

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

Sector- 22, Rohini, Delhi- 110086, India



CRITERION 2



2.3 TEACHING LEARNING PROCESS

Metric 2.3.1



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Criteria 2: Teaching Learning and Evaluation

Key Indicator- 2.3 Teaching- Learning Process

2.3.1: Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences and teachers use ICT- enabled tools including online resources for effective teaching and learning process

Particulars	Page No.
Participative Learning	1 - 498



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2.3.1. Student-Centric Methods - Participative Learning

S. No.	Events/Activities	Date	Year
1	International Conference: 'Asia Pacific Economic Integration Forum (APAC EIF) 2022	July 21, 2022 - July 22, 2022	2021-22
2	Webinar For Upcoming Entrepreneurs-“How To Prepare For Corporate World”	July 20, 2022	2021-22
3	Seminar on "IP and Youth; Innovating for a better future' on World Intellectual Property day celebration	April 26, 2022	2021-22
4	Workshop on “Intellectual Property Rights Awareness Programme - Creative India; Innovative India” in association with NIPAM	February 28, 2022	2021-22
5	Webinar for Amateur Entrepreneurs in Finance:'Commodity Derivative and Risk Management'	November 24, 2021	2021-22
6	Workshop: Methodology of Taxation, Its Logicality and Fairness	October 11, 2021 - October 18, 2021	2021-22
7	International Conference: 'Resilience & Reinvention in Turbulent Times: HR & Marketing Perspective	October 07, 2021	2021-22
8	International Conference: 'The Pandemic and Financial Landscape'	September 30, 2021	2021-22
9	Webinar on Entrepreneurship in post COVID-19 resurgence and Valedictory Program Skill Enhancement Certificate Course “Data Analytics 2.0”	September 21, 2021	2021-22
10	International Conference: 'Reshaping the Landscape of Media during Crisis Situation'	September 17, 2021	2021-22
11	Webinar and Quiz on Developing an Entrepreneurial Mindset	September 9, 2021	2021-22
12	Webinar on Awareness of Entrepreneurship and Innovation	September 3, 2021	2021-22
13	Webinar on “The Covid-19 pandemic and entrepreneurship: Some reflections”	August 18, 2021	2021-22
14	Webinar: 'Developing Investment Acumen' by Entrepreneurship Cell	August 17, 2021	2021-22
15	Webinar Cum Quiz on Implications of Covid-19 Pandemic on Research Methods and Designs	August 2, 2021	2021-22

16	Netritva - A lecture series on Judicial Services Examination	November 21, 2021	2021-22
17	Pre-Placement Talk with Travclan Pvt. Ltd.	January 27, 2021	2021-22
18	Pre-Placement Interaction with OM Logistics	February 23, 2021	2021-22
19	Pre-Placement Talk with South Indian Bank Ltd	April 28, 2021	2021-22
20	Power Webinar And Quiz On "Research Analytics - A Career Perspective"	August 7, 2021	2021-22
21	Webinar_ "The COVID-19 Pandemic and Entrepreneurship: Some Reflections"	August 8, 2021	2021-22
22	Career Counseling Sessions For Skill Enhancement Program - CFA, FRM & NSE Academy Certifications	September 7, 2021	2021-22
23	Path Finder 1.0 Series of Career Counselling Sessions 1st Session: Higher Education & Career Opportunities Post Covid-19 Pandemic in India	September 16, 2021	2021-22
24	How To Start A Business In 48 Hours	October 13, 2021	2021-22
25	Webinar On Internship- A Pathway For Placements	October 23, 2021	2021-22
26	Talk On How To Have A Growth Mindset	October 25, 2021	2021-22
27	Report_Pathfinder 1.0 2nd Session On The Topic "How To A Crack GD"	October 28, 2021	2021-22
28	Resume Building	October 30, 2021	2021-22
29	Pre-Placement Talk with Winspark Innovations Learning Pvt. Ltd.	November 15, 2021	2021-22
30	Industry Interaction with Confluence Solutions	December 29, 2021	2021-22
31	Career Avenues Through Education In India And Abroad	January 16, 2022	2021-22
32	Overseas Career Prospects For Graduate Students	March 4, 2022	2021-22
33	Workshop On "Career Growth"	March 28, 2022	2021-22
34	Critical Skills For 2030	April 4, 2022	2021-22
35	Career Opportunities In Business Management	July 16, 2022	2021-22
36	Webinar cum Quiz on "E commerce: Changing Landscape"	August 2, 2021	2021-22
37	Webinar on "Digital Marketing: Ingenuity and Creativity"	September 9, 2021	2021-22
38	Session on "Key to Verbal and Non-Verbal Communication"	March 9, 2022	2021-22
39	Expert Lecture on "Strategic Communication for Entrepreneurs "	May 13, 2022	2021-22
40	Special lecture on "Health Communication"	June 16, 2022	2021-22
41	Guest Lecture on "Dynamics of Sports Journalism Reporting"	July 7, 2022	2021-22
42	Webinar and Quiz on "Entrepreneurship: the path from invention to innovation"	July 22, 2021	2020-21
43	Interactive workshop on Research Methodology	June 26, 2021	2020-21

44	Workshop on “Fundamentals of Publishing Research in Top Journals”	June 16, 2021	2020-21
45	Finance Webinar on ‘Modern Research Methods of Stock Analysis’	June 11, 2021	2020-21
46	Webinar & Quiz: ‘5G Applications: Research on Myths and Realities’	June 09, 2021	2020-21
47	Webinar: ‘Research methods and analysis of Stock Markets’	May 18, 2021	2020-21
48	Webinar on Innovation and Intellectual Property Rights: "A Vision to Make India Self Reliant"	April 26, 2021	2020-21
49	International Conference on the theme ‘Drivers of Global Economic Recovery’	April 23, 2021	2020-21
50	Webinar: PR Industry during Pandemic: Challenges & Future Prospects’	April 20, 2021	2020-21
51	Webinar: ‘Career Option, Entrepreneurial Mindset and Employability Skills in the Indian Communications Industry2021 ’	April 17, 2021	2020-21
52	Workshop: Effective Use of Social Media Tools in Qualitative Research	April 9, 2021	2020-21
53	Webinar -'Unmasking GST: Research & Analysis of various factors of GST'	March 18, 2021	2020-21
54	Seminar - Awareness and Prevention of Financial & Intellectual Property Frauds	March 12, 2021	2020-21
55	Webinar : "Be a Social Entrepreneur"	December 9, 2020	2020-21
56	International Conference "Impact of Digitization on Education, Management Sciences, Information Technology, Law Enforcements and Media"	December 3, 2020 - December 4, 2020	2020-21
57	Identifying Entrepreneurship’s Values and transforming it into Behavior	November 17, 2020	2020-21
58	A National Research Webinar : "Gender Based Violence in Digital Space"	November 6, 2020	2020-21
59	Webinar : "Financial Condition of Young Entrepreneurs during COVID - 19 Pandemic & Importance of Financial Management in Life'	October 31, 2020	2020-21
60	Webinar : "Career opportunities in the field of Marketing and IPR : Myth Vs. Reality"	October 27, 2020	2020-21
61	Entrepreneurship Webinar : "Hatch from Scratch"	September 30, 2020	2020-21
62	Webinar: Career in Finance & Research	September 13, 2020	2020-21
63	Webinar : "Entrepreneurship and Scope of Creativity in Modern Era"	September 12, 2020	2020-21
64	Research Webinar: 'COVID 19: Changing Dimensions of Corporate Frauds'	September 5, 2020	2020-21
65	Webinar - Future Prospects of Foreign Education amidst COVID 19	October 20, 2020	2020-21

66	Students' Personality Development Activity On Demystify MBA - India And Abroad	August 30, 2020	2020-21
67	Webinar Careers In Finance And Research	September 13, 2020	2020-21
68	Pre-Placement Talk with Blanchard Research _ Training India Ltd.	October 28, 2020	2020-21
69	Talk On Preparation For Competitive Exams	November 25, 2020	2020-21
70	Online Workshop On Drafting Legal Resume And Cover Letter	December 2, 2020	2020-21
71	Pre-Placement talk with Yhills	February 17, 2021	2020-21
72	Pre-Placement Interaction with Vikas Lifecare Ltd	March 24, 2021	2020-21
73	Pre-Placement Talk with OM Telecom Logistics Pvt Ltd	May 20, 2021	2020-21
74	Pre-Placement Interaction with Confluence Solutions	June 3, 2021	2020-21
75	Constructing Career Resume Building And Interview Skills Enhancement	June 26, 2021	2020-21
76	Expert Talk on Hindi Diwas - "Kya Hindi ka samman kiye bina vastavik Swatantrata prapt ki ja sakti hai?"	September 14, 2020	2020-21
77	Expert Lecture on "Choosing the right Communication for your Business Ideas"	October 21, 2020	2020-21
78	Session on "Art of Listening"	November 5, 2020	2020-21
79	Expert Lecture on "Emotional Intelligence"	December 18, 2020	2020-21
80	Margdarshan: The Industry Talk Series on Legal Language and Communication	April 10, 2021	2020-21
81	Webinar on "How to effectively manage Data on Cloud Computing"	April 28, 2021	2020-21
82	Webinar on "Effectively Using Google Drive"	May 13, 2021	2020-21
83	International Conference Global Economic Order in the Post Covid-19 Era: Challenges, Opportunities, and Strategies	July 25, 2020	2019-20
84	Workshop on 'Creating Awareness among Public regarding Prevention of Financial Frauds & Intellectual Property Rights'	July 16, 2020	2019-20
85	Webinar - How to Start your Entrepreneurial Journey of your Start-up	July 04, 2020	2019-20
86	Webinar - Networking for Global Professionals & Entrepreneurs in Post Pandemic World	June 14, 2020	2019-20
87	Webinar - 'Entrepreneurs of the Future in Entertainment, Journalism, Design, Fashion and Business in collaboration with Pearl Academy	May 16, 2020	2019-20
88	Workshop: 'IPR and Traditional Knowledge - Contemporary Issues and Challenges'	February 27, 2020	2019-20

89	Entrepreneurship Awareness Program (EAP) In collaboration with Ministry of MSME Technology Development Centre (MSME)	February 17, 2020 - February 28, 2020	2019-20
90	Workshop - Corporate Communication for entrepreneurs	January 29, 2020	2019-20
91	Fest E-Summit 2020	February 13, 2020- February 14, 2020	2019-20
92	Career Creative Conclave	February 1, 2020	2019-20
93	Financial Literacy Program, Employability skill development Programme	January 23, 2020- March 1, 2020	2019-20
94	Students' Personality Development Activity On "CAT Preparation And Profile Building"	June 28, 2019	2019-20
95	Industry Pre-Placement Interaction with Concentrix	August 18, 2019	2019-20
96	Career Counselling Seminar On Company Secretary – As A Career Option	September 23, 2019	2019-20
97	Pre-placement talk with IHS Market	September 30, 2019	2019-20
98	Pre-Placement Talk with WIPRO	October 21, 2019	2019-20
99	Talk On "The Preparation For Competitive Exams"	November 26, 2019	2019-20
100	Pre-Placement Talk with Vikas Lifecare Ltd	January 7, 2020	2019-20
101	Pre-Placement Talk with OM Logistics	March 30, 2020	2019-20
102	Webinar on "Digital Marketing Tactics for Startups"	September 22, 2019	2019-20
103	Expert Session on "Business Jargons"	November 4, 2019	2019-20
104	Digital Chaupal : An Interactive session on Digital Marketing	November 4, 2019	2019-20
105	Session on Communication Skills: "Get your words right"	November 5, 2019	2019-20
106	Session on "Basics of Graphic Designing"	April 7, 2020	2019-20
107	Webinar on "Leadership Skills"	June 4, 2020	2019-20
108	Seminar - Startup Academic Meet for budding Entrepreneurs	February 15, 2019	2018-19
109	Pre-Placement Interaction with Concentrix	August 29, 2018	2018-19
110	Pre-placement talk with Abroad Shiksha	November 21, 2018	2018-19
111	Pre-Placement interaction with Amazon	December 18, 2018	2018-19
112	Pre-Placement Talk with Vikas Multicorp Ltd.	January 24, 2019	2018-19
113	Pre-Placement Interaction with Om Trans Logistics Ltd	February 12, 2019	2018-19
114	Special Lecture on Reporting for News Agency	February 15, 2019	2018-19
115	Talk on Effective ways to Crack Exams	December 12, 2018	2018-19
116	Session on "Effective Body Language"	August 22, 2018	2018-19
117	Expert Session on "Story Telling"	September 7, 2018	2018-19
118	Session on "Management Skills and Team Building"	November 2, 2018	2018-19
119	Session on "Building business friendly Vocabulary"	November 18, 2018	2018-19
120	Session on "Getting creative with Powerpoint"	December 22, 2018	2018-19
121	Session on "Introduction to Business Analytics"	February 22, 2019	2018-19

122	Session on "Digital Literacy and its Role in India"	May 17, 2019	2018-19
123	Seminar on Bombay Stock Exchange for Entrepreneurs: How to become Broker?	February 8, 2018	2017-18
124	Advertising Workshop for Budding Entrepreneurs	October 16, 2017	2017-18
125	Pre-Placement Talk with Concentrix	August 22, 2017	2017-18
126	Pre-Placement Talk with Amazon	September 12, 2017	2017-18
127	Pre-Placement Talk with Genpact	October 4, 2017	2017-18
128	Talk on preparation of competitive exams Report	October 19, 2017	2017-18
129	Pre-Placement Talk with Confluence Solutions	January 16, 2018	2017-18
130	Seminar on Bombay Stock Exchange for Entrepreneurs How to become Broker	February 8, 2018	2017-18
131	Pre-Placement Talk with Om Trans Logistics Ltd	February 21, 2018	2017-18
132	Expert Session on "Google Ads and SEO"	August 25, 2017	2017-18
133	Session on "How to use Word Press effectively"	September 7, 2017	2017-18
134	Session on "How Good are your Leadership Skills"	September 8, 2017	2017-18
135	Session on "How to develop Good Communication Skills"	October 31, 2017	2017-18
136	Session on "Getting along with MS Office"	December 20, 2017	2017-18
137	Session on "Cross Cultural Communication in Organisations"	December 20, 2017	2017-18
138	Session on "Language and Selling Skills"	February 1, 2018	2017-18
139	Session on "Team Building Skills"	March 19, 2018	2017-18



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Report

International Conference: Asia Pacific Economic

Integration Forum (APAC EIF) 2022

July 21-22, 2022

A two day International Conference entitled “Asia Pacific Economic Integration Forum (APAC EIF) 2022” was jointly organized by Faculty of Economics, Thammasat University, Thailand; Thammasat Business School, Thammasat University, Thailand; Maharaja Agrasen Institute of Management Studies, India; Entrepreneurship Development Institute of India, Ahmedabad; The University of Danang- University of Economics, Vietnam and Faculty of Economics and Business Administration, Dalat University, Vietnam on July 21-22, 2022 on the theme ‘Connectivity Dots in Asia Pacific for Realizing Regional Potential for Global Welfare’. It was decided among the partners that the few selected quality papers of the conference will be published in special issues of Scopus Indexed journals, “Thailand and the World Economy” and “Thammasat Review”.

The inauguration started at 09:00 AM Indian time (10:30 AM Thailand time) on July 21, 2022 with moderator Ms. Kamna Vaid, Assistant Professor, Department of Economics, MAIMS formally welcoming 124 participants including all the dignitaries present online, faculty and students from various parts of the country, colleagues and students.

The event started with the welcome address by representatives of all academic partners: Prof. (Dr.) Supachai Sricuchart, Dean, Faculty of Economics, Thammasat University; Prof. (Dr.) S.K. Garg, Director General, MAIMS, Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India, Ahmedabad; Prof. (Dr.) Ruth Banomyong, Dean, Thammasat Business School, Thammasat University; Assoc. Prof. Man Dang, Head of the Department of Research & International Cooperation, The University of Danang; and Assoc Prof. Nguyen Tat Thang, Vice president, Dalat University.

Then the key note speaker Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES, and Chancellor, MAU, HP was called upon but due to some unavoidable reasons, he could not attend the event. But he gave his blessings for the success of the event. Then came the address from Chief Guest Prof. (Dr.) Fukunari Kimura, Chief Economist, ERIA, Jakarta & Prof., Faculty of Economics, Keio University, Japan. He talked about supply chains during covid -19 and beyond. He further claimed that India has advantage in digital services and should



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take benefit out of it for economic growth and development of the world as a whole. Inaugural session came to an end with the address of Dr. Sanjay Kumar Mangla, Faculty, Entrepreneurship Development Institute of India, Ahmedabad. In his address he thanked all the dignitaries and participants to contribute to conference in one or the other way. He showed the willingness of all partners to organize another offline event under APAC EIF 2022 in the near future.

The inaugural session was followed by two panel discussions comprising of renowned academicians and policy makers to discuss this issue from various different aspects. Under the limitation of this pandemic and lockdown, we managed to get four prominent speakers along with one moderator in both the panels. In the first panel, we had Dr. Prabir De, Professor, Research and Information System, India; Prof. Faisal Ahmed, Professor, Fore School of Management, Delhi, India; Prof. Shandre Thangavelu, Regional Director, Southeast Asia, CIEs, Institute for International Trade, The University of Adelaide; and Dr. Jayant Menon, Senior Fellow, Regional Economic Studies

Programme, ISEAS-Yusof Ishak Institute, Singapore and former Lead Economist in the Office of the Chief Economist, ADB along with Dr. Sanjay Kumar Mangla, Faculty, Entrepreneurship Development Institute of India, Ahmedabad as moderator of the panel discussion. The topic of the panel was 'From Multilateralism to Regionalism to Bilateralism in context of A-Pac'. I discussed that multilateral world is facing big risks and uncertainties but regional and bilateral trade agreements cannot be an alternative to multilateral organizations. Thus mega regionalism is dominating and have a great significance.

In the second panel, we were privileged to have Prof Hal Hill, H.W. Arndt Professor Emeritus of Southeast Asian Economies, Crawford School of Public Policy, ANU and President of East Asian Economic Association (EAEA); Prof. Sakon Varanyuwatana, Chairperson of the Trade Competition Commission and Former Dean, Faculty of Economics, Thammasat University; Professor Xuan-Vinh Vo, Dean of the Institute of Business Research, University of Economics, Ho Chi Minh City; and Dr. Cassey Lee, Senior Fellow and Coordinator, Regional Economic Studies Programme, ISEAS-Yusof Ishak Institute, Singapore along with Dr. Juthathip Jongwanich, Associate Professor, Thammasat University, Thailand & Editor, Thailand and the World Economy as the moderator of the panel discussion. The topic of this panel discussion was 'Fears of Deglobalization: Responses and Challenges for ASEAN and beyond'. In this, the experts discussed about the position of ASEAN countries in deglobalization and at which side these countries should be. With this, the first day of the



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conference came to an end at 03:00 PM IST (04:30 PM BKK). The second day of the conference began with seven parallel technical sessions from 10:00 AM IST (11:30 AM BKK) to 01:00 PM IST (02:30 PM BKK) comprising of a total of 52 papers.

There were 10 session chairs to judge those papers and they belong to different countries and institutions. In terms of papers and other contributions, we have touched upon more than 80% of the geographical part of the country and there were experts from more than 10 countries like US, Thailand, Australia, China, Vietnam, Korea.

The Valedictory session of the conference began at 02:00 PM IST (03:30 PM BKK) with the opening cum welcome address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. Then the Dr. Juthathip Jongwanich, Associate Professor, Thammasat University, Thailand & Editor, Thailand and the World Economy was called upon to read the conference report and announce the best paper awards. In total six papers were given best paper awards, judged on the basis of their relevance to the conference theme, originality, presentation and response to Q&A by the session chairs. Lastly, vote of thanks was given by Prof. (Dr.) Supachai Sricuchart, Dean, Faculty of Economics, Thammasat University who congratulated the best paper award winners, participants and organizing committee for the successful event. Ms. Kamna Vaid then concluded the event with the end note that the flagship event of APAC EIF 2022 was the feather in the cap and it was a milestone and that there will be many on the way to come.



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REPORT

WEBINAR FOR UPCOMING ENTREPRENEURS-

“HOW TO PREPARE FOR CORPORATE WORLD”

Date: July 20, 2022

Platform: Google Meet

Timings: 2:00 PM- 3:30 PM

Link: <https://meet.google.com/mxm-dgow-act>

Organizing Committee: Department of Commerce

Faculty Convener- Dr. Geetanjali Gupta, Assistant Professor, Department of Commerce

On July 20, 2022, The Department of Commerce, in consultation with the Director, MAIMS, organized a webinar for upcoming entrepreneurship “How to prepare for corporate world” under the aegis of IQAC, MAIMS, ROHINI in the academic session 2021-2022.

It was held on Google Meet. The webinar aimed to enable participants to get a complete understanding of the corporate world know-hows. The webinar had the humble presence of Prof. Ravi Kumar Gupta (Director, MAIMS), Dr. Manju Gupta (H.O.D, Department of Commerce), Dr. Geetanjali Gupta, (Assistant Professor, Department of Commerce), faculty members and students of various courses.

The registrations started from 15th July, 2022 till 18th July, 2022. Total no. of registration was 118. The participants registered through the google form link mentioned in the notice circulated through the official WhatsApp groups.

The program commenced at sharp 2:00 pm. The host welcomed the honorable Speaker, Director sir and the participants. Introduction of the event given by Ms. Harshita Jain (Student coordinator). The webinar continued till 3:30 pm. The program was concluded with the vote of thanks by the Faculty Convener Dr. Geetanjali Gupta, Department of Commerce.

83 students of MAIMS and faculty attended the Webinar on Google Meet Platform. The session aimed to enable the participants to get a complete understanding of how they should prepare while entering the corporate world.

The eminent speaker was Mr. Ankit Ravindra Jain, a communication and public speaking coach, an inspector at income tax department. He shared his experience of being on josh talks speaker twice and the ways we can develop soft skills. He was interacting with students during the entire session. He shared various skills one must possess while entering the corporate world and how to develop them. He shared a few tips and tricks with all of us which he believes and follows himself.

The whole session was conducted by Mr. Ankit Ravindra Jain in a very interesting manner where he used several examples and a hypothetical story. The speaker conducted a small activity during the webinar and inspired students to add value to themselves with it. Students actively took part during the whole session, interacting through the chat box. During the Q/A session, students were curious about Mr. Ankit's experience of his first public speaking session and learned how to overcome the fear of public speaking.

The session turned out to be a very learning and fruitful experience for the participants. The student's enthusiasm in the webinar was visible from their willingness to interact with the speaker



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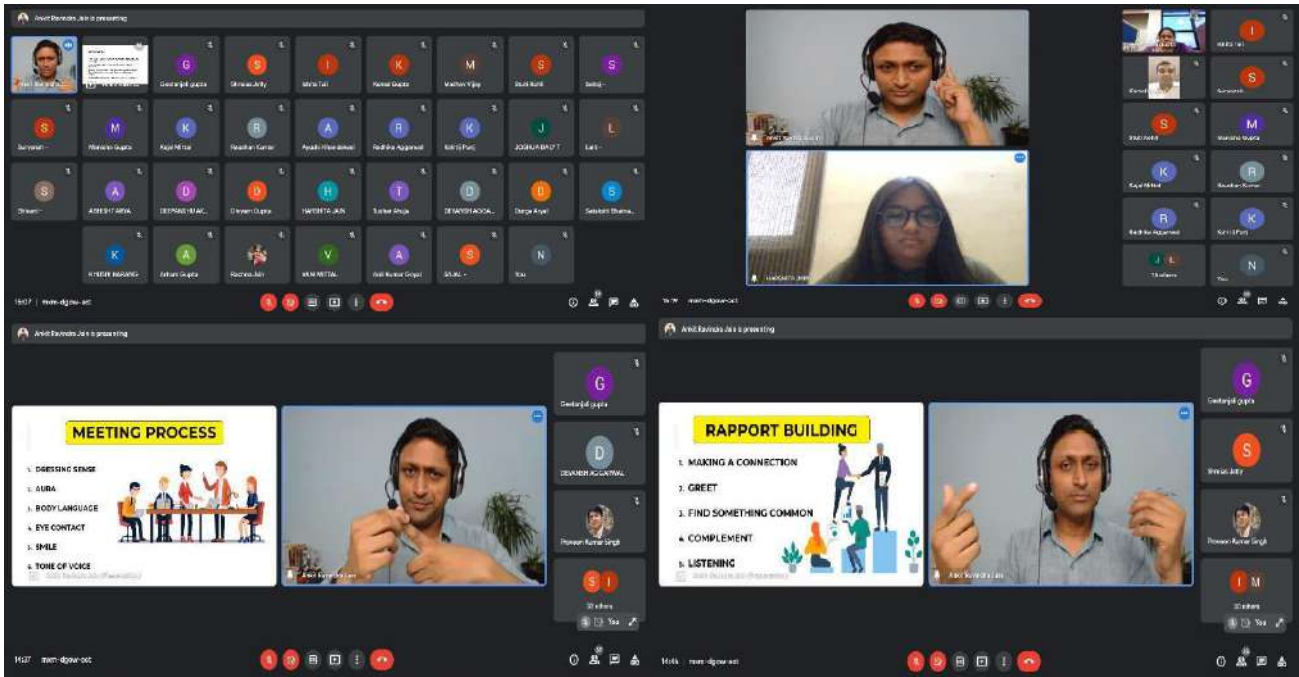
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at great lengths. At the end of the webinar a google form was circulated to fill in the details for the feedback.





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Report

Seminar on "Intellectual Property and Youth; Innovating for a better future"

(Tuesday) April -26, 2022

IPR DAY CELEBRATION on 26th April 2022 Department of Law, Maharaja Agrasen Institute of Management Studies celebrated the World Intellectual Property Day, 2022 on the theme of "Intellectual Property and Youth; Innovating for a better Future" on 26th April 2022 in the Maharaja Agrasen Auditorium Hall.

A total of 100 participants graced the event. This event was graced by the presence of distinguished speakers namely Prof. (Dr.) Lisa P. Lukose, Professor, GGSIP University, Ms. Sonal Madan, Partner, Chadha & Chadha Associates. The event was organized under the supervision of Prof. (Dr.) GP Govil, Advisor, MAIT, Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, Dr. Praveen Kumar Gupta, Head, Department of Law, Prof. (Dr.) Rajni Malhotra Dhingra, Principal, MAIMS, Dr. Nisha Dhanraj Dewani and Ms. Akansksha Gupta (Faculty Coordinators).

The speakers had highlighted the role of young people to find new and better solutions that support the transition to a sustainable future. Prof. Lisa emphasized that the young people are the innovators, creators and entrepreneurs of tomorrow. As such, it is our responsibility to equip them with IP knowledge. Ms. Sonal Madan also stressed upon the indispensable need of IPR for our young generation.

The event discussed the government's role in providing number of opportunities for youth to find out how IP rights can support their goals, transform their ideas into reality, generate income, create jobs and make a positive impact on the world around them. Overall, this event was a great initiative taken up by MAIMS in the area of promotion, protection and awareness of IPR.



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Maharaja Agrasen Institute of Management Studies
Department of Law
Celebrating

World Intellectual Property Day
"IP AND YOUTH; INNOVATING FOR A BETTER FUTURE"

26th April, 2022
Venue- (Maharaja Agrasen Auditorium)
Timings 11:00AM Onwards

Prof. (Dr.) Lisa P. Lukose
GGSSIP University

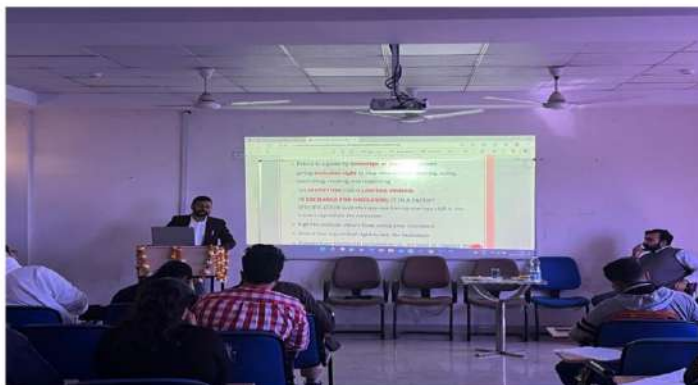
Ms. Sonal Madan, Partner
Chadha & Chadha Associates

Dr. Nami Kishore Garg
FOUNDER CHAIRMAN & CHIEF ACADEMIC MATRUL,
& CHANCELLOR
MAHARAJA AGRASEN UNIVERSITY, SAONI (HP)



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Report on Workshop on “Intellectual Property Rights Awareness Programme- Creative India; Innovative India”



On 28th February, 2022, Office of Controller General of Patents, Designs and Trade Marks conducted a workshop on Intellectual Property Rights at Department of law, Maharaja Agrasen Institute of Management Studies. The workshop's theme was Creative India; Innovative India. The first technical session lecture was delivered by Dr. Sunil Kumar (examiner of Trademark and GI, Former assistant professor, Campus law center, University of Delhi). The workshop session started with introduction of guest speakers by Dr. Nisha Dhanraj Dewani (Associate Professor, Dept. of Law) after which Dr. Sunil Kumar started his session on IPR. The Speaker started with the topic of Trademark with the question – “Why is it named Intellectual Property? Is it directly connected to the intellect of human property? Trademark is mark which is used for trade. The second technical session was taken over by Sir Abhishek Kumar Pandey (Senior Examiner of Trademarks and GI, done his LLB from University of Pune and LLM from Kurukshetra University, working in Intellectual Property since 2013). The speaker apprised about copyright and design, their definition, types, infringement and remedies. The core emphasis of this workshop was to build the perspective of students from Science, Business and Law to get an insight on contemporary issues related to IPRs. Over the years, the areas related to IPRs have grown abundantly, and thus the workshop presented a holistic approach to enhance the knowledge and research in the area of IPRs. The participants gained valuable insights into the emerging technologies and IPR from the subject experts.



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Report

Webinar on Amateur Entrepreneurs in Finance- Commodity Derivatives and Risk Management

Date: November 24, 2021

On Wednesday, November 24, 2021, Department of Commerce, Maharaja Institute of Management Studies, organized a webinar on “Amateur Entrepreneurs in Finance- Commodity Derivatives and Risk Management” through Google meet platform at 11 am. Total 70 students from Department of Commerce participated in the event. The main objective of the event was to make students understand about mechanism of commodity markets and career opportunity available in financial sector.

The programme started with the welcome address by Prof. (Dr.) Manju Gupta, Department of Commerce. Prof. (Dr.) Manju pointed about the role of commodity markets in the economy and how investors can make commodity as a part of their portfolio in the current scenario.

Mr. Vinit Singh Kaler, Sr. Manager- Training and Education, MCX India was the resource person for the event. He started session with the introduction of commodity markets with relevant examples. He also elaborated the types of commodity traded on the exchanges and regulatory framework of commodity markets prevalent in India. Mr. Vinit also focused on the various participants operating in the commodity market. At last he emphasized on the mechanism of clearing of commodity trades, which provided students the opportunity to understand the whole mechanism of commodity market. Lastly, the talk was appreciated among students and faculty members and ended with answering of queries asked from participants.

The session was concluded by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He appreciated Mr. Vinit, the resource person of the event about the practical knowledge provided to the students during the event and ensure to make more events in future.

The session ended on a thank you note from Dr. Kamal Gupta convener of the Webinar. The students were asked to fill the feedback form seeking their views about the session and its delivery.

विश्व निवेशक सप्ताह २०२१
WORLD INVESTOR WEEK 2021

२२-२८ नवम्बर, २०२१ | November 22-28, 2021

निवेश से पहले रखें पता हर बात का - तभी खुलेगा आर्थिक आत्मनिर्भरता का रास्ता
Investing with Knowledge – Way to Financial Independence

SEBI भारतीय प्रतिभूती और विनियम बोर्ड
 Securities and Exchange Board of India

MCX METAL & ENERGY
 Trade with Trust

MCX INVESTOR PROTECTION FUND

MarketMaster

Symbol	Bid Price	Ask Price	Last Traded Price
FUTCOM_GOLD	1802.00	1806.00	1802.00
FUTCOM_GOLD	2440.00	2444.00	2440.00
FUTCOM_GOLD	1802.00	1806.00	1802.00
FUTCOM_GOLD	2440.00	2444.00	2440.00
FUTCOM_GOLD	1802.00	1806.00	1802.00
FUTCOM_GOLD	2440.00	2444.00	2440.00
FUTCOM_GOLD	1802.00	1806.00	1802.00
FUTCOM_GOLD	2440.00	2444.00	2440.00
FUTCOM_GOLD	1802.00	1806.00	1802.00
FUTCOM_GOLD	2440.00	2444.00	2440.00
FUTCOM_GOLD	1802.00	1806.00	1802.00
FUTCOM_GOLD	2440.00	2444.00	2440.00
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REC Vinit Singh is presenting

WHAT ARE COMMODITIES


MCX METAL & ENERGY Trade with Trust

Commodities


Agriculture




Base Metals






Energy



Bullion



Intangibles

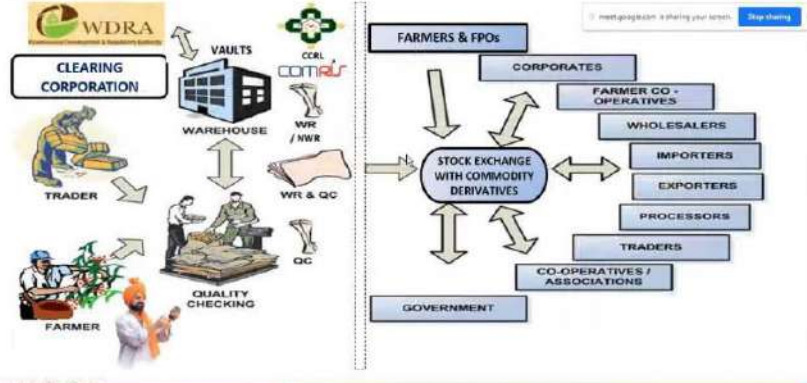
- Commodities are the **raw materials** used to create a liveable world
- Often used as **inputs in the production of other goods**
- Have no qualitative difference across markets—fungibility/Homogeneous

Webinar on Commodity Markets

REC Vinit Singh is presenting

COMMODITY DERIVATIVES ECOSYSTEM

MCX METAL & ENERGY Trade with Trust



Webinar on Commodity Markets

meet.google.com/ize-zpro-yqn?pli=1&authuser=0

REC

Vinil Singh, SUDHANSHU GUPTA, Anil Kumar Goyal, Divisha Gupta, SAJJAL BANSAL, Kajal Mittal

Rachna Jain, Divisha Gupta, Praveen Kumar S..., KHUSHI NARANG, deepak kumar, JOSHUA DALY T

ABHINAV GUPTA, Rachita Aggarwal, Prakhar Jain, Director - , 21 others, You

12:12 | Webinar on Commodity Markets

In-call messages

Let everyone send messages

Messages can be seen only by people in the call and are deleted when the call ends.

Anil Kumar Goyal 12:10
Which commodities we should focus as beginners

Divisha Gupta 12:11
Sir this session helped in increasing my knowledge thanku so much sir

Anil Kumar Goyal 12:12
objective is to take minimum risk

send a message to everyone

Windows taskbar: 23°C Haze, 12:12 PM 11/24/2021

meet.google.com/ize-zpro-yqn?pli=1&authuser=0

REC

Vinil Singh, SUDHANSHU GUPTA, Anil Kumar Goyal, Divisha Gupta, SAJJAL BANSAL, Kajal Mittal, Rachna Jain

Divisha Gupta, Praveen Kumar Singh, KHUSHI NARANG, deepak kumar, JOSHUA DALY T, ABHINAV GUPTA, Rachita Aggarwal

Prakhar Jain, Kahlitij Srivastava, Tushar Agarwal, AARJAV JAIN, Geetanjali Gupta, sanjana khare, KUNAL SHARMA

MINAKSHI - , CHIRAG NEGI, ABHISHT ARYA, Director - , 9 others, You

12:16 | Webinar on Commodity Markets

Windows taskbar: 23°C Haze, 12:16 PM 11/24/2021



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One Week Workshop
On
Methodology of Taxation, it's Logicality and Fairness
Under the Aegis of IQAC
October 11, 2021- October 18, 2021
Zoom Meet Link: <https://meet.google.com/pvz-epup-bcb>

REPORT

"Opportunities don't happen. You create them." -- Chris Grosser

The taxation system in India is such that the taxes are levied by the Central Government and the State Governments. Some minor taxes are also levied by the local authorities such as the Municipality and the Local Governments.

Over the last few years, the Central and many State Governments have undertaken various policy reforms and process simplification towards great predictability, fairness, and automation. This has consequently led to India's meteoric rise to the top 100 in the World Bank's Ease of Doing Business (EoDB) ranking in 2020. The Goods & Services Tax (GST) reform is one such reform to ease the complex multiple indirect tax regime in India. Understanding taxes greatly reduces the likelihood of making mistakes of ignorance. Also, having a good basic knowledge helps not only in avoiding difficulties, but also in avoiding missing deductions. In the same endeavor, to facilitate and prepare the students, MAIMS invited experts to conduct One-week Workshop on "Methodology of Taxation, its logicality and fairness". The workshop was held in association with PCJ School of Management, Maharaja Agrasen University, Baddi, Himachal Pradesh and in collaboration with Patiala Tax Bar Association.

Along with faculty members, a total of 63 participants were registered for the event.

Day 1: October 11, 2021

The inaugural event began with the enchantment of Saraswati Vandana to invoke the blessings of Goddess Saraswati. Dr. Charu Mohla (Associate Professor & Workshop Convener) gave the welcome address. Prof. (Dr.) V.K Khurana (HOD-Business Administration and Coordinator, IQAC), was requested to give the Introductory Remarks. Prof. (Dr.) Ravi Kumar Gupta (Director, MAIMS) addressed the audience. He also discussed the importance of such events for personal and professional growth of an individual.

The Chief Guest of the day, Mr. Rakesh Cajla, President, Patiala Tax Bar Association gave a brief overview on the workshop and its importance. He motivated everyone to actively participate in the workshop to get benefited.



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Report on 'Accounting software for business' certificate course was presented by Mr. Inderpal Singh, Assistant Professor, Department of Business Administration.

The first session began with the address by Ms. Shagun Matta, Advocate, Supreme Court on the topic "Taxonomy of Taxation (Historical Journey of Tax System in India)". She enlightened the audience on the history of taxation from ancient period to the modern one and its relevance and changing forms. At the end of the session, Ms. Matta answered all the questions raised by the audience and formal discussion over the topic took place.

Ms. Sanam Sharma, Assistant Professor & Co-convenor of the workshop, Department of Business Administration, was then invited to give vote of thanks to all the dignitaries, esteemed resource persons, faculty, participants, and students.

Day 2: October 12, 2021

The second day of the workshop started with a brief introduction about the relevance of tax and real-world problems associated with it.

Prof. (Dr) Rajni Malhotra Dhingra, Principal, Dept. Of law, MAIMS was invited for the welcome address.

Ms. Anu Goyal, Assistant Professor, Department of Business Administration, was invited to give an overview of the topic "Tax Planning, Tax Avoidance & Tax Evasion – The Changing Perspective".

Ms. Aashna Cajla, (Chartered Accountant at Cajla & Associates, Chandigarh) was then invited to deliberate on the topic. Ms. Cajla enlightened the audience on the important concepts and provided comprehensive understanding to our participants as well as audience on tax planning, tax avoidance, tax evasion, it's relevance and changing perspectives. Ms. Cajla also presented case laws to illustrate the scenario of taxation in the country. She comprehensively explained all the facets relating to the legal and illegal aspects of the topic.

Towards the end of the session, Ms. Meenakshi Gupta, Assistant Professor, Department of Business Administration was invited to give vote of thanks.

Day 3: October 13, 2021

The third day of one-week workshop on "Methodology of Taxation, it's logicality and fairness" started with the welcome of the guest, Mr. Amar Rai (Chartered Accountant).

Prof. (Dr) Sangeeta Malik, Dean, MAIMS, was invited to give a welcome address. Prof. (Dr) Vijay Kr. Khurana, HOD-Business Administration and Coordinator-IQAC, was invited for the introductory remarks. This was followed by the address of our honorable Director sir, Prof. (Dr.) Ravi Kumar Gupta, who addressed the gathering with his words of wisdom.



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Next, Mr. Inderpal Singh, Assistant Professor, Department of Business Administration, presented the report of Cumulative Results of 1st and 2nd Semester–end Examinations- BBA Batch 2020-23.

Mr Amar Rai (qualified CA, currently working as the Partner in CA firms: Sunder Sharma Co. and Gupta Rai & Associates) addressed the audience on the topic “Important Developments Under the Companies Act 2013 from Direct Tax Perspective”. He enlightened the audience on Companies Act, 2013; its relevance and changing forms. Mr. Rai also described the ways and means by which direct tax clocks out, works in the country and impacts a wide variety of businesses. The esteemed speaker also presented certain case laws to illustrate the scenario of taxation in the country.

Coming to an end, Dr. Sushila Gupta, Assistant Professor, department of business administration, MAIMS, was invited to offer a vote of thanks to all the dignitaries, and esteemed resource persons and participants.

Day 4: October 14, 2021

The Fourth day of the workshop started with the welcome of the guests, Prof. (Dr.) Harish Singh (Deputy Director, MSI) and Mr. Sanjay Malhotra (Chartered Accountant). Prof. (Dr) Ravi Kumar Gupta (Director, MAIMS) and Prof. (Dr.) V.K Khurana (HOD- Business Administration and Coordinator, IQAC) were also present to grace the occasion along with the faculty, participants, and students.

Ms. Sarita Bansal Garg, Associate Professor, Department of business administration, was invited to give a welcome address. This was followed by an address on Tax Laws by Prof. (Dr.) Harish Singh, Deputy Director, Maharaja Surajmal Institute, who enlightened the audience on the basics of tax laws and gave a brief overview of its contents. He addressed the audience present with his engaging and fruitful presentation.

Next, was the session by esteemed resource person, Mr. Sanjay Malhotra (CS, CFA, Cost & Management Accounting). Mr. Malhotra addressed the audience on the topic for the day “GST and its implications for business”. He discussed the important concepts and provided a comprehensive understanding of GST; its relevance and changing forms. Mr. Malhotra also described the ways and means in which GST works in the country and impacts a wide variety of businesses.

Dr Manoj Verma, Associate Professor, Department of business administration, was invited to offer vote of thanks.

Day 5: October 16, 2021

The fifth day of the workshop saw the presence of Prof. (Dr.) Ravi Kumar Gupta, (Director, MAIMS), Prof. V.K Khurana (HOD- Business Administration and Coordinator, IQAC), Dr. Praveen Kr. Gupta (HOD -Department of Law), the faculty, participants, and students. Dr. Praveen Kumar Gupta, Associate Professor & Head of Department of Law, delivered the welcome address.

The welcome address was followed by overview of the topic “Taxation of E-Commerce Operations” by Ms. Sanam Sharma, Co-convener of the workshop & Assistant Professor, Department of business administration.



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Advocate Rakesh Cajla, President, Patiala Tax Bar Association was then invited to enlighten the audience on E-Commerce & Tax levied on E-Commerce; its relevance and changing forms. Adv. Cajla also discussed the ways and means by which E-Commerce works in the country.

Prof. (Dr.) Manju Gupta, (HOD-Commerce), was then invited to offer a vote of thanks to all the dignitaries, esteemed resource person and participants.

Day 6: October 18, 2021

The last day of one-week workshop on “Methodology of Taxation: it’s logicity and fairness” was held on 18.10.2021 at 3:00 pm on virtual platform. Prof. (Dr.) Vinita Gupta, (HOD- Journalism and Mass Communication) was invited to give a welcome address.

This was followed by overview on the “Impact of COVID 19 on Budget 2021 (specifically taxation aspects)” by Mr. Nakul Anand, Assistant Professor, Department of Business Administration.

Dr. Brindpreet Kaur was then invited to address the audience. She enlightened the audience on Impact of Covid-19 and Tax Collections in India. Dr. Kaur also elaborated on direct and indirect taxes, Changes in the contribution of Direct & Indirect Taxes, Multiplicity of Taxes in the ambit of GST, Comparison of GST collections in the fiscal years’ 2018-19, 2019-20, 2020-21 with the information source from CBIC (Central Boards of Indirect Taxes & Customs), Gross Tax Collection holdup on multiple fiscal years’ and the trend in net tax collections as well.

This was followed up by two attendees of the workshop sharing their learning and experiences- Ms. Priyanka, MSI & Shikhar Sood, BBA, MAIMS.

The concluding remarks for the one-week workshop on “Methodology of Taxation, It’s Logicity & Fairness” were delivered by Prof. (Dr.) V.K. Khurana, HOD- Business Administration & Coordinator, IQAC. Sir also announced the top performers of the workshop.

Dr. Sanjay Mangla, HOD- Economics, was then invited to deliver the vote of thanks.

At the end of every session, a google form was floated among the participants in order to know and evaluate their learning during the workshop.

Organizing Team:

Dr. Charu Mohla, Convener & Associate Professor, Department of Business Administration

Ms. Sanam Sharma, Co-Convener & Assistant Professor, Department of Business Administration

Dr. Sushila Gupta, Assistant Professor, Department of Business Administration

Ms. Meenakshi Gupta, Assistant Professor, Department of Business Administration



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GLIMPSES OF THE SESSION:

The banner features the MAIMS logo on the left and a stylized mountain logo on the right. The text is centered and reads: "Maharaja Agrasen Institute of Management Studies, Department of Business Administration, Under the Aegis of IQAC, Organises One Week Workshop in Association With PCJ School of Management, Maharaja Agrasen University, Baddi & in Collaboration with Patiala Tax Bar Association On Methodology of Taxation, it's Logicality and Fairness, 11th to 18th October, 2021".

Session 1: October 11, 2021

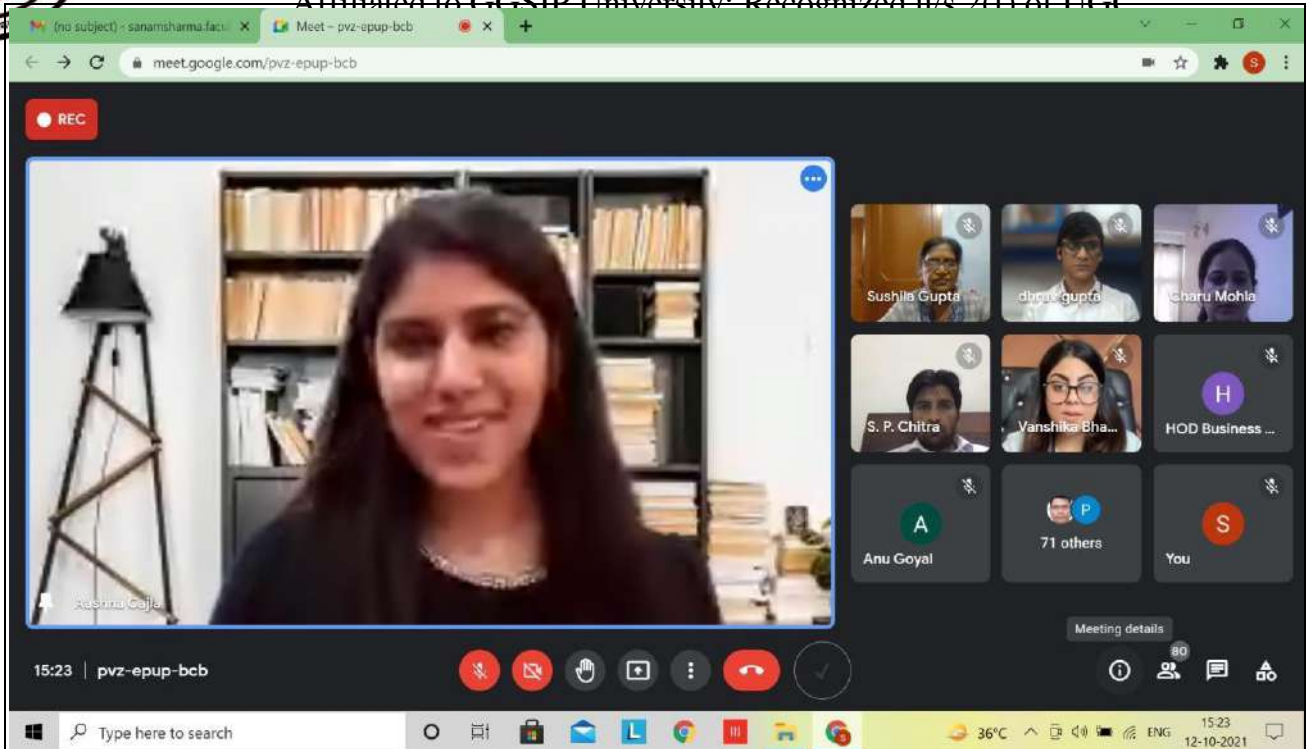
The screenshot shows a Zoom meeting in progress. The main video feed displays a man in a white shirt and glasses, identified as "Director MAIMS". Above the main feed are four smaller video thumbnails for participants: Sanam Sharma, Saumya Karan saumya..., Charu Mohla, and Sarthak Sodhi. On the right side, a "Participants (100)" list is visible, showing names and roles such as "Sanam Sharma (Co-host, me)", "Meenakshi Gupta (Host)", "Director MAIMS (Co-host)", "AADITYA GUPTA (Co-host)", "Charu Mohla (Co-host)", "Dr. Sushila Gupta (Co-host)", "Inderpal Singh (Co-host)", "Rakesh Cajla (Co-host)", "Sarthak Sodhi (Co-host)", "Saumya Karan saumya... (Co-host)", "shagun matta (Co-host)", and "Vijay Kumar Khurana (Co-host)". The Windows taskbar at the bottom shows the date as 11-10-2021 and the time as 15:30.

Session 2: October 12, 2021

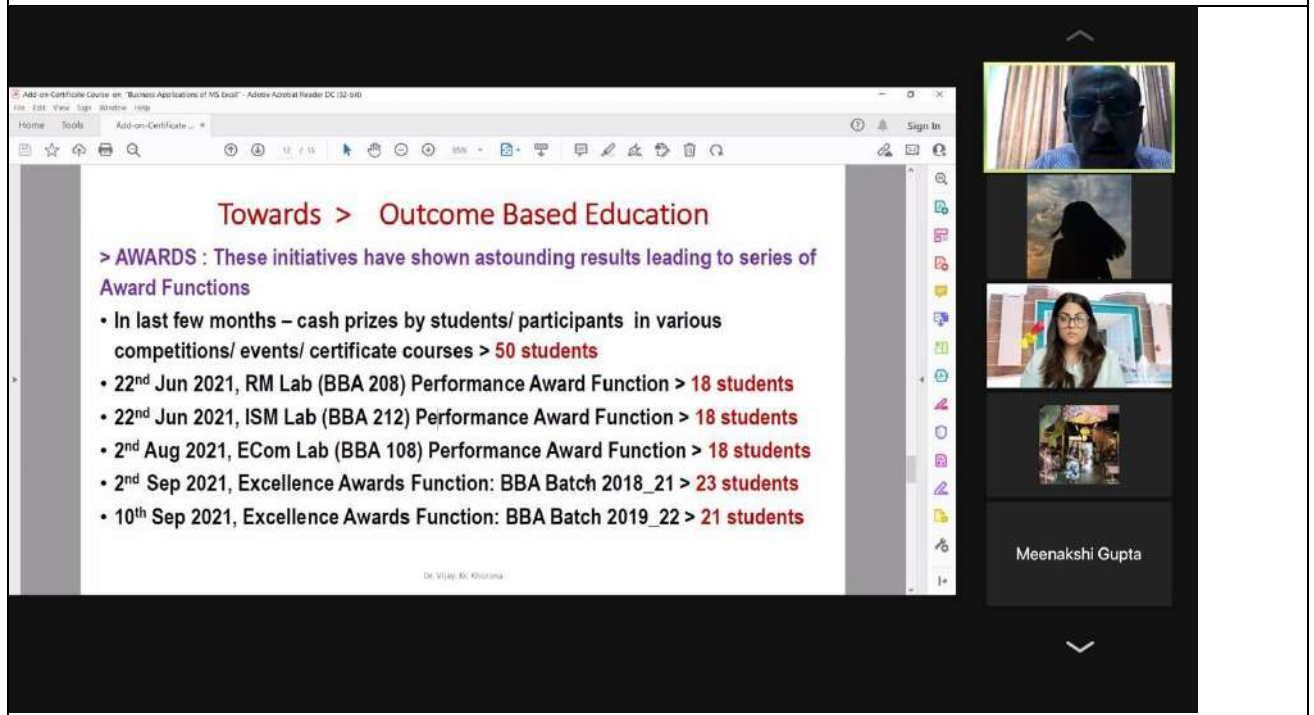


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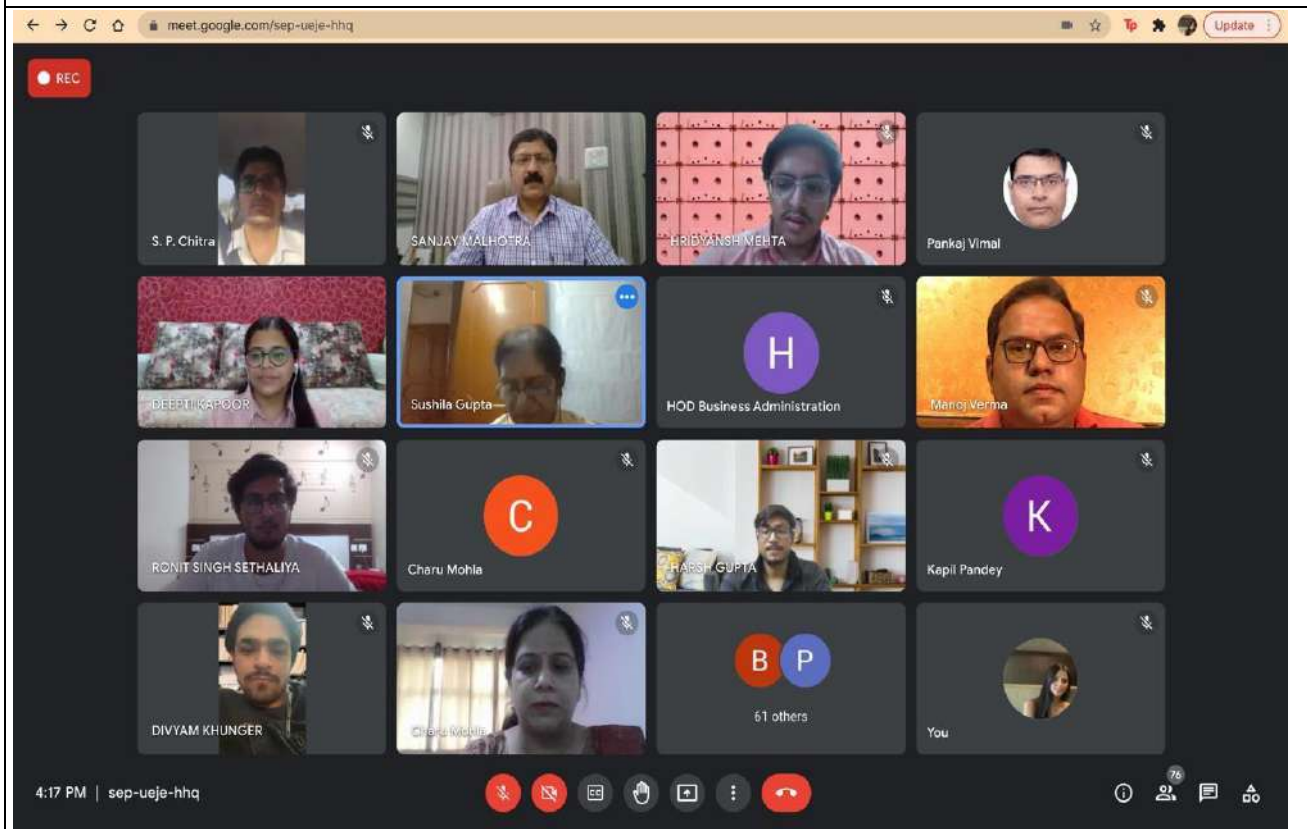
Session 3: October 13, 2021





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Session4: October 14, 2021



Session5: October 16, 2021



Session6: October 18, 2021



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The screenshot shows a Zoom meeting interface. At the top, a red 'REC' button and a status bar indicate 'Nakul Anand is presenting'. The main content area displays a presentation slide with the following text:

Setting up of a national faceless Income Tax Appellate Tribunal (ITAT) centre

The faceless ITAT will reduce the cost of compliance for taxpayers and increase transparency in the disposal of appeals.

Further, it will also help achieve even distribution of work in different benches and ensure efficient administration.

At the bottom right of the slide, there is a small text: 'Activate Windows. Go to Settings to activate Windows.'

On the right side, a gallery view shows several participants: Nakul Anand (presenting), Anshika BATLA, Brindpreet kaur, Ankit Goel, Riya Sharma, HOD Business Admini..., and 82 others. A 'You' tile is also visible at the bottom of the gallery.

At the bottom of the Zoom window, there is a toolbar with icons for mute, video, chat, hand raise, share screen, and end meeting. The time '3:26 PM' and the meeting ID 'tcb-hyzk-cru' are displayed in the bottom left corner.



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International Conference
on
“Resilience & Reinvention in Turbulent Times: HR & Marketing Perspective”
Date : Thursday,7 October 2021

Running a business is exciting, but it also takes tenacity, composure, and stamina. You must be able to take some knocks, bounce, restart, adapt and stay agile. This is the epitome of the term “resilience”. Which when coupled with an innovative mindset place all the stakeholders of an organization in a win – win situation.

The deliberations of today’s Conference were centered around the two pertinent buzzwords – resilience and reinvention’. As the 9th International Conference of MAIMS draws to a close, I take this opportunity to present the conference report in the capacity of the Conference Convener.

The theme of the Conference, ‘Resilience and Reinvention in Turbulent Times: HR and Marketing Perspective’ was spread over 5 Technical Sessions. These sessions saw an active participation of 101 registered participants across the county. A total of 52 papers were presented in the Conference by 78 authors belonging to varied states, Punjab, Hyderabad, Telangana, Rajasthan, Jammu, Uttar Pradesh, Lucknow, Haryana, Uttarakhand, to name a few.

The Conference started with **Technical Session 1** at 9:30 am on Zoom platform. The session was chaired by Dr. Vikas Kumar Gupta, Associate Professor, University School of Management & Entrepreneurship, Delhi Technological University and co-chaired by Dr. Charu Mohla, Associate Professor, MAIMS. In this session, a total of 08 papers were presented written by 13 authors. This session focused on significant issues related to the changes and innovation in HR and the need to repeatedly reinvent this field through benchmarking and best practices. The significant role played by employees’ emotional intelligence and job satisfaction in making the organizations resilient and innovative was also highlighted.

Technical Session 2 was chaired by Prof. Urvashi Sharma, Department of Commerce, Delhi School of Economics, Delhi and co – chaired by Prof. Sangeeta Malik, Dean. The session focused on significant issues and implications of Global Pandemic on different sectors and how these sectors are reviving from the losses and turmoil happening over the last 1.5 years. A total of 7 papers were presented in this technical session written by 12 authors. Contemporary HR issues being faced by varied sectors like IT, Hospitality, education, manufacturing etc. were discussed in this session.

After the first two technical sessions we had an **Inaugural session** at 11:00 am. We began the Inaugural by seeking the blessings of Goddess Saraswati. In the opening address, Ms. Riya Sharma, Associate Professor, MAIMS, and Co-Convenor of the conference welcomed the gathering. This was followed by the theme address given by me in the capacity of the Conference Convenor. Prof. Ravi Kumar Gupta, Director MAIMS, who’s always been supportive set the right temperament for the conference by his inspiring words. Prof. S.K. Garg, Conference Advisor, Director General, MAIMS addressed the august gathering and his encouraging words took our spirits to the next level.

The address of our Guest of Honour, Dr. Eng. Polkowski, Professor, Faculty of Technical Science, WSG University Polkowice, Poland emphasized on the valuable insight of the conference. We were overwhelmed by the knowledgeable address of our two chief guests - Prof. John Egan, Regent University, London, UK and Prof. A. K. Saini, Dean, University School of Management Studies, Guru Gobind Singh Indraprastha University, India.

The inaugural session was presided over by **Dr. Nand Kishore Garg, Chief Patron, Founder & Chief Advisor, MATES, Chancellor, Maharaja Agrasen University, Baddi, HP.** His value – laden thoughts always inspire us to put our best foot forward.

The session culminated with the **Vote of Thanks** by Prof. (Dr.) Vijay Kr. Khurana, HOD – Business Administration & Coordinator, IQAC.

After the Inaugural session, we resumed the conduct of 3 technical sessions simultaneously.

Our next session, **Technical Session 3** was graced by Dr. Neetu Jain, Associate Professor, Indian Institute of Public Administration, New Delhi and co-chaired by Dr. Shilpee Aggarwal, Associate Professor, MAIMS. A total of 11 papers on topics pertaining to work – family balance, Organizational Citizenship Behaviour, QWL programs, capacities of positive organizational behaviour, artificial intelligence, apt HR strategy for growth and recruitment, career trajectories, and corporate attributes were presented in this technical session. These 11 papers were written by 21 authors.

Technical Session 4 was chaired by Dr. N Malti, Director, Delhi Institute of Advanced Studies, New Delhi and co-chaired by Dr. Sanjay Kumar Mangla, Head, Department Economics, MAIMS. A total of 11 papers were presented in this technical session written by 21 authors. This session had deliberations on topics related to luxury branding, entrepreneurship, lifestyle shifts, branding, digitization and e – marketing.

Our last **Technical Session 5** was chaired by Prof. Nimit Gupta, NorthCap University, Gurugram, Haryana. This session particularly focused on the contemporary practices in the area of Marketing such as cause related marketing, customer experience, social media marketing, customer acquisition and retention, consumer buying behavior, media communication and marketing agility. A total of 8 research papers authored by 16 scholars.

All the Technical Session Chairs spoke high about all papers presented. Valuable inputs were given to authors to further improve the readability of their research work. Finally, vote of thanks was given in all Technical Sessions. In all the 5 sessions, the authors represented Academic Institutions of repute from various states PAN India.

To sum up the Report of the Conference, we can say that the presence of esteemed dignitaries, an impressive line-up of scholars from across the globe, the support of our academic collaborators, an array of carefully selected, well-researched and well-presented papers in HR and Marketing, all came together to give a concrete shape to this huge endeavor.



Zoom Meeting

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PRAVEEN KR SINGH PRAVEEN KR SINGH	SHIKHA SHARMA SHIKHA SHARMA	Dr. Rachna Jain	Sarita Bansal Garg	Shubham Garg Shubham Garg
Dr. Ekta Dargan	Dr. Usha Nair Dr. Usha Nair	Geetanjali Gupta	Meenakshi Gupta	Shweta Rastogi Shweta Rastogi
Shiven Shiven	Neetu Agarwal Neetu Agarwal	Charu Mohla Charu Mohla	sanam sharma sanam sharma	Kajal Mittal Kajal Mittal

Participants (51)

Find a participant

- SV Sarthak Verma
- Shalu Dua Katyal
- SB SHILPA BSL
- S Shiven

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From Me to Everyone:

Our pleasure Ma'am
Congratulations to the winners

To: Everyone

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Prof. Puja Khatri	Gyan Goyil	Director: MAIMS Director: MAIMS
sumedha.dutta	Dr. Kamal Gupta	Manju Gupta
Sarjay Mangla		

Participants (58)

Find a participant

- Sarita Bansal Garg
- SV Sarthak Verma
- Shalu Dua Katyal
- SB SHILPA BSL
- S Shiven
- SG Shubham Garg
- SR Shweta Rastogi
- SM SUZANEE MALHOTRA
- VP Vijay Pal Singh
- AG anu goyal
- DA DR. ANIL KUMAR GOYAL
- SS Shruti Sharma

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Under the Aegis of IQAC

in association with WSG University, Poland

&

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Department of Business Administration
Under the Aegis of IQAC
In Association with
PCJ School of Management
Maharaja Agrasen University, Baddi, HP
organizes
8th MAIMS International Conference (MICON 2021)
On
THE PANDEMIC AND FINANCIAL LANDSCAPE

CONFERENCE REPORT

Date: Thursday, September 30 2021

The Department of Business Administration of Maharaja Agrasen Institute of Management Studies organized *8th MAIMS International Conference MICON 2021: The Pandemic and Financial Landscape*, on 30 September 2021, to deliberate on the topic of the impact of Covid-19 Pandemic on the Financial landscape.

The event was marked by the gracious presence of Honorable Chief Patron Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES & Chancellor-MAU; Special invitee Sh. Sanjay Paswan, Ex-Minister of State, HRD, Government of India; Chief Guest C. A. Vipul Garg, Director & Team Head - Acquisition, Medium Enterprises, Commercial Banking, Standard Chartered Bank, Delhi; Keynote Speaker—Professor Javier Gonzalez Nuñez, International University, Professor, Consultant, Courses Creator, Strategist & Entrepreneur; Prof. (Dr.) S.K. Garg, Director General MAIMS; Prof. (Dr.) G.P.Govil, Advisor, MATES; and Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. The event was also attended by Conference delegates, Dean MAIMS, Principal Law, Heads of various Departments, faculty, students, and participants. A total of 72 participants registered for the conference.

Dr. Nand Kishore Garg in his presidential remarks noted that India being world's largest democracy has faced this pandemic with great strength. He also noted that due to the wisdom and a lot of support schemes and programmes by the government, industries, people and economy has survived this pandemic and sustained even during these very difficult times. He also appreciated financial professionals who have guided the country through this pandemic. Dr. Nand Kishore Garg expressed confidence that the Indian economy would thrive well and rebound very fast. He congratulated the organizing team for organizing the conference. The chief guest C.A. Vipul Garg in his address drew his attention to the fact that Covid-19 impact was far greater than the subprime crisis of 2008. He pointed to crude price, currency value and nifty as key indicators of any crisis including that of the pandemic. All industries and sectors including that of banking have significantly changed as they are consolidating due to pandemic. He said that COVID loans of 20% of their working capital are given by the government as one of the ways companies have sustained. Further, he also said that not all was negative during these pandemic times as some Industries such as auto ancillaries, steel products, and



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labour intensive manufacturing stand to gain both because of the ‘Make in India’ shift and the widespread negative sentiment against China.

Mr. Sanjay Paswan, Ex Minister of State, HRD Government of India expressed his pleasure on the organization of such a conference. He congratulated the institute for organizing regularly. He highlighted the difference between pandemic and endemic. He reiterated the need to adopt new normals and also highlighted that the Government is spending a large outlay of budget for financial support. He said the pandemic calls for a poor friendly, people friendly, industry friendly approach. He said that the need of the hour is a vibrant collaboration between academia and organizations such as NEETI Aayog. Javier Gonzalez Nunez, the Keynote speaker in his address, spoke on the topic of “Key Success Factors for Crisis Entrepreneurship in Times of Financial Uncertainty”. He said that he had consciously chosen this topic keeping students in mind, hoping that many students can become entrepreneurs. He indicated that times like these are also times of great opportunities. He said that entrepreneurship during these times calls for adaptability, creativity and change management.

Conference Advisor, Prof. S.K. Garg in his address emphasised that the institute has been organizing a large number of conferences and seminars online. Prof. (Dr.)Ravi Kumar Gupta, Director, MAIMS expressed his pleasure for organizing such an appropriate conference.

With the conference seeing a total of 69 authors, 42 papers in five technical sessions and participants from across India and many from other countries, the conference was a resounding success. The event ended with the valedictory session. This valedictory session had the benign presence of Prof. (Dr.) Anil , Vashisht, Deputy Pro Vice Chancellor, Director Amity Business School as the Chief Guest and Prof.(Dr.) Vishal Kumar. Dean Research, Director-PCJ School of Management, Maharaja Agrasen University, Baddi as the Guest of Honour.

Prof. (Dr.) Vishal Kumar hoped that the deliberations of the conference would open new vistas and avenues for financial research and services for all of us. He observed that the pandemic and its corresponding lockdowns brought life to a standstill; With India being the 6th worst nation hit globally by the pandemic, it unleashed new challenges. But despite all these difficulties, he was happy that these challenges brought national resilience in the form of *Atma Nirbhar Bharat*.

Prof. (Dr.) Anil Vashisht, Chief Guest of the valedictory session in his talk brought to light many woes that companies are experiencing in the form of balance sheets stress and shrinking markets. He notes that these challenges have pushed regulators to pro-actively intervene in consumer markets and act in their consumer’s best interest. He highlighted that with the pandemic the financial landscape of investment, raising capital and blended finance has got a new perspective.

In the end, Dr. Monica Sharma, Convener & Assistant Professor - Business Administration and Dr. Ekta Dargan, Co- Convener, Assistant Professor - Business Administration expressed gratitude for all the researchers, delegates, dignitaries, and participants for the successful completion of the event.



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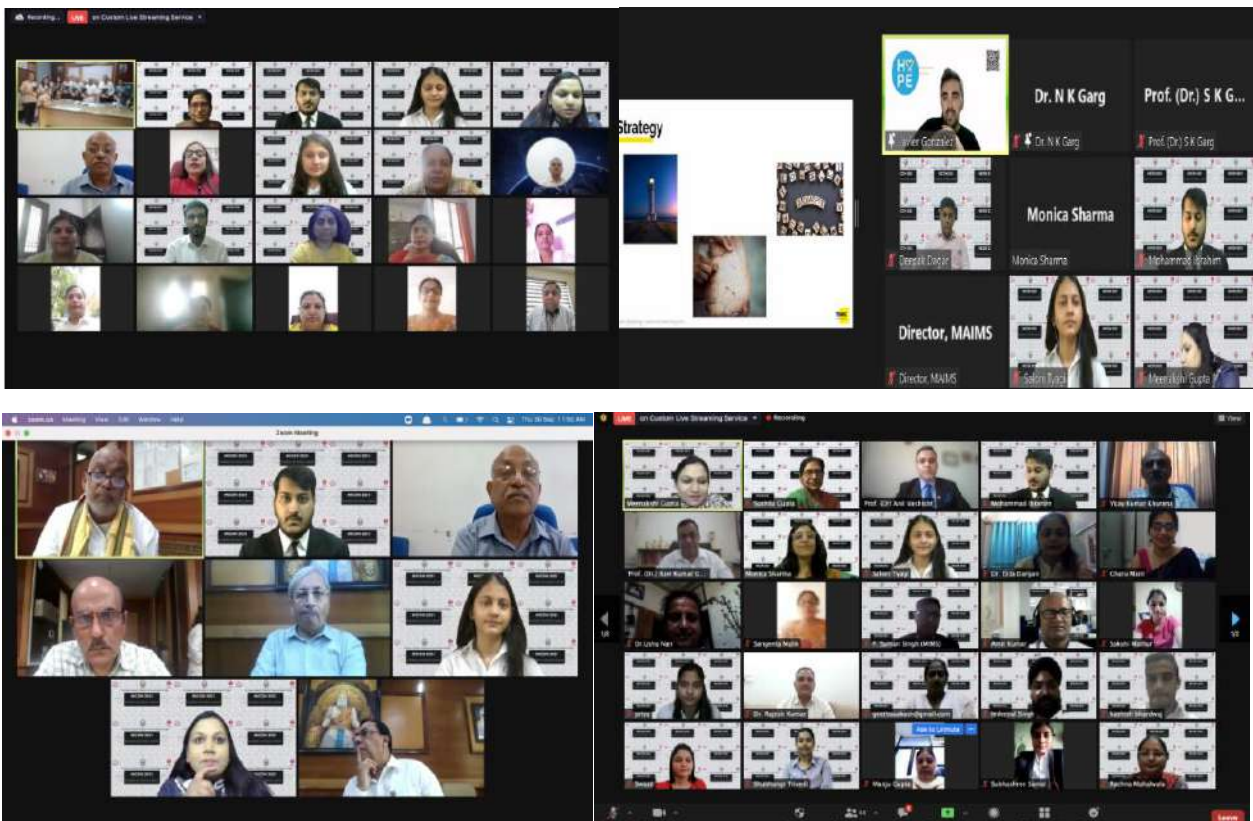
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Faculty Coordinators :

Dr. Monica Sharma (Convener), Assistant Professor
Department of Business Administration, MAIMS

Dr. Ekta Dargan (Co-convener), Assistant Professor
Department of Business Administration, MAIMS

Glimpse of the event:





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Report on

Webinar on Entrepreneurship in Post COVID-19 Resurgence

and

Valedictory Program Skill Enhancement Certificate Course “Data Analytics 2.0”

Date: 21 September 2021

The Department of Business Administration, MAIMS under the aegis of IQAC organized a webinar followed by quiz entitled- “Entrepreneurship in post COVID-19 resurgence” also and Valedictory Program Skill Enhancement Certificate Course “Data Analytics 2.0” on 21st September 2021 at 3:00 P.M onward.

The event commenced at 3.00 P.M. with students welcoming Ms. Meenakshi Gupta, Convener of the event. She further welcomed all the esteemed guests, and the dignitaries present in the webinar, and introduced Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC to the audience. This was the first session of the year 2021 and one of the very first events of our forthcoming year of the college as a whole on the same topic.

The event began by seeking goddess Sarasvati’s blessing. Then the event was led by Ms. Mahima and Ms. Rashika. The welcome address was then given by Ms. Meenakshi Gupta, Assistant Professor, Department Business Administration. She gave a warm welcome to the speakers and all the participants who were present at the meeting. Further, the theme address was given by Prof.(Dr.) Vijay Kr. Khurana, HOD- Business Administration and Coordinator, IQAC and he told how MAIMS has been working towards goal of achieving holistic development of its students, so they can achieve excellent heights of success. He further added how various webinars, quizzes, competitions, conferences, skill enhancement, certification courses have been taking place every month to give more exposure to the students of MAIMS, and these were only a handful of events that keep taking place regularly. Then Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS was invited to address the gathering and the honorable speakers of the evening, Mr. Akarsh Jain, Assistant Manager, PwC India and Dr. Minnie Matthew, JG Institute, Ahmedabad.

After this Dr. Bharti, Associate Professor, Department Business Administration gave a report of certificate course that was organized by MAIMS. She also talked about the objective and content of the sessions along with the top performers and winners. Ms. Smriti Shukla, Research Scholar, Symbiosis International University and Ms. Hiranya Dissanayake, Research Scholar, Wayamba University of Sri Lanka talked about their experience during the course and thanked MAIMS for organizing such a wonderful course. They also highlighted the fact that the faculty was helpful and interaction was good not just in the beginning but throughout the course.



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Then the stage was taken over by the speaker of the evening, Ms. Minnie Mathew. She beautifully explained the impacts on entrepreneurship, needs and responses on enhancing their role in resilient, green, and inclusive recovery. She gave various examples and real-life cases and observations through a beautiful PPT that was prepared by her, which kept the audience very much engaged throughout the event. She quoted some great quotes and lines. After this link for quiz was rolled out along with the feedback form and the winners were announced by respected HOD sir in the event itself. At the end the event was concluded with the National Anthem.

In Total, 189 candidates registered for the Webinar and 124 participants attended the webinar, out of which 97 candidates finally participated in webinar cum quiz. The event concluded with Dr. Shilpee Aggarwal, Co-Convener of the event, giving the vote of thanks.

Faculty Coordinator

Ms. Meenakshi Gupta (Assistant Professor, MAIMS)

Dr. Bharti Chaudhary (Associate Professor, MAIMS)

Dr. Shilpee Aggarwal (Associate Professor, MAIMS)

List of Cash Award Winners of the Webinar

Name	Program	Institute
Mr. Harsh Dahiya	BBA	MAIMS (Cash Award Rs 500/-)
Mr. Dishika Aggarwal	BBA	MAIMS (Cash Award Rs 500/-)
Mr. Khalil Ahmed	Research Scholar	SUI (Cash Award Rs 500/-)



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Glimpses of the Program:



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DEPARTMENT OF BUSINESS ADMINISTRATION
(Under the aegis of IQAC)

Presents
National Webinar and Quiz
On
Entrepreneurship in post COVID 19 resurgence
&
"Validatory Session of Skill Enhancement Certificate Course :Data Analytics 2.0"

Objectives

- Application of Research Methodology
- Application of Statistical Analysis
- Application of Business Analytics
- Application of Data Analytics
- Application of Data Mining
- Application of Data Visualization
- Application of Data Security

Faculty Coordinators
Ms. Meenakshi Gupta, ASSISTANT PROFESSOR, 9312403594
Dr. Bharti Chaudhary, ASSOCIATE PROFESSOR, 9818716512
Dr. Shilpee Aggarwal, ASSOCIATE PROFESSOR, 9900327655

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**Report on 7th International Conference
'Reshaping the Landscape of Media during Crisis Situation'**

Date : Friday, September 17, 2021

The Department of Journalism and Mass Communication, in Association with MAIMS under the Aegis of IQAC and in association with PCJ School of Management along with Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal as academic partner organized the 7th MAIMS International Conference 2021 (JMCICON) 'Reshaping the Landscape of Media during Crisis Situation' on Friday, September 17, 2021 to deliberate on the different aspects of the landscape of media during crisis.

The event was marked by the gracious presence of Honorable Chief Patron Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES & Chancellor-MAU; The Chief Guest Shri. Vineet Kumar Gupta, Chairman – MATES, Guests of Honor, Prof. (Dr.) Vishal Kumar, Dean, Research & Director, PCJ School of Management, Shri. S.P. Aggarwal, Executive Chairman, MATES and Shri. Mohan Garg, Joint General Secretary, MATES, Shri Jagdish Mittal, Vice Chairman, MATES, Prof. (Dr.) S.K. Garg, Director General MAIMS; Prof. (Dr.) G. P. Govil, Advisor, MATES; and Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. The event was also attended by Conference delegates, Dean, Principal Law, Heads of various Departments, faculty, students, and participants.

With 400+ participants, the Conference saw the deliberations of speakers spread over 4 technical sessions. A total of 30 authors participated in the conference and presented 20 papers in four technical sessions. These sessions saw the presence of eminent scholars as Session Chairs and Co-chairs – Chair Prof. (Dr.) Manoj Dayal and the co-chair Prof (Dr.) Rajni Malhotra Dhingra for Technical Session 1, Chair Dr. P. Sasikala asked and co-chair Prof (Dr.) VK Khurana for Technical Session 2, Chair Dr. Naveen Kumar with co-chair DR. Manju Gupta for Technical Session 3 and Chair Dr Shikha Rai and co-chair Dr Sanjay Mangla for Technical Session 4.

All the Technical Session Chairs and Co-chairs spoke highly of all papers presented. Valuable inputs were given to authors to further improve the quality of their papers. Finally, a vote of thanks was given in all Technical Sessions.

The valedictory session had the benign presence of Prof. (Dr.) G.P. Govil, Advisor, MATES, Guests of Honor, Prof. (Dr.) Vishal Kumar, Dean, Research & Director, PCJ School of Management, Shri. S.P. Aggarwal, Executive Chairman, MATES and Shri. Mohan Garg, Joint General Secretary, MATES, Guest of Honor Shri Jagdish Mittal, Vice Chairman, MATES addressed the august gathering and announced 'The Best Paper' of the 7th MAIMS International Conference (JMICON).

The Chief Guest Shri. Vineet Kumar Gupta, Chairman – MATES gave his best wishing to the gathering. In the end, Dr. Nisha Singh, Convener & Assistant Professor – Department of Journalism and Mass Communication and Ms. Neelam Nanda Prabhat, Conference Secretary & Assistant Professor - Department of Journalism and Mass Communication expressed gratitude to all the researchers, delegates, dignitaries, and participants for the successful completion of the event.

Glimpse of the Event :







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Report on Webinar and Quiz: Developing an Entrepreneurial Mindset

Date: Thursday, September 9, 2021

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit on September 9, 2021, Department of Business administration under the aegis of IQAC organized a Quiz and Webinar on Developing an Entrepreneurial Mindset. The webinar had the humble presence of Prof. Ravi Kumar Gupta (Director, MAIMS), Prof. V.K. Khurana (HOD, Business Administration), faculty members and students across Delhi NCR.

A total of 126 students registered and attended the webinar.

The webinar commenced with the welcome address proposed by Ms. Riya Sharma, Associate Professor, Department of Business Administration and Convener of the Webinar followed by the kind blessings of Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, and Prof. (Dr.) V. K. Khurana, Head, Department of Business Administration, MAIMS. They appreciated the theme of the webinar and its relevance in contemporary times and congratulated all the students for their zeal to learn and wished them the best for their future.

The speaker of the webinar, Mr. Vineet Khurana, is a Pro Bono Consultant, Educator, and a Free Lance Digital Marketer. He is an engineer MBA and PG in operation in qualification and has an experience of over 24 years. Mr. Vineet Khurana began his talk by apprising the students with the basic knowledge and elements of Entrepreneurship. The webinar has explained basic understanding why, How, and when to network strategically and how to best use practical networking tools including LinkedIn, social media.

The session turned out to be an extremely learning and fruitful experience for the participants. The students' enthusiasm in the webinar was visible from their willingness to interact with the speaker at great length. Mr. Vineet Khurana very patiently handled all the queries and doubts of students. The session was followed by a Quiz on Entrepreneurship. The students showed immense enthusiasm. The top 3 performers of the quiz, Riya Srivastava, Student, BBA, MAIMS, Ankit Kumar, Student, BBA, MAIMS, Saeed Ahmad, student B. Com, Zakir Hussain College won a cash prize of Rs. 500/-. Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, Co-convener of webinar proposed a warm thanx to all the dignitaries and participants of the webinar. With immense learnings as a takeaway, the organizing team wishes all the participants a beneficial learning curve in their journey of knowledge.



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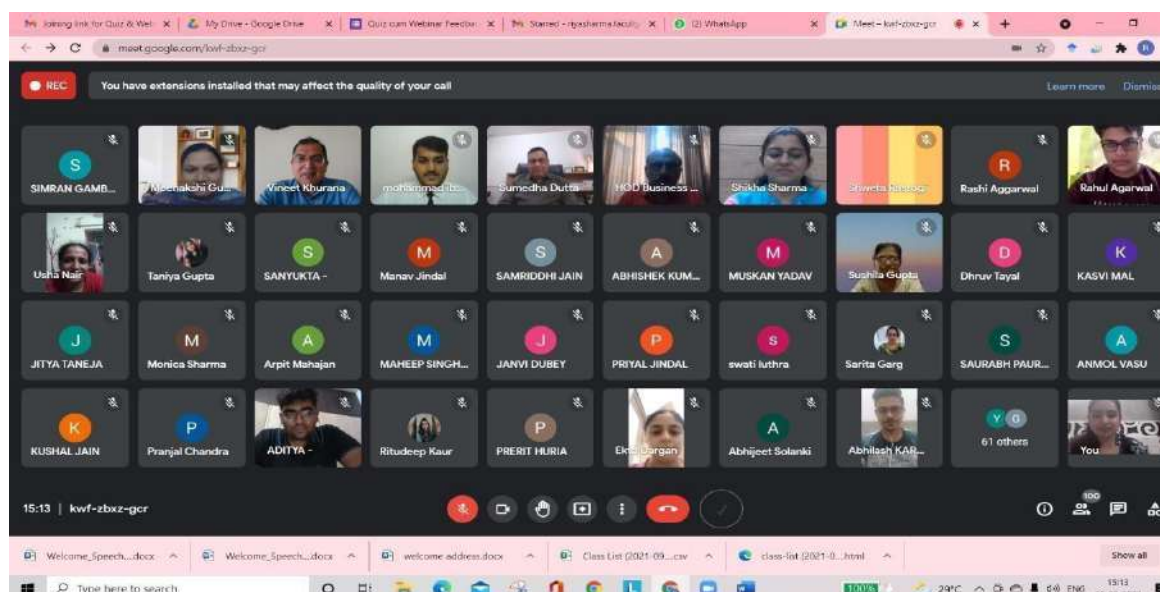
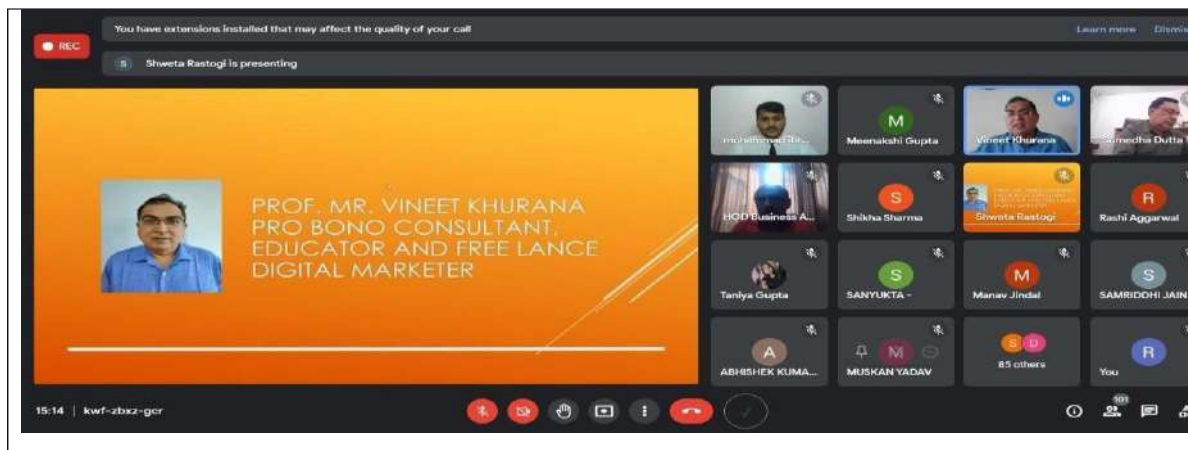
Faculty Coordinators:

Ms. Riya Sharma, Associate Professor, Department of Business Administration
Ms. Shikha Sharma, Assistant Professor, Department of Business Administration

Student Coordinators:

Mohammed Ibrahim, Student Coordinator, Department of Business Administration
Aayush Kathuria, Student Coordinator, Department of Business Administration

Glimpse of the events





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Report of Webinar on Awareness on Entrepreneurship and Innovation

Date: Friday, 3 September 2021

Illuminate- The Learning Hub Society of MAIMS organized a webinar on “Awareness on Entrepreneurship and Innovation” on 3rd September 2021. The resource person/guest speaker for the webinar was Ms. Daksha Gogia, Trainer for Financial Literacy & Investor Education at BIAP. The webinar was held on digital connectivity platform, Google Meet, 3:30 p.m. onwards. The webinar began with the Student Coordinators, Simran Gambhir & Anshika Batla greeting the virtual gathering, introducing the speaker & the objective of the webinar. The objective of the webinar was to help the attendees understand the need and awareness of entrepreneurship.

The session was also addressed by Prof. (Dr.) Ravi Kr. Gupta, Director, Maharaja Agrasen Institute of Management Studies who welcomed the speaker and motivated the attendees with his ever-enlightening words of wisdom.

There were about 110+ registrations and with over 64 participated.

The resource person, Ms. Daksha Gogia started the webinar by discussing the importance of entrepreneurship. The webinar, overall, was very interactive and informative and provided a lot of knowledge about entrepreneurship which surely made the students aware and will help them to make smart decisions in future.

Faculty Coordinators:

Ms. Shikha Sharma

Ms. Shilpa BSL

Student Coordinators:

Ms. Anshika Batla

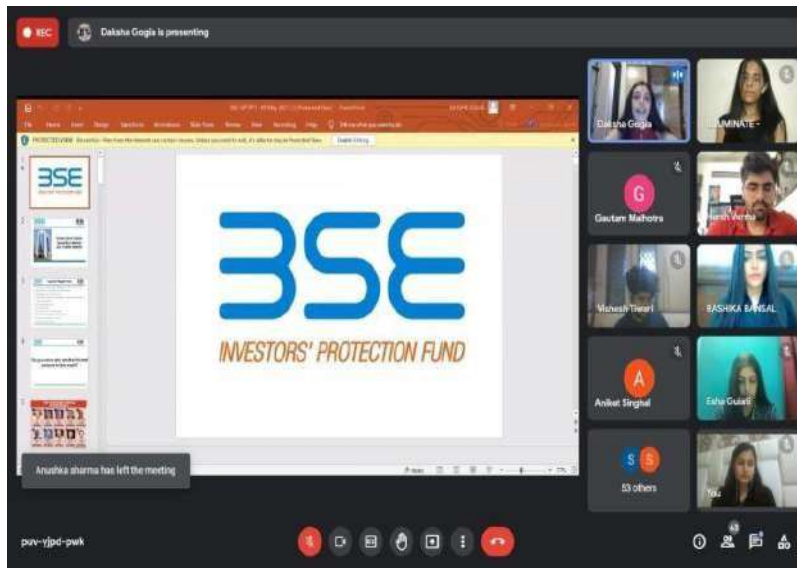
Ms. Simran Gambhir



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Glimpse of the event :





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Report

Webinar on “The Covid-19 pandemic and entrepreneurship: Some reflections”

August 18, 2021

Illuminate- The Learning Hub Society of MAIMS organized a webinar on “The Covid-19 pandemic and entrepreneurship: Some reflections” on August 18, 2021. The resource person for the webinar was Ms. Shweta Sachdeva, a Digital Marketing Interaction Analyst and technical support Executive at North America-Microsoft. The webinar was held on digital connectivity platform, Zoom, 4p.m. onwards.

The webinar began with the Student Coordinators, Simran Gambhir & Anshika Batla greeting the virtual gathering, introducing the speaker & the objective of the webinar. The objective of the webinar was to help the attendees understand how Covid-19 pandemic has affected the world in an unprecedented manner. This webinar aims to analyze the likely consequences of the Covid-19 pandemic crisis on entrepreneurship and new venture activity. The resource person stressed on the current scenario after economic recession in 2020 that is expected to be the most serious since the Second World War and the importance of entrepreneurial ventures to combat the same. 74 students of MAIMS attended the webinar.

The resource person, Ms. Shweta Sachdeva interacted with the attendees and informed them regarding various entrepreneurial avenues and importance of education in implementing those ideas into practice. The webinar was very enriching, interactive and informative and provided in depth knowledge about entrepreneurship in post Covid-19 pandemic situation.



The Covid-19 pandemic and entrepreneurship:
Some reflections

- 👉 Enlighten yourself about your potential career path, which exams to target, why to start preparations now
- 👉 Boost awareness about changing career trends amidst & post covid
- 👉 Gain access to career support generalists
- 👉 Gain insight about degree programs exclusive fee waivers on UpGrad

MS. SHWETA SACHDEVA

*Digital Marketing Interaction Analyst
Technical support Executive at North America at Microsoft*

18 August | 4 pm | zoom

Registration link -

https://upgrad.zoom.us/webinar/registration/WN_601Ew9CqTUm4Lox-kU75qg

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Report on 'Developing Investment Acumen' By Entrepreneurship Cell

Date: Thursday, August 17, 2021

On August 17th, the Entrepreneurship cell of MAIMS, BIZMIND, organized a webinar on “Developing Investment Acumen” which focused on the domain of finance, various aspects in pursuit of investment, analyzing of companies on diverse criteria and work-life of Mr Arpit Gupta and his role as one of the leading entrepreneurs today. A Total of 101 participants attended the webinar.

Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, Dr. Sumedha Dutta, President of MACS, Associate Professor, Department of Business Administration, MAIMS and Ms. Shweta Rastogi, Assistant Professor, Department of Business Administration, MAIMS, Dr. Charu Mohla, Associate professor, Department of Business Administration, MAIMS inaugurated the webinar. The anchor of the session welcomed the keynote speaker of the session, Mr. Arpit Gupta.

The session started with a fundamental question, i.e., what is an investment? The students were encouraged to answer and be more participative, making the webinar a considerable success. Arpit sir said, “Jobs should be done not only for earning money but also because you like it”. Mr. Arpit explained the Investment process by various steps like when to invest, where to invest and which platform is best. He also elucidated other topics like Stock markets, trading, market capitalization, and other factors in pursuit. After the session, participants asked their queries, and Mr. Arpit Gupta answered them in the most exciting way possible.

Finally, Ms. Shweta Rastogi, faculty coordinator of BizMind, Assistant Professor, Department of Business Administration, MAIMS, gave the concluding remarks and vote of thanks.

Faculty Coordinators:

Ms. Shweta Rastogi

Dr. Charu Mohla



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Glimpse of the event:





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Report on Webinar & Quiz on Implications of Covid-19 pandemic on Research Methods and Designs

Date : Monday, August 2, 2021

Department of Business Administration, MAIMS organized a webinar cum quiz on Monday, 2nd August 2021, between 3:00- 5.00 P.M. in association with MAIMS under the aegis of IQAC which was attended by 120 participants.

The event aimed at giving students a better understanding in what are the implications of Covid-19 on research methods. The new social circumstances of working from home due to the Covid-19 outbreak have transformed many aspects of our lives including conducting social science research. Various research components such as selecting a research topic, identifying an appropriate research design, implementing research procedures, and collecting data may be impacted by the outbreak.

The Guest speaker for the event was Mr. Varun Gupta. Mr. Varun Gupta is currently working with Nagarro as Director, Program Management and Technology, Nagarro Gmbh which is a German based IT engineering Company. He has completed his graduation from IP University and MBA from IIM Calcutta in leadership management and Strategy. He has 17+ years of experience working with different IT giants and carries global experience. He is handling key accounts in Nagarro and has a good understanding of commerce solutions and Market dynamics. He talked on the importance of a good research design for rational results of research.

The event commenced at 3.00 P.M. with students welcoming Ms. Raashi Aggarwal Convener of the event. She further welcomed all the esteemed guests, and the dignitaries present in the meeting, and introduced Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC to the audience.

Prof. Khurana gave the first address of the afternoon, he started by thanking all the dignitaries for providing permission for the valuable opportunity for students, he enlisted some valuable points explaining the importance of research methods and design.

The students then welcomed Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, who thanked the organizers for their efforts for organizing the event, he also appreciated the students who took part in the event.

Then proceeded with the Questions Answers Round and Quiz. Webinar was concluded by Quiz and Three Winners were selected who were awarded Cash Prize worth Rs 500 each.



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The event concluded with Ms. Meenakshi Gupta, Co-Convener of the event, giving the vote of thanks.

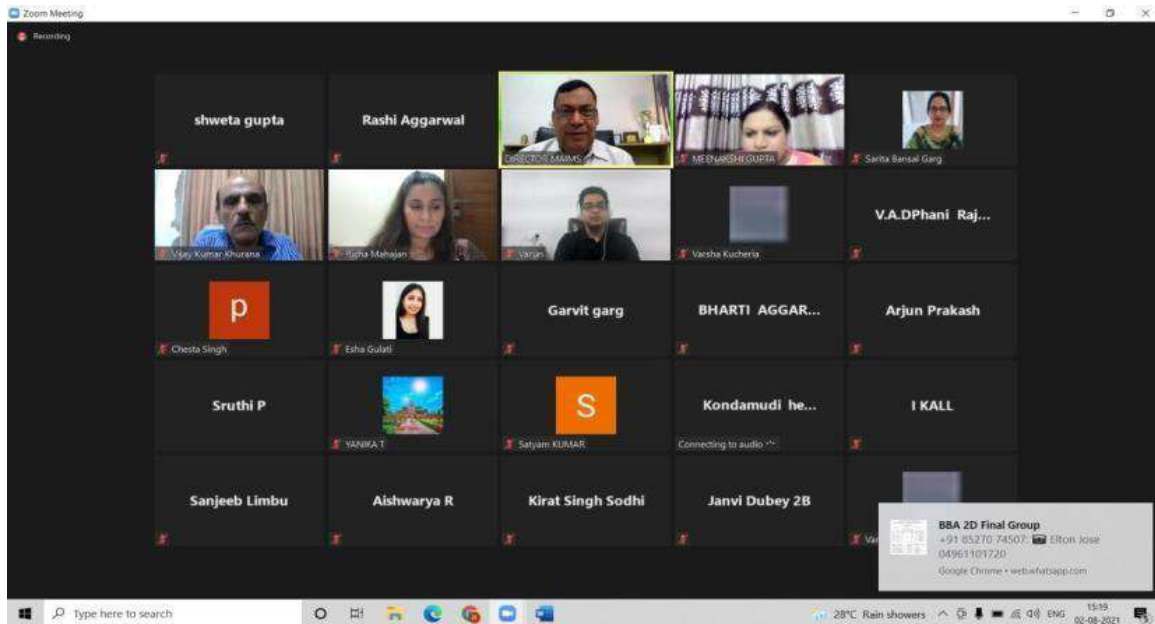
Faculty Coordinators-

Ms. Sarita Garg (Associate Professor, MAIMS)

Ms. Rashi Aggarwal (Assistant Professor, MAIMS)

Ms. Meenakshi Gupta (Assistant Professor, MAIMS)

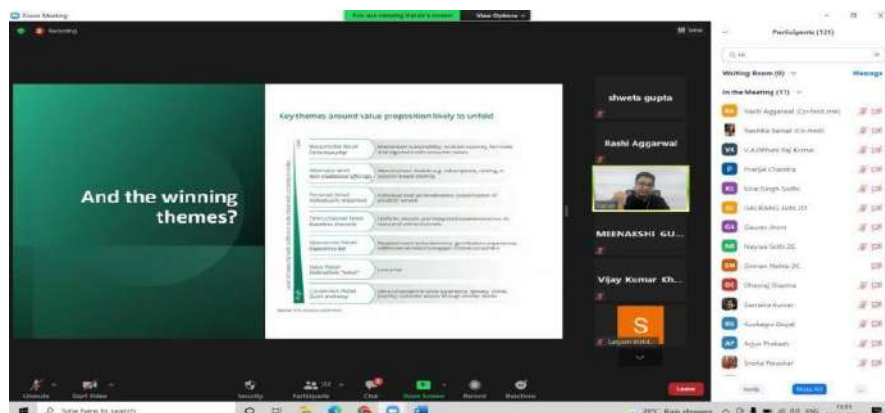
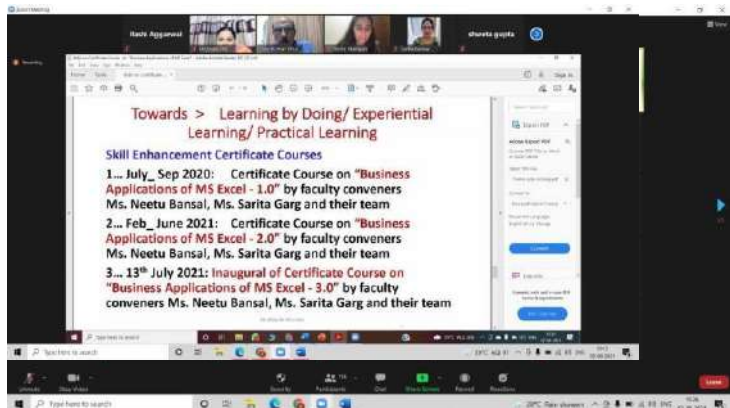
Glimpse of the event:





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Report on Signing Ceremony and exchange of MOU between MAIMS and Dr. B.R. Ambedkar National Law University, Sonipat, Haryana & Inaugural of Netritva: A Lecture Series for Judicial Services Examination

11 NOVEMBER 2021



Signing and exchange of Memorandum of Understanding between Maharaja Agrasen Institute of Management Studies and Dr. B.R. Ambedkar National Law University, Sonipat, Haryana (DBRANLU) took place at Conference room, Admin block, MAIMS, Rohini, Delhi on 11th November, 2021

On the occasion of this historic collaboration of two esteemed institution, Prof. Dr. Viney Kapoor Mehra, Vice Chancellor DBRANLU, Dr. Amit Kumar, Registrar, DBRANLU and Prof. Dr. Sukwinder Singh, DBRANLU were present. Shri Rajneesh Gupta, Secretary, MATES, Prof. (Dr.) S.K Garg, Director General, MAIMS, Prof. (Dr.) G.P.Govil, Advisor, MATES, Prof.(Dr.) Ravi Kumar Gupta, Director, MAIMS., Prof. Dr. Rajni Malhotra Dhingra, Principal, Department of Law, MAIMS also graced the occasion with their presence



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The MOU signing ceremony started with “Saraswati Vandana” followed by felicitation of guests. The welcome address was given by the Director General MAIMS, Prof.(Dr.) S.K.Garg who mentioned about the past activities and endeavours of MAIMS in achieving its mission of highest standards of education for its students. He also explained the aims and objectives of signing this MOU and assured strong cooperative alliance for academic and research activities for serving the best interest of students of both institutions.

On this momentous occasion the inauguration of the Lecture Series on Judicial Services Examination, which is a distinctive initiative of Department of Law, MAIMS was also done by Prof. Dr. Viney Kapoor Mehra. In her special address Prof. Mehra expressed her concern about the high pendency of cases before Indian courts and emphatically suggested the need of compassionate proactive young judicial officers. She motivated the students to develop zeal to serve the society. The ceremony ended with a vote of thanks proposed by Ms. Aarushi Agarwal, Assistant Professor, Department of Law MAIMS.



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Pre-Placement Talk with Travclan Pvt. Ltd.

The Maharaja Agrasen Institute of Management Studies (MAIMS) has consistently prioritized its student's future success. The notion that the future belongs to people who believe in the beauty of their goals, Travclan Pvt. Ltd. hosted a pre-placement discussion in 9th block seminar room on January 27, 2022.

Ms. Prachi Aggarwal (Prachi.Aggarwal16@gmail.com) was the speaker for the Pre-Placement Talk, in which the students were given a comprehensive grasp of the organization, the job presented, and the business standard operating procedures, among other things.

During the interactive phase of the Placement Talk, the students not only had a better grasp of the company but also had the opportunity to interact with the speaker to clear up any misconceptions.

The talk was attended by **183** students who came prepared with in-depth research and, as a result, left an overall positive impression on the speaker as well.



The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Dr. Monica Sharma (Assistant Professor)



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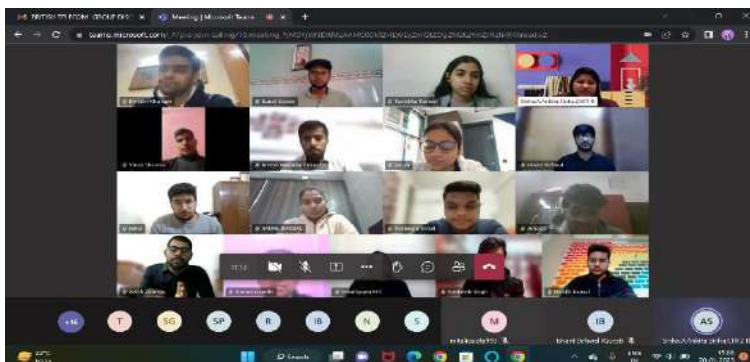
Pre-Placement Interaction with OM Logistics

MAIMS has always served as a stepping stone for students who are prepared to expand their wings and soar to great heights in the future. On February 23, 2022, Om Logistics organized the Pre-Placement interaction for senior-year students online via gmeet in pursuit of this objective.

The Pre-Placement interaction was led by **Mr. Deepak** (Deepak2413@omlogistics.com), and the session gave the recruiter and the student an opportunity to communicate in order to determine the compatibility among the student's aspirations and the recruiter's needs.

An hour-long pre-placement speech included the speaker teaching the recruiter's desired values and igniting their dreams of confidence and success. It was a highly educational discussion that not only helped students clarify their questions about the field's future, but also helped them better prepare for the interviews they will face in the future.

There were **349** students present for the lecture. The speaker addressed all questions pertaining to post-secondary education or employment, wage packages, and ultimately encouraged the audience to study diligently, continuously strengthen their soft skills, and participate in extracurricular activities for personality development.



The Faculty coordinators were:

Dr. Preeti Bansal (Assistant Professor)

Ms. Kamna Vaid (Assistant Professor)



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Pre- Placement talk with South Indian Bank Ltd.

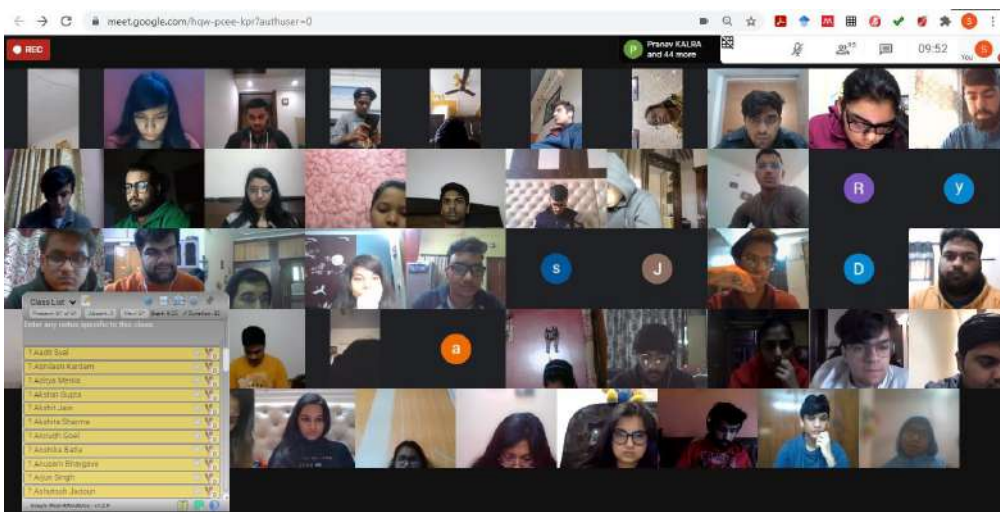
The Maharaja Agrasen Institute of Management Studies (MAIMS) is steadfast in its pursuit of students' total development. In the same vein, South Indian Bank Ltd. planned a Pre-Placement Talk on April 28, 2022 online via Gmeet for senior-year students.

Ms. Pooja Gupta (pooja.gupta@Southbank.com) presided over the Pre-Placement discussion. Using the most updated training techniques, a two-hour session led by a renowned specialist in the industry enabled our students to meet the difficulties of the business world. In this approach, the students abilities are enhanced so that they can confront the demands of a competitive world.

The purpose of the presentation was to impart the fundamental soft skills that are expected of every student applying to this company. The presentation addressed Interviewing Skills, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Development, Resume Writing, Personal Grooming, etc.

Total **233** students registered for the event, which received an overwhelmingly positive response.

This discussion allowed the children to explore new concepts and develop their personalities. With such an engaged round in which students clarified all their questions, the discussion was successfully finished.



Faculty Coordinators for this event were:

Dr. Bharti Chaudhry (Associate Professor)

Dr. Shilpi Agarwal (Associate Professor)



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POWER WEBINAR AND QUIZ “RESEARCH ANALYTICS - A CAREER PERSPECTIVE”

August 7, 2021

Under the Aegis of IQAC

In Association with ICT Academy

Maharaja Agrasen Institute of Management Studies in association with ICT Academy organised **Power Webinar and Quiz on Research Analytics- A Career perspective** - on August 7, 2021.

The Event started with a welcome address by Dr. Shilpee Aggarwal, Associate Professor who introduced the topic of Research Analytics and its essence in the modern world, followed by theme address presented by Prof. (Dr.) Vijay Kumar Khurana, Head of Department- Business Administration, Coordinator IQAC. He highlighted the various initiatives undertaken by Maharaja Agrasen Institute of Management Studies in the recent years, faculty development programs, skill enhancement courses, webinars and power seminars for the faculty and students of MAIMS etc. Thereafter Prof. (Dr.) Ravi Kumar Gupta, Director - MAIMS addressed the audience with his insightful words.

This was followed by interactive session by the speakers Ms. Nidhi Hola, Director – Integrated Marketing, Microsoft Corporation India Limited, Ms. Saakshi Nagpal Manager Marketing - Napino Digital Solutions and Mr. Anand Babu Pushparaj Senior Manager – ICT Academy, Delhi.

Mr. Anand Babu sir on behalf of the ICT academy opened the panel discussion by asking the other speakers to give initial remarks on the title of the webinar i.e. Research methods and design. He threw light on some of the most commonly used terms in Research and explained the relevance of research.

Ms. Saakshi Nagpal, focused on research methods and their application in the field of marketing and emphasized on the role of research from a brand’s as well as customer’s perspective. She also threw light on the drawing insight from data using research tools. She also mentioned the main characteristics of an entrepreneur i.e. ability to envision, learn and clarify the data and information available and the right way of interpreting it. She emphasized that to succeed in the field of marketing one must be curious enough and ready to research the market using numerous methods and tools and consume more and more knowledge.

Ms Nidhi Hola shared her experiences about research analytics and elaborated on how different research methods can be used to understand the customer journey and how the information can be integrated to get insights and to formulate further strategies. She emphasized that One should have a growth mindset and should be hungry always to learn. Purpose of every business is to generate value by focusing on the customers through various mediums for which Research is instrumental.



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The event was followed by Question-and-Answer session in which the Speakers answered to various questions asked by the students and other faculty members regarding digital marketing and how to pursue a career in digital marketing.

It was followed by a Quiz which was conducted by Ms Meenakshi Gupta, Assistant professor. Participants namely Praveen Chaturvedi, Ankit Kumar and Abhishek Kumar Gupta were announced as winners of the quiz. The webinar ended with presentation of vote of thanks by Dr. Sushila Gupta, Assistant Professor. Total 159 students participated in webinar.

Faculty Coordinators-

- **Dr. Sushila Gupta** (Assistant Professor – Business Administration)
- **Dr. Shilpee Aggarwal** (Associate Professor – Business Administration)
- **Ms. Meenakshi Gupta** (Assistant Professor – Business Administration)

Student Coordinators-

- **Mr. Alan Sebastian, Ms. Chestha Singh, Ms. Kirti Negi, and Ms. Sneha Sharma**

LIST OF QUIZ WINNERS

S. No.	Student Name	Program	Organization	Cash Prize
1	Mr. Praveen Chaturvedi	BBA	Kamal Institute of Higher Education	Rs. 500/-
2	Mr. Abhishek Kumar Gupta	BBA	MAIMS	Rs. 500/-
3	Mr. Ankit Kumar	BBA	MAIMS	Rs. 500/-



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Glimpses of the Power Webinar & Quiz

The image displays two screenshots of a Zoom meeting interface. The top screenshot shows a grid of 20 participants in a Zoom meeting. The bottom screenshot shows a close-up of three participants: Saakshi Nagpal, Nidhi, and Anand Babu | ICT Academy. The chat window in the bottom screenshot shows messages from Shilpee Aggarwal and Sneha Sharma.

Zoom Meeting
Recording...
Participants (155)
Waiting Room (2) Message Admit all
Devangna
Riya Sahni
In the Meeting (155)
MG MEENAKSHI GU... (Host: me) [Mute] [Unmute]
Ravi kumar gupta (Co-host) [Mute] [Unmute]
AS Alan Sebastian (Co-host) [Mute] [Unmute]
AB Anand Babu | ICT Aca... (Co-host) [Mute] [Unmute]
CS CHESTA SINGH (Co-host) [Mute] [Unmute]
KN Kirti Negi (Co-host) [Mute] [Unmute]
N Nidhi (Co-host) [Mute] [Unmute]
SN Saakshi Nagpal (Co-host) [Mute] [Unmute]
SHI Shilpee Aggarwal (Co-host) [Mute] [Unmute]
S Sneha Sharma (Co-host) [Mute] [Unmute]
Go to Settings to activate Windows.
Invite Mute All

Zoom Meeting
Recording...
Participants (159)
Find a participant
MG MEENAKSHI GU... (Host: me) [Mute] [Unmute]
AB Anand Babu | ICT Aca... (Co-host) [Mute] [Unmute]
N Nidhi (Co-host) [Mute] [Unmute]
SN Saakshi Nagpal (Co-host) [Mute] [Unmute]
AS Alan Sebastian (Co-host) [Mute] [Unmute]
Invite Mute All
Chat
From Shilpee Aggarwal to Everyone:
Impressive knowledge.
From Sneha Sharma to Everyone:
Very informative !!!!!
Who can see your messages? Recording On
To: Everyone [Mute] [Unmute]
Type message here
Go to Settings to activate Windows.



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REPORT

WEBINAR ON “THE COVID-19 PANDEMIC AND ENTREPRENEURSHIP: SOME REFLECTIONS”

August 18, 2021

Illuminate- The Learning Hub Society of MAIMS organized a webinar on “The Covid-19 pandemic and entrepreneurship: Some reflections” on August 18, 2021. The resource person for the webinar was Ms. Shweta Sachdeva, a Digital Marketing Interaction Analyst and technical support Executive at North America-Microsoft. The webinar was held on digital connectivity platform, Zoom, 4p.m. onwards.

The webinar began with the Student Coordinators, Simran Gambhir & Anshika Batla greeting the virtual gathering, introducing the speaker & the objective of the webinar. The objective of the webinar was to help the attendees understand how Covid-19 pandemic has affected the world in an unprecedented manner. This webinar aims to analyze the likely consequences of the Covid-19 pandemic crisis on entrepreneurship and new venture activity. The resource person stressed on the current scenario after economic recession in 2020 that is expected to be the most serious since the Second World War and the importance of entrepreneurial ventures to combat the same. 74 students of MAIMS attended the webinar.

The resource person, Ms. Shweta Sachdeva interacted with the attendees and informed them regarding various entrepreneurial avenues and importance of education in implementing those ideas into practice. The webinar was very enriching, interactive and informative and provided in depth knowledge about entrepreneurship in post Covid-19 pandemic situation.



The Covid-19 pandemic and entrepreneurship:
Some reflections

- 🔗 Enlighten yourself about your potential career path, which exams to target, why to start preparations now
- 🔗 Boost awareness about changing career trends amidst & post covid
- 🔗 Gain access to career support generalists
- 🔗 Gain insight about degree programs exclusive fee waivers on UpGrad

MS. SHWETA SACHDEVA

*Digital Marketing Interaction Analyst
Technical support Executive at North America at Microsoft*

18 August | 4 pm | **zoom**

Registration link -

https://upgrad.zoom.us/webinar/registration/WN_601Ew9CqTU4Lox-kU75qg

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**CAREER COUNSELING SESSIONS FOR SKILL ENHANCEMENT PROGRAM
– CFA, FRM & NSE ACADEMY CERTIFICATIONS**

Under the Aegis of IQAC

Online Sessions: September 07, 2021- September 17, 2021

Google Meet Link: <https://meet.google.com/vzg-kwib-crt>

Offline Session: September 27, 2021

Venue: Main Auditorium

Time: 11:00 am – 12:30 pm

REPORT

‘Learning is not attained by chance; it must be sought for with ardor and diligence.’

- Abigail Adams

India has made substantial economic progress over the past few decades. In recent years, Indian Government has carried out important market-oriented reforms. Sound financial systems underpin economic growth and development, and are crucial to the World Bank Group’s mission of alleviating poverty and boosting shared prosperity.

India has a diversified financial sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds, and other smaller financial entities. The banking regulator has allowed new entities such as payment banks to be created recently, thereby adding to the type of entities operating in the sector.

In this volatile market - order, skills, and knowledge are going to be the essential assets that every aspiring youth needs to possess. To enable the students to feel enthused, empowered, and ready for the external environment, Maharaja Agrasen Institute of Management studies continuously strive to deliver skill enhancement programs that impact the way students learn and perform in the corporate world. In the same endeavor, to facilitate and prepare the students for NSE Certification Courses, FRM and CFA Programs, the Internal Quality Assurance Cell (IQAC), MAIMS invited experts to conduct “Career Counseling Sessions for Skill Enhancement Program – CFA, FRM & NSE Certifications”. The speakers of the sessions were:





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	<p>Mr. Alok Sharma is a qualified MBA with dual specialization in Finance & Investment Analysis and Portfolio Management from NMIMS. He has a cumulative work-experience of 20 years and has worked with many financial firms like World Star Finance (London based Investment Banking firm), Religare, Multiplex Capital Ltd., IIFM etc. with qualitative experience in Fundamental Analysis, Risk Management, Company Valuation, Financial Modelling, Technical Analysis, Market Research and Business Development & Training.</p>
	<p>Ms. Namrata Singhal is an Analyst with the Intercontinental Exchange. Her expertise lies in the pricing and analytics segment of various asset classes such as Equity and Derivatives. Having completed a stint as a Financial Research Associate with the Data Analytics Division in DE Shaw prior to this, she also has experience in Deloitte and Goldman Sachs. She has strong research and analysis skills with advanced excel and intermediate-level python programming. Alongside being an active volunteer in CSR projects, she is also a certified peer educator.</p>
	<p>Mr. Prayas Agarwal is a senior data science analyst. He graduated from Amity University specializing in finance and Investment analysis and subsequently pursued his Master's in Business Administration in Finance from New Delhi Institute of Management. He has worked with Brightstar Research and Anand Rathi Wealth Management. He has a keen interest in corporate finance, equity research, investment banking and Capital Market Analysis. He also actively trades and invests in the stock market.</p>

The online skill enhancement program commenced on September 7, 2021, with the blessings of Prof. (Dr.) S.K. Garg, Director General, MAIMS, and Prof. (Dr.) Ravi Kumar Gupta, Director of MAIMS. They congratulated all the students for their zeal to learn and wished them the best in their future endeavors. Session-wise details are as under: -

Online Session 1: September 07, 2021

The first session was conducted for the students of BBA 3rd Semester Sections A & B on September 7, 2021. A total of 78 students attended the session. It started with a discussion by the speakers about the visibility of new winds of change in the Indian financial market. The emerging implementation of



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stress testing, VaR calculations, parametric and non-parametric approaches in the financial modelling space, signifies that corporate are choosing contemporary market movements. The major regulatory bodies RBI, SEBI, PFRDA, FMC and IRDA have increased their scope and policies for implementing risk management while keeping regulatory capital for both internal and external sources. He discussed in detail the importance of financial courses like NSC Certifications, FRM and CFA for the enhancement of students' skill set to uplift their knowledge base and become industry ready.

Online Session 2: September 09, 2021

This session was conducted for the students of BBA 3rd Semester Sections E&F on September 9, 2021. There were 55 participants in the session. The speakers discussed that with the introduction of new dimensions and paradigms in the financial system, the banking sector is forced to hire risk specialists and certified FRMs -Financial Risk Managers. At a time like this FRM Coaching in India is highly recommended. Financial Risk Managers are certified by the GARP or Global Association of Risk Management. At the same time, professionals like CFAs, Quant Traders, and equity research analysts are highly sought after in today's world.

Online Session 3: September 10, 2021

Session 3 was conducted for the students of BBA 5th Semester Sections A& B on September 10, 2021. There were 56 participants in the session. Mr. Alok Sharma began the session with a very simple but powerful message 'Everything depreciates in this world except for education'. He discussed with the participants that due to the pandemic situation in the world, the tables have turned. Placements have become tougher and therefore, it becomes imperative on the part of the students to build their resumes so as to build the gap between theory and practice.

Online Session 4: September 11, 2021

Session 4 was conducted for the students of BBA 5th Semester Sections C, D, E& F on September 11, 2021. There were 65 participants in the session. Speakers emphasized that globally many countries have kept their banking systems quite closely related to each other. They are in positive correlation and hence there is always a need for a standardization process. India is already following global standards in risk and finance management, which brings the youth of today to focus not only on the regular curriculum but also on additional learning and certifications.

Online Session 5: September 13, 2021

The session was conducted for the students of BBA 3rd Semester Sections C & D on September 13, 2021. There were 66 participants in the session. Speakers discussed that there has been a major shift in the business environment and promising opportunities are available in the coming future.



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Professionals with certified courses would be preferred when it comes to considering specific finance jobs. Artificial Intelligence has set its foot in the market. Although it's still adjusting and evolving, very soon it will give rise to a blend of finance and technology. Financial globalization and economic growth are closely related. Economies who are absorptive enough, are conventionally applying liquid market strategies to attract sophisticated investors. Hence, the rising importance of NSE Certification courses, CFA, and FRM would bring the best placement opportunities to the candidates.

Online Session 6: September 15, 2021

The sixth session in the series was conducted for the second-year students of the Department of Commerce on September 15, 2021. The main objective of the lecture was to make the students aware of the importance of advanced certificate courses like Chartered Financial Analyst (CFA), Financial Risk Management (FRM), and NSE Certificate Courses which can become helpful for them considering their finance and accounting background.

Online Session 7: September 16, 2021

This session was conducted for the second- and third-year students of the Department of Economics on September 16, 2021. The speaker, Mr. Alok Sharma, explained the requirements and criteria for joining the skill enhancement courses like CFA, FRM & NSE Certification courses. He elaborated on the contents of the courses, the difference between various courses, their duration, and the benefits of the same.

Online Session 8: September 17, 2021

The eighth session was conducted for third-year students of the Department of Commerce on September 17, 2021. Speaker, Mr. Alok Sharma, very well highlighted the need for skill enhancement courses in the present competitive world. He pointed out that with the advent of the New Education Policy, 2020, it has become even more important for students to look out for such courses. Further, he said that being a 3rd-year student, it is even more important for the students to look out for such courses as they would be sitting for placements after some time.

At the end of every session, a google form was floated among the participants in order to know their preferences for a specific certificate course and also to know about their future course of action so that further launch of these courses can be planned accordingly.



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OFFLINE SESSION

September 27, 2021

As per request of third and fifth semester students of BBA, B. Com(H) & B.A. (H.) Eco. programs, a follow up session was conducted on September 27, 2021, at the college campus in the main auditorium. Ms. Shilpa BSL, Assistant Professor, MAIMS initiated the proceedings by inviting the dignitaries for lighting of the lamp. Thereafter dignitaries were presented a floral welcome. The session started with the welcome address by Prof. (Dr.) S.K. Garg, Director General, MAIMS, followed by the address by Sh. S.P. Aggarwal, Executive Chairman, MATES and Dr. Nand Kishore Garg, Founder Chairman & Chief Advisor – MATES, and Chancellor, MAU, Baddi, HP. They congratulated all the students for their zeal to learn and wished them the best for their future.

Thereafter, the speaker Mr. Alok Sharma emphasized that widely considered the apex for professional development in investment management, the CFA designation is valued by employers for roles and functions in every sector of the global finance industry, including portfolio management, analysis, private wealth, and consulting.

The speaker Ms. Namrataa further discussed the benefits for earning the CFA charter, like - better job prospects, career advancement opportunities, global recognition of the charter and real-world expertise.

The Career Counseling Session was conducted successfully at the college campus. A total of 138 students participated in the session. After the counseling program, feedback form was filled and students showed the zeal to pursue skill enhancement finance programs. MAIMS always strives to continue working in direction of holistic development of student.

The vote of thanks was proposed by Prof. (Dr.) V. K. Khurana, HOD Department of Business Administration & Coordinator, IQAC MAIMS.

Organizing Team:

- **Ms. Sanam Sharma, Convener & Assistant Professor - Business Administration**
- **Ms. Anu Goyal, Co- Convener & Assistant Professor - Business Administration**
- **Dr. Sumedha Dutta, Associate Professor - Business Administration**
- **Ms. Sarita Bansal Garg, Associate Professor - Business Administration**
- **Ms. Shilpa BSL, Assistant Professor - Business Administration**
- **Ms. Rachita Aggarwal, Assistant Professor, Department of Commerce**
- **Ms. Nikita Jain, Assistant Professor, Department of Economics**



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GLIMPSES OF SESSIONS:

Offline Session: - 27th September 2021



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

CAREER COUNSELLING SESSION FOR SKILL ENHANCEMENT PROGRAM

Monday, September 27, 2021, 11:00 AM

Resource Persons

Ms. Namrata (Corporate Trainer)	Mr. Alok Sharma (Corporate Trainer)	Mr. Prayas Aggarwal (Corporate Trainer)
Dr. Nand Kishore Garg (Founder & Chief Advisor – MATES Chancellor, MAU, Baddi, HP)	Sh. S. P. Aggarwal (Executive Chairman, MATES)	Sh. Rajneesh Gupta (Ex-Director, MoF, Government of India)
Sh. S. P. Goel (Retd. General Manager, Union Bank of India)	Prof. (Dr.) S. K. Garg (Director General, MAIMS)	Prof. (Dr.) G. P. Govil (Advisor, MATES)







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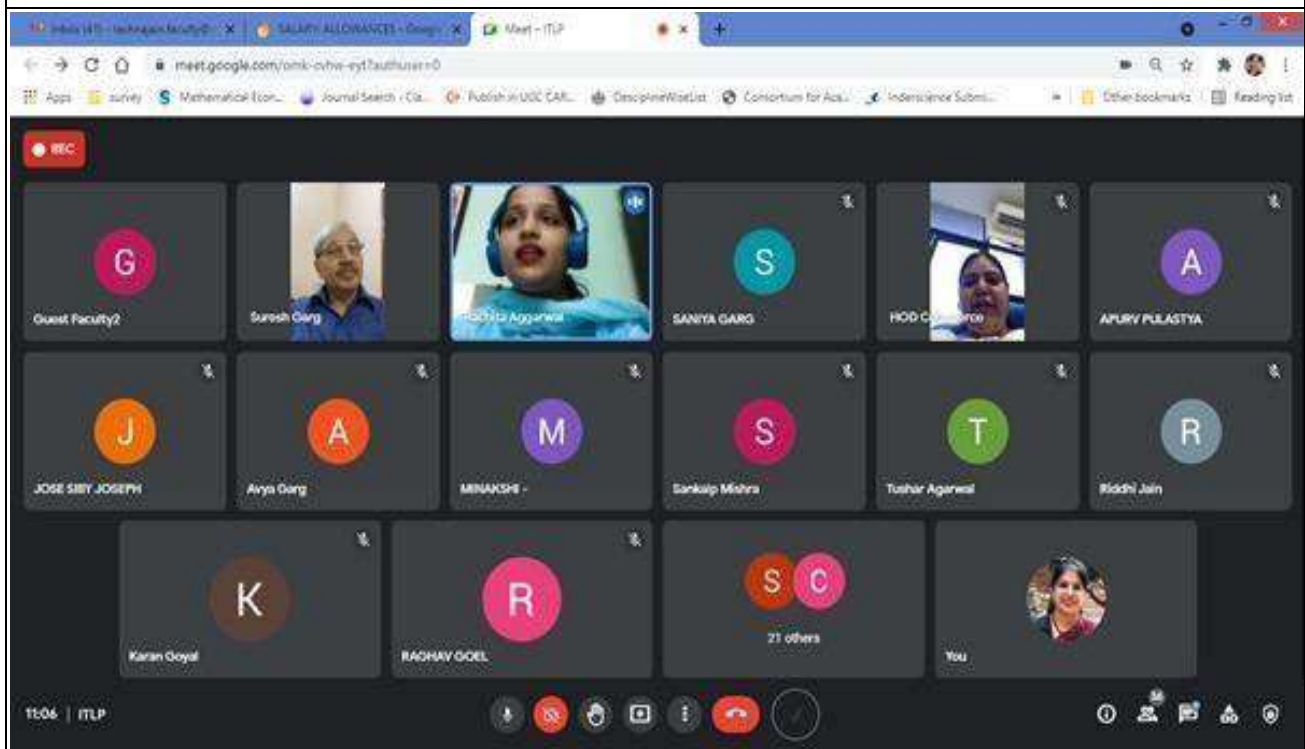




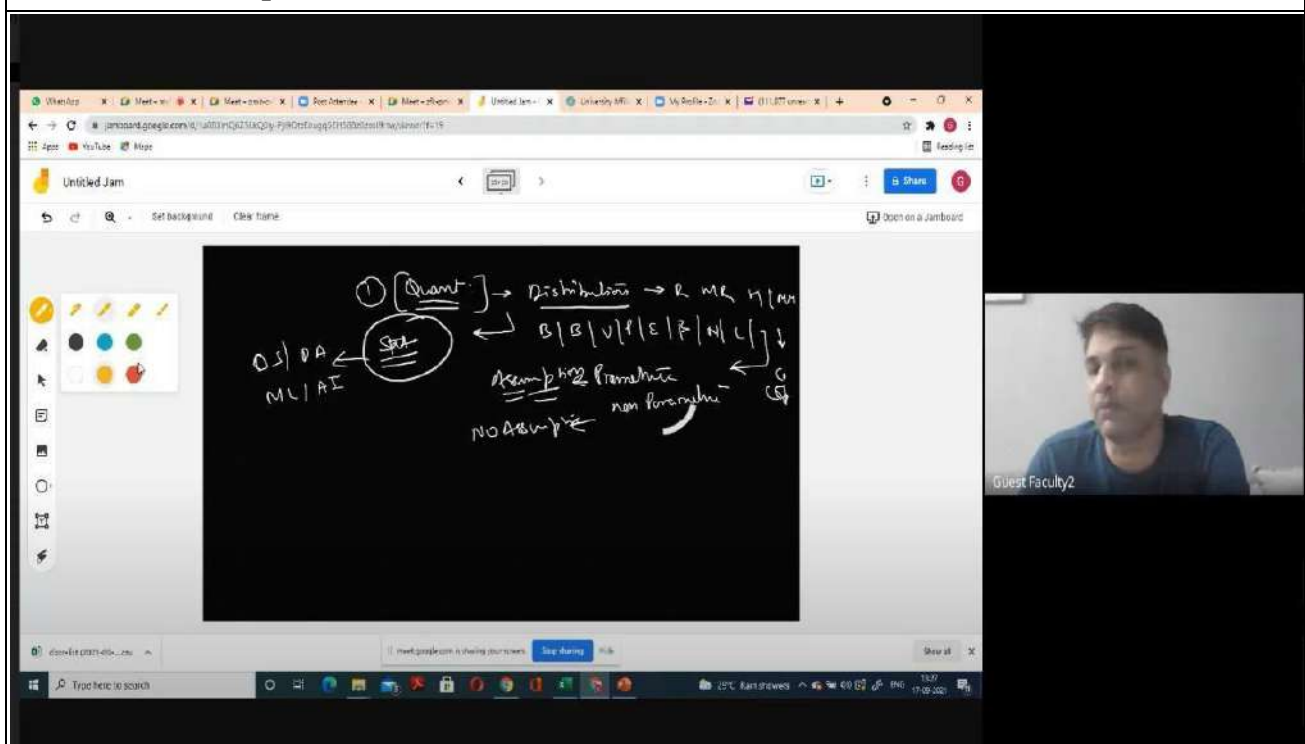
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ONLINE SESSIONS

Session 8: - 17th September 2021



Session 7: - 16th September 2021





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Session 6: - 15th September 2021

zfk-pmxk-hdf (2021-09-14 at 22:38 GMT-7)

Senior Relationship Manager

- Bangalore
- Act as a first point of contact for all the queries related to the HRD/HR
- Allthrough Finance

Managing leading clients and onboarding prospects. 1. Understand the Risk profile of the client and create treatment policy statement (TPS) 2. C...

1 day ago

Director of Research and Fund Due Diligence

- Chennai, TN
- Communicate with experience, include feedback, work aligned, and other benefits
- GLASIndia
- GLASIndia U.S.

Lead the effort in conducting due diligence and creating alternative investment strategies for investment alongside client acquisition and marketing.

2 days ago

Mutual Fund Analyst

- India, Uttar Pradesh (IN)
- Attractive compensation at par with industry standards with annual performance bonus.
- Noor@equityresearch.in

This position is for our growing Mutual Fund Research team where we need people with strong research, excellent quantitative skills and strong analytical skills.

2 days ago

Guest Faculty2

Session 5: - 13th September 2021

Satish Sharma

siging

Vinay Kumar IIC

Zoom Meeting

25:47 / 1:13:05



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Session 4: - 11th September 2021



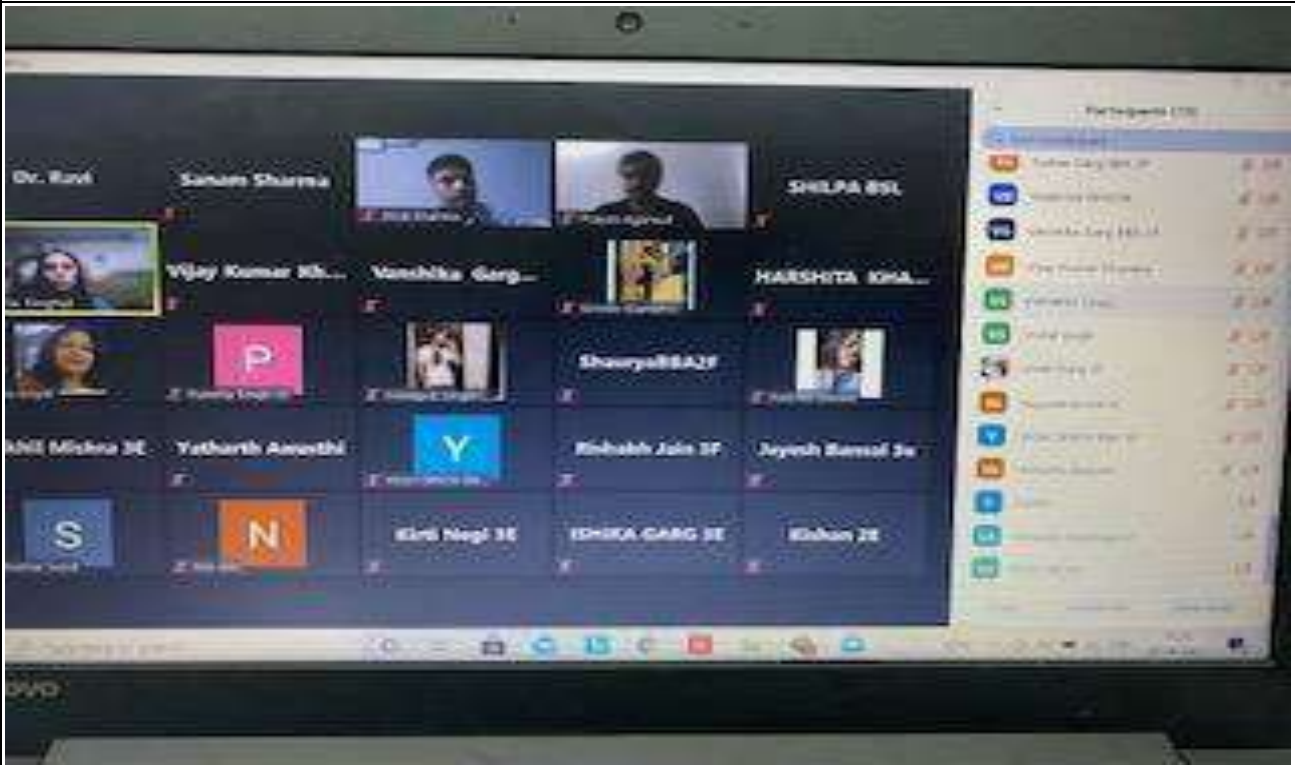
Session 3: - 10th September 2021



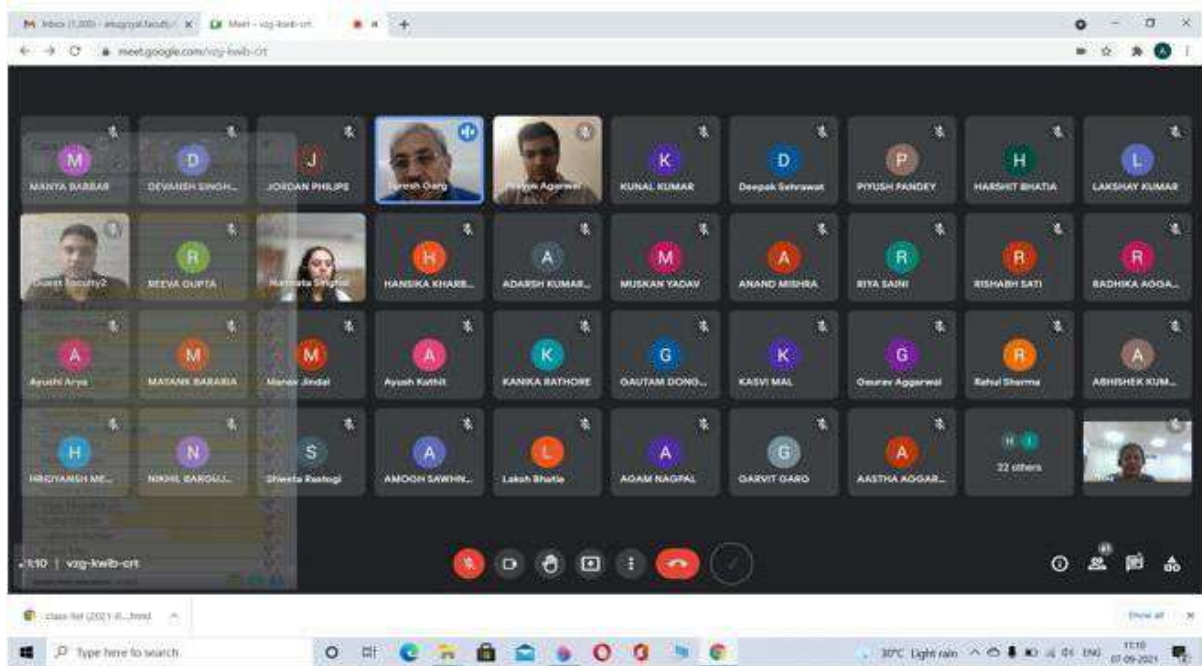


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Session2: - 9th September 2021



Session 1: - 7th September 2021





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Path Finder 1.0 Series of Career Counselling Sessions

1st Session:

Higher Education & Career Opportunities Post Covid-19 Pandemic in India September 16, 2021

REPORT

Once the famous German-born scientist Albert Einstein said that *“Everybody is a genius but if you judge a fish by its ability to climb a tree, then people will believe that the fish is quite stupid.”* The value here is that each person or a child possesses a unique character and to pull out that unique character the concerned person needs a mentor or a counsellor. These days life is becoming full of challenges and with so many career opportunities, students are getting confused and puzzled up in making the right decision, therefore career counsellor with his counselling, advice, analysis, and research can play a major role in making the right decision for students.

With the aim of guiding students at MAIMS, the Department of Business Administration has planned the Pathfinder 1.0 series of career counselling sessions in association with TIME Education Pvt Ltd. The first session on “Higher Education and Career Opportunities after Covid Pandemic in India” was held on September 16, 2021. Total **130** students of MAIMS participated in the session.

The proceedings of the event were initiated by Student Coordinators Mr Harsh & Ms Simran Gambhir of the BBA program with the recitation of Goddess Saraswati Vandana. Mr Nakul Anand welcomed the dignitaries. Subsequently Prof. (Dr.) Vijay Kr. Khurana, HOD-Business Administration presented the theme address. Taking the session forward, student coordinators invited Prof. (Dr.) Ravi Kumar Gupta, Director-MAIMS for his blessings. Prof. (Dr.) Ravi Kumar Gupta lauded the organizing team and participants for their enthusiasm.

Mr Rushil Jain, Alumnus (BBA Batch 2006-2009) also graced the occasion. The experiences and learnings shared by our Alumnus Mr Rushil Jain (BBA Batch 2006-2009) augmented the learning for students, guiding them in the right direction in careers. His words will act as a compass guiding student of the institute in the right direction.

The speaker for the day was Mr Amit Poddar, Chief Knowledge Expert from TIME Education Pvt Ltd. He discussed in detail various higher education and career opportunities available in post covid era. It was an enlightening session for one and all.



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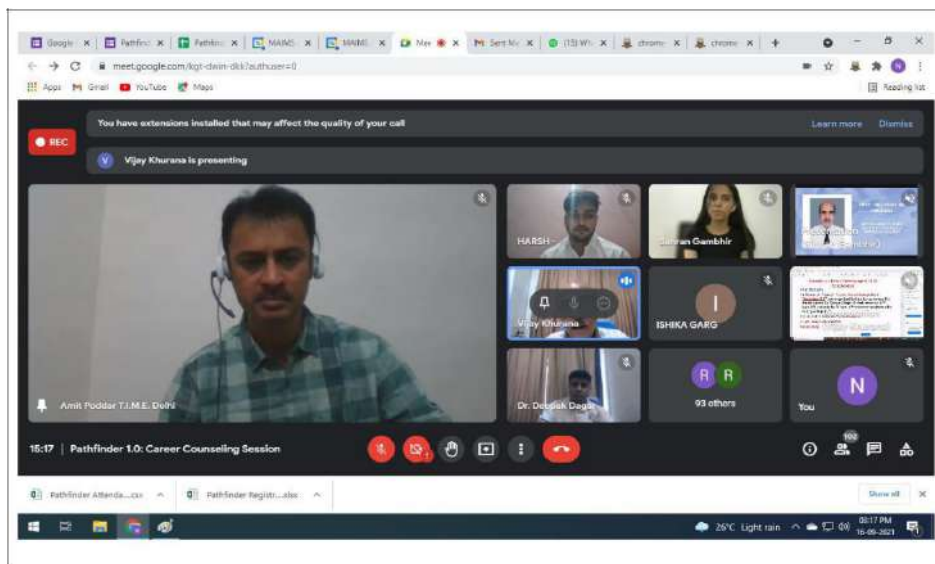
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The content delivered by the speaker of the day and the alumnus has been well appreciated and admired by all the participants of the event. It has been a great learning experience for all the participants and organizers. The Event ended with the presentation of a vote of thanks by Dr Deepak Dagar, Assistant Professor- of Business Administration, followed by the national anthem.

Faculty Conveners:

- **Dr. Nakul Anand, Assistant Professor – Business Administration**
- **Dr. Deepak Dagar, Assistant Professor – Business Administration**

Glimpses of the Event





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REPORT
WEBINAR ON 'HOW TO START YOUR STARTUP IN 48HOURS'
October 13, 2021

Commcompact - The Commerce Society of Maharaja Agrasen Institute of Management Studies organized a webinar on 'How to start your startup in 48hrs' on October 13, 2021. The webinar began at 4 pm and the resource person for the webinar was Mr. Shivam Ahuja. The webinar was registered and attended by 95 students.

Our host, Dharamdev Chharia, gave the welcome address and a brief introduction to Commcompact and our newsletter Vanijya 2.0.

Following that, Vidit Rajpal addressed the society's new and upcoming initiatives, and Ridhi Seth welcomed all the faculty members and Director Sir. Then Ms. Sumedha Dutta, President of MACS, and Associate Professor, Department of Business Administration, MAIMS, addressed the audience, which was followed by words of appreciation from our Director Sir Dr. Ravi Kumar Gupta.

Our host, Ridhi Seth, then gave the introduction of our speaker.

Mr. Shivam Ahuja is the Founder/CEO of Skill Circle, CEO of Delhi Angels, and founder of Delhi Start-ups. He is also a Business Advisor at Atal Incubation Centre BIMTECH, a TEDX Speaker, and an investor at Coinally.io. In his early 20s, he joined his family's gifting business and helped it grow from a small business to a Retail showroom and is still contributing towards it.

In 2012, he joined Micromax Informatics and helped them in Building their Sales channel for Delhi Region. He Contributed to Micromax's massive growth for the years 2012-2015 and got awarded "Best Sales Professional" for a quarter in 2014.

In 2014, he started Delhistartups.org Community. In 2016, he launched Delhi Angels and invested \$100,000 in one tech startup through their group of investors. He has the Vision to build the most active, Impactful community of budding startups and Entrepreneurs. Soon after the introduction, the stage was handed over to our speaker who was ecstatic to be able to connect with the students. He divided this lucrative topic into subparts and explained each one separately. Along with other things, he emphasized the importance of management.



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He talked about Mr. Sam Altman, who is a foreign investor in budding startups. He is the director of 'Y combinator,' an entrepreneurship college that will fund your idea and team up to Rs.1 crore if they like it. He also mentioned that Sam's handbook titled 'Startup playbook' is a very well-crafted resource for new startups.

To quote him "It's not the idea investors are betting on, but the people behind it"

He highlighted the importance of a great team and individuals. Following that, he stated that if the team is Ok-Ok but your prototype is excellent, you can also achieve great heights.

Mr. Shivam Ahuja, a mentor himself, then talked about how his students came to him with only a brief idea and are now thriving. One of his students has a company named "LetReach" that specializes in AD-popups. Another of his student founded "Yourshel", a company that assists students in obtaining PGs in the DU circuit.

He encouraged young minds to not fear failure. He asked everyone to focus on the principle of developing their inner friend circle, as you are the product of whom you hang out with. He added that one should always execute the idea and there are certainly people who'll pick you up if you fall.

He then mentioned the three stages of startup funding - Getting initial investment from investors, Getting your own IPO, and Selling the idea/startup to another company. He used the example of 'InShots,' the most popular short-news reading app, which began as a Facebook page and also demonstrated the first website for 'OYO ROOMS,' which was made entirely of HTML but suited its purpose

The speaker's address was followed by a Question-Answer round which was moderated by Niharika Bajaj and Bhumi Sardana.

After thanking Mr. Shivam Ahuja for answering each question so enthusiastically, our moderator invited Vidit Rajpal to give the Vote of Thanks. The event was graced with the presence of dignitaries from our college and the society's faculty coordinators. After conveying our sincere gratitude to all those present in the Webinar, we ended the meeting as per schedule at 5.30 PM.

Message Circulated:

✨ It's not about ideas. It's about making ideas happen ✨

Everyone has an idea but bringing that idea to life does not come easy. But don't worry, we've got you covered!

Compact - The Commerce Society of MAIMS presents a webinar on '**Start your Start-up in 48 hours**' addressed by ***Mr. Shivam Ahuja***, Founder and CEO of SkillCircle, CEO of Delhi Angels and a TEDx speaker.



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Our speaker has been actively sharing his thoughts and game-changing tips about entrepreneurship and the business world, with the goal of creating the most engaged and effective network of budding firms and entrepreneurs.

Registration Link: compactmains.in/register

E-certificates: will be given to all the students who would attend the webinar!

Date- 12th October, 2021

Time- 4 PM onwards

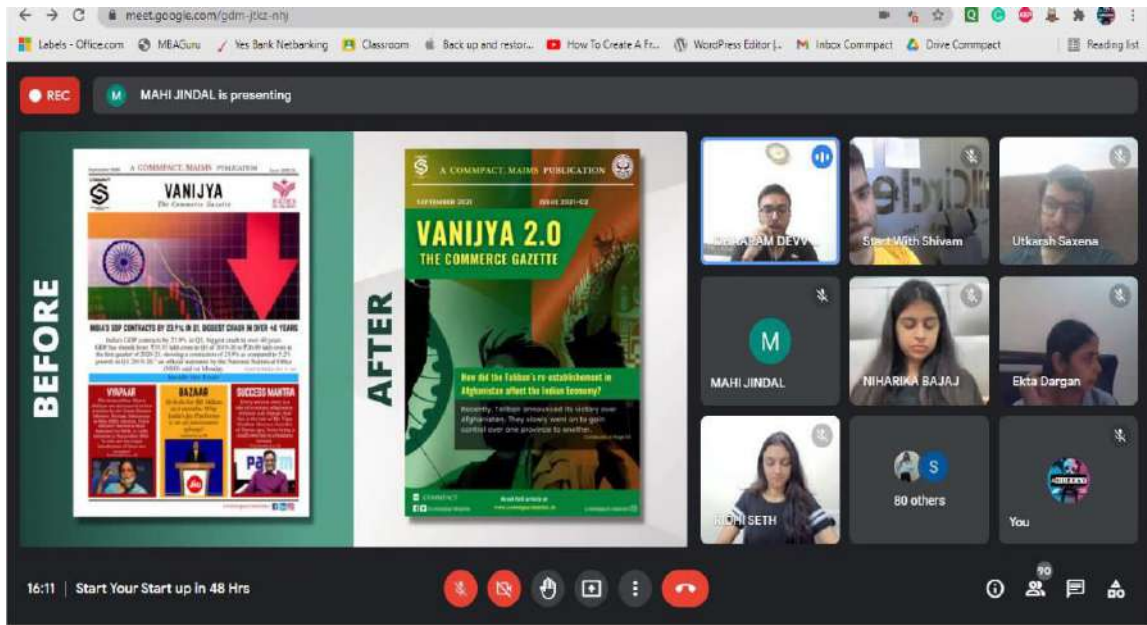
Platform- Google Meet

For more details, Contact:

Yash Jain - +918294916807

Kashish Arora - +91 74280 53440

Screenshots of the Webinar





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Labels - Office.com | MBAGuru | Yes Bank Netbanking | Classroom | Back up and restore... | How To Create A F... | WordPress Editor | Inbox Compact | Drive Compact | Reading list

REC MAHI JINDAL is presenting

Dr. Sumedha Dutta

Dr. Sumedha Dutta is presently working as Associate Professor, Department of Business Administration with Maharaja Agrasen Institute of Management Studies, Delhi. She has earned her Doctoral degree from University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi in the area of servant leadership and positive psychology. Her keen research areas include Organization Behavior and Human Resource Management. She has over 25 papers published in National and International Journals and conference proceedings to her credit. She is currently associated with the International Journal of Consumer Studies as a Reviewer.

16:15 | Start Your Start up in 48 Hrs

Participants: DHAARAM DEVV..., Start With Shivam, Utkarsh Saxena, Sumedha Dutta, NIHARIKA BAJAJ, DHRI SETH, Vidit Rajpal, 81 others, You.

REC MAHI JINDAL is presenting

DIRECTOR DR. RAVI KUMAR GUPTA

Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 MPhil and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops FDPs etc. in which he has Chaired many technical sessions and delivered Keynote addresses.

16:19 | Start Your Start up in 48 Hrs

Participants: DHRI SETH, 1163 Aman Kumar S..., Start With Shivam, Utkarsh Saxena, NIHARIKA BAJAJ, Ekta Dargan, Sumedha Dutta, 84 others, You.



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REC MAHI JINDAL is presenting

Q & A
ROUND

Start With Shivam NIHARIKA BAJAJ Bhumi Sardana

Utkarsh Saxena BHUMI SARDANA Vidit Rajpal

DHARAM DEVV 71 others You

17:10 | Start Your Start up in 48 Hrs

**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES,
DEPARTMENT OF LAW,
INTERNSHIP AND PLACEMENT COMMITTEE
PRESENTS A WEBINAR ON**

INTERNSHIPS: A PATHWAY TO PLACEMENTS

MR. JAYANT BHATT

He is a practicing advocate, who has pursued his Masters from New York University, USA, and the National University of Singapore. He is also a member of the Supreme Court Bar Association and the Delhi High Court Bar Association.



Faculty Coordinator: Ms. Aarushi Agarwal

Date: October 23, 2021

Time: 12 P.M. to 1 P.M.

Venue: Online Platform

Student Coordinators:

Anshita Khandelwal

Palak Tyagi



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REPORT OF WEBINAR ON INTERNSHIPS: A PATHWAY FOR PLACEMENT

23rd October 2021



The Internship and Placement Committee, Department of law, Maharaja Agrasen Institute of management studies organized a webinar on Internships: A Pathway to Placements on 23rd October 2021 via Zoom. More than 150 students registered and attended the webinar.

The guest speaker of the session was Mr. Jayant Bhatt, Advocate, Delhi High Court and Supreme Court of India. Mr. Bhatt is an Independent Lawyer and holds dual Masters of Law (LL.M.) from New York University, USA & the National University of Singapore and is a member of the prestigious Supreme Court Bar Association and Delhi High Court Bar Association. Sir has a keen interest in teaching and mentoring young minds and is an advisory board member to various organizations. He regularly features in news articles & columns and is also a writer and a thought leader. The webinar was attended by more than 150 students of 1st and 2nd year.

Mr. Bhatt discussed the importance of internships in the early years of Law College. He encouraged students to build communication skills by participating in moot court and reading judgments. He shared his own experience about internships and how internships help in getting placements in the future. He also motivated the students to build strong relations in college and told them about the importance of teamwork. He interacted with students and also guided them to start internships in different fields and not restrict only to law such as business, films, NGO's. Mr. Bhatt also guided students to focus equally on studies and internships. The overall session was very insightful.

Ms. Anshita Khandelwal, student of 7th Semester, BA LL.B. successfully moderated the session and towards the end, faculty coordinator, Ms Aarushi Agarwal proposed a vote of thanks.



REPORT
E-TALK ON “HOW TO HAVE A GROWTH MINDSET”

October 25, 2021

In order to prepare the final year students for the challenges ahead and offer support in any manner possible, MAIMS held a discussion on "How to have a growth Mindset." The conversation had taken place online via Gmeet on October 25, 2021.

Whether it's your business or even that someone special you want to impress, having positive energy and a growth mindset is a key trait that separates you from everyone else. And we have a wonderful solution for you, MAIMS organized a very insightful and interactive session with **Mrs. Mehar Sindhu Batra** who is an Entrepreneur, a Career Coach, and a Youtuber. Throughout the session one of the most important thoughts that she quoted was “Change your words to change your mindset”. She also interacted with the audience and even took up their questions and suggestions. It was indeed a great and insightful session.

The speaker had prepared an interactive power point presentation while also providing preparation tips for the talk, which was attended by **89** students.

He extolled the virtues of conceptual clarity to his listeners. He claimed that the Blue Print Approach was required to determine the attitude of the people who created the test questions. He went into great detail about the Preliminary, Main, and Interview portions of the exams. The Department's aspirant and consistently passionate students found the Talk to be really informative and educating overall. The major goal of the tests, according to the speaker, was to find the nation's unpolished gems in order to handle the onerous workload of the nation. According to him, the tests were intended for everyone in the nation, not just members of the upper classes. He declared that the examinations were challenging but not insurmountable in his final statement.

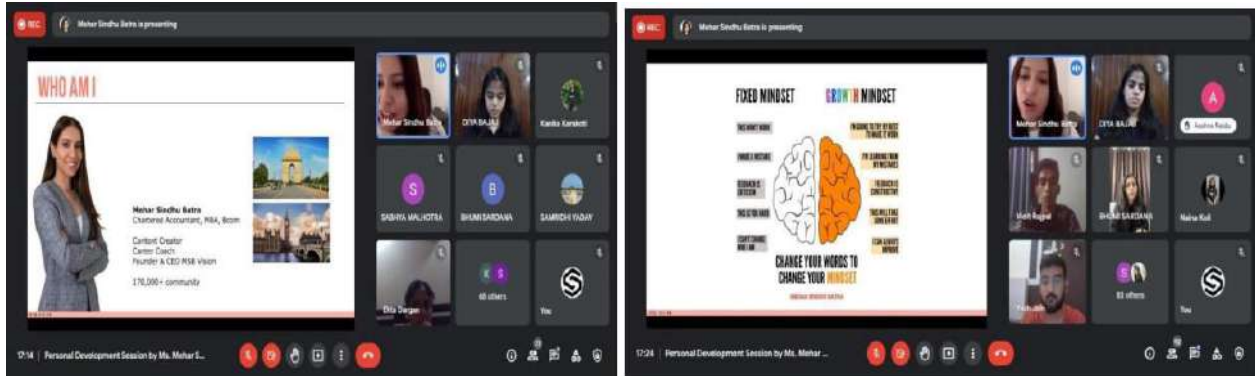
The lecturer continued by discussing old exam papers using an audio-visual style, and the students actively participated in the discussion. The Speaker then chose the students who had provided the correct responses to conduct mock interviews with them on stage.

Students braved the challenging questions that were asked to them during the mock interviews, and the speaker highlighted their errors as examples of "what not to do" throughout the interview process. He gave the pupils the advice to practice these mock interviews in front of a mirror so they can feel more confident on the big day.



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Dr. Shilpee Agarwal gave the Vote of Thanks, which was followed by a heartfelt expression of gratitude from the students.





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DEPARTMENT OF BUSINESS ADMINISTRATION, MAIMS

Under the Aegis of IQAC,

Pathfinder 1.0 – 2nd Session on the Topic

“HOW TO A CRACK GD”

Thursday, October 28, 2021

REPORT

The Department of Business Administration, MAIMS under the aegis of IQAC, organized a 2nd session of the Pathfinder 1.0 series of Career Counseling Session titled “How to Crack a Group Discussion?” on October 28, 2021, 3:00 pm-5:00 pm on the zoom platform.

As rightly said, “**We live and participate in groups and our best comes out when we have honest discussions**”. The value here is that group discussion is the essence of the process of learning and understanding. Group discussions broaden the learning curve by exploring multiple dimensions of the topic. Understanding the art of presenting yourself in group discussions is very important in today’s competitive world. Group discussion is a method used by academic institutions or companies or organizations to check whether the candidates have certain personalities or skills which are a must for their members or employees or to act as the basis of selection in higher education.

With the objective to guide and counsel the students on career aspects, the Department of Business Administration planned a series of career counseling sessions PATHFINDER 1.0 in association with TIME Education Pvt Ltd. After the grand success of the first session of the Pathfinder 1.0 series held on September 16, 2021, the second session was conducted on October 28, 2021.

The eminent resource person was **Mr. Amit Poddar, Chief Knowledge Expert** from T.I.M.E. He spoke on the topic – “How to Crack a Group Discussion?” The Alumnus guest of the day was **Ms. Tanya Dua** (BBA Banking & Insurance, Batch 2013-2016, Faculty & Course Developer at the **renowned London School of International Business**.

80 Students of MAIMS attended the session. The Events started with the recitation of Goddess Sarasvati Vandana by the student coordinators Ms. Simran Gambhir & Mr. Harsh of BBA Batch 2020-23. Subsequently, Mr. Nakul Anand, Assistant Professor, and Convener, welcomed all the dignitaries & participants to the webinar. Thereafter, Prof. V.K. Khurana, HOD, of Business Administration, highlighted the academic progress of the department. Prof. Dr. Ravi Kumar Gupta, the Director, MAIMS, sent his good wishes through a message & congratulated all the participants.

Thereafter Alumnus, Ms. Tanya Dua was invited to share her experiences. The valuable experience and learnings from the alumnus are always very useful takeaway for students. The experiences and learnings shared by our Alumnus Ms. Tanya Dua (BBA B&I Batch 2012-2015) augmented the learning for students, guiding them in the right strategy for handling group discussions. She discussed the art of group discussion by discussing the topic from the side of the participant and evaluator which is commendable.

Subsequently, Mr. Amit Poddar was invited to enlighten the audience on the topic. He shared his presentation on the topic and thoroughly explained the objectives & outcomes of GD. He cautioned the participants about both's & Don'ts of GD. He said that GD is a mechanism to evaluate the candidate for his/her thoughts & qualities exhibited during the discussion. The art of cracking GD requires good practice. He suggested conducting Mock GD in the session itself.

Dr. Sushila Gupta, Assistant Professor, and Co-Convener, conducted the mock GD on the topic **“Should the public or politicians be blamed for the current state of India?”** Five students participated in this mock exercise. Three students namely Ms. Simran Gambhir, Mr. Harsh D & Mr. Harsh Gupta were nominated for award of Certificate of Appreciation during the mockGD exercise. This has enhanced the learning experience for the participants from the workshop.

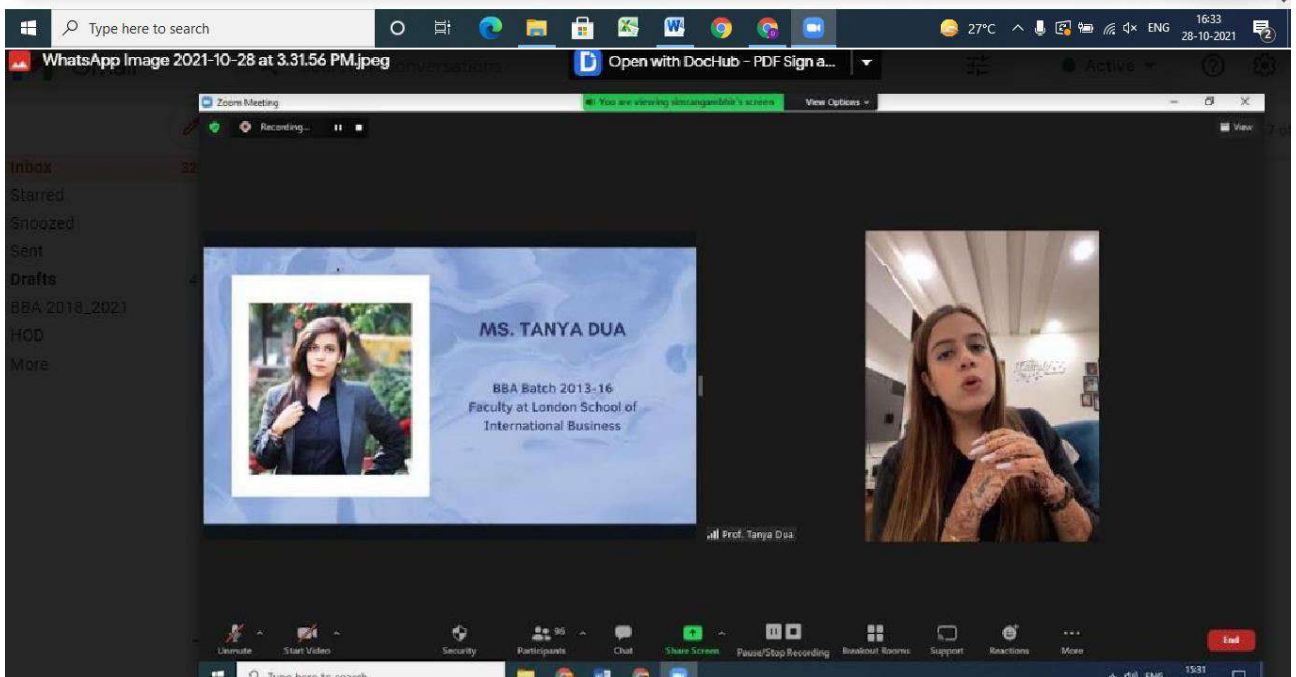
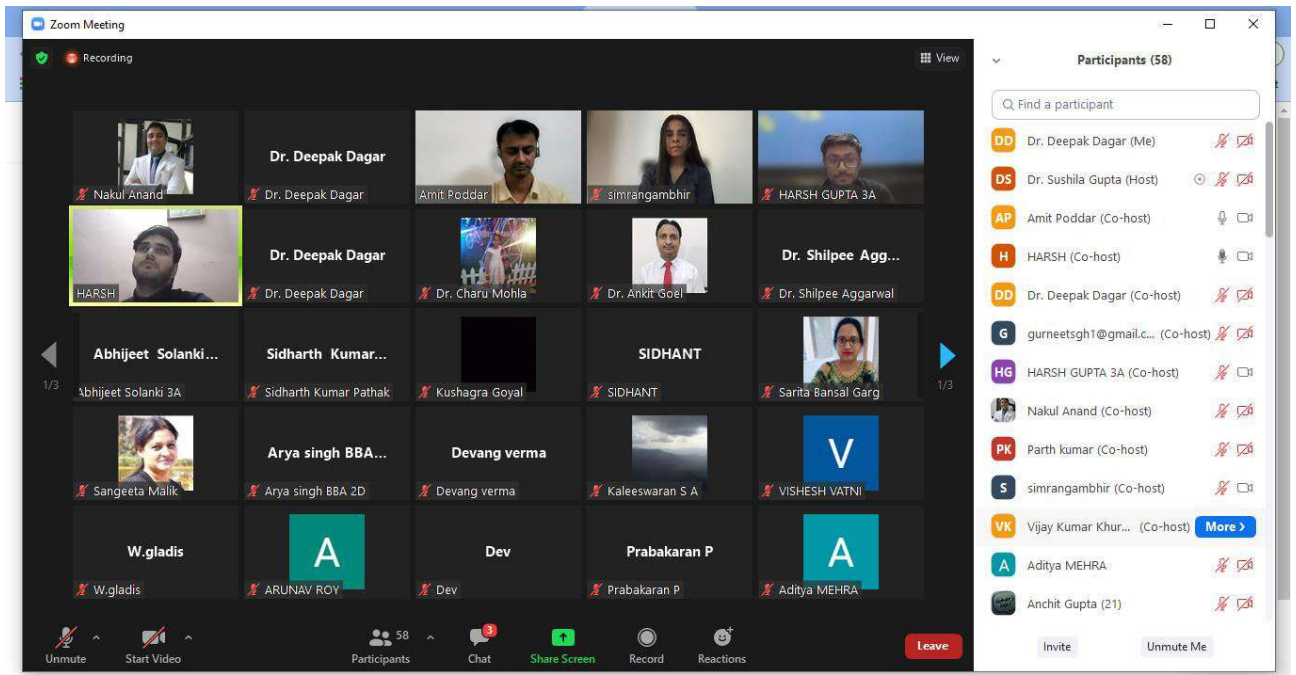
The content delivered by the speaker and the alumnus were well appreciated and admired by all the participants of the event.

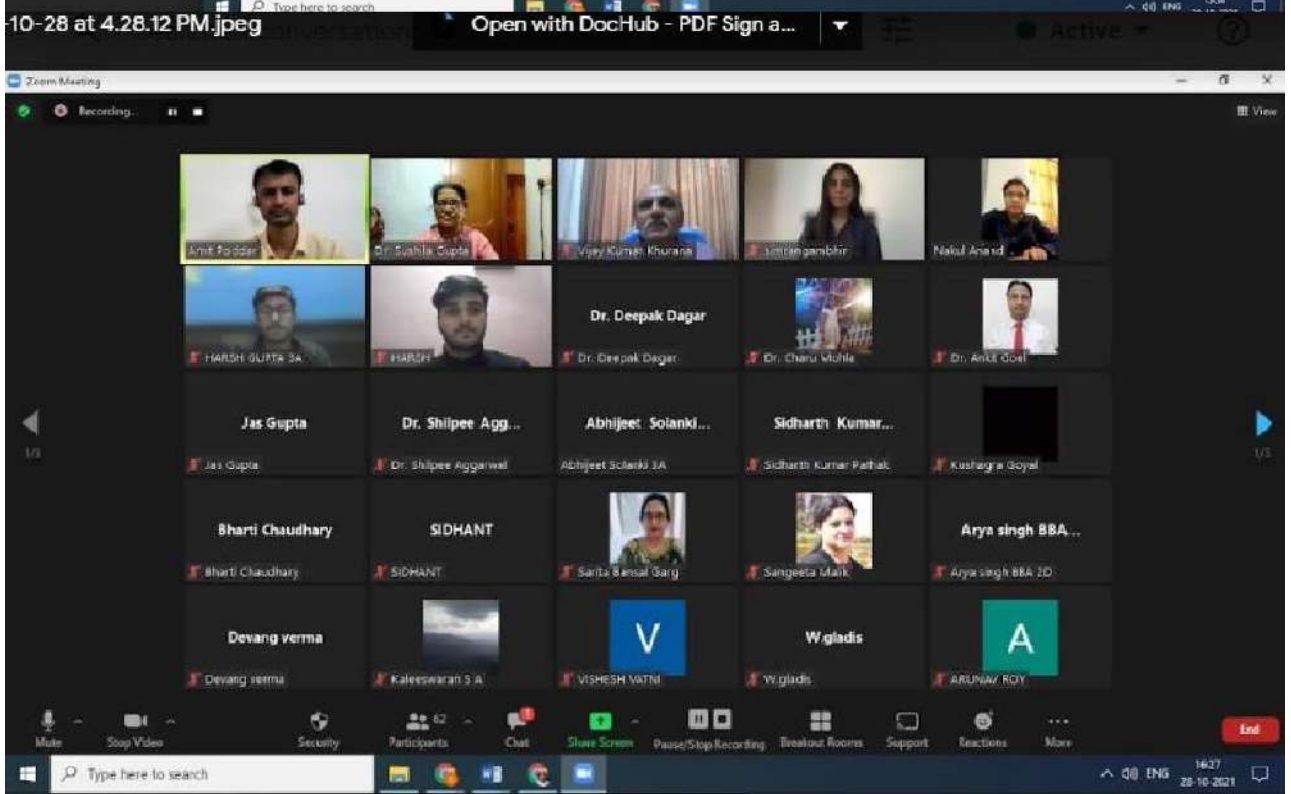
Lastly, Dr. Deepak Dagar, Assistant Professor, and Co-Convener, thanked the Management, the resource person, Alumnus, participants, faculties and students for their whole hearted support and participation in all such teaching & learning academic activities conducted by the Department of Business Administration, under the aegis of IQAC. The webinar ended with recitation of National anthem.

Faculty Conveners:

- 1. Mr. Nakul Anand, Assistant Professor, Convener.**
- 2. Dr. Deepak Dagar, Assistant Professor, Co-Convener.**
- 3. Dr. Sushila Gupta, Assistant Professor, Co-Convener.**

Glimpses of the Event:







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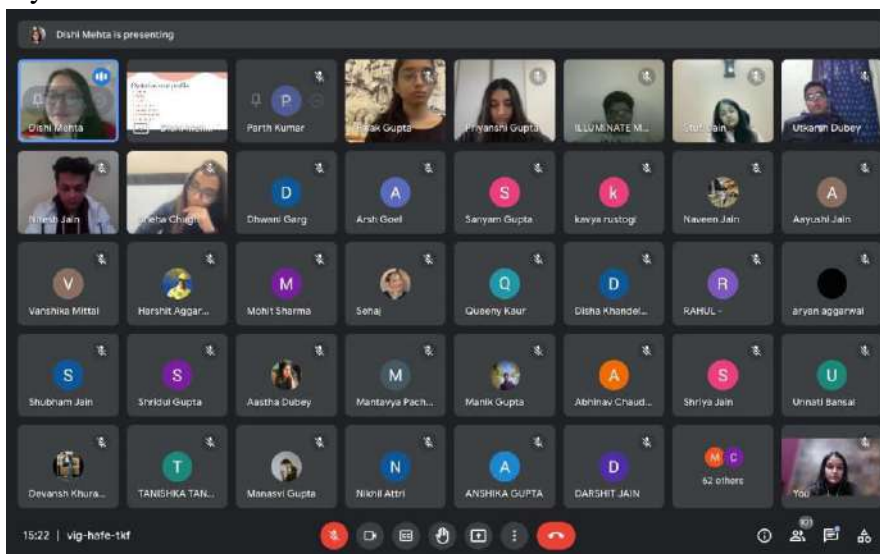
Report
WEBINAR ON RESUME BUILDING
Date: October 30, 2021

On October 30, 2021; the Department of Commerce, Maharaja Institute of Management Studies, organized a webinar on Resume Building through the Google Meet platform. The webinar started at 10 am. The topic of the webinar was “Resume Building.” Total of 126 students of Department of Commerce, MAIMS participated in the event. The main objective of the event was to make students understand the content of a resume for availing good job opportunities in the corporate world.

The program started with a welcome address by Prof. (Dr.) Manju Gupta, Department of Commerce. Prof. (Dr.) Manju pointed out the importance of resumes for students and how resumes stand out among the crowds. She also focused on how a resume can be the best strategy for creating a first impression among the interviewers.

Ms. Rashmi Nityananda, Talent Acquisition Manager, FINOIT Technologies was the resource person for the event. She made students understand the difference between a CV and a resume. She elaborated on the four stages for an effective resume including SWOT analysis, skills set and the experiences the employers are looking for, resume content, and formats of resumes. Ms. Rashmi also provided tips to the participants for answering interview questions. The students participated in the event enthusiastically and cleared their doubts regarding the resume as well as Interviews.

The session ended with a thank you note from Dr. Kamal Gupta convener of the Webinar. The students were asked to fill out the feedback form seeking their views about the session and its delivery.





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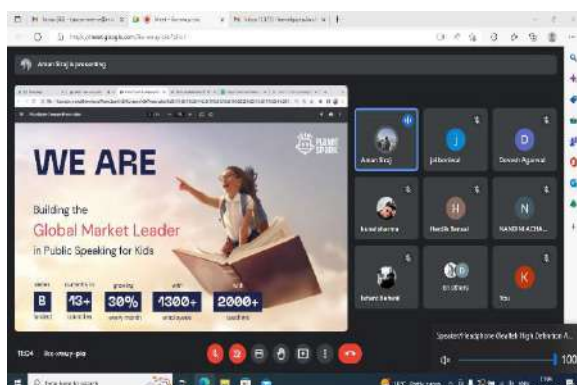
Pre-Placement Talk with Winspark Innovations Learning Pvt. Ltd.

The Maharaja Agrasen Institute of Management Studies strives ceaselessly to aid and educate students in their future aspirations. For the same purpose, a Pre-Placement seminar was planned for senior-level students that focused on contemporary industry principles and placement preparation. The Pre-Placement Discussion centered on the overall development of candidates in preparation for several placement drives.

On November 15, 2021 the discussion was hosted by industry leader of Winspark Innovations Learning Pvt. Ltd. to train young brains for the competition of the outer world. It was organized online via gmeet that instilled the youngsters with confidence and zeal. **Ms. Tina Mitra** (tinamitra@planetspark.com) managed the session.

The speaker lectured the students on the Company's culture and expectations for the successful candidates. In the end, participants asked questions regarding careers in this subject, to which many students received answers.

The seminar was highly engaging and had approximately **208** attendees. It was unquestionably a valuable discussion, and the takeaways have helped the students to discover the correct means to plan their course, which will not only aid them in determining their path, but also provide satisfaction and significance to their daily lives.



The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)



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Industry Interaction with Confluence Solutions

The Maharaja Agrasen Institute of Management Studies (MAIMS) has always endeavored to safeguard student's futures and assist them at every turn. On December 29, 2021, Confluence Solutions hosted a interactive session for final-year students in 9th Block Seminar to encourage them to seek employment.

The Pre-Placement Talk was led by **Mr. Rohit Dutta** (Rohitdutta12@confluence.com) in an effort to prepare the students for the workforce. A one-hour discussion included topics such as resume writing, interview perspectives, the key to a successful interview, communication skills, body language, etc. An interactive session in which the students were given enough opportunity to ask all of their questions to the speaker was deemed a big success when a new sense of confidence was noted in the kids.

The Talk also offered to clarify facts such as income breakdown, job description, place of employment, bond information, etc. with the employer. Total **157** students took part in the discussion.



The Faculty Coordinators for this event were:

Dr. Bharti Chaudhary (Associate Professor)

Ms. Neetu Agarwal (Assistant Professor)



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REPORT

“CAREER AVENUES: THROUGH EDUCATION IN INDIA AND ABROAD”

Compact - The Commerce Society of Maharaja Agrasen Institute of Management Studies organized a webinar on ‘Career Avenues: Through Education in India or Abroad’ on January 16, 2022. The webinar started at 5:00 PM and our guest speaker for the same was Mr. Arun Bhatia. 79 students registered and attended the webinar. The webinar was conducted via Google Meet.

Our host, Suhani Bhatia, commenced the webinar by greeting the speaker, the dignitaries, and the audience. Then, she introduced our speaker to the audience.

Mr. Arun Bhatia has a passion and drives to guide students toward their career goals. He holds an MBA in marketing and IT from the Institute of Management Studies and Research (Maharshi Dayanand University) and is also a diploma holder in corporate communication and advertisement from the Ahmedabad Management Association. He is currently the regional manager for Delhi/NCR and Chandigarh for Jamboree India. He possesses more than 20 years of experience in the fields of management, operations, sales, and marketing. Over the last decade, he has made significant strides in education and career counseling, having helped more than 5000 students in procuring their dream colleges.

Soon after the introduction, our host, Suhani, handed over the stage to our speaker who was delighted to have this opportunity to connect and guide the students. He divided the topics to be covered in the session as follows:

- Reasons for Indian students for studying abroad.
- Top Abroad Education Options.
- Understanding the education systems of the destinations.
- Reasons for the popularity and facilities they offer.
- Top courses to pursue abroad.
- How to build a profile for such colleges according to the courses?

The session began with the speaker conducting a poll to determine the audience's demographics. Then he mentioned reasons for most Indians going abroad, such as outstanding internship opportunities, career prospects, good experience of foreign citizens with welcoming permanent residency programs, and the global citizenship competition is holistic.

He then went on to discuss the top destinations, which include the United States, the United Kingdom, and the rest of Europe, Australia, Singapore, and Hong Kong, where 4,00,000 Indians go each year. A total of 2,00,000 people go to the United States each year, with the remaining 2,00,000 going to the other places mentioned, as well as 20,000 people from other countries. People travel to these top places for a variety of reasons, including flexibility, a solid economy, and welcoming PR systems and regulations. He also mentioned that students in these countries can also mix and match subjects, alter majors and minors, and take summer semesters off to improve their skill sets and expand their work options. Scholarships and assistantships are available. Transferring to another university is also a better and less expensive option. Continuing your Ph.D. without completing a master's degree is also a possibility in these countries.



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Mr. Arun then handed over the mic to our co-host, Kashish Dhingra. She expressed gratitude to the speaker for such an insightful session, and for clearing all the queries of the students. She then thanked all the dignitaries and the audience for gracing the event with their presence. After conveying our sincere gratitude to all those present in the Webinar, we ended the meeting as per schedule at 6:30 PM.

With you, every step of the way!

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Personalizing and customizing writing samples

RESUME
Tips on building a resume that highlights the strengths of your profile

FINANCING YOUR EDUCATION
Scholarships and loan-related guidance

FINANCIAL DOCUMENTATION GUIDANCE
University application-related financial information

EXPERT REVIEW
University application-related expert consultation

LETTERS OF RECOMMENDATION
Identifying the right recommenders and preparing guidance for effective LORs

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WEBINAR ON OVERSEAS CAREER PROSPECTS FOR GRADUATE STUDENTS

March 4, 2022

Department of Commerce, Maharaja Agrasen Institute of Management Studies under the Aegis of IQAC organized a webinar on overseas career prospects for graduate students for all the students of B.Com (H), BBA, BAJMC, B.A. Eco. and LLB on March 4, 2022. After graduation students have diversified fields to pursue their higher education in India and abroad. Students need guidance to choose from the available options. The main objective of this webinar was to provide guidance to students in choosing the right path for higher education outside India.

The webinar started with a welcome address by Ms. Harshita Jain, Student Co-Ordinator, Department of Commerce, who welcomed all the participants and dignitaries in the event. Further, Prof. (Dr.) Manju Gupta, Head, Department of Commerce, MAIMS delivered the introductory note for the webinar. It was then addressed by the honorable Dr. S.K. Garg, Director General, MAIMS. He very well highlighted the need for such webinars and guided students to opt for such programs with caution of quality and rank of the university in which they are seeking admission.

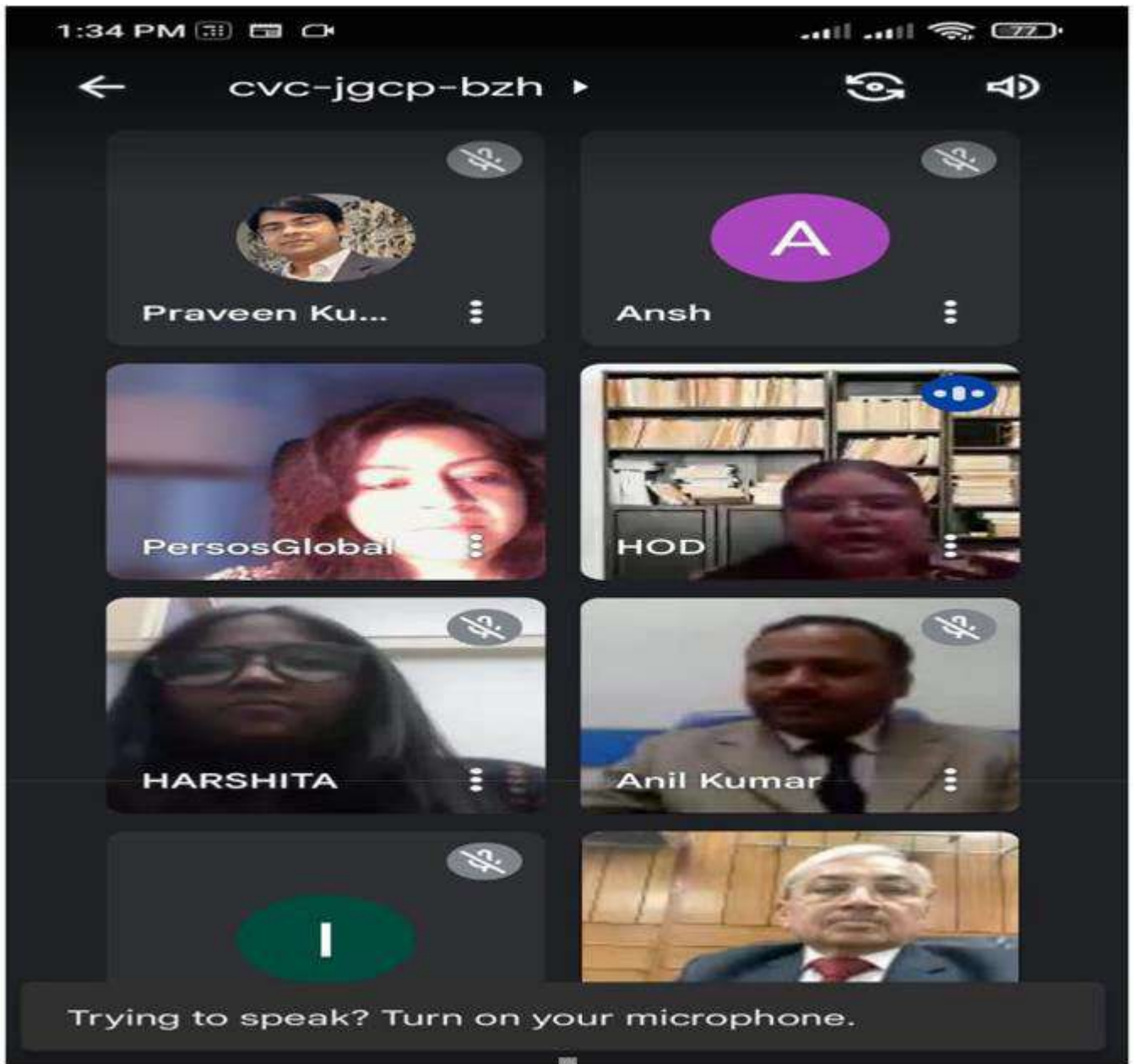
The resource person for the webinar was Dr. Kanika Gupta, Co-founder of the European School of Data Science and Technology and founder of Plato Global. She has more than 15 years of work experience working in Higher Education globally. A few of her earlier associations include Amity University, European Business School, International School of Management, Oxford Brookes University, and many more in the USA, UK, Europe, and India. She has served in senior positions as Dean, Head of international programs and validations, and E-learning quality control specialist, and has won several awards in research. As an academician, she is Ph.D. in Finance and has served as a professor at various Universities.

She came from a humble background but was very fortunate to travel extensively across the USA, UK, Europe, and base India. With her experience in Higher Education and traveling, she has been able to create a lot of value for the young generation. She very well explained the need and importance of foreign exposure and the opportunities available to earn while learning. She also explained the options available in Germany and Europe. The expected cost of courses, cost of living, etc. was also discussed in detail. She also answered the queries of students. 142 students from Department of commerce participated in the webinar.

The webinar came to an end with a vote of thanks proposed by Dr. Anil Kumar Goyal, Convener Associate Professor, Department of Commerce.

All the students were also asked to fill a feedback form seeking their views on the course as well as their future course of action.

Here are a few glimpses of the session:





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Report

WORKSHOP ON “CAREER GROWTH”

Date: March 28, 2022

Venue: Seminar Hall, 9th Floor, Block 9

Time: From 12pm Onwards

Commpact - The Commerce Society of Maharaja Agrasen Institute of Management Studies organized a workshop on “Career Growth” in association with iQuanta, on March 28, 2022. The event was conducted at Seminar Hall, 9th Floor, Block 9. The workshop began at 12pm. The workshop was attended by 85 students of MAIMS.

Our host, Gunika began the event by giving the welcome address and a brief introduction about Commpact and iQuanta.

Mr. Hitesh is the creative head of iQuanta. He has guided more than 1000 students to achieve the 99+ percentile. Mr. Shashank is a faculty with iQuanta. He has 15 years of experience in Verbal ability and reading comprehension. Mr. Suresh Nigam is Quant faculty in iQuanta and has 10 years of experience in teaching Quants to students.

Soon after the introduction, the stage was handed over to the iQuanta representative Mr. Shashank Gupta, and Mr. Hitesh Hariramani for a detailed introduction to iQuanta.

He started the session with a little ice-breaking conversation with the audience, to which the audience showed engagement. He gave a briefing to the students regarding how to prepare for the CAT exam, which subjects need to give more time during the preparation of any Competitive exams.

Upon elaborating on different current and future-ready professions he showed us the various opportunities these professions offer and how planning plays a base-building role. He told some entry barriers in various professions and possible ways to overcome them.

He listed some key skills and courses which are required in today’s scenario for good growth. He interacted with the audience and answered their queries and concluded the session. It was indeed a very interactive session

The speaker’s address was followed by the Vote of Thanks conveyed by Gunika. The event was graced with the presence of dignitaries from our college and the society’s faculty coordinators. After conveying our sincere gratitude to all those present in the seminar hall, we ended the workshop at 2 pm.



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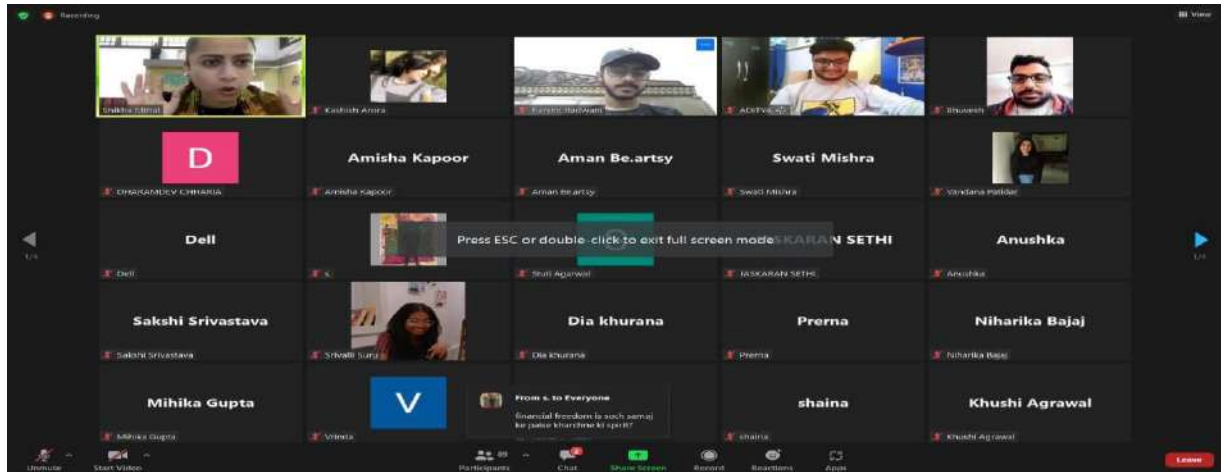
REPORT
WORKSHOP ON “CRITICAL SKILLS FOR 2030”
April 5, 2022

Commcompact - The Commerce Society of Maharaja Agrasen Institute of Management Studies organized a seminar on “Critical Skills for 2030” in association with IILM, on April 5, 2022. The event started at 5:00 PM via Google Meet. The workshop was attended by 89 students. Our host, Gunika began the event by giving the welcome address and a brief introduction about Commcompact and IILM. Mr. Rahul K Mishra is a professor at IILM. He has guided more than 1000 students to achieving 99+ percentile. Mr. Raju Majumdar is a Professor of Finance and Accounting at IILM. Soon after the introduction, the stage was handed over to the IILM representative.

Mr. Rahul K Mishra for a detailed introduction about IILM. He started the session with a little ice-breaking conversation with the audience, to which the audience showed engagement. He gave a brief of top-paying jobs like Portfolio Management, Equity Researcher, Investment banking etc. Upon elaborating on different current and future-ready professions he showed us the various opportunities these professions offer and how planning plays a base-building role. He told some entry barriers in various professions and possible ways to overcome them. He listed some key skills and courses which are required in today’s scenario for good growth. He interacted with the audience and answered their queries and concluded the session. It was indeed a very interactive session. The speaker’s address was followed by the Vote of Thanks conveyed by Gunika. The event was graced with the presence of dignitaries from our college and the society’s faculty coordinators. After conveying our sincere gratitude to all those present in the seminar hall, we ended the webinar at 6 PM.



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CAREER OPPORTUNITIES IN BUSINESS MANAGEMENT

Date of Event: **July 16, 2022**

Location of Event: **Zoom**

Number of Attendees: **87**

Collaborator: **Career Launcher**

On July 16, 2022, BizMind, The Entrepreneurship cell of MAIMS, organized a webinar on “Career Opportunities in business management” in collaboration with Career Launcher to spread awareness about career options in the management industry. Registration for this session was free for students.

The session was aimed to increase the career acumen of attendees in the management field by taking up key topics such as:

- Emerging Trends in Management Education
- Career Opportunities suited to Various Specializations
- Selection Of B-Schools for your Chosen Careers.

The speaker for the session was Mr. Navneet Anand, who is serving as a business development professional at Career Launcher. He has previously worked at major banks in the banking sector, such as Kotak Mahindra, HDFC, and ICICI Bank as a Branch Manager/Head.

He has also worked in CASA Acquisition Direct Sales Channel. He first completed his BTech from the College of Agricultural Engineering and Technology, HISAR. And his Master’s in Business Administration from SVKM's Narsee Monjee.

He started by talking about Financial Sector and IT Sector being the backbone of the Indian economy. He explained how they will grow for the next 17 quarters and lead the GDP to 7.6. He also emphasized that the pre-pandemic time was perfect to appear for MBA. He mentioned how the placement has experienced a growth of 19% in the top 13 management colleges of India. At XLRI more than 40% of students have their pre-placement offers in hand.

Moving on, he shared the right way of the flow of decision-making:

Deciding a career - course - college, then,

Preparing for exams

He quoted, "As per the Glassdoor there are 15 specializations or fields which will be growing over the years, out of all those 7 these are best to enter right now:

- HR Manager
- Product Manager
- Risk Manager
- Business development manager
- Marketing manager
- Strategy manager
- Finance manager

Moreover, he also introduced us to the websites to check capabilities in a particular field:

- **Finance:** - NSE smart stimulated market trading is a platform where one can try investing in stocks without even investing a single penny.

- **Marketing:** - He suggested a **digital marketing** course available on Google.

Then he further talked about **Career Progression:**
MBA in any specialization

Working in any functional role for next 10 years in junior management.

Promotion to any cross functional role for next 10 years in middle management.

Promotion to senior management as a head of functional divisions.

Further, he talked about what key points should be mentioned in one's profile: ● Leadership

- Innovation
- Initiative
- Impact
- Progression

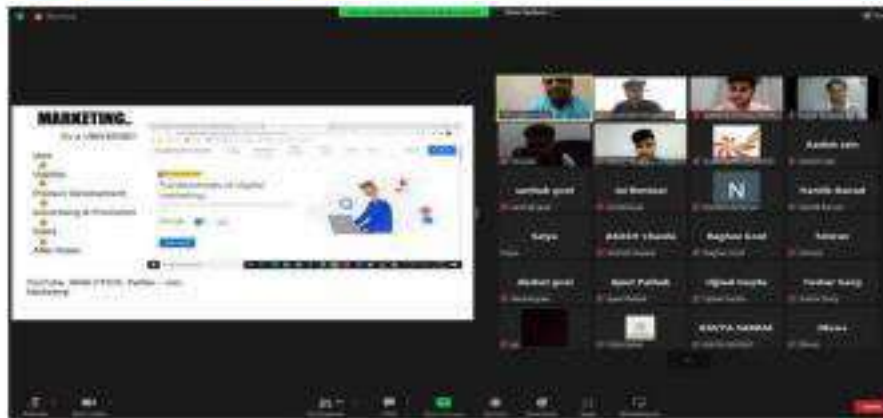
Moreover, he stated what activities one should include to give their Profile a better edge: ● Co- curricular

- Extracurricular
- Internships
- International immersion program
- Social work (focused on Sustainability)

Further, he talked about the selection process:

- First shortlist
- Test Score
- Profile Score
- Final Admit
- Test scores
- Profile Score
- PI score
- Wat/GD scores
- Top school's marks weightage criteria

A quiz regarding the information shared in the webinar was conducted and a special fee waiver for career launcher MBA offline products was stated will be the prize for the winner. In the end, during the Q&A round, he resolved all the queries the participants had with great intellect. During the entire session, the participants actively took part and made it interactive from their end. The session was successfully concluded leaving all the participants satiated and with clarity regarding their future choices.



17-20 LPA (B Schools – India)

School	Location	Tests Accepted
MDI	Gurgaon	CAT
IIFT	Delhi	IIFT
SJGOM IIT B	Mumbai	CAT
JPM&S	Mumbai	CEI
TISS	Mumbai	TISSNET
NITB	Mumbai	CAT
IMI	Varanasi	CAT
EM	Kochi/Kolko	CAT
NMSU	Mumbai	NMSU



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Department of Business Administration

Under the aegis of IQAC



organizes

Dr. Nand Kishore Garg

Founder Chairman & Chief Advisor MATES

Chancellor, MAU

Webinar & Quiz on E-Commerce : Changing Landscape

Performance Report of E-Commerce Lab



Invited Guest

Mr. Varun Gupta

Director, Program Management &

Technology

Nagaroo GmbH

August 2, 2021 3:00pm through Zoom

Registration Link: <https://forms.gle/KRLdeadzsa63wncQ7>

Conveners:

Ms. Sarita Garg
9811418667

Ms. Rashi Aggarwal
7838511161

Ms. Meenakshi Gupta
9312403594

Chief-Coordinator

Prof. (Dr.) V. K. Khurana

HOD, Business Administration



MAIMS Delhi IN



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Webinar Cum Quiz on “E commerce: Changing Landscape”

E Commerce Lab Performance Award Function

&

Training & Placement Progress Report – Academic Year 2020-21

2nd August 2021

Report

Department of Business Administration, MAIMS organized a webinar cum quiz titled- **“E commerce- Changing Landscape”** on Monday, 2nd August, 2021, between 3:00- 5.00 P.M.

The webinar aimed in giving students a better understanding about the scope of Ecommerce and M commerce in future. The webinar also aimed to make students aware of the sudden changes in economy of different countries across the globe in terms of E Commerce.

The Guest speaker for the event was Mr. Varun Gupta, who is working with Nagarro as Director, Program Management and Technology, Nagarro Gmbh which is a German based IT engineering Company. He has completed his graduation from IP University and MBA from IIM Calcutta in leadership management and Strategy. He has 17+ years of experience working with different IT giants and carries global experience. He is handling key accounts in Nagarro and carries a rich understanding of commerce solutions and market dynamics.

The event commenced at 3.00 P.M. with student **Ms. Shweta Gupta, BBA** welcoming Ms. Rashi Aggarwal Co-Convener of the event. Ms Rashi Aggarwal further welcomed all the esteemed guests and the dignitaries present in the meeting, and introduced Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC to the audience.

Prof. Khurana highlighted some valuable points explaining the importance of E-commerce and focused on future of E-Commerce. The students then welcomed Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, who lauded the organizers for their efforts for organizing the event, he also appreciated the participants who took part in the event.

This was followed by an address by Ms. Richa Mahajan, an alumna of BBA. The foundation of her career was kept with prestigious MAIMS (BBA in banking and insurance). She broke the stereotype of working in corporate world after MBA and started her own business of academic content writing and researching for international students and universities. In past one decade, she has built strong



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collaborations with UAE Universities. Her team is closely-knitted with different community of UAE that embraces its diversity and provides a rich, supportive environment for students to thrive in as they become outward-looking and responsible individuals ready to join the world.

The students then welcomed the guest speaker of the day Mr. Varun Gupta. He thoroughly explained the importance of ecommerce industry in today's world, and how all developed as well developing countries are increasingly adopting the selling and buying of the products via ecommerce. He also focused on the type of ecommerce strategies and models in the industry. The participants were introduced to different phases of developing ecommerce websites and the different phases of Customer journey over website.

The lecture then proceeded with the Questions Answers Round. It was followed by Quiz and Three Winners were selected who were awarded Cash Prize worth Rs 500 each.

Ecommerce Lab Performance Report

Thereafter, Ms. Sarita Bansal Garg presented **Ecommerce Lab Performance Report**. MAIMS always encourages practical learning, and recognizes efforts put in students towards practical learning. The three top performers were announced from each section of Second Semester BBA which were judged on the overall basis of different parameters such as Attendance, Quiz, Internal MCQ, File submission and Internal Viva. These students have been awarded by the Certificate of Excellence in Ecommerce Lab Subject/ course.

Training and Placement Progress Report

Moving Ahead, Ms. Preeti Bansal, Coordinator, Training and Placement Cell, MAIMS presented **Training and Placement Progress Report** of the Academic year 2020-2021. She listed the name of the companies which has offered placement to final year students of BBA and Internship to Fourth semester students. It is indeed a proud moment that around 50 students of BBA and B.Com got placed in various MNC having maximum package of 6.5Lp a. Besides that, nearly 150 students of fourth semester appeared for interviews and out of which 100 students cracked the interview and got the Paid Internship.

At the end, Students who had worked hard as an Active Member of the placement cell during the academic year 2020-21 were awarded with the Certificate of Appreciation. These were awarded to the placement cell members to 7 students of BBA 4th semester (Batch 2019_22) and 7 students of BBA 6th semester (Batch 2018_21).



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Quiz Results

This was followed by announcement of **quiz results**. Three quiz winners are being awarded with cash prize of Rs.500/- each. The names of quiz winners are

1. Rijul Jain
2. Harsh Dahiya harshdahiya262@gmail.com
3. Pranjal Chandra pranjalchandra.ipu238938@maims.ac.in

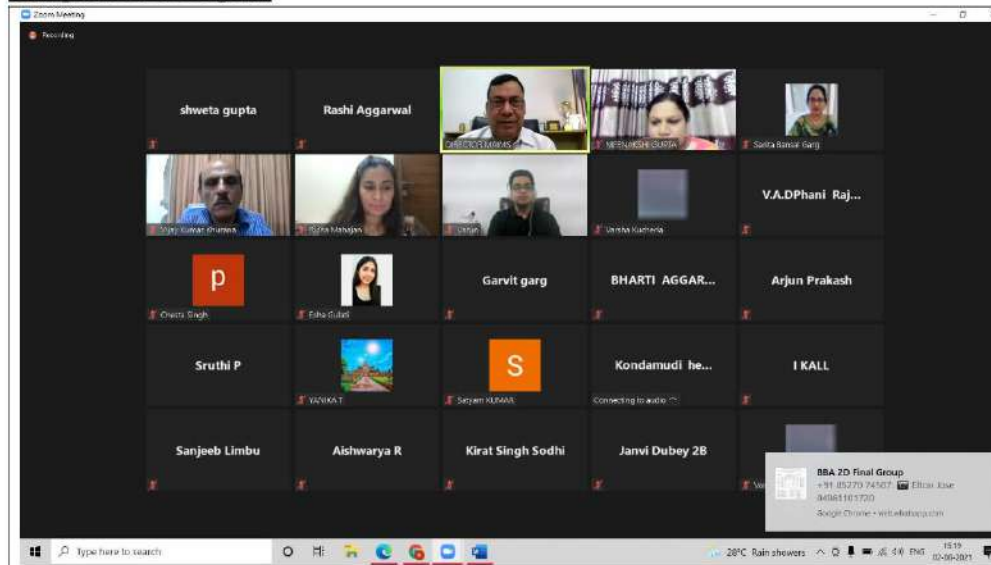
The event concluded with Ms.Meenakshi Gupta, Co-Convener of the event, giving the vote of thanks.

Faculty Conveners:

- **Ms. Sarita Garg** (Associate Professor, MAIMS)
- **Ms. Rashi Aggarwal** (Assistant Professor, MAIMS)
- **Ms. Meenakshi Gupta** (Assistant Professor, MAIMS)

Student Coordinators- Ms. Shweta Gupta, BBA

Glimpses of the Program:





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Key Themes	Description
Regulatory threat	Government regulations, localised pricing, low health and safety or with consumer values
Adaptation model	Local business models, e.g. subscriptions, leasing, or alternative business models
Personalisation	Individual level personalisation, customisation or product personalisation
Circle of control	Efforts, efforts that are integrated into the business model
Localisation	Localisation (geographical), localisation, representation, localisation, representation, localisation
Value proposition	Value proposition
Customer value	Customer value

The Zoom interface also shows a 'Participants' list on the right with 17 people in the meeting and 2 in the waiting room. The bottom status bar indicates the meeting is recording and shows system icons for network, battery, and time (12:35 on 30-09-2021).



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DEPARTMENT OF BUSINESS ADMINISTRATION, MAIMS

Webinar and Quiz

Digital Marketing: Ingenuity and Creativity

9th September 2021

G-Meet Link: <https://meet.google.com/kwf-zbxz-gcr>

REPORT

“Good marketing makes the company look smart. Digital marketing makes the customer feel smart.”

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. With this spirit, the Department of Business Administration, MAIMS under the aegis of IQAC organized a Webinar and Quiz on ‘Digital Marketing: Ingenuity and Creativity’ on September 9, 2021. The webinar had the humble presence of Prof. Ravi Kumar Gupta (Director, MAIMS), Prof. V.K. Khurana (HOD, Business Administration), faculty members and students across Delhi NCR and beyond. Nearly 125 students registered and attended the webinar.

The webinar commenced with the welcome address extended, by Ms. Riya Sharma, Associate Professor -Business Administration and Convener of the Webinar followed by the kind blessings of Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, and Prof. (Dr.) V. K. Khurana, Head, Department of Business Administration, MAIMS. They appreciated the theme of webinar and its relevance in the contemporary times, and congratulated all the students for their zeal to learn and wished them the best for their future.

The speaker of the webinar Mr. Vineet Khurana, is a Pro Bono Consultant, Educator and a Free Lance Digital Marketer. He is an engineer MBA and PG in operation in qualification and has an experience of over 24 years.

Mr. Vineet Khurana began his talk by apprising the students with the basic knowledge and elements of Digital Marketing. He inculcated the students on the impact towards the role of Digital Marketing, its keywords and its indispensability and the techniques to select keywords in title paragraph and Facebook & Instagram marketing. Further he also explained that digital marketing runs on the moto of “CONTENT IS THE KING”. He explained SEO being used as part of a waterfall development process: create content, publish content, optimize content and also shared new best practices for creating content that is pre-optimized for optimal search and mobile performance. He also explained to the students about the contemporary marketing practices like affiliate marketing, viral marketing and emphasized on the need of their organic evolution. Mr. Vineet Khurana helped the students to clarify their doubts about the digital world, and the skill-set they should work upon to be a successful digital marketer.



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The session turned out to be an extremely learning and fruitful experience for the participants. The student's enthusiasm in the webinar was visible from their willingness to interact with the speaker at great length. Mr. Vineet Khurana very patiently handled all the queries and doubts of students. The session was followed by a Quiz on Digital Marketing. The students showed immense enthusiasm. The top 3 performers of the quiz, Riya Srivastava, Student, BBA, MAIMS; Ankit Kumar, Student, BBA, MAIMS; and Saeed Ahmad, student B. Com, Zakir Hussain College won a cash prize of Rs. 500/- each. Ms. Shikha Sharma, Assistant Professor, Department of Business Administration & Co-convener of the webinar proposed a warm vote of thanks to all the dignitaries and participants of the webinar.

With immense learnings as a take away, the organizing team wishes all the participants a beneficial learning curve in their journey of knowledge.

Organizing Committee:

- Ms. Riya Sharma, Associate Professor - Business Administration
- Ms. Shikha Sharma, Assistant Professor - Business Administration
- Mr. Mohammed Ibrahim, Student Coordinator, BBA Program
- Mr. Aayush Kathuria, Student Coordinator, BBA Program

Glimpses of the Event





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The image shows two screenshots of a Zoom meeting. The top screenshot displays a grid of 36 participants in a gallery view. The bottom screenshot shows a presentation slide titled "Digital Marketing Objectives" with a list of goals and a circular diagram.

Digital Marketing Objectives

- Increase Awareness
- Reach The Right Audience
- Engage the Right Audience
- Motivate Audience to take Action
- Ensure Efficient Spending on Campaign
- Maximize ROI

The circular diagram illustrates the customer journey: Attract (top), Engage (right), Delight (bottom), and Retain (left), with a central Customer and a feedback loop back to Attract.



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Session on “Key to Verbal and Non-Verbal Communication” March 9, 2022

Illuminate, the Learning Hub of Maharaja Agrasen Institute of Management Studies, organized a session on “Key to Verbal and Non-Verbal Communication” on 9th March 2022. The session focused on educating students about verbal and non-verbal communication. In total 112 students attended the session. It was a great learning experience for all the students.

Mr. Sachin Singhal, Director of Acropolis Consulting Pvt Ltd interacted with the students and explained the importance and difference between verbal and non-verbal communication. He talked about verbal communication being the most obvious and understood mode of communication, and it is certainly a powerful tool in your communication toolbox. He also explained that the reactions of students during the session is in fact non-verbal communication i.e nodding, facial expressions, leaning toward the speaker to show interest. He exclaimed that non-verbal communication can make or break your message. The session was very interactive and informative for the students.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, (MAIMS) presented a token of gratitude. The session was very successful. The students showed great interest in the seminar. It was enlightening and informative for the students.





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Expert Lecture on “Strategic Communication for Entrepreneurs”

May 13, 2022

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized an Expert Lecture on “Strategic Communication for Entrepreneurs” on May 13, 2022. The Seminar was focused on to make students understand the importance of strategic communications in the real world for the future entrepreneurs. It was a great learning experience for the students. In total 76 students attended the event.

The Expert Ms. Pallavi Gupta, Senior Software Architect at Mckinsey, India who is also a Communication Enthusiast interacted with students and shared her knowledge on strategic communications and guided the students on how they can communicate effectively with stakeholders, partners, and customers to achieve a desired outcome. By understanding the attitude of the target audience, how entrepreneurs can craft effective messages that will be well-received. Furthermore, she briefed how by utilizing strategic communications, entrepreneurs can ensure that their message resonates with their target audience and that they are able to effectively communicate their goals and objectives.

On the behalf of Maharaja Agrasen Institute of Management Studies, Ms. Rashi Aggarwal, Assistant Professor, Department of Business Administration, (MAIMS) presented a token of gratitude.



Special Lecture on “Health Communication”

June 6, 2022

A Special lecture on Health Communication was organized on 6th June 2022 by the Department of Journalism & Mass Communication for its students. The lecture was delivered by senior journalist Mr. Prikshit Nirbhay, National Bureau, Amar Ujala who is known for his contribution in health journalism.

He was welcomed by Prof (Dr) Vinita Gupta, Head of the department who presented him the Memento and Plant sapling as a souvenir of respect and gratitude. All other faculty members were present at that moment along with her.

Mr. Prikshit Nirbhay started his lecture with his own experiences of student life. He connected his life with students by saying that the college reminds him of his own student life.

Mr. Prikshit Nirbhay put many important things before students. He emphasized the value of research in health communication in journalism. He stated that if a student is well versed in understanding the latest research article, he could get many major stories from there and it could boost his own career.

He also emphasized that hard work always pays and there is no substitute for that. He suggested to the students that students should develop reading habit during their college days. Reading certainly enhances their knowledge that will be proved very beneficial when they start their career.

Mr. Prikshit Nirbhay presented different dynamics of health communication in journalism. Students got a major benefit from this lecture.





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Guest Lecture on "Dynamics of Sports Journalism Reporting" July 7, 2022

A Guest Lecture on “Dynamics of Sports Journalism Reporting” was organized on 7th July 2022 by Department of Journalism & Mass Communication for its students. The lecture was delivered by Senior Journalist Mr. Madan Jaira, who is a journalist of national repute. Presently, he is associated with Hindustan Times Group as National Bureau Chief, Hindustan, New Delhi.

He was welcomed by Prof (Dr) Ravi Kumar Gupta, Director, Maharaja Agrasen Institute of Management Studies and Prof (Dr) Vinita Gupta, HOD, Journalism & Mass Communication. Prof (Dr) Ravi Kumar Gupta presented him a Memento of the institute and Prof (Dr) Vinita Gupta gave him Plant sapling as a souvenir of respect and gratitude. All other faculty members were present at that moment on this occasion.

Mr. Madan Jaira started his lecture by directly asking some questions from students related to sports journalism. He tried to keep his lecture more interactive by involving the attention of students.

Mr. Madan Jaira told the students that sports journalism has wide scope these days. He explained that Sports journalism is a form of writing that reports on matters pertaining to sporting topics and competitions. It focuses on reporting amateur and professional sporting news and events. Sports journalists work in all media, including print, television broadcasting and the internet. As a sports journalist, one can expect a variety of job duties such as reporting game statistics, interviewing coaches and players, and offering game commentary.

He described that as a newspaper reporter one will be assigned to a 'beat'. One will then be required to gather news major and minor in that area. For collecting information on its rounds, one will have to develop contacts with different kinds of people, whether they be officials or citizens in non-official positions. One will be called 'upon to analyze and comment on any event or occurrence in that 'beat'. Thus, one will have to develop special reporting skills and concentrate most of their energies on the given subject. He told the students that in his mobile he is carrying more than 500 contacts who are well known to him and who are experts of different fields.

Having the experience of field reporting of more than three decades, he also shared his reporting

experiences with students. He shared many reporting tips with them. He also emphasized the changing need of reporting in the internet era. He said that research has become an integral part in the new era and reporters must be proficient in searching facts on google too. He emphasized the importance of Keywords in google search. He also said that getting reliable information from net search is of paramount importance these days.

He also emphasized that hard work always pays and there is no substitute for that. He suggested to the students that students should develop reading habits during their college days. Reading certainly enhances their knowledge that will be proved very beneficial when they start their career.





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Report of Webinar & Quiz on “Entrepreneurship: The Path from Invention to Innovation”

Date : Thursday, 22nd July 2021

The Department of Business Administration, MAIMS, under the aegis of IQAC, organized a webinar and quiz titled “**Entrepreneurship: the path from invention to innovation**” on Thursday, 22nd July 2021, between 3:00- 5.00 P.M. Focus is on setting future entrepreneur’s expectation and preparing them for “how it works” in the real world to advance from ideation to commercialization.

The Guest Speaker for the event was Ms. Shilpi Kulshreshtha, Company Secretary and Lawyer with rich experiences in MNCs dealing with the packaging, building materials and IT Industry. She is an associate member of ICSI since 2012. She is a learned professional with a bachelor’s degree in law (LLB) from the Faculty of Law, University of Delhi, and master’s in commerce from IGNOU. She is also a trainer at The Institute of Company Secretaries, Noida Chapter. Apart from that, she has a good experience in conducting corporate training workshops. She is also fond of writing articles for magazines. She is a winner of Under 40 Award and Excellent Performer-COVID Special Award at Compliance 10/10/2020.

The Webinar commenced at 3.00 P.M. with student coordinators Mr. Mahi and Ms. Bhoomi welcoming Ms. Meenakshi Gupta, Convener of the event. She welcomed all the esteemed guests, and the dignitaries present in the meeting, and introduced Prof. (Dr.) Vijay Kumar Khurana, HOD, Department of Business Administration & Coordinator, IQAC to the audience. Prof. Khurana started by thanking all the dignitaries for providing permission for the valuable opportunity for students. He highlighted many valuable points explaining the importance of Start-Ups and focused on the future of Entrepreneurship.

The student coordinators Mr. Mahi and Ms. Bhoomi thereafter welcomed Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, who lauded the organizers for their efforts in organizing the event. He also lauded the students who took part in the event. This was followed by an address by Ms. Tanjot Kaur, Entrepreneur. She is an alumna of BBA batch 2010-2013 at the College. She had done BBA, MBA, and Diploma in French Patisserie. She has



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previously worked as Research Manager at the Kantar Group, and she is now currently running her own brand of bakery under the name of Ambrozzia Patisserie.

The student coordinators Mr. Mahi and Ms. Bhoomi thereafter welcomed the guest speaker of the day, Ms. Shilpi Kulshreshtha. She graced the occasion with her words. She explained the steps to develop the idea into setting of the Start-up. She listed various ways through which the students can approach to multiple sources for crowd funding for starting their business. She also listed various types of Tax Registrations required for Start-Ups such as TAN, TIN, GST etc. She also explained as to how to secure new business ideas through Intellectual Property Rights in the form of Copyright, Trademark, Trade Secret and Patent. Through a case study, Ms. Shilpi explained Licenses and Registrations required for Food Industry and Cosmetic Industry.

The event then proceeded with the Questions & Answers round, which was followed by a Quiz. Overall, 237 persons registered for the webinar cum quiz; nearly 100 participants attended the webinar and quiz; and 96 candidates finally participated in the quiz. Quiz involved fastest finger round. Three Winners were selected who were awarded Cash Prize of Rs 500 each. List of the Quiz Winners and Glimpses of the Program are given at the end. The event concluded with Dr. Bharti Chaudhary, Co-Convener of the event, giving the vote of thanks.

Faculty Conveners

Ms. Meenakshi Gupta, Assistant Professor

Dr. Bharti Chaudhary, Associate Professor

List of Cash Award Winners of the Quiz

Name	Program / Discipline	Institute
Mr. Harsh Tomar	BMS	Keshav Mahavidalya (Cash Award Rs 500/-)
Mr. Shivam Bhardwaj	BBA	MAIMS (Cash Award Rs 500/-)
Ms. Lakshit Bhalla	BBA	MAIMS (Cash Award Rs 500/-)



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Glimpses of the Event:



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Report on “Interactive workshop on Research Methodology”

Date: Saturday, June 26, 2021

Training and Placement Cell of Department of Journalism and Mass Communication organized an interactive workshop on Research Methodology on Saturday, June 26, 2021, at 11:00 AM onward on Zoom platform. A Total 100 participants attended the workshop. The workshop started by asking for blessings from Maa Sarasvati. An introductory and welcome address was given by Prof. (Dr.) Vinita Gupta, HOD, BA(JMC). Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, gave a brief about the importance of the workshop for the students and appreciated the efforts of the entire organizing team. Prof. G. P. Govil, Advisor, MATES, gave his words of sagacity. He spoke about the importance of research methodology. He also mentioned, “many students have a very casual approach towards research methodology”. He discussed contemporary research methodology. Also, he focused on increasing research capability among young scholars and faculties in Social Sciences. Mr. Anand Saurabh, the keynote speaker of the event highlighted professor Govil’s words by saying, “Already reached the climax now we are going in flashback. His speech was a summary of what I’m going to talk about in the next one and half hours”. He stated that we should conduct research and motivate our students to explore Ramayana, Mahabharat, and Bhagavad Geeta for the same. Prof. (Dr.) Vinita Gupta thanked the keynote speaker. She also shared her past experiences before the Question-Answer workshop. Mr. Anand Saurabh gave elaborate answers to all the questions asked by participants.

All the faculty of the department attended the event. Ms. Shefali Ahuja, Assistant Professor, MAIMS, presented the vote of thanks. “Experience matters the most” with this she concluded her speech.



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Glimpse of the event:

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Training and Placement Cell
Department of Journalism and Mass Communication
in association with
Maharaja Agrasen University, Baddi, H.P.
Under the Aegis of IQAC, MAIMS
Organises,
An Interactive Workshop
on
Research Methodology

Time: 11.00 a.m.
Date: 26th June, 2021
Venue: Zoom

Resource Person:
MR. ANAND SAURABH
Broadcasting Officer and APRO,
Directorate of Public Relations,
Ministry of Defence, IIS Topper
(UPSC), Former Editor,
Employment News.

Dr. Nand Kishore Garg
Founder Chairman and
Chief Advisor, MAIMS
Chancellor, MAU

Prof. (Dr.) Vinita Gupta
Head of Department
Journalism and Mass Communication

Ms. Shilpi Ahuja
Assistant Professor, Event Convener
Journalism and Mass Communication

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"Fundamentals of Publishing Research in Top Journals"

Organized by Maharaja Agrasen Institute of Management Studies,
Department of Business Administration,
under aegis of IQAC & Think Quest Club
in association with Elsevier



MAIMS

"योग: कर्मेषु कौशलम्"



Wednesday, June 16, 2021



3 PM (IST)

TOPICS COVERED:

- Identifying Research Issues
- Publishing Workflow
- How to find high impact journals
- Understanding Editor's mindset
- How to write research articles effectively
- Read Quality... Publish Quality: ScienceDirect.

Mr. Vishal Gupta
Senior Customer Consultant
Elsevier



SCAN ME



Registration Link

<https://bit.ly/3udGXo0>

Chair: Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS

Co-Ordinator: Prof. (Dr.) Vijay Kumar Khurana, HOD - Business Administration & Co-Ordinator, IQAC

Conveners: Dr. Parul Kumar, Ms. Rachita Aggarwal, Ms. Neha Bhagat

In case of any queries, kindly email: thinkquest@maims.ac.in



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Report on a Workshop on “Fundamentals of Publishing Research in Top Journals”

Date: Wednesday, June 16, 2021

Department of Business Administration of Maharaja Agrasen Institute of Management Studies organized an online workshop on Fundamentals of Publishing Research in Top Journals under aegis of IQAC & in association with Think Quest Club Collaboration with Elsevier on Wednesday, June 16, 2021, at 3:00 PM onward. A total of **600** participants attended the workshop. This author workshop in association with Elsevier was planned with the sole objective of how to go ahead with the process of publishing research work in the top journals. The session revolved around the prerequisites to publish in top journals. The theme was extremely relevant in these times as the thread of research is now spinning not just for the sciences but for various other disciplines.

The session began with the welcoming remarks by the convener of the event, Dr. Parul Kumar, Senior Assistant Professor, MAIMS. She welcomed all the dignitaries in the event along with special guests from Elsevier. She said that this workshop would help the budding researchers to channelize their research in a right direction; along with the equipping experienced faculty members with better understanding of targeting the top journals for their next publication of research papers.

This was followed by an address by Prof. (Dr.) Vijay Kr. Khurana, HOD – Business Administration & Coordinator, IQAC. He delivered a crisp and concise presentation mentioning an array of recent successes of the department. The next address was given by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He encouraged all the participants, briefed them about the achievements of our institute and congratulated the organizing team. An eventual address was then given by Prof. (Dr.) S. K. Garg, Director General, MAIMS, where he embraced nostalgia and shared with the audience the struggles of publishing in the older times. He then revered the subject in light and praised Elsevier for this eventful association. After this the anchors welcomed the speaker of the event Mr. Vishal Gupta, who is currently employed with Elsevier as Senior Customer Consultant-South Asia.

Mr. Gupta gave an impeccably defined presentation by touching on various aspects of publishing research papers in journals from the significance of relevance to the struggles one might face in the process and how to overcome such obstacles.



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After the magnificently rendered presentation, Mr. Gupta answered all the queries in the most interesting way possible and provided the participants with his valuable input. His session has brought new insights to 600 attendees on the subject. Post that session a rapid quiz was conducted. The top 3 performers were rewarded with a cash prize worth Rs.500 each.

Finally, Ms. Sangeeta Malik, Dean, MAIMS delivered the vote of thanks by thanking the keynote speaker, Mr. Vishal Gupta, the management, dignitaries, and the team for organizing such an insightful event.

Convener – Dr. Parul Kumar, Senior Assistant Professor

Co-Conveners – Ms. Neha Bhagat & Ms. Rachita Aggarwal, Assistant Professor

Student Coordinators – Ananya Singh Chandel (BBA 6th Sem) & Kashish Vohra (BA JMC 4th Sem)



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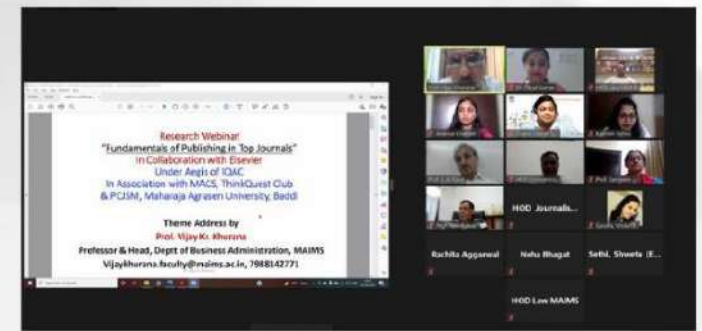
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Department of Business Administration under Aegis of IQAC & ThinkQuest Club

In Association with Elsevier

Fundamentals of Publishing Research in Top Journals

Dated: 16th June, 2021





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Dr. Nand Kishore Garg,
Founder Chairman and Chief
Advisor MATES,
Chancellor, MAU

DEPARTMENT OF BUSINESS ADMINISTRATION
in association with Placement Cell

is organising
WEBINAR ON

**MODERN RESEARCH METHODS
OF STOCK ANALYSIS**



FRIDAY, 11 JUNE 2021



3:00 PM ONWARDS

Webinar will be followed by a Quiz.

!! Exciting Cash Prizes !!

VIA

ZOOM AND YOUTUBE LIVE

REGISTRATION LINK:

<https://forms.gle/cu564pyqjnj1yKWSA>



DR. MUKTA MANI

Co-ordinator:

Prof. (Dr.) Vijay
Kumar Khurana,
HOD: Business
Administration

Convenors:

Ms. Preeti Bansal,
Assistant Professor
+91 9899207699
Ms. Shilpa BSL,
Assistant Professor



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Report on Finance Webinar on Modern Research Methods of Stock Analysis

Date: Friday, 11 June 2021

A finance webinar titled “Modern Research Methods of Stock Analysis” was organized by the Department of Business Administration of **Maharaja Agrasen Institute of Management Studies** on 11 June, 2021 at 3:00 PM on Zoom Platform with the aim of to introduce and develop an understanding of the various Research Methods of stock analysis among the students of Business Administration.

Dr. Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida was the resource person of the webinar. The event was graced by Prof. G.P Govil, Advisor, MATES, Prof. Ravi Kumar Gupta, Director, MAIMS, Prof. V.K. Khurana, Head, Department of Business Administration, the Dean, MAIMS, Principal, School of Law, Heads of Various Programmes. Our alumnus, Mr. Souresh Arora of 2013-2016 batch also was present. The programme saw enthusiastic participation with a large number of registrations (278 students) and online participation (164 students).

The event was set rolling with a welcome speech by the convenor of the event, Ms. Preeti Bansal, Assistant Professor, Department of Business Administration. Following this, Prof. Vijay Kumar Khurana, Head, Business Administration, delivered a brief lecture on the theme of the day and the need for such a lecture for the students. Prof. Ravi Kumar Gupta, Director, MAIMS also spoke on the relevance of the topic and encouraged students to take an active part in the programme. Dr. Mukta Mani in her presentation delineated the stock market as a market where we trade viewpoints.



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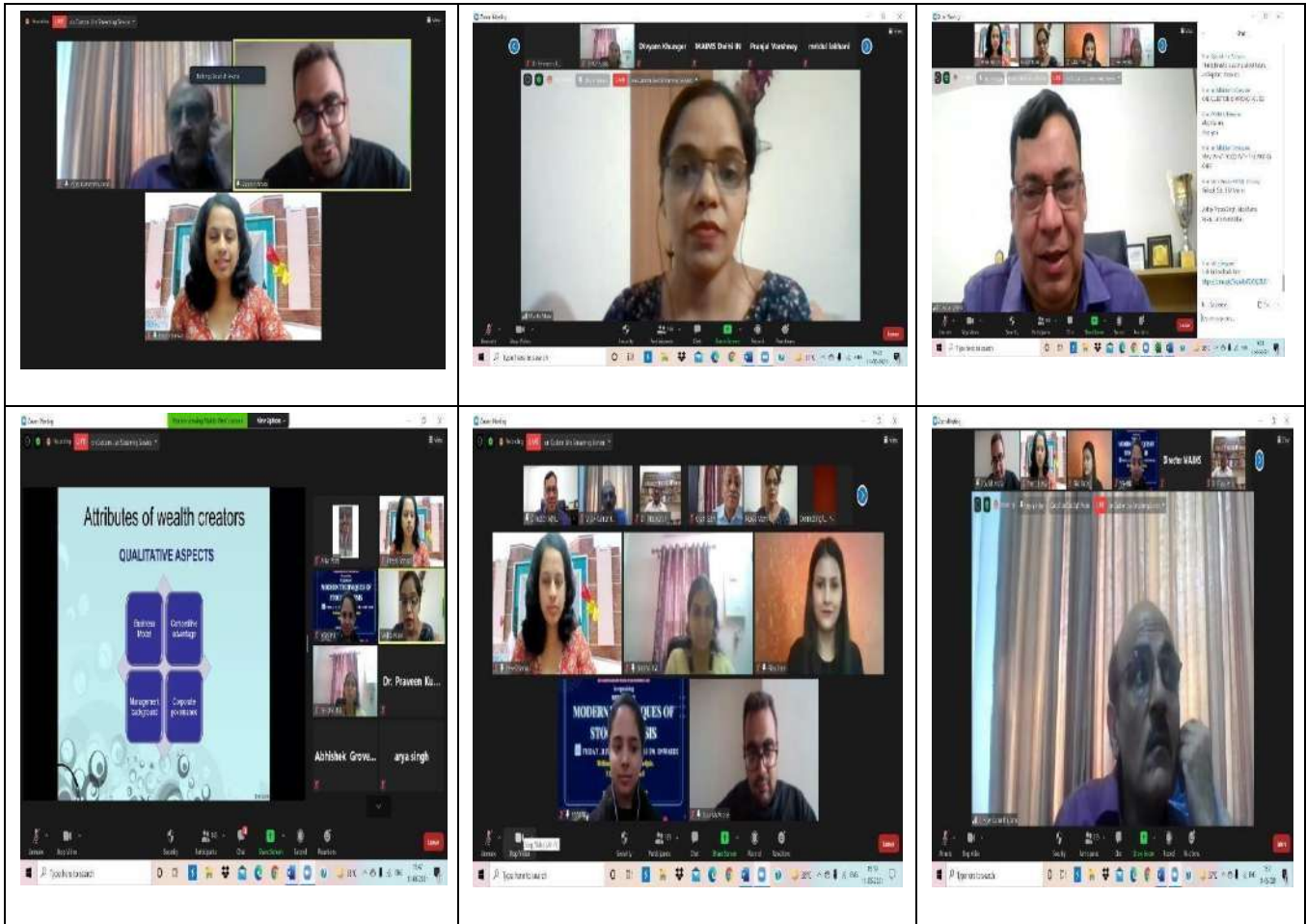
She outlined the basics of both the fundamental and Research Method analysis for the students. She highlighted the need to carefully select the stocks as she categorized them as wealth creators and wealth destroyers. The critical aspects of choosing the right stock were listed as business models, competitive advantage, and corporate governance. She also brought to light the quantitative aspects of choosing a stock such as profitability, earnings, operating efficiency and debt-capital ratio. She also said that while choosing stocks we need to consider financial ratio analysis of profitability, valuations, operating efficiency and leverage ratios—as they are more revealing than the absolute numbers. The presentation was lucid and interactive. She spoke of the assumptions on which technical analysis operates: the market discounts everything, price moves in trends and history tends to repeat itself. She briefly introduced the line charts, the bar charts, and the candlestick chart for the students and delineated concepts of support and resistance in technical analysis.

Following the lecture there was a very interactive question and answers session with many questions being asked and answered. There was a quiz which followed. Three top and quick respondents (Abhay Pratap Singh, Kushal Jain, and Rishabh Sati) were rewarded with a cash prize of Rs. 500. Prof. Ravi Kumar Gupta gave his concluding remarks and announced the results and congratulated the winners of the quiz.

The session ended with the vote of thanks proposed by Ms. Shilpa B S L, Assistant Professor, Department of Business Administration and Co-Convenor. The event was technically coordinated by Ms. Shilpee Aggarwal. Ms. Shruti Sharma, also a member of the organizing team, ensured distribution of certificates to all the participants. Our BBA students, Eshita Arora (BBA 2019-22) designed the poster, while Alka Patel (2018-2021 batch) and Yamini Ahuja (2018-2021) anchored the event.



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Report on Webinar and Quiz – “5G Application: Research on Myths and Realities

Date: Wednesday, June 9, 2021

Departments of Business Administration (under the Aegis of IQAC) organized a Webinar and Quiz on “5G Application: Research on Myths and Realities” on Wednesday, June 9, 2021, at 3:00 PM. A total of **175** participants attended the webinar. The webinar was focused on Debunking myths attached to 5G network and clear presentation of facts. The purpose of the webinar is to enlighten the participants about the 5G network. 5G is the fifth generation of cellular networks, bringing new capabilities that will create opportunities for people, businesses, and society. Therefore, it became essential to refute all the myths attached to 5G and present facts. The Webinar session was delivered by Mr. Rohit Gupta, Implementation Manager, Ericsson, Australia. Introductory remarks and welcome address were given by Ms. Sarita Bansal Garg, Associate Professor, Department of Business Administration, MAIMS. She stated the importance of cellular networks and put a great emphasis on words that have the power to make and break things. She further welcomed all the dignitaries, HODs, senior faculties, speaker of the day and participants to this event.

The event proceeded with the address of Prof. (Dr.) Vijay Kumar Khurana, Head, Department of Business Administration. He expressed his gratitude for this opportunity of holding the event on 5G application which is the need of the hour. He further mentioned all the successful events conducted recently by the department. The event was further proceeded with the address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He encouraged and welcomed all the participants. Sir emphasized that in today's times it is very essential to know about cellular networks. He concluded with remarks that he is looking forward to meeting all the participants again for future events. He wished success to the organizing team.



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The event was then addressed by MAIMS Alumnus, Mr. Mridul Bhattacharya who expressed how the foundations are laid during undergraduate and post-graduate program helped in the real corporate world. Mr. Rohit Gupta delivered sessions on the 5G. He showed the evolution from 1G to 5G. He also presented the network structure of 4G and 5G. He also provided the advantages and disadvantages of 5G. He also elaborated the myths and presented the facts along with evidence. He also answered the queries of the attendees.

The webinar was then followed by a quiz. Prof. (Dr.) Ravi Kumar Gupta gave his final remarks about the session and announced the winners of the quiz where each winner won Rs.500. Ankit Kumar bagged the first prize, second and third prize winners were Abhay Pratap Singh and Vishesh Vatni respectively. The Session was concluded by a vote of thanks from Ms. Rashi Aggarwal, Assistant Professor, Department of Business Administration, MAIMS. She congratulated the speaker and stated that the session was very informative and illuminating. She thanked all the dignitaries for their presence, guidance, and support.

Dr. Sangeeta Malik, Dean, MAIMS, Prof. Vijay Kumar Khurana, Head, Department of Business Administration and IQAC coordinator, Dr Sumedha Dutta, Head, Department of Commerce, Dr. Sanjay Mangla, Head, Department of Law, Dr Praveen Kr Gupta, Head, Department of law and others were also present. Ms. Rashi Aggarwal, Assistant Professor, Department of Business Administration prepared Report in English for the session.

Webinar Coordinator :

Prof. (Dr.) Vijay Kumar Khurana, HOD, Department of Business



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DEPARTMENT OF BUSINESS ADMINISTRATION
UNDER THE AEGIS OF IQAC
PRESENTS

Webinar on:
5g Applications: Research on Myths and Realities

-WEBINAR WILL BE FOLLOWED BY QUIZ - EXCITING CASH PRIZES

Resource Person
Mr. ROHIT GUPTA
IMPLEMENTATION MANAGER
ERICSSON
AUSTRALIA

Venue
ZOOM MEETING

Date: June 09, 2021
Time: 3:00 pm - 5:00 PM

Registration link: <https://forms.gle/1C4yHACHqourjFYR7>

Ms. Sarita Garg
(Associate Professor)
9811418667

Ms. Rashi Aggarwal
(Assistant Professor)
7838511161

MAIMS DELHI IN





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Report

Webinar on Research Methods & Analysis of Stock Markets Tuesday, May 18, 2021

This webinar on Research Methods & stock markets was organized by the department of commerce of MAIMS in association with NSDC (National Skill Development Corporation), under the aegis of IQAC, MAIMS, ROHINI in the academic session 2020- 2021. There were 375 participants for the webinar.

It was held on 18th May 2021 via online mode. The webinar aimed to enable the participants to get a complete understanding of the stock market basics.

Several meetings were held between the convenor, student coordinators, and the speaker in discussion of the various details about the webinar. The meeting included the discussion about the minute-to-minute script of the webinar. The registrations started from 12th May'2021 till 16th May'2021.

Over 870 number of students and the faculty attended the Webinar on ZoomPlatform from various institutes. Total entries from MAIMS was 375. The participants registered through the google form link mentioned in the bio of our Instagram handle and notice circulated. On the day of webinar, i.e., 18th May'2021, a reminder message was circulated in all the groups.

The program commenced at 3:00 pm with the Director, MAIMS, Prof (Dr.) Ravi Kumar Gupta giving an Inaugural address and welcomed the Speaker & the participants. Introduction of the event by Mr. Shiven Goel (Student coordinator) and Mr. Vasu Gupta (Student coordinator). Followed by welcome address by Chief Coordinator- Dr. Rachna Jain, Associate Professor, Department of Commerce. The webinar continued till 4:45 pm. The program was concluded with the vote of thanks by the Faculty Convener Dr. Geetanjali Gupta, Department of Commerce.

The session aimed to enable the participants to get a complete understanding of the stock market basics. The eminent speaker was SRI HARSHA (MD AND CEO, SHINE PROJECTS)

WHAT HAPPENED IN THE WEBINAR

He started the case study to first explain the concept of EMI's, Bank Loans, and different ways to collect the money required for investment. Then he introduced the ways to gain confidence and convection of people to encourage them to invest in one's business. He further elaborated the concept of IPO, share price, the face value of a share, premium amount of a share, How the stock market was used to be prior to 1995 – open outcry system and how later through the advancement of the IT sector all stock markets started trading online. He also suggested students to use the Money Control app in order to get



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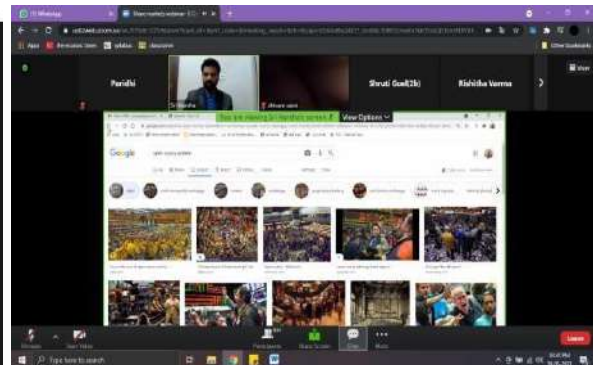
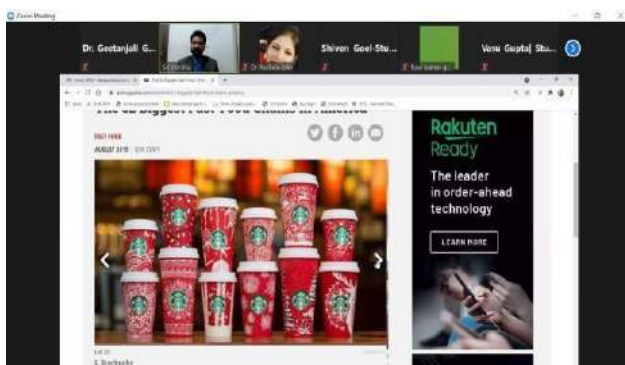
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Familiar with how the stock market works on daily basis.

The whole session was conducted by SRI HARSHA in a very interesting manner where he used several examples and a hypothetical story. The speaker conducted a small quiz at the end of the webinar. Students made numerous queries relating to what is a turnover, dealing in futures and options, cryptocurrency and many other.

At the end of the webinar a google form was circulated to fill in the details for the E- certificate and attendance.





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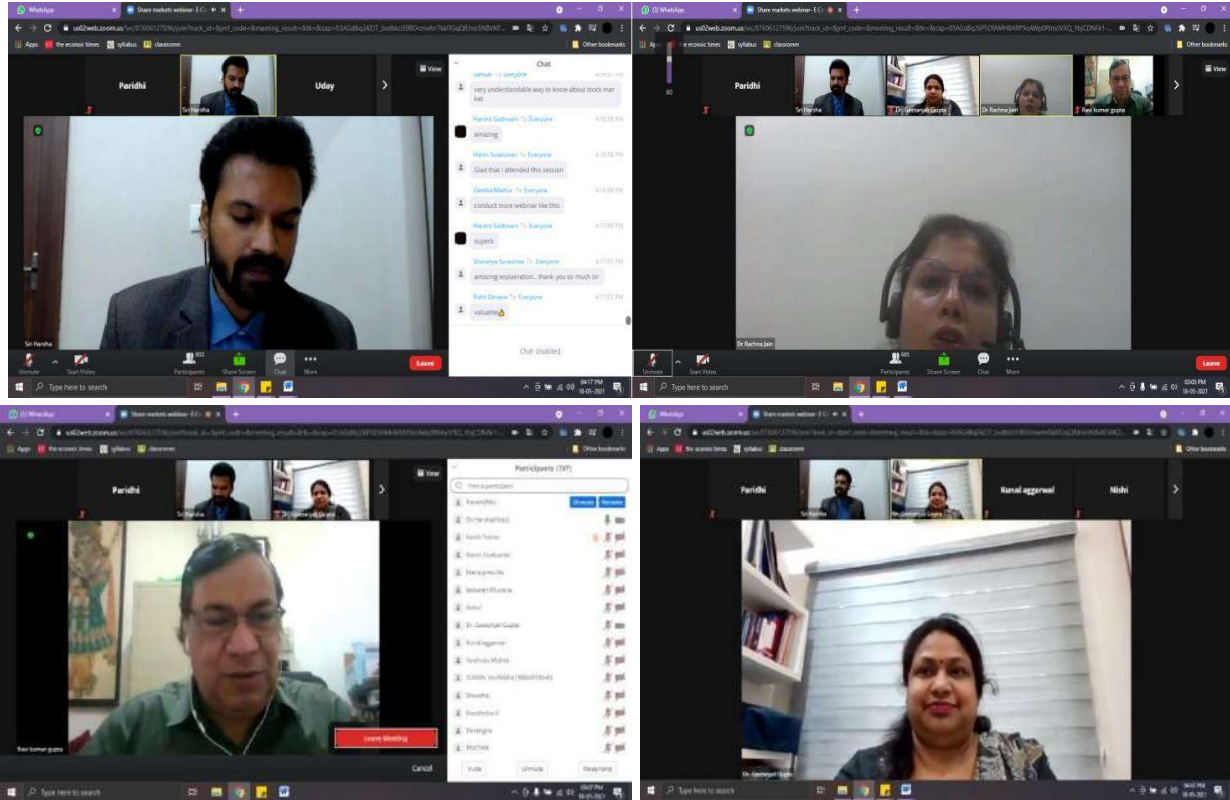
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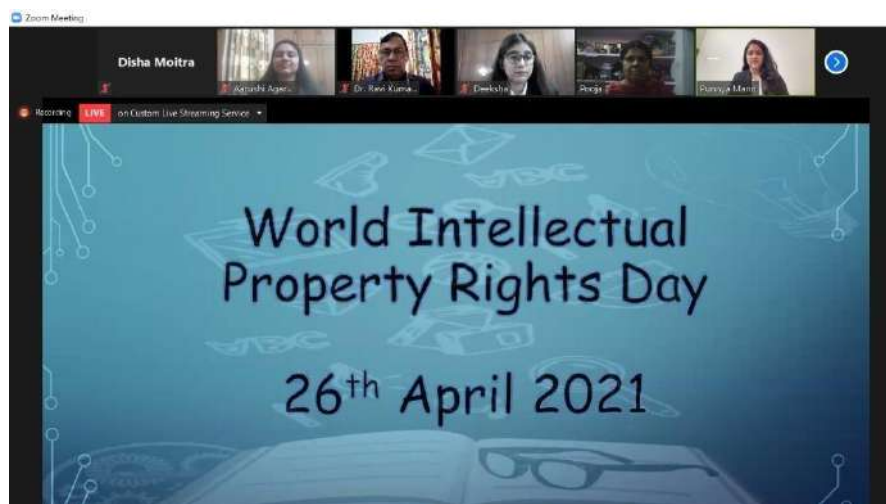
WEBINAR ON INNOVATION AND IPR : A VISION TO MAKE INDIA SELF-RELIANT

(Monday) April 26 , 2021

The Department of Law on 26th April 2021, celebrated the Intellectual Property Rights Day by organizing a webinar on the topic “ Innovation and IPR : A Vision to Make India Self Reliant”, the event was graced Ms. Pooja Kumar, Founder Director, Innove Intellect, LLP, Registered Patent Agent (Government of India), Startup Facilitator, Mentor and Women Entrepreneur. The event was also graced by Mr. Raghavendra G.R. Joint Secretary, Department of Justice, Ministry of Law and Justice, Government of India.

Both the speakers through their lectures made the students understand the importance of IPR and its various forms. The registration process at the National and International level , the relationship between innovation and patent, Expression and Copyright, Interface between the IPR and pharmaceutical sector, compulsory licensing and prices of vaccine during the pandemic session was explained to the students.

The session was a grand success as proved by the participation of 250 delegates. The session was marked by a healthy question answer session and it reflected the enthusiasm of the students to get more comprehensive understanding of the IPR. The event was conducted under the convenorship of Dr. Nisha Dhanraj Dewani and Ms. Aarushi Agarwal.





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Global Economic Recovery – Research on Key Drivers

Friday, April 23, 2021

The MAIMS 6th International Conference 2021 on the topic, “Global Economic Recovery – Research on Key Drivers” has been inaugurated on April 23, 2021 at 11:00 AM. The inauguration started with Ganesh Vandana performed by a student of MAIMS Cultural Society. Her performance brought back the beauty of classical dance. Dr. Sumedha Dutta, Associate Professor, Department of Business Administration, MAIMS formally welcomed all the dignitaries present online and participants from various parts of the country, colleagues and students. She mentioned about the significance of the theme of conference, highlighting that the theme is multidisciplinary, and will result in substantial exchange of knowledge between academia, industrialists and policy makers.

The function started with the welcome address by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He welcomed everyone including eminent dignitaries, international partners and managing committee of MATES. He thanked the two academic international partners for their continuous support in all fields. He ensured that vast knowledge will be generated from the speeches of all the distinguished speakers in the conference. He promised that all the deliberations will be converted to several publications such as research papers, opinion articles, policy briefs which will be disseminated globally through various means. According to him, large scale increase in growth rate, large increase in consumer spending, increase in exports and many others might lead to recovery of global economy. On this note, he ends his speech.

Following this, Prof. (Dr.) S.K. Garg, Director General, MAIMS was called upon to share his views. He briefly talked about the theme saying that the economy is likely to go into worse situation even today which can be quantified in terms of human health and well-being. He praised the entire organizing team for their hard work and promised that outcomes of this conference will be published in various journals represented by UGC.

Next came the address of international academic partners. Prof. (Dr.) S.L. Gupta, Dean, Waljat College of Applied Sciences, Oman addressed the gathering through a recorded video. He lists the drivers of global economic recovery in 10 points briefly including increase in infrastructure; multiple thinking in decision making; community inspiration and motivational programmes; initiating income support programmes and many others. These points covered all the aspects required for recovery of any economy during pandemic times. Then representative of another academic partner, Prof. (Dr.) Supachai, Dean, Faculty of Economics, Thammasat University, Thailand was asked to address the audience. But due to some unavoidable reasons, he could not join at that time. On his behalf, Dr. Archanun Kohpaiboon, Associate Professor, Bachelor of Economics, Thammasat University gave speech on the theme of conference. He explained that Covid has led to global economic stagnation. Vaccine has been progressing at different speeds in different countries and world economy is, thus recovering. It cannot be under control anywhere unless it is under control everywhere. It is challenging in the fields of education, health, politics, environment, international cooperation, management, etc. Thus, Covid act like a wake up call for serious managing global economy cooperation.



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Then the audience got an opportunity to listen to our key note speaker, Dr. Mia Mikic, Advisor, ARTNet, Thailand. She, being a trade economist gave a long lecture through presentation on the topic 'Picking drivers for Resilient Recovery'. She briefly covered the three main points in this regard – performance of global economy and national regions under pandemic; understanding the term recovery and its difference with resilient economy; and role of international cooperation in economic recovery. To summarize her lecture, people must understand what trade used to be doing before the pandemic. Trade used to provide bigger income to everyone but it will not be able to achieve social objective, that is inclusive and sustainable development on its own, by its own. It will require coherent mix of policies that will have attributes such as zero emissions in gender sensitivity as well as a supply chain resilience, etc.

After this enlightening lecture on the theme, the audience was addressed by our Chief Guest, Mr. Niluka Kadurugamuwa, Deputy High Commissioner at High Commission of Sri Lanka, New Delhi. His topic for presentation was 'How Sri Lanka is recovering and planning'? He initiated his speech by mentioning some problems the world is facing due to pandemic. It was followed by giving brief background of Sri Lanka using data and showing that Sri Lankan economy has contracted due to second wave of Covid. The Post Pandemic Revival Program is planned by the government to focus on targets like inclusive growth rate, unemployment rate, budget deficit, annual inflation, per capita income, and exchange rate. To achieve these targets, actions like infrastructural development, promoting liberal investment, improving trade agreements, and many more needs to be planned by Sri Lankan government. With this, Mr. Niluka's presentation came to an end.

Inaugural session came close towards end with the speech of Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES, and Chancellor, MAU, HP. He gave his blessings to everyone present in the function. He rightly stated that patience and focus on health are the two important keys to sail through these testing times and staying positive together, we can definitely beat all the upheavals. It was followed by the virtual release of international conference compendium, edited by Prof. (Dr.) Ravi Kumar Gupta, Dr. Sanjay Kumar Mangla, Prof. (Dr.) S.L. Gupta, Dr. Juthathip Jongwanich. The conference compendium contains abstracts of all the papers selected for presentation in conference. After that there was release of special issue of MAIMS Journal of Management, in which few selected thought provoking papers of the conference is published. Another release of Arthniti – the quarterly newsletter of Department of Economics was followed. The newsletter will encourage students to cultivate their interest in economics. It is a result of the painstaking efforts made by the student editorial team. It was further followed by appreciating faculty members of MAIMS for their long service, doctoral degree in 2020, publication of books, and funded projects.

At the end, the conference convener Dr. Sanjay Kumar Mangla, Associate Professor & Head, Department of Economics, MAIMS addressed the audience. On behalf of entire MAIMS fraternity, he expressed his sincere gratitude to all dignitaries and trustees for their divine leadership and continuous motivation. He also thanked the two international academic partners for accepting an invitation to organize this conference together. Further he thanked the session chairs and co-chairs, members of organizing committee, technical heads, and student volunteers for their continuous support during the entire event.

With this, the inaugural session of MAIMS 6th International Conference came to an end. Dr.

Sumedha Dutta, in her concluding lines thanked all the guests for gracing the occasion with



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their solemn presence.





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Maharaja Agrasen Institute of Management Studies under the aegis of IQAC and in coordination with MAIMS Cultural Society organized one day 6th International Conference on July 23, 2021 on the topic 'Global Economic Recovery – Research on Key Drivers'. It was organized with two academic partners – Waljat College of Applied Sciences, Oman and Thammasat University, Thailand. The conference also got two special issues of Scopus Index journal, "Thailand and the World Economy" where few selected quality papers of conference will be published.

The topic of the conference is very appropriate in the current pandemic situation. Everyone in the world is concerned about their health and then about the global recovery. It necessitated us to organize a panel discussion comprising of renowned academicians and policy makers to discuss this issue from various different aspects. Under the limitation of this pandemic and lockdown in India, we managed to get four prominent speakers along with one moderator. Among the distinguished panel members, we had Dr. Badri Narayanan Gopalakrishnan, Co-founder of Infinite Sum Modelling Inc. (Infisum), United States; Prof. Faisal Ahmed, Associate Professor & Area Chair, International Business, Fore School of Management, Delhi, India; Dr. Juthathip Jongwanich, Associate Professor, Thammasat University, Thailand & Editor, Thailand and the World Economy; and Dr. Sanjay Kumar Mangla, Associate Professor & Head, Department of Economics, Maharaja Agrasen Institute of Management Studies, Delhi, India. Also Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi, India agreed our request to be the moderator of the entire panel discussion.

The session began at 12:45pm with Ms. Kamna Vaid, Assistant Professor, Department of Commerce, MAIMS, Delhi introducing the session of the conference. Firstly Ms. Sakshi Gupta, Assistant Professor, Department of Economics, MAIMS, Delhi was called upon to present the background paper of the conference prepared by her under the guidance of Dr. Sanjay Kumar Mangla. The agenda of her paper was better insights of any economy after any crisis, challenges and drivers of global economic recovery, role of international organizations, policies and efforts undertaken by various countries. She talked about the role of Covid-19 vaccines in economic recovery and focused on the important role of international organizations IMF, WTO and UN. She concluded her presentation by showing a report, according to which government of almost all countries tries to insert liquidity in the form of fiscal stimulus packages. She further lists important points for recovery according to her research are rise in consumer spending, rise in investment, and rise in net exports.

Next the conference was taken over by the moderator for the panel discussion, Ms. Anjali Tandon. She came up with few sets of questions under her opening remarks: What will be the response of this growth in terms of its inclusiveness? Who would be left behind? What will be its shape? What would be its contour in the coming times? How would this growth accommodate itself with the changing pattern of foreign trade, whether internationally or domestically due to logistic constraints? How does this growth move, take care of sustainable development goals? According to her, the growth should have some features like green growth, inclusive growth, sustainability, and pandemic resilient. She ended her discussion by her last thought: from current scenario, it can be concluded that compromise on public sector can't be afforded for reason of efficiency in every sector. In such pandemic, public sector is important as market charges are not affordable by many people, thus, public sector can at least provide such sufferers basic required aid.

Next, she introduce the four members briefly who will be speaking in the discussion. She



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allotted every member 10-12 minutes each for their respective part in the panel discussion. The discussion started with Dr. Badri as the first speaker of the session. His topic was Digital Economy. He began his talk by explaining the relation between digital transmission and covid. He stated that there is a lot of potential of using digital sector in recovery than being used till date. This pandemic brought urgent need for boosting infrastructure development in digital sector. He also mentioned the importance of Tracing applications these days like Aarogya Setu developed by India and in New York city, algorithms are created to see Covid-19 risk in hospitalisation. He also threw light upon security and privacy, as it is important part in digital world. He mentioned about the necessity of rules and regulations to be brought into effect. And that would mean penalisation but it should not come with preconceived notions of digital networks being prone to bad influence. Next he talked about general contributions of digital transformation in Economic Revival claiming that there has been increasing productivity with expansion of digital sector. It is expected that digital sector will contribute to 10-15% of GDP growth. Thus digitisation must be made accessible to poor and vulnerable sections of the society.

Next speaker called upon was Dr. Juthathip. She decided a wide coverage of global economic recovery by focussing on four points – issues on vaccine roll out, contribution of trade liberalisation, the proper use of stimulation packages, and making growth resilient through diversification measure. Starting with the first point, according to her there is a need for government to coordinate with private sectors to ensure proper supply of vaccines to all the people equitably. This is important as it is not known that whether just 2 doses of vaccine are enough for lifetime, thus country needs to prepare for the growing need of vaccine. She further talked about vaccine nationalism which needs to be reduced by proper global cooperation. Then developed countries need to help developing countries especially the ones who are not able to produce vaccines to get easy and cheap access to the vaccines. Next she addressed the issue of trade liberalization and global value chains. In her research, she found that global value chains still exist. Even though tariff barriers on vaccines are low, but barriers on inputs used for producing vaccines is quite high, increasing its costs. Thus bilateralism is required at this situation. Also there has been continuous rise in non-tariff barriers which makes the trade complicated, this also needs to be reduced to avoid unnecessary trade costs.

Another important point is that proper use of fiscal and monetary policies is crucial for global economic recovery. Announcing stimulus packages is not enough, they need to be put to proper use. Government should prioritise labour market these days as job loss is biggest problem, and matching labour back into the job market is need of the hour. Another one that is important is infrastructure that support economy moving towards industry 4.0. The country need to invest in the investment project that the country have comparative advantage. Last point that she focussed on was resilient growth through some diversifications. It is important for government to just act as a good facilitator and leave the decisions to diversify for the private sector.

Then Dr. Anjali called the third speaker Prof. Faisal Ahmed who discussed about how to shape global geopolitics. He said that it is necessary to understand the global U.S. and China great power rivalry for understanding global economic recovery. As China started recovering their factories in March 2020, the American discourse terms it as a debt trap but they too do not offer an alternative solution. Prof. Ahmed further questions about considering only of middle and high income economies. He focussed on existence of human development element in global recovery and thus ignorance of small islands, or low income countries, or the vulnerable economies, or the least developed countries is not possible when economy recovery is

considered as focusing on few country's recovery isn't sufficient. At the end of his discussion, he added that issue of climate change cannot be ignore while talking about recovery. . He emphasised on severe climate change challenges by South Pacific countries and states that climate change is a major threat which need to be handled efficiently.

Lastly, the moderator went towards Dr. Sanjay Kumar Mangla. He first appreciated all the speakers and prior members discussing in Panel discussion and he just mentioned few questions and problem he thought are to be solved in need of the hour. He presented his concern over 'How long this crisis will go?', problem of 'Migrant Labours' as, in anticipation of future lockdown they have started to move back. Further he talked about large scale encouragement by government for work from home but as we know in India, maximum workforce is working in informal sector, so 'How to meet consumable demands?' and also the need for international support.

Lastly, the moderator thanked all the panelists and declared the session to be over. At the end, Ms. Kamna summarized the key factors required for global economic recovery. She invited Dr. Praveen Kumar Gupta, Associate Professor & Head, Department of Law, MAIMS, Delhi, India to propose vote of thanks. He thanked PM of India for his continuous efforts during this pandemic. He further thanked all the panel members for such an insightful discussion on the theme of the conference. He also thanked Dr. Sanjay Kumar Mangla and his entire team for managing and arranging the entire session so successfully. With his kind words, the session came to an end.

Photographs of the Session





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An International Conference titled “*Global Economic Recovery – Research on Key Drivers*” was organized by the Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University, Delhi (India) on April 23, 2021. The conference was organized in partnership with Waljat College of Applied Sciences, Oman who provided financial help for the proper management of Conference. In addition to this, Thammasat University of Thailand agreed to be an academic partner of international conference. They also provided two special issues in their Scopus indexed bi-annual journal, “*Thailand and the World Economy*”, with first issue in November 2021 and second issue in February 2022.

The focus of the Conference was to provide better insights of the world economy after the recent economic crisis. Further, the Conference aimed to discuss drivers of global economic recovery which will lead to the advancement of the theory and practical applications in the field of economic, commerce, management, law, communication, and other related areas.

In total, 15 parallel technical sessions were conducted. Total papers received for the conference was more than 100 with around 200 authors and 400 + registrations. There were 30 session chairs and co – chairs to judge those papers and they belong to various countries and various institutions. In terms of papers and other contributions, we have touched upon more than 80% of the geographical part of the country and there were experts from more than 10 countries like US, Thailand, Oman, Australia, China.

In all the sessions, the opening remarks were given by the respective technical heads and compering was done by student coordinators. The heads introduced the theme of their session and told the rules of the presentation. Each presenter was given five minutes to present their research paper and 2 minutes each was given to session chair and co-chair for their comments; and one minute for any question from the audience.

The judgement sheet was provided to the session chairs and co-chairs in advance. In the sheet they were required to give marks to the presenters on various criteria. The judgement sheet was made of total 30 marks, out of which 5 marks was for Originality of the idea; 5 marks for Structure or Relevance of the paper; 5 marks for Data & Research Methodology used; 5 marks for the Findings; 5 marks for the Presentation; and 5 marks for Policy Relevance of the paper.

Once the marks were given for all the candidates of all the sessions, they were compiled and calculated to find the best paper award. We made 8 sub themes out of these 15 parallel technical sessions and within each sub-theme, one paper was awarded as best paper. In addition to this, there was a special category for students as best paper. These sub themes were – Economics, Finance, Marketing, Challenges in Recovery, Media, HR & Law, Digitisation, General Management.

At the end, the session chairs and co-chairs addressed the audience sharing their experience of the session and their views about theme of the conference. They also provided scholars with relevant ideas and tips to improve not only their research but also the way of presenting their ideas. Finally the session concluded with Vote of thanks by respective faculty coordinators. They thanked the participants for being part of the conference and also thanked the session chairs and co-chairs for devoting their valuable time and guiding the scholars in right direction.



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Arthanomics Society and MAIMS Cultural Society under the aegis of IQAC for one day on April 23, 2021. It gave a platform for academicians, researchers, students and professionals from the industry to elevate themselves in the research and exchange their ideas in various fields contributing to the global economic recovery. The programme came to a close at 3PM with a Valedictory session.

Ms. Kamna Vaid, Assistant Professor, Department of Commerce, MAIMS welcomed all the dignitaries, participants from various parts of the country, colleagues and students. She informed that the event went smoothly with 15 parallel technical sessions in which more than 100 papers were presented by the authors around the globe. We had a privileged to host various academicians, researchers, and scholars from local, national and international levels enlightening us both in theory as well as practical ways to ponder upon the drivers of global economy. They talked about the foreign trade practices, deep insights into several issues related to world economy, the political related issues of the economy, etc. the event tried to cover almost all the aspects and dimensions related to determinants and implications to the economic growth.

The function started with the address by Conference Chair – Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He welcomed everyone including eminent dignitaries, international partners and managing committee of MATES. He informed that the academic international partner provided us with sponsorship and two special issues in SCOPUS indexed journal “Thailand and the World Economy”. He was delighted with enrichment of knowledge generated at the conference. He promised that all the deliberations will be converted to several publications such as research papers, opinion articles, policy briefs which will be disseminated globally through various means. He asked audience to consider this last session as not an end of an academic endeavor but a start to other academic endeavors. Further he informed participants about other academic events of MAIMS that are lined up in the coming months.

Then Prof. (Dr.) G. P. Govil, Advisor, MATES was called for conference address but he could not join due to some unavoidable reasons. But he shared his wishes and valuable insights with everyone. Then the Conference Convener – Dr. Sanjay Kumar Mangla, Associate Professor & Head, Department of Economics, MAIMS was called upon to read the conference report. He informed that the conference was organized in partnership with Waljat College of Applied Sciences, Oman who provided sponsorship for the proper management of Conference. In addition to this, Thammasat University of Thailand agreed to be an academic partner of international conference. They also provided two special issues in their Scopus indexed bi-annual journal, “*Thailand and the World Economy*”, with first issue in November 2021 and second issue in February 2022. He further told that 15 parallel technical sessions were conducted in the morning with papers from different fields like law, economics, human resource, management, education and many other. Total papers received for the conference was more than 100 with around 200 authors and 400 + registrations. There were 30 session chairs and co – chairs to judge those papers and they belong to various countries and various institutions. In terms of papers and other contributions, we have touched upon more than 80% of the geographical part of the country and there were experts from more than 10 countries like US, Thailand, Oman, Australia, China. The theme of the conference perfectly fits into the box considering the current economic situation. All the economies are trying hard to recover and



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this crisis did not leave even a single part of the world untouched. The allied effects of covid are much more than just the health as this is not only health crisis but an economic crisis. This conference has provided some insights on how policies can be designed to escape from the crisis.

He also gave a brief about the inaugural session and panel discussion session. He finally announced best paper awards in 7 different sub theme- Economic drivers of Global Recovery; Finance & its impact on Global Recovery; Marketing Trends in the era of Global Recovery; General Management & Challenges in Global Recovery; Role of Media in Global Recovery; Trends in HR & Law in Global Recovery; Digitization & its impact on Global Recovery.....Special Consolation prize in Student's Category was given to Ms. Aastha Gupta of MAIMS on 'Future Aspects of Stock Market Volatility & Mathematical Models'.

Then the audience got a chance to listen to Guest of Honour - Dr. Lurong Chen, Senior Economist, Economic Research Institute for ASEAN and East Asia, Jakarta. He started his speech saying that the theme of the conference is appropriate and shared his understanding of the current situation. According to him, the situation in global economy is unique as the difficulty starts with supply side shocks. The pandemic forced country to adopt lockdown and social distancing which led to higher prices and lower output. This supply side shocks moved to demand side as demand shirked due to lower output. This demand side shocks has a small positive side that it release the pleasure of higher price of labour. Government of many countries has adopted fiscal stimulus packages with the aim to increase demand and thus output but this is a short-term effect. The other side is that fiscal stimulation will lead to higher prices that is inflation. Policy makers should work in the direction of ensuring that supply rises. India is important country to contribute when we talk about global recovery.

After such a enlightening speech, time comes for Chief Guest-Mr. Praveen Kumar, IES, Director, Ministry of Commerce & Industry, GOI. Due to some covid pandemic rising situation, he could not join as he was busy in his engagements with central government but he shared his thought about global economic recovery.

Lastly, vote of thanks was given by Prof. (Dr.) V. K. Khurana, Head, Department of Business Administration, MAIMS and Coordinator, IQAC, MAIMS. On behalf of entire MAIMS fraternity, he expressed his sincere gratitude to all dignitaries and trustees for their divine leadership and continuous motivation. Further he thanked the session chairs and co-chairs, members of organizing committee, technical heads, and student volunteers for making this event a success. He talked about MAIMS emerging as a leader in digital education platform.

Msa Kamna Vaid concluded the event with the end note that the conference overall was the feather in the cap and it was a milestone and there will be many on the way to come. The institute is always known for giving its quality education and making the students learn through practical training. This will be continued in the years to come with a greater number of workshops and conferences which tunes the intuitive minds of the younger generation.



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REPORT

PR INDUSTRY DURING PANDEMIC: CHALLENGES & FUTURE PROSPECTS (Wednesday) April 20, 2021

The Department of Journalism and Mass Communication celebrates the National PR Day.

The Department of Journalism and Mass Communication is organized an online event to celebrate the National PR Day on 20th April, 2021. “The best classroom in the world is at the feet of elderly” today this statement was taken forward by the Maharaja Agrasen Institute of Management Studies in association with the Brand Wagon Club of MAIMS through their event “ANUBHAV- the journey of life”. There were 64 participants who attended the webinar. The day started with an insightful address to the students by Prof. Dr. Ravi Kumar. Prof (Dr.) Ravi Kumar Gupta addressed the students with his enlightened thoughts. He even shared his PR experience and motivated students during the virtual session of Anubhav the journey of life on the occasion of National PR Day. The event was segregated into three segments. The first segment taught the students the importance and know-how of PR where the speakers for the day were Dr. Vinita Gupta (HOD, Department of Journalism and Mass Communication) and Mr. Rahul Ranjan (Director, MRIG Sight Media). Where Dr. Vinita Gupta inspired the students from her own experience and taught the students how important the field of PR is Mr. Rahul Ranjan guided the students towards the first-hand experience of the field educating them about branding, building clientele relationships and the relationship of a PR professional with the press. Mr. Rahul Ranjan guided the students about the scope and strategies of PR in the times of pandemic in association with Mrig sight media and brand wagon club. The next segment revealed the PR campaign undertaken by the students with Shiv Ashray Old Age Home named “ANUBHAV” to help and spend quality time with the elderly. The third and the last segment involved a virtual mock press conference which was efficiently conducted by the students of MAIMS. This educational day ended with appreciation from Prof (Dr.) Vinita Gupta for the students and a vote of thanks for organizing head Ms. Neha Bhagat.



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Department of Journalism and Mass Communication
Brand Wagon Club
Celebrates

NATIONAL PR DAY

► Highlights of the event:

- Webinar on PR industry during pandemic: 'Challenges and Future Prospects'
- Press Conference
- Launch of PR campaign

Mark
YOUR CALENDARS!!!
📅 Date: 20th April, 2021
🕒 Time: 11:00 a.m.
📍 Venue: Google Meet

► Speakers of the event:

 <p>Mr. Rahul Ranjan Director Mrig Sight Media</p>	 <p>Gaurav Jain PR Lead Mrig Sight Media</p>	 <p>Prof (Dr.) Vinita Gupta HOD</p>
<p>Event Convener Ms. Neha Bhagat</p>	<p>HOD Prof (Dr.) Vinita Gupta</p>	<p>Student Coordinators Kirandeep Kaur Akshay Victor Bhavya Chadha</p>



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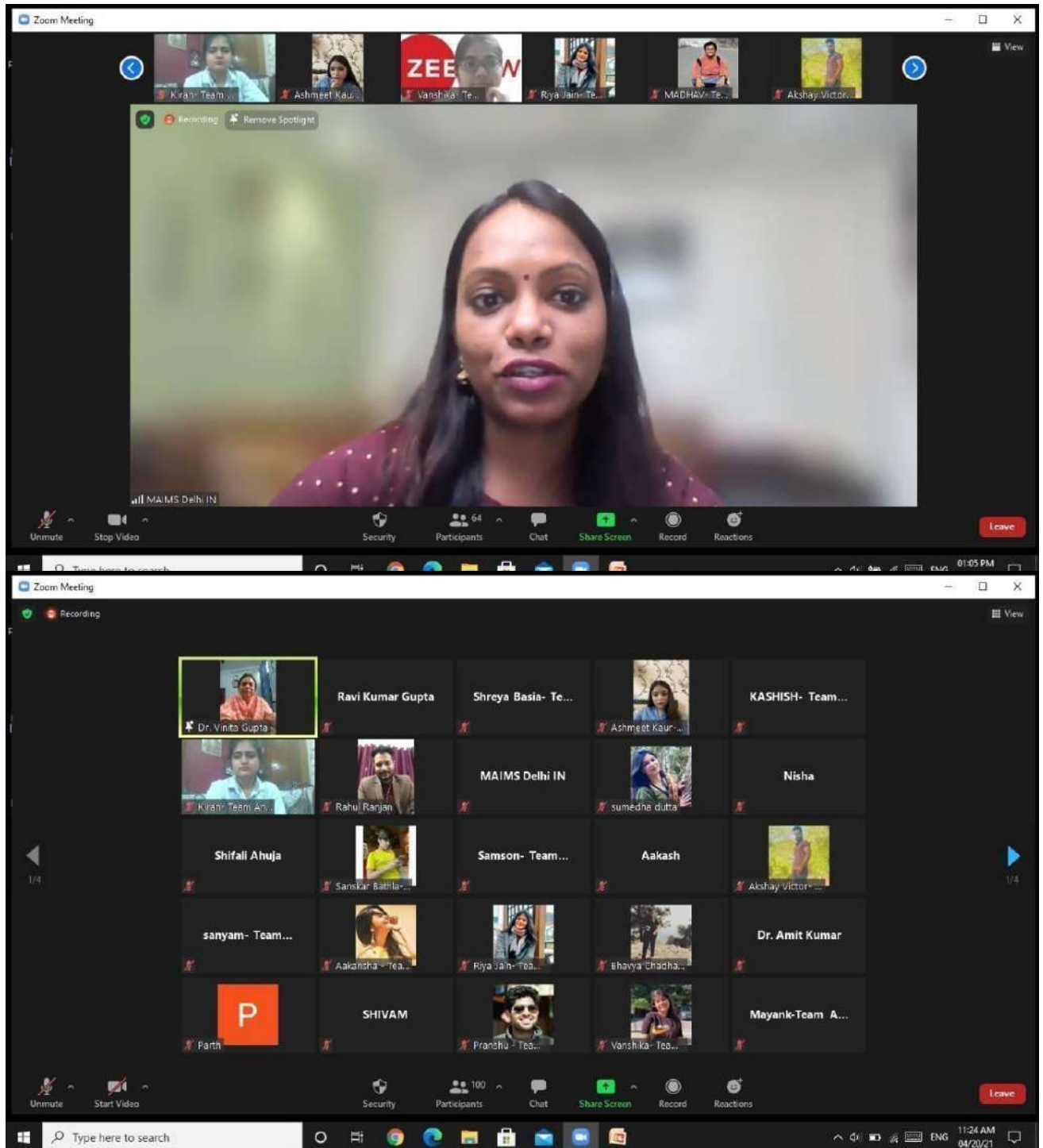
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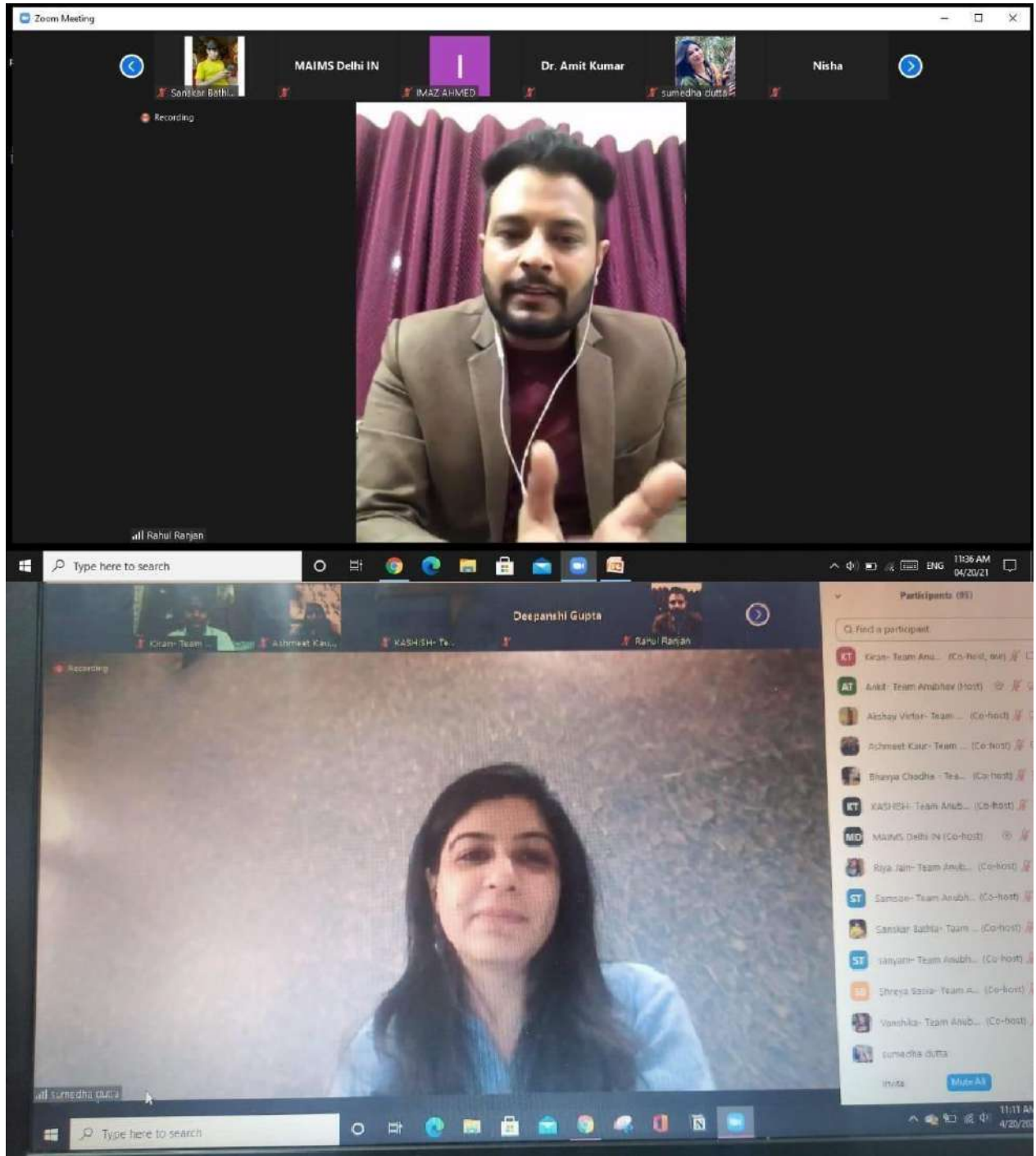
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REPORT
**Webinar : Career Option, Entrepreneurial Mindset and
Employability Skills in the Indian Communications Industry 2021**
"Saturday, April 17, 2021"

- *PR is a mix of journalism, psychology, and lawyering – it's an ever-changing and always interesting landscape.*” – Ron W Torcasia

Every business depends on good publicity and good relationships with its consumers and partners. PR plays a crucial role in building a brand up from the scratch and making friendly relations with its consumers. Public relations helps in promoting and protecting the image of a company, it is important to do good PR if you want your brand and your name to shine above all the competition. Public Relations plays with the mind of the consumers and the potential consumers in a good way. It can not be considered manipulation as Public Relations focuses on bringing the true image of a company in front of the general public by doing activities which can help the society as a whole and leave a positive impact. To educate the students about the significance of PR and its many aspects of PR, the department of Journalism and Mass Communication organized a webinar on ‘**Career Option, entrepreneurial Mindset and Employability Skills in the Indian Communications Industry 2021**’ on the 17th April, 2021 with renowned and unrivalled speakers from the industry with powerful opinions and meaningful experience. Our honorable resource person for the seminar was Mr. John Prasad, Executive Director, Corporate Communication, Indian Oil Corporation Limited. The faculty coordinator & Event convener for the seminar was Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS.

The event was conducted on Zoom and had 90+ participants who listened to the seminar diligently with great attention. The seminar was full of meaningful information and students attained a lot of knowledge by the speakers and their experience. Ms. Jahanvi Bhagat, A student of BA(JMC) 3rd year was the sole anchor for the event and did a tremendous job by handling the event efficiently and interacting with the speakers and guests gracefully.

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**Department of Journalism and Mass Communication
Training and Placement Cell
(under the aegis of IQAC)**

&

Public Relations Society of India (Delhi Chapter)

On the occasion of 'National PR Day'

presents

PRism Webinar Series

Topic: Career options, entrepreneurial mindset and employability skills in the Indian communications industry



Mr. John Prasad
Chief General Manager
Corporate Communications
Indian Oil Corporation Limited

RESOURCE PERSON

Date: 17th April, 2021
Time: 11 AM Onwards
Platform: Zoom App

Zoom Link: <https://us02web.zoom.us/j/9097708196?pwd=YmZxZjdvQWxIODNLRkp2WUIRYmovQT09>

YouTube Link: <https://www.youtube.com/c/MAIMSDelhiIN>

Meeting ID: 909 770 8196

Passcode: MAIMS

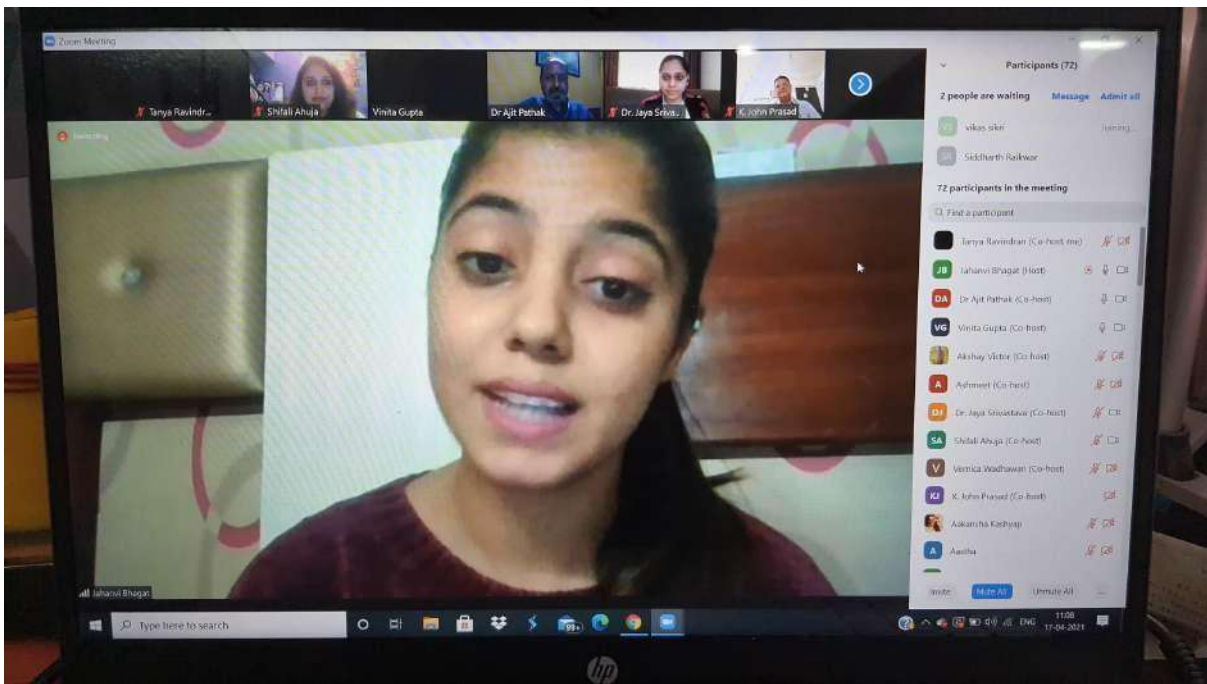
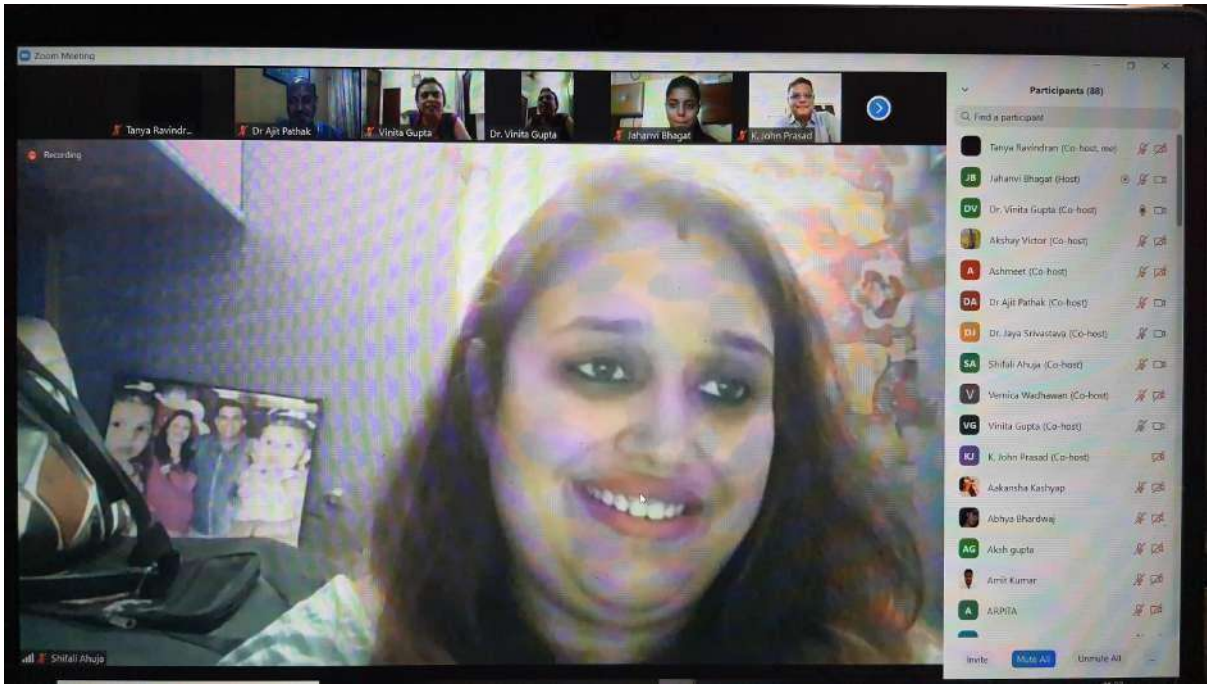
Ms. Shifali Ahuja
Convener
Assistant Professor cum
Training & Placement Officer
Dept of Journalism & Mass
Communication

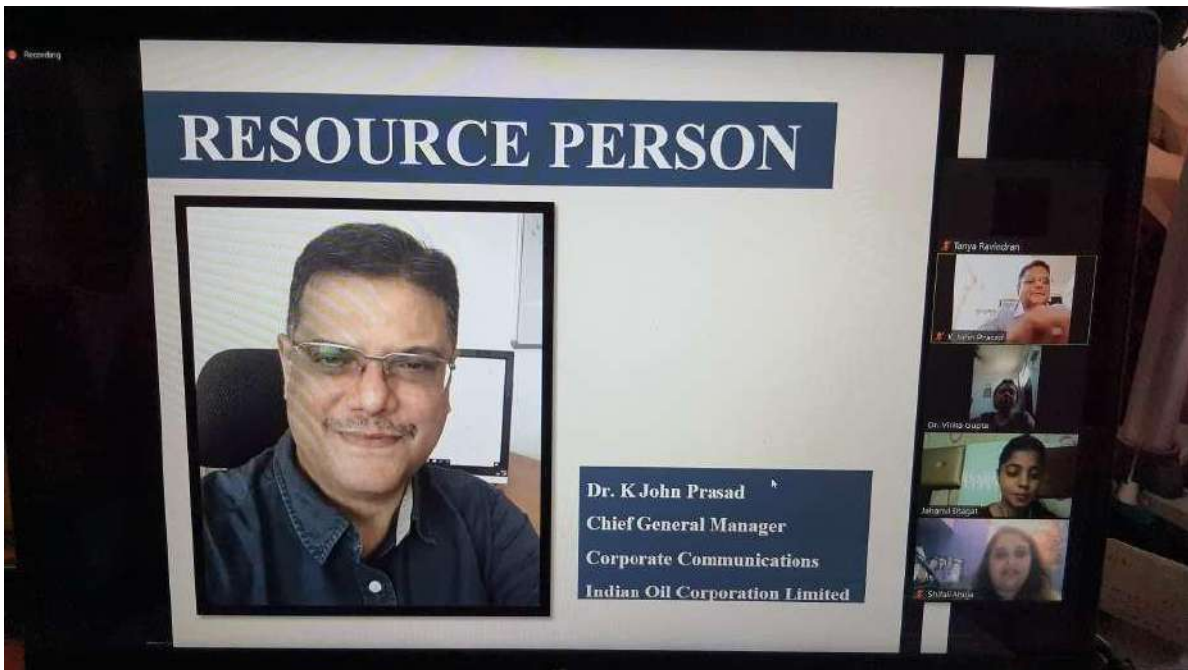
Prof. (Dr.) G P Govil **Prof. (Dr.) S.K. Garg**
Advisor Director General
MATES MAIMS

Dr. Jaya Srivastava
Convener
Joint Secretary
PRSI Delhi Chapter

Prof. (Dr.) Vinita Gupta
HOD
Dept of Journalism & Mass
Communication

Prof. (Dr.) Ravi Kr Gupta
Director
MAIMS







The objective of the event was to teach students how to integrate digital communications, including social media, into a public relations strategy while also covering operational implementation. Our goal was to enable participants to develop their own strategic communications plan by meaningful information and to teach them how to come up with media angles, writing media releases and media pitches that get results.

Besides our Resource person Mr. John Prasad the students were edified by the profound knowledge of our honorable Head of Department Prof (Dr.) Vinita Gupta, who shared her valuable and amazing thoughts with us on the PR industry and the current situation our whole media industry is in and how we can move forward with the rays of hope amid these hard and bleak times.

The seminar was also lightened up by the great words of motivation and hope by our guest Mr. Ajit Pathak who spoke about how institutions and industries are moving forward with the online mode and adapting to the situations. He also stated that online is the new normal for institutions to teach students so that students won't lose their studies sitting at home and will make the best out of their time even at home during the Covid restrictions and lockdowns.



The event ended on a good note with the vote of thanks by the event convener Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS, who was also praised by our Head of Department, Prof (Dr.) Vinita Gupta for her dedication and efforts she has put in to make the event a success.

To conclude Ms. Shifali Ahuja commemorated the support of her colleagues and the whole faculty of the department of Journalism and Mass Communication amazingly. The participants and the guest speakers were moved by the gesture and it displayed great respect which the whole department of Journalism and Mass Communication shares among each other.



The event was indeed a success and students were left with nothing but knowledge and information imparted by our great orators in the seminar. Students also asked many questions from our resource person Mr. John Prasad who countered all the questions and cleared all the doubts of the students greatly.



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Workshop: Effective Use of Social Media Tools in Qualitative Research Friday, April 9, 2021 Seminar Hall (9th Block)

A Workshop on Effective Use of Social Media Tools in Qualitative Research was conducted on Friday, April 9, 2021, from 02:30 to 04:30 PM at the 9th Block, Seminar Hall. The program was inaugurated in the graceful presence of Prof. (Dr.) S K Garg, Director-General of MAIMS, Prof. (Dr.) G P Govil, Advisor MATES, Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, and Prof. (Dr.) Vinita Gupta, HoD, Department of Journalism and Mass-Communication.

In his inaugural address Prof. (Dr.) S K Garg suggested that these inter-departmental discussions are like the tea-table discussion to share knowledge and should be conducted regularly to apprise faculty members about the latest development in different domains.

The dignitaries were introduced by Dr. Nisha Singh, Assistant Professor in the Department of Journalism and Mass-Communication, MAIMS, who then invited the Resource Person of the workshop, Dr. Amit Kumar, Associate Professor in the Department of Journalism and Mass Communication, MAIMS to address the gathering.

The presentation was focused on how to use Social Media Tools effectively and how social media communication platforms (Twitter, Instagram and Facebook) could be used for understanding the audience, creating an appropriate content strategy for organic outreach to achieve a positive online reputation. The overall idea was to promote qualitative research in current scenario. In all, 50 faculty members participated in the workshop.

After the successful completion of the program, the vote of thanks was proposed by Dr. Nisha Singh. Prof. (Dr.) Ravi Kumar Gupta congratulated Prof. (Dr.) Vinita Gupta on conducting the workshop and stressed on taking the discussion on social media further to enable faculties and students alike to become an expert on new-age communication tools. There were 50 participants for the workshop.



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Organises

Faculty Development Programme

EFFECTIVE USE OF SOCIAL MEDIA TOOLS IN QUALITATIVE RESEARCH

Date
30th April 2021

Time
2:30pm - 4:30pm

Dr. Amit Kumar
Associate Professor
Department of Journalism & Mass Communication

Prof. (Dr.) S.K. Gang
Director General MAIMS

Prof. (Dr.) D.P. Gaur
Advisor, MATES

Prof. (Dr.) Ravi Kumar Gupta
Director, MAIMS

Prof. (Dr.) Veena Gupta
HOD, Dept. of Journalism

Venue :- 9th Block, Seminar Hall





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

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

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REPORT ON

WEBINAR ON 'UNMASKING GST: Research & Analysis of various factors of GST

Thursday, March 18, 2021

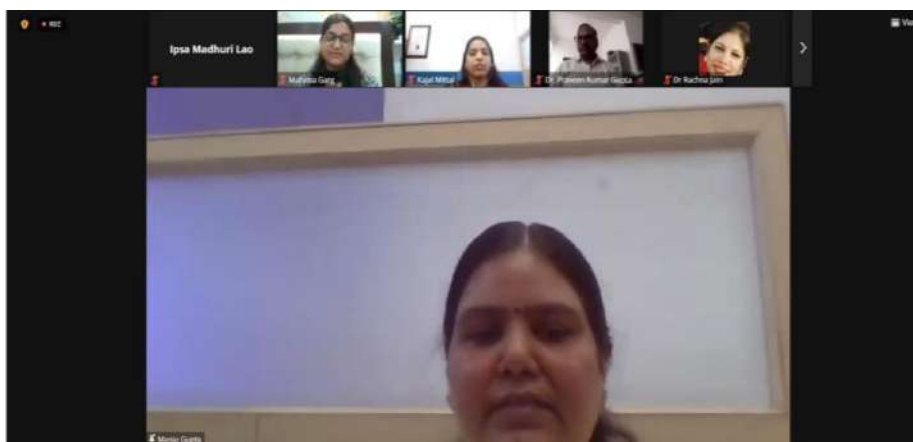
The Department of Commerce, Maharaja Agrasen Institute of Management Studies, organized a webinar on the zoom platform on Thursday, 18th March 2021, at 3 pm. The topic of the webinar was 'Unmasking GST: Research & Analysis of various factors of GST'. Ms. Kajal Mittal, Co- Convenor, commenced the webinar with warm greetings and pleasantries. She then requested Prof. (Dr.) S.K Garg, Director- General of MAIMS, for his kind words.



Prof. (Dr.) S.K Garg said that the webinar was on a very concurrent topic and he was very delighted to be a part of it because it was conducted by none other than the alumni of the college itself. After that, he said, GST has become an important reform in today's life. According to the facts, last month's GST collection was the highest. Therefore, this is a very important topic and will help the students of every semester.



After his cheerful words, Ms. Kajal Mittal has requested **Dr. Manju Gupta**, Head, Department of Commerce, to throw some light on the topic. Dr. Manju Gupta welcomed everyone on the behalf of MAIMS and gave a brief about GST. She said that GST is a revolutionary step taken by the government. The act came into action on 1st July 2017. The moto for this was one nation one tax, which means that this tax has subsumed various other taxes under it. At last, she ended up thanking all the dignities who joined the webinar.



After that, Ms. Kajal Mittal introduced the main resource person of the webinar, **Ms. Mahima Garg**. Ms. Mahima Garg has become a part of the Maharaja Agrasen Institute of Management Studies by graduating from BCom. (Hons.) in the year 2019. Later she did her MBA in finance from

IBS Hyderabad. Currently, she was a tax associate at PWC.

Ms. Mahima thanked everyone and said that it was her honour to come back and interact with the students. She started the discussion about the topic by showing her PowerPoint presentation. She shared that when a person hears about tax, there are two thoughts in his mind:

- The first is to pay tax.
- And the second thought is about saving the tax.

From the above, she said that taxes are of 2 types: -

- Direct Taxes
- Indirect Taxes

Direct tax is imposed on a person on his income/profits or property. It is the tax levied on income or profits of the person who pays it whereas **indirect tax** is imposed on a transaction and the tax collected by an intermediary from the person who bears the ultimate economic burden of the tax.



Now coming on the topic of GST she told me that it is an indirect tax. After which she discussed the types of GST, which she divided into two forms: -

The first was intra-state/intra-union territory transaction which further divided into two subparts that are following: -

- SGST/UTGST which was collected by the state/union territory.
- CGST was collected by the central government.

The second form was inter-state transactions which include: -

- IGST that was collected by the central government.

After that, she briefed about these GSTs. The full form of GST is goods & services tax. CGST means central goods & services tax, SGST means state goods & services tax whereas, UTGST



means union territory goods & services tax and at last IGST means integrated goods & services tax.

From here, Ms. Mahima started explaining everything with examples. Following are some of the examples of what she presented. The very first example was the difference between

CGST/SGST and IGST. She said that if the supplier and the recipient both are from the same state, for instance, Punjab then, CGST/SGST is applicable whereas if the supplier is from the other state, say Uttar Pradesh then IGST would be applicable. Later she gave some more examples on IGST, UGST, and CGST/SGST. And after that, she explained the value-added tax is the tax paid only on the value addition.

With that, she started her discussion on input tax credit which she explained by an example: - Timber maker provides his services to the furniture maker and, later, the furniture maker provides his services to a furniture retailer. There are two tax invoices: -

1. Tax invoice A is between a timber maker and a furniture maker. It includes the cost of goods Rs.100 and SCGST @10% equal to Rs.10, along with CGST @10% equal to Rs.10. Total is Rs.120. This is input tax.
2. Tax invoice B is between a furniture maker and a furniture retailer. It includes the cost of goods Rs.200 and the SGST @10% equal to Rs.20, along with the CGST @10% equal to Rs.20. The total makes it Rs.240. This is the output tax.

The overall presentation was full of interesting examples and the topics of GST were discussed thoroughly. Maharaja Agrasen Institute of Management Studies took a fascinating step towards the knowledge of the students. It was very motivating to have 100 participants for the webinar.

After Ms. Mahima's presentation, **Ms. Sumati Kohli**, Assistant Professor, Department of Commerce thanked everyone present in the meeting. **Mr. Praveen Kumar Singh**, Assistant Professor, Department of Commerce was the 'technical head' of the webinar.



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Now, students were aware about GST and the various opportunities available in the field of it which was the main objective of the whole webinar. The brilliant topic and amazing presentation along with the hard work of all faculty members made the **webinar successful**.

Prepared By:

Ms. Rachita Aggarwal

Convenor

Assistant Professor

Department of Commerce

MAIMS



Maharaja Agrasen Institute of Management Studies

NAVCHETNA THE SOCIAL SERVICE CLUB

Organizes

Seminar for MAIMS Faculty & Staff

On

Awareness and Prevention of Financial & Intellectual Property Frauds

By

Economic Offence Wing Of Delhi Police

On Friday, March 12, 2021

At

2:00- 3:00 PM

Venue- Seminar Room, 9th Block, 9th Floor MAIMS

Dr. Sumedha Dutta
MACS Convenor

Dr. Sangeeta Rawal
Coordinator

Ms. Rashi Aggarwal
Coordinator

Ms. Purnima Gupta
Coordinator



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MAIMS Cultural Society

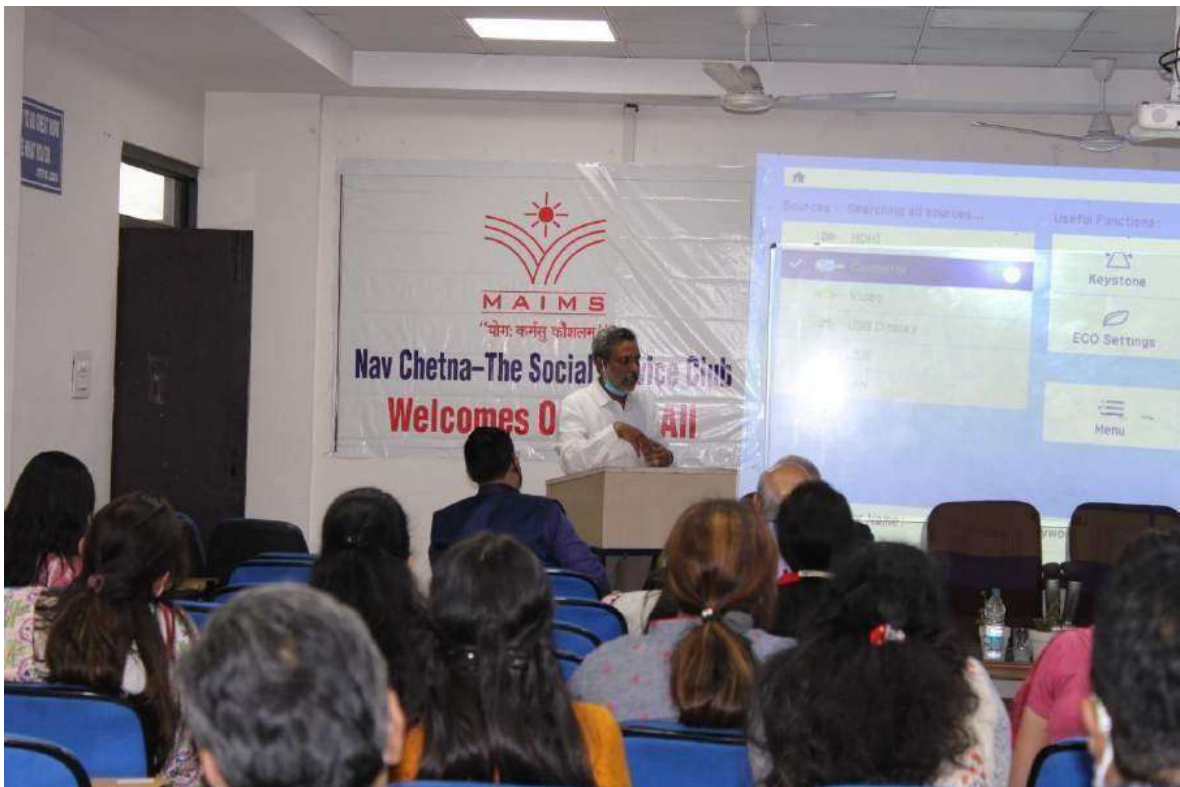
Email: macs@maims.ac.in

Dr. Sumedha Dutta
Convenor

Report - Seminar on “Awareness and Prevention of Financial & Intellectual Property Frauds” Organized on Friday, March 12, 2021

NavChetna – The Social Service Club of Maharaja Agrasen Institute of Management Studies (MAIMS), Rohini, Delhi organized a seminar on “Awareness and Prevention of Financial & Intellectual Property Frauds ” on Friday, March 12, 2021 in its campus. The seminar provided a common platform to the experts from Reserve Bank of India in the field of financial & Intellectual Property frauds investigations and police official working in EOW to familiarize the faculty and staff of MAIMS with the latest developments in the domain of the financial and Intellectual Property frauds. At the same time the seminar also provided participants with the possible and appropriate course of action while dealing with the cases of financial Intellectual Property frauds. Our expert resource persons, Mr. Anil Kr. Sinha, Training Department, RBI and Mr. Shalinder Sharma, Inspector, Economic Offences Wing, Mandir Marg provided a deeper insight about the various types of Financial & Intellectual Property Frauds and shared their vital first-hand experiences and latest cases with the participants.

Mr. Anil Sinha mentioned that the most vulnerable section of the society are the poor people and lower middle-class people while talking of the Financial Frauds. He very emphatically stated greed, that is illusion of making quick money as the main reason of Financial Frauds. Mr. Shalinder Sharma in his speech highlighted the roles of different police officials while dealing with Intellectual Property Frauds and discussed that the best way to safeguard and protect your intellectual property is by being proactive. The rich experience of the experts made the seminar very informative, and the purpose of the seminar was successfully accomplished. A motivating number 60 participants benefitted from this seminar.







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WEBINAR ON “BE A SOCIAL ENTREPRENEUR”

By Mr. Sahil Aggarwal

On the eve of December 9, 2020 Enactus MAIMS organised a webinar on the topic "**Be A Social Entrepreneur**". The speaker for the session was **Mr. Sahil Aggarwal** , Founder and CEO of Rishihood University , an impact-oriented initiative established in India which believes in an ecosystem approach to learning rather than isolated training and research.

The webinar was attended by more than 107 students of MAIMS.

The topic of the seminar revolved around social entrepreneurship. The speaker started the webinar with relating his personal life experiences with social entrepreneurship which helped the audience to connect to the topic. After which certain concepts and principals were explained by the speaker. Furthermore the concepts of profit and non-profit organisations and important aspects of raising funds were explained to the attendees in order to provide them with the basic ideas of working of such organisations. The students were motivated when the speaker explained the basis of building a start up at a young age with much less responsibilities and higher risk taking capabilities.

The second half of the webinar revolved around a two way communication between the attendees and the speaker. The participants came forward with some exceptionally brilliant questions and the speaker answered them in a detailed manner. Questions came from all the aspects considering the social, investment, finance, etc. requirements for a startup.

After the session e-certificates were distributed to all the participants by the organising team.



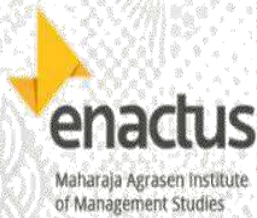
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BE A SOCIAL ENTREPRENEUR



MR. SAHIL AGGARWAL

- IIT Delhi Alumnus
- Social Entrepreneur and Educationist.
- Founder & CEO of Rishihood University
- Co-Founder of Rashtram School of Public Leadership
- Member of National Committee (CII)
- Co-Chairman of National Education Committee

E-CERTIFICATES FOR ALL ATTENDEES

DHANISHTHA RAI - 88510 72326
SARTHAK SODHI - 96678 61821





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LINCOLN
UNIVERSITY COLLEGE
DKU016 (B)



ISO 9001:2015 Certified

MAIMS International Conference

On

Impact of Digitization on Education, Management Studies,
Information Technology, Law Enforcement and Media

MIC'2020

3-4 December, 2020

SOUVENIR

Chief Editors:

Prof. (Dr.) Ravi Kumar Gupta

Prof. (Dr.) Sangeeta Malik

Editors:

Dr. Parul Kumar

Ms. Sarita Garg



Maharaja Agrasen Technical Education Society (MATES), New Delhi



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MAIMS International Conference MIC'2020

in Collaboration with

Faculty of Business & Accountancy
Lincoln University College, Malaysia



on

“Impact of Digitization on Education, Management
Sciences, Information Technology, Law Enforcements
& Media”

3rd & 4th December, 2020

Souvenir

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)



ThinkQuest Club

Cordially invites you to Inaugural Ceremony of

MAIMS INTERNATIONAL CONFERENCE (MIC'2020)

on

**" Impact of Digitization of Education, Management Sciences, Information
Technology, Law Enforcements and Media"**

Under the Aegis of IQAC & MACS

DATE: 3 December 2020, Thursday

TIME: 10:00am to 11:20am



Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES



Mr. Vineet Kumar Gupta
Chairman, MATES



Mr. S. P. Aggarwal, IAS
Executive Chairman, MATES



Er. T. R. Garg
General Secretary, MATES



Prof. (Dr.) M. L. Singla
Faculty of Management Studies,
Delhi University
Chief Guest



Prof. (Dr.) Amiya Bhaumik
President and Founder Vice Chancellor,
Lincoln University College, Malaysia
Guest of Honour



Prof. (Dr.) Neelam Sharma
Director, MAIT
Guest of Honour



Prof. (Dr.) S. K. Garg
Director General, MAIMS

Dr. Parul Kumar
Conference Convener

Ms. Sarita Garg
Conference Convener

Ms. Sumedha Dutta
Convener, MACS

Prof. (Dr.) V. K. Khurana
Coordinator, IQAC

Prof. (Dr.) Sangeeta Malik
Dean, MAIMS

Prof. (Dr.) Ravi Kumar Gupta
Director, MAIMS

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 **MAIMS DELHI IN**

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A Unit Of Maharaja Agrasen Technical Education Society)



ThinkQuest Club
Cordially Invites You to
Online Valedictory Ceremony of



MAIMS INTERNATIONAL CONFERENCE

MIC'2020



on

Impact of Digitization on Education, Management Sciences, Information
Technology, Law Enforcements & Media

Under the Aegis of IQAC & MACS

DATE - FRIDAY, 4 DECEMBER 2020

TIME - 4:10 PM - 6:20 PM IST



Prof. (Dr.) M. Kidwai
Former Vice Chancellor,
Jiwaji University
Chief Guest (India)



Dr. Sandeep Poddar
Senior Research Director & Executive
Editor, Lincoln University College, Malaysia
Chief Guest (Malaysia)



Prof. (Dr.) S.S. Deswal
Dean (Academics) MAIT
Guest of Honour (India)



Prof. Justin Paul
Professor, University of Puerto Rico,
San Juan, USA,
Guest of Honour (USA)



Prof. (Dr.) G. P. Govil
Advisor, MATES
Guest of Honour (India)



Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES



Mr. Vineet Kumar Gupta
Chairman, MATES



Mr. S.P. Aggarwal, IAS
Executive Chairman, MATES



Er. T.R Garg
General Secretary, MATES



Prof(Dr.) S.K Garg
Director General, MAIMS

Dr. Parul Kumar
Conference Convener

Ms. Sarita Garg
Conference Convener

Ms. Sumedha Dutta
Convener, MACS

Prof. (Dr.) V. K. Khurana
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MAIMS DELHI IN



Zoom Link: [https://us02web.zoom.us/j/9097708196?](https://us02web.zoom.us/j/9097708196?pwd=YmZxZjdvdWxIODNLRkp2WUIRYmovQT09)
pwd=YmZxZjdvdWxIODNLRkp2WUIRYmovQT09

MESSAGE

Dr. Nand Kishore Garg
Founder Chairman & Chief Advisor, MATES



It is brought to my knowledge that MAIMS is organizing International Conference (MIC-2020) on the theme “Impact of Digitization on Education, Management Science, Information Technology, Law Enforcement and Media” on December 3 - 4 2020 and bringing out souvenir on this occasion.

I believe that the subject undertaken for this international conference shall connect us with the plethora of challenges being faced by international community. I understand that the brain storming sessions of this conference on the vibrant subject matters planned for discussion will bring solutions to the challenges being faced internationally.

The participating authors have the opportunity to put forth their research works before highly acclaimed authorities, researchers of concerned fields. I believe this conference will definitely inculcate the emerging aspirants to find out the ways and means to provide innovative ideas and solutions to the problems being faced by the stakeholders.

I am confident that this conference will bring most effective, purposeful and interactive sessions which will be remembered in the days to come for its enormous findings and achievements. The outcomes will set records in the relevant circles for a long time

I hope the proceedings of the conference will sharpen the ability of students to understand the things quickly and clearly. I am very much sure that the objective of the team headed by Prof. (Dr.) Ravi Gupta, Director MAIMS will definitely yield positive results.

I wish this Global event a grand success. I further convey my best wishes to all the participating delegates of the international conference MIC 2020.

A handwritten signature in black ink, appearing to read 'Dr Nand Kishore Garg'. The signature is stylized and fluid, with a large loop at the beginning and a wavy end. Below the signature, the name 'Dr Nand Kishore Garg' is printed in a bold, black, sans-serif font.

December 3-4, 2020

Founder & Chief Advisor, MATES, New Delhi
Chancellor, Maharaja Agrasen University, Baddi, HP

MESSAGE



Prof. (Dr.) S.K. Garg
Director General, MAIMS

It gives me immense pleasure and satisfaction to note that Maharaja Agrasen Institute of Management Studies is organizing an International Conference (MIC 2020) on the theme ‘Impact of Digitization on Education, Management Sciences, Information Technology, Law Enforcements and Media’ on December 3– 4, 2020 and also bringing out souvenir on this occasion.

The theme of the International Conference is relevant in the present context and is focused on the various sectors and processes so as to inspire scholarly work in the relevant fields. Digitization is the buzzword in today’s world of fierce competition, as each individual or organization strives to be digitally efficient to stand out from the crowd. Taking a cue from this, the present generation should embrace digitization in using technology wisely and responsibly.

The platform will also serve as an opportunity to the research scholars to present their work before eminent scholars and to inspire the aspirants to find out the causes that will provide remedial solution to the problems. I am positive that the Conference will be meaningful, relevant, purposive, interactive and credible worth remembrance and will be the best platform for dealing with all issues related to the field. If the Conference sets you thinking on how to attain acumen in the current digitization situation, I am sure it would have met its objective of creating ethically strong researchers.

I congratulate the advisories, convenors and the Conference coordinators on their efforts in organizing this event successfully. My best wishes to all the delegates.

I express my best wishes for the grand success of the MAIMS International Conference (MIC) 2020.

A handwritten signature in black ink, appearing to read 'S.K. Garg', written in a cursive style.

Prof. (Dr.) S. K. Garg

Director General, MAIMS

MESSAGE

Prof. (Dr.) G.P. Govil

Advisor, MATES



I am indeed delighted to note that Maharaja Agrasen Institute of Management Studies is organising an International Conference (MIC2020) on “Impact of Digitization on Education, Management Sciences, Information Technology, Law enforcement & Media”.

The conference is aimed to bring out various insights about the recent trends related to the theme by bringing together industry experts & practitioners, academicians, researchers and students. It would be instrumental in having constructive deliberations about aligning recent trends in the industry with current practices in Education sector, Information Technology, Management & Law. It will further strengthen the relationships in knowledge sharing while at the same time provide the necessary thrust in joint research collaborations.

It will be a great platform for the young minds to exchange their ideas, achievements and challenges in the field of Education sector, Information Technology, Management & Law. The conference acts as an interface between inventions to innovations. The participants from across the globe would enrich and enlighten their knowledge with the technical sessions by eminent keynote speakers during the conference.

I wish the conference a grand success and hope constructive recommendations will come out from the deliberations.

I wish all the National, International participants and organizers a great success.

A handwritten signature in blue ink, appearing to read 'Govil', with a horizontal line underneath.

Prof. (Dr.) G.P. Govil

Advisor, MATES

MESSAGE



Prof. (Dr.) Ravi Kumar Gupta
Director, MAIMS

I am immensely pleased and delighted to invite you all to MAIMS International Conference, MIC 2020 on the theme ‘Impact of Digitization on Education, Management Sciences, Information Technology, Law Enforcements and Media’ on December 3 & 4, 2020.

The theme of the conference highlights myriad avenues of discussion in business practices and emerging challenges faced by global industry along with innovative solutions that can be offered by academia through industry-relevant application-based research.

At this Conference, we hope to delve into new frontiers of strategy making, organizational development and innovation with the advent of digitization in all aspects of business organization. This conference envisions to provide a platform to bring together the brightest minds from various sectors of the industry to propose solutions for challenges faced by industry in the light of digitization.

I am confident that the deliberations during this conference will add substantial value to the body of knowledge and will offer a purposeful discussion through sustained rigour.

I greatly appreciate the active participation of all the distinguished International & National Speakers, Faculty, Research Scholars and Students to participate in this International Conference and convey my best regards and wishes for the conference for a grandiose success.

A handwritten signature in black ink, appearing to read 'Ravi Kumar Gupta'.

Prof. (Dr.) Ravi Kumar Gupta
Conference Chair
Director, MAIMS

MESSAGE

Prof. (Dr.) Sangeeta Gupta
Dean, MAIMS



It gives me immense pleasure that Maharaja Agrasen College of Management studies and Lincoln University College, Malaysia (supported by the ThinkQuest club, under the Aegis of IQAC and MACS) for jointly organizing an International Conference on “Impact of digitization on Education, Management Sciences, Informational Technology, Law Enforcement and Media” (MIC 2020) during December 3rd & 4th 2020. The central theme of the conference is “digitalization”. MIC 2020 provides an opportunity for meeting of International Researchers, Educators, Engineers, Managers, Management graduates, Law enforcers, Scientists and Media specialists in the various research and development fields of Management, Engineering and Technology, law and journalism.

The conference offers a premise for global experts to gather and interact intensively on the various topics & subtheme of the conference. I hope eminent speakers will cover the theme digitalization from different perspectives.

I am privileged to say that this conference will offer suitable solutions to the global issues. The success of this Conference is solely on the dedication and efforts of innumerable people who started working on the preparations for almost a year in many ways to make this Conference become a reality.

Eventually I express my special thanks and appreciation to all. I wish MIC 2020 all the best for its success.

A handwritten signature in blue ink, appearing to read 'Sangeeta Malik', with a horizontal line underneath.

Prof. (Dr.) Sangeeta Malik
Conference Co-Chair
Dean MAIMS



Dr. Abhijit Ghosh

*Dean, Faculty of Business and Accountancy
Lincoln University College
Malaysia*

Message from the Dean's Office, Lincoln University

As Dean of the Faculty of Business and Accountancy, Lincoln University College, Malaysia I would like to extend my warm wishes and thanks to the organisers of the MAIMS International Conference MIC 2020. In today's competitive and globalized world, having the exposure of international conferences, events and publications has become a necessity for any student. We are proud as a QS ranked university. Also, the faculty is proactively publishing two international journals for the last few years. The faculty is the hub of the University's various activities and collaboration with Maharaja Agrasen Institute of Management Studies, Delhi, India for the International Conference MIC 2020, is an extension of that. I wish the Conference a grand success and hope to see many more of these kinds of arrangements between both the institutions happen in the future. Warm regards.



Dr. Abhijit Ghosh
*Dean, Faculty of Business and Accountancy
Lincoln University College, Malaysia*



Release of Book and Souvenir

An edited book title ‘Management Dynamics in Digitalization Era’ was published and released on Thursday December 3, 2020 by Dr. Nand Kishore Garg Ji, Founder and Chief Advisor, MATES. This book consists of selected papers presented in the conference. The book was edited by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, Prof. (Dr.) Sangeeta Malik, Dean, MAIMS, Dr. Parul Kumar, Assistant Professor, MAIMS and Ms. Sarita Garg, Assistant Professor, MAIMS.



Pic 1: Edited Book Release Picture. L to R : Ms. Sarita Garg, Prof. (Dr.) Ravi Kumar Gupta, Dr. Nand Kishore Ji Garg, Dr. Parul Kumar, Prof. (Dr.) Sangeeta Malik

On the inaugural day of the conference Thursday December 3, 2020, Dr. Nand Kishore Garg Ji, Founder and Chief Advisor, MATES also released a Souvenir of the conference which consists of extended abstracts of all the papers presented in the conference.



Pic 2: Souvenir Release Picture. L to R : Ms. Sarita Garg, Prof. (Dr.) Ravi Kumar Gupta, Dr. Nand Kishore Ji Garg, Dr. Parul Kumar, Prof. (Dr.) Sangeeta Malik



वर्ष 18 अंक 20
नई दिल्ली, रविवार
6 से 12 दिसम्बर 2020
मूल्य : 2 ₹., पृष्ठ 8

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पेज-3

दिल्ली, हरियाणा, पंजाब, उत्तर प्रदेश, उत्तराखण्ड, मध्य प्रदेश, राजस्थान, बिहार में प्रसारित

डिजिटाइजेशन द्वारा रची गई मायानगरी के अच्छे बुरे असर को देखना होगा : डॉ. नन्द किशोर गर्ग



नई दिल्ली। कोरोना महामारी के चलते आज लगभग पूरी दुनिया डिजिटल मोड पर काम कर रही है, ऐसे में मानव पर उसका गहरा असर देखा जा रहा है। विभिन्न क्षेत्रों में इस प्रभाव का आकलन करने के लिए महाराजा अग्रसेन इंस्टिट्यूट ऑफ मैनेजमेंट स्टडीज द्वारा लिंकन यूनिवर्सिटी कॉलेज के सहयोग से दो दिवसीय अंतर्राष्ट्रीय सम्मलेन का आयोजन किया गया।

दिनांक 3 और 4 नवम्बर को 'डिजिटाइजेशन के शिक्षा, प्रबंधन, सूचना प्रौद्योगिकी, न्याय प्रणाली और मीडिया पर प्रभाव' विषय पर आयोजित इस सम्मलेन के उद्घाटन सत्र को संबोधित करते हुए महाराजा अग्रसेन टेक्निकल

एजुकेशन सोसाइटी के संस्थापक और मुख्य सलाहकार डॉ. नन्द किशोर गर्ग ने कहा कोविड 19 महामारी के चलते 'डिजिटाइजेशन ने एक माया नगरी की रचना की है। इस प्रक्रिया में विष भी निकलेगा और अमृत भी। हमें इन स्थितियों में अच्छी चीजों को अपनाते हुए ग्लोबल सिटिजन बनने पर ध्यान देना होगा। डिजिटल होना अच्छा है, लेकिन इससे मानसिक और भावनात्मक दूरियां बढ़ने का खतरा है। उद्घाटन सत्र के मुख्य अतिथि दिल्ली विश्वविद्यालय के फैकल्टी ऑफ मैनेजमेंट स्टडीज के प्रो. एम. एल. सिंगला ने अलग अलग बिन्दुओं को कनेक्ट करने और न्यू नार्मल में अपने आप को ढलाने

की बात कही। लिंकन यूनिवर्सिटी कॉलेज के उपकुलपति डॉ. अमिया भौमिक ने बीज वक्तव्य में विषय की भूमिका बांधी। इस सत्र को संस्थान के महानिदेशक प्रो. एस. के. गर्ग और महाराजा अग्रसेन इंस्टिट्यूट ऑफ टेक्नोलॉजी की निदेशक प्रो. नीलम शर्मा ने भी संबोधित किया।

सम्मलेन में देश-विदेश से आये 111 शोध पत्रों में से 70 शोध पत्र चुने गए। इस अवसर पर चुनिन्दा शोधपत्रों के संकलन का लोकार्पण भी किया गया। इस दो दिवसीय सम्मलेन को 7 विभिन्न तकनीकी सत्रों में बाँटा गया। इन सत्रों में मीडिया, कानून, प्रबंधन, मार्केटिंग, बैंकिंग, सूचना

प्रौद्योगिकी और शिक्षा के नए क्षितिज आदि पर गहन चर्चा हुई। सम्मलेन के समापन सत्र को मुख्य अतिथि जीवाजी विश्वविद्यालय के उपकुलपति प्रो. एम. किदवई, विशिष्ट अतिथि डॉ. संदीप पोद्दार, वरिष्ठ शोध निदेशक, लिंकन यूनिवर्सिटी कॉलेज, मलेशिया, प्रो. जस्टिन पॉल, यूनिवर्सिटी ऑफ पुएर्टो रिको, अमेरिका, मेट के डीन प्रो. देसवाल और सलाहकार प्रो. जी.पी. गोविल ने संबोधित किया। सर्वश्रेष्ठ शोध पत्र की घोषणा के बाद संस्थान के निदेशक प्रो. रवि कुमार कुमार गुप्ता ने सभी अतिथियों, शोधार्थियों, प्रतिभागियों और आयोजकों का आभार व्यक्त किया।

Newspaper: Apni Dilli
DOP: December 5, 2020
Front Page

महाराजा अग्रसेन इंस्टिट्यूट द्वारा कोविड महामारी और डिजिटाइजेशन के प्रभाव पर अन्तरराष्ट्रीय सम्मलेन आयोजित

नयी दिल्ली

कोरोना महामारी के चलते आज लगभग पूरी दुनिया डिजिटल मोड पर काम कर रही है, ऐसे में मानव पर उसका गहरा असर देखा जा रहा है विभिन्न क्षेत्रों में इस प्रभाव का आकलन करने के लिए महाराजा अग्रसेन इंस्टिट्यूट ऑफ मैनेजमेंट स्टडीज द्वारा लिंकन यूनिवर्सिटी कॉलेज के सहयोग से दो दिवसीय अंतर्राष्ट्रीय सम्मलेन का आयोजन किया गया

डिजिटाइजेशन के शिक्षा, प्रबंधन, सूचना प्रौद्योगिकी, न्याय प्रणाली और मीडिया पर प्रभाव विषय पर आयोजित इस सम्मलेन के उद्घाटन सत्र को संबोधित करते हुए महाराजा अग्रसेन टेक्निकल एजुकेशन सोसाइटी के संस्थापक और मुख्य सलाहकार डा. नन्द किशोर गर्ग ने कहा कोविड 19



महामारी के चलते डिजिटाइजेशन ने एक माया नगरी की रचना की है इस प्रक्रिया में विष भी निकलेगा और अमृत भी हमें इन स्थितियों में अच्छी चीजों को अपनाते हुए ग्लोबल सिटिजन बनने पर ध्यान देना होगा डिजिटल होना अच्छा है, लेकिन इससे मानसिक और भावनात्मक दूरियां बढ़ने का खतरा है उद्घाटन सत्र के मुख्य

अतिथि दिल्ली विश्वविद्यालय के फैकल्टी ऑफ मैनेजमेंट स्टडीज के प्रो. एम. एल. सिंगला ने अलग अलग बिन्दुओं को कनेक्ट करने और न्यू नार्मल में अपने आप को ढलने की बात कही सम्मलेन में देश - विदेश से आये 111 शोध पत्रों में से 70 शोध पत्र चुने गए इस अवसर पर चुनिन्दा शोधपत्रों के संकलन का लोकार्पण भी किया गया इस

दो दिवसीय सम्मलेन को 7 विभिन्न तकनीकी सत्रों में बाँटा गया इन सत्रों में मीडिया, कानून, प्रबंधन, मार्केटिंग, बैंकिंग, सूचना प्रौद्योगिकी और शिक्षा के नए क्षितिज आदि पर गहन चर्चा हुई सम्मलेन के समापन सत्र को मुख्य अतिथि जीवाजी विश्वविद्यालय के उपकुलपति प्रो. एम. किदवई, विशिष्ट अतिथि डॉ. संदीप पोद्दार, वरिष्ठ शोध निदेशक, लिंकन यूनिवर्सिटी कॉलेज, मलेशिया, प्रो. जस्टिन पॉल, यूनिवर्सिटी ऑफ पुएर्टो रिको, अमेरिका, मेट के डीन प्रो. देसवाल और सलाहकार प्रो. जी.पी. गोविल ने संबोधित किया सर्वश्रेष्ठ शोध पत्र की घोषणा के बाद संस्थान के निदेशक प्रो. रवि कुमार कुमार गुप्ता ने सभी अतिथियों, शोधार्थियों, प्रतिभागियों और आयोजकों का आभार व्यक्त किया

Newspaper: Pahal Today
DOP: Saturday, December 5, 2020
Page: 9

बॉम्बे-19 टीकाकारों: दिल्ली सरकार ने विविध केंद्रों में सशस्त्र बमबिस्फोट का दौरा कराया

नयी दिल्ली, (बीबीसी) दिल्ली सरकार ने बॉम्बे-19 के टीकाकारों को सशस्त्र बमबिस्फोट का दौरा कराया है। बॉम्बे-19 के टीकाकारों को सशस्त्र बमबिस्फोट का दौरा कराया है। बॉम्बे-19 के टीकाकारों को सशस्त्र बमबिस्फोट का दौरा कराया है।

डिजिटाइजेशन द्वारा रची गई मायानगरी के अच्छे-बुरे असर को देखना होगा : डा. नन्द किशोर गर्ग



डिजिटल मोड पर काम कर रही है, ऐसे में मानव पर उसका गहरा असर देखा जा रहा है विभिन्न क्षेत्रों में इस प्रभाव का आकलन करने के लिए महाराजा अग्रसेन इंस्टिट्यूट ऑफ मैनेजमेंट स्टडीज द्वारा लिंकन यूनिवर्सिटी कॉलेज के सहयोग से दो दिवसीय अंतर्राष्ट्रीय सम्मलेन का आयोजन किया गया

डिजिटल मोड पर काम कर रही है, ऐसे में मानव पर उसका गहरा असर देखा जा रहा है विभिन्न क्षेत्रों में इस प्रभाव का आकलन करने के लिए महाराजा अग्रसेन इंस्टिट्यूट ऑफ मैनेजमेंट स्टडीज द्वारा लिंकन यूनिवर्सिटी कॉलेज के सहयोग से दो दिवसीय अंतर्राष्ट्रीय सम्मलेन का आयोजन किया गया

दिल्ली सरकार ने श्रमिकों की न्यूनतम मजदूरी बढ़ाई

नयी दिल्ली, (बीबीसी) दिल्ली सरकार ने श्रमिकों की न्यूनतम मजदूरी बढ़ाई है। नयी दिल्ली, (बीबीसी) दिल्ली सरकार ने श्रमिकों की न्यूनतम मजदूरी बढ़ाई है।

प्रदर्शन से दिल्ली हुई बंधक, कपिल मिश्रा ने लिखा राष्ट्रपति को पत्र

नयी दिल्ली, (बीबीसी) दिल्ली में प्रदर्शन से बंधक बन गए हैं कपिल मिश्रा ने लिखा राष्ट्रपति को पत्र। नयी दिल्ली, (बीबीसी) दिल्ली में प्रदर्शन से बंधक बन गए हैं कपिल मिश्रा ने लिखा राष्ट्रपति को पत्र।

Newspaper: Vir Arjun
DOP: Saturday, December 5, 2020

महाराजा अग्रसेन इंस्टिट्यूट द्वारा कोविड महामारी और डिजिटाइजेशन के प्रभाव पर अन्तरराष्ट्रीय सम्मलेन आयोजित

डिजिटाइजेशन द्वारा रची गई मायावतीरी के अच्छे-बुरे अक्षर को देखना होगा : डॉ. नन्द किशोर ।

गुरुग्राव टुडे, नई दिल्ली

कोविड महामारी के चलते आज लगभग पूरी दुनिया डिजिटल दौर पर आया कर रही है. ऐसे में भारत पर इसका क्या अक्षर देखा जा रहा है. विश्व क्षेत्रों में इस प्रभाव का आकलन करने के लिए महाराजा अग्रसेन इंस्टिट्यूट ऑफ मैनेजमेंट लाइव द्वारा विभिन्न युनिवर्सिटी कर्मीज के सहयोग से श्री दिवसीय अंतरराष्ट्रीय सम्मलेन का आयोजन किया गया।

3 और 4 नवम्बर को 'डिजिटाइजेशन के शिक्षा, प्रबंधन, सूचना प्रौद्योगिकी, ज्ञान इण्डस्ट्री और जीवन पर प्रभाव' विषय पर आयोजित इस सम्मलेन के उद्घाटन सत्र की संशोधित करते हुए महाराजा अग्रसेन टेक्निकल एजुकेशन सोसाइटी के संस्थापक और मुख्य सलाहकार डॉ. नन्द किशोर गर्ग ने कहा कोविड 19 महामारी के चलते 'डिजिटाइजेशन' ने एक साथ गहरी की रचना की है। इस प्रक्रिया में विश्व भी निकलने और आयात भी। हमें इन स्थितियों में अच्छी चीजों को अपनाते हुए गतिमान विद्यमान बनने पर ध्यान देना होगा। डिजिटल होना अच्छा है, लेकिन इसमें मानसिक और भावनात्मक चुनौतियाँ बढ़ने का



सहारा है। उद्घाटन सत्र के मुख्य अतिथि दिल्ली विश्वविद्यालय के फिजिकल और मैनेजमेंट स्टडीज के प्रो. एच. एन. शिंशाव ने अलग-अलग बिन्दुओं को उल्लेख करते और 'न्यू नार्मल' में अपने अर्थ को उल्लेख की बात कही। विभिन्न युनिवर्सिटी कर्मीज के उपसुलभित डॉ. अशिका श्रीवास्तव ने जीज कक्षात्मक में विषय की भूमिका बारी। इस सत्र को संयोजन के प्दासिदेशक प्रो. एम. के. गर्ग और महाराजा अग्रसेन इंस्टिट्यूट ऑफ टेक्नोलॉजी की निदेशक प्रो. सैतम शर्मा ने भी

संशोधित किया। सम्मलेन में देश-विदेश से आये 111 शोध पत्रों में से 70 शोध पत्र चुने गए। इस अवसर पर युनिवर्सिटी कर्मीज के संयोजन का लोकार्पण भी किया गया। इन ही दिवसीय सम्मलेन की 7 विभिन्न तकनीकी शर्तों में खंडा गया। इन शर्तों में शोधपत्र, कंसुल्ट, इन्फोर्म, मार्केटिंग, वेंचरिंग, सूचना प्रौद्योगिकी और शिक्षा के नए विचारज यदि पर गहन चर्चा हुई। सम्मलेन के समापन सत्र को मुख्य अतिथि जीजाजी

विश्वविद्यालय के उपसुलभित प्रो. एम. किशोर, विशिष्ट अतिथि डॉ. संदीप पौदार, सत्रि शोध निदेशक, विभिन्न युनिवर्सिटी कर्मीज, मार्केटिंग, प्रो. अमित शर्मा, युनिवर्सिटी ऑफ गुवाटी रिशो, अमेरिका, मेड के टीए प्रो. देवसाल और सलाहकार प्रो. पी.पी. श्रीवास्तव ने संशोधित किया। सर्वश्रेष्ठ शोध पत्र की शोचन के बाद संयोजन के निदेशक प्रो. एच. सुभाष कुमार गुप्ता ने सभी अतिथियों, शोधकर्मीज, इतिभागीयों और आयेजकों का आभार व्यक्त किया।

Newspaper: Gurgaon Today
DOP: Saturday, December 5, 2020

MIC'2020 Glimpses



Figure 2: Inaugural Session - 3rd December 2020



Figure 1: Valedictory Session - 4th December 2020

Introduction

- Rapid growth of technology has led to a high rate of obsolescence in the electronics industry
- Electronic waste (e-waste) is one of the fastest growing pollution problems worldwide
 - Massive amount of hazardous and other waste generated from electric products poses a serious challenge to the modern societies
 - E-waste and recycling is becoming a huge environmental problem
- Coordinated efforts are required to address this issue for achieving sustainable development.
 - This makes reverse logistics of e-waste and the integration of the informal waste sector to the formal waste sector necessary
- Waste management industry is well positioned for Blockchain transformation (Ongena et al.2018; Saberi et al.2019)
 - Blockchain could improve transparency about e-waste in transit—making it possible to track waste from producer to recycle.
- Various blockchain based schemes for supply chain systems have been suggested in the literature.
 - Secure IoT supply chain based on blockchain is suggested in (Kaletri, 2017).
- But the real-world impacts and benefits of this technology on reverse logistics management are still uncertain.
- Understanding the impact of blockchain technology on e-waste reverse logistics performance is significant.

Figure 3: Technical Session I - 3rd December 2020

Objectives of Study

- To identify segments of Gen Z customers across e-loyalty dimensions.
- To profile the clusters using demographic and personal variables and assess impact of moderating variables.

Figure 4: Technical Session II - 3rd December 2020

Paper ID	Paper Title	Authors	Institution
MIC 3	Impact of Missing Practices Towards Retention of Hybrid Workforce in this Pandemic Time	Ms. Neha Sahai Ms. Richita Choudhan Ms. Divya Thakur	ICRHMCT, Delhi
MIC 23	Mediation in Maritime Disputes	Dr. Manish Sharma Ms. Bhavya Sharma	School of Law, Shivam sethi Bucklin University
MIC 29	Impact Of Social Networking Sites Usage And Emotional Intelligence On Career Decision Self Efficacy Among University Students	Ms. Priyanka Bhatnagar Ms. Biji Ghosh Ms. Pranshu Bhatnagar	Ramjas college, Delhi University Indian Institute of Technology Delhi Indian Institute of Science(IISc), Bangalore
MIC 42	Competitive Role Of HR Analytics – A Study Of SMEs In India	Ms. Mansi Saxena Dr. Teena Bagga Dr. Sangrita Gupta	Amity University Amity University M.E.R.I
MIC 46	Assessing The Impact Of Social Media On Interpersonal Need Profile Of Gen Y	Dr. Neeraj Jain Prof. Rishi Raina Prof. Om Prakash Wali	Indian Institute of Public Administration, Delhi FORE School of Management, New Delhi Indian Institute of Foreign Trade, New Delhi
MIC 50	HR Analytics Transforming Human Resource Paradigm	Dr. Neeraj Jain Dr. Manish Bhatnagar	Indian Institute of Public Administration, Delhi Management Education & Research Institute Gurgaon, Gurgaon, Delhi
MIC 57	A Critical Appraisal Of Jurisdictional Issues Of E-commerce Transactions With Reference To Online Shopping	Dr. Umang Gaur	NorthCap University, Delhi
MIC 78	Influence of Transformational and Transactional Leadership styles on Organizational Commitment	Dr. Seema A Ms. Gayatri M.	Vellore Institute of Technology, Vellore, Tamil Nadu Vellore Institute of Technology, Vellore, Tamil Nadu
MIC 84	Developing Hybrid Model Of Laws For Cybercrime & Cyber Security In India Through Cross Countries Study	Ms. Anurag Aggarwal Ms. Kajal Mittal	Amity Law School, Noida MAIMS, Rohini
MIC 109	Trust Relationship Between Employers and Employees: The Context of Chinese Organizations	Prof. (Dr.) Ananya Bharamik	Liaoning University College
MIC 110	The Study of Employee's Psychological Capital Based on Guangzhou Technology Enterprises in China	Xu Yanping Prof. (Dr.) Ananya Bharamik	Liaoning University College

Figure 5: Technical Session III - 3rd December 2020

CONCLUSION

- Majority of the difference in foreign inflows amongst different categories of FIIs is seen in investments made in equity markets.
- The difference amongst the group means for equity investment is due to the difference in the investments made between category-I and II and category-II and III FIIs investors.
- Investments from category-II FIIs is the most volatile and the majority of the inflows are contributed by the second category of FIIs which are the government related or the agencies regulated by the government or an appropriate authority.
- The volatility of foreign inflows is also highest amongst the category-II FIIs.

Figure 6: Technical Session IV - 4th December 2020



Figure 7: Technical Session V - 4th December 2020

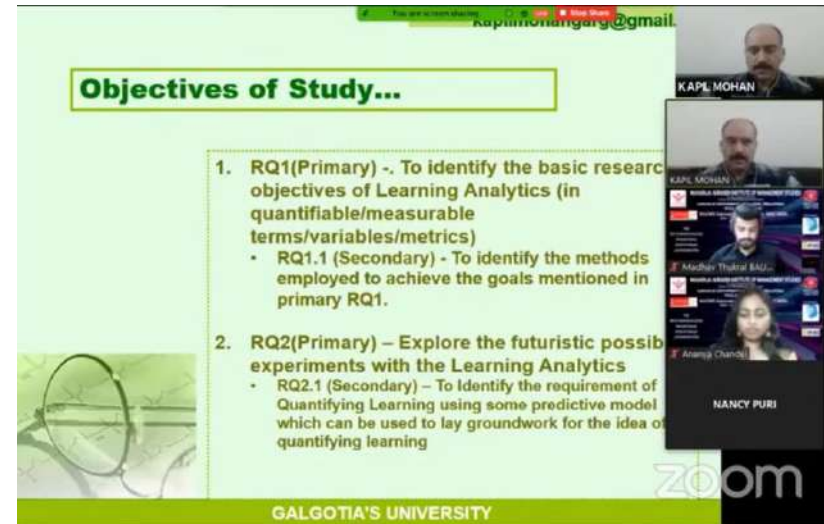


Figure 8: Technical Session VI – 4th December 2020

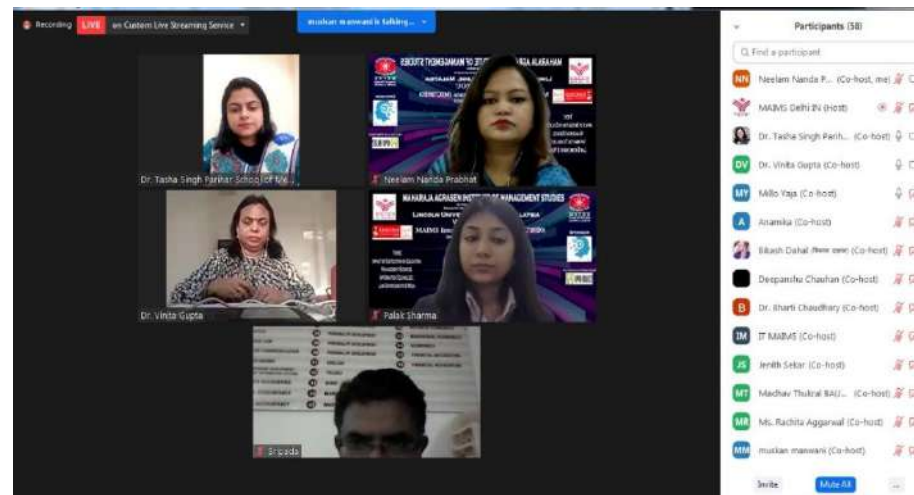


Figure 9: Technical Session VII - 4th December 2020



Maharaja Agrasen Institute of Management Studies
 Affiliated to GGS IP University; Recognized u/s 2(f) of UGC
 Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
 Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in

Tuesday, December 01, 2020

NOTICE

Subject: MIC 2020 scheduled for December 03-04, 2020

Reference to directions of Director, MAIMS, MIC 2020, an online International Conference in collaboration with Lincoln University College, Malaysia is being organized as per the details given below:

Theme	Impact of Digitization on Education, Management Sciences, Information Technology, Law Enforcements and Media	
Dignitaries	Chief Guest	Prof. (Dr.) M. L. Singla, Faculty of Management Studies, Delhi University
	Preside Over by	Dr. Nand Kishore Garg, Founder and Chief Advisor, MATES
	Esteemed Dignitaries	Prof (Dr.) Amiya Bhaumik, President & Founder Vice Chancellor, Lincoln University College, Malaysia Shri Vineet Kumar Gupta, Chairman, MATES Shri S. P. Aggarwal, IAS, Executive Chairman, MATES Er. T. R. Garg, General Secretary, MATES Prof. (Dr.) S. K. Garg, Director General, MAIMS Prof. (Dr.) G. P. Govil, Advisor, MATES Prof. (Dr.) Neelam Sharma, Director, MAIT
Day & Date	December 3, 2020 (Thursday) and December 4, 2020 (Friday)	
Time	10:00 am onwards	
Venue	Zoom meeting and YouTube	
Conference Chair	Prof. (Dr.) Ravi Kumar Gupta, Director (Conference Chair) Prof. (Dr.) Sangeeta Malik, Dean (Conference Co-Chair)	
Advisory Committee	Prof. (Dr.) Vijay Kr. Khurana, Head, Dept. of Bus. Admin. & Coordinator, IQAC Prof. (Dr.) Rajni Malhotra Dhingra, Principal, Department of Law Prof. (Dr.) Vinita Gupta, Head, Department of JMC Dr. Praveen Kr. Gupta, Associate Professor and Head, Department of Law Dr. Manju Gupta, Head, Department of Commerce Dr. Sanjay Mangla, Head, Department of Economics Dr. Manoj Verma, Controller of Examination Dr. Umesh C. Pathak, Associate Professor, Department of JMC	
Program Conveners	Dr. Parul Kumar, Assistant Professor, Department of Business Administration Ms. Sarita Garg, Assistant Professor, Department of Business Administration	
Committee Members	Ms. Rachita Aggarwal, Conference Co-Convenor Ms. Neha Bhagat, Conference Co-Convenor Ms. Sumedha Dutta, Conference Co-Convenor Dr. Nisha Singh, Conference Secretary Ms. Shikha Sharma, Conference Secretary Dr. Bharti Chaudhary, Conference Secretary	

	Ms. Rashi Aggarwal, Conference Co -Secretary Dr. Nisha Dhanraj, Conference Co- Secretary Ms. Neelam Nanda Prabhat, Conference Co- Secretary
Registration Link	REGISTER HERE
Event Attending Link for Faculty & Staff	https://us02web.zoom.us/j/9097708196?pwd=YmZxZjdvdWxlODNLRkp2WU1RYmovQT09 Password: MAIMS
Event Attending Link for Students	Youtube live @ http://www.youtube.com/c/MAIMSDelhiIN
Remarks	Mandatory for all Faculty and Staff of the Institute
	



Dr. Parul Kumar
(Convenor, MIC 2020)





Ms. Sarita Garg
(Convenor, MIC 2020)

Copy to: Director, MAIMS for kind information please




Schedule of the Inaugural Session (3rd December 2020)

REMARKS		SPEAKERS
10:00 am – 10:05 am		Saraswati Vandana performance by student
10:05 am – 10:10 am Introductory Address		<p>Ms. Sumedha Dutta, Assistant Professor, MAIMS (Conference Co-Convener)</p> <p>Sumedha Dutta is presently working as an Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi. She is a research scholar at University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi and has submitted her doctoral work in the area of servant leadership and positive psychology. Her keen research areas include Organization Behavior and Human Resource Management. She has over 20 papers published in National and International Journals and conference proceedings to her credit.</p>
10:10 am – 10:15 am Conference Theme Address		<p>Dr. Parul Kumar, Assistant Professor, MAIMS (Conference Convener)</p> <p>A keen researcher, trainer and educator, having an experience of 10+ years. Holds a Ph.D. in finance from IGNOU. Has conducted corporate training sessions on SPSS, Smart PLS, AMOS, EViews & Advance Excel. Has also taken sessions on Regression Analysis, Research Methodology and Data Analysis at various institutes of high repute. Holds certification in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, R Programming & Tableau from Wharton, John Hopkins and Rice University to name a few. Has been awarded Best Business Academic of the year, silver medal, by India Commerce Association at the 70th All India Commerce Conference, Jaipur. Has authored & co-authored various research papers, published in Scopus, ABDC, UGC Care and referred journals.</p>
10:15 am – 10:20 am Welcome Address		<p>Prof. (Dr.) S. K. Garg (Director General, MAIMS)</p> <p>Dr. Garg joined MAIMS as DG in August 2019, after retirement from Deen Dayal Upadhaya College of Delhi University where he served as Principal for 20+ years. In 42 years of his teaching career he been a member of numerous committees of DU, UGC & MHRD including the National Knowledge Commission's working group which designed the Choice Based Credit System in 2014. Sir has 16 research publications & many awards to his credit including the 'Ambassador for Peace' award of the International Federation for World Peace.</p>



<p>10:20 am – 10:25 am</p> <p>Address by Guest of Honour</p>		<p>Prof. (Dr.) Neelam Sharma, Director, MAIT</p> <p>Professor Neelam Sharma, Director, Maharaja Agrasen Institute of Technology (MAIT), our Guest of Honour. Prof. Sharma completed her Ph.D. in Electronics Engineering from Uttar Pradesh Technical University, Lucknow. She did her B.E. (Hons.) in Electronic Communication Engineering from Thapar Institute of Engineering and Technology in 1985. Prof. Neelam has guided 5 Ph.D's. and many Dissertations and Projects. Her areas of research include VLSI Design & Technology, Nanotechnology, CAD, VHDL and Computer Architecture. She has published 75 papers, 5 books and has Completed many Projects in Collaboration with World Bank, All India Council for Technical Education, Ministry of Human Resource Development and Guru Gobind Singh Indraprastha University.</p>
<p>10:25 am – 10:35 am</p> <p>Keynote Address</p>		<p>Prof. (Dr.) Amiya Bhaumik, President and Founder Vice Chancellor of Lincoln University College, Malaysia</p> <p>Dr. Amiya Bhaumik is the Founder, Vice-Chancellor of Lincoln University College. He is purely from the field of education. Dr. Bhaumik is Executive Vice President of the International Education Consulting Group, St. Louis, USA since 1999. Dr. Amiya Bhaumik was a Research Fellow of UNESCO, Paris. During this tenure, Dr. Bhaumik has traveled extensively to Europe, Africa, Asia and Latin America. He has served as Professor of Business Administration in University of Lucknow, India and in University of Malaya and many other places. Dr. Amiya Bhaumik is a very dynamic personality. He has authored numerous book chapters and has a huge number of publications in many national and international journals. He has also edited several books.</p>
<p>10:35 am – 10:50 am</p> <p>Address by Chief Guest</p>		<p>Prof. (Dr.) M. L. Singla, Faculty of Management Studies, Delhi University</p> <p>Professor of Information Technology Management, he has been Faculty at FMS, University of Delhi since 1985. He has also worked with MDI, Gurgaon and Tata Consultancy Services, New Delhi. He has over 37 years of professional experience both in Academics and Industry in the specific areas of Information Systems, Business Process Re-engineering, e-Governance, SCM/CRM, Strategic IT Management and Decision Support Systems. He is actively involved in teaching, training, research and consultancy in different areas of Management. He has been involved in planning of IT usage and process renovation for organizations in the capacity of Advisor. He has published 31 Research Papers, 2 Books and completed 3 Research Projects. Currently, he has 2 Research Projects under execution. He has been awarded IBM Faculty Award for research in BPR/BPM. Internationally, he has attended Conferences and Workshops in USA, Uganda, Sri Lanka, Japan, Israel and Hungary. He has worked as Dean (Alumni) of the University of Delhi (2006-2008) and Dean (Examinations) of the University of Delhi (2006-2009). He has been Head & Dean, Faculty of Management Studies, University of Delhi (2014-2017). Currently, he is the Dean (Re-engineering) of University of Delhi (India).</p>

<p>10:50 am – 11:05 am</p> <p>Address by Honourable Founder Chairman</p>		<p>Dr. Nand Kishore Garg, Founder & Chief Advisor, Maharaja Agrasen Technical Education Society, and Chancellor, Maharaja Agrasen University, HP</p> <p>Dr Garg, a well – known reader and an orator, earned his Degrees in Chemistry and Law from University of Delhi, Delhi. He was awarded Honorary D. Lit by Gurukul Vishvavidyalaya. He has a long association in politics wherein he was elected as a Member of Legislative Assembly and represented Delhi Vidhan Sabha for three times. He was given Best Parliamentarian Award also by the Delhi Government. He has several awards to his credit such as Sarvashreshtha Sahkari Karyakarta Samman, ‘Chaudhary Brahmprakash smriti Samman’ (Delhi Government), Samuel Hahnemann Award, Agra Ratna, Vaish Ratna, Samaj Ratna, Haryana Ratna to name a few. Dr Garg has strong interests in various social and religious associations with a prime motive to serve the society. He is presently pioneering the field of Technical and Professional Education from the last 21 years.</p>
<p>11:05 am – 11:10 am</p>		<p>Conference Souvenir & Edited book release</p>
<p>11:10 am – 11:15 am</p> <p>Vote of Thanks</p>		<p>Ms. Sarita Garg, Assistant Professor, MAIMS (Conference Convener)</p> <p>She is presently working as an assistant professor (sr. scale) in Maharaja Agrasen Institute of Management Studies. She is MCA (Gold Medalist), M. Phil and Research Scholar at IGNOU, Delhi. She has more than 20 years of teaching experience with interest in the areas of artificial intelligence, deep learning, text analysis. She has presented and published various papers in national and international conferences and journals. She has also handled various administrative tasks like admissions, examinations, FDPs, seminars, conferences etc successfully.</p>





Schedule of the Valedictory Session (4th December, 2020)

REMARKS		SPEAKERS
<p>04:10 pm – 04:15 pm</p> <p>Compere</p>		<p>Ms. Neha Bhagat, Assistant Professor, MAIMS (Conference Co-Convener)</p> <p>She has an academic experience of 5 years and a corporate experience of 4 years. She is NET qualified and is pursuing Ph.D in marketing communication from Amity University, Jaipur. She specializes in Public Relation, Advertising and Event Management. She has been working as an assistant professor in Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University. She has planned and executed many events and done PR for brands like PepsiCo., Tata Motors, Group M, E Value Serve, Vivel, Centre Fresh, Nestle</p>
<p>04:15 pm – 04:20 pm</p> <p>Welcome of Guests</p>		<p>Prof. (Dr.) Sangeeta Malik, Dean, MAIMS (Conference Co-Chair)</p> <p>Prof. Sangeeta Malik, an expert in OB & HRM with a flourishing academic experience of 21+ years. She has been an active member for various Governmental bodies, PSU'S and committees constituted by GGSIP University, Ethical committee of IIHM, Delhi. She has supervised 2 M.Phil and 1 PhD thesis and many others are enrolled from reputed university, along with 60 Masters dissertations. She has been on the various Editorial Boards of Journals of Management and also is the Managing Editor of MAIMS Journal of Management. She has published several research papers in International, National Journals and Conferences of repute as well as edited books. Besides her teaching and research activities, she has been a trainer in many training programmes conducted by academic institutions, Governmental organisations and PSUs.</p>
<p>04:20 pm – 04:25 pm</p> <p>Welcome Address</p>		<p>Prof. (Dr.) G.P. Govil, Advisor, MATES</p> <p>Prof. Govil served as Dean, Maharaja Agrasen University Baddi (H.P), Director, Northern India Engineering College, Delhi (Presently, ADGITM) and also as a Director, Ideal Institute of Technology, Ghaziabad. Prof. Govil has 46 years of experience in teaching, research, and industry (Bharat Electronics Ltd. Sahibabad, Govt. of India). He has published about 25 research papers and research reports, guided Ph.D students and has applied for three patents. He is also a member of National Board of Accreditation (NBA) and Margdarshak, AICTE.</p>

<p>04:25 pm – 04:30 pm</p> <p>Address by Guest of Honour</p>		<p>Prof. (Dr.) S. S. Deswal, Guest of Honour & Dean (Academics), MAIT</p> <p>Prof. Deswal joined MAIT in 2006 & is presently working as Dean (Academics) in the Institute. With an experience of more than 22 years in teaching and administration at various levels, he is also a member of numerous Professional Societies and Journals of standing. He has published more than 70 papers in various International Journals, International and National conferences of repute. He was honoured with Bharat Seva Ratna Award by Shri Murli Manohar Joshi and Shri Chandan Mitra during the function “PRERNA” organized by Indraprastha Sanjeevni Regd. NGO for providing excellent services in the field of Education in 2016.</p>
<p>04:30 pm – 04:40 pm</p> <p>Address by Guest of Honour</p>		<p>Prof. (Dr.) M. Kidwai, Chief Guest & Former VC</p> <p>Three time vice chancellor of universities in two state. Worked as vice chancellor in Jiwaji University, Gwalior, MP, the biggest government university having 398 colleges plus university setup of different departments for full term of for years. Founder vice chancellor of IIMT University, Meerut. First Vice chancellor of Mangalayatan University, Jabalpur, which is in its initial stage. He is a Post Doctorate from University of Leeds (UK) after M.Sc. and Ph.D. He has published 268 research papers in the Journal of National / International repute. He has supervised 41 Ph.D students & M.Phil 38 students</p>
<p>04:40 pm – 05:15 pm</p> <p>Conference Report</p>		<p>Technical Session I: Ms. Tarapreet Kaur, Assistant Professor, MAIMS Technical Session II: Ms. Riya Sharma, Assistant Professor, MAIMS Technical Session III: Ms. Purnima Gupta, Assistant Professor, MAIMS Technical Session IV: Ms. Preeti, Assistant Professor, MAIMS Technical Session V: Ms. Nikita Jain, Assistant Professor, MAIMS Technical Session VI: Dr. Rachna Jain, Assistant Professor, MAIMS Technical Session VII: Ms. Shilpa BSL, Assistant Professor, MAIMS</p>
<p>5:15 pm – 5:25 pm</p> <p>Address by Chief Guest</p>		<p>Dr. Sandeep Poddar, Senior Research Director & Executive Editor (Publications), Lincoln University College, Malaysia</p> <p>Dr. Sandeep Poddar is the Senior Research Director and Executive Editor (Publications), Member of Board of Studies, Lincoln University College, Malaysia. He has completed Ph.D in Zoology from Vivekananda Institute of Medical Sciences on Cytotoxicity. After completing Ph.D he pursued Post-Doctoral Research in different projects on Hemoglobinopathies and Oral Cancer mutation. He has been working as Chief Executive Editor, Lincoln University College Publications, Malaysia and working as Reviewer of several International Journals. He has published several research papers, organized international conferences, and edited books in Malaysia. Dr. Sandeep is founder Assistant Secretary of Dr. Tarak Nath Podder Memorial Foundation, Kolkata.</p>
<p>5:25 pm - 5:30 pm</p>		<p>Announcement of Best paper Awards</p>

<p>5:30 pm – 6:10 pm</p> <p>Address by Guest of Honour</p>		<p>Prof. Justin Paul, Professor, University of Puerto Rico, San Juan, USA</p> <p>Dr Justin Paul, currently serves as Editor-in-chief of International Journal of Consumer studies (IJCS), a 45 year old, global academic journal ranked as A grade by Australian Business Deans Council. A former faculty member with the University of Washington, he is a full professor of PhD & MBA programs, University of Puerto Rico, USA. He holds two honorary titles as ‘Distinguished Scholar/ Distinguished Professor’ with Indian Institute of Management (IIM-K), and SIBM, the premier business schools in South Asia. He is known as an author/co-author of books such as Business Environment (4th ed), International Marketing, Services Marketing, Export-Import Management (2nd edition), Management of Banking & Financial Services by McGraw-Hill, Oxford University Press & Pearson respectively. Dr. Paul introduced the Masstige model and measure for brand management, CPP Model for internationalization, SCOPE framework for Small firms and 7-P Framework for International Marketing. His articles have been downloaded over 700,000 times during the last six years. He has published over 70 research papers in SSCI journals and 80 in Scopus. Out of this, over 40 papers are in A or A star journals as per the Australian Business Deans council (ABDC) list.</p>
<p>6:10 pm – 6:15 pm</p> <p>Vote of Thanks</p>		<p>Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS (Conference Chair)</p> <p>Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/ seminars/ workshops/ FDPs etc. in which he has Chaired many technical sessions and delivered Key Note addresses.</p>
<p>6:15 pm – 6:20 pm</p>		<p>National Anthem</p>

Technical Sessions Schedule of MIC '2020

Technical Session I – Digitization the new buzz everywhere December 3, 2020 (Thursday) 11:25 AM – 1:00 PM		
11:25 am – 11:30am		Introductory Remarks by Students Ishika Gupta BBA5C and Anshika Batla BBA 3A
11:30 am – 11:33am		Welcome Address by Conference Secretary - Dr. Nisha Singh, Assistant Professor, MAIMS Dr. Nisha Singh was awarded PhD in Journalism and Mass Communication from Guru Jambheshwar University of Science and Technology, Hisar in 2013. She has done M.Phil in Journalism and Mass Communication from Chaudhary Devi Lal University, Sirsa. Her National and International publications include the fields of New Media, Films, Advertisement, Radio and Television. She has 12 years of rich experience in teaching academics. Her anchoring experience with AIR and Doordarshan got applauses from the public and media. She specializes in Media Research, Design and Graphics besides Radio and TV Anchoring. Presently she has been working as Assistant Professor since 2014 with Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University.
11:33 am – 11:35am		Introduction to Session Chair: Dr. Neha Kumar, The NorthCap University Dr. Neha Kumar is a keen researcher and vivid reader. She has completed her Ph.D in commerce from Bundelkhand University. She is an Associate member of the Institute of Company Secretaries of India. Her areas of specialization include Corporate Social Responsibility, Corporate Governance, Business and Corporate Laws and Corporate Finance. She has keen interest in research & has authored/co-authored papers in various International & National journals in the themes of Corporate Governance and Corporate Social Responsibility and Corporate Finance. She has participated and presented research papers in International and National Conferences. She has also co-authored chapters in a book and is also a Guest Editor in three books and journals. She has been fortunate to obtain a wide range of corporate and teaching experience of more than 8 years. She has also taken sessions on Mendeley, SPSS, Journal Selection tools & others.
11:35 am – 11:37am		Introduction to Session Co-Chair: Dr. Manoj Verma, Associate Professor, MAIMS Dr. Manoj Verma has done Ph. D in Management from Institute of Management Studies & Research (IMSAR), M.D. University, Rohtak. He has more than 17 years of professional experience. Presently, He is working as Assistant Professor in the Department of Business Administration, Maharaja Agrasen Institute of Management Studies, Affiliated to GGSIP University, Delhi. He has participated and presented a number of papers in national & international conferences/seminars etc. He has also published various papers in national & international level journals/conference proceedings.
11:37 am – 11:39 am		Introduction to Session Co-Chair: Dr. Umesh C. Pathak, Associate Professor, MAIMS At present working as an associate professor in Maharaja Agrasen Institute of Management Studies, Rohini, Delhi. A post graduate and PhD in Journalism & Mass Communication from Banaras Hindu University, Varanasi. Apart from this he is having master's degree in Philosophy and Hindi, qualified UGC-NET in both Philosophy and Mass Communication. He has also done *#Film Appreciation course from Film and Television institute of India, Pune and *#VaniCertificate* by AIR, Prasar Bharati, India. He has 15 years of experience including radio industry and academics. He has wide experience of Radio programme production and was associated with All India Radio and private FM radio, as presenter and programmer. He has produced more than five hundred programmes for radio and documentaries on various social themes. He has been also impaneled as consultant in radio division of Electronic Media Production Centre, IGNOU Delhi. He has contributed many articles/research papers in different research journals




	Paper ID	Paper Title	Authors	Affiliation
11:39am – 11:46 am	MIC 9	An Analysis Of Data Security And Privacy Challenges In Cloud Computing	Ms. Kruti Patel Dr. Kamaljit Lakhtaria	BCIHMCT
11:46am – 11:53 am	MIC 15	Online Learning And Human Resources Development	Dr. Anila KT	ITSR, University of Calicut
11:53am – 12:00 pm	MIC 18	A Journey Of Digital India Via Digital Payment	Dr. Joginder Yadav Mr. Santpal Yadav Dr. Narpal Yadav Dr. Ramniwas Sangwan Mr. Sagar Yadav	Government College, Bawal Distt. Rewari Government College, Bawal Distt. Rewari Ahir (P.G.) College, Rewari Govt. College, Kharkhara Alumni of Delhi School of Economics
12:00pm – 12:07 pm	MIC 11	Dynamics Of Digitalization: Analyzing Emergent Opportunities And Challenges Vis A Vis Digital Influencers	Ms. Ankur Rani Dr. Nisha Chaudhary	Baba Mastnath University Baba Mastnath University
12:07pm – 12:14 pm	MIC 27	Measuring Student Loyalty And Satisfaction From Digitized Learning	MS. Geeta Devi	Maharaja Agrasen University
12:14pm – 12:21 pm	MIC 28	Digital Banking: An Indian Perspective	Mr. Rajat Saini Dr. Shallu Aggarwal	Baba Mastnath University Baba Mastnath University
12:21pm – 12:28 pm	MIC 36	Digital Transactions: Impact On Operating Profitability Of Selected Banks	Ms. Manika Mittal Dr. Sangeeta Goel	Maharaja Agrasen University,Baddi Maharaja Agrasen University,Baddi
12:28pm – 12:35 pm	MIC 59	Impact Of Blockchain Technology On E-waste Reverse Logistics Performance	Dr. Resmi A G Mr. Nagesh Kumar S S Dr. Rekha A G	TKM Institute of Management Clean Kerala Company Ltd. State Bank of India
12:35pm – 12:42 pm	MIC 86	Developing Hybrid Model For Digitalize Education In India Through Cross Countries Study	Ms. Aditi Aggarwal Ms. Kajal Mittal	Amity Institute Of Psychology And Allied Sciences Maharaja Agrasen Institute Of Management Studies
12:42pm – 12:49 pm	MIC 97	The Impact Of Socio Demographic Factors On Parental Learning in the Age of Digitization	Ms. Valerie Fernandes Prof. Nandakumar Mekoth	S.S. Dempo College Of Commerce & Economics Goa Institute of Management
12:49pm – 12:51 pm		Address by Session Chair: Dr. Neha Kumar		
12:51pm – 12:53 pm		Address by Session Co-Chair : Dr. Manoj Verma		
12:53pm – 12:55 pm		Address by Session Co-Chair : Dr. Umesh C. Pathak		
12:55pm – 1:02 pm		Concluding Remarks and Vote of Thanks by Dr. Nisha Singh, Assistant Professor, MAIMS Rapporteur: Ms. Taranpreet Kaur, Assistant Professor, MAIMS		



MAIMS International Conference (MIC'2020) 3rd & 4th December, 2020



Technical Sessions Schedule of MIC '2020

Technical Session II – Revamping Marketing December 3, 2020 (Thursday) 2:00 PM – 3:35 PM				
2:00 pm – 2: 05 pm		Introductory Remarks by Students Ananya Singh Chandel BBA 5D and Shiven goel BBA 5E		
2:05 pm – 2:08 pm		Welcome Address by Conference Secretary - Ms. Shikha Sharma, Assistant Professor, MAIMS Ms. Shikha Sharma is an Assistant Professor with the Department of Business Administration, Maharaja Agrasen Institute of Management Studies. She possesses a rich blended experience of over 12 years in corporate and academics. She is a research scholar with Aligarh Muslim University and has published numerous multidisciplinary research papers in International and national journals of repute. Her areas of academic interest are Marketing and International Business.		
2:08 pm – 2:10 pm		Introduction to Session Chair: Dr. Mohita Maggon, National Institute of Construction Management and Research Dr. Mohita was awarded her doctorate from IIT Delhi in the field of Marketing. She is a Gold Medalist from MDU, Rohtak and possesses a rich experience of more than 15 years. Dr. Mohita is currently associated with National Institute of Construction Management and Research. She has several publications in reputed journals like emerald, sage, Taylor's and Francis and inderscience to her account.		
2:10 pm – 2:12 pm		Introduction to Session Co-Chair : Prof. (Dr.) Vijay Kumar Khurana, Secretary, Internal Quality Assurance Cell, & head of Department of Business Administration, MAIMS Prof. Khurana is working as Professor & Head of Department of Business Administration at the Institute. He carries a rich experience of more than 35 years in Industry and Academia. He had also been Officiating Director at few management institutes namely DPCIM, RCM and HIM. He is also Editor of well-known 'MAIMS Journal of Management.' He has written many research papers for various journals, conferences & seminars. He has also authored a book titled "Management of Technology & Innovation, which is widely acknowledged across India. His areas of expertise include finance, taxation, and quantitative methods among others.		
	Paper ID	Paper Title	Authors	Affiliation
2:12 pm – 2:19 pm	MIC 8	Comparing Online Retail Loyalty Segments Of Indian Gen Z Buyers	Dr. Pavleen Soni Dr. Jyoti Vohra	Guru Nanak Dev University Lyallpur Khalsa College Jalandhar
2:19 pm – 2:26 pm	MIC 20	Tracing Social Networking Usage Among Youth - A Tam Model Study	Dr. M. Kavitha Mr. Raju P.	Guru Nanak College, Velachery Guru Nanak College, Velachery
2:26 pm – 2:33 pm	MIC 21	Understanding The Gen Z Viewing Behaviour And attitudes Towards Digital Advertising	Mr. Perumal P Dr. M. Kavitha	Guru Nanak College, Velachery Guru Nanak College, Velachery
2:33 pm – 2:40 pm	MIC 33	Role Of Demographic Factors For Consumer Preference Towards Online Review	Mr. Jeniskumar P. Chauhan Dr. Gautam Kumar Parmar	G.H.Patel PG Institute of Business Management AABMI, Navsari Agricultural University, NAVSARI




2:40 pm – 2:47 pm	MIC 45	Odisha Handlooms And Social Media Promotion: A Study Of Digital Transformation Of Marketing	Ms. Khyati Shekhar Mr. Ishan Aditya Ms.Sonali Srivastav	National Institute of Fashion Technology, Bhubneshwar National Institute of Fashion Technology, Bhubaneswar National Institute of Fashion Technology, Bhubaneswar
2:47 pm – 2:54 pm	MIC 60	Digitalisation Of Retail Spaces and Its Impact On Consumer's Preference For Online Shopping	Ms. Brinda Shaji	Madras Christian College
2:54 pm – 3:01 pm	MIC 61	Uncovering The Power Of Short Lived Content In Engaging Gen-z	Dr. Ruchika Sharma Dr. Kritika Nagdev	Vivekananda Institute of Professional Studies Vivekananda Institute of Professional Studies
3:01 pm – 3:08 pm	MIC 82	Demystifying The Motivations And Constraints Of Collaborative Consumption. An Empirical Analysis	Mr. Saubhagya Bhalla	University Business School, Panjab University,CHD
3:08 pm – 3:15 pm	MIC 87	CSR as a Determinant Of Brand Equity: The Mediating Role Of Corporate Reputation In Banking Industry	Dr. Aanchal Aggarwal Ms. Noopur Saxena	Vivekananda Institute of Professional Studies Vivekananda Institute of Professional Studies
3:15 pm – 3:22 pm	MIC 98	Brand engagement & purchase intention towards apparel goods: A study of Generation Z in Social Media Scenario	Mr. Ravinder Pant Ms. Antriksha Negi Prof. Nawal Kishor	Atma Ram Sanatan Dharma College IGNOU IGNOU
3:22 pm – 3:27 pm		Address by Session Chair: Dr. Mohita Maggon		
3:27 pm – 3:32 pm		Address by Session Co-Chair : Prof. (Dr.) V.K. Khurana		
3:32 pm – 3:35 pm		Concluding Remarks and Vote of Thanks: Ms. Shikha Sharma Assistant Professor, MAIMS Rapporteur: Ms. Riya Sharma, Assistant Professor, MAIMS		






MAIMS International Conference (MIC'2020) 3rd & 4th December, 2020



Technical Sessions Schedule of MIC '2020

Technical Session III –Digitization of Law and HR: Challenges and opportunities December 3, 2020 (Thursday) 3:40 PM – 5:10 PM				
3:40 pm – 3:45 pm		Introductory Remarks by Students Grishita Chopra -3B and Shivam Sethi-5B		
3:45 pm – 3:48 pm		Welcome Address by Conference Joint Secretary - Dr. Nisha Dhanraj, Assistant Professor, MAIMS Dr. Nisha Dhanraj Dewani has done her Ph.D. LLM (corporate law) and BA LLB from Jamia Millia Islamia (India). She has practiced as a lawyer in Delhi High Court for 3 years. She has worked with reputed law firms and senior partners handling IPR matters for 2 years. In addition, she holds more than 9 years' experience in academics. She qualified the U.G.C. NET and JRF in 2010. She has many research papers in various national and international reputed law journals. Recently she has edited one book on 'Protection of Traditional Knowledge and IPR' with Prof. Amulya Gurtu, University of Wisconsin, USA.		
3:48 pm – 3:50 pm		Introduction to Session Chair: Prof. (Dr.) Sunil Kumar Gupta, IGNOU Sunil Kumar is presently working as Professor at IGNOU. He has 20 years of rich teaching experience at post graduations and graduation level. He has over 133 publications in various national and international conferences. Also, four of his publications are in reputed journals. His area of specialisation is finance and taxation. He frequently delivers lectures on Taxation and Accounting – live telecast on DD-National Channel (GYAN DARSHAN) at Indira Gandhi National Open University (IGNOU). He is a member of the panel of examiners of Institute of Chartered Accountants of India, Institute of Cost and Works Accountants of India and Institute of Company Secretaries of India.		
3:50 pm – 3:52 pm		Introduction to Session Co-Chair :Prof.(Dr.) Rajni Malhotra Dhingra Ma'am has done her LL.M from Guru Nanak Dev University, Amritsar. She has served as Dean at Vivekananda Institute of Professional Studies from May, 2013 to December 21, 2015. She is a regular resource person at Legal Aid Cell, District Court, Rohini and also a member of District Legal Services Authority. She participated in the 33rd Study Session of International Institute of Human Rights, held at Strrasbourg, France, in 2002. Her area of specialization includes Law of Contracts, Human Rights and Property Law, She has authored 5 books. One of her books is in library of parliament as well. She joined as Principal, Department of Law, MAIMS in September 2020.		
	Paper ID	Paper Title	Authors	Affiliation
3:52 pm – 3:59 pm	MIC 3	Impact of Mentoring Practices Towards Retrieval of Hotel Workforce in this Pandemic Time	Ms.Neha Sahni Ms. Rachna Chandan Ms.Divya Thakur	BCIHMCT, Delhi
3:59 pm – 4:06 pm	MIC 23	Mediation in Maritime Disputes	Dr. Mamta Sharma Ms.Bhavya Sharma	School of Law, Justice & Governance, Gautam Buddha University

4:06 pm – 4:13 pm	MIC 29	Impact Of Social Networking Sites Usage And Emotional Intelligence On Career Decision Self Efficacy Among University Students	Ms.Priyanka Bairwa Mr. Bijit Ghosh Mr. Pranshu Raghuvanshi	Ramjas college, Delhi University Indian Institute of Technology, Delhi Indian Institute of Science(IISc), Bangalore
4:13 pm – 4:20 pm	MIC 42	Competitive Role Of HR Analytics – A Study Of SMEs In India	Ms. Mansi Saxena Dr. Teena Bagga Dr. Sangeeta Gupta	Amity University Amity University Amity University
4:20 pm – 4:27 pm	MIC 46	Assessing The Impact Of Social Media On Interpersonal Need Profile Of Gen Y	Dr. Neetu Jain Prof. Reeta Raina Prof. Om Prakash Wali	Indian Institute of Public Administration,Delhi FORE School of Management,New Delhi Indian Institute of Foreign Trade,New Delhi
4:27 pm – 4:34 pm	MIC 50	HR Analytics Transforming Human Resource Paradigm	Dr. Neetu Jain Dr. Maitri Bhusan	Indian Institute of Public Administration,Delhi Management Education & Research Institute Genpact,Janakpuri, Delhi
4:34 pm – 4:41 pm	MIC 57	A Critical Appraisal Of Jurisdictional Issues Of E-commerce Transactions With Reference To Online Shopping	Dr. Unanza Gulzar	NorthCap University,Delhi
4:41 pm – 4:48 pm	MIC 78	Influence of Transformational and Transactional Leadership styles on Organizational Commitment	Dr. Seema A Ms Gayathri M.	Vellore Institute of Technology,Vellore,Tamil Nadu Vellore Institute of Technology,Vellore,Tamil Nadu
4:48 pm – 4:55 pm	MIC 84	Developing Hybrid Model Of Laws For Cybercrime & Cyber Security In India Through Cross Countries Study	Ms. Ananta Aggarwal Ms. Kajal Mittal	Amity Law School,Noida MAIMS,Rohini
4:55 pm – 5:02 pm	MIC 109	Trust Relationship Between Employers and Employees: The Context of Chinese Organizations	Peng Sun Prof. (Dr.) Amiya Bhaumik	Lincoln University College
5:02 pm – 5:09 pm	MIC 110	The Study of Employee’s Psychological Capital: Based on Guangdong Technology Enterprises in China	Xu Yanping Prof. (Dr.) Amiya Bhaumik	Lincoln University College
5:06 pm – 5:08 pm		Address by Session Chair: Prof. (Dr.) Sunil Kumar Gupta		
5:08 pm – 5:10 pm		Address by Session Co-Chair : Prof.(Dr.) Rajni Malhotra Dhingra		
5:10 pm – 5:12 pm		Concluding Remarks and Vote of Thanks: Dr. Nisha Dhanraj, Assistant Professor, MAIMS Rapporteur: Ms Purnima Gupta, Assistant Professor, MAIMS		

Technical Session IV – Financial Nexus & Banking Paradigm December 4, 2020 (Friday) 9:00 AM – 10:30 AM				
9:00 am – 9:05 am		Introductory Remarks by Students Shaurya Gupta BAJMC 5A and Alka Patel BBA 5D		
9:05 am – 9:07 am		Welcome Address by Conference Co-Convener - Ms. Rachita Aggarwal, Assistant Professor, MAIMS Ms. Rachita Aggarwal is a graduate from Hansraj College, DU and has done M.com from Delhi School of Economics. She is NET Qualified. She is an Assistant Professor with MAIMS from past 3 years and is a young scholar pursuing Ph.D from Maharaja Agrasen University, Baddi. Her areas of interest include Accounting and Finance.		
9:07 am – 9:09 am		Introduction to Session Chair: Dr. Aviral Kumar Tiwari, Rajagiri Business School Dr. Aviral Kumar Tiwari is an Associate Professor of Economics at Rajagiri Business School (RBS), India. Prior to joining RBS he worked as Associate Professor at Montpellier Business School (MBS), Montpellier, France from where he received his post-doc as well. The majority of his work contributes to the areas of energy economics, environmental economics, international trade, international economics, commodity markets, resources market, tourism, FDI, institutional quality, governance and many more. He has published about 250 research articles in Scopus indexed international journal of repute. He is also actively engaged as Editors (and Guest Editors) at different positions at several international journals (indexed in Scopus and ranked by ABDC) published by Wiley, Elsevier, Emerald, Sage, Springer, Taylor & Francis, World Scientific, Inderscience and MDPI. He features in the top 2% Scientists category and in the top 1% web of science highly cited researchers.		
9:09 am – 9:11 am		Introduction to Session Co-Chair : Dr. Manju Gupta, Head of Department of Commerce, MAIMS Dr. Manju Gupta is an Associate Professor and Head of Department of Commerce at Maharaja Agrasen Institute of Management Studies, Rohini, Delhi. She has completed her B.com(H), M.com and M.Phil from Delhi University and Ph.D from C.C.S. University. She has more than two decades of experience in finance and accounting. She has authored three books which are prescribed as text books/reference books by GGSIPU, University of Calcutta, Galgotia University, Manav Rachna and many other universities. She has published over 20 papers in National and International Journals and has acted as resource person in multiple FDPs.		
	Paper ID	Paper Title	Authors	Affiliation
9:11 am – 9:18 am	MIC 10	Financial Structure Of Indian Information Technology Sector: A Quantitative Analysis	Mr. Shubham Chavriya Ms. Chandni Bisht	Fairfield Institute of Management and Technology




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9:18 am – 9:25 am	MIC 25	Analysis Of Variation In Foreign Inflows By Different Categories Of Foreign Institutional Investors	Ms. Akriti Gupta Dr. Parul Kumar	Lovely Professional University Maharaja Agrasen Institute of Management Studies
9:25 am – 9:32 am	MIC 35	Capturing the Stock market Volatility : A study of Sectoral Indices in India using symmetric GARCH models	Aastha Khera, Anish goel Dr. Miklesh Prasad Yadav	Department of Commerce, Kurukshetra University Faculty of Management Studies, University of Delhi Amity University, Noida
9:32 am – 9:39 am	MIC 54	Impact Of Covid On Stock Market: A Study Of BRIC Countries	Dr. Rachna Jain Dr. Varuna Kharbanda	Maharaja Agrasen Institute of Management Studies Maharaja Agrasen Institute of Management Studies
9:39 am – 9:46 am	MIC 81	Impact Of Bank Lending On Economic Growth Of India – A Study	Dr. Zertaj Fatima	Jazan University
9:46 am – 9:53 am	MIC 93	Close Nexus Of Financial Inclusion And Economic Growth: Case Of Emerging Asian Economies	Dr. Nidhi Malhotra	Lal Bahadur Shastri Institute of Management
9:53 am – 10:00 am	MIC 95	IPO Underpricing And Predictive Power Of Corporate Governance Factors: Case Of Indian IPOs	Dr. Nidhi Malhotra Mr. Shibalik Sarkar	Lal Bahadur Shastri Institute of Management Arcesium
10:00 am – 10:07 am	MIC 105	Modeling Of Concentrated Solar Power Technology Enablers In India - An Interpretive Structural Modelling Approach	Ms. Vandana Gaur Ms. Sadhna gaur	GL Bajaj Institute of Management and Research IILM
10:07 am – 10:14 am	MIC 106	Market Development Of Digital Financial Services Targeting Women’s Financial Well-being: A Client Profiling Model	Dr. Firdaus Khan Dr. Srinivas Suriseti	CMS B-School, Jain (Deemed-to-be) University Tata Institute of Social Sciences
10:14 am – 10:21 am	MIC 108	The Globalization Impact on Firms: Study on Performance of Network Ability	Fang Jiemiao Mukil Alagirisamy	Lincoln University College
10:21 am – 10:24 am		Address by Session Chair: Dr. Aviral Kumar Tiwari		
10:24 am – 10:28 am		Address by Session Co-Chair Dr. Manju Gupta		
10:28 am – 10:31 am		Concluding Remarks and Vote of Thanks: Ms. Rachita Aggarwal, Assistant Professor, MAIMS Rapporteur: Ms. Preeti, Assistant Professor, MAIMS		



MAIMS International Conference (MIC'2020) 3rd & 4th December, 2020







Technical Sessions Schedule of MIC '2020

Technical Session V – COVID -19: Navigating the Uncharted December 4, 2020 (Friday) 10:33 AM – 12:05 PM			
10:33 am – 10:38 am		Introductory Remarks by Students Ishika Jain BBA 5D and Mehak Khurana BAJMC 5A	
10:38 am – 10:41 am		Welcome Address by Conference Co-Convener - Ms. Neha Bhagat, Assistant Professor, MAIMS Neha Bhagat did her graduation from TIAS, GGSIP University and is a Postgraduate in Journalism and Mass Communication From Amity University, Rajasthan. She is NET qualified and is pursuing Ph.D in marketing communication from Amity University, Jaipur. She specializes in Public Relation, Advertising and Event Management. She has been working as an Assistant Professor in Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University. She has an academic experience of 5 years and a corporate experience of 4 years. She has planned and executed many events and done PR for brands like PepsiCo. , Tata Motors, Group M, E Value Serve, Vivel, Centre Fresh, Nestle.	
10:41 am – 10:43 am		Introduction to Session Chair: Dr. Tanushri Mukherjee, Amity University, Rajasthan She has 15 years of teaching experience and specializes in Public Relations, Corporate Communication and Event Management. She has done Ph.D in Public Relations from Amity University Rajasthan. Has been key speaker as well as Session Chair in various International Conferences and has a good number of qualitative Research Papers published in various reputed National and International Journals, Book of Conference Proceedings, Book Chapters, Souvenir, Newsletters etc to her credit. She is also the Member of Editorial Board as well as Reviewer of Eminent Journals. As a mark of excellence in her academic span, she has also bagged many awards as a part of her credential like Teaching Excellence Award in "PR and Communication" from Public Relations Society of India, Jaipur Chapter, Media Innovation Award, Women's Excellence Award , Empowered Women Award, Certificate of Excellence in EET CRS 2ND Faculty Branding Awards" and has also bagged Medal, Citation & Certificate of Merit in The "Gold Medallion National Award for the best PR Case Study. She is an active member of various Professional Bodies like Public Relations Society of India, Jaipur Management Association, Standard Member of All India Communication and Media Association (AICMA) and Life Time Member of Indian Society for Training and Development (ISTD), Jaipur.	
10:43 am – 10:45 am		Introduction to Session Co-Chair : Dr. Sanjay Mangla, Associate Professor & Head of Department of Economics, MAIMS Dr. Mangla carries 11 years of experience in both academia and policy research. He holds PhD degree in Economics from Jamia Millia Islamia, Delhi. He has undertaken several funded projects on economics, e-commerce, and public policy. He has, to his credit, 14 research papers in Journals of repute, 03 book chapters, 11 papers in conferences, 09 knowledge and discussion papers and 05 opinion articles. He also has 02 edited books to his credit. He has conducted several conferences and FDPs. His areas of interest are regional inequalities, industrial productivity, trade & investment and e-commerce.	
	Paper ID	Paper Title	Authors
			Affiliation

10:45 am – 10:52 am	MIC 1	Impact Of Covid-19 Pandemic On The Performance Level Of Students With Respect To The Project Works Assigned During The Final Year Of Their Studies	Dr. Ganesh Kalagi	Shri Madhwa Vadiraja Institute of Technology & Management
10:52 am – 10:59 am	MIC 2	Grounds Traffic And E-getting The Hang Of During Coronavirus Pandemic	Mr. Shubham	Dyal Singh College, Karnal
10:59 am – 11:06 am	MIC 22	Covid 19- Usage Of E-learning Applications (Apps) By Students Of Higher Education For Professional Development	Dr.Taruna Narula	J.C.Bose UST, YMCA
11:06 am – 11:13 am	MIC 32	A Study Of Mental Health Of College Students During Covid-19 Using Dass-21	Dr. Neha Kumar	The NorthCap University
11:13 am – 11:20 am	MIC 34	Job insecurity of the employees due to the covid-19 pandemic in the hospitality industry	Ms. Preeti Nagar Dr. Pallavi Mathur	Bhartiya Skill Development University Bhartiya Skill Development University
11:20 am – 11:27 am	MIC 55	Covid-19 Pandemic: Promoting Welfare, Protection, And Care Of Indian Citizens	Dr. Rachna Jain Dr. Varuna Kharbanda	Maharaja Agrasen Institute of Management Studies Maharaja Agrasen Institute of Management Studies
11:27 am – 11:34 am	MIC 68	A Critical Literature Review of Covid-19 Effects on Public Finance Management System	Dr. Rupinder Katoch Ms. Caroline Lindah Buliani	Lovely Professional University Supreme Audit Office of Malawi
11:34 am – 11:41 am	MIC 71	Challenges And Opportunities Of Tourism And Hospitality Sector Post Covid-19: A Study Of India	Dr. Nishu Ayedee, Mr. Anuj Kumar	Bharati Vidyapeeth (Deemed To Be University) Institute Of Management and Research, New Delhi Bharati Vidyapeeth's Institute of Management Studies and Research, Navi Mumbai (Mumbai University)
11:41 am – 11:48 am	MIC 19	Role Of Personality In Predicting Mentor's Participation In Mentoring Programme: Digital Transition By Covid-19	Anjum Ara	Faculty of Management Studies, University of Delhi
11:48 am – 11:56 am		Address by Session Chair: Dr. Tanushri Mukherjee		
11:56 am – 11:59 am		Address by Session Co-Chair : Dr. Sanjay Mangla		
11:59 am – 12:02pm		Concluding Remarks and Vote of Thanks: Ms. Neha Bhagat, Assistant Professor, MAIMS Rapporteur: Ms. Nikita Jain, Assistant Professor, MAIMS		

Technical Sessions Schedule of MIC '2020

Technical Session VI – New Horizons of Education December 4, 2020 (Friday) 12:05 PM – 1:30 PM				
12:05pm – 12:10pm		Introductory Remarks by Students Ananya Singh Chandel BBA 5D and Shiven Goel BBA 5E		
12:10pm – 12:13pm		Welcome Address by Conference Secretary - Dr. Bharti Chaudhary, Assistant Professor, MAIMS Dr. Bharti Chaudhary was awarded PhD Organizational Behavior from Banasthali University, Rajasthan in 2016. She has done M.Phil in Management from Madurai Kamaraj University. She has published many papers in National and International Journals in the fields of Mentoring, Self- Efficacy, Organisational Role Stress, Role Efficacy and Leadership. She has 19 years of rich experience in academics. Presently she has been working as Assistant Professor since 2005 with Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University.		
12:13pm – 12:15pm		Introduction to Session Chair: Prof. (Dr.) Raj Kumar Sharma, Controller of examination, Guru Ghasidas Vishwavidyalaya Bilaspur Prof. (Dr.) R. K. Sharma is Presently working as Controller of examination at Guru Ghasidas Vishwavidyalaya Bilaspur. Earlier he was associated as Professor in Finance at Bharati Vidyapeeth University Institute of Management & Research. He has published 50 quality research papers/articles in reputed national and International Journals. He had 15 years of rich administrative experience with Indian Air Force and 17 years of worthy teaching experience. He has authored two study materials on Financial Management & Capital Market. He has authored Two Books on Corporate Accounting and Financial Administration from Dominant and Rajat Publications, New Delhi, respectively. He has edited Two Books on Make in India and Innovative Ways of Business. He completed a Major Research Project from ICSSR, New Delhi in 2014. He has been regularly delivering live expert lectures on Accounting and Finance at FM for Indira Gandhi National Open University, New Delhi ,telecasted on DD-National Channel (GYAN DARSHAN), CEC of UGC and through Edusat at Panchkula, Haryana. He has guided and evaluated M.B.A./M. Phil. dissertations and Ph. D thesis of scholars of various Universities. He is also an organizer and resource person for FDP on Financial Econometrics/SPSS and AMOS. He has conducted Management Development Program (MDP) with many corporates like, Relcom group of Industries, SBI, Jindal Steel and Power Ltd. to name a few.		
12:15pm – 12:17pm		Introduction to Session Co-Chair : Dr. Praveen Kumar Gupta Dr. Praveen Kumar Gupta, Head, Department of Law, joined MAIMS as an Associate Professor on August 01, 2018. Earlier he worked as officiating Principal at Vaish College of Law, Rohtak and Faculty and Academic Counselor at Bhai Gurdas College of Law, Sangrur (Punjab). He also has practical exposure in Civil, Labour, Matrimonial, Consumer and Arbitration law at Punjab and Haryana High Courts and later at the Supreme Court of India.		
	Paper ID	Paper Title	Authors	Affiliation
12:17pm – 12:24pm	MIC 30	Ranking And Accreditation Systems And Challenges Before Indian Higher Education	Mr. Ashish Gupta Prof. Sachita Yadav	Manav Rachna University, Faridabad Manav Rachna University, Faridabad
12:24pm – 12:31pm	MIC 43	Employability Skills: Challenges From Educational Perspectives	Ms.Renu Bala	Chaudhary Devi Lal University
12:31pm – 12:38pm	MIC 64	Antecedents Of Students' satisfaction In Online Learning In India	Mr. Bunny Singh Bhatia Dr. Vipin Kr. Aggarwal	Department of Commerce, Delhi School of Economics Associate Professor, Sri Aurobindo College

12:38pm – 12:45pm	MIC 69	A Study of Factors for Student's Engagement through Virtual platforms during COVID-19	Ms.Nisha Solanki	SGT University, Gurugram
12:45pm – 12:52pm	MIC 85	Impact Of E- Learning During Coronavirus Crisis	Ms.Nancy Puri Dr. C.R. Akhouri	Amity University, Uttar Pradesh
12:52pm – 12:59pm	MIC 92	Need Of Estimation Of Learning In Mooc Courses Using Learning Analytics: A Gap Identification	Mr. Kapil Mohan Garg Dr. Adarsh Garg	Research Scholar, Galgotia University. Galgotia University
12:59pm – 1:06pm	MIC 101	E – learning post COVID 19: An Entrepreneurial Approach	Mr.Bikash Dahal Mr.Ashutosh Mishra	Tribhuvan University ,Kathmandu, Nepal SIAM University,Bangkok, Thailand
1:06pm – 1:13pm	MIC 107	Political Identity Among Female Teachers Of Private And Govt. College Of Delhi & NCR	Dr. Sangeeta Malik	Maharaja Agrasen Institute of Management Studies
1:13pm – 1:20pm	MIC 99	To ascertain relationship between factors of learning objective, learning satisfaction and learning benefits in online learning through exploratory and confirmatory factor analysis	Dr. Sheetal Aditya	Shri Jagdishprasad Jhabarmal Tibrewala University
1:20pm – 1:23pm		Address by Session Chair: Prof. (Dr.) Raj Kumar Sharma		
1:23pm – 1:26pm		Address by Session Co-Chair: Dr. Umesh Pathak		
1:26pm – 1:29pm		<p style="text-align: center;">Concluding Remarks and Vote of Thanks by Conference Co-Secretary: Ms. Rashi Aggarwal, Assistant Professor, MAIMS</p> <p>Rashi Aggarwal Is presently working as an Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi for the past 7 years. Her keen research areas include Machine Learning and Artificial Intelligence. She has various papers published in National and International Journals and conference proceedings to her credit.</p> <p style="text-align: center;">Rapporteur: Dr. Rachna Jain, Assistant Professor, MAIMS</p>		



MAIMS International Conference (MIC'2020) 3rd & 4th December, 2020






Technical Sessions Schedule of MIC '2020

Technical Session VII – Digitization in Media Space and its Contemporary Narratives

December 4, 2020 (Friday)

2:30 PM – 4:00 PM

2:30 pm – 2:35 pm		Introductory Remarks by Students Palak sharma BA(JMC) 3B and Muskan Manwani BA(JMC) 3B		
2:35 pm – 2:38 pm		Welcome Address by Conference Joint Secretary - Ms. Neelam Nanda Prabhat, Assistant Professor, MAIMS Neelam Nanda Prabhat is serving as Assistant Professor from August 2019 to till date at Maharaja Institute of Management Studies, MAIMS affiliated to GGSIPU. She has completed her graduation from VIPS, GGSIPU and master's from Guru Jambheshwar University in Mass Communication and Journalism . She has more than six years of academics and industry experience. Neelam Nanda Prabhat has participated in many national and international seminars and conferences. She has published 10 research papers and edited one book. She is associated with UGC pathshala and visited as a media expert in radio programs too. Her specialization is in Media laws, Advertising, Public Relation and Event management.		
2:38 pm – 2:40 pm		Introduction to Session Chair: Dr. Tasha Singh Parihar, Galgotias University Dr. Tasha Singh Parihar is a PhD in Social Media. She is contributing as Associate Professor in Galgotias University and has worked earlier as Assistant Professor in Amity University, Noida and Project Associate for Nanyang Technology University, Singapore. She expertise in quantitative research in Media Studies, ICTs, Social Media. Her latest contribution is development of Three scales namely Social Ethos Scale, Cultural Ethos Scale and Educational Ethos Scale.		
2:40 pm – 2:42 pm		Introduction to Session Co-Chair : Dr. Vinita Gupta, Head of Department of Journalism & Mass Communication Prof. (Dr.) Vinita Gupta carries a rich experience of more than 35 Years in Media Industry and Academics. She is former member of Film Censor Board (CBFC). She had worked for Electronic and Print Media for 20 years in various capacities for different Media Organisations. She worked in the capacity of Producer, Director, Script Writer, News Editor and Special Correspondent. She made documentary films for Doordarshan and other TV Channels. She has conducted International Research Project for Nanyang Technological University, Singapore, as Co - Principal Investigator. She has penned more than 3000 news items and articles. She has authored and translated 15 books. Her most popular books are 'Hans Akela' (Novel), 'Sanchar our Media Shodh"Qtara - Qtara Zindagi', 'In Dinon' (Ghazal Compilations) . She has around 30 research papers to her credit.		
	Paper ID	Paper Title	Authors	Affiliation
2:42 pm – 2:49 pm	MIC 31	The Export Assistance Programme and its impact on the Export Performance of Handloom Industry: An application of structural equation model.	Mr. Vishal Kumar Singh	Institute of Management Studies, Banaras hindu university
2:49 pm – 2:56 pm	MIC 49	Bollywood Cinema As A PR Tool Of Bharatiya Janata Party To Win 2019 Lok Sabha Elections.	Ms. Saakshi Jain	Maharaja Agrasen Institute of Management Studies
2:56 pm – 3:04 pm	MIC 53	Barriers Of Emerging Tourism Destination And Community Participation	Ms. Yaja Millo, Prof. (Dr.) G. Anjaneya Swamy	Pondicherry University Central University Of Andhra Pradesh
3:04 pm – 3:11 pm	MIC 111	Mobile Phone Users Effectiveness: The Exploration on Aging Issue in The Context of Urban Part of China	YinHao Prof. (Dr.) Amiya Bhaumik	Lincoln University College

3:11 pm – 3:18 pm	MIC 77	A Study On “Reverse Innovation” – A Rising Phenomenon-From Indian Perspective	Dr. D Thirumala Rao	Indian Institute Of Management And Commerce
3:18 pm – 3:25 pm	MIC 89	Media Audience And Market Response	Dr. Anushka Kulkarni, Dr. Anamika Srivastava	Amity University, Mumbai
3:25 pm – 3:32 pm	MIC 90	Fat Characters In Media: Comic Relief, Disgusting, Lazy	Ms. Tanya Sharma, Mr. Sambhram Pattanayak	Amity University
3:32 pm – 3:39 pm	MIC 91	Cyber-activism And Role Of Social Media In Hathras Rape Case Protest In India	Mr. Jenith Sekar	GD Goenka University Gurgaon
3:39 pm – 3:46 pm	MIC 100	Digital Media And Social Change In Indian Youth During Covid-19	Ms. Jahanvi Bhagat	Maharaja Agrasen Institute Of Management Studies
3:46 pm – 3:53 pm	MIC 104	The Perception Of Youth On Online Video Games	Mr. Rahul Jain	Maharaja Agrasen Institute Of Management Studies
3:53 pm – 3:56 pm		Address by Session Chair: Dr. Tasha Singh Parihar		
3:56 pm – 3:59 pm		Address by Session Co-Chair: Dr. Vinita Gupta		
3:59 pm – 4:01 pm		Concluding Remarks and Vote of Thanks: Ms. Neelam Nanda Prabhat, Assistant Professor, MAIMS Rapporteur: Ms. Shilpa BSL, Assistant Professor, MAIMS		

MAIMS Cultural Society

Details of Clubs and Societies

S. No.	Club/Society – Name & Purpose	Faculty Coordinator	Contact Detail	E-mail id
1	MAIMS Cultural Society			macs@maims.ac.in
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ABSTRACTS

Table of Contents

MIC – 1: Impact of COVID-19 Pandemic on the Performance Level of Students with respect to the Project Works assigned during the final year of their Studies	4
MIC – 2: Grounds Traffic and e-Getting the Hang of During Coronavirus Pandemic.....	4
MIC – 3: Impact of Mentoring Practices Towards Retrieval of Hotel Workforce in this Pandemic Time.....	5
MIC – 8: Comparing Online Retail Loyalty Segments of Indian GEN Z Buyers	5
MIC – 9: An Analysis of Data Security and Privacy Challenges in Cloud Computing	7
MIC – 10: Financial Structure of Indian Information Technology Sector: A Quantitative Analysis .	8
MIC – 11: Dynamics of Digitalization: Analyzing Emergent Opportunities and Challenges Vis-À-Vis Digital Influencers.....	8
MIC – 15: Online Learning and Human Resources Development	10
MIC – 18: A Journey of Digital India via Digital Payment.....	12
MIC – 19: The Role of Personality in Predicting Mentor’s Participation in Mentoring Programme: Digital Transition by COVID-19	13
MIC – 20: Tracing social networking usage among youth - A TAM model study	13
MIC – 21: Understanding the Gen Z Viewing Behaviour and Attitude Towards Digital Advertising	14
MIC – 22: Covid 19- Usage of E-Learning Applications (Apps) by Students of Higher Education for Professional Development	15
MIC – 23: Need for Mediation in Maritime Disputes	15
MIC – 25: Analysis of Variation in Foreign Inflows by Different Categories of Foreign Institutional Investors.....	16
MIC – 27: A Study on Measuring Student Loyalty and Satisfaction from Digitized Learning	18
MIC – 29: Impact of Social Networking Sites usage and Emotional Intelligence on Career Decision Self Efficacy among University Students	19
MIC – 30: Ranking and Accreditation Systems and Challenges Before Indian Higher Education..	20
MIC – 31: The Export Assistance Programme and Its Impact on the Export Performance of Handloom Industry: An Application of Structural Equation Model.....	20
MIC – 32: A study of Mental health of college students during COVID-19 using DASS-21.....	22
MIC – 33: Role of Demographic Factors for Consumer Preference Towards Online Review	23
MIC – 34: Job Insecurity of the Employees Due to the Covid-19 Pandemic in the Hospitality Industry	23
MIC – 35: Capturing the Stock Market Volatility: A Study of Sectoral Indices in India using Symmetric GARCH Models	25
MIC – 36: Digital Transactions: Impact on Operating Profitability of Selected Banks	26
MIC – 42: Competitive Role of HR Analytics – A Study of SMEs In India.....	28
MIC – 43: Employability Skills: Challenges from Educational Perspectives	29

MIC – 45: Odisha Handlooms and Social Media Promotion: A Study of Digital Transformation of Marketing.....	30
MIC – 46: Assessing the Impact of Social Media on Interpersonal Need Profile of Gen Y	31
MIC – 49: Bollywood Cinema as a PR Tool of Bharatiya Janata Party To Win 2019 Lok Sabha Elections	32
MIC – 50: HR Analytics Transforming Human Resource Paradigm	33
MIC – 54: Impact of COVID on Stock Market: A Study of BRIC countries.....	33
MIC – 55: COVID-19 Pandemic: Promoting Welfare, Protection, and Care of Indian Citizens	34
MIC – 57: A Critical Appraisal of Jurisdictional Issues of e-commerce Transactions with Reference to Online Shopping	35
MIC – 59: Impact of Blockchain Technology on E-Waste Reverse Logistics Performance.....	37
MIC – 60: Digitalisation of Retail Spaces and its Impact on Consumer’s Preference for Online Shopping	38
MIC – 62: Developing Measures for Assessing Vendor Performance: With Special Reference to Apparel Industry	39
MIC – 61: Uncovering the Power of Short Lived Content in Engaging Gen-Z	40
MIC – 63: Barriers of Emerging Tourism Destination and Community Participation	41
MIC – 64: Antecedents of Students’ Satisfaction in Online Learning in India	42
MIC – 68: A Critical Literature Review of Covid-19 Effects on Public Finance Management System.....	44
MIC – 69: A Study of Factors for Student's Engagement through Virtual platforms during COVID-19	45
MIC – 71: Challenges and Opportunities of Tourism and Hospitality sector Post Covid-19: A Study of India.....	46
MIC – 77: Reverse Innovation – A Paradigm Shift from Glocalization to Globalization	47
MIC – 78: Influence of Transformational and Transactional Leadership styles on Organizational Commitment	47
MIC – 81: Impact of Bank Lending on Economic Growth of India – A Study.....	48
MIC – 82: Demystifying the Motivations and Constraints of Collaborative Consumption: An Empirical Analysis.....	49
MIC – 86: Developing Hybrid Model for Digitalize Education in India through Cross Countries Study	50
MIC – 84: Developing Hybrid Model of Laws for Cybercrime & Cyber Security in India through Cross Countries Study	52
MIC – 85: Impact of E- Learning During Coronavirus Crisis	54
MIC – 87: CSR as a Determinant of Brand Equity: The Mediating Role of Corporate Reputation in Banking Industry.....	55
MIC – 89: A Study on Changes in the Media Consumption Patterns Due to Digitalization and the Resultant Alteration in the Business Models of Traditional Media.....	56
MIC – 90: Fat Characters in Media: Comic Relief, Disgusting, Lazy.....	56
MIC – 91: Cyber-Activism and Role of Social Media in Hathras Rape Case Protest.....	57

MIC – 92: Need of Estimation of Learning in MOOC Courses Using Learning Analytics: A Gap Identification.....	57
MIC – 93: Close Nexus of Financial Inclusion and Economic Growth: Case of Emerging Asian Economies.....	58
MIC – 95: IPO Underpricing and Predictive Power of Corporate.....	60
MIC – 97: The Impact of Socio-Demographic Factors on Parental Learning in the Age of Digitization	62
MIC – 98: Brand Engagement & Purchase Intention Towards Apparel Goods: A Study of Generation Z in Social Media Scenario	63
MIC – 99: To Ascertain Relationship Between Factors of Learning Objective, Learning Satisfaction and Learning Benefits in Online Learning Through Exploratory and Confirmatory Factor Analysis	63
MIC – 100: Digital Media and Social Change in Indian Youth During Covid-19	64
MIC – 101: E – learning Post COVID 19: An Entrepreneurial Approach	64
MIC – 104: The Perception of Youth on Online Video Games.....	65
MIC – 105: Modelling of Concentrated Solar Power Technology Enablers in India - An Interpretive Structural Modelling Approach	66
MIC – 106: Market Development of Digital Financial Services targeting Women’s Financial Well-being: A Client Profiling Model	67
MIC – 107: Political Identity Among Female Teachers of Private and Govt. College of Delhi and NCR.....	69
MIC – 108: Influence of Globalization of SMEs Performance: Research on Network Ability	70
MIC – 109: Trust Relationship Between Employers and Employees: The Context of Chinese Organizations	70
MIC -110: The Study of Employee’s Psychological Capital: Based on Guangdong Technology Enterprises in China.....	71
MIC – 111: Mobile Phone Users Effectiveness: The Exploration on Aging Issue in The Context of Urban Part of China	72

MIC – 1: Impact of COVID-19 Pandemic on the Performance Level of Students with respect to the Project Works assigned during the final year of their Studies

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This study explores the effects of COVID-19 confinement during the lockdown period on the performance of students in executing their project works prescribed in the curriculum of final year of their course. Mechanical engineering students' groups are chosen for the study- the authors were the teachers to these groups, i.e., students belonged to the same institution where authors are working. Students were divided into two groups- the first one corresponding to the academic year 2018-19 (when the pandemic did not exist) and the second, corresponding to the academic year 2019-20. The results reveal that activities conducted with no face-to-face interaction has direct impact on the qualities of works executed. Individual weaknesses of the students were revealed in the absence of group tasks –threats were encountered in completing the project works in a stipulated time.

Keywords: COVID-19, pandemic, Education, Engineering

MIC – 2: Grounds Traffic and e-Getting the Hang of During Coronavirus Pandemic

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The Covid-19 pandemic incited the determination of genuine measures to adjust the spread of the tainting. Social isolating and lockdown gauges adjusted people's inclinations, while the Internet expanded a huge part in supporting far away working, e-teaching, online facilitated exertion, gaming, video ongoing, etc. All these sudden changes put uncommon load on the association.

In this paper, we analyze the impact of the lockdown approval on the Politecnico di Torino grounds association. Straightforwardly after the school conclusion on the 25th of February, PoliTO sent its own in-house answer for virtual teaching. Starting now and into the foreseeable future, the school gives around 600 virtual classes each day, serving more than 16 000 understudies for every day. Here, we report a picture of how the pandemic changed PoliTO's association traffic. We first focus on the use of faraway working and composed exertion stages. Given the eccentricity of PoliTO web educating course of action that is encouraged in-house, we drill down on the traffic, depicting both the group and the association impression. When all is said in done, we present a see of the unexpected changes seen close by traffic because of Covid, and certify how the Internet has exhibited incredible to viably adjust to troubles while keeping up the school errands.

Keywords: Coronavirus pandemic, lockdown, association, approval, phenomenal and so on.

MIC – 3: Impact of Mentoring Practices Towards Retrieval of Hotel Workforce in this Pandemic Time

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Mentoring is a designed supervision in which sharing of knowledge, skills and experience takes place between two people or more, either at one direction or in its sharing, in order to built-up the career and self-personality with new perceptions. Due to this pandemic, hotel industry faced de-motivation as the major problem amongst their workforce. Mentoring has appeared as one of the finest instruments for the hoteliers, which will help them to instrument the succession planning and retention management post Covid-19 era.

The aim and main idea of this study is to identify the effect of mentoring practices for the success of hotel workforce during Covid-19. This study may work as a guideline with their mentoring links for hotel industry during this pandemic. It is anticipated that this study can persuade hoteliers to take vital actions for mentoring connections and think up more skilful mentoring frameworks to motivate the employees for working effectively during this phase. Mentoring is particularly challenging in hotels since the nature of mentor protégé relationship decides the modification and accomplishment of a hotel. As it were, mentoring can be accepted as an imperative piece by the hotel industry.

MIC – 8: Comparing Online Retail Loyalty Segments of Indian GEN Z Buyers

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Internet and smartphone penetration have strongly contributed to increasing acceptance of online shopping sites besides other factors such as convenience for customers and increased efficiency of online retailers. Flexibility, interactivity of websites, information availability, opportunity to save time and ease of comparison of product information have also been the key reasons to promote online shopping amongst young Indian shoppers (Khare et al., 2012). Generation Z is particularly influenced by digital technologies as this cohort is found to have grown up with technology forming the pivot of most of their routine activities. Generation Z is identified as the group of individuals who have succeeded Millennials and were born after 1995 (Bernstein, 2015). These individuals indulge in rigorous research on internet to identify products, compare prices, make discussions on social media platforms and voice concerns or indulge in e-wom frequently (www.nielsen.com). Through this study, the

following research questions have been addressed—a) whether distinct segments of young shoppers can be identified with respect to their online retail loyalty behaviour? b) What is the impact of personal variables viz. gender, purchase frequency and experience, price fairness and reasonability perceptions, flow and image interactivity on customer loyalty? c) What is the impact of marketer actions such as service quality on customer loyalty? So an attempt has been made in this paper to identify segments of Gen Z customers across e-loyalty in the wake of emergence of dot coms, brick and click companies as well as omni-channel retailers. This profile will help online retailers orient their strategies towards buyers more effectively, leading to better customisation and creation of flexible e-retail systems.

Using a sample of 700 students pursuing Masters in Business Administration (553 usable responses) from two state universities in North India, data have been collected with reference to products frequently purchased from online retailers. They include accessories, clothes, books and electronic goods (Sarkar and Khare, 2017). SPSS and AMOS have been used to analyze data using Cluster analysis and Multinomial logit regression analysis.

In the first step, cluster analysis has been used to identify clusters of online buyers on the basis of their online retail loyalty. In the second step, an attempt has been made to profile the three clusters viz. disloyal shoppers, staunch loyals and vacillating shoppers using multinomial logit regression model. This model attempts to compare the disloyal shoppers with the staunch loyal and the ones who are relatively undecided shoppers (vacillating shoppers).

A comparison of these shoppers across demographics shows that females in a greater proportion are disloyal shoppers (43.4%) as compared to males (38.1%). Nearly thirty one percent males are staunch loyal whereas twenty nine percent females are staunch loyal. Frequency of purchase significantly affects loyalty behaviour of shoppers.

In order to assess the relationship of various demographic and personal variables with customer loyalty for each of the customer groups, the multinomial logit (MNL) analysis has been used. The odds ratio reveals that less frequent online shoppers are less likely to be vacillating shoppers or disloyal shoppers than being staunch loyal shoppers as compared to shoppers who purchase with high frequency. People who experience flow while surfing online shopping websites are 3.260 times more likely to be vacillating shoppers than being staunch loyals.

Further, service quality decreases the odds of a shopper acting as a vacillating shopper in comparison to staunch loyal shopper by .113. The impact of service quality and special treatment benefits together will decrease the odds of a shopper belonging to SL category by 0.794 than VS segments.

These findings would help marketers and retailers to fine tune their loyalty initiatives as the e-retailers can transform the vacillating shoppers or the disloyal into loyal and profitable segments. The present study also points to the need for incorporating flexibility into the service systems in order to build relationships across consumer segments (Shukla et al., 2019).

MIC – 9: An Analysis of Data Security and Privacy Challenges in Cloud Computing

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In cloud computing a scalable service to easily consume over the accessible as needed is provided. Cloud computing has some profits in terms of self-service provisioning, application programming Interface, Billing & metering of service usage during a pay as you go model. But security and privacy are primary problems of a cloud. Since cloud computing shares distributed resources via a network in an open environment, thus it makes security problems. The safety service includes authentication, encryption, decryption, and compression are providing during a cloud computer system. Cloud computing has abilities to scale back operational & capital costs which specialize in strategic projects instead of keeping the info center running. This paper presents various issues connected to privacy and security while storing user's data on the cloud. The leading factor behind this is often the user-friendly environment that's accessible from anywhere and anytime. So, the use of cloud computing within the association has increased quickly. Cloud providers should address privacy and security issues as a matter of high and dynamic priority. The survey may cause questions on different security risks, and respondents indicated concerns about these risks. Cloud Computing could also be a virtual pool of computing resources. It provides computing resources within the pool for users through the online. Cloud computing is a technology which largely used to share storage, computation, and services transparently among huge users. In this paper, basic of cloud with its components are detailed. We also detailed cloud with its benefits and downsides. We explored some security issues in various points of cloud computing architecture. The most important concerns of this paper was data security and its threats and solutions in cloud computing. Security of customer information is truly a substantial requirement for any services offered by any cloud computing. We evaluated ongoing security issues in Software-as-a-service, Platform as a service and Infrastructure as a service layers. Currently, challenge is to measure data in way that manage low risk. Cloud computing is clearly no exception. In this paper key security concerns and challenges which are presently faced within the Cloud computing are included. In this paper we also included security and privacy issues with its category. So this paper conclude that by solving above security challenges one can explore cloud benefits in more useful way in future.

MIC – 10: Financial Structure of Indian Information Technology Sector: A Quantitative Analysis

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SOL

Indian IT Companies are the emerging Companies among all others which provide growth to an economy, opportunities to the Investors, sound capital structure through better financial planning and facilitate every government & private sector through innovation in technologies. Indian IT sector development depends upon various factors, most important factor among those is net profit of the Company (dependent variable), equity shareholding and long term borrowings at certain level to invest in fruitful projects (cost of debt is less than return from the project) which are independent variables of the study. Current study has focused on the development of the Indian IT Companies, their financial planning and capital structure from the year 2011 to 2020. Through random sampling top Information Technology Companies in India, like Tata Consultancy Services Limited, Mphasis, Mindtree, Oracle Financial Services Software Limited and other big Indian IT Companies were selected for our study. The current study is based on the secondary data which was collected from reliable online sources. In order to test hypotheses of the study, statistical tools like regression analysis and ANOVA have been used.

MIC – 11: Dynamics of Digitalization: Analyzing Emergent Opportunities and Challenges Vis-À-Vis Digital Influencers

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In today's world digitalization has taken place of tremendous growth. Due to advancement in digital technology, there is a dynamic enhancement in expenditure related to online promotional activities as compared to the traditional way of Technology. In this digitalization's world the new term social media influencer arises. Earlier there was a word to mouth marketing used for promotion but now electronic word of mouth promotion has taken place. Here, the promotional activities are same but the platform has changed with a new form of digitalization that is influencer marketing. The use of digitalization is involved everywhere and the brands are making collaboration with different social media influencers for promoting their product, for engagement and making customer relationships. According to Economics Times, the reach of influencer marketing will be from 5 to 10 billion dollar industry by '2020'. This tremendous scope of social media influencers helps in attraction and conversion into customer loyalty in large as well as small businesses.

The digital media consumption level increased by organization and agency. Expenditure level also growing on social media because today, most of the work of people are based on the social media, from the perspective of company whose main focus is on selling the right product to the right customer, the huge transformation from the traditional ways of advertisement like billboards, posters, radio advertisements to the new concept of advertisement like (guerrilla marketing, viral marketing, influencer marketing) and so on. The industries are growing day by day with the spending on new channels of digitalization. The promotional system online mode becomes cheaper than other form of marketing. For example, the You tube content creators promote their videos as well as the marketers use the same you tube video for advertising their product and somehow it effect the consumers because it has a direct link with it. Concept of digitalization started from micro level to Macro level as in every sector digitalization makes a good grip. The digital media consumption level increased by organization and agency.

Today people believe in reality, Digitalization is the important concept which is introduced for the betterment of the societies' communication channel, but the new concept influencer marketing attached with it helps various brand and agencies to promote the right product with the use of key opinion leaders, who are expert in their field, they definitely induces the intention of consumers towards promoted products. The Influencer have a large number of followers and with the help of such great amount of audience they increases the fan following through their content creation, by providing opinion about using the product or regarding reviews. Marketing is somehow the extended version of celebrity endorsement. Technology of digitalization developed rapidly mostly in the entire life of people. This change make the human being sophisticated towards the utilization of Technology. People are getting addicted towards it. Uses of elements of digitalization created a Platform for enhancement in the value of contents.

Various social media campaigns also introduce for right use of digitalization. The researcher analyzed "a new term influencer marketing" the connection with digitalization, its dynamics with opportunities and challenges through the use of social media influencers and its strategies for performing various types of activities. In this paper researcher focused on to know the elements of digitalization, the various opportunities and challenges faced through influencer marketing.

The secondary data is being used from journals, articles and report on influencer marketing conducted by 'influencer marketing hub'. The researcher found that companies should invest in influencer marketing because the use of this type of marketing is trending in this digitalization world. Brands should take care of all the challenges regarding it. The upcoming future will be based on new technology advancements and new techniques of digitalization. The ultimate way to use the digitalization and its elements in a secured manner will be complex and tremendous task which should be handled with the better knowledge.

MIC – 15: Online Learning and Human Resources Development

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Though the discipline of online learning was even otherwise evolving fast, the new state of affairs created by covid-19 has given a sudden impetus to it. The provision of an online facility for knowledge absorption takes information to a very wide cross-section of humanity and makes the latest information accessible to all who desire it. Online learning may take place in real-time through videoconferencing, live chat, or instant messaging, when it is known as synchronous learning. In this set-up, students can ask questions and get answers almost as in conventional classes. As different from this, asynchronous learning is managed through email messages or posting on forums which students can access and respond to at their convenience.

Online learning can be very convenient for many since it does not require a building, and learners do not have to commute every day to a specific location. In the case of asynchronous learning, there is no restriction of time as well and the system allows the student to go through a lesson repeatedly and learn it at his or her own pace. This flexibility is a great advantage of online learning. There are many online learning platforms like Google Meet, Zoom, Udemy, DataCamp, Pathshala, E-shodSindhu, Virtual Labs, National Digital Library, and many more. However, since there is not sufficient influence of a teacher under this system, as in the conventional set-up, students need to be fully self-motivated to adapt to such a procedure. And proper digital devices and a good internet connection are required to take online classes. Some students may not be able to meet these requirements with their limited financial means. This is another problem with online learning.

This study has been done to analyse the nature and purpose of online learning, to analyze the impact of online learning on students' learning style, to identify the part played by e-learning in human resource development, and to understand the impact of covid-19 on online learning. For gathering data for this study, 200 students, either postgraduate students or research scholars of Calicut University, were interviewed. Two case studies were done for more in-depth understanding of how students are coping with the demands of online learning during the restrictions imposed due to the coronavirus problem. The role of online learning in honing the skills necessary for human resources development was found to be quite significant.

The study has found that almost all college students and researchers are nowadays comfortable about using a computer and managing the internet. So they do not have much difficulty in taking online classes and the novelty of the discipline, its flexible schedules, and cost effectiveness make it extra-attractive to many. The Calicut University's digital library is subscribing to a variety of e-resources and thereby providing easy access to ample learning material to students in the form of texts, graphics, documentaries, images, maps, music etc. Since the search interface of digital libraries is situated in the 'deep web', it is not easily accessible through normal browsing. The university library solves this problem by giving

the students easy access to digital libraries in such a way that they can access it even when they are off campus.

A digital library will have various e-resources like e-books, e-journals, e-databases, bibliographic details or Electronic Thesis and Dissertations (ETDs). Students can access all these according to their need. The Inter-University centre known as Information and Library Network Centre (INFLIBNET) is fully focused on training library staff and conducting seminars for them. It also manages a portal known as Shodhganga, which is a repository for uploading theses and dissertations. However, despite all these facilities, students need to be very motivated and focused to learn through online classes because of the absence of a committed pedagogue who is a powerful influence in the traditional learning atmosphere. As such, there are still plenty of students who prefer the conventional classroom, as exemplified by the fact that 35.56% of research scholars and 45.45% of postgraduate students are not very comfortable about managing their studies without direct supervision.

Easy access to online material helps students in preparing theses and dissertations and in preparing for assignments and seminars. Online learning also makes education accessible to older people also. As e-learning material is prepared to suit the requirement of learners across a very wide swathe of the world, it would contain the latest technical and other information gathered from many places and these knowledge and concepts are made available to all learners. Companies use this information to train their employees in new skills and often through special learning channels more aligned to their targets. Overall, e-learning is now considered to be indispensable for career success and most of the learners understand this. Besides increasing an individual's level of knowledge, e-learning strengthens communication skills, helps in decision making, enhances emotional intelligence, and helps to perform well in the examination.

In the two case studies that were conducted, the respondents appear to be quite satisfied with their online classes, online assignment submission, and seminars and conferences they have attended online. According to them, they have become more independent and creative as a result of online learning, and their human resource development skills have been significantly sharpened as a result. Overall, online learning has been highly beneficial for knowledge enhancement for students and researchers. One major achievement of online learning is that it has managed to keep the educational system afloat at a juncture when physical distancing is mandatory to prevent the spread of the raging covid-19 pandemic.

Further researches on the subject should ideally focus on the problems that could result from relying too much on online learning and the ways and means to counter these negative impacts. Studies can also focus on the difficulties that instructors encounter in preparing study material for a wide cross section of students whose requirements they may not fully know. We also need to be prepared better for a future that could greet us with unexpected problems like covid-19.

MIC – 18: A Journey of Digital India via Digital Payment

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Digital India is a creative idea and pane of government of India led by Mr Narendra Modi's for incorporate the general population of India and administration departments. It aims to decrease paper work and provide Government administration accessible to citizens electronically. The initiative consists plans to provide high speed internet facility in rural areas. Main purpose of Digital India programme is to transmute economy from unorganised to organised sector and enhance knowledge of digitization. This program intertwines a lot of ideas into single and extensive vision so that each idea seems part of mass purpose. It is coordinated by the Ministry of Electronics and Information Technology (MeitY), executed by the centre as well as state governments. Recognising the importance of a less cash economy, creating a digital payment ecosystem has been identified as one of the thrust areas in the union budget of the year 2019-20.

To push digital payments, Finance Minister Nirmala Sitharaman announced two percent tax deduct at source if cash withdraw more than rupee one crore from a bank account during the year. To promote less cash economy, no charges, if low-cost digital modes of payments such as BHIM UPI, UPI-QR Code, Aadhaar Pay, certain Debit cards, NEFT and RTGS are used . These costs will be absorbed by the RBI and banks. In this year budget some provisions are formed for conversation of cash-driven economy in to less-cash economy. Adoption of developed and modern digital payment system it will promote transparency; accountability; reduction in transaction costs and will decrease the size of the grey economy. It has reduced corruption, facilitating better development and boosting the rural economy.

Keywords: Digital Payment; Contribution; Retail Payments; Fund transfer.

MIC – 19: The Role of Personality in Predicting Mentor’s Participation in Mentoring Programme: Digital Transition by COVID-19

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Purpose:

In this article we are exploring personality traits of mentor with respect to his participation in mentoring program through digital platform. Present study has focused on the two personality characteristics apart from the “Five factor model” (most extensively used model of personality in research). Self-monitoring and organizational based self-esteem (OBSE) of the mentor have been examined in private as well as in public sector.

Methodology:

Convenience sampling were employed for the collection of data (N= 245). Hierarchical Regression technique has been utilised for analysing the data.

Findings:

Regressed results showed a positive relationship of mentor’s self-monitoring behaviour and OBSE with his willingness to provide psychosocial and career mentoring. whereas, OBSE mediating relationship is proved to be insignificant between self-monitoring and mentoring.

Implications:

This study shows its uniqueness by using different personality traits to find out the connection between mentoring and mentor’s personality using digital platform. Present research furnishes useful insights for the existing literature about the role of mentor’s personality in providing mentoring to the employees during COVID-19.

Keywords: Personality, Mentoring, Self – monitoring, Organizational based self – esteem, COVID-19

MIC – 20: Tracing social networking usage among youth - A TAM model study

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This empirical study is a widespread effort of previously established framework to explain social network sites usage using technology acceptance model (TAM model). Being built on theory of reasoned action (TRA), TAM model tries to explain why individuals involve in an intended behaviour through two constructs namely perceived usefulness (PU) and perceived ease of use (PEOU). The simplicity and flexibility of the TAM model made it highly

recognised and customisable for various research purposes in Information technology arena. The present study took its aid and checked whether TAM explains the SNS usage of youth through an additional construct namely SNS attitude and intention to use SNS constructs. Data collected using structured questionnaire containing 25 items along with demography related questions. 234 respondents were interviewed using non-probability convenience sampling technique. The respondents spread all over Tamil nadu, sharing diverse cultural background. Structural equation modelling was employed to trace the social networking sites usage among youth applying TAM model. The established model holds valid and explains approx. 38% of the variation in SNS actual usage and the path leading perceived usefulness → SNS attitude → SNS usage Intention → SNS usage found crucial.

Key words: Social networking sites (SNS), Technology acceptance model (TAM), Structural equation modelling (SEM).

MIC – 21: Understanding the Gen Z Viewing Behaviour and Attitude Towards Digital Advertising

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The Indian digital advertising is witnessing a phenomenal growth and seen as a fastest growing markets of the world. It is expected to grow at 27% in 2020 driving whopping change in the Indian advertising Industry (The Economic times 2020, Jan 23). Gen Z have grown up in digital world by tapping, swiping and liking, with the world's information at their fingertips. The present research effort devoted its attention to understand the gen Z digital advertising viewing behaviour. It has also extended its research purview to study their perspectives towards digital advertising. For this purpose, the study included 411 Gen Z respondents (the young cohort in the age group of 13- 24 years as commonly agreed upon by researchers like Kaur,J. et.al., 2018, Verma, D. et.al., 2019, Yogesh, M. 2020) who share their native roots across Tamil Nadu. The study made use of simple random sampling method for data collection. Frequency and percentage analysis supported the process of reaching the research purposes and it was found that smartphones were the preferred devices to access digital platforms, Facebook was the most preferred social app, nearly 43% of the Gen Z respondents digitally active during 2p.m. – 6p.m. time slot. Gen Z respondents hold moderately favourable attitude towards digital advertising and a considerable majority reported that they never get influenced by the digital advertisement in buying a product

Keywords: Digital advertising, Attitude, Gen Z, Digital Ads viewing behaviour, Percentage analysis

MIC – 22: Covid 19- Usage of E-Learning Applications (Apps) by Students of Higher Education for Professional Development

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Covid -19 has impacted every aspect of life. As country faced lockdown teachers & student had to adopt e learning methods for classes & assessment. But amidst all this many students switched to professional skill development e-learning apps apart from to develop their skills and enhance their learning. The present study was designed to understand student's usage of professional e-learning apps amidst covid-19. An organized questionnaire was prepared, arranged and disseminated on the web among higher education students of two districts of Haryana i.e.Faridabad and Palwal. The collected data of 500 students of higher education through online survey was analysed and visually presented in the form of tables. The study unveil that students joined paid professional courses on Udemy, MOOC, Linda and LinkedIn learning. Most popular course was Digital marketing followed by Photography. Web Design and Language courses were chosen by 50(10%) students. Managerial skills for Interpersonal Dynamics and Computer Basics was opted by 5 % students. Furthermore, the results showed that students choose those courses to acquire new skills and certificate.

Keywords: Employability skills, E- Learning, Covid -19, Professional Apps., Higher Education, Digitization.

MIC – 23: Need for Mediation in Maritime Disputes

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The maritime industry market in India is increasingly attractive as government efforts to increase trade are growing. In a robust maritime logistics sector with modern and effective port facilities due to changing times , this was also noted by the shipping ministry in its manual book Sagarmala. Around 95% by volume, and 70% by value by shipping is done by India, according to the Shipping Ministry. Under the Automatic route for port and harbour construction and maintenance projects, Foreign Direct Investment (FDI) is allowed to increase up to 100 percent, which will increase investment potential.

As investment prospects increase, similar controversies will also emerge between the nation party and the conflict resolution needs to be resolved without a tedious court procedure. The mediation process can be summarised by saying that the Mediator opens up communication

amongst the Parties and invites them to take place, identifies facts and questions, focuses them

on their broader interests, calls on offers and proposals, encourages them to generate ideas and settlement options, helps them to refine their own case and perspectives. The mediator transfers parties to the shared ground from the extreme end of the contested continuum.

Maritime contracts with mediation provisions provide parties with opportunities for the swift, cost-effective settlement of disputes and can negotiate remedies not accessible by arbitrators and courts. Commercial options, such as new company contracts or alternative performance contracts may be identified; remedies may also be deemed mutually appropriate for misconduct or forgiveness. Mediation relies on coordinating and calls for a transparent and enhanced dialogue between the parties. In addition, mediation may not be included and mediators in accordance with the conflict or arbitration may at any time be appointed.

Maritime Mediation thus draws our need for better dispute settlement mechanism and for ease of doing business in India.

Keywords: Maritime Mediation, Dispute Settlement Mechanism, Foreign Direct Investment, Singapore Convention

MIC – 25: Analysis of Variation in Foreign Inflows by Different Categories of Foreign Institutional Investors

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Purpose

A foreign entity which is not domiciled in India and is allowed to make investment in the securities, bonds and other financial instruments of the country is identified as a foreign institutional investor. The existing body of literature has focused on analyzing the impact of foreign investor investments on the stock prices (Richards, 2005) and (Yang and Zhou, 2015), returns in equity market (Edelen and Warner, 2001), (Froot et al., 2001; Griffin, 2003; Ron, 2004; Chang et al., 2009 and Adaoglu and Katircioglu, 2013), volatility and destabilizing effects (Rai and Bhanumurthy, 2004; (Porwale et al., 2005; Chittedi, 2008 and Behera, 2017) in the host country. Few studies have emphasized on examining the impact of foreign institutional investors in developed countries (Brennan and Cao, 1997; Karloyi, 2002 and Wang and Li, 2018) with little attention paid to their significant impact on markets of emerging economies. In the light of role played by foreign investors in emerging markets few studies (Clark and Berko, 1997; Kang and Stulz, 1997; Bekaert and Harvey, 2000; Batra, 2003, Bansal and Pasricha, 2009; Anshuman et al., 2012 and Garg and Bodla, 2011) have researched to understand the impact of foreign institutional investments in the domestic

market. However, no study has focused on examining the variation in inflows by different categories of foreign institutional investors with respect to Indian capital markets.

Methodology

The research aims to analyse the variation in contribution to foreign inflows by the three different categories of FIIs. The study is based on the use of secondary data collected from National Securities Depository Limited and Securities Exchange Board of India. Time series data on the net investment by different categories of foreign institutional investors into the equity and debt segment of Indian capital markets is taken from 2012-2019. The current research has applied One-way ANOVA to analyse the variation in contribution to foreign inflows by different categories of foreign institutional investors. The concept of ANOVA was first introduced by (Fisher, 1925) as an extension to t-test.

Findings

The results of One-way ANOVA reveal there exists significant statistical difference between the investments made by different categories of foreign institutional investors when investing in the equity segment of the stock market. The result is statistically significant as the p-value of 0.010 is less than the p value of 0.05, thus rejecting the null hypothesis of no statistically significant difference and accepting the alternate hypothesis of significant difference in investment by different categories of foreign institutional investors. However, the same does not hold true for investments made by different categories of FIIs in the debt segment of the stock market. The p-value for debt segment is estimated at 0.07, which is greater than the acceptable level of significance of 0.05. Thereby, implying there exists no statistically significant difference in investments made by different categories of foreign institutional investors in the debt segment of the stock market. The Tukey Post Hoc test reveal that there exists significant difference in the mean investments made by category-I and category-II of FIIs and category-II and category-III of FIIs, whereas, no difference exists in the investments made by category-I and category-III of FIIs.

Discussion

It has been inferred that majority of the difference in foreign inflows amongst different categories of FIIs is seen in investments made in equity markets. Also, the difference amongst the group means for equity investment is due to the difference in the investments made between category-I and II and category-II and III FIIs investors. It has also been observed that the investments from category-II FIIs is the most volatile and the majority of the inflows are contributed by the second category of FIIs which are the government related or the agencies regulated by the government or an appropriate authority. Since, the volatility of foreign inflows is highest amongst the category-II FIIs thus it is required that the government should introduce norms which bolster their sentiments towards investing in India. Furthermore, steps can be introduced to widen the scope for entities like- broker dealer and swap dealer that can register under category-II FIIs. This will widen the scope for different types of investors to invest in Indian markets and reduce the volatility in the inflows.

Keywords: FII; India; Foreign Inflows; ANOVA

MIC – 27: A Study on Measuring Student Loyalty and Satisfaction from Digitized Learning

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Purpose:

The main purpose of writing this research paper is to measure the Student loyalty & satisfaction from digitized learning in District Solan.

Design/Methodology/Approach:

The information was gathered from both the Primary and Secondary data. Essential information was gathered through filling survey from 100 respondents through GOOGLE forms. Though Secondary information was acquired through examining research papers, references, articles and sites identified with Traditional Learning, Digitized Learning, Blended Learning, Student Satisfaction and Student Loyalty in Online Education. The Convenience Sampling had been utilized to gather the example from the students and the research type is Descriptive in nature. The students of under-graduate and post graduate classes were focused to gather the sample.

Findings:

The information was gathered from the under-graduate and post-graduate students of District Solan. The outcome shows that 78% of students were Under-graduate and 22% were Post-graduate. Traditional Education was favored by 72% of students and 28% of student's favored Digitized learning. 52% of students has a place with the rural areas though 48% of students has a place with the urban areas. 17% of students' favored blended learning 15% students were not in favor of blended learning whereas rest of 68% students were unsure. 44% of students found that study hall showing/classroom learning was important for clearing the basic concepts and 10% not, whereas rest of the students were unsure. 15% of students concurred that internet educating isn't compelling in far off regions. 18% of students were having the appropriate technology for digitized learning whereas 33% of students lacks the appropriate technology for digitized learning and the rest of the students were unsure about the appropriate technology. 27% of students faces health problems and 23% not because of digitized learning whereas 50% students were unconvinced. The most reliable application for online learning was Microsoft Teams followed by Google Meet.

Conclusion:

The finish of the examination was that digitized learning experience was good among students to clear their ideas in a simpler manner through different elective modes, yet to get the essential information on the specific subject the study hall training was important as 44% of students supported it and 72% of students favored the Traditional Education System. The medical issues ought to be contemplated from online learning. There must be a legitimate specific methodology for giving digitized education so students should take active participation in digitized learning. The item "the instructor has good knowledge about the course content" had the highest mean indicating its significance in Student Loyalty and Satisfaction from Digitized Learning.

Keywords: Traditional Learning, Digitized Learning, Blended learning, Student Satisfaction, Student Loyalty

MIC – 29: Impact of Social Networking Sites usage and Emotional Intelligence on Career Decision Self Efficacy among University Students

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Considering the significance of social networking sites (SNSs) and career decisions among college students, we examined the relationship between dependency on SNSs and emotional intelligence with self-efficacy in career decision making (N= 445). Our research findings partially supported first hypotheses that individuals using unnecessary SNSs were less likely to partake in professional job decision-making i.e occupational information was adversely correlated with loss of control. Currently, there is no study that link directly the views of students on career choice to SNS Dependency. However, other hypothesis of the current research confirmed with previous studies that indicated that achieving a high degree of understanding and repair of emotions helped us directly career creation, e.g. enhance awareness of the steps involved in the career decision-making process, increase self-information, increase knowledge regarding the various professions.

This research brings out the importance of emotional intelligence in CDSE and the negative impact of SNS use and its addiction on the same. Young adults who have some understanding of their emotions (Emotional Clarity) and have the ability to have an optimistic viewpoint even when they are sad (Emotional Repair) are better placed to – a) handle all situations in a constructive manner, b) gain inputs from various sources for making career decision c) plan for future and select their goals d) assess themselves and arrive at suitable career decisions. While those with low emotional intelligence find it difficult to perform in the above-mentioned areas. The results of the study have implications for the more efficient use of emotional understanding and repair by students in career prospects.

MIC – 30: Ranking and Accreditation Systems and Challenges Before Indian Higher Education

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The ranking and accreditation systems have become popular method and being used as an acceptable tool for quality assessment of a Higher Education Institution (HEI). This paper attempts to study and examine the issues pertaining to Higher Education in India and whether Ranking and Accreditation systems have created qualitative environment in Indian HEIs or not. For this purpose, the response of academicians, academic administrators and senior managers of Indian HEIs have been sought through a Questionnaire method.

Their responses have been examined with the help of various statistical tools and analysis of the same has been presented in this paper. This study highlights some important issues/challenges before Indian Higher Education which needs immediate attention.

This study also reveals that the ranking and accreditation systems are having significant impact on the performance outcomes of Indian Higher Education Institutions. The outcome of the study has a relevance to stakeholders be it students, parents, educational administrators, academic fraternity, government, investors in higher education and society at large.

Keywords: Challenges; Ranking; Accreditation; Higher Education

MIC – 31: The Export Assistance Programme and Its Impact on the Export Performance of Handloom Industry: An Application of Structural Equation Model

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Purpose

This study focuses on export assistance determinants and export assistance programme of the handloom industry. Additionally, the effect of export assistance needs to check on export performance. This study attempt to channelise the export assistance requirement that could increase the availing opportunity for the exporters and ultimately benefit the export performance.

Methodology

Data collection is a very crucial component of the study. Data is collected through a structured questionnaire from the exporters registered with the Federation of Indian Export Organisations (FIEO). The population is the exporters that trade the commodities having ITC-HS code 50, 51, 52, 57, 58, 62, and 63 which belong to the handloom industry. The data

collection instrument pretested through forty exporters of FIEO to ensure the relevancy of the study. Since approx. Eleven thousand registered exporters with FIEO that deal with mentioned commodity code, the researcher, tried to collect the data from the exporters belongs all the clusters and cover the maximum geographical location of the country that could reveal the real picture of the industry. The questionnaire circulated among 256 exporters on a convenience basis and received 234 response. After data cleaning, some of the responses eliminated to maintain the consistency and finally 209 responses considered for further interpretations.

Findings

The textile industry is a rapidly growing industry, and in this ever-increasing competitive environment, handloom industry needs equal effort at domestic as well as foreign market. This study attempts to analyse the effect of export assistance on the export performance of the handloom industry. For this, qualitative determinants of export assistance and its combined strength observed through structured data collection from those exporters who are dealing and trading in the handloom industry. The objective of the present study is to check the effect of identified determinants on the export performance and aimed to provide a model through SEM. It demonstrates that high multicollinearity among determinants leads to study the combined effect of determinants instead of single determinants on the export performance. Because of this, the combined effect of determinants, namely export assistance shows high correlation with each determinant. Further, it found that increase in the level of export assistance leads to an increase in the level of export performance.

Six export assistance programmes are working for export-related operations in the handloom industry. The objectives of all the assistance programmes are not classified and study revealed that beneficiaries unable to distinguish the assistance programme according to their requirements because for the single need, presence of multiple assistance create confusion among the beneficiaries. For sorting out these issues, this study recommends the classification of an assistance programme into four categories that help the beneficiaries to choose the assistance programme according to their requirements. The study identified four types of assistance focus on finance, information, facilitation and education- training related need of the exporters.

The firms of the handloom industry depend significantly on the institutions for getting information related to prospecting buyers and market, and the study revealed that another component of export assistance is equally important as financial support. Facilitating activities provide a platform at which buyers and seller meet and create the exchange. This activity cannot be possible without government interventions because trade fair at a domestic and foreign level requires support for sorting out financial and legal obligations. The informational services help industry in getting adequate knowledge related to the market and the consumer mindset. This service help exporters to find the most needed product of the market and get an update with the latest trend. Lastly, education-training related support enhances the capability of industry workers in export-import operations for achieving their goal.

Implications

The study reveals the various loophole of the handloom industry that may be responsible for continuous declining in terms of revenue generation through export from the handloom industry. The research shows that despite having significant export assistance, there is a lack of information mentioned related to availing objectives of the export assistance. So, top management and policymakers of export assistance programme need to consider the identified determinants and make the export assistance bifurcation according to the

determinants, which help to understand the adoption of assistance according to their requirements. There is need to create awareness related to export assistance programme among the beneficiaries. So, for this purpose, there should be conduct workshops, seminars and other related meetings that could communicate about the assistance to the beneficiaries. There should be a support desk that helps the beneficiaries to understand the requirement of the aid and provide guidance for availing them. There should be an advertising campaign related to export assistance that could highlight the advantages of the assistance for the beneficiaries.

Keywords: Export assistance programme, Determinants, Export performance, Handloom Industry, Financial support, Informational Services

MIC – 32: A study of Mental health of college students during COVID-19 using DASS-21

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In order to contain the spread of the COVID-19, Government of India imposed lockdown measures shutting down the corporates, businesses, schools, colleges and whole economy. Like earlier pandemics, this is also likely to cause a severe impact on the mental health of the people. This study has been taken up with the objective to firstly analyse the impact of the pandemic on mental health of college students in Delhi-NCR, India. Secondly, to investigate the impact of COVID-19 induced depression, anxiety and stress on the student's satisfaction with life during this time.

The mental health of the students has been assessed using DASS-21 scale of depression, anxiety, and stress. A structured questionnaire with DASS 21 items and demographic related to age, gender and educational level has been sent via email and other social media platforms.

The results concluded 38%, 26.3% and 21% of the respondents having moderate, severe and extremely severe depression symptoms respectively. Around 47.3% students in Delhi/NCR have been experiencing extremely severe anxiety, while 25.7% of the students' have been experiencing moderate to severe anxiety. The 45.6% of the students has shown moderate symptoms of stress, whereas, 28.7% has been experiencing severe stress. The depression, anxiety and stress due to COVID-19 has been negatively impacting the life satisfaction of the college students.

The anxiety, stress and depression levels varied with the age of the respondent. It has also been found that DASS-21 sub scales negatively impact the student's satisfaction with life. As the depression, anxiety and stress increases the life satisfaction reduces for students.

Keywords: DASS-21, Depression, Anxiety, Stress, Psychological impact

MIC – 33: Role of Demographic Factors for Consumer Preference Towards Online Review

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India is witnessing an online revolution. The improved infrastructure, youth, technical efficacy, and technology penetration are key drivers. With the penetration of smartphones and the internet, online retailing is also growing at a faster rate. Since the physical touch is missing in online shopping, the consumers use various ways to evaluate the products like descriptions of products, sellers' information, specification of products, users (previous purchaser) review. The present study planned to investigate the consumers' preference for online reviews. The descriptive research design was employed for the present study and cross-sectional data were collected. The sample size was kept at 100. The outcome of the study shows that consumers preferred ratings most followed by stars, pictures, words, and detailed technical reviews. A significant difference was found for the review time and photos uploaded across education groups and review time, technical discussion, and photo uploaded across occupation groups. The present study outcome will be helpful to online retailers/players/ marketers to understand consumer behavior towards online shopping further it will be helpful to marketers to design future strategies.

Keywords: Online Review, Online Buying Behaviour, Demographic Profile, Consumer Preference

MIC – 34: Job Insecurity of the Employees Due to the Covid-19 Pandemic in the Hospitality Industry

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Purpose

A catastrophe caused by the COVID-19 pandemic affected the entire global and damage all aspects of human life. The most impacted factor of this pandemic is the hospitality industry. The hospitality industry has been recognized to show an important performance in the national economy and is considered the spine of employment in addition to revenue generation as well as in GDP. According to the report of the World Tourism Organization, 2017 the contribution of this sector to GDP is approximately USD 47 billion. According to the National Skill Development Corporation, 2017 the Indian hospitality industry is facing a high attrition rate which is significantly 40-50%. But out of concern, that creates problems

for the employees to make decisions of a turnover intention in the hospitality industry due to the COVID-19 pandemic crisis.

Methodology

Secondary research is used for the data. It proved form the state of the art work fulfilment and turnover intention of the employees are the strong predictors at the workplace. This study can be benefitted to provide important analysis for future practitioners, research scholars to understand the unfold trends and skill gap analysis in practitioners to overcome the turnover intention in the Indian hotel. This study will help the practitioners to take appropriate measures in order to curtail the turnover intention.

Findings

The reviewed literature concludes that human resource practitioner, employers, and subordinates need to be a strategic planner in this current crisis. They need to support their employees and motivate them to stay in the organization and keep respect them their effort. Employers need to try to create this type of environment in their workplace in which all the employees have free to talk about their health problems particularly mental related problems. There should be a continuously screening process for the employees related to health issues. This would be quite important and maintain the need to clean rooms and there should be a stay facility for only two guests particular in one room. The direction of future research can be done by analyzing and comparing COVID-19 effects between two or three countries. Future research can replicate in different sectors for the COVID-19 effects and transfer this study to the other industry and check the work attitudes of the employees. With the effect of the COVID-19 pandemic there is a time to need a change in the in this industry. Last but not least this pandemic should not act as the source to the ruin of the hospitality industry, but it should be act as the source to transform, innovate, team up and learn.

It is clear that hospitality and the tourism industry very fragile in nature. So, there is a need to always stand with strategic planning for future business in terms of organizations and the employees as well because this type of unpredictable crisis has stunned the whole hospitality and the tourism industry globally.'

Implications

The study aims to investigate the impact of the employee's turnover intention on their job reliability and fear of job loss on the Indian hospitality industry due to the COVID-19 crisis. The theoretical implications were discussed.

Keywords: COVID-19; Employees; Job Insecurity; Hospitality Industry; Turnover intentions

MIC – 35: Capturing the Stock Market Volatility: A Study of Sectoral Indices in India using Symmetric GARCH Models

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Purpose

Investors are not concerned only about the returns but they also equally bother about the risk(uncertainty). Variability in the return is measured by Volatility. Different forms have been developed in financial literature for predicting the volatility i.e. traditional estimators, extreme value estimators, conditional models. ARCH and GARCH family models were conceptualized to model the volatility or variance of the series. Volatility estimation has become an important factor in taking financial decisions. Appropriate investment decisions are undertaken after taking into account volatility variable and it plays vital role in determining cost of capital. In simple terms, volatility could be defined as variation in returns. High volatility results in greater chances of variation, hence more risk is experienced. Prices moves up and down in the financial markets and the extent to which they could vary is defined by volatility. Dynamic nature of stock market is being characterized by financial market volatility (Raja and Selvam,2011).

In this study, researcher has applied two symmetric models- GARCH (1,1) and GARCH-in-mean models. These models were applied to detect the ability of the models for capturing the characteristics of the sectoral indices in India. This study is also focused on checking non-negative correlation supposition between anticipated risk and anticipated return. This is generally being studied in the quantitative literature regarding finance. This would equip the capitalist for taking financial decisions. They would be acquainted with movement of stock indices.

Methodology

Data is comprised of daily closing values of eleven sectoral indices for the last six years. It consists from 1st January 2014 to 31st December 2019. Values have been extracted from the official website of National stock exchange. R software has been employed for the analysis purpose. GARCH has been applied to test the hypothesis. All the sectoral indexes of NSE are analyzed. Daily data concerning of last six years (01/01/2014 to 31/12/2019) is taken from website of National Stock Exchange. Table 1 is presenting the descriptive statistics of the sectoral indexes. It is comprised of mean, minimum, maximum, standard deviation, skewness and kurtosis of returns of all sectoral indices.

Conclusions and Managerial implications

The findings apparently depicted the existence of time-varying conditional volatility of returns of only five major sectoral indexes. Predicting volatility is prerequisite for proper investment planning. Investors could devise their policies after looking for volatility shocks.

There is endurance of volatility shocks as the addition of ARCH and GARCH coefficients (β_1 and β_2) is large enough. It implies that impact of present day's shock is present in the prediction of the variance for future durations. The overall persistency of shock is largest in Nifty Media stock return and lowest in case of Nifty Realty stock returns as their parameters sum is highest and lowest respectively. The addition of β_1 & β_2 is less than one ($\beta_1 + \beta_2 < 1$) signifies the mean reverting GARCH model. Comparing the result of short run and long run shock persistency, it is found that long run shock is more persistent than short run as their β_2 is higher than β_1 . GARCH-in-mean analysis proved the significance of GARCH coefficient only in the index concerning metal industry that is Nifty Metal. It creates risk for the investors to hold these assets. Increased volatility has the potential to generate high returns in this case. In case of other indices increased risk does not necessarily produce high returns. Financial planners could utilize this information for evaluating investment alternatives.

Keywords: Investors, Volatility, ARCH, GARCH, Risk premium, Conditional models

MIC – 36: Digital Transactions: Impact on Operating Profitability of Selected Banks

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The purpose of paper is to study about digital transformation in banking, which is simply a brief distance from the normal bank to the digital world. Banking in economy like India plays a crucial role in day to day life. Number of people do at least single transaction in one day. That's why banks always try to go for the best innovative tool and techniques to make the banking a better and convenient experience for the customer. Initially opting the digitalisation was a choice but with the passage of time and need of the hour digitalisation becomes necessity instead of choice. when we convert the manual data in electronic form or in digital format it is known as digitalisation. As it is observed that digitalisation is most demanding innovation, government is also taking appropriate steps to spread awareness and to make the adoption process easy for individual and society. It's the identical with other financial institutions that find out about clients, work with them and satisfy them. The digital transformation of the Indian economy and therefore the banking sector had recently taken place. Today as we are within the first phase, where (impact of digitalisation on banking sector) many traditional banks offer their customers top quality websites and mobile sites / apps. A way to try that this can be the form digitalisation not just an upgraded innovation but also a completely integrated and automatic electronic transformation where consumers uses their electronic devices mobile-phones or i-pad for doing everything from opening of a new bank account or making money transactions and to resolve master-card payment issues, all under one roof or without going outside physically at a bank branch or going out of the house.

Digital era, as it reduces paper work of both customer and bank's, saves the quantum of time and also convenient for both. Although the planet has adopted a seamless online banking industry, it cannot replace its brick and mortar counterparts. Additionally, to the axiom, omni banking is that the hope of taking something low on a high note by gaining insight into customer level, channels, ethics and their preferences. In present scenario consumers are very smart, rational and have high-fi. technology, & in order to handle them and their needs, every consumer wants a special customer treatment from respective banks. They require organisations or companies to grasp the unspecified needs further more as of their interests. In order to compete with this competitive scenario, people want everything at their doorstep, digital transaction is one among them. It provides basic necessity service under one roof, or even in hands by using the electronic gazettes like electronic banking, M-pesa, national electronic fund transfer, and automatic teller machine. All these are the remarkable landmarks of digitalisation in banking sector. Digital installation reduces human error and during this way builds customer trust. Another flood of technology is changing the way customers interact with their finances.

From social to practical skills, banks have to rethink how they work together so as to convey a high level of customer experience and remain aggressive. the continuing introduction of open banking and therefore the direction of Payments Services Directive 2 (PSD2) accelerates this transformation by placing power within the hands of consumers. Banks should now enable customers to share their financial information, for instance, pending and regular payments, with authorized external providers if customers wish to try and do so. Moreover, until the previous couple of years, banks haven't shown much movement in consumer behaviour that has occurred as m years now they need become major consumers of monetary products. With the increasing use of smart-telephones, the computer-enabled a part of the bank isn't surprising to face up to the growing global ambitions.

This study is predicated on analysing the digitalization on banking industry along with its application on operating profitability & the monetary performance of selected government (public) and private sector banks. The digital transactions like automated teller machine, National electronic fund transfer, RTGS and Mobile/Application transactions etc. are playing indispensable role in digitalization with respect to the banking industry. Thus, comparing the operating profitability by the way of various parameters among two banking-sector for the year 2018-19 and 2019-2020. To analyse this parameter regression model is employed and data collected is secondary in nature.

Keywords: Operating Profitability, Financial Performance, Digitalization, Banking Technology Index, and Mobile Transaction.

MIC – 42: Competitive Role of HR Analytics – A Study of SMEs In India

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Purpose:

This paper investigates how HR Analytics play competitive role with SMEs in India and what strategic techniques were adopted by SMEs to support HR Analytics users in developing business strategy.

Research methodology:

A qualitative study was made based on in-depth interview provided 58 Indian – Entrepreneurs, Directors, HR Heads and Managers from small and medium organizations.

Findings:

Collaborating human with technology is new age transformation addressed by Industry 4.0 and Smart HR 4.0 where technology act as a catalyst makes every resource of the any organization be accessible. SMEs encounter the same opportunity and threat and with desiring need to make their HRs as strategic partner to analyze sustainability, compatibility and competitive environment. The best area SMEs claim to improve is the quality of work; the employees could perform better in new designed system practiced through HR Analytics. The study also highlighted the application of HR analytics in various functions of HRs and decision making.

Practical & Social Implication:

The study signifies that SMEs are putting best efforts to develop integration of IT in form of analytics and HR in order to make HRs a strategic partner. They can use analytics in various processes of manpower management be it recruitment or employee engagement or performance analytics.

This paper gives useful insights in the effectiveness of HR Analytics in SMEs. Due to the business opportunities arising from the application of IoT, Artificial Intelligence, Machine Learning and technological innovations, SMEs are becoming an important player in industrial growth of the economy. HR Analytics increases the effectiveness and functioning of HRs with cost effective measures which are essential for any organization irrespective of size, nature and location.

Keywords: HR Analytics, SMEs, Competitive Advantage, Business Strategy, Strategic Techniques

MIC – 43: Employability Skills: Challenges from Educational Perspectives

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Under the study, efforts have been made to find out the challenges which the students and faculty members are facing in skill development courses as well as suggestions have been taken on the behalf of both students and faculty members to move out the existing problems in this stream. To gather the data from the target audience a pre-structured questionnaire has been framed. After that data have been collected with the help of online surveys in the form of electronic mails and interaction with students and faculty members. The findings of the study will be beneficial for the youth as well as educational institutions, as on the basis of results students will know that what are the actual skills demanded by the market in the current scenario and what are the main problems in this field. The analyzed data of the study highlight that students are paying their concentration not only on basic employability skills, but on the modern employability skills also. They are focusing on the different kinds of modern employability skills due to their importance as per current scenario. The study revealed that students have to face different kinds of challenges during their skill development courses. Various measures can be adopted to solve such kind of problems. As per the views of faculty members students should have optimistic attitude, active listen, creative thinking, resist distraction, generate attractive ideas, explore opportunities, strategic vision, clear career goals to solve the problem of low employability. During the study it has been founded that students pay high attention towards strategic skills creativity skills, presentation skills, communication skills, leadership skills, listening skills, decisional skills and teamwork skills, under the head of basic skills. On the other side, faculty members concentrate on different type of basic skills such as creativity, communication, strategic, teamwork, decisional, leadership, listening and presentation skills. However, faculty members gave importance to design mindset skills, novelty skills, new-media skills, sense making skills, cross cultural skills, collaboration skills, social skills and technical skills. The research presented that students face different kinds of challenges during their study which includes extra charges demanded by institutions, lack of required skills, poor management support, lack of industrial interactions etc. Actually, the proposed study identifies the employability skills which are highly demanded by the professionals in the current scenario and it presents the reasons for the low employability of students. After that study describes all the hurdles which the students and teachers are facing in skill development courses and followed by the suggestions on the behalf of students, teachers and officials for improving employability skills. So, on the basis of these provided facts this study can be a good roadmap for the students as students can get knowledge about the demand of the market and by considering all the views can concentrate on all those required skills. This study will be beneficial for the educational institutions also as on the basis of suggestions provided by teachers and students, institutions can find out that where the problem occur on its behalf and afterwards which measures can be used to improve the drawbacks.

Keywords: Employability, Organizations, Education, Graduates, Employees.

MIC – 45: Odisha Handlooms and Social Media Promotion: A Study of Digital Transformation of Marketing

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The theoretical frameworks relevant to the research are Word of Mouth Theory, Social Exchange theory, Social marketing theory, Habermas Public Sphere. According to Word of mouth theory, a speaker is a person who has positive feedback about a product or a service and therefore they share it with the listener who might be interested to avail that product or service. According to Hubspot, About 62% of shoppers search online for reviews and data prior to buying an item and an astounding 90% accept the brand recommendation from friends/acquaintances/relatives.

As predicted, the number of researches related to handlooms were very few, especially in the context of Odisha handlooms and social media. A study by Lee et al evaluated the use of Instagram marketing on youth. Utilizing the triangulation approach, the researchers explored the features of Instagram, their familiarity with the target audience and their role in promoting a specific brand. Another study, focussed on the Marketing of Handicrafts talked about the challenges artisans were facing in the state of Odisha, Using interviews and surveys, the research threw light on the gap between the market and the producer in this case. Within the country, the handlooms find a market share within and outside the states as well.

The study in case endeavours to find out the impact of Instagram on promotion of Odisha Handloom Industry online. The methodology includes a mix of quantitative and qualitative approaches in order to seek a rounded approach. A semi structured interview was conducted with retailers selling Odisha Handlooms online to uncover various pros and cons of trading handlooms online, in a brand conscious era. Secondly a survey was conducted among the students of NIFT Bhubaneswar, which is a Fashion institute to understand the patterns of exposure of Handlooms on the young population on Instagram. The findings hint at a positive outcome, implying a revival of handloom industries with the use of social media. It can be inferred that the 3*3 grid of Instagram looks presentable and very neat while presenting a catalogue of products. Instagram has a wide reach so the audience is varied. Many age groups and both genders can be reached via Instagram. This adds more weightage to the fact that Instagram's growing audience since the past year has helped promote Odisha Handloom and allowed more and more people to know more about it.

Word of mouth theory can be correlated with the drawn outcomes, when there is an oral correspondence between two individuals and the speaker gives a positive study to the audience hence the audience is bound to make a buy tuning in to the scrutinize. Taking a gander at the examination from the Social trade hypothesis, it tends to be presumed that

individuals will convey about a handloom page or a handloom item regardless of whether they get non-materialistic prizes or a Instagram shoutout.

This research can be further explored on multiple lines A comparative exploration like this one will be fascinating to apply on senior age taking Facebook in thought. Celebrity branding/influencer marketing could be investigated as another approach to fortify the Odisha Handloom brands on Instagram. As observed that the significant portion of the sample follows celebrities on Instagram. It will be intriguing to do an investigation later on with respect to what sway the advertising items will have on Instagram

Keywords: Odisha Handloom, Instagram, Promotion, Regional promotion, Influencers, Followers, marketing, word of mouth, social exchange

MIC – 46: Assessing the Impact of Social Media on Interpersonal Need Profile of Gen Y

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Purpose

This paper explores whether Inter Personal Need (IPN) Variables i.e., Expressed and wanted Interpersonal Inclusion, Control, Affection and Respect Needs differ across Gender, Age and Education. The paper assesses if the dominance of social media has any impact on interpersonal relations of this generation Y so that insights can be drawn with respect to what drives and motivates this young workforce.

Methodology

An exploratory survey research design was used to find out the correlation between the interpersonal needs of the millennial and the use of social media. 250 post graduate students pursuing MBA from different colleges in the NCR(Delhi, Gurgaon and Noida) were administered the questionnaire. FIRO-B Instrument used by William shutz was adapted to study the interpersonal need profile of Gen Y. Various statistical tools such as cross tab and ANOVA are used in this study.

Findings

Originality/ Value- Although numerous studies have been carried out to examine the consequences of social media on people, hardly any of them focuses on assessing the impact of social media on interpersonal need profile of Gen Y. In Indian context there is a dearth of such research work which can assess the same. Therefore, this study intends to tackle this void in research. Thus, the study further attempts to explore whether these interpersonal needs of Gen Y vary across gender, age and education. The results obtained in the paper

indicate clearly that the covariate, online usage, is significantly related to all the expressed needs (affection, inclusion and respect) except expressed need for control. Online usage was significantly related to wanted need for control and wanted need of respect. But online usage was not significantly related to wanted need for affection and wanted need for inclusion.

Implications

This paper provides significant insight into the impact of social media on interpersonal needs of Gen Y and how these needs differ across age, gender and education. This valuable information can be used by corporate in devising suitable policies and strategies to attract, motivate and retain their employees who are majorly Gen Y as this study throws light on which of their interpersonal needs drive and motivate this young workforce.

Keywords: Gen Y, Social Media, Interpersonal Need (IPN), Millennials, Online usage.

MIC – 49: Bollywood Cinema as a PR Tool of Bharatiya Janata Party To Win 2019 Lok Sabha Elections

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Cinema as a medium of mass communication is unanimous which has no boundaries. It is being influenced by artists, countries, innovators, art forms, businesses, and the coming together of all these aspects that creates something unique. Cinema is one of the most popular media of communication. It is an audio-visual medium that uses images, sound, and editing to communicate. Cinema is a tool used to educate, entertain, and influence people. It has the quality of reflecting cultural, social, and political changes and acts as the mirror of society. This cinema has become a creative, informative, and persuasive tool for politicians for spreading their agendas and creating a positive image in the minds of voters.

In this study, the researcher will analyze various aspects of Bollywood cinema and how the Bharatiya Janata Party has used cinema as a PR tool to win the general elections of 2019. This study shows how cinema helped Bharatiya Janata Party to mold people's mindsets, influence them, and change their attitude towards political issues.

Keywords: Cinema, Bharatiya Janata Party, Public opinion, Public Relations, Political image and 2019 Lok Sabha Elections.

MIC – 50: HR Analytics Transforming Human Resource Paradigm

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HR is finally catching up and making rapid strides to adopt Technology and Analytics. HR Analytics has been gaining momentum for the last 3-4 years, which is validated by the number of Artificial Intelligence-driven start ups that have emerged in this field. HR Analytics is simply a Data – Insight – Action loop which runs continuously and churns meaningful patterns from large realms of data, on the basis of which HR / Operations can take pertinent, decisions and actions.

Human Resource Analytics may be defined as “a broad category of applications, technologies, and processes for gathering, storing, accessing, and analyzing data to help business users make better decisions” (Watson, 2009). HR metrics are also used by the organizations to track and measure performance of HR on different aspects. This paper provides insight into the issues which need to be taken into account while implementing HR Analytics. Being in analytics domain require a shift in mindset. Traditionally, we were tuned to think “deterministically” which means every action has a definite and guaranteed outcome. But analytics is different as it required us to think “probabilistically”, which means we always assign a probability of success (and failure) to everything we do. This is a massive mindset change and the entire ecosystem need to be educated on what it means and how to prepare for it. Unless this change, in mindset takes place, analytics will never be all pervasive and will remain a secret which only a few would be able to understand.

MIC – 54: Impact of COVID on Stock Market: A Study of BRIC countries

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Dr. Varuna Kharbanda

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The research study examined the impact of COVID on the BRIC nations – Brazil, Russia, India and China. For this purpose, the study took the data of confirmed COVID active cases and COVID deaths for these four nations. Along with this, the study also considered the stock market return and volatility of the BRIC countries. The stock market data and volatility index data thus were also collected and the volatility models were used for examination of data. The study used GARCH volatility model and VAR-X model for data analysis. The entire data was collected for one-year time duration, that is, from 1-June-2019 to 31-May-2020 for all the four BRIC nations. The results based on GARCH (1, 1) model revealed volatility in the market and further showed that the stock markets were adversely affected by the COVID-19 crisis. The results of the study also suggested that there was negative correlation between stock market return and volatility index of these nations. Such result was also supported by other researchers mentioned in the literature review. The results of the present study are robust, since the other model used for the analysis also supports the same

finding. The VAR-X model suggests that the COVID-19 cases and deaths have a significant negative impact on the volume of trade in the stock market of the BRIC nations. The study highlights that investors are in a pessimistic mode due to COVID which is evident from stock market results of BRIC nations. Overall, the results illustrate the changes in financial markets globally due to COVID. The markets are highly volatile in the current scenario. The financial markets the world over have experience slump in their growth rate. This study tries to identify if the unwelcome movement in the financial market is due to the rise in COVID-19 cases and deaths the world over. Therefore, the study employs two multivariate models for the same in four of the fastest growing economies of the world, acronym BRIC nations. Even though the study indicates some impact of the COVID cases on the market volatility and volume, it cannot be decisively concluded from the results. Nonetheless, the economies and stock market continue to be impacted by the crisis. The governments of the BRIC nations have taken various measures which include providing relief packages, reducing the taxes, easing out the credit in the economy etc. All these measures are aimed towards encouraging production, spending and consumption in the economy. The scope of further research in this area is therefore, to extend the present study and estimate which policy measure of the government is more effective in containing the negative impact of the coronavirus. The future researchers can also compare the BRIC nations with the developed nation and compare the challenges faced by these nations.

Keywords: Stock Market, COVID 19, Volatility, BRIC, Investors

MIC – 55: COVID-19 Pandemic: Promoting Welfare, Protection, and Care of Indian Citizens

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This paper describes the steps taken by the Indian government to tackle and contain the spread of novel coronavirus. The Indian government's initial efforts for containing the spread were lauded by various countries and even WHO, who went on to remark that other countries should learn from India in containing the spread of the virus. The Indian government has taken numerous steps to ensure the safety and protection of its citizens by promoting awareness programmes, increasing testing centres and laboratories, establishing specified and designated places for suffered or confirmed coronavirus patients, importing medical equipment etc. The Indian government also created a new mobile application call 'Arogya setu' to provide information related to nearby COVID patient, for tracing the contacts of a person and mapping his syndromes. The objective of saving India from the pandemic is also realized by the different ministries in India, like Agricultural, Finance, Petroleum, Enterprise development, Commerce and industry, etc. Ministry of Rural Development (MoRD) implemented the 'Food Scheme' wherein everyone would get 5 kilos of rice and wheat for free of cost. Reserve Bank of India has also announced relief measures to ease liquidity into the market. Ministry of Commerce and Industry exempted import duty and cess on import

of any such device or material from abroad required for fighting the COVID-19 pandemic. Income Tax Department also provides relaxation and extension in various deadlines to provide more funds at the disposal of the taxpayers. Ministry of health and family welfare formulating healthcare policies, arranging training for the health care providers, providing tools and testing kits. The ministry has set up various guidelines for health service workers, for laboratories, isolation facility, and quarantine facility. National Centre for Disease Control is regularly issuing updated guidelines for better control and prevention of this disease. The Indian government also wants to ensure the financial well-being of its citizens by raising money from PM CARES fund or the Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund, financial assistance is also provided to senior citizens, women and poor families by providing free rations, cooking-cylinders, cash-transfer etc. This paper, therefore, describes these efforts and tries to understand if these steps are sufficient and positive for the country's citizens and what more the government should be doing. This is a descriptive study and uses information from various authentic secondary sources. The scope of further research in this area is, therefore, to extend the present study and estimate which policy measure of the government is more effective in containing the negative impact of the coronavirus.

Keywords: COVID-19; Pandemic; India; Welfare; Protection; Citizens

MIC – 57: A Critical Appraisal of Jurisdictional Issues of e-commerce Transactions with Reference to Online Shopping

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The Internet establishes a perfect symbol for Globalization since it represents a proceeding technical evolution and, furthermore, ignores geographical as well as economic frontiers by connecting individuals worldwide within seconds. The new age digital consumers often engage with an interactive marketplace characterised by high levels of heterogeneity, and therefore, have to be digitally enabled. Convenience, better prices, speedy, less expensive products and services, comparison of prices, aggressive online discounts, rising fuel prices, wider abundant choice, and crowd free shopping are some of the benefits which consumers enjoy while shopping online.” To regulate the Online Shopping, Convention like UNCITRAL, OECD, ICC, ICPEN and number of other European Directives have taken steps to regulate e-commerce especially online shopping but at the “same time shopping online sometimes poses problems related to cross-border transactions, like risk of poor quality and unsafe products, predatory prices, exploitative and unfair trade practices which is difficult to regulate.” At the same time some developed countries like USA, China and UK have enacted contemporary laws to regulate e-commerce. However, in India no specific steps have been taken to regulate e-commerce neither at domestic not at international level as India is still governing e-commerce especially online shopping by Conventional laws. In this context, this paper analyses different steps taken at international level to regulate online shopping and comparison of which has been made with India, so that India should also enact a specific law on e-commerce specially on online shopping.

Internet has several positive attributes, including speed, accuracy, quick access of information, effective communication, convenience and cost and time saving characteristics which make this medium the most effective and pervasive. But at the same time, the peculiarities of this medium difficulties in determining jurisdiction and the features called 'anonymity' often puzzles the online community. Indeed, one of the most cryptic issues that evolved jurisprudence in internet law is the fundamental issue of jurisdiction in the cyberspace. However, different nations have followed different jurisprudential approach to tackle issues relating to jurisdiction over internet like subjective territoriality, objective territoriality, principle of nationality, passive nationality, protective principal and universal jurisdiction. There is not even a single mechanism which can be followed all over the world.

Today around the world electronic commerce especially online shopping is fastest growing and as a rule exciting channel for commercial transactions. The reason behind it is an internet which has the capability to cross boundaries. However, at the same time little of parting one's breathing area has made a jurisdictional vacuum which is up till now to be occupied and which give rise to many questions in international dispute in e-commerce like, where can the plaintiff sue? Which country's law will apply? And how the judgement will be implemented? Hence, private international law came into picture which is the body of law applied to determine which country's laws will apply to a dispute where the parties belongs to different countries or the transaction is cross- border. More specifically, choice of law rules or conflicts of laws rules is the body of law which addresses the following questions (a) what is the proper law of contract, (b) whether the parties can select the proper law of the contract and forum for dispute resolution and (c) what are the restriction on such selection. Hence, the author argues that Conflict of law rules are different from the substantive principles of the domestic law of a country. Unlike the substantive principles of domestic law, the conflict of law rules is applied only for the purpose to determine which law will be the proper law of contract. However, at the same time the author argues that the Indian Contract Act, 1872 does not deal with a question of what is the proper law applicable to a contract between parties of two different countries and simultaneously IT Act, 2000 is silent over jurisdictional issues. Indian courts have generally applied the principles of private international law laid down by the English courts. Every country has its own private international law and it does not deal with any one branch of law but has a wide ambit as it is concerned with every branch of law. Further, Indian courts have addressed the issue of how foreign law is to be provided/ ascertained in cases where foreign law has been selected by the parties as the proper law of the contract. However, this line of jurisprudence does not address issues arising to the exercise of jurisdiction over a defendant operating a website due to content posted on such website or on online transaction. Unlike India, USA have adopted minima contract approach in such matter and author suggests that Indian courts must adopt the same principal to address the issue of exercising jurisdiction

MIC – 59: Impact of Blockchain Technology on E-Waste Reverse Logistics Performance

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Background

The production and usage of electronic devices are growing at an exponential rate. Due to their short lifespan, the quantity electronic devices that are disposed of is also increasing proportionately, leading to one of the critical pollution problems worldwide. Several reverse logistics designs have been proposed in the literature to tackle the issue (Lara ,2019; Safdar,2020). However, studies suggest that these designs have their own challenges (Demajorovic,2016; Garlapati,2016). Despite the promises offered by blockchain technologies, the adoption of this technology to supply chain faces lot many challenges (Kouhizadeh,2020). The real-world impacts and benefits of this technology on reverse logistics management are still uncertain. The present study considers reverse logistics performance as a multi-dimensional construct encompassing strategic performance, responsiveness and service quality and investigate the impact of blockchain technology.

Model and methodology

This section discusses about the conceptual model developed for the study. Stank et al. (2003) refers strategic performance to overall performance, whereas operational performance refers to functional or task-specific performance. Responsiveness, as defined by Day and Reibstein, (1997) refers to the adaptation of plans, products, and services in a better manner as per requirements. Since it is related to customer retention (Rust et al., 2000), the key goal of logistics management often becomes achieving improved operational responsiveness (Christopher and Towill, 2002). For this study, we make use of the four dimensions of blockchain identified in the literature, namely, Decentralization, Trustlessness, Transparency, and Security (Rekha & Resmi, 2021). The conceptual model used is given in Figure 1. The following hypothesis is proposed for the study: H1: The four dimensions of blockchain technology have significant impact on the three dimensions of e-waste reverse logistics operational performance.

Findings and discussion

The results reveal that decentralization and transparency have significant positive relationship with strategic performance, responsiveness and service quality. Findings indicate that better responsiveness and strategic performance will have significant implications for sustained competitiveness of reverse logistics operations. Further, trustlessness has significant positive relationship with both operational responsiveness and service quality. However, its relationship with strategic performance is insignificant.

Security has insignificant relationship with strategic performance and significant negative relationship with both operational responsiveness and service quality. This result has significant implications considering the scalability issues of blockchain technology mentioned in the previous literature (Kiayias, A., & Panagiotakos, G., 2015).

Conclusion

This research analyses the impact of blockchain technology on e-waste reverse supply chain logistics performance. The study contributes to the literature by developing and empirically validating a conceptual model using the primary data collected from practitioners and managers of e-waste reverse logistics. The findings suggest that blockchain technology will have overall positive impact on e-waste reverse logistics performance, while indicating implications regarding scalability issues. The findings of this study have significant implications for policy makers, especially those who are concerned with e-waste reverse logistics.

Keywords: Blockchain Technology, Reverse Logistics, e-Waste, Sustainability

MIC – 60: Digitalisation of Retail Spaces and its Impact on Consumer's Preference for Online Shopping

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This study aims at studying the consumer's behaviour with respect to the transaction cost involved in the digitalisation of the retail space. Transaction cost economics developed by Oliver. E. Williamson is used to analyse the model in the study. Transaction refers to exchanges of goods and services with the help of a digital interface. All economic situations involves transactions and it forms the backbone of any market situation. Williamson also through his transactional cost economics identifies three variables which characterizes any transactions which are frequency, asset specificity and uncertainty. Transaction Frequency means the quantum of transactions taking place. Williamson pointed out that transactions which involves higher suits hierarchical structure of governance. Uncertainty is the cost associated with lack of information, unexpected outcomes, and opportunism and is higher in long term transactions. There in uncertainty regarding the future, the capabilities of parties involved in the transaction as well as economic situation. The possibility of uncertainty increases the costs involved especially in a long term transaction to protect their interests by entering into complex contracts and there is costs involved in monitoring the course of transactions and enforcing these contracts in case of violations. Instead of asset specificity dimension trust is considered as trust plays a significant role in comparison with asset specificity especially in the case of online shopping. The model aimed at analysing two propositions, they are (1) transaction cost is influenced by product uncertainty, performance uncertainty, process uncertainty, behaviour uncertainty, dependability, privacy and buying frequency. (2) The preference for an online stores is influenced by transaction costs. With the help of a sample of cross sectional data from 839 respondents in Chennai were collected with the help of a well-structured questionnaire both in English and Tamil. Snowball

sampling was used to identify the potential respondents. To perform the Structural Equation Modelling, Cronbach's Alphas was also calculated to test the reliability, along with the various related assumptions are also tested and validated the model.

The structural model is analysed with the help of structural equation modelling using SPSS AMOS. The results of the model shows that product uncertainty, performance uncertainty privacy and buying frequency have a positive relationship with transaction cost whereas the process uncertainty, behavioural uncertainty, dependability have a negative relationship with transaction cost. And there is a positive relationship between the transaction cost and preference for buying online. Online Retailers should focus on gaining consumer's confidence via providing high quality goods and services, making sure the privacy of the consumers is not compromised and the transactions are performed with utmost care. By helping the transaction cost of consumers by reducing the uncertainty of product performance and privacy threats retailers could benefit from higher sales. The spatial inequality arising due to the urban rural divide within the country, time efficiency provided by the online stores and also the technology lock pushes more Indian consumers to opt for online shopping despite of any transaction costs.

MIC – 62: Developing Measures for Assessing Vendor Performance: With Special Reference to Apparel Industry

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This study on Developing an Evaluation Framework for The Vendor Performance in Apparel Industry discusses the various factors that are considered by sourcing managers while selecting the vendors in the organisations. This study focuses on the motivation behind what are the factors which need to be considered while selecting Vendors especially for the Apparel Industry. The selection of Vendors in Apparel Industry is highly different from other industries and also what factors are highly considered and what factors are under less consideration according to organisations while selecting Vendors.

Based on the extensive literature review, various clusters are studied and some major clusters are chosen for current study that are highly relatable. Those clusters are further constructed into factors and global factors to fit into the model that is being applied as the research methodology. For this purpose, Multi criteria decision making tool Analytical Hierarchy Process is used. An excel sheet is floated to sourcing managers of different organisations and asked them to rate the importance of the factors and sub factors. Based on the results obtained from the questionnaire (in the form of excel sheet), consistency of the results is checked and further AHP calculations are done to rank the factors in the order of importance. Further project scope and constraints of this study are discussed in the conclusion section.

MIC – 61: Uncovering the Power of Short Lived Content in Engaging Gen-Z

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Purpose

This research investigates the impact of ephemeral content (short lived content) on brand love and intention to purchase in generation Z. A structural model is empirically tested with three major constructs namely, brand awareness, brand love and intention to purchase with ephemeral content as a mediating variable between them.

Design/Methodology/Approach

A 20-items structured questionnaire was developed and used to collect the data from Millennials born in mid-1990s. Due to deficit literature, semi structured interviews were conducted to develop the scale for short lived content. Structured equation modelling has been used to analyse the relationship between dependent and independent variables and impact of mediating variable.

Findings

Short lived content showed partial mediation between brand awareness and brand love but found to be an insignificant contributor to the relationship between brand love and intention to purchase. On inspecting the model from a different perspective short lived content was found to be the contributor to intention to purchase through brand love.

Originality/Value

This study gives empirical evidence on ephemeral content to be an important contributor to building brand name and converting brand love into the purchase intention of generation Z.

Keywords: Generation Z, ephemeral content, brand, purchase intention, mediation.

MIC – 63: Barriers of Emerging Tourism Destination and Community Participation

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Purpose

This study aims to access and report tourism barriers from the first-generation local tourism and allied service providers of emerging tourist destinations in a rural area. The barriers of tourism are measure in four parameters, socio-cultural, infrastructural, operational, and personal barriers, which are the essential components for smooth growth of tourism industry. These parameters focus on the first-generation tourism firms that are locally owned and run by the local people in this study.

Design/methodology/approach

The data were collected using a semi-structured questionnaire and active participation from resource personal and community leaders. The constructs, variables were carefully selected from literature and few variables from region-specific suggestions from community resource persons for tourism.

Findings

The study shows that there is a positive attitude towards tourism entrepreneurs from the community of the region. This finding is a unique example where the first-generation local community is participating in the tourism and allied business without many socio-cultural dogmas. However, conducive socio-culture alone is insufficient to lead a profitable tourism business. The participants' responses show that the tourism business needs the necessary infrastructure for a smooth business process and found the infrastructural barrier a primary barrier. This study recounts the essential role of various stakeholders' participation in addressing these ground-level barriers to create an enabling environment for business in tourism destinations.

Research limitations

The barriers to first-generation tourism and allied services providers are the central focus of this study. Thus, future research could consider use of other parameters of community-based and rural tourism. Further study could also measure barriers to gender perspective and a policy framework's role in mitigating tourism services barriers.

Social implication

This research may be useful and beneficial to policymakers for tourism-related projects in new tourism destinations and access the compatibility of local community participation in tourism and allied services. This study contributes insight to understand various possible barriers of the first-generation tourism entrepreneurs, particularly in rural areas.

Originality/value

Understanding the barriers of tourism of first-generation community participation can draw a smooth and better functioning of the community tourism services. This study reflects the barriers of first-generation tourism and allied service providers of emerging tourism destinations that would help in any project formulation in developing nations and emerging tourism destinations in the exploration and involvement stages of the tourism life cycle. Further, the study also adds value in understanding the varying degrees of difference across regions and communities specific to tourism barriers.

Keywords - Barriers of Tourism, Community Participation, Rural Northeast India, Arunachal Pradesh

MIC – 64: Antecedents of Students' Satisfaction in Online Learning in India

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Purpose

With the outbreak of the COVID-19 and imposition of lockdown in India and around the world, digitisation acts as a catalyst, and the online learning environment has replaced the traditional education system. The unexpected transformation from the tangible classroom to online classrooms is disrupting students learning process. In this regard, this paper intends to identify the factors affecting the satisfaction derived from the learning online by the students in diverse home environment surroundings in India.

Objective

The present paper examines the various predictors affecting the satisfaction level of online learners. We will also try to figure out the degree of blended education and its allocation between online and offline mode. The present paper also attempted to understand the various advantages and disadvantages experienced by students in an online learning framework. Further, the present study has the following objective.

- To demystify the parameters affecting the satisfaction levels of online learners.
- To understand the association between Level of Interaction and Online' learner satisfaction. To understand the role of stress in moderating the satisfaction derived by online learner.
- To figure out the preference of students for the mode of blending learning consisting of online format post COVID environment.

Methodology

Questionnaire data collected from 160 students and Data were investigated employing multiple regression analysis. The study was conveyed among the students studying in two top universities of India. We have incorporated Judgemental sampling in our study as we targeted only those students which have experienced both online and classroom learning in

our study. We have considered and defined variables adapted from Sun et al. (2008) , Eom et al. (2008), and Kuo et al (2014). The inherent reliability of consolidated information validated by Cronbach alpha, and Confirmatory Factor Analysis. The content validity is also verified by seven professors with experience in online learning. Thereafter, multiple regression analysis was utilised to examine the hypotheses. Likert-type scale is employed to measure predictors' effect on satisfaction of students. Data of students pursuing under graduation and post-graduation is collected. The responses ranged from 1 to 5 that is strongly disagreeing to strongly agree. In our study we have employed two models so as to determine the antecedents affecting the satisfaction level of online learner. First model is having satisfaction of online learner as dependent variable and the explanatory institutional constructs include convenience, learner-learner communication, learner-instructor communication, technological support. Second model includes the construct of stress in addition to all the other constructs

Findings

The following are crucial insights derived from the results of our study. Firstly, the positive and significant factors affecting the satisfaction level of online learner are flexibility/ convenience, good communication with instructor and technological support. Secondly, the stress construct have negative and significant impact on the satisfaction of online learning. Finally stress construct plays a moderating role and even damper the positive effect of convenience construct in explaining the behaviour of satisfaction of online learner. One of the key findings of our research is that 22% students give preference to only classroom teaching and no online learning. While 45% of students give their preference to combination of classroom learning with minor portion to be covered online. Only 32% of students have given their preference to combination of classroom learning with major portion to be covered online. This analysis is in favour of classroom learning and the excessive usage of online learning is negatively impacting the satisfaction level of online learners.

Implications:

Those academicians who want to enhance the satisfaction level of students should work ok on the convenience and effective communication along with ensuring good technical support to the students. The academicians should consider and try to mitigate the stress level created by online learning in boosting the satisfaction level of students. Finally, as we have asked the students regarding learning in post Corona environment, they suggested that online learning should be encouraged only to the extent that only minor portion shall be covered with the help of online learning. These pointers rose by this study will be valuable and worthy to teachers and administrators of these institution. Instructors should raise the level of engagement with their students to enhance their satisfaction level. Technical support is also primary variable affecting the satisfaction with online courses.

Originality/value:

Considering the Covid-19 created an unprecedented environment, this is the novel study conducted in India that deliberates the predictors of student's satisfaction during the online teaching. The spectrum of stress has not been examined earlier.

Keywords: Coronavirus, Online Learning, Satisfaction, Predictor, Stress

MIC – 68: A Critical Literature Review of Covid-19 Effects on Public Finance Management System

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Covid-19, a global public health crisis has led to an economic crisis as a result of the responses made by governments to minimize the spread of the pandemic and support recovery. Further, the responses have affected production and consumption levels of goods and services impacting on a country's Public Finance Management (PFM) system which are critical in supporting the implementation of governments' responses. A review of literature on the effect of covid-19 on a country's public finance management system was aimed at systematic identification and synthesis of relevant literature to obtain a research insight, gaps and establish areas of future research. The review discussed PFM system and made an academic exploration of available literature on the effect of Covid-19 alongside the objectives and elements of the PFM system. Using a Boolean search, Literature from 50 research and academic studies were identified based on the use of following words: Public finance management system, Covid-19 and impact of covid-19. The titles and abstracts were then systematically reviewed in order to identify relevant literature for the current study. Thus 36 papers were selected and used for the current study. Based on the review, gaps for future research have been identified. These include: (i) research on the effectiveness established institutional arrangements for responding to covid-19 in ensuring public service delivery that improves the lives of the citizens, (ii) research to ascertain the correlation and causal relationship between the inefficient implementation of the financing mechanisms and the performance of the country's PFM systems with regards to resource mobilization, allocation and utilization, (iii) research to assess how countries have ensured public accountability, fiscal transparency and institutional legitimacy have been maintained, (iv) research to establish whether governments achieved value for money in the utilization of resources earmarked for covid-19 relief and recovery and (v) research focusing on assessment of the extent to countries have accounted for the efficient and effective application of the mobilized and allocated resources towards covid-19. Research in these areas would enhance and improve the effectiveness of a country's PFM system especially when a crisis such as covid-19 or any disaster is encountered.

Keywords: Covid-19 crisis, Public Finance Management, Accountability, Value for Money, Aggregate fiscal discipline, transparency, policy response

MIC – 69: A Study of Factors for Student's Engagement through Virtual platforms during COVID-19

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Purpose

Today, every student is accessing the knowledge and being educated by the teachers through virtual platforms. The virtual platforms are useful in many aspects as they proved to be flexible, convenient and more comfortable to access. Still, along with these advantages, Virtual or online platforms are facing some challenges like low interaction, lesser check and control over the participants, internet connectivity issue, etc. This new approach to virtual learning is having different aspects of being studied. It may also demand varied practices and strategies from educators to make learning more interactive and involved. So, this study is aiming towards knowing the various factors that contribute to the level of student's engagement through virtual/online platforms during COVID-19.

Methodology

This exploratory cum descriptive study is conducted on the students of the higher education system from various institutions. The present study is based upon the primary data, which was collected through the structured questionnaire, which was designed by the author after reviewing the available literature. The data was collected from 252 students who were chosen randomly from various institutions. The reliability of the questionnaire was tested with Cronbach alpha value through SPSS version 22. The 28 items were tested by applying factor analysis, and four items were deleted due to the value of varimax in rotation matrix lesser than 0.5 and also due to unfit through mirror image testing. Further, the factors were analyzed for their respective weightage through descriptive analysis.

Findings

As per the result of Factor Analysis, there were five factors identified, i.e. Behavioural Engagement, Student Support, Cognitive Engagement, Affective Engagement and Teaching Tools. These five factors collectively showing 62.43% of total variance it means that all identified factors are explaining the majority of factors influencing a student's engagement level and the possible factors their engagement activities and attentiveness.

Implications

As we know, the concept of virtual/online learning is new in the Indian idea and imposing various challenges to the students and educators/ teachers/ faculties in the education system. This study will help the teachers and educational institutions to incorporate some processes for increasing the student's engagement. This study will also support various stakeholders in the education industry to understand the real need of required technologies and features to be incorporated in the virtual platforms. Additionally, it will also throw some light on the desired aspects of behaviour from faculties and students to inculcate various learning objectives.

Keywords: Student's Engagement, Virtual Learning Environment, Cognitive, Higher Education System, Affective, COVID-19.

MIC – 71: Challenges and Opportunities of Tourism and Hospitality sector Post Covid-19: A Study of India

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Purpose

The entire world is facing the shock waves caused by COVID 19. Its occurrence has almost put the world and its economies to a standstill. This standstill has affected largely all the businesses globally. The effect of this pandemic has largely hit the tourism and hospitality sector of all the countries. Tourism and hospitality industry are the only sectors that stands alone on the services provided on one to one person and runs only on the experiences of the customers. On the contrary this virus is spread by close contact of people. Hence, the purpose of this paper is to study, the impact of the COVID-19 on Indian Hospitality and Tourism sector. It also highlights the initiatives the Indian Government can take to help the Hospitality and Tourism sector to help recover from the epidemic.

Methodology

The current investigation considers an outbreak that continues to unfold while this study is underway. Hence, the study uses the secondary data including Journals, recent published articles and blogs.

Findings

The findings in this paper tells that the hospitality sector is the most important sector for the Indian GDP and employment of the country. 60 per cent of the employment is from this sector and is now the most affected sector which may lead to the country's fall in GDP. The paper discusses on the investment and the steps taken by the government before COVID-19.

Implications

The implications are very much written by keeping the managers and owners of the industry of Hospitality and Tourism sector in mind. It will beneficial for them to look into the solutions suggested. The suggestions are of long term benefits and help the sector to revive from the loss due to COVID-19.

Keywords: Tourism, Hospitality, COVID-19, India, Government Initiatives

MIC – 77: Reverse Innovation – A Paradigm Shift from Glocalization to Globalization

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Discoveries and Innovations are not new to this world and the contribution towards discoveries and innovations are taking place since time immemorial. Man invented “Wheel” which created a history and which resulted in bringing the world together by reducing the distance, expanding the domain of shelter, business, and trade and so on. This has paved way for many inventions and today what we are observing is the contribution of manmade achievement in taking the development to higher level and bringing the world nearer to each other with the advent of technology.

Innovation in technology, human capital, availability of finance for expansion and growth resulted in the developed countries to export their products and services to the developing countries and growing to great heights. The strategy is initially started in home markets, then export with little changes to address the developing economies needs. This phenomenon gained good momentum for several years in the past.

But, now the scenario is different. The economy of many countries is on rise. This strategy will not work anymore. The Global Corporations are recognizing the efforts of emerging markets. The global corporations should motivate the emerging markets to “Innovate” rather than increasing the market of developed countries.

In this context, it is imperative to focus on “Reverse Innovation” which is a rare and rising phenomenon, which emphasizes on “flowing downhill” from rich countries to developing countries.

This paper focuses on the emerging significance of reverse innovation in developing countries and serving at low-cost price to the western buyers.

Keywords: Discovery, Innovation, Globalization, Economy and Developing Countries.

MIC – 78: Influence of Transformational and Transactional Leadership styles on Organizational Commitment

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The goal of this research is to study the two key types of leadership, that is, styles of transformational and transactional leadership and its influence on organizational commitment. There is an overall trend that there is an underlying correlation between organizational dedication and different leadership styles, although the findings have never been constant.

In order to understand how the two types of leadership, that is, Transformational and Transactional, affect organizational commitment, an adverse or comprehensive literature review has been undertaken. It is known that the loyalty of workers to the company depends a lot on the leadership style they use. As long as there were representatives, there were others who attempted to determine how and why they were successful. Leadership itself has not changed, but our perception of it has changed. A conceptual framework has been created with the independent variable which are the styles of leadership involved in his study, i.e., transformational and transactional along with the dependent variable being the organizational commitment.

This research seeks to demonstrate that in most cases, transformational leaders affect employee involvement in the company. They not only have a positive effect in the professional life of the employee but also in the individual's day-to-day activities, their thinking, prioritization, beliefs and value systems. In simple words, they influence the employee or their follower to have the best of behavior which would help the self and the organization.

This study elaborates with the help of many articles and required references given by various authors to have a clear understanding on how the leadership styles have an influence on the organizational commitments, getting deeper into their dimensions. Many of these studies have shown that the transformative style improves workers' organizational devotion. In this specific article, we have carried out a full compiled analysis based on secondary data, which has already been proved by different authors before.

There are good number of researches which are trying to state that, transformational style of leadership positively influences organizational commitment as compared to transactional style of leadership under different circumstances in the organization

In the end, it is been stated that, in certain situations, opposed to transactional leadership models, more leaders tend to use transformational leadership styles to improve employee involvement in the company.

MIC – 81: Impact of Bank Lending on Economic Growth of India – A Study

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In any country's growing economy, their banking system would play a crucial role in boosting GDP. The present study attempted to analyze the effect of Indian banking borrowing on Indian economic growth. The study framed the exploratory research with the support of secondary data from 2004-05 to 2018-19 years. The growth of any country economy will depend on their banking system. The growth of banking will depend on the lending system, stronger the lending higher the growth of countries economy.

The banking sector lends to many areas but the study classified in two segments i.e., food and non-food credits of the Indian banking lending. The Food credit and non-food credit were combined as bank loans in the report. In the analysis on the relationship of banking borrowing to economic growth, the vector error correction model was calculated and the result was that food credit and non-food credit had a short-term relationship with Indian

GDP. The ordinary least square method was applied and the result showed that food credit had a negative impact, but non-food credit had a negative impact. This paper is useful for bankers, regulators and various government stakeholders.

Keywords: Bank Lending, Credit, Food Credit, Economic Growth, GDP and Non Food Credit.

MIC – 82: Demystifying the Motivations and Constraints of Collaborative Consumption: An Empirical Analysis

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Purpose

To test the mediating impact of attitude on the relatively new motivations and constraints of collaborative consumption.

Research methodology

Descriptive research design was adopted. The data were collected online from 200 users. Linear regression, Baron, R. M., & Kenny, D. A. (1986) has been applied to analyze the data.

Findings

Perceived sustainability and trust showed a positive and significant impact on attitude of consumers towards collaborative consumption. However economic benefits have no impact on attitude but have an impact on intention. Perceived coercive power, perceived hygiene issues showed no impact on attitude but had an impact on intention. Perceived severity of COVID 19 negatively impact the intention and attitude. Attitude significantly impacts the intention.

Implications

Economic appeal must be communicated to consumers so that they can develop a positive attitude and intention towards sharing. Sharing platforms need to promote their business as a sustainable and ecofriendly solution to the consumer needs and wants. Firms need to emphasize on the security of the Internet and must explicitly mention the structural and technological safeguards for promoting trust among consumers. Sharing platforms need to promote the message of being clean and hygienic. Marketers need to communicate that the firm is taking every possible step to tackle and mitigate the risk of COVID 19. Marketers need to build a strong attitude of consumers as it would help increase their usage and may also convert the non-users into users.

MIC – 86: Developing Hybrid Model for Digitalize Education in India through Cross Countries Study

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This paper is an in – depth study of virtual mode of education and how the teachers teaches the students in virtual way by using computers and other digital devices with the help of networks. This paper is a study provides various steps or methods used by tutors or educators for making studies and syllabus interesting by various 3D games or videos or flow charts.

In this paper we have also discussed different levels of grade and types of teaching used in education in various different countries. We have also researched on digitalization used in different countries for teaching students. Education collaborated with digitalization for virtual method of teaching.

By virtual learning students can learn in more creative way which make studies easy and students grasp knowledge not only for their exams, for their life journey also. Education helps students to live their life and also learn different ways to tackle a problem. On the other, virtual teaching also help the teachers and tutors to record their lecture and give illustrations in an audio – video mode which helps the students to connected with topic or subject easily.

We have also studied on NEP (National Education Policy) 2020, which gives us information about the virtual learning and teaching methods in India. But there is a need of improvisation and for that we have framed or structured a Hybrid Model for Digitalize Education in India through cross – countries study, which tells about new subjects in schools like mechanics, vocational studies and many more and also various new modes of virtual teaching.

Recognizing that students should develop global competency at a young age, K-12 schools today offer more global education opportunities than ever before. These include well-developed curricula, strategies for teaching tolerance and cultural understanding, and resources for internationalizing instruction. The Global Scholars program was deliberately designed to make the complex subject matter of global competency accessible to students and teachers. Classroom teachers lead students through a nine-month curriculum that is project-based, technology integrated, and interdisciplinary. The curriculum guides students to investigate global issues, discuss their learning with international peers, and create solutions in their communities. Students enthusiastically explore their own city’s culture and environment, an essential step in understanding the perspectives of others. Curricula are specifically designed to develop the global and general student learning outcomes by teaching knowledge, skills, attitudes, and behaviours codified in the evaluation framework.

Global digital exchange is an innovative approach connecting students directly with peers around the world online. Its essence is linking students across national borders, so they can

learn from one another to acquire global competency. By taking advantage of student interest in digital technology and peer communication, global digital exchange also supports general academic learning. As technology and internet connectivity become cheaper and more widely available in schools, digital exchange can also make global education more inclusive of students from low-income and isolated communities.

Students create and share original content in e-classroom discussion boards— and other students respond. The curriculum is structured around this full cycle of engagement. The framework identifies four global learning outcomes—appreciation for diversity, cultural understanding, global knowledge, and global engagement—and five general learning outcomes— digital literacy, language communication, self-efficacy, academic engagement, and critical thinking. Together these outcomes provide a definition of global competency for K-12 students and constitute standards for assessing global digital exchange programs.

There are several advantages to this framework for evaluation. Grounded in both the world of practice and the literature of education and the social sciences, it has the rigor and empirical base that formal program evaluation requires. It defines each of the learning outcomes and explicitly links them to empirical indicators across the developmental competency areas of knowledge, skills, attitudes, and behaviours. These indicators can then be used to formulate metrics that consider student growth, progress, or improvement.

Massive Open Online Courses (MOOCs): MOOCs platforms are enabling self-learning in a crucial way. The popularity of online courses via MOOCs programs in India is a growing market. MOOCs is helping a lot of young population in the country to upgrade their qualifications and skills. It is enabling millions of Indians who do not have access to affordable education to improve their employability by gaining access to a range of skill-based courses.

MOOCs learning is facilitating students and working professionals to study at their own convenience from anywhere and at any time. Moreover, several of the courses offered under this platform provide a valid certificate that is duly acknowledged by Institutes and companies as an effort in the right direction.

Growing trends indicate that India is a big market for online courses offered through the MOOC platform. There is an ever-increasing desire among students enrolled in professional courses and also among working executives to keep upgrading their skill set to tap emerging career opportunities in specific areas. For such people, personalized learning based on MOOCs is a big boon. Learning at one's own speed is the need of the hour. In this regard, MOOCs have been a successful trend in achieving the goals of self-learning by providing equitable access to high-quality online learning material & digital content to one and all.

Keywords: Education, virtual learning, syllabus, digitalization, vocational studies, Education policy

MIC – 84: Developing Hybrid Model of Laws for Cybercrime & Cyber Security in India through Cross Countries Study

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Cybercrime is progressing and unfolding at an alarming rate. As the users or servers of social media platform and digital workstation workers are increased the crime is now in a new sphere, that is cybercrime world. It is a high – powered and unavoidable stabbing into computer or digital workstation to get hand's on palisade of one's life. Cybercrime circumscribe all the fields as economic, digital stage, political and bank or corporate field.

This paper is an in – depth study of various modes of Cybercrimes in the world and the cross-country models of Cybercrime and Cyber security. This paper also gives a study about Information Technology Act, 2000 which is drafted to state the legislations about cybercrime and its penalized s.

The goal for this study and analysis have four – fold: firstly, to scrutinise and review the meaning of cybercrime, cyber – attack and cyber – security and to monitor the history and origin of cybercrimes; secondly, to examine and inspect various modes of cybercrimes and cyber – attacks; thirdly, to inspect and fractionate the cyber laws of various countries or cross countries study of legal jurisprudence and enactments of cybercrimes and its penalized s as a defined term of confinement and penalty regarding the magnitude of cybercrimes and or cyber – attack; and fourthly, to develop a hybrid model for Cybercrimes and Cyber Security in India through Cross Countries Study.

Historical genesis of cybercrime tracks its record back at 1820 where for the first-time cybercrime was known to public. Later, Fire Safety measures were taken to safeguard the passwords data processing machines and 'phreakers' term was originated for interfering in long – distance telephone conversations. In mid-2000, India drafted 'Information Technology Act, 2000' for regulating cyber laws. In 2015 an international convention 'G20' held in which India along with China, Russia and other countries signed a treaty to take serious action and measure to lessen the cybercrimes as intellectual property law.

In this paper there is exploration and groundwork of 'Information Technology Act, 2000' as it is formulated with the objective of providing help to stimulate and encourage the corporate world by giving legal sanctioned digital signatures for certifying agreement or documents via digital workstation or laptop; filing an admission form for school or college and registration for employment exchange.

Information technology Act, does not define 'cybercrime' directly. Cybercrime means an illegal activity carried out or be blame to the use of computer and gubbins or necessities indulged with them as data, documentation, software, and sites together as task – oriented or operational tool which further call forth for cyber-crime, hacking or dissent services and prohibition for use of services.

Cybersecurity in common language means the temper of being harbor or shield in opposition of cyber world crimes and unsanctioned utilization and application of electronic devices, computer source, data and the steps taken or carried out to prevent and to reduce cybercrimes.

Cyber security is way to safeguard the social media users and other networking sites form cybercrimes. According to Information Technology Act, 2000 “cyber security” means safeguarding information, digital devices, computer resource, communication devices and information stored therein from unguarded and uncertified examine, serve, declaration, destruction, tempering or disordering.

There is a gap and need of improvisation in cyber laws stated in “Information Technology Act,2000” as there is need to cover all modes of cybercrimes as to safeguard the privacy, personal data, confidential information and users of computer from cybercrimes.

Various models or acts of Nepal, Bangladesh, South Africa, Ghana, Philippines and many more. The study is made to analysis and to interpretate cyber laws prevailing in countries as to design and reshape rules and regulations for India. As there is lack and need for advancement and refinement as per upgradation in technology so this is an attempt to structure and construct rules and regulation for hacking, virus and malware attack and many more.

A hybrid model for cybercrimes and cyber security along with legislations is to stop cybercrimes is formulated as to fill the gap. It is an approach as to draft a model to improvise the “Information Technology Act, 2000’ as to shield the safety and security of users of computer, networking sites and other digital devices from computer – oriented crimes.

Hybrid model is formulated with authorized laws of Cambodia, Ghana, Bangladesh, South Africa, Nepal and other countries. The rules and regulation layout, compose and redefine the applicability of the act, structure a Anti – cybercrime committee, frame rules for cyber extortion, hacking, virus and malware and many more.

This hybrid model is an attempt to reduce and generate knowledge to common people regarding cyber world and computer – oriented crimes. This model is encompassing extortion, terrorism, sexually explicit acts and more. The main aim is to spread awareness about digital workstation crimes and to grant strict penalties and penalize criminals to decrease the increasing numbers of cybercrimes and cyberattacks.

The utmost concern of this research paper is to give a crystal – clear idea about cyber laws to users for the conserving and guarding their secretive data and documents; also, to criminal attackers to provide them a threatening and savage warning of cyber laws and its violating penalized.

Keywords: Cybercrime, cyber security, Information technology Act, computer – oriented crime

MIC – 85: Impact of E- Learning During Coronavirus Crisis

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Purpose

The aim of this study is to assess the impact of E-learning during the COVID-19 pandemic among students and teachers and will also explore about the challenges or hindrances created by E- learning on both students and teachers.

Significance of the study

This research paper was done to find out the E- learning process during COVID- 19 pandemic. The study was also conducted to frame out the weaknesses, challenges or hurdles associated with the E- learning. This research explores about the students who are studying in different colleges, universities and schools to gain information regarding the contribution of E- learning during COVID- 19 pandemic. It is necessary that Governmental and educational department should provide better platform for E- learning for the betterment of students.

Methods

The study is descriptive and tries to understand the importance and challenges of online learning in the period of a crisis and pandemics such as the Covid-19. The problems associated with online learning and possible solutions were also identified. The research tool used for analyzing the data which amassed from different sources for this study is a content analysis and the research method of the paper is based on descriptive research. The paper is taken into the consideration of the qualitative aspects of the research study. This study is completely conducted on the basis of the secondary data in order to study the impacts of virtual or online classes on both students and teachers during the COVID- 19 pandemic. A systematic review was done in detail for the review of literature. Secondary sources of data used are (a) journals, (b) reports, (c) search engines, (d) company websites and scholarly articles, (e) research papers, and other academic publications

Findings

Since the outbreak of COVID- 19, all educational institutes at the global level are following the E- learning procedures in order to impart education among the students. In the education domain a shift from traditional methods to modern methods of imparting education has been easily observed where utilization of electronic devices and online applications are being used among the students and teachers. Though, various challenges and hindrances are also visible in E- learning processes such as teachers are getting irritated due to the electricity problem, internet issues etc. and on the other hand, most of the students were affected by electricity and internet problem during the online classes.

MIC – 87: CSR as a Determinant of Brand Equity: The Mediating Role of Corporate Reputation in Banking Industry

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Today all the companies across industries are more concerned about strategic implications of corporate social responsibility (CSR). In order to differentiate a company from its competitor and gain competitive advantage the manager needs to make effective use of CSR (Porter and Kramer 2006; Smith 2003; Smith and Higgins 2000). While making purchases a customer considers company's contribution towards the society as an important aspect. It has been observed by many researchers (e.g., Bhattacharya and Sen 2004; Du et al. 2010; Melo and Garrido-Morgado 2012) that companies which are involved in CSR activities gains in the long run, by acquiring favourable consumer attitude, awareness, and a sense of attachment and this also results in building optimistic brand image and good reputation. The perception of customers towards CSR affects a company's overall reputation because of the customer's willingness of being associated with a company that has good reputations.

According to Godfrey (2005), in order to build positive moral capital and to support distinctive intangible assets of a company like its credibility and reputation, the company tend to invest in CSR initiatives. He has indicated that positive moral capital plays an insurance position by mitigating the potential harm from negative stakeholder assessment. According to Alcaniz, et al. 2010, consumers do not want to be cheated by the selfish CSR motives of the company nor do they want to allow any company to take advantage of its relationships with them. The motives and challenges substantially correlated with corporate reputation have been investigated by several researchers such as telecommunication (Srivastava and Sharma, 2013), airlines (Dijkmans et al., 2015), retailing (Nguyen and Leblanc, 2001) and banking (Bouvain et al., 2013).

There is a dearth of literature that has examined the specific impact on brand equity and corporate reputation of various CSR components. Thus, the rationale of this study is to examine the concepts of CSR, corporate reputation and brand equity in banking services. Recognizing the significance of India's banking sector, this study focuses on the practises of corporate social responsibility carried out by Indian commercial banks and introduces corporate reputation as a meditational pathway connecting the perception of CSR to brand equity. The purpose of this research is to examine a conceptual model of CSR's direct and indirect relationships with brand equity.

MIC – 89: A Study on Changes in the Media Consumption Patterns Due to Digitalization and the Resultant Alteration in the Business Models of Traditional Media.

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Digitalisation has brought in a change in how people consume media. These changes are seen in their shifting patterns while selecting mediums as well as content. To cater to these changes, the news media organisations have also shifted from their traditional news production and dissemination approach. This research paper thus studies the changes in the consumption pattern of media audience and the response of media markets to it. The focus of this study is the business models used by newspaper and television news channels to match the needs of the media audience. Using surveys and in-depth interview for data collection, the research work will try to understand the changes in the consumption pattern of digital migrants pre and post digitalisation as well the subsequent difference in the business strategies used by traditional media companies. Key activities of media firms, their resources, cost structures, pricing behaviour, revenue models, vertical and horizontal integration, research and value propositions are the parameters used for analyzing the shifting business models.

Keywords: Media market, Digital migrants, Media Consumption Patterns, Business Models, Traditional Media

MIC – 90: Fat Characters in Media: Comic Relief, Disgusting, Lazy

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In various forms of media, whether it's television, movies, short videos, texts etc. often characters that are fat, overweight or obese are rarely taken seriously, have zero to little impact or character development and are usually there to provide some sort of comic relief. Growing up, the actors on television looked slender and beautiful. These were the characters who barely ever grew or had any form of character development. In this paper, a television series, a Korean television series, Japanese manga and anime as well as music videos and other videos will be analysed. To further examine the impact of stereotyping 'fat' characters on the general audience, on those who are fat, overweight or obese as well as to see whether the portrayal of such feelings have changed over the time or not. It becomes essential to analyse critically the media and their portrayal of certain body types as the media has one of the strongest influences on an individual's life.

Keywords: Social, Fat characters, lazy, Movie, Bollywood, TV series, chubby, Metabo law, comedy, overweight, Fattertainment

MIC – 91: Cyber-Activism and Role of Social Media in Hathras Rape Case Protest

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This paper focuses on analyzing the role of Twitter in shaping and facilitating Hathras rape protest. Any triggering event that happens in the society becomes the pivotal theme for discussion and dissemination in Twitter. Messages circulated in social media easily impart sense and sentiments regarding various issues. Through textual, pictorial and visual content, the social media activists opine their view so as to construct a collective identity of protest movements. This research paper offers a comprehensive understanding on the role of social media in Hathras rape protest. Qualitative content analysis is the method of study to examine the contents of Twitter with reference to Hathras rape protest and to elucidate the major themes, key players and types of sources in influencing Hathras rape protest. Twitter data related to Hathras rape protest is analyzed with the manual and computer-assisted qualitative data analysis software (CAQDAS).

Keywords: Cyber-activism, social media, opinion leaders, Twitter, mainstream media.

MIC – 92: Need of Estimation of Learning in MOOC Courses Using Learning Analytics: A Gap Identification

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Purpose

Learning analytics (LA) is an evolving field that utilises analytical tools like BI, social media data analytics, etc., for improving learning and improving education. As a field of academic study, according to Lang and Siemens (2017) Learning Analytics has grown remarkably is presently is the fastest and most emerging field of educational research (Lang & Siemens, 2017). It is almost nearing to a decade since the beginning of the “modern” MOOC drive, there is a slowdown in the no. of new students or MooC aspirants. The possible reason could be the difference between expected and accrued benefits from the MOOCs

Research Methodology

Researcher used methodology suggested by Papamitsiou and Economides (2014), to formulate the current paper. The search time frame is between 2011 and 2019, the period when LA was formally recognized and major utilization and growth in LA takes place. This collection of literature resulted into 110 relevant papers/articles and 20 of all the literatures were acknowledged in this study as these are more essential to review the Gap.

Findings and Results

This subdivision cover the results based on the analysis of the collected and short listed literature. Rendering to the Research Methodology discussed above, most of the available literature are conceptual & exploratory whereas very few are Experimental & Analytical. Findings suggests that there is a mismatch between the manner in which the trainers designed for educative courses and how learners study. Learners may devote limited time in learning the assigned resources as compared to the amount of time suggested and prescribed by trainers or teachers.

Aftermaths, Gaps and Suggested Recommendations

At the period of scripting this study, researcher was unable to locate any study related to MOOC and LA in Indian context. Most of the studies were focused on student retention, performance improvement or measurement and no study is focused on estimation of learning.

This embryonic study presents a methodical evaluation of Literature evidence and related research work. We searched the research work and collected established and highly-cited papers and case studies from the dominion of LA and MOOCs. We also synthesized a number of gaps that need the thoughtfulness of researchers working in the area of LA and MOOC. Finally, this paper also recommends a study objected towards proposing an embryonic model giving an insight on estimation of learning.

MIC – 93: Close Nexus of Financial Inclusion and Economic Growth: Case of Emerging Asian Economies

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Purpose

Policymakers across Asia have implemented reforms to increase the use of formal finance but ensuring inclusive financial growth is difficult given the complexities of population size, unemployment, financial illiteracy, cultural and regional diversity. Despite the growing presence of Asian economies across the global value chain and their persistent attempts to foster financial inclusion, there have been limited cross-country studies on financial inclusion post global financial crisis. The present study attempts to fill the void by investigating the association between financial inclusion and economic growth in emerging Asian economies post financial crisis of 2008.

Methodology

To explore the linkage between financial inclusion and economic development, the present study collected data from Morgan Stanley Capital International (MSCI) Emerging Markets Asia Index that captures the performance of nine emerging Asian economies across 1116 large and mid-cap companies. The index is based on free-float market capitalization and includes nine economies –, Korea, Malaysia, Indonesia, Pakistan, India, Philippines, China, Taiwan, and Thailand. For the present study, all countries except Taiwan are selected, as the required data for Taiwan was not readily available. Further, to collect data on financial indicators, the report of World Development Indicator Report of World Bank and Financial Access Survey Report of International Monetary Fund (IMF) has been accessed. To examine

impact of financial deepening on economic expansion after global financial crisis of 2008, the period of study ranges from 2010 to 2018.

The real GDP per capita is selected as the dependent variable. To investigate the effect of financial depth (deepening) of financial services in selected economies, four proxies of financial inclusion are selected – (i) proportion of commercial bank branches for every 100,000 adults, (ii) count of commercial bank branches for every 1000 km², (iii) share of outstanding deposits with commercial banks to GDP (iv) share of outstanding loans from commercial banks to GDP. The data for all the four indicators was taken from Financial Access Survey (IMF). Apart from the selected four proxies of financial inclusion, the study also employed five control variables to observe the linkage between financial access and economic growth. For the present study, net foreign direct inflows, percentage unemployed of total labour force, inflation, ratio of domestic credit provided by financial sector to GDP and population. The statistical test employed were panel unit root test, Pairwise Dumitrescu Hurlin (2012) Panel Causality Tests, correlation and pooled OLS regression.

Findings

The results show that using the Levin, Lin & Chu common unit root process, all series are stationary at levels except LogF4 and unemployment, which become stationary at first difference. When tests of individual unit root process are employed, mixed results are observed as all data series are stationary at first difference when PP-Fisher Ch-square test is applied but the same is not true for other two test. Only three series – FDI inflows, Log F3 and Population are stationary at first difference for Im, Pesaran & Shin W stat and ADF-Fisher Ch-square test. The causality test showed mixed results i.e. both bidirectional/unidirectional causality, was observed between the selected four proxies and control variables. The regression results reveal that statistically significant positive association exists between selected proxies of financial inclusion and economic growth. This clearly implies that if there is an increase in the selected variables, such as number of commercial bank branches (area-wise and population wise), proportion of outstanding deposits with and loans given by commercial banks to GDP brings about a positive incremental change on economic development of an economy. A positive statistically significant relationship exists between FDI net inflows, domestic lending provided by financial sector and economic development. This implies economic growth is stimulated by both foreign capital and domestic credit supported by formal financial sector. However, both population and unemployment exhibit statistically significant negative relationship with economic growth. This shows that economic growth is adversely impacted by rise in unemployment rate and population.

Keywords: Financial Inclusion, GDP per capita, FDI inflows, inflation, domestic credit provided by financial sector

MIC – 95: IPO Underpricing and Predictive Power of Corporate

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Arcesium

Purpose

The financial literature provides considerable evidence on theories explaining IPO underpricing and conjectures that market imperfections influence the ex-ante ambiguity of the issuer's innate worth. The Indian primary market has come a long way from being controlled by Controller of Capital Issues (CCI) to implementation of stringent SEBI (Issue of Capital and Disclosure Requirements) 2009 Regulations. SEBI (ICDR) 2009 Regulations have successfully replaced the ineffective and abrupt free-pricing regime, however the incidence of new issues experiencing substantial underpricing are still visible. The objective of this study is to examine the key determinants of IPO underpricing in Indian market from 2010 till 2018. Corporate governance has off late evolved as prospective signaling mechanism, thereby becoming an important field for research on its own as well as with its relationship with IPOs. Existing financial literature shows that corporate governance of an organization might have an impact on pricing of IPOs. However, in case of emerging markets, limited studies have been undertaken to examine the possible influence of corporate governance mechanism on IPO underpricing. Thus, the present study attempts to investigate the influence of corporate governance mechanism on underpricing.

Methodology

The present study examines the initial public offering listed on mainboard (NSE and BSE) from January 2010 to December 2018. In total two hundred and forty-two initial public offerings were floated during the selected period, however approx. thirteen offering were never floated (either they were withdrawn or not listed on the stock exchange). Out of the remaining two hundred twenty-nine companies, underpricing was observed for one hundred eight companies only. The present study employs stepwise linear regression model, wherein the dependent variable is market-adjusted underpricing, as the initial return (i.e. the difference between the closing price of the share on the first day of listing and the issue price) vis-à-vis the return on main board indices (in this case, Nifty 50). Thus, market-return adjusted underpricing is calculated as:

$$\ln\left(\frac{P_{i,t}}{E_i}\right) - \ln\left(\frac{M_{t,0}}{M_t}\right) \quad (1)$$

Wherein, $P_{i,t}$ is the trading price (P) on first day of listing on the stock exchange; E_i is the issue price of the share and M_t & $M_{t,0}$ are the price of the market portfolio on first trading day and price on day '0' (i.e. the day before the first trading day).

The dependent variable is regressed against at first with firm related factors such as issue price, age of the firm, total assets, promoter holding percentage, gross takings and number of times the issue had been subscribed. In the second regression equation, the same dependent variable is regressed against corporate governance related factors such the board

leadership (nature and composition), gender diversity, board independence, board size, risk factors, lead manager's reputation, auditors' credibility and reputation.

Findings

The descriptive statistics results show that the initial gains from listing varied greatly from 0.02% to 139.95% and the mean value of underpricing is found to be 26.39% with skewness and kurtosis being 2.14 and 6.016 respectively. The average age of a firm approaching the new issue market for IPO during sample period of 2010 to 2018 is 22.99 years approximately with standard deviation of 22.71 years. The size of corporate board was observed to be on an average eight and the values were neither normally distributed nor symmetrical in distribution. It is observed that on an average a company report approximately 64 risk factors in its prospectus.

The stepwise linear regression results reflect that among the six firm related factors selected in the study, number of times issue subscription and firm size in the form of total assets in rupees million were found relevant variables in explaining the underpricing in initial offer. Further, the results showed that only issue price has an adverse impact on the underpricing meaning that higher the issue price of a prospective IPO approaching firm, lower will be the extent of IPO underpricing. The second stepwise linear regression equation tested the corporate governance factors against initial IPO returns results that among the all the corporate governance factors selected in the study, only the variable board independence was observed to be relevant in explaining the underpricing.

Implications

The results of this study have two policy implications – first the results hold relevance for both domestic and international investors who are interested in participating in growing Indian primary market; secondly for the researchers the results suggest that unlike other developed markets Indian investors still doesn't consider corporate governance issues highly while decision making, thereby making way for more research until such inefficiencies created by information asymmetry are wiped out of the market.

Keywords: IPO underpricing, corporate governance, gender diversity, auditor reputation, subscription, risk factors

MIC – 97: The Impact of Socio-Demographic Factors on Parental Learning in the Age of Digitization

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Purpose

This study explores the role of digitization on parental learning from children. The purpose of this paper is to measure the impact of selected demographic and socio-economic variables i.e. age, gender, income, occupation of parents and residential area on parental learning from children.

Methodology

The primary data for this study was collected with the help of structured questionnaire which was administered to a convenience sample of 500 parents in Goa. Questionnaires were designed for parents i.e. father and mother and parents 'personal information' about the age of parents, gender of parents, occupation of parents, family income and residential area was collected for the study. Personal information was divided into two parts i.e. socio economic and socio demographic variables.

Findings

In this paper an attempt was made to find out the impact of selected demographic and socio-economic variables on parental learning. Parents' gender, age and residential area had no impact on parental learning whereas income and occupation of parents did impact the way parents view learning from children.

Implications

The marketers should focus on children when marketing products instead of ignoring them especially incase of technology related products and services as children posses expert power in these areas hence the parents listen and get influenced by their children when they purchase technological products and services.

Keywords: Parental learning, Technology, Socio-Demographics, Children, Digitization.

MIC – 98: Brand Engagement & Purchase Intention Towards Apparel Goods: A Study of Generation Z in Social Media Scenario

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Many Websites and Internet based applications empower users to share Contents (Texts, Pictures, Videos, stories, Chats and other Social & community inputs) instantly and in real time with anyone. Collectively these are covered under the umbrella of Social Media. Social networking sites will have more than 370 million Indian Internet users in 2022 and most of them is going to be the known tech-savy generation, Generation Z (Pant, Negi, & Kishor, 2020). Apparel is whatever we wear, and it is same as fashion or clothing industry. According to Statista global economic survey in the apparel segment, 12% of total revenue will be generated through online sales by 2023.

The study was conducted using a descriptive research design via structured questionnaire among Gen Z respondents. SEM and regression results confirmed a positive relation between different motives (Information motive, convenience motive, entertainment motive and social interaction motive) and brand engagement which further influences the purchase intention.

Keywords: Apparel Industry, Brand Engagement, Convenience Motive, Entertainment Motive, Gen Z, Information Motive, Purchase Intention, Social Interaction Motive, Social Media Marketing.

MIC – 99: To Ascertain Relationship Between Factors of Learning Objective, Learning Satisfaction and Learning Benefits in Online Learning Through Exploratory and Confirmatory Factor Analysis

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The relationship between learning objective of online learning with learning satisfaction acquired by students and learning outcome achieved by them is studied through understanding the association of various factors under learning objective, learning satisfaction and learning benefits. The understandings of association of factors were studied through exploratory factor analysis with principal component and confirmatory factor analysis with path diagram. The analysis has been conducted with 173 respondents of students from various fields with their sincere option on learning benefits acquired through online learning. Learning objective caters the purpose of the task with appropriate means and measures to achieve learning benefits and learning satisfaction.

Keywords: - Learning objective, Learning satisfaction, Learning benefits, exploratory factor analysis, confirmatory factor analysis, online learning

MIC – 100: Digital Media and Social Change in Indian Youth During Covid-19

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Covid-19 is a global pandemic whose first case was found in Wuhan, China in November 2019, which has affected the entire world with its impact and consequences. Due to outbreak of Covid-19 pandemic all over the world, all the industries adopted Digital media platforms to establish their social channels during this phase. Companies started focusing on their websites,

social media accounts, blogs and even started sale and purchase through digital media channels. Other than the market, education also took a turn when classes and lectures started to take place via online platforms. All these circumstances had a large impact on behaviour patterns of people and more specifically on youth.

Due to the shift of the economy from physical dealing to digital communications and businesses, the behaviour and habits of Indian youth have been dynamic. This research will focus on the various changes in behavioural patterns and habits of Indian youth due to the use of digital media during covid-19 period.

Keywords: Digital Media, social change, covid-19, youth, India.

MIC – 101: E – learning Post COVID 19: An Entrepreneurial Approach

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Ashutosh Mishra

SIAM University

Purpose

The purpose of this research is to briefly discuss E – learning post COVID and how is E – learning taking place in an entrepreneurial way to reach out to learners. Another reason behind conducting a research on this issue is to understand how the perception towards E – learning has changed suddenly and drastically in a span of less than a year. Furthermore, this paper is also helpful in understanding the prospects of E – learning in the days ahead.

Methodology

The basis of this research is a discussion session with representatives from 50 countries spanning all continents. Two methods of discussion were used to meet our purpose and they were namely Discussion 66 and Focused Group Discussion. Secondary data readily available such as periodicals, newspaper, magazines, articles and research papers was also used as a source of reference material for the purpose of this research.

Findings

The major findings from this study is the rising importance of e – learning post COVID. However, though the importance of e – learning is rising rapidly no specific benchmarks has been set to quantify or measure the authenticity and credibility of e – learning. Another popular learning model getting popular is the mixture of physical learning and virtual learning widely known as hybrid learning.

Implications

There is a rise in use of technology for the purpose of educating from the lowest level of formal education to the highest level of formal education. However, the effectiveness of e – learning when compared between different level of education level probably won't be the same. We also must consider that e – learning is a forced habit due to COVID and its impact on the lifestyle also called adapting the new normal.

Keywords: E – learning, Entrepreneurship, COVID;

MIC – 104: The Perception of Youth on Online Video Games

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The availability of web, latest information and innovations to the masses, primarily the youth, to innovate new methods of communications and techniques of enduring and transforming to the endless information, particularly computer games, in the last decade, have caused an authentic “gaming trend” among all age groups. One of the most significant issues of mankind is addictions. Among all the variety of cravings, the latest is the dependence on online video games impacting the youth. In this age and time, it is "unsatisfactory" that a young person doesn't have its own cell phone, laptop, personal computer etc. Many people relate online video games to violence, that playing online video games makes the player aggressive, it leads to showing lower career and educational achievements, difficulty with seniors and a lower-grade speaking skills but is it accurate?

“Video gaming is popular as a leisure time activity” (Newzoo, 2017), still, the dangers of video gaming have not been emphasized by news agencies and experts and whether, it could lead to aggressive behavior in youth. Through the current research, researcher aimed to shed light on the relationship between online video gaming and youth’s perception.

Keywords: Online Video Games, Youth, Gaming

MIC – 105: Modelling of Concentrated Solar Power Technology Enablers in India - An Interpretive Structural Modelling Approach

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GL Bajaj Institute of Management and Research

Ms. Sadhna Gaur

IILM

Purpose

Concentrated solar power technology is an emerging technology in the era of renewable. It has been identified as a potential technology for industries through various researches. The study tries to identify the drivers/enablers of the technology for Indian industries and create a hierarchical structure through Interpretive Structural Modelling Approach (ISM). Implementation of this model can help the policy makers in identifying the areas to put effort into for the acceptance of technology by Indian industries.

The increasing world energy demand due to rising greenhouse gas emissions, local environmental issues, energy security concerns, increasing oil prices, and international competition has become one of the serious concerns of today. With the passage of time non-renewable sources are depleting faster and therefore more focus is being put on sustainability. An urgent need for the environmentally sound resources under the nation's own control is felt owing to national and international events. Renewable sources are posing as a boon for the world economy as fulfilling the growing energy need through conventional sources or non renewable sources is becoming quite difficult and complex with the changing scenario. To promote ecologically sustainable growth Jawaharlal Nehru National Solar Mission (JNNSM) was launched under National Action Plan on Climate change (NAPCC) by Indian government. The three phase mission structured with the objective of employment of solar energy to achieve energy security and to cope up with the threat posed due to climate change and global warming is on the threshold of completing its 2nd Phase. To complete these objectives government has made provisions for incentives in order to increase investment and stipulate in the energy sector. The Mission has focused mainly on grid connected projects with the aim of generating electricity. However, solar technologies can serve the purpose of rural areas through off-grid industrial applications also.

Methodology

The present study follows qualitative research. ISM has been applied to comprehend the complex association of research variables associated with CSP technology. Qualitative approach is used to create a hierarchy of the enablers through ISM methodology. This approach assisted the researcher in carrying out a study about the perception of the respondents about CSP technology. The ISM technique helps prioritize the Enablers/drivers of CSP technology in industries, to present a hierarchical structure through categorising and sequencing of factors. The factors are classified as Autonomous, Independent, Dependent and linkage drivers. ISM is an iterative process, which helps formulate a structure of complex issue by organizing a set of different elements. The ISM model leverages conceptual and computational graph theory to develop a contextual relationship between variables.

Modelling of Enablers was carried on through ISM technique. It helped in creating a hierarchy of the factors. ISM model of enabling factors of CSP technology in Industries helps in identifying the key factors and establishing a relationship between them. Also, it helps in creating a hierarchical level on the basis of Dependence power and Driving Power. An analysis of the findings is done on the basis of these categories.

Findings

Results suggest that Innovation and deployment support and Increased Energy Security are the major drivers of CSP technology in Industries. On the contrary Environmental Degradation and Potential local job creation are at the lowest position in terms of drivers. Implications: This creates an opportunity for the new markets like green financial instruments, local CSP components, hybridised technology and rural markets.

The research carried out is with special reference to Indian industries. Being a potential technology to be adopted in industries CSP has an emerging market in renewable sector. This had made imperative to take this study to explore the drivers of the technology and understand how these drivers can be converted into opportunities.

Keywords: Concentrated Solar Power, Interpretive Structural Modelling, Industries, technology, Enablers.

MIC – 106: Market Development of Digital Financial Services targeting Women’s Financial Well-being: A Client Profiling Model

Ms. Firdaus Khan M.R

Jain (Deemed-to-be) University

Dr. Srinivas Suriseti

Tata Institute of Social Sciences

Purpose

Fintech accelerated digitization during the Covid-19 pandemic; discount brokerage and digital banking services benefitted from it and this trend can be used for market development of digital financial services by creating novel curated client experiences for new market segments such as women and youth. Online need-based offering is the clear pivot for India’s financial services, and the biggest need currently is to augment financial literacy and well-being of women. Women are often known to take a back-seat if the husband actively takes on financial decision-making responsibility, adopting a simple ‘need-to-know’ policy until death, divorce or separation causes the woman considerable financial stress (Gausman and Langer, 2020). Due to differential parental expectations based on child’s gender, early financial socialization of girls can lead to life-long financial naiveté (Blodgett, 2019). However, financial literacy can lead to better financial experience and interface with a financial service or product, which in turn leads to a learning-by-doing loop and financial self-socialization (Wang and Dowding, 2010; Usher and Pajares, 2008). Thus, online need-based offering is the clear pivot for India’s financial services, and the biggest need currently is to augment financial literacy of women. This paper seeks to explore the financial well-being profile of working women, understand their financial socialization through

information resources and to map digital financial solutions (DFS) to women's financial well-being needs. The paper asks the research question – can digital financial services be better tailored to women's financial well-being needs?

Methodology

The current study is an empirical, quantitative analysis to explore the financial literacy and financial well-being needs that digital financial socialization can address. The authors have incorporated questions from the standardized questionnaires developed by Lusardi and Mitchel (2006, 2008), OECD (2013) and NFLAT (2014); to these additional scales were added, under consultation and supervision of financial planning experts and financial education trainers. The variables of the study consisted of financial well-being, financial awareness, financial knowledge, financial behaviour, financial literacy, financial experience and financial socialization. The study is a part of a larger, more comprehensive survey exploring the financial well-being of working women.

The questionnaire was delivered in online mode via Google form, after validity testing through a pilot study. Conducting Reliability test, it was found that Cronbach's alpha was 0.774. The sample of the study consists of 251 working women from Hyderabad city selected through age-based quota sampling. The inclusion criteria for the study were female gender, employed status, urban residence and basic financial experience of an active bank account. For analysis, first, Simple Correspondence analysis was conducted on the association between FWB and financial awareness (FA), financial knowledge (FK) and financial behaviour (FB). Principal Component analysis was used to ascertain the number of significant factors affecting the association. Next, stepwise Regression analysis was conducted on financial socialization-online information resources (FSIR) and eight study variables, namely financial literacy, financial well-being, financial well-being orientation (goals), financial experience – cashless, household decision making role, financial awareness rating and financial socialization by community. Consolidating the two analyses a simple profiling of working women in done to guide market development of DFS. Data analysis of this study was done using IBM SPSS 27 software.

Findings

Simple correspondence analysis revealed high correlation between each - financial awareness, financial knowledge and financial behaviour and financial well-being. Each time the entire sample got divided into groups and the latent factor excavated was socio-economic moat.

Stepwise regression results offered 4 alternative models. The first has a single variable Financial Socialization - Community and this itself is able to explain about 40% of the phenomenon under study. However, the fourth model which consists of financial socialization by community, financial well-being, financial awareness and financial experience – cashless, is a more reliable model. The model is significant ($p < 0.012$) and the model has 45% explanatory power, as well as Durbin Watson is close to 2, indicating that there is no autocorrelation between the four independent variables (Farebrother, 1980).

Based on insights from a step-wise regression for informational financial socialization and multiple correspondence analysis of financial well-being, a rich profile was created regarding the digitalization opportunities available to create need-based offerings; as recommended by Yip and Bocken (2018).

Implications

Financial literacy has emerged as a life skill and financial well-being as a basic necessity. Hence, women can be proactive and take on the cause to educate themselves regarding financial choices and outcomes. Also, any policy initiative towards augmenting women's financial awareness or knowledge or financial behaviour to improve women's financial well-being can work only in the presence of a socio-financial moat, a buffer that provides the minimum safety net affording women the bandwidth to explore and self-socialize through digital financial resources and services. The current study offered client profiling model for market development of digital financial services based on the developmental goal of women's financial well-being. Though policy initiatives take woman as a homogeneous category, the current research provides a nuanced profiling of the heterogeneity of Indian working women. This is the unique contribution of this study.

Keywords: digital financial services; financial well-being; financial socialization; fintech; correspondence analysis; client profiling

MIC – 107: Political Identity Among Female Teachers of Private and Govt. College of Delhi and NCR

Prof. (Dr.) Sangeeta Malik

Maharaja Agrasen Institute of Management Studies

This paper is based on the conceptual framework of psychosocial development of Identity, propounded by Erikson. The self or identity is realized by us, but recognition comes from society. James Marcia, extensively worked in the area of identity development, viewed identity as one's beliefs, achievements, skills and experiences in past to the self. The better an individual is structured the more he/she is near to the realization of his own strengths and weaknesses. The less developed of these structures of the people are more confused about their own specificity from others and they seek more external sources to evaluate themselves. IN this, an attempt was made to study the development of political identity among females of Delhi and NCR region. The present study based on four levels, suggested by Marcia, crisis and commitments taken as basic constructs of identity development, the four levels identified out of the intersection of the two basic constructs (Foreclosure, Diffusion, Moratorium & Achieved) with an aim to study political identity development among the young female adult college teachers of Delhi and NCR. The significant result obtained.

Keywords: Political Identity, foreclosure, diffusion, Moratorium and achievement.

MIC – 108: Influence of Globalization of SMEs Performance: Research on Network Ability

Fang Jiemiao

Lincoln University College, Malaysia

Prof. Amiya Bhaumik

Lincoln University College, Malaysia

In this study, the author uses the term "born global firms" as a special term to describe such "accelerated" small and medium-sized enterprises that carry out international operations, and uses the relationship network as the main research perspective and analysis framework. Although studies have shown that the relationship network as an opportunity recognition carrier plays a significant role in the accelerated international development of enterprises, it is important to identify and develop international opportunities for how born global firms build and manage relationship networks. The key issues such as international market development and performance improvement were discussed and the concentration were puts the network ability, international opportunity identification and development, and international performance into an integrated framework for in-depth research. The in-depth research on the nature and influence of network ability, especially the combination of network ability and the identification and development of opportunities in the international market, can effectively fill the lack of research in this field, and can also further deepen and develop the research on international entrepreneurship.

Keywords: International Entrepreneurship, Network Ability

MIC – 109: Trust Relationship Between Employers and Employees: The Context of Chinese Organizations

Peng Sun

Lincoln University College, Malaysia

Prof. Amiya Bhaumik

Lincoln University College, Malaysia

Confronting with changeable and volatile business environment, organization entails a rapid growth of the trust relation. In the research of intra-organizational trust, it has become an increasingly remarkable trend to focus on the development of active trust, which marks an effective strategy to strengthen the awareness of trust. In this connection, organization and individual should make its ambition to establish and develop trust instead of recognizing trust process as a passive development as a accumulative result of passing time. This paper, from the dual perspectives of individual behavior characteristics and organizational risk control, makes endeavors to vindicate the inter-level model of trust development within an organization through comprehensive exploration and empirical analysis at the individual and organizational levels so as to promote the initiative of both individuals and organizations to enhance organizational trust atmosphere, and press ahead with the active trust development via confirmed measures.

Keywords: Interpersonal Trust, Trust Establishment, Organization Culture

MIC -110: The Study of Employee's Psychological Capital: Based on Guangdong Technology Enterprises in China

Xu Yanping

Lincoln University College, Malaysia

Prof. Amiya Bhaumik

Lincoln University College, Malaysia

This study focuses on the relationship between psychological capital structure, psychological capital and related factors of Guangdong Technology enterprises employees. It has important theoretical and practical significance for enterprises to understand, enhance their psychological capital and improve their core competitiveness. This study collected 1640 psychological capital initial response items from 301 technicians in Guangdong Province through personal interviews, group interviews and questionnaires. Concluded 30 initial psychological capitals from behavioral events. Entries; Obtain 65 initial capital capital entries through content analysis. The structure was further validated in the following 412 valid samples of 40 technology companies in Guangdong Province. The results was evident that the five-dimensional high-order psychological capital structure has good discriminant validity and convergence validity, and its reliability coefficient reaches the psychological measurement standard. After using correlation analysis, regression analysis, exploratory factor analysis, confirmatory factor analysis and other statistical methods, and using Excell, SPSS, AMOS and other statistical tools, we focus on the analysis and verification of the research models and related hypotheses proposed in this study. Innovatively analyzes the multiple mediating role of psychological capital in organizational support and emotional commitment, work input, and job performance, and provides important research conclusions for academic circles and management practices. The relationship between demographic variables and psychological capital is also reported in the study.

Keywords: Psychological capital, Emotional commitment, Employee Performance

MIC – 111: Mobile Phone Users Effectiveness: The Exploration on Aging Issue in The Context of Urban Part of China

Yin Hao

Lincoln University College, Malaysia

Prof. Amiya Bhaumik

Lincoln University College, Malaysia

This paper can be on the basis of the description of the general statistics, using clustering and spatial statistics and grey model to deeply demonstrate the data owing to its particularity of data. It can provide new thoughts, new perspectives, new methods and new paths for related elderly research by analyzing generality and individual characters of the behavioral activities of the elder cell phone users. Based on the literature research on the aging of population and the research status of the elderly, the interaction between the elderly and TV media, the interaction between the elderly and mobile media and other aspects, this paper explains the problems related to the consumption behavior of the elder mobile phone users. Taking the mobile phone user database of telecom operators as the original data, this paper makes a descriptive statistical analysis of the elderly's mobile phone consumption behavior, utilizing the spatial statistical analysis method grey model, and reveals the influencing factors and development trend of the elderly's mobile phone consumption behavior. In addition, combining the above research results, this paper points out the existing problems and potential business opportunities in the elderly mobile phone consumption market by analyzing the interviews with experts and marketing strategies of operators. Through the above research, this paper fills in the gap in the research on the behavior of elderly consumer groups in China, and shows the changes and influences brought by the aging society from a new perspective, providing new perspectives, research methods and research ideas for future research on the elderly.

Keywords: Aging issue, mobile phone user consumption behavior, spatial statistics, grey correlation

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Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS

Prof. Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M.Phil and 4 PhD research scholars and 6 more are presently registered with him in various other Universities. He has published over 90 papers in Journals of National and International repute and has Edited 6 books in the areas of Management and Commerce. He has participated in more than 150 national and international conferences/seminars/workshops/FDPs etc. in which he has Chaired many technical sessions and delivered Key Note addresses.

Prof. (Dr.) Sangeeta Malik, Dean, MAIMS

Prof. Sangeeta Malik, an expert in OB & HRM with a flourishing academic experience of 21+ years. She has been an active member for various Governmental bodies, PSU'S and committees constituted by GGSIP University, Ethical committee of IIHM, Delhi. She has supervised 2 M.Phil and 1 PhD thesis and many others are enrolled from reputed university, along with 60 Masters dissertations. She has been on the various Editorial Boards of Journals of Management and also is the Managing Editor of MAIMS Journal of Management. She has published several research papers in International, National Journals and Conferences of repute as well as edited books. Besides her teaching and research activities, she has been a trainer in many training programmes conducted by academic institutions, Governmental organisations and PSU's.

Dr. Parul Kumar, Assistant Professor, MAIMS

A keen researcher, trainer and educator, having an experience of 10+ years. Holds a Ph.D. in finance from IGNOU. Has conducted corporate training sessions on SPSS, Smart PLS, AMOS, EViews & Advance Excel. Has also taken sessions on Regression Analysis, Research Methodology and Data Analysis at various institutes of high repute. Holds certification in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, R Programming & Tableau from Wharton, John Hopkins and Rice University to name a few. Has been awarded Best Business Academic of the year, silver medal, by India Commerce Association at the 70th All India Commerce Conference, Jaipur. Has authored & co-authored various research papers, published in Scopus, ABDC, UGC Care and referred journals.

Ms. Sarita Garg, Assistant Professor, MAIMS

Ms. Sarita Bansal Garg is presently working as an assistant professor (sr. scale) in Maharaja Agrasen Institute of Management Studies. She is MCA (Gold Medalist), M. Phil and Research Scholar at IGNOU, Delhi. She has more than 20 years of teaching experience with interest in the areas of artificial intelligence, deep learning, text analysis. She has presented and published various papers in national and international conferences and journals. She has also handled various administrative tasks like admissions, examinations, FDPs, seminars, conferences etc successfully.

Maharaja Agrasen University Publication
New Delhi





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Webinar Report

“Identifying Entrepreneurship’s Values and transforming it into Behavior”

Tuesday, NOVEMBER 17, 2020

The BENEVITY, business ethics and corporate social responsibility society of MAIMS conducted the webinar on “Identifying Entrepreneurship’s values and transforming into behavior ” for the students and teaching faculties. There were 36 participants for the webinar.

Ms. Shuchi Dixit, assistant professor, FIIB delivered the lecture. Ms. Shuchi is a result-driven training & development professional with 12 years’ experience, profoundly impacting performance through the design of personnel training programs for the reform, enhancement & advancement of organizational objectives. She is an accredited Trainer from ICS India Limited & a Certified Counsellor & legally affiliated with Counsellor Council of India. She has certification for Cognitive Behavioral Therapy & Family Counseling from VIMHANS. She has successfully designed & implemented training sessions & experiential workshops on Change & Stress Management, Team Building, Time Management, Goal Setting, Public Speaking, Emotional Intelligence & Mental Health.

The course content delivered in the webinar is as follows:

The importance of identifying Entrepreneurship’s values and how entrepreneurs should transform it into behavior was discussed in this session by the Speaker of the Session Ms. Shuchi Dixit. She discussed the basic concepts of Entrepreneurship’s values and behavior relating to best suitable real-life cases which are essential for understanding it. She projected a clear understanding of the importance of values and future problems in the real world for entrepreneurs. She inspired the audience by lively interacting on topics such as importance of values for entrepreneurs. She also talked about entrepreneurial behavior, it’s important to understand that the behavior is not simply

a set of desirable traits and characteristics. Instead, they are defined as key behaviors individuals exhibit early on that allow them to better navigate the world of business and see success.

She emphasized on opportunities and markets for budding entrepreneurs in India and global market and gaining practical mastery over applications of values through a hands-on project. She projected on comprehending the theoretical concepts and relating to the practical aspects of values.

Also the feedback about the session was collected from all the participants to improve the sessions that will be conducted in the mere future.

Poster of the Event

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BENEVITY
The BE-CSR Society of MAIMS
presents

Identifying Entrepreneurship's Values and transforming it into Behavior

Ms. Shuchi Dixit
Assistant Professor
FIB

November 17, 2020
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and YouTube

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This programme is arranged in the motive of sharing the knowledge and practical experience of Ms. Shuchi Dixit, who has a long year of experience in business ethics and corporate social responsibility. The overall organization and deliverance of the webinar was helpful and satisfied the participants.

Webinar Conveners

Ms. Taranpreet Kaur

Ms. Sakshi Gupta

Student Coordinators

Shiven Goel

Aparna

Resource Person : Ms. Shuchi Dixit, Assistant professor, FIIB

Certificate of the Event



The image shows three sequential screenshots of a Google Forms survey. The first screenshot displays the title 'Feedback Form for Webinar on Identifying Entrepreneurship's Values and translating it to Behavior' and provides details about the organizer (Maharaja Agrasen Institute of Management Studies, New Delhi), date (17th November 2020), time (3:30 PM to 5:00 PM), and venue (Zoom Meeting). The second screenshot shows the 'Name of the Participant' and 'Contact Number' fields. The third screenshot shows the 'Prefix' dropdown menu with options: Mr., Ms., Dr., Prof., and Mrs., followed by another 'Name of the Participant' and 'Contact Number' field, and a 'Category of Participant' dropdown with options: Faculty, Student, and Staff.

Feedback Form

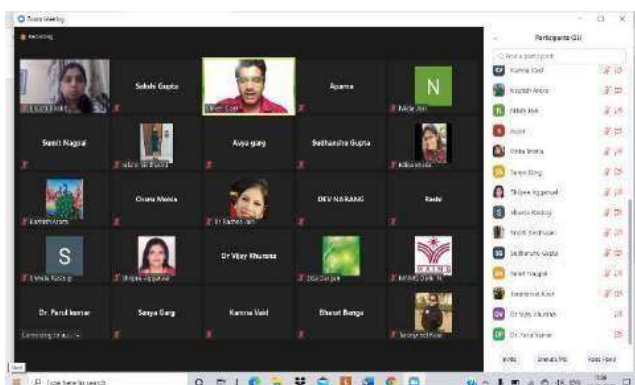
Feedback form*

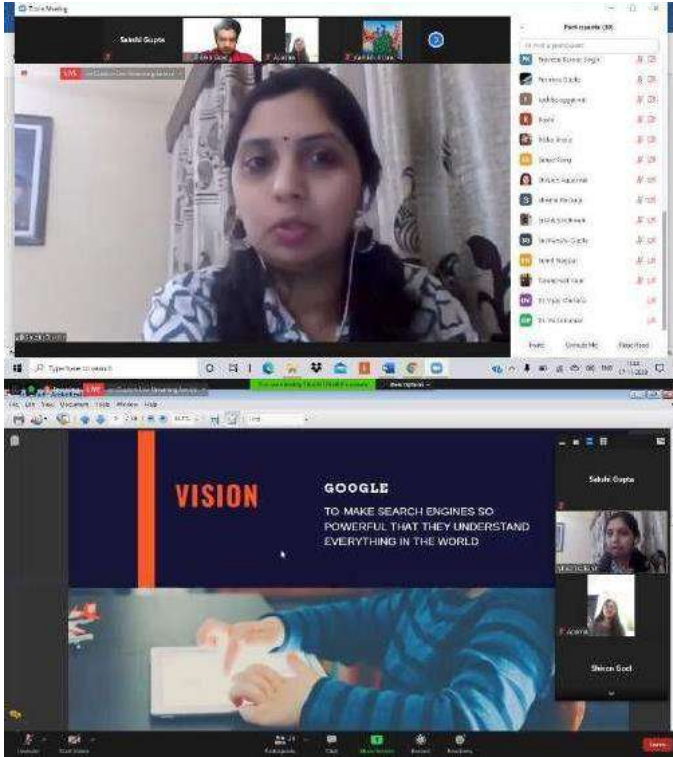
Link:

<https://docs.google.com/forms/d/e/1FAIpQLSe-nRqAZPKotg4BAYd9zfGJ4qgOYEEmlsAt-lb21uM-XnHD3g/viewform>

The objective of the webinar was achieved. The overall session discussion benefitted the faculties, research scholars and students. This webinar would help the participants to implement business values in an effective way.

Screenshots from the Event





END OF REPORT



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REPORT

Maharaja Agrasen Institute of Management Studies

Organizes

One Day National Research Webinar







on

Gender-Based Violence in Digital Space

November 6, 2020

Conducted in collaboration with

The National Commission for Women (NCW)

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Founder & Chief Advisor, MATES
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ABOUT MAIMS

OBJECTIVE OF THE WEBINAR

The proposed webinar will present the issues pertaining to Gender-based violence in Digital Space. It will explore the following areas:

- The Evolution of internet and its consequences on women in digital space
- Understanding of Gender-based Violence and its various forms
- Cyber Crime and Administration of justice
- Overview of Cyber law in India
- Challenges for law and law enforcement in ensuring access to justice for victims of gender-based cyber violence.

The webinar will adopt an interdisciplinary approach to generate information amongst different stakeholders such as researchers, women's rights, lawyers, and students from a range of disciplines: Law, Management, Journalism, Psychology, Sociology and so on.

Maharaja Agrasen Institute of Management Studies (MAIMS) is an ambitious initiative of Maharaja Agrasen Technical Education Society. The Society has been promoted by a group of eminent industrialists, businessmen, professionals and philanthropists to promote quality education in the area of technology, management, journalism, economics and law. MAIMS, affiliated to Guru Gobind Singh Indraprastha University, Delhi, was established in the year of 2003 to impart high quality education and to develop it into a premier centre of excellence by developing young and enterprising youth into promising professionals. MAIMS emphasizes to develop a value based personality among the students. MAIMS has been running BBA, B.Com (H), BA LLB, BBA LL.B, B BA(JMC) B.A. Economics (H) programmes.

ABOUT NCW

National Commission for Women

The National Commission for Women was setup as a statutory body in January, 1992 under NCW Act 1990. The objective of the NCW is to represent the rights of women in India and to provide a voice for their issues and concerns. The subjects of their campaigns have included dowry, politics, religion, equal representation for women in jobs, and the exploitation of women for labour. They have also discussed police abuses against women.

CHIEF GUESTS



Hon'ble Justice Manju Goel



**Ms Vandana Gupta Deputy
Director General, Department of
Telecommunication**

RESOURCE PERSONS



**Dr. Pavan Duggal
Advocate, Cyber Expert
Supreme Court of India**



**Dr. Karnika Seth
Cyber Lawyer &
Cyber Expert**



**Prof. (Dr.) Debarati Halder
United World School of Law
Karnawati University, Ahemdabad**



**Dr. Anurag Deep
Associate Professor Indian Law
Institute, New Delhi**



**Ms. Manisha Agarwal
Advocate, Cyber Expert
Supreme Court of India**

PROGRAMME SCHEDULE

Program Schedule		
6 th November 2020 (Friday) 11:00 AM – 5:25 PM		
Time	Inaugral Session	
11.00 AM - 11:05 AM	Saraswati Vandana	
11.05 AM - 11:10 AM	Welcome Address: Prof (Dr.) S.K. Garg, Director General, MAIMS	
11:10 AM - 11:15 AM	Introductory Address: Prof. (Dr.) G.P. Govil, Advisor, MATES	
11:15 AM - 11:20 AM	Introduction of Theme of the Webinar - Dr. Shaveta Gagneja, Department of Law, MAIMS	
11:20 AM - 11:50 AM	Address: Chief Guest Manju Goel, Former Judge, High Court of Delhi	
11:50 AM - 12:00 PM	Address: Dr. Nand Kishore Garg, Founder Chairman, MATES and Chancellor, Maharaja Agrasen University, Solan, HP.	
12:00 PM - 12:05 PM	Vote of Thanks: Prof (Dr.) Vinita Gupta, Head Department of Journalism and Mass Communication	
Time	Technical Sessions	Topic
Session I - 12:05 PM - 12:45 PM	Ms. Manisha Aggarwal, Cyber Expert, Supreme Court of India	Online Violence Against Women in India
Q&A Session		
Session II - 12:45 PM - 1:30 PM	Dr. Anurag Deep, Associate Professor Indian Law Institute, New Delhi	Understanding of Gender-Based Violence
Q&A Session		
Lunch Break (1:30 PM - 2:30 PM)		
Session III - 2:30 PM - 3:15 PM	Prof (Dr.) Debarati Halder, United World School of Law, Karnavati University & Managing Director (Hon), Centre for Cyber Victim Counselling	Challenges in Ensuring Access to Justice to the Victim of Gender Based Violence
Q&A Session		
Session IV - 3:15 PM - 4:00 PM	Dr. Karnika Seth, Cyber Lawyer & Expert, Supreme Court of India	Cyber Crime Against Women and Legal Challenges in Enforcement
Q&A Session		
Session V - 4:00 PM - 4:45 PM	Dr. Pavan Duggal, Cyber Expert, Supreme Court of India	Gender Based Violence -Issues and Concerns
Q&A Session		
Valedictory Session		
4:45 PM - 5:05 PM	Outcome Presentations : Thematic Rapporteurs	
5:05 PM - 5:20 PM	Valedictory Address: Ms. Vandana Gupta, Deputy Director General Department of Telecommunication	
5:20 PM - 5:25 PM	Vote of Thanks: Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS	

CORDIAL INVITATIONS FROM

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Maharaja Agrasen Institute of Management Studies (MAIMS)

Organizes

A One Day National Research Webinar

Gender-Based Violence in Digital Space

Sponsored by National Commission for Women (NCW)

Program Schedule

6th November 2020 (Friday) 11:00 AM – 5:30 PM

Inaugural Session of the Webinar		
11:00 AM -11:05 AM	Saraswati Vandana	
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11:50 AM - 11:55 AM	Address: Dr. Nand Kishore Garg, Founder Chairman and Advisor MATES	
11:55 AM - 12:00 PM	Vote of Thanks: Prof. (Dr.) Vinita Gupta, Head Department of Journalism and Mass Communication, MAIMS	
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Q&A Session		
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Q&A Session		
Valedictory Session		
4:45 PM - 5:05 PM	Outcome Presentations: Thematic Rapporteurs	
5:05 PM - 5:10 PM	Remarks: Prof. (Dr.) G.P.Govil, Advisor, MATES	
5:10 PM - 5:25 PM	Valedictory Address: Ms Vandana Gupta Deputy Director General, Department of Telecommunication	
5:25 PM - 5:30 PM	Vote of Thanks: Prof. (Dr.) Ravi Gupta, Director, MAIMS	



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17th October, 2020

NOTICE

Subject: A National Research Webinar on 'Gender- Based Violence in Digital Space' on 6th November, 2020

A National Research Webinar on 'Gender- Based Violence in Digital Space' in collaboration with National Commission for Women organized by MAIMS is detailed as:

Program	The National Research Webinar will present the issues pertaining to Gender-based violence in Digital Space and explore the following areas: <ul style="list-style-type: none">• The Evolution of internet and its consequences on women in digital space• Understanding of Gender-based Violence and its various forms• Cyber Crime and Administration of justice• Overview of Cyber law in India• Challenges for law and law enforcement in ensuring access to justice for victims of gender-based cyber violence.		
Resource Persons	1. Prof. (Dr.) Debarati Halder –Professor, United World School of Law Karnawati University, Ahmedabad 2. Dr. Anurag Deep – Associate Professor, Indian Law Institute, New Delhi 3. Dr. Karnika Seth- Cyber Law Expert 4. Dr. Pawan Duggal- Cyber Expert & Advocate Supreme Court of India 5. Ms. Manisha Agarwal – Cyber Expert & Advocate Supreme Court of India		
Date	Friday, November 6, 2020		
Timing	10:00 am- 5:00 pm		
Faculty Coordinators	Prof. (Dr.) Vinita Gupta	Department of Journalism and Mass Communication	Convenor
	Dr. Shaveta Gagneja	Department of Law	Co-Convenor
	Ms. Purnima Gupta	Department of Law	Moderator



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	Dr Nidhi Chaudhary	Department of Journalism and Mass Communication	Rapporteur
	Dr Anuradha Asthana	Department of Law	Rapporteur
	Dr Nisha Dhanraj	Department of Law	Rapporteur
	Ms Kriti Johri	Department of Law	Rapporteur
	Dr. Lokesh Jindal	Department. of Business Administration	Technical
	Bharat Banga	Department of Journalism and Mass Communication	Technical
	Dr. Charu Mohla	Department. of Business Administration	General Coordination
	Ms. Taranpreet Kaur	Department of Commerce	General Coordination
Participants	The National Research Webinar will adopt an interdisciplinary approach to generate information amongst different stakeholders such as researchers, women's right activists, lawyers and students from a range of disciplines: Law, Management, Journalism, Psychology, Sociology and so on.		
Venue	Zoom Platform		
Event Attending Link for Faculty and Students	https://us02web.zoom.us/j/9097708196 Password: MAIMS		

(Handwritten Signature)

Copy to:

1. Director, MAIMS for kind information please



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Table of Contents

Acknowledgements

Concept Note of Gender- Based Violence in Digital Space

Expected outcome of National Research Webinar

Inaugural Session of the National Research Webinar ‘Gender Based Violence In Digital Space Technical Session: 1 Gender- Based Violence in Digital Space

Technical Session:2 ‘Understanding of Gender-Based Violence

Technical Session 3: Challenges In Ensuring Access To The Justice To The Victims Of Gender- Based Violence

Technical Session 4: Access To The Justice To The Victims of Gender-Based Violence

Technical Session 5 :‘Gender Based Violence – Issues and Concerns

Valedictory Session

Observations & Conclusions



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Acknowledgements

The successful organization of this National Research Webinar organized by Maharaja Agrasen Institute of Management Studies, Rohini in collaboration with the National Commission for Women on November 06, 2020, has been possible with the active participation of assistance of management, faculty and students. Maharaja Agrasen Institute of Management Studies, Rohini would like to express deep and sincere gratitude to the National Commission for Women, for facilitating this one-day seminar with the funds and logistics. We would like to specially acknowledge Mr. Gaurav and other staff members of National Commission for Women for their help and assistance provided by them from time to time. We would like to thank Dr. Nand Kishore Garg, Founder Chairman and Chancellor Maharaja Agrasen University, Baddi for inspiring, guiding and the motivating us. We would like to thank our Director General, Dr S.K Garg, Prof. Ravi Kumar Gupta, Director Maharaja Agrasen Institute of Management Studies, Rohini for their wholehearted support and guidance in organizing this National Research Webinar. We would like to extend our heartfelt thanks to organizing team and the advisory committee of the National Research Webinar who made all efforts to make this National Research Webinar turns out to be a grand success. We would like to appreciate Prof G.P Govil, Advisor, Maharaja Agrasen Institute of Technical Education Society for his guidance, unconditional support and contribution in making this National Research Webinar a success.

Concept Note of Gender- Based Violence in Digital Space

Today, cyber violence against women is a growing concern. Women are subject to various forms of cyber violence including abusing, threatening, stalking, voyeurism, body-shaming, defaming, surveillance, revenge porn and indecent representation of women. As per the statistics recorded by National Crime Record Bureau (NCRB), 2017 nearly every fifth cyber-crimes is committed against women and the impacts of these forms of violence are traumatic for victims such as depression, stress, and insomnia. Women and other target groups lack awareness as to where to report such crimes and prefer to remain silent after suffering online abuse. Cyber violence is generally committed through fake ids created on Facebook, Twitter and other social media platforms and poses a major threat to the security of women. The existing legislative framework under Indian Penal Code, 1860 & Information and Technology Act, 2000 have become progressive after amendments. However, both the laws are subject to certain limitations and does not have potential to deal with the issues of cyber violence.

Objective of the National Research Webinar

The proposed National Research Webinar will present the issues pertaining to Gender-based violence in Digital Space. It will explore the following areas:

- γ The Evolution of internet and its consequences on women in digital space
- γ Understanding of Gender-based Violence and its various forms
- γ Cyber Crime and Administration of justice
- γ Overview of Cyber law in India
- γ Challenges for law and law enforcement in ensuring access to justice for victims of gender-based cyber violence.

The National Research Webinar will adopt an interdisciplinary approach to generate information amongst different stakeholders such as researchers, women's rights, lawyers, and students from a range of disciplines: Law, Management, Journalism, Psychology, Sociology and so on.

Expected outcome of National Research Webinar

The expected outcomes from the National Research Webinar are many fold; primarily the National Research Webinar is expected to effectively communicate, expose and explain the need to understand the cyber world which is increasingly becoming an essential part of life. The nuances of cyber world, as one expects, are extremely specific and technical. Thus, it is pertinent that the participants are made aware about the various dimensions that they expose themselves as soon as they simply click a link on the internet. Secondly, the proposed National Research Webinar is expected to elaborate on the evolution of cyber space in India and its consequences on women in particular. As it is common in non- digital space, women have often been seen to be victims of various cybercrimes including sexual harassment, bullying etc. Once the participants are made aware about the growing threats of cyber world, the National Research Webinar shall dive into next stage i.e. justice system in India vis a vis cyber crimes. In this part the National Research Webinar is expected to, as suggested by the objectives, enumerate how well we, as a country, are prepared to deal with rising spread of such crimes. Not only the participants must be made aware about the various crimes accepted in criminal statutes, but also about new crimes, which yet not have been recognized as offenses but still poses major challenges, especially to women. Further, the National Research Webinar is expected to highlight various remedies available to the victims. Now, remedies must work both at pre- crimes stage, precautionary, and post crime stage which are restitutive, penal or compensatory in nature. Further, Covid-19 caused global pandemic, apart from the health emergency, has forced people to communicate and use electronic means for most of our necessities. Thus making the cyber space more important than ever. The proposed National Research Webinar is also expected to highlight the future challenges or new realities that people, especially women, might face on the internet.

Finally, as the proposed National Research Webinar is largely for the students of various streams, it is expected to ignite an interest in minds of students who may well like to become cyber specialists in the future, which offers not only jobs but opportunities of entrepreneurship in the sector. Least of all students will become informed responsible citizens, better prepared, thus providing strengths to societal and national defenses.

Inaugural Session of the National Research Webinar ‘Gender Based Violence In Digital Space’

Virginia Woolf marks ‘Women needs a Room of her own’, the room she talks about signifies the very space where she can assert her individuality and herself. This Legal Awareness Program was chalked with the very aim of bringing to light the laws which exist to secure and support women in the digital space as individuals in the society.

Initiating the day Ms Sumedha Dutta, Assistant Professor, Department of Management Studies welcomed everyone to the one -day



national National Research Webinar on the ‘Gender Based Violence in Digital Violence’ in collaboration with National Commission for Women organized by Maharaja Agrasen Institute of Management Studies (MAIMS) New Delhi, on 6th November 2020 Zoom Meeting platform.

The programme begin with bowing our heads towards goddess Maa Saraswati:

“Shubham Karotikalyaanamaarogyamdansampada, shatru buddhi vinashaya , deepajyotinamostute. “I salute the supreme who is the light in the lamp that brings auspiciousness , prosperity , good health, abundance of wealth and the destruction of intellects enemy.”

Gender Based Violence is a phenomenon deeply rooted in gender inequality and continues to be one of the most notable human rights violations within all societies. It is violence directed against a person because of their gender. Both men and women experience gender based violence but the majority of victims are women’s and girls. Such violence knows no social, economic, or national boundaries Today’s National Research Webinar will provide an opportunity to practitioners, academicians, researchers and civil society to deliberate various forms of gender based violence and its prevention. The talks and discussions focused on a gamut of increased prevalence of online violence against women, the lack of effective measures to prevent and contain it and the struggle to eliminate all forms of gender-based violence.

Sumedha Dutta: It is my proud privilege to introduce you all our respected Director General, MAIMS Dr. S.K. Garg. He was the professor in Chemistry Department in Rajdhani College, University of Delhi and then became Principal of Deen Dayal Upadhaya College for almost 20 years. He has 42 years of Academic experience and has been a member of numerous committees of DU, UGC and MHRD including the National knowledge commissions working group which designed the choice based credit system in 2014. Sir has many awards to his credit including the ambassador for peace award of the International Federation for world peace. He got retired in Dec, 2018 and joined MAIMS as Honorary Director General in August, 2019.



WELCOME ADDRESS BY

Dr S.K GARG, DIRECTOR GENERAL, MAIMS

Prof. (Dr.) S.K. Garg welcomed all distinguished guests, faculty, participants, students and gave an overview of MAIMS vision and mission. Prof. Garg set the ball rolling for the day long National Research Webinar

with his articulate deliberations over theme of Gender-Based Violence in Digital Space. He said crime is old as human civilization is, but there are systems in place which try to keep a check at crime. Cyber-crime is relatively recent it emerged with evolution of internet and its mass usage over social media. Cyber-crime has become as big as physical crime and exists in many forms. Especially cyber-crime is targeted towards women more from financial frauds to harassment it percolates in various forms. There are cyber cells in place but unfortunately the personnel there are not well trained in IT and hence the criminal outsmart them. Although now Supreme Court has made it mandatory to have IT trained personnel to head cyber cells. So theme of the National Research Webinar is apt in today's scenario and everyone will be benefitted from the same.

Sumedha Dutta: Thank you so much sir for enlightening us with your impeccable knowledge.

INTRODUCTORY REMARKS:

PROF. G.P GOVIL, ADVISOR, MATES

Prof Govil served as a dean in Maharaja Agrasen University Baddi (H.P.) Director, Northern India Engineering College, and also as a Director, in Ideal Institute of Technology, Ghaziabad. Prof. Govil has 46 years of experience in teaching, research and industry. He has published about 25 research papers and also a member of National Board of Accreditation and Margdarshak, AICTE. I would like to call Advisor, MATES Prof. Dr. G.P. Govil for giving his valuable remarks.



Prof. (Dr.) G.P. Govil, underlined how the theme of the National Research Webinar is the need of the hour to spread awareness amongst women. We can't imagine how horrifying it is for women who undergo the trauma of harassment. The problem is that most these cases go unreported either due to ignorance or due to fear of society "log kyakaheinge". In India 70 crore people are using internet out of which 20 crore is women. Cyber-crime is an alarming concern which has sprung in recent times and needs immediately attention and requires action from government, family and civil society. Cyber space has become parallel form of living and offers abundant opportunities for women to excel and contribute across various fields therefore cyber space should be safe and offers new avenues. Women are subjected to cyber-crime due to trust factor or psycho minded criminals which may lead to trauma or sometimes suicide to not fault of theirs. Women though being in the safety of their homes too are not safe due cyber-crime. This is a major setback of the development of nation and society. Youth is spending more time on social networking sites hence making them more vulnerable to cyber-crime. In India law governing agencies and people have minimal training and ignorance to

cyber advancements has paved way for cyber-crime. We need a proactive approach in adopting technology and legislative framework along with education and training. So sensitization is much need to tackle the menace of gender based cyber-crime. Women access to justice should be a mix of criminal, civil and administrative processes and include the areas of the 5Ps namely Prevention of online violence, Protection of victims or survivors, Prosecution or Punishment of perpetrators, Provision of redress, and the last reparation of victims or survivors. Prof. Govil appealed all the participants to further spread the awareness about this issue at their levels in entire society and raise the voice against the cyber-crime against women.

Sumedha Dutta: Now I would like to call upon Dr. Shaveta Gagneja , Department of Law and Legal Studies , MAIMS for introducing the theme of the National Research Webinar.

INTRODUCTION OF THE THEME:

DR. SHAVETA GAGNEJA , Co-convenor of the National Research Webinar introduced the theme of the National Research Webinar. Dr. Shaveta Gagneja said women’s presence in cyber space has increased tremendously hence gender violence in digital space has become a big threat to progress of gender equality. Social interaction and professional interaction has increased over digital platforms more so in



due to COVID 19 pandemic. Even criminals have access to everything and there is hug lack of digital security. Women are higher risk of cyber-crime in various forms due to lack proper education and training. Although there many campaign already addressing issues of digital harassment in spite of this women still face online violence still there is still huge lack of knowledge about online harassment. Hence, it is very important to spread awareness in this regard and raise this issue.

Sumedha Dutta: We are extremely delightful and honoured to have amongst us today’s Chief Guest Hon’ble Justice Manju Goel, former Judge High court of Delhi. Presently she is the



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Chairperson of the Committee for preparation of Training Module for Legal Services Lawyers, Para Legal Volunteers and Probation Officers. She is also an arbitrator and mediator. She is one of the panel arbitrators of the Delhi International Arbitration Centre and also a Master Mediator on the Panel of Center for Effective Dispute Resolution, London. She is also a member of Governing Body of National Law University of Delhi and the Academic Council of National Law University, Jodhpur and member of Academic Advisory Committee of the School of Law, University of Petroleum and Energy Studies, Dehradun. Presently mam is doing the most noblest profession of teaching Judicial Officers. It's my privilege to invite ma'am to enlighten us.

KEYNOTE ADDRESS BY:

JUSTICE MANJU GOEL, FORMER JUDGE, HIGH COURT OF DELHI

The Chief Guest of the National Research Webinar Honorable Justice Manju Goel, former Judge High Court of Delhi stated that increased frequency of online violence against women as we all are going through communication transformation from physical modes communication to digital mode, the lack of effective measures to prevent and contain it and the subsequent impunity must be

addressed as part of the struggle to eliminate all forms of gender-based violence. We need to bring a change in the stereotyped submissive role of women in society. And definitely, what we require is not more laws but implementation which begins with reporting, followed by a thorough



investigation and wide spread awareness of such measures. There is huge increase in cyber-crime from small to white collar crime it may be in any form or degree due to quantum jump in science and technology. In cyber-crime it is difficult to identify source of crime. OTT platform have no censorship and internet users have lack of choice content selection at times disturbing obscene content lead to great stress and depression which many become deep rooted on our psychic. Crime against women is due to mindset of patriarchy, stereotyping women as inferior and hence there is trivialization of crime against women. We need to train our boys to treat women well. The problem is not lack of laws but poor implementation and not reporting of the crime. 30% of crime against women goes unreported either due to fear of society or ignorance or lack of faith in system. So what is needed is awareness at various levels i.e crime its acquittal and root cause of crime. Even civil society can help bring justice bring the culprits to shaming and defaming. We need to understand the implications of crime against the women in general and crime against women in cyber space in particular.

ADDRESS:

**DR NAND KISHORE GARG, FOUNDER CHAIRMAN AND CHANCELLOR,
MAHARAJA AGRASEN UNIVERSITY**



Dr. Nand Kishore Garg, gave a very insightful address. Dr. Garg emphasized upon the relevance of the National Research Webinar on such a pertinent issue for spreading the awareness in the society. He stated that the ugly rise of cyber-crime is due to use and abuse of technology. The unwanted obscene material is also leading to breaking of marriages and no choice of

content control is at times taking a toll at the innocent ones too. We need to understand that every time the law governing can't control crime we also have to the onus of curbing crime at our level. It is in this direction that we must work as Change must begin with ME. Cyber-crime or any crime in general can be checked by imparting holistic and character-based education.



Prof. (Dr.) Vinita Gupta, Convenor of the National Research Webinar expressed gratitude to National Commission for Women for providing support to organize the National Research Webinar which is definitely a need of the hour. She thanked Chief Guest of the National Research Webinar Hon'ble Justice Manju Goel. She expressed heartfelt thanks to Dr. Nand Kishore Garg, Founder

Chairman and Chief Advisor, Maharaja Agrasen Technical Education Society (MATES) for being constant source of inspiration for everyone. Further, she thanked all the hon'ble members and all officer bearers of the MATES managing committee - Shri Vineet Kumar Gupta (Chairman); Shri S. P. Aggarwal (Executive Chairman). She thanked advisors MATES Prof Muneesh Kumar, Prof. I. M. Kapahy, Prof, G. P. Govil, Prof N. K. Kakkar and Prof Neelam Sharma, Director, Maharaja Agrasen Institute of Technology & Prof. S. S. Deswal, Dean Academics (MAIT) for lending all the support for organizing the National Research Webinar. She showed gratitude to Director General, MAIMS Prof (Dr.) S. K. Garg and Director, MAIMS, Prof. (Dr.)Ravi Kumar Gupta and Heads of all departments, faculty, staff, students and organizing team for making this event a reality. She also thanked all the distinguished speakers and participants of the National Research Webinar.

Technical Session: 1 Gender- Based Violence in Digital Space

Time: 12:00 PM-12:45 PM

Speaker: Ms Manisha Agarwal

Topic: ‘Overview of Cyber Laws in

India’ Moderator: Ms Varuna

Kharbanda: The objective of the

session is to understand the extent

of cyber laws in general and

gender-

based violence in particular. The speaker for this session is Ms Manisha Aggarwal, is an Assistant Advocate General for Govt of Haryana before Hon'ble Supreme Court of India. She is senior panel counsel for Central Govt and UP Govt. She is also part of editors team of a bilingual pan India law magazine 'NyayPravaah' and has over 14 years of experience in civil commercial, educational and arbitration matters as an advocate. I now invite Ms Manisha to

address the gathering on the topic

‘Overview of Cyber Laws in

India. She appreciated the

participation of the male

counterparts in this National

Research Webinar on gender

based violence, as it signifies that

the male members of the society

are willing to take responsibility

and are

making efforts to reduce crime against women. Cyber space is pervasive and therefore, women

can be subjected to crime at any place, in any way and at any time of the day. She then briefly

compared and explained the traditional as well the online ways of stalking a woman and also

highlighted the fact that the laws which deal with traditional crimes are very well applicable

and sufficient in dealing with online crimes. She further urged all the participants to take due

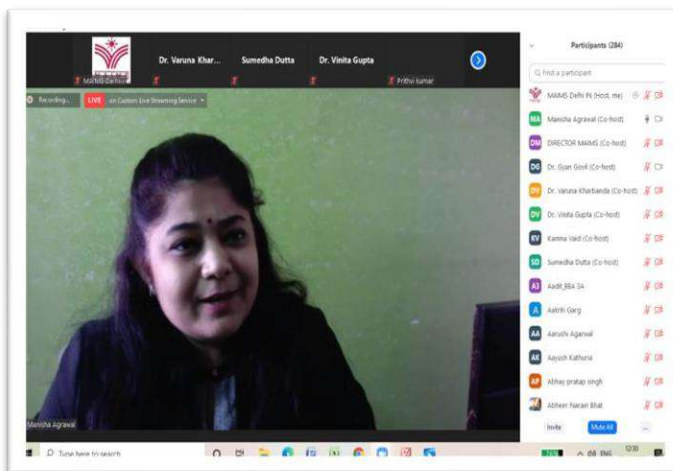
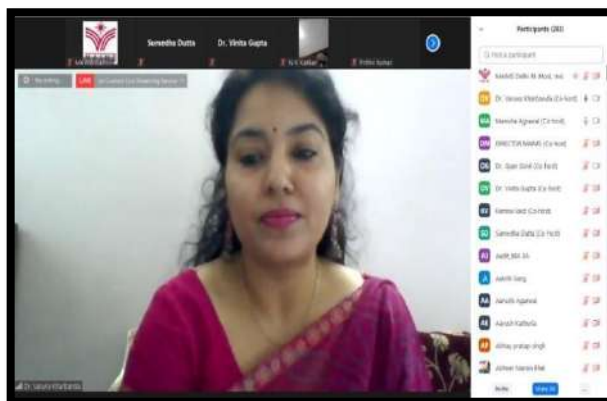
precautions while using social media websites and applications just like we take precautions in

physical space. Traditionally, all of us avoid going out at night; similarly, in the cyber space,

she gave us the golden rule of not sharing personal details and not posting pictures on social

media for various reasons. She highlighted that nothing can ever be forever deleted from online

platform and it can anytime come back to you. Also, the content that we upload has digital



footprints which can reveal one's personal details such as home/ office address. She cautioned us that websites do not take responsibility for the content uploaded on them and behave like dumb pipe; hence the responsibility of our safety lies on our own shoulders and its time we behave like smart pipes. She then briefed us about the Information Technology Act, 2000 whereby a person can be jailed for uploading gender disturbing material or obscene content, and also for concealing one's true identity while signing up on online portals. She also explained a few provisions of POSH Act, 2013 for preventing sexual harassment at workplace. She clarified that if even beyond stipulated working hours, the boss cannot legally ask a subordinate to act in an undesirable manner. Anyone who is subjected to any written form of violence can take a printof the same as a proof against the wrong doer and seek legal help. Ms. Aggarwal briefed us about two acts and reiterated that crimes such as such as asking for dowry, outraging a women's modesty which have been committed since time immemorial in our society in either offline or online mode or both, can be addressed using the existing legal provisions.

Ms Varuna Kharbanda : Thank you ma'am, for sharing your perspectives, and addressing the issues and concerns relating to cybercrimes. We will now continue with the next technical session.

Technical Session:2 ‘Understanding of Gender-Based Violence’

Time: 12:45PM-1:30PM

Speaker: Dr Anurag Deep Associate Professor, Indian Law Institute, New Delhi.

Moderator Ms Varuna Kharbanda Dr Anurag Deep is currently serving as Associate Professor in the Indian Law Institute, New Delhi. He completed LLB, LLM from Banaras Hindu University, Varanasi with merit scholarships and earned his Doctoral from Deen Dayal Upadhyay Gorakhpur University, in the area "Laws regarding Terrorism and Violation of Human Rights (with special Reference to Cyber



Terrorism)". He has teaching experience of eighteen years and over fifty publications in English and Hindi including the Journal of Indian Law Institute, Annual Survey of Indian Law, ISIL Year Book, Yojana, and Pratiyogita Darpan, etc. He is also an Associate Editor of Annual Survey of Indian Law and ILI Law Review. He is member of editorial board of Uchchattam Nyayalaya Nirnaya Patrika, published by the Government of India. He served as a resource person in the Canadian High Commission, Jawahar Lal Nehru University, National Law University Delhi, Delhi University, Banaras Hindu University, CBI Academy etc. He also actively participates in free legal aid to needy people. Dr. Anurag Deep is going to address the gathering on the topic

‘Understanding of Gender-Based Violence’.Cyber Crime specially in India is a very subjective issue which touches every household, every person in and around the country irrespective of its financial status or age. Drawing our attention towards Article 51 A(h) which provides that



it is the fundamental duty of every citizen to develop scientific temper, humanism and spirit of inquiry in the nation which is actually very much needed in traditional societies like ours which are still glued to very old traditions. Although, there is nothing wrong in believing in something

and following traditions till the time it is not against the laws laid down in the nation which are protecting and maintaining peace in the nation. In India, research has shown that increasing access to the internet has resulted in more and more men and women facing online violence and abuse for participating in public life. Increased prevalence of online violence against women, the lack of effective measures to prevent and contain it, and the ensuing impunity must be addressed as part of the struggle to eliminate all forms of gender-based violence. Dr. Anurag deep stressed that consent is pivotal in online gender-based violence and key in differentiating lawful behaviour from unlawful and harmful behaviour. It important in gauging whether there has been a violation of privacy with regards to the dissemination of private data. Unfortunately, social media platforms make it easy for cyber stalkers to access an individual's personal information and use it against others often by posting sensitive content online without consent.

The session took into consideration the sociological jurisprudence as Indian societies talks about society whereas western society is about individualism. There is an the incorrect assumption that since India does not have laws with specific headings such as ‘cyber bullying’ or ‘porn’, victims are powerless. This is yet another myth to be busted. Depending on the mode and manner of commission of online violence, there are sufficient provisions under the Information and Technology Act, 2000 and Indian Penal Code, 1860 criminalizing acts such as rape or death threats online and non-consensual uploading of nude or sexually explicit content. For instance, the death and rape threats referred above would squarely attract Sections 506 (Parts I & II) IPC, which makes the ‘intent to cause harm’ that results in the commission of acts not legally bound or omission by the victim to exercise their legal rights. Similarly, ‘revenge porn’ cases may be dealt with through applying Sections 354C and Section 509 of Indian Penal Code and Sections 66E, 67 and 67A Information and Technology Act. If such an offence is committed against a minor, Section 67B Information and Technology Act, 2000 and possibly offences under The Protection of Children from Sexual Offences Act, 2012 (‘POCSO’) will be applicable. Before concluding the session, he cast a duty not only on the authorities but on the citizens as well in reducing the cyber-crimes. This implementation needs to be coupled with non-legal measures to address the structural inequalities which stem in part from patriarchal notions of morality, lying at the heart of the online abuse faced by women .He also informed us about the 5 types of enforcements such as educative, persuasive compulsive, coercive, punitive. These varies from being a more active citizen to emphasize on punishments to set examples for the rest.

Technical Session 3: Challenges In Ensuring Access To The Justice ToThe Victims Of Gender-Based Violence

Time: 2:30PM-3:15PM

Speaker: Prof. (Dr.) Debarati Halder, United World School of Law, Karnavati University & Managing Director (Hon), Centre for Cyber Victim Counselling

Moderator: Ms Shilpa BSL, Assistant Professor, Department

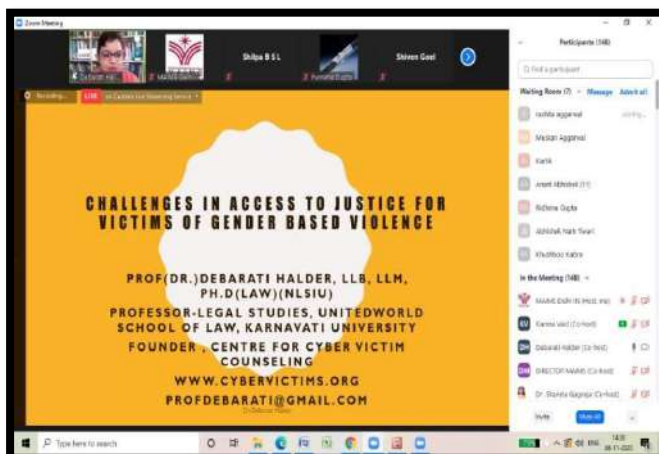


of Business Administration A very good afternoon one and all. I welcome you all to the post-lunch session of the One Day National National Research Webinar on the topic-"Gender-Based Violence in Digital Space" sponsored by National Commission for Women and Organized by Maharaja Agrasen Institute of Management

Studies, New Delhi. One of the stark realities every Indian faces today is that of endemic gender- based violence. It is rampant, systemic, and deeply embedded within our socio-cultural ecosystem. All of us at some point in time have either faced or



witnessed gender based violence. And, as members of progressive thinking academic community of teachers and students, we all have a responsibility to change this grim reality.



And as they always say, you cannot change something that you do not know, we in this post lunch session will discuss different facets of gender-based violence to sensitize our students regarding the ways of both coping and overcoming gender based victimization. We are privileged to have us ,Prof. (Dr.) Debarati Halder

India's leading cyber victim counsellor, researcher, academician and legal expert in the areas of cyber laws and gender rights. The whole presentation of Prof. Halder was spread over five parts viz. types/ways of gender-based violence in digital space, Routine Activity Theory explaining inter-relations among stakeholders of violence, stakeholders for ensuring justice to the victims of violence, main challenges in ensuring the justice, and suggestions to ensure justice to the victims. The presentation started with the removal of discrimination between men and women in terms of victims of violence in the digital space, though cases of violence where men are victims are reported very less. Prof. Halder explained four important types of violence in the digital space viz. text based, voice based, image based, and audio-visual based. The text-based violence occurs through messages on mobile phone or messaging applications such as WhatsApp, Facebook or LinkedIn where the victims have to pass through a trauma after receiving those messages containing vulgar languages. The voice-based violence takes place through calls or voice messages having threatening messages. The image-based violence is very menacing where images of victims are picked in public places such as parks, markets, or beaches and morphed. These morphed images are spread over social media. And the audio-visual violence happens through morphed videos of the victims which even include pornography. Prof. Halder also provided some examples of violence in digital space such as Ritu Kohli case.

The second part of the presentation explained well the inter-relations between three stakeholders i.e. Perpetrator, Victim, and Guardian. The perpetrator conducts violence against the victims in any of the ways explained above and the guardians which include parents, elder persons, police try to provide justice to the victims. There are many cases where the relationship between the victim and the perpetrator are very closed and guardians are even perpetrators. Some of the examples of such situations include master-servant, work place exploitation etc.

The third part of the presentation elaborated various stakeholders responsible for providing justice to the victims and their role. The main such stakeholders are family members of the victims, court, police, social & news media, and third-party stakeholders like NGOs and hackers. All of have their own important roles to play in access to the justice of gender-based violence victims in the digital space.

The fourth part of the presentation explained prominent challenges in ensuring justice to the victims of gender-based violence in the digital space. Such challenges highlighted by Prof. Halder include social mindset not allowing the cases to be reported and defaming the image of

the victims; issues with the existing laws; undefined jurisdiction in case of violence in digital space; and victims' irrational coping techniques.

The fifth and final part of the presentation provided crucial suggestions in ensuring justice to the victims which include awareness about such violence and rights of victims; collaboration among different stakeholders responsible for providing justice to the victims as mentioned-above; legalizations of issues; a need for properly trained and efficient police officers handling cases related to violence cases in digital space; and criminalization.

Moderator: Ms Shilpa BSL: Thank you very much Mam for wonderful presentation. Now I call Dr Sanjay Mangla, HOD Department of Economics for giving Vote of Thanks.



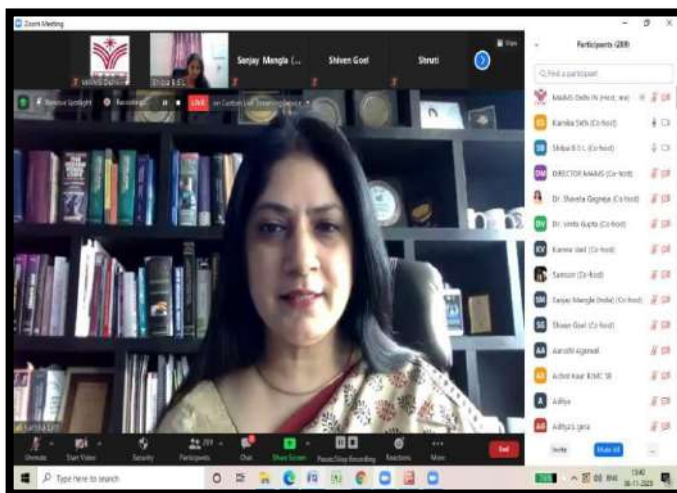
Technical Session 4: Access To The Justice To The Victims of Gender-Based Violence

Time 2:30 pm to 3:15 pm

Speaker: Dr. Karnika Seth, Cyber Law Expert, Supreme Court of India

Moderator: Ms Shilpa BSL Dr.

Karnika Seth, graduated in masters in Law from king's college from University of London and holds a doctorate degree in Cyber Law, founder of Seth Associates, and is Chairperson of LEX CYBERIA at Seth Associates which is not only India's but the world's first



integrated cyber law research forensic and legal consulting center. She is internationally acclaimed, Cyber Law expert and IT expert, prolific author policy maker and educator.

Dr. Karnika Seth in her presentation emphasized about the legal framework and the major laws that protect women rights in India and particularly with regards to online media such as Information and Technology Act, 2000, POCSO Act, indecent representation of women's act, IPC and many more different provisions that protects the rights of women when it comes to sexual or online harassment.

Further, she talked about current redressal mechanism and mentioned that we may have a number of laws in the country but enforcement is a huge challenge. When it comes to enforcement, various layers are to be taken into notice, number one layer is the hesitation to report the matter as there is a fear it becoming a social stigma as the mindset hasn't changed. Then secondly, once the report is made, a helpline is contacted or a police officer is contacted. Such police officer needs to be well trained to understand the sections applicable and he/she must immediately take action on it. There is need for constant training of these law enforcement officers. There have been legal aid and special legal aid cells created in every court where a woman who cannot afford to pay a fee is given a free legal aid as well through state legal authorities and in every state there's a lot being done in terms of the spreading awareness and helping them get a legal redressal. She then elaborated the term revenge porn. By that term she

meant sexting, bullying and trolling. According to her, there is need for newer laws to stop fake news against women, content which is defamatory to her or duplication of content which is obscene in nature. Although, all that can we stop that through DNA photo hash mechanism, or through various techniques such as AI, facial recognition technology or data mining and other data analytic resources and technical tools available. These tools can not only just been used to make commercial gains but also for the purposes of ensuring law enforcement mechanisms act more effectively.

Next part of the presentation provided knowledge about most recent landmark judgments by honorable Supreme Court. Dr. Karnika talked about the Vishakha judgment and how the sexual harassment against women looked before Vishaka judgment and then later on how it transformed. She talked about the guidelines and the new act which was enabled to empower women to actually voice their concerns and voice their problems and the crimes which have been perpetrated against them and how they have been protected from a lot of problems and crimes with the help of the new laws. Also she enlightened us how women were also given equal status as a coparcener recently and daughters have been given the same rights as men have and the way the Supreme Court has tried to create gender parity. Then she discussed the swami case, after which, any person will think twice before actually putting a hidden webcam somewhere in a shopping mall. Although it is really common to hear about the hidden webcam that somebody has put.

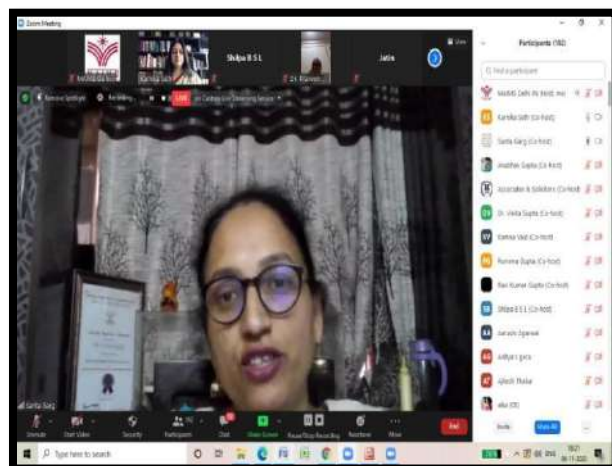
Dr. Seth also enlightened us about what is the way forward in terms of loop holes and how we need to address these issues. Furthermore, she talked about the hesitation of using the technology which now has gone, whether it's older people or older generation or the new generation. And this technology is a huge powerful tool for entrepreneurship for women for education and one must embrace technology but one also be diligent in how he/she handle it and how it must be used and protection from various attacks which are possible or threats which are there online is a must. Therefore, if one is a victim of cyber crime or a known person has become a victim of cyber-crime and must report it. Secondly, one must have a mindset that he/she needs to collect evidence, whatever is there, sometimes one deletes it in a rush and doesn't want to report or simply destroy the gadget, but such things shall not to be done because then one cannot prove the wrong that has been done to him. Thirdly, one needs to understand that they are entitled to their rights as much as anybody else is, so they must take a stand for themselves. Fourthly, one must have faith in the system as there are mechanisms available for their help. There are women helpline numbers. NCW is there and there are other organizations one can always get support from and then there is free legal aid as well. And lastly, there must

be awareness because unless the awareness reaches everybody the mindsets will not change and when the mindsets don't change the step two doesn't come into the picture.

She discussed the important provisions of Information Technology Act like Section 67 which makes circulation, selling, distribution of obscene material a punishable offence with a “term up to 3 years of imprisonment and fine of Rs.500”. Also Section 67A which says that “whoever publishes/transmits in electrical form any material which contains sexually explicit act or conduct shall be punished with imprisonment of 5 years and fine which may extend to 10 lakh rupees. Apart from that, the speaker defined the Revenge Porn, when a person willingly publishes, circulate, distributes or prints any obscene or sexually explicit material without the consent of the person either to shame the victim or to lower his reputation. The motive behind is vengeance. The offender is booked under Section 66E of the Information Technology Act which states “whoever intentionally captures, publishes, distributes or transmits the image of a private area of a person without his/her consent under circumstances violating the privacy of that person, shall be punished with imprisonment which may extend to 3 years or fine not exceeding 5 lakh rupees or both.”

Lastly she summed up in nutshell that the Indian Penal Code and the Information Technology Act do not cover all the cyber offences against women. There is hesitation among women to report a crime. Most vigorous arrangement is required. The training of judges is required. Many a times, women are not even aware of the laws that could protect their rights. Most of the cybercrimes cases go unreported. The law is not the solution to all the problems. There even lack separate provisions for various cybercrimes. The women themselves need to come out and report the crimes for the laws to help. With the steep increase in the number of cybercrimes against women, there needs to be stricter laws against such crimes and proper implementation of the laws should be looked into.

Moderator: Ms Shilpa BSL Now, I call Ms Sarita Garg, Assistant Professor, Department of Management Studies to deliver Vote of Thanks



Technical Session 5 : ‘Gender Based Violence – Issues and Concerns’

Time : 3:15 PM - 4:00 PM

Speaker: Dr Pavan Duggal, Cyber Expert, Supreme Court of India

Moderator Ms Shilpa: This session ‘Gender Based Violence – Issues and Concerns’ will be delivered by the Dr Pavan Duggal, an internationally celebrated Cyber law and Cyber security subject expert. Now, I invite Dr Pavan Duggal for the last technical session of the National Research Webinar to high light ‘Issues and Concerns’ pertaining to gender- based violence.



As a human being, one tends to reveal their deepest secrets in this dark layer of internet which promises us a platform of anonymity. And thus, tempting people to employ it as a platform to vent out their revenge and harass people. At a global level, steps need to be taken to protect the digital integrity of women and children from stalking, online abuse, pornography, etc. India requires a new legislation that is wholly dedicated to cyber security. Indian Cyber law is miles behind the realities of Social media and there is a need to amend the Information Technology Act, 2000 to put it in sync with the requirements of times. The Information and Technology Act, 2000 was completely silent about women protection and child pornography on the online platform. Though the Information Technology Act was revised, but cyber bullying, stalking, cyber trolling, cyber harassment against women and children, etc. are still left unattended. There is an exponential increase in cybercrime activities and massive growth in cyber security breaches during Covid-19 which had put the last nail on the coffin on this existing gloomy picture. Thus, the onus of framing more responsible laws has become all the more urgent. The Government's move to amend the Indian Information Technology Act, 2000 is not enough. Every stakeholder has to contribute their small bit to protect women and children who are the future face of our country. Dr Pavan Duggal's extremely lucid session ended on a positive note that we need to put our best foot forward to make the cyber space a safe platform for one and all. Towards the end of the session, Dr Duggal emphatically stressed that test convictions and deterrent messages can play a constructive role in managing the issue of gender - based violence in digital space.

Moderator: Ms Shilpa Now, I request Dr Parveen Kumar Gupta HOD Department of Law, to propose a Vote of Thanks.

Valedictory Session

Time – 4:45PM-5:30PM

National Research Webinar on ‘Gender- Based Violence in Digital Space’

Ms Purnima Gupta Assistant Professor, Department of Law welcomed all in the Valedictory Session of the National Research Webinar on Gender-Based Violence in Digital Space organized by Maharaja Agrasen Institute of Management Studies (MAIMS) sponsored by National Commission for Women. The end of a story is the new beginning for many others. On this note a remarkable, memorable and knowledgeable day long National Research Webinar concluded with the Valedictory



Session. First of all the in-depth outcome presentations of the five technical sessions of the National Research Webinar were made by the respective thematic rapporteurs in the following sequence:

Session: I - Ms. Manisha Aggarwal, Cyber Expert, Supreme Court of India, delivered talk on ‘**Overview of Cyber Laws in India**’ and reported by Ms. Preeti Bansal, Assistant Professor, Department of Business Administration.

Session: II - Dr. Anurag Deep, Associate Professor Indian Law Institute, New Delhi gave deliberations on ‘**Understanding of Gender-Based Violence**’ and reported by Dr. Nisha Dhanraj Dewani, Assistant Professor, Department of Law.

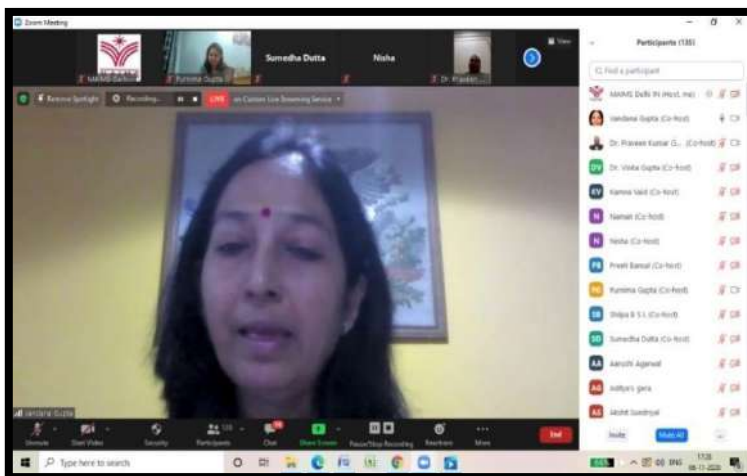
Session: III - Prof. (Dr.) Debarati Halder, United World School of Law, Karnavati University & Managing Director (Hon), Centre for Cyber Victim Counselling took session on ‘**Challenges in Ensuring Access to Justice to the Victim of Gender Based Violence**’ and reported by Dr. Sanjay Mangla, Head & Associate Professor, Department of Economics.

Session: IV - Dr. Karnika Seth, Cyber Lawyer & Expert, Supreme Court of India held session on ‘**Cyber Crime Against Women and Legal Challenges in Enforcement**’ and reported by Ms. Nisha Dhanraj Dewani, Assistant Professor, Department of Law.

Session: V - Dr. Pavan Duggal, Cyber Expert, Supreme Court of India delivered talk on

‘Gender- Based Violence -Issues and Concerns’ reported by Ms. Sumedha Dutta, Assistant Professor, Department of Business Administration.

Ms Purnima Gupta: We are honored to have amongst us Ms. Vandana Gupta, Deputy Director General, Department of Telecommunication Chief Guest of the Valedictory Session Ms. Vandana Gupta, has done her M.Sc. (Botany) M. Phil. (Botany) in 1987 and 1988. She has also done LLB from Faculty of law, University of Delhi. She joined civil services in 1990 and has also served in various departments such as Ministry of women and child Development, National Commission for Women. She is presently serving as a Deputy Director General in Department of Telecommunications, Delhi .Now I invite Vandana Madam for Valedictory Address



At the outset she said that the organizers has selected a burning topic which is the need of the hour. We keep on hearing terms like cyber bullying or online harassment but these terms do not include the serious and horrifying experiences the victims or survivors undergo due to cyber-crime or violence. Cyber-crime is very threatening and far-reaching. Very important stakeholders in the digital landscape of the gender-based violence are internet intermediaries or the service providers, yet are reluctant to have guidelines to govern the acts on internet. Which proves to be hazardous and especially women therefore, intermediaries have to be roped in and made responsible for curbing the gender- based violence in the digital space in order to promote for Right to Privacy and Data Protection norms. She further highlighted that content regulation may sometimes put freedom of expression in question but consent is important in this regard. Right to online anonymity should be maintained and service providers should take consent from internet users before using their data anywhere in context to personal, public data or commercialize data. Digital ecosystem should developed in such a manner to empower women, children and minorities rather than subjugating them. State has to have due diligence in cyber-crime using the 5Ps namely Prevention of online violence, Protection of victims or survivors, Prosecution or Punishment of perpetrators, Provision of redress, and the last reparation of victims or survivors. Prosecution has to be very stringent. Prosecution system should not further harass the victims. Cyber cells should there in every district at least one in each with trained staff which needs to sensitized and trained from psychosocial angel of the

crime. Out of all the stakeholders internet intermediaries has to play the biggest role in curbing gender- based violence in the digital space. If these steps are taken then gender based violence in the digital space can definitely be controlled.

Purnima Gupta: Thank you very much mam for gracing the occasion. Now I invite Prof (Dr) Ravi Kumar Gupta, Director MAIMS to deliver Vote of Thanks. Prof. (Dr.) Ravi Kumar Gupta has experience of over 25 years including teaching and administrative assignments. He has keen interest in academics and research activities. He has guided research to 15 M. Phil. and 4 Ph.D. research scholars and 6 more are presently registered with him in various other universities. He has published over 90 papers in journals of National and International Repute and has edited 6 books in the areas of Management and Commerce.



Prof. Gupta expressed gratitude to the Chief Guest of the Valedictory Session Ms. Vandana Gupta, Deputy Director General in Department of Telecommunications, Delhi. He thanked Chief Guest of the introductory session of the National Research Webinar Hon'ble Justice Manju Goel and National Commission for Women for providing support to organize the National Research Webinar. He showed his deep sense of gratitude all the distinguished speakers of the five technical sessions namely, Advocate Manisha Agarwal, Cyber expert and Advocate Supreme Court of India, Dr. Anurag Deep, Associate Professor, Indian Law Institute New Delhi, Prof.(Dr)Debarati Halder (United world School of Law, Karnawati University, Ahmedabad) and managing Director, Center for Cyber Victim Counseling, Dr. Karnika Seth, Cyber Law Expert, Supreme Court of India, Dr. Pavan Duggal Cyber expert and Advocate Supreme Court of India. He expressed heartfelt thanks to Dr. Nand Kishore Garg, Founder Chairman and Chief Advisor, Maharaja Agrasen Technical Education Society (MATES) for being a constant source of inspiration and guiding force for everyone. Further he thanked all the hon'ble members and all officer bearers of the MATES managing committee - Shri Vineet Kumar Gupta (Chairman); Shri S.P. Aggarwal (Executive Chairman), Shri Manoj Singhal (Senior Vice Chairman), Vice Chairmen of the Society – Shri Sunder Lal Goel, Shri R.K. Gupta, Shri S.P. Goel, Shri Umesh Kumar Gupta, Shri Kailash Chand Bansal, Shri Jagdish Mittal, Prof. M. L. Goyal (Academics) and Shri S.C. Tayal, Shri T.R. Garg (General Secretary), Shri Mohan Garg (Joint General

Secretary), Shri O. P. Goel (Treasurer), Sh Anand Kumar Gupta (Co-Treasurer), Shri Gayendra Srivastava (Chief Executive), our Secretaries of the Society – Shri Satish Garg, Shri Gian Chand Aggarwal, Ms. Sangeeta Gupta, Shri Nitin Gupta, Shri Madan Mohan Goel, Shri Rajnish Gupta and Shri Avinash Aggarwal. He thanked advisors MATES Prof Muneesh Kumar, Prof. I. M. Kapahy, Prof N. K. Kakkar and Prof Neelam Sharma, Director, Maharaja Agrasen Institute of Technology & Prof. S. S. Deswal, Dean Academics (MAIT) for lending all the support for organizing the National Research Webinar. He showed gratitude to Director General, MAIMS Prof (Dr.) S. K. Garg and Prof. G. P. Govil, Advisor, MATES, Prof. (Dr.) Rajni Malhotra Dhingra, Principal, Department of Law, Prof. Sangeeta Malik, Dean, MAIMS Heads of all departments, faculty, staff, students and Prof. (Dr.) Vinita Gupta and Dr. Shaveta Gagneja Conveners and Co-conveners and the organizing team of the National Research Webinar for making this event a huge success.

The day long National Research Webinar came to end with paying respect to the mother India with National Anthem.

Observations & Conclusions

National Research Webinar on Gender-Based Violence in Digital Space organized by Maharaja Agrasen Institute of Management Studies in collaboration with National Commission For Women – a one day event with interactive sessions, lectures and case-specific discussions was concluded on a positive note with various observations and overarching conclusions in hand:

- A better understanding of structural inequalities towards women in digital space.
- Deeper insight into the types of violence in the digital space viz. text based, voice based, image based, and audio-visual based and procedural guidelines, specifically from the lay man point of view.
- It was observed during the interactive session that the general public or lay man (not related to legal studies) have many basic misconceptions regarding the redressal mechanism

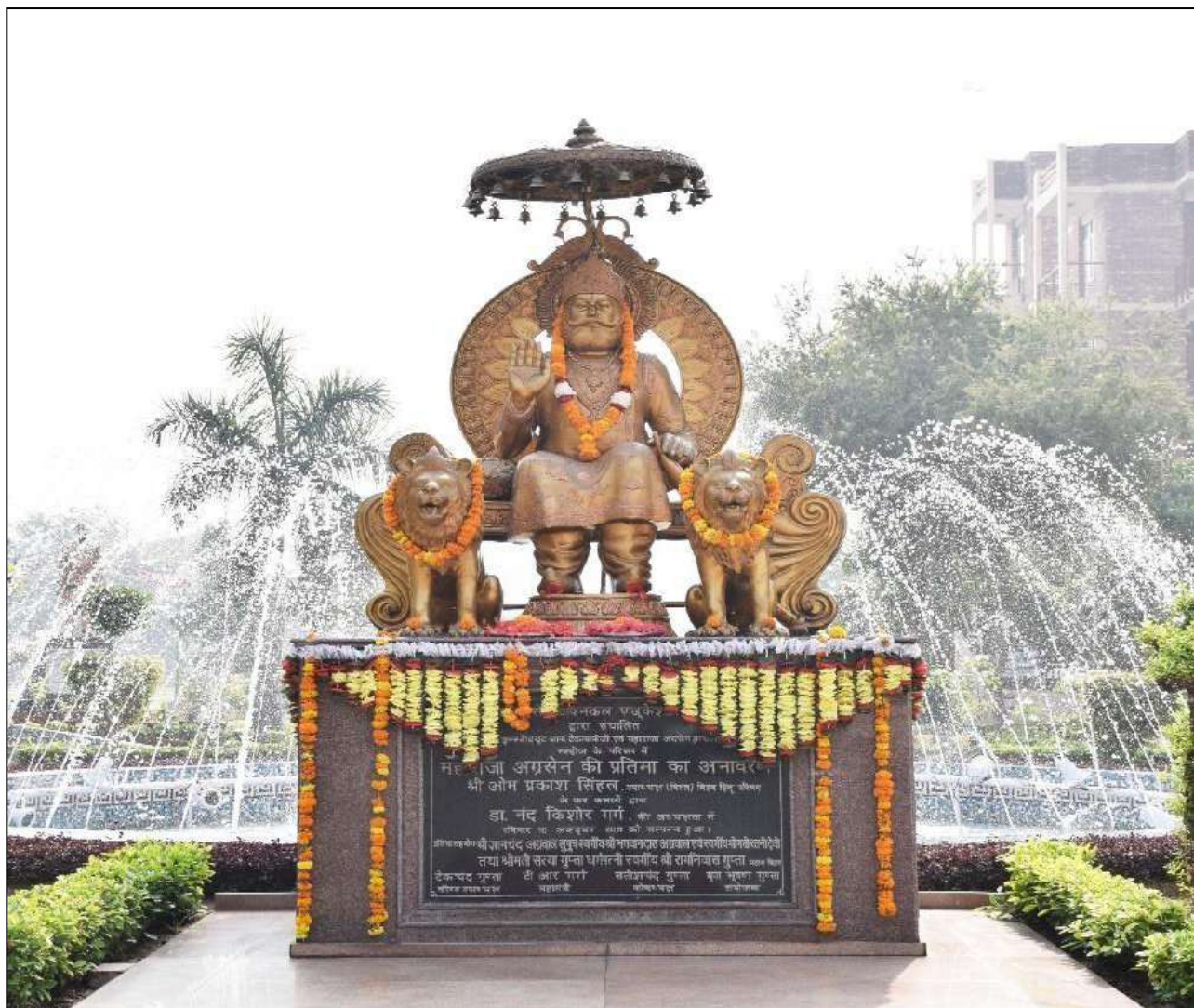
However the programme successfully dealt with many of such misconceptions, giving a better understanding and awareness regarding online violence and related laws.

- A deeper awareness was instilled through interactive sessions regarding legal framework and the major laws that protect women rights in India and particularly with regards to online media such as Information and Technology Act, 2000, POCSO Act, indecent representation of women's act, IPC and many more different provisions that protects the rights of women when it comes to sexual or online harassment.



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- There was a very strong response rate observed amongst the participants during the sessions and interactions.
- The participants were observed to be very interactive with an active instinct of response.
- The mix of methodologies used with interactive sessions worked out better results for the daylong event, making it more practical, attractive, and result oriented, efficient in output and effective.
- With strong feedbacks received from the participants we plan to chalk out the events with many other new methodologies involved making it even more effective results and positive innovations suggested for better execution of the desired objectives.



MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Society comprises of a group of educationists, eminent industrialists and people of high status from different walks of life. The Society has got success in establishing institutions of repute in the areas of Management, Law, Engineering and Journalism. The Institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco, BA (JMC), BALLB (Integrated), and BBALL.B programs affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development

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Mr. Samar Vijay

- Author of 'A TRYST WITH MONEY' & 'IN CONTROL OF MONEY'
- FINANCE & TECHNOLOGY professional. 20+ YRS of EXP.
- Expert in DATA SCIENCE & MACHINE LEARNING TECHNOLOGIES

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GOOGLE MEET | 4:00 PM

Contact :

Ashish :- 9560917635

Roma :- 8181816473



October 31, 2020



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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Report

Webinar on

Financial Condition of Young Entrepreneur during COVID - 19

Pandemic & Importance of Financial Management in Life

Saturday, October 31, 2020

Event Report Arthanomics - The Economics Society of MAIMS On 31 October 2020, the students of Arthanomics -The Economics Society of Maharaja Agrasen Institute of Management Studies organized a webinar themed 'Financial Condition of Young Entrepreneur during COVID - 19 Pandemic & Importance of Financial Management in Life' on Google Meet. The guest speaker for the event was Mr. Samar Vijay, an acclaimed financial advisor and entrepreneur, and author of educational and insightful books, 'Tryst with Money' and 'In Control of Money'. The event was graced by all the faculty members and saw participation from many students that were keen to get an insight into the current dynamics of the financial situation of the Indian economy. He highlighted that during the COVID- 19, young entrepreneurs with a younger business were more faced more challenges than those with an older business .He discussed that young entrepreneurs were most concerned with finding new customers as the top reported challenge during COVID-19.He also mentioned that accessing startup and growth financing during pandemic was the another most faced challenge by young entrepreneurs with a new business .

There were 51 participants who attended the webinar.

In the second part of the session Mr Samir on the path of recovery for different countries from the catastrophic punch of Covid-19 on economic life globally, a critical question, then, arises as to how are we supposed to move forward in an era that sharply contrasts the life before the pandemic? Mr. Samar eloquently expressed his idea of how crucial it is to retire from the perspective of an erstwhile economy to be able to move forward in our pursuit of economic growth. Since the trajectory in such conditions of pandemic is unknown, the speaker highlighted how we can equip ourselves by tracing back to the historical economic shocks and scrutinizing the patterns of recession and recovery to perceive the path ahead. He accentuates the importance of adapting according to the needs of the changing times, be it by learning to work independently or by acquiring new skills. With society shifting gears so fast, he urged everybody to be optimistic and look beyond the crisis, and view this as an opportunity because that is what will pace us forward as an economy. Overall, it was an engaging and interactive session, and the students were able to discern various noteworthy facets of the economic crisis.



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ENTREPRENEURSHIP WEBINAR ON “HATCH FROM SCRATCH”

September 30, 2020

Platform: G-meet

“Entrepreneurship is an essential life skill and it’s never too soon to get started.”

Entrepreneurship is important as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs, but also for related businesses. Entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed. The path towards entrepreneurship and an entrepreneurial mindset can be pursued by anyone, but the problem is how to start. To apprise the students with practical insights, Bizmind, The Ecell of Maharaja Agrasen Institute of Management Studies organized a webinar “Hatch from Scratch” on September 30, 2020 by Mr. Gundeep Singh. Mr. Gundeep Singh, currently working with Myntra is an alumnus of Columbia University, pursuing a management degree in Entrepreneurship, innovation and strategy from Harvard University. He has been a TEDx speaker and a keynote speaker at institutions like IIT, IMA, etc. Besides listening to podcasts, Mr. Gundeep is an avid skier, lover horse riding and also maintains an adventure list. But what he holds close to his heart is having been the youngest to scale the Pindari Glacier.

The programme had the delightful presence of Prof. G. P. Govil, Advisor MATES, Dr. Manju Gupta, HOD, Department Commerce, faculty members and students of MAIMS. The programme opened with Dr. Manju Gupta, welcoming one and all. All the organizers and the participants were highly motivated by the address of Prof. Dr. Gyan Govil, who shared a part of what he knows and thinks about entrepreneurship with the people present. He also congratulated the team of Bizmind for the successful launch of the ‘Bizshow’. With experience comes knowledge. He gave the people of the house a small glimpse of that knowledge by sharing his thoughts on the matter with them. According to him, “Dreams aren’t those which you see in your sleep, by those which don’t let you sleep”. He also shared some incidences from the lives of great people, who became great not because of their natural talent or luck but because of their will to never give up.

The highlight of the event is the inauguration of the Bizshow, brainchild of students of BIZMIND by launching their inaugural video. BIZSHOW is a video series which promises to focus on different facets of this world that we live in. The basic idea behind every video is to analyze the situation through a business angle. And that is what makes the videos interesting! The theme of the video was the business idea behind the launch of CORONA Vaccine.



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Mr. Gundeep is a personality with immense knowledge about business. The name of the seminar 'Hatch from Scratch' is of his own making. According to him, the first step in the process of starting a business is an idea. The idea is the beginning of everything. He said that there is seldom any eureka moments in a wannabe entrepreneur's life. Most of the time he/she has to improvise and then execute the idea. He took a very fun example of Harry Potter's magic wand. He told the people that when thinking about the idea, use the figurative wand of Harry's and make all the problems vanish. When you do that you get a clear idea. He used the example of companies like Dropbox and OYO to expound on his point. He also talked about a few models through which people can get ideas to start a business. One such notable model is the disruptive model. A disruptive model, according to the speaker, is a business model that employs a strategy for creating new business markets by improving upon or making a change to existing business model. In the course of the growth of these new markets, it eventually uproots established businesses, also called incumbents. He put forth the following points too:

- **Short listing the Idea:** Short list the ideas to choose from.
- **Devil's advocate:** At this stage become the devil's advocate and question everything about your idea.
- **Validate the Idea:** Get the proper validation for the idea.
- **Get ready to market:** Get ready to market your idea. Marketing is what gets your product sold.





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Total 73 students participated in the webinar with great zeal and enthusiasm. The audience was very pleased with the speaker's systematic way of putting forth his ideas and then expounding on them. Because of the speaker's communication skills and the way of presentation, the audience participation was staggering to say the least. Almost every other person had a question of his own. And what can we say, the speaker tried to sate the thirst for knowledge of his audience to his level best. The speaker also talked about his own startup-Honcho, an app which helps people in a group make important decisions. He also conducted a quick exercise to challenge the audience and make the program more interactive. All in all, the webinar was a huge success, and audience was delighted by the value addition the webinar provided.



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WEBINAR ON 'CAREERS IN FINANCE AND RESEARCH'

September 13, 2020

Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the faculty and students in their future pursuit. In this direction, Finversion, the finance society of MAIMS, organized a webinar on the topic 'Careers in Finance and Research' in collaboration with career launcher. The webinar was conducted using the digital platform, ZOOM <https://zoom.us/j/92726109736> at 4:30 pm on Sunday, September 13, 2020.

The webinar was graced by leading expert from the industry to offer valuable guidance to the students of MAIMS on the various courses like NCFM, CFA, FRM and finance curriculum in different universities. The students who seek to join their family business or are planning their own startups in the future, gained immensely from the knowledge shared. This webinar also gave intellectual confidence to the participants who aspire to invest in the stock market.

The eminent speaker of the webinar; Mr. Alok Sharma. He is an expert in the field of FINANCE. He also specializes in financial risk management program, with unmatched knowledge about FRM® exam and has trained several corporates in risk management.

The speaker talked about broad divisions of finance an individual can work in, like investment banking, corporate finance , public accounting etc. The speaker also briefly explained about portfolio management and it's sub divisions and also provided the participants knowledge on the banking sector and its sub division and how you can get an opportunity to work in that sector.

The session paved light on the fact that almost all top universities have identical curriculums. Mr. Alok Sharma showed us this similarity in his presentation by comparing 5 universities and the finance courses they offer which were: london business school (masters in financial analysis), Carnegie mellon university (masters in finance), singapore management university (masters of science in quantitative finance) , massachusetts institute of technology (masters of science in finance) and indian school of business.

The speaker rightly explained that how these dynamic courses are far more applicable and new and how they equip us with more real time applicable techniques. At the end of the session the

speaker was open to any and all question participants would like to ask about careers in finance and many students interacted well and solved their queries. The session was very interactive and saw a presence of 48 participants. It was indeed a valuable event wherein the take away have helped the attendees to identify the right means to plan their path that will not only help them in deciding their path but will also add contentment and meaning to their day to day life.





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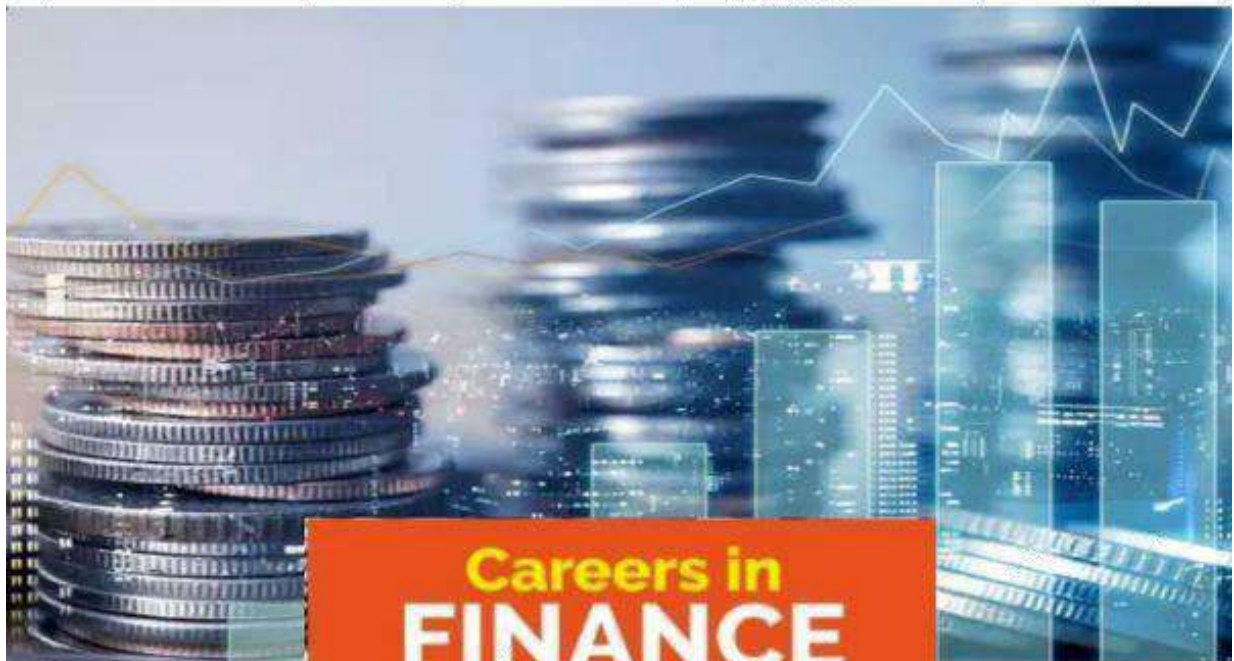
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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



In collaboration with



Careers in FINANCE

A Webinar



Speaker
Alok Sharma
Head
Career Launcher FinSchool

September 13, 2020 (Sun.)

16:30 hrs

forms.gle/V6hwdQvWtEApoGee9

Zoom Meeting



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Report

Webinar: "Entrepreneurship and Scope of Creativity in Modern Era"

(Saturday) September-12, 2020

Compact-the Commerce Society of Maharaja Agrasen Institute of Management Studies organized a webinar on Entrepreneurship on 12th September, 2020. It started at sharp 3:00 PM and our guest speaker for the same was Mr. Sanil Sachar via Google Meet. There were 68 participants in the webinar.

Our society's president, Vanshika Gilhotra gave the welcome address following which the introduction to our speaker was given by our host, Manasvi Khanna. Mr. Sanil Sachar is a national best-selling author from India with four books, traversing through prose, poetry, short-stories, scripts and couplets, that have been critically acclaimed and received by readers around the world. With over 200 works of published poetry and short-stories, Sachar is one of the few Indian authors to be published in all forms of literature.

Known for his work on realism, Sanil has co-produced the New York Film Festival award-winning Bollywood film, Mantra, as part of his love and contribution to the world of art. Often writing about realism, Sachar writes his work in the early hours of the morning, in order to create work unhindered by external thoughts. A founding partner of Huddle, a leading incubator in New Delhi, India, which has incubated over 30 sector agnostic startups in the consumer, blockchain, electric vehicle and health sectors, he is also of the co-owners of the global sports brand Tru, under which Trusox which is the brands patented high-technology performance socks are worn across 9 sports and across the globe.

Soon after the introduction, our guest speaker launched our e-newsletter – Vanijya. A summarized version of what was covered in this edition of the news was shown through screen sharing done by Anubhav Goel while Nikita Kaimal narrated the various business stories covered in each category as mentioned below.

Our newsletter Vanijya which translates to commerce covers various commerce and business stories around the world. In this edition we have covered the news till mid-September. Firstly, we have covered the main news of the month as our cover story which is none other than that of GDP contraction in India. We have covered the reason for contraction, sectors affected by the



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contraction, comparative study of India with other countries around the world and how the government is taking measures on it.

Moving on to our first category i.e., Vyapar which covers the business news of the month. In this edition we did an analysis of the relief package of ₹20 lakh crores announced by the government under the Atamnirbhar Bharat Abhiyan. We also did an analysis of industries moving to India during this pandemic and how India can take advantage of this situation by seeking foreign investments.

An advertisement of the book written by our speaker Mr Sanil Sachar was then shown to the audience. Then we had our bazaar column which covers the stock market and investment news. In this edition we have covered the biggest news of the market which is of Reliance and Jio. We have explained the various investments worth 21\$ billion by various companies in India's Jio platform. We have included a timeline explaining the same.

Lastly, we have our success mantra column in which we will cover the story of a successful entrepreneur each month. In this edition we have covered the success story of Mr. Vijay Shekhar Sharma the founder of Paytm.

This launch was followed by the speaker's address to the audience wherein he shared his experience while attending various webinars during Covid-19. The conversation was then carried forward by a Question-Answer segment wherein various audience members participated and got a chance to get their queries answered. Some of the thoughts shared by the speaker in response to the questions raised by the audience are briefly mentioned in the following paragraph.

The session started with Mr. Sanil Sachar discussing about how the criticism he received on his work made him realize that he wanted to become and had the potential to become a writer and how the mere idea of challenging himself became his inspiration to write a book. He also mentioned that inspiration comes from passion which is the hunger to learn and to be better. Next, he talked about the struggles that he faced while building a business model and said that the biggest challenge was to be mentally prepared for rejection as the first of anything that we do is built from rejection. He also discussed about what incubation is and what an incubator does.

Then he talked about success being a mythical mountain that has no end to it. He also encouraged everyone to try and conquer small milestones, calling success as a whole a glorified term. On being asked about how important it is for a writer to read, Mr. Sachar said that only 10-15% of how much



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you write is what you should read, that too in order to get to know about different styles of writing.

He also discussed about how reading a book backwards can help in reading faster. He then talked about his upcoming novel “And... Perhaps love” and his company TruSox.

To quote him “A new normal has replaced the established order. Distant relationships, virtual work, blurred futures and measuring our way back to this reality occupy us every day”. Negotiating these changes, Mr. Sanil Sachar’s “And . . . Perhaps Love” will work as your companion. It is a silent observer for when you want to read it, and a patient listener when you wish to communicate with it. Capturing the ideas of love, darkness and the attempt to find balance in life, this is a book for now and forever. Set in 2020, “And Perhaps Love” is a book written in a manner to help each reader become the protagonist, with over 50 ways to read the book, leading to a common ending, it is a book, made with a new approach during the new normal. The session ended with Mr. Sanil Sachar talking about his favorite writer Mitch Albom and some of his famous works ‘Tuesdays with Morrie’ and ‘Five people you meet in heaven’.

After thanking Mr. Sanil Sachar for answering each question so enthusiastically, our moderator for the event, Nikita Kaimal, invited Ishika Gupta to give the Vote of Thanks. She also informed the audience about the procedure to subscribe to our newsletter. The event was graced with presence of dignitaries from our college and the society’s faculty coordinators. After conveying our sincere gratitude to all those present in the Webinar, we ended the meeting as per schedule at 4:00PM.





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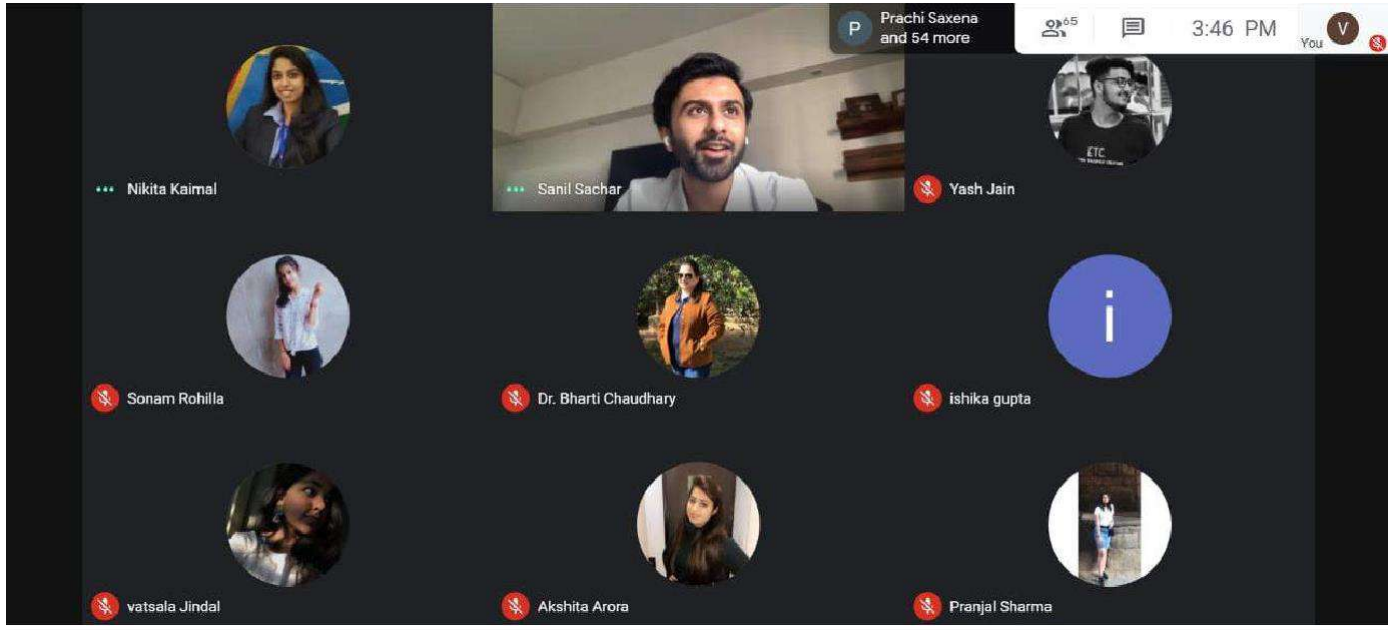
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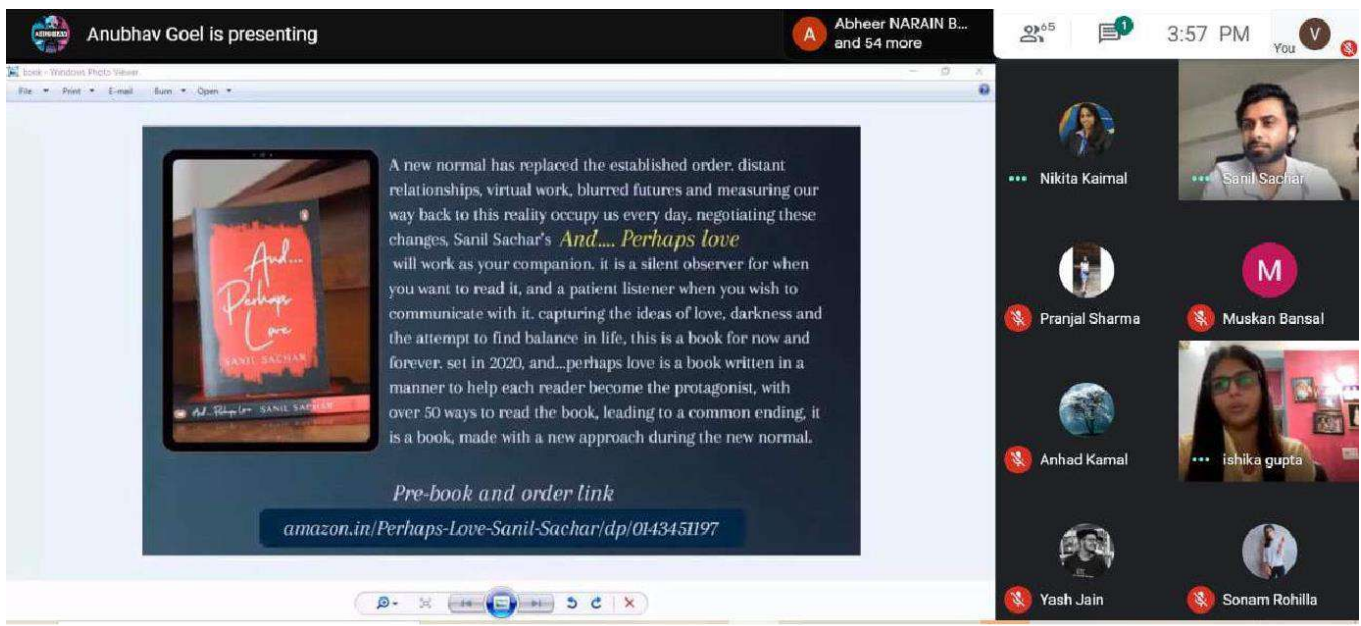
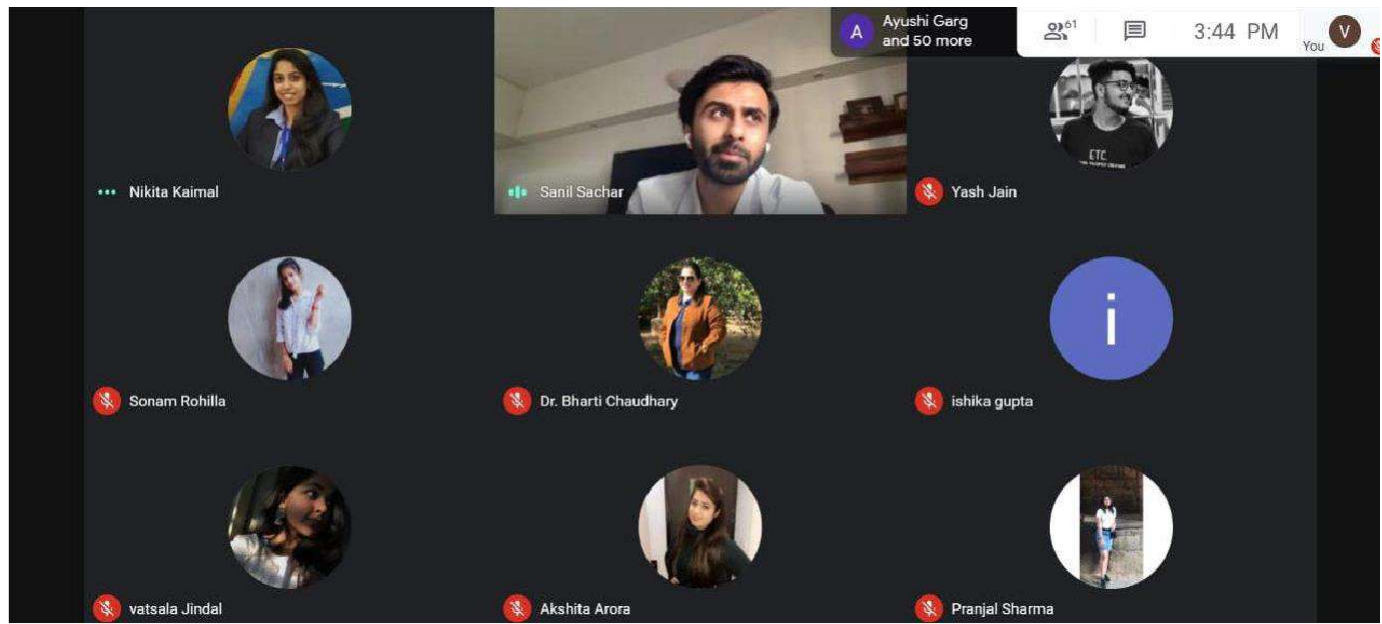
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COMMPACT

The Commerce Society of MAIMS



p r e s e n t s

AN INTERACTIVE SESSION
WITH



MR. SANIL SACHAR
(NATIONAL BESTSELLING AUTHOR,
FOUNDER - HUDDLE INCUBATOR AND
3X TEDX SPEAKER)

&
COMMPACT'S
E-NEWSLETTER LAUNCH

DATE: 12th SEPTEMBER, 2020

TIME: 3:00 P.M

PLATFORM: GOOGLE MEET

E- CERTIFICATES
WILL BE GIVEN

CONTACT:
VANSHIKA: 99990 69929
(PRESIDENT)

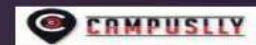
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(VICE PRESIDENT)

Student Outreach
Partner



- How to become a successful entrepreneur.
- What were some of the challenges he faced.
- How creative fields offer vast opportunities for youngsters.

Media Partner





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REPORT

WEBINAR ON 'COVID – 19: CHANGING DIMENSIONS OF CORPORATE FRAUDS'

(Saturday), September 05, 2020

Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the faculty and students in their future pursuit. In this direction, under the Aegis of IQAC; Department of Commerce & Department of Business Administration of MAIMS joined hands together and organized a webinar on the topic '**COVID – 19: CHANGING DIMENSIONS OF CORPORATE FRAUDS**'. The webinar was conducted using the digital platform, ZOOM and YouTube Live <http://www.youtube.com/c/MAIMSDelhiIN> at 5: 00 pm on Saturday, September 05, 2020.

The webinar was graced by leading expert from the industry to offer valuable guidance to the faculty and students of MAIMS on the various issues with respect to corporate frauds. The students who seek to join their family business or are planning their own startups in the future, gained immensely from the knowledge shared. This webinar also gave intellectual confidence to the participants who aspire to invest in the stock market.

The eminent speaker of the webinar; Dr. Sanjeev Gupta, M.COM and LLB from Delhi University completed his Ph.D. from MD University, Rohtak, on his thesis, titled, "Corporate Frauds in India- Nature, Consequences and Regulations". He became an associate member of the Institute of Company Secretaries of India (ICSI) in the year 1994 and is a Fellow Member of the ICSI since 2001. He has been practicing as a company secretary with his firm "Sanjeev Gupta & Associates" since 1998. He has authored two books viz., Company Law Procedures & Compliances (2 Vol.) and Corporate Frauds & their Regulations in India.

The speaker talked about the changes in the needs of individual (from primary to secondary) that is an important motivating factor driving individuals towards Frauds. He also discussed the types of frauds that are most common in the corporate world. He provided practical insights to attendees around not only the issues of corporate frauds but also the modus operandi of frauds before and during COVID -19.

The session paved light on the fact that Corporate Fraud is not a new term; it has just changed its dimension during this pandemic. He discussed many examples of Corporate Frauds like; the McDonald's Case (2001); the Delhi Airport Scam (2008); the Coalgate Scam (2012); the Rajat Gupta Case (2012); the KFC case (2012); the Tata Consultancy Services Scam (2013); the Pearls Agrotech Corporation Limited Scam (2015); the Kingfisher Scam (2015); the Bank of Baroda Case (2015) etc.

The speaker rightly explained that the crisis of COVID – 19 might provide a fertile ground for frauds. The combination of financial and health threats makes people more vulnerable and creates opportunities for these fraudsters. It was an enlightening session, wherein the speaker also discussed the legislations related to frauds in India. Fraudulent practices would always attract negative results; this aspect was highlighted by the speaker when he mentioned the consequences of the corporate fraud. He also outlined that significant measures are needed to build a robust mechanism to prevent frauds during these testing times.



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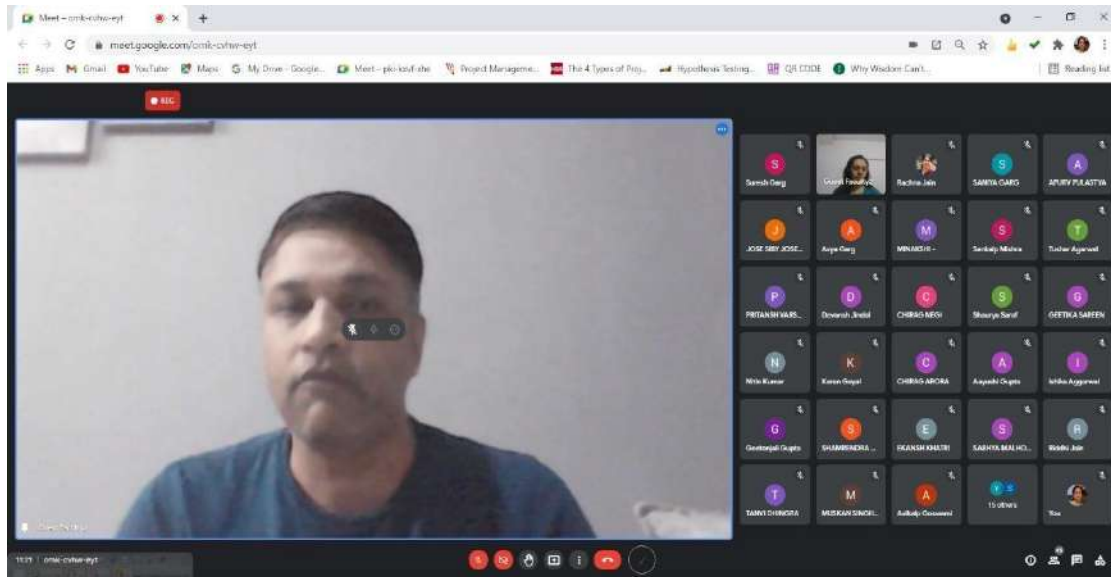
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The session was very interactive and saw a presence of **70+ participants**. It was indeed a valuable event wherein the take away have helped the attendees to identify the right means to plan the business activities that will not only help them commercially but will also add contentment and meaning to their day-to-day life.





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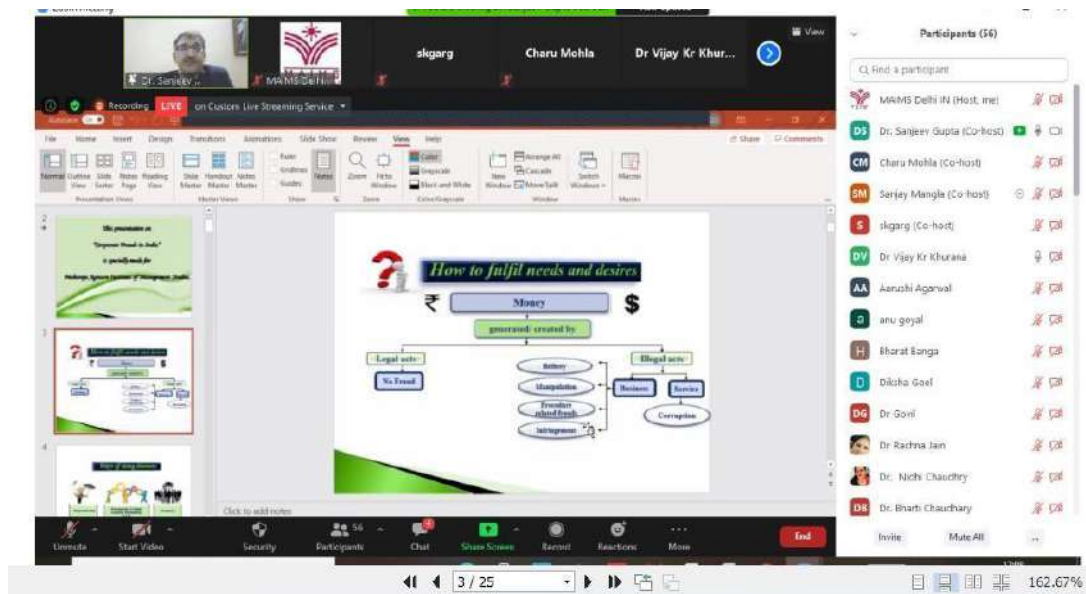
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The screenshot shows a Zoom meeting interface. The main content is a slide titled "Ingredients of Fraud" which features a "Fraud Triangle" diagram. The triangle's vertices are labeled "Opportunity", "Motivation", and "Rationalization". The words "Fraud Triangle" are written in red in the center of the triangle. The diagram is held together by three red pushpins. The Zoom interface includes a top bar with participant names (sigarg, Charu Mohla, Dr. Vijay Kr Khur...), a "Recording LIVE" indicator, and a "Participants (51)" list on the right side.



ILLUMINATE
THE LEARNING HUB OF MAIMS

presents

WEBINAR ON

**FUTURE PROSPECTS OF
FOREIGN EDUCATION
AMIDST COVID 19**

by

Ms Vasudha Dahiya



Certificate For
Attendees

THINKERS POINT

(PLATFORM PARTNER)



- **Assistant
Manager UK &
Ireland at IDP
Education Ltd**
- **12 years of
experience in
overseas
education**





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REPORT FOR THE WEBINAR

On 20th October, a webinar was held by IDP education to inform students on how to pursue and the opportunities regarding foreign education. IDP education is a platform which provides virtual services.

These virtual services include:

1. Student Counselling

Virtual counselling via Email, WhatsApp, Phone and Zoom Attend their virtual events to e-meet Australian Universities.

1. Admission Application Processing and IELTS Registration

Students can apply to Australian Universities and take IELTS (indicator), all from the comfort of their homes.

1. Visa Processing

Sorting documentations and being ready for a student's visa application.

1. Pre-Departure On-Share

Pre-departure seminar and kits Assistance to students on arrival- IDP support and care.

The speaker Mrs. Vasudha Dahiya incorporated many details and useful information for aspirants which included Information on the impact of the pandemic on the education abroad, more specifically in the UK and Australia and laid out a preparation plan (Time- 8 to 10 months in advance of the intake).

as followed:

1. Shortlist Universities
2. Taking Admission Tests
3. Preparing Application file
4. Receiving university assessment
5. Offer acceptance and student visa formation

She further enlightened about the ways a student can opt for financial support options who wishes to go for international learning.

Types of Financial Aids

- Scholarships
- Grants
- Bursaries
- Financial awards
- Loans

The webinar also educated the audience about the following topics or concerns.

Topics included:

Famous Scholarships

Ms Vasudha discussed a few famous scholarships that can help students some of which were-

1. Tata Scholarship (which is described as an equivalent to Cornell university for Indian students)
2. Chevening UK Government Scholarships
3. Fulbright-Nehru Master's Fellowships (for Indian Students)
4. Erasmus Scholarships

5. Royal Society Grants
6. Hubert-Humphrey Scholarships
7. The Mahatma Gandhi Scholarship Programme

The speaker briefly discussed further details for the above-mentioned scholarships in the session

Status of travel restrictions in Oceania (i.e. New Zealand and Australia)

1. Australia confirms first pilot program to bring international students back

Charles Darwin University (CDU) will be the first university in the country to pilot a program to bring international students back to Australia.

2. Australia opens “travel zone” to New Zealanders

People will be able to fly from New Zealand to New South Wales and the Northern Territory and avoid mandatory quarantine- from 16th October.

3. Australia Interstate borders opening up

- On October 5, the Northern Territory government also announced it will revoke its coronavirus hotspot declaration for most of regional Victoria on November 2.
- Queensland’s easing of COVID-19 restrictions, opens borders for NSW from 1st November
- South Australia is now open to travellers from NSW, with the borders reopening on September 23.
- Victoria have remained open to incoming travellers from Interstate
- From October 26, residents of South Australia, Western Australia, Queensland, the Northern Territory and the ACT will be able to enter Tasmania without quarantining.

Updates from Visa and immigration in UK

The speaker also educated the students about updates and circulars provided by UKVI (i.e. UK Visa and Immigration). She discussed the following points in short

1. COVID 19 and Visas:
UK Visa and Immigration is beginning a phased resumption of services starting with 11 Vacs’ (Visa Application Centres) opening on 6th July
1. Quarantine:
Everyone travelling to UK will have to quarantine for 14 days and this applies to students as well;
Students who are stuck in UK can now extend their visas and can only travel back to their home country once visa centres are open.
1. Health in UK
IHS (i.e. Immigration Healthcare Surcharge) will give full access to NHS (National Health Service) and that includes COVID treatment.
The test and the treatment will not be chargeable
Students on Tier 4 visas will have the same rights as British citizens.
1. GIR (Graduate Immigration Route)
It’s guaranteed by home secretary and PM, an official statement will be announced soon this summer
1. Tier 4 Process
No changes in funding requirements, TB test will be required.
Apply online and later come to VFS (Visa Facilitation Services) to submit documents. There will be no e-visa process for the UK.

Biometrics is important to have visibility in the system.
Visa application and documents submission process will involve social distancing & safety measures.

: Questions asked in the webinar by the students

1. What are the benefits of pursuing post-graduation from abroad rather than India?

- If we talk about academics and learning, in abroad they focus more on developing students' practical knowledge rather than just taking lectures. They put more emphasis on case studies, group projects and presentations. Apart from this studying abroad provides you international exposure which is a gem for your CV.

2. Which countries are preferable for pursuing MBA?

- Obviously UK and USA are the big names in the list but there are some other countries like Ireland and New Zealand which are good for MBA. Though choosing the perfect country is subjective and based on many other factors like expenditure, post-graduation working duration, etc.

3. What extra skills are required to get admission in prominent universities around the world?

- General requirements include internships, certifications, languages, leadership roles and other co-curricular that you've been a part of.

4. What all examinations do we need to take to pursue post-graduation in USA?

- USA is the most rigid when it comes to the required examinations. Exams like IELTS, TOEFL, GRE are required and obviously GMAT for MBA.

5. Is business analytics too technical for a business student?

- Being from a quantitative background to pursue business analytics is a myth, A business student can do well in business analytics if he's comfortable with number crunching and the particular programming tool that is used.

6. Do we require work experience for engineering PG or MEM?

- It differs from country to country and institutions. Some institutes require a minimum work experience while some provide early entry options too.

7. Which countries are good for post dental studies after BDS?

- It depends on many subjective factors like expenditure, practising time after the license, etc. But in general Australia and Canada are considered good for post dental studies.

8. Is one-year MBA considered equivalent to MBA or MIM?

- MBA generally requires more work experience as compared to MIM. One-year MBA is a bit more dynamic than the two-year MBA program.

Webinar Details

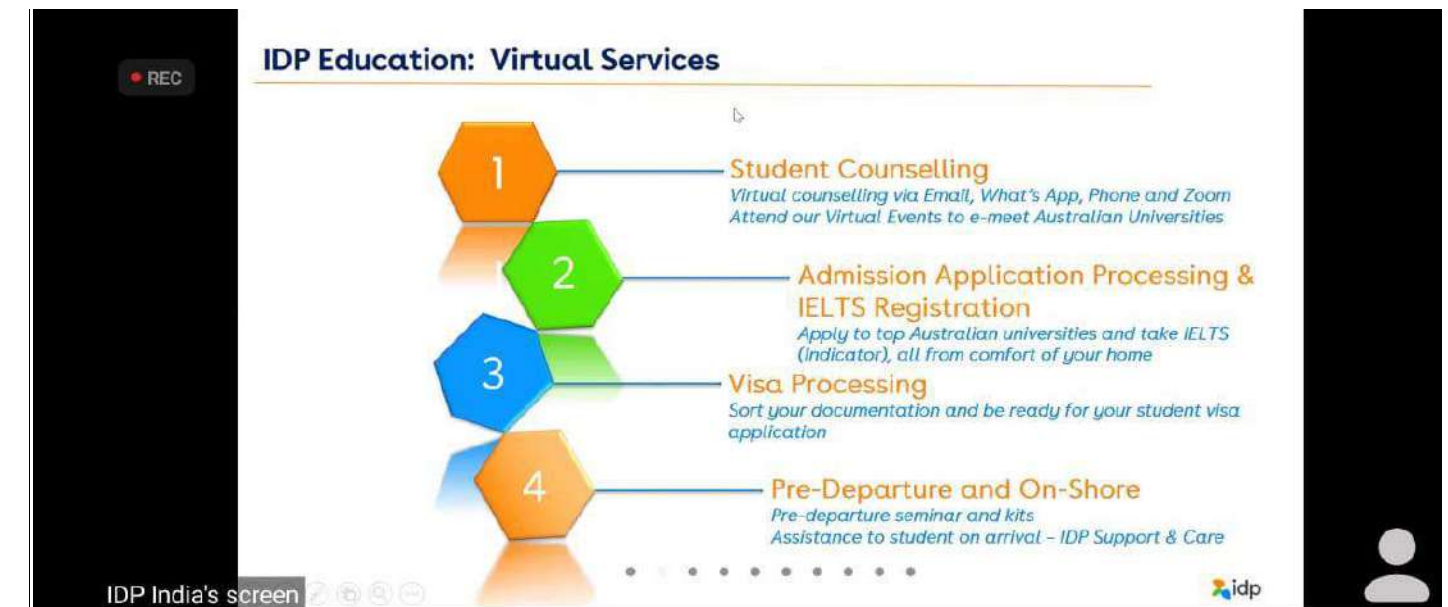
3.Registration Link

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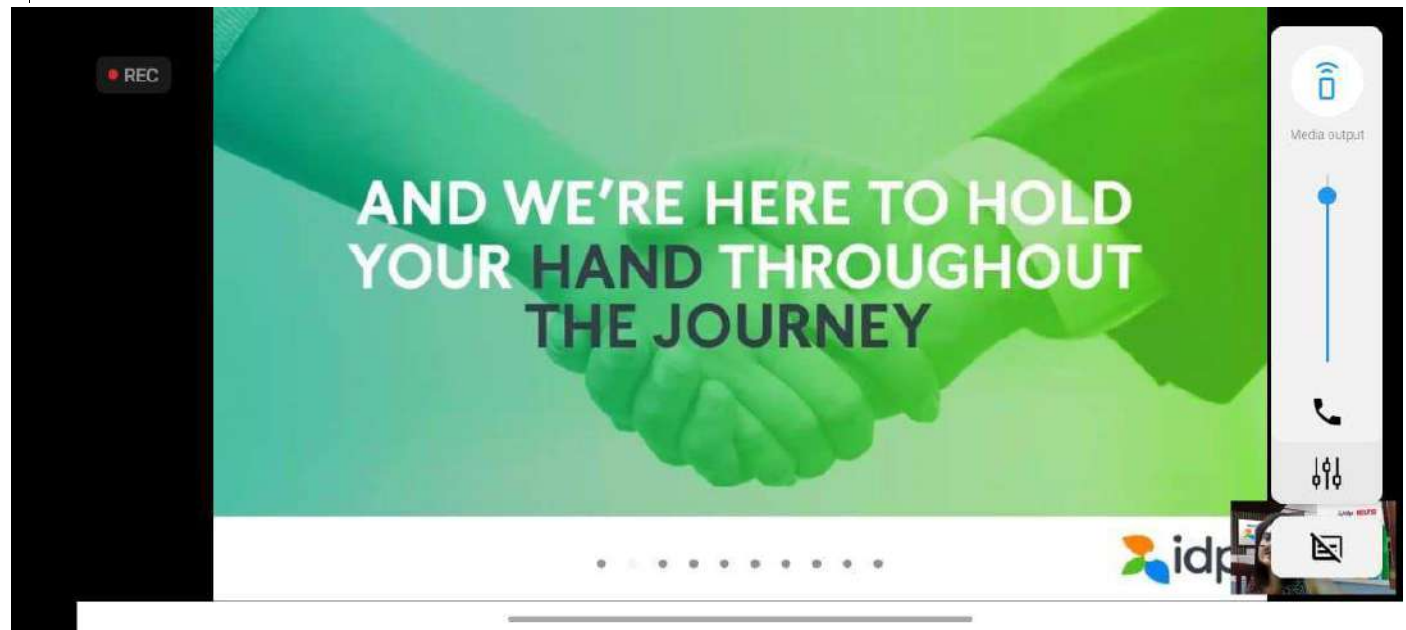
5.Feedback form link

<https://forms.gle/xTSKYbsCf7GDY91cA>

7.Screenshots of the event



7.



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Apply for the relevant Intakes

Fall intake

July/August/Sept
Primary intake

Spring intake

January /February

Summer intake

April/May
Limited programs



REC



Make your
Dream to Study in Canada, UK, USA,
New Zealand, Australia and Ireland
come true with IDP



AM_RJ_Vasudha Dahiya's screen

REC



AM_RJ_Vasudha Dahiya



Famous Scholarships

Few famous scholarships from around the world to help with your scholarship search:

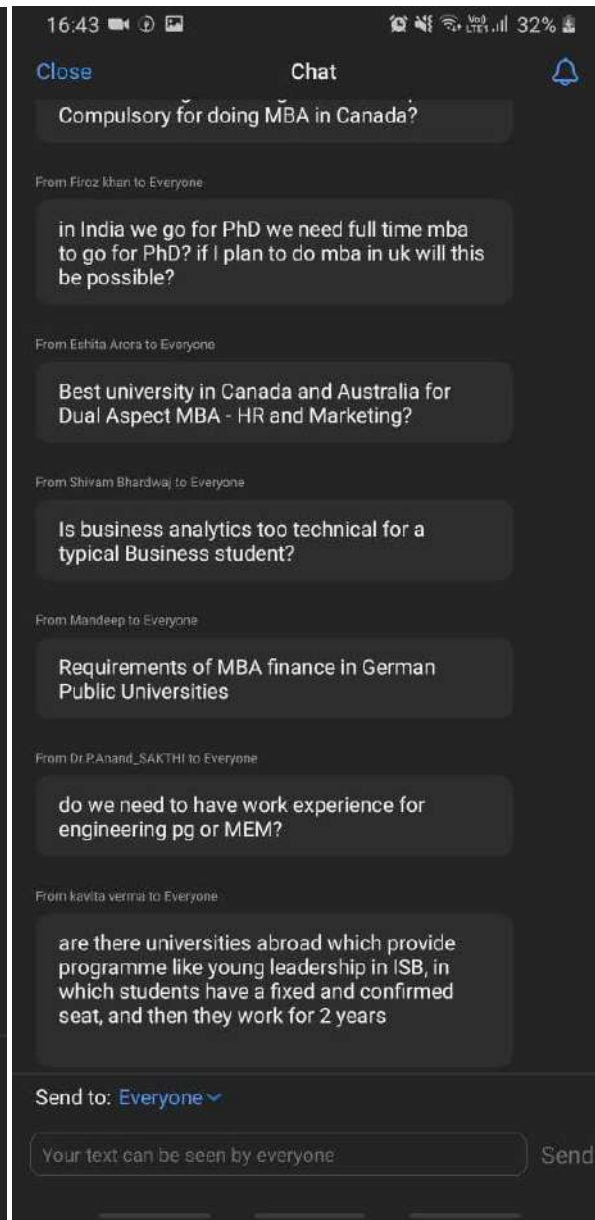
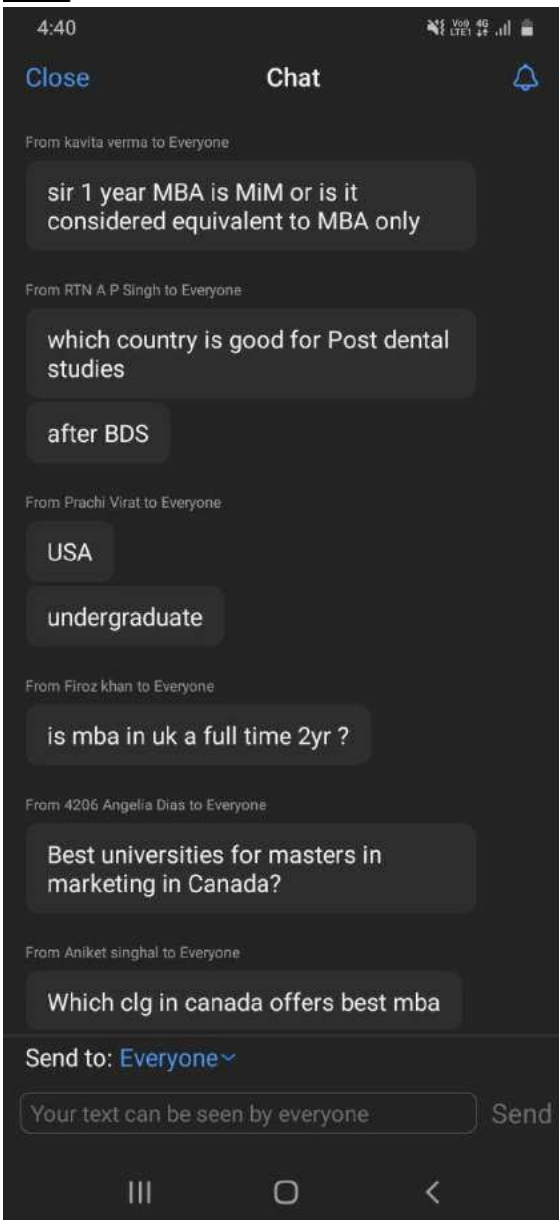
- Tata Scholarship (Cornell University for Indian students)
- Chevening UK Government Scholarships
- Fulbright-Nehru Master's Fellowships (for Indian students)
- Erasmus Scholarships
- Royal Society Grants
- Hubert-Humphrey Scholarships
- The Mahatma Gandhi Scholarship Programme
- And few more.....



Apart from these, there are many other university/institution specific scholarships offered to international students. Also, you may find some India specific scholarships; For example:

- NDTV Deakin Scholarships offered by Deakin University
- [unreadable] scholarship offered by The University of Sydney

AM_RJ_Vasudha Dahiya's screen



Close

Chat



is mba in uk a full time 2yr ?

From 4206 Angella Dias to Everyone

Best universities for masters in marketing in Canada?

From Aniket singhal to Everyone

Which clg in canada offers best mba

From Sejal Jindal to Everyone

I want to pursue MBA from Canada, how long is it for? What are the pros and cons of doing MBA from Canada? What are the expected percentage required to score in under graduate to have a chance of getting a good college in post graduate? What all exams and courses should I take to have a better chance and what are the other ways that I can make my cv better and have a better chance at being selected in a good college? Is work experience Compulsory for doing MBA in Canada?

From Firoz khan to Everyone

in India we go for PhD we need full time mba to go for PhD? if I plan to do mba in uk will this be possible?

From Eshita Arora to Everyone

Best university in Canada and Australia for Dual Aspect MBA - HR and Marketing?

Send to: Everyone

Your text can be seen by everyone

Send

REC

Scholarships

There are many financial support options for international students who wish to study in abroad.

- Scholarships
- Grants
- Bursaries
- Financial awards
- Loans...



REC

Travel Restrictions

- **Australia confirms first pilot program to bring international students back**
Charles Darwin University (CDU) will be the first university in the country to pilot a program to bring international students back to Australia.
- **Australia opens 'travel zone' to New Zealanders**
People will be able to fly from New Zealand to New South Wales and the Northern Territory - and avoid mandatory quarantine - from 16 October
- **Australia Interstate borders opening up**
 - On October 5, the Northern Territory government also announced it will revoke its coronavirus hotspot declaration for most of regional Victoria on November 2.
 - Queensland's easing of COVID-19 restrictions, opens borders for NSW from 1st November
 - South Australia is now open to travelers from NSW, with the borders reopening on September 23
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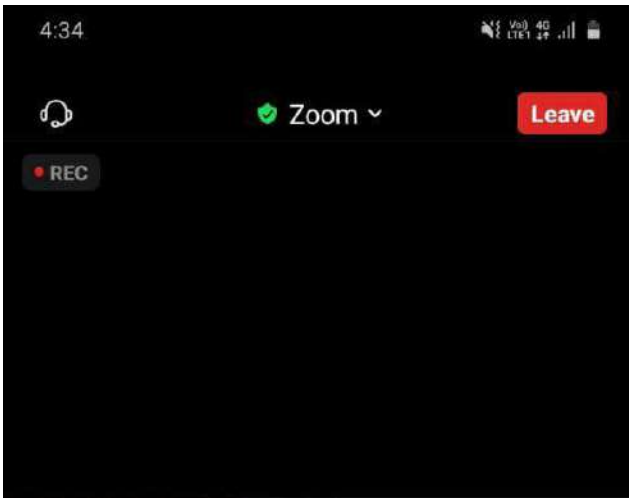
'DP India's screen

REC

Updates from UKVI

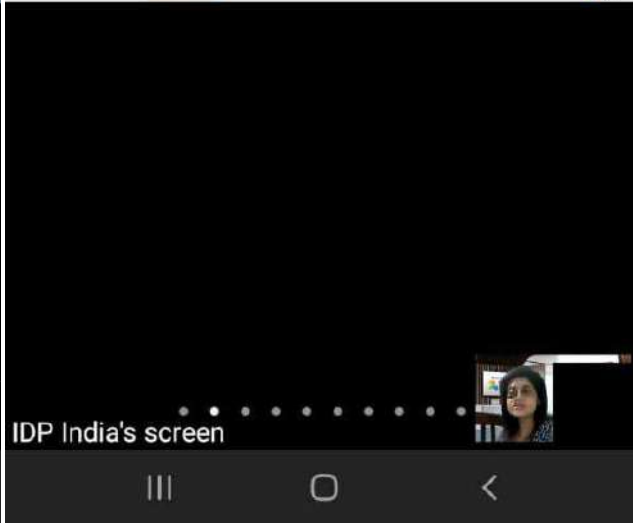
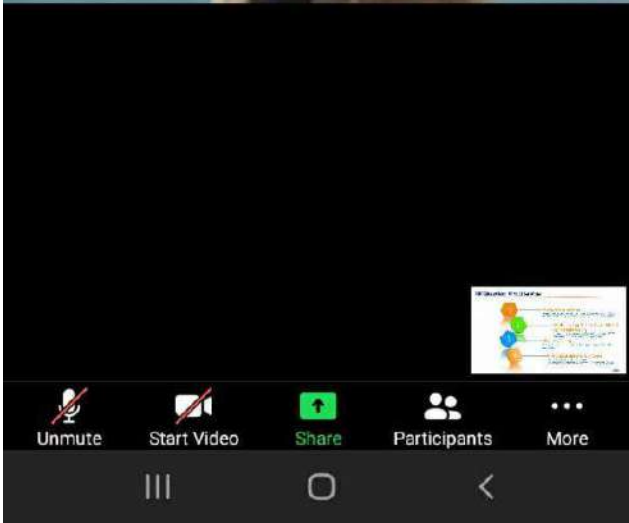
- **COVID 19 and visas;**
UK Visas and Immigration is beginning a phased resumption of services starting with 11 VAC's opening on 6th July
Priority and super priority visas won't be available immediately.
At the moment the standard processing time will be 15 working days
- **Quarantine;**
Everyone travelling to the UK will have to quarantine for 14 days and this applies to students as well.
Policies;
Students who are stuck in the UK can now extend their visas and can only travel back to their home country once visa centers are open.
- **Health in UK;**
IHS (immigration healthcare surcharge) will give full access to NHS and that includes COVID treatment.
The test and the treatment does not carry any charge.
Students on TIER 4 visa will have same rights as British citizens.
- **GIR (Graduate Immigration Route);**
It's guaranteed by Home secretary and PM, an official statement will be announced soon this summer
- **Tier 4 process;**
No changes in funding requirements, TB test will be required.
Apply online and later come to VFS to submit documents. There will be no e-visa process for UK.
Biometrics is important to have visibility in the system.
Visa application and document submission process will involve social distancing & safety measures

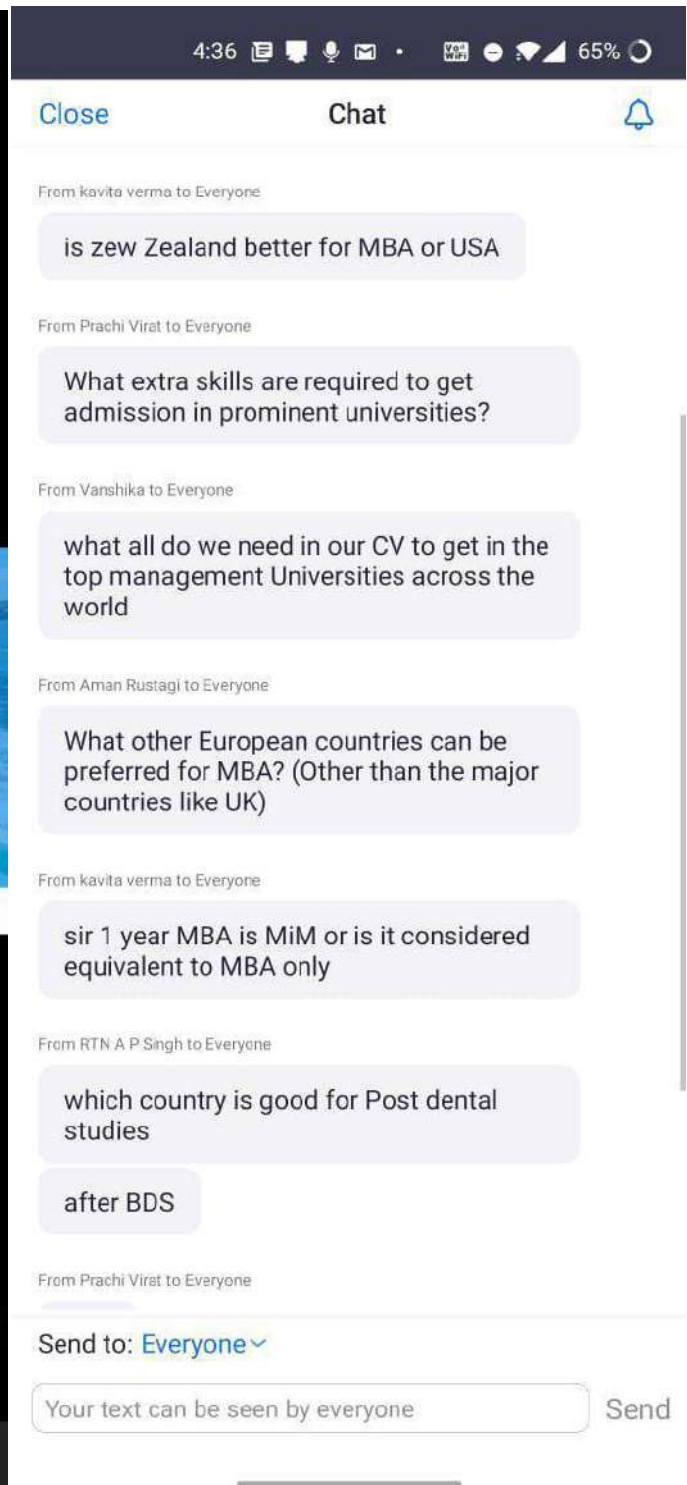
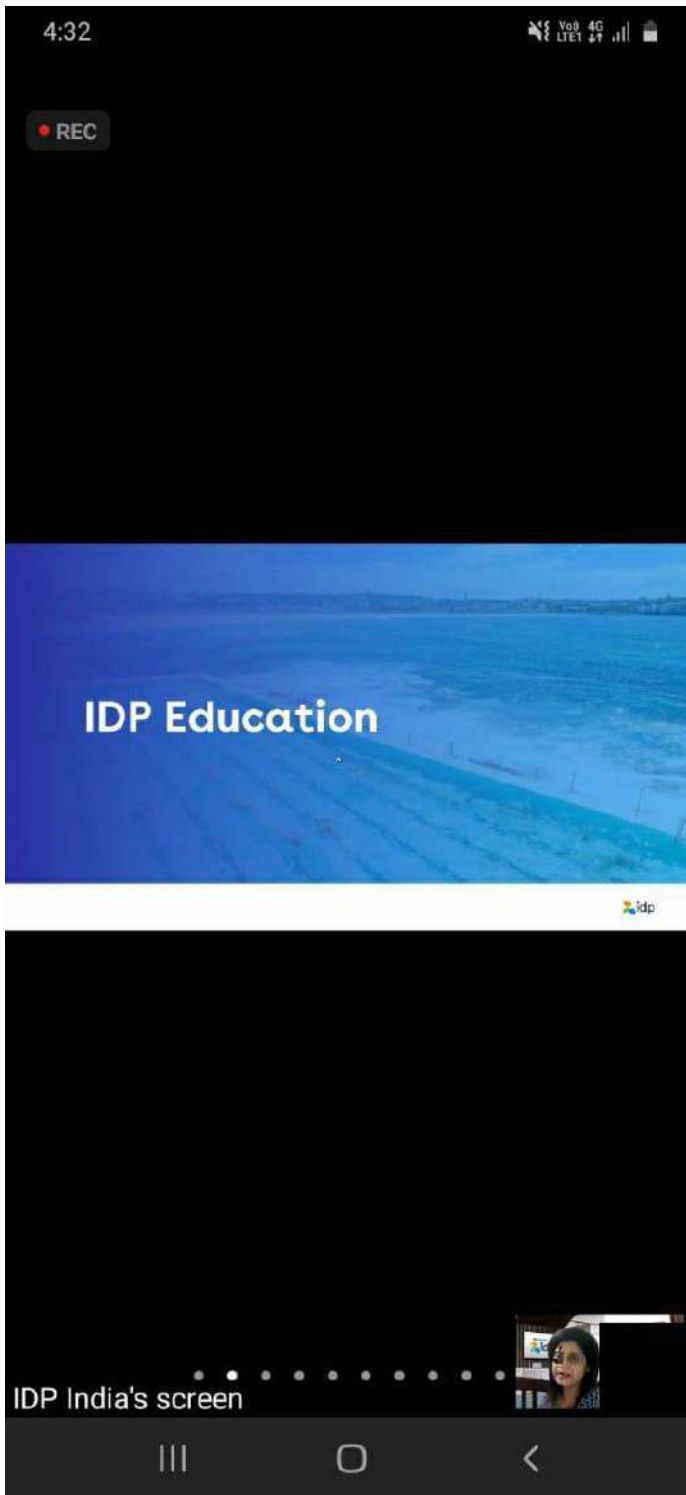
'DP India's screen



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Virtual counselling via Email, What's App, Phone and Zoom
Attend our Virtual Events to e-meet Australian Universities
- 2 Admission Application Processing & IELTS Registration**
Apply to top Australian universities and take IELTS (Indicative), all from comfort of your home
- 3 Visa Processing**
Sort your documentation and be ready for your student visa application
- 4 Pre-Departure and On-Shore**
Pre-departure seminar and kits
Assistance in student on arrival - IDP Support & Care





REC

Australia COVID-19 Situation



The global Sustainable Development Report 2020, ranks Australia third among OECD countries for the effectiveness of its response to the COVID-19 pandemic

IDP India's screen

Source: Australian Government: Department of Health and WHO

REC

Mandatory requirement for all destinations.

Destination	English Language Tests				
	IELTS	TOEFL	GMAT - MBA	GRE - Master's	SAT - UG
Australia	Yes		Yes		
Canada	Yes				
New Zealand	Yes		Yes		
US	Yes	Yes	Yes	Yes	Yes
UK	Yes	Yes	Yes		

AM_RJ_Vasudha Dahiya's screen



12.Zoom link

<https://idp-events.zoom.us/j/93249297735>



STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON
"DEMYSTIFY MBA- INDIA AND ABROAD"

August 30, 2020

MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that in today's competitive world, studying MBA has become extremely popular over the years and now, there are hundreds of MBA colleges all over India. But there is an urgent need to bust the myths of MBA and check the reality of studying MBA in India. To provide clarity to students aspiring for MBA, *Illuminate – The Learning Hub* of Maharaja Agrasen Institute of Management Studies organized a webinar on 'Demystifying MBA' on Sunday, August 30, 2020. The webinar was conducted using the digital platform, Zoom at 5: 00 pm.

The resource person for the webinar was Mr. Alok Bansal, a well-known career counsellor. Mr Bansal is a Post Graduate in Management from Xavier Institute of Management, Bhubaneswar and an Engineering graduate from Delhi Technological University (Formerly known as Delhi College of Engineering). He has also done a Course in Leadership from Harvard Business School. He has been credited with growing the IMS test prep business in Delhi till 2018. He has worked at senior management positions at companies like ICICI Lombard, Larsen & Toubro, IBP Caltex, ExxonMobil etc.

Mr Alok Bansal started his interaction with the students by first explaining the apparent reasons behind the growing popularity of MBA in India. Management became a vital part of the organization structure and hence started the massive recruitment of professionals with managerial skills. MBA has become so popular that even engineers and scientists have started

taking the course to gain business knowledge or become entrepreneurs. With such massive numbers in play, a lot of myth and misconception have gradually surrounded this most aspired course in India and we want to do a reality check. He listed several myths associated with MBA such as MBA gets you a higher salary package, MBA might not be the right course for you if you have not studied business or management in your undergraduate degree, a management degree from B-schools in India is not valid abroad, the market is saturated with MBA graduates and the demand for them is declining due to the unavailability of jobs in the market to sustain them, etc. to cite a few.

He then moved forward clarifying each and every myth listed above. MBA, as a degree, might land you a managerial position in a company but the compensation and appraisals are completely based on the candidate's merit and hard work. MBA has evolved as a programme and there is a significant increase in the flexibility and variety of courses available with B-schools these days. Indian B-schools have transformed drastically and have adapted experiential, practical learning, based on research and industry supported live projects as the way ahead. No matter which industry, there will always be requirements for good managers and subject matter experts. Mr Bansal also gave some of the valuable tips to students about building the right profile to leave one's (potential) connections with positive thoughts about



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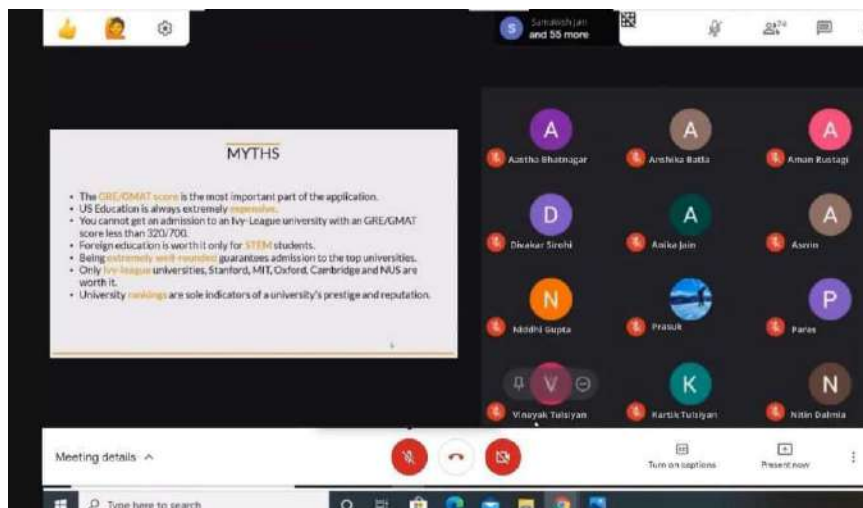
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self. Preparations related to GMAT and facing the interview panel was also discussed by him in response to students' queries.

The session was very interactive and saw a presence of 67 participants.

The enthusiastic audience raised many thought - provoking questions like How to choose the right MBA school for aspirants? Is there a right time to take the MBA plunge? What specific questions should be asked from MBA aspirant? What to expect during the interview?

It was indeed a valuable session wherein the take away have helped the prospective students to identify answers to few strategic questions that constantly troubled them when thinking about MBA. This webinar gave them an opportunity to unlock exclusive information and make valuable contacts, which will help them to determine if a college and its programs are the right fit for them.





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WEBINAR ON 'CAREERS IN FINANCE AND RESEARCH'

September 13, 2020

Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the faculty and students in their future pursuit. In this direction, Finversion, the finance society of MAIMS, organized a webinar on the topic 'Careers in Finance and Research' in collaboration with career launcher. The webinar was conducted using the digital platform, ZOOM <https://zoom.us/j/92726109736> at 4:30 pm on Sunday, September 13, 2020.

The webinar was graced by leading expert from the industry to offer valuable guidance to the students of MAIMS on the various courses like NCFM, CFA, FRM and finance curriculum in different universities. The students who seek to join their family business or are planning their own startups in the future, gained immensely from the knowledge shared. This webinar also gave intellectual confidence to the participants who aspire to invest in the stock market.

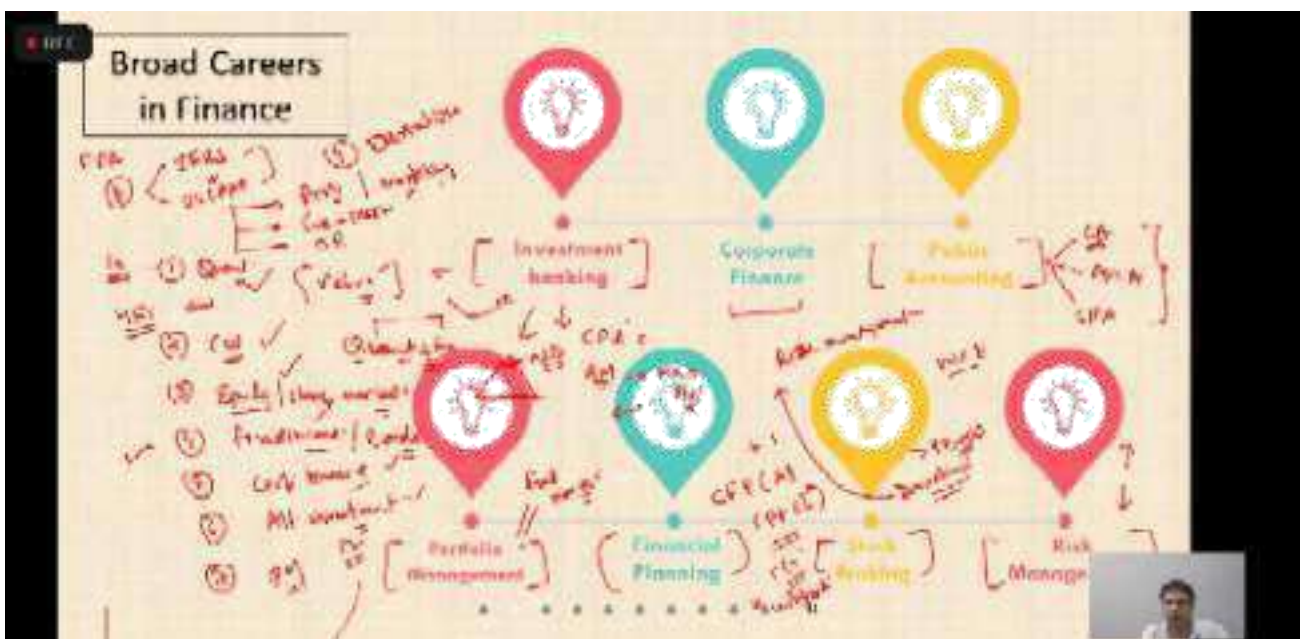
The eminent speaker of the webinar; Mr. Alok Sharma. He is an expert in the field of FINANCE. He also specializes in financial risk management program, with unmatched knowledge about FRM® exam and has trained several corporates in risk management.

The speaker talked about broad divisions of finance an individual can work in, like investment banking, corporate finance , public accounting etc. The speaker also briefly explained about portfolio management and it's sub divisions and also provided the participants knowledge on the banking sector and its sub division and how you can get an opportunity to work in that sector.

The session paved light on the fact that almost all top universities have identical curriculums. Mr. Alok Sharma showed us this similarity in his presentation by comparing 5 universities and the finance courses they offer which were: london business school (masters in financial analysis), Carnegie mellon university (masters in finance), singapore management university (masters of science in quantitative finance) , massachusetts institute of technology (masters of science in finance) and indian school of business.

The speaker rightly explained that how these dynamic courses are far more applicable and new and how they equip us with more real time applicable techniques. At the end of the session the

speaker was open to any and all question participants would like to ask about careers in finance and many students interacted well and solved their queries. The session was very interactive and saw a presence of 48 participants. It was indeed a valuable event wherein the take away have helped the attendees to identify the right means to plan their path that will not only help them in deciding their path but will also add contentment and meaning to their day to day life.





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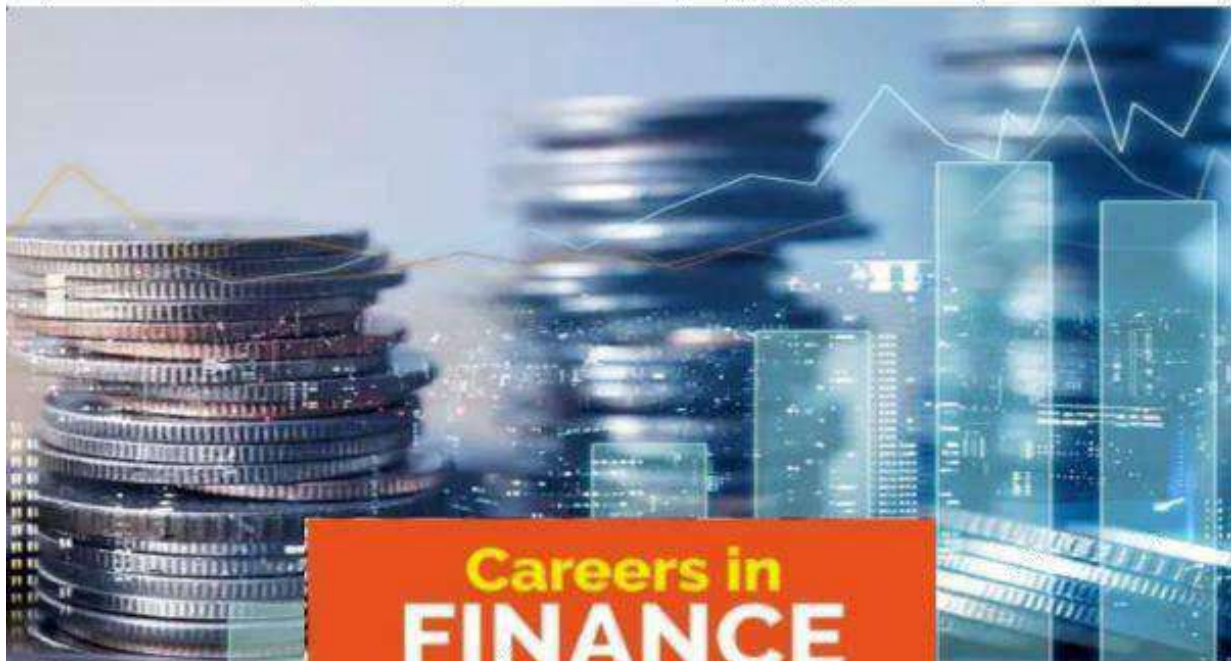
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In collaboration
with



Careers in **FINANCE**

A Webinar



Speaker
Alok Sharma
Head
Career Launcher FinSchool

September 13, 2020 (Sun.)

16:30 hrs

forms.gle/V6hwdGvWtEApoGea9

Zoom Meeting



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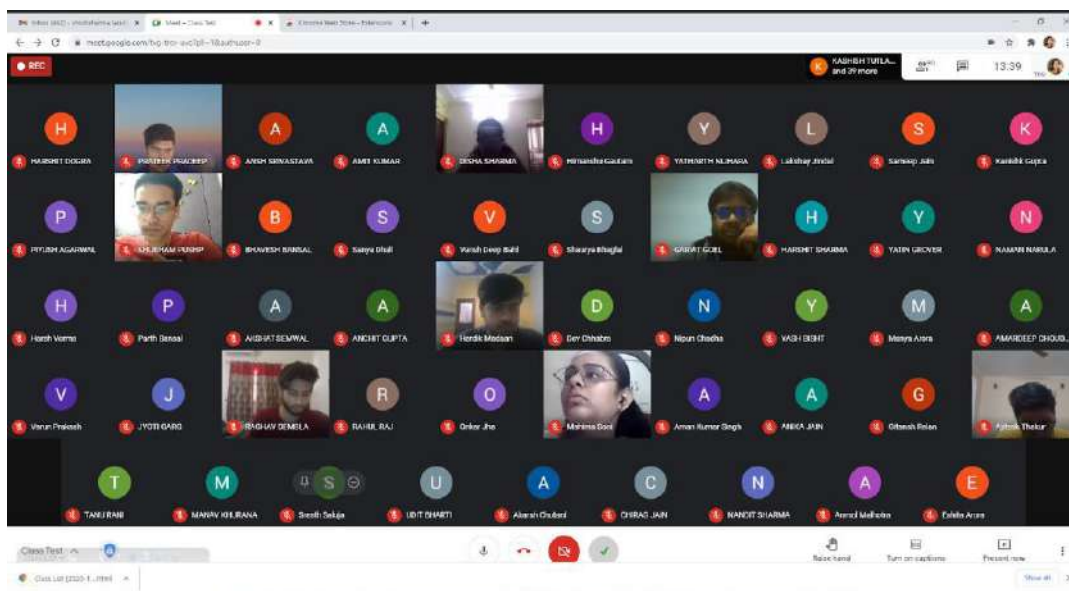
Pre-Placement Talk with Blanchard Research & Training India Ltd.

Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived to secure the future of students and come to their aid at every step of the way. In motivation of the same, a Pre-Placement Talk was organized for the final year students by Blanchard Research & Training India Ltd. on October 28, 2020.

To help the students become industry ready, the Pre-Placement Talk was headed by **Ms. Kajal Jhansal** (kajalj@yomamultinational.com) in online mode through zoom platform. The main objective of the talk was to expose students to Corporate Culture and explain them the processes followed there and to make them comfortable when they are finally exposed to it. The Talk aimed to help the students understand the nuances of Group Discussions and take the fear out of the Personal Interview session and face it with so much confidence.

The Talk further served as a means to clarify details such as salary break up, job profile, place of work, bond details etc. with the company.

The talk received active participation from total **230** students.



The Faculty Coordinators:

Dr. Bharti Chaudhary (Associate Professor)

Ms. Neetu Agarwal (Assistant Professor)



Report Talk on “The Preparation for Competitive Exams”

November 25, 2020

MAIMS organized an online talk on November 25, 2020 via Gmeet titled "The Preparation for Competitive Exams" to prepare final-year students for upcoming competitive exams.

Mr. Sanil Sachar (National Bestselling author, Founder, Huddle Incubator, and TEDx speakers) graced this event to educate and inspire the students on how to maintain their preparation. In addition to being well-known in the industry, the speaker specializes in preparing students for the ultimate test of competitive exams, namely the interview.

For the presentation, which was attended by 70 students, the speaker prepared an interactive PowerPoint while delivering preparation-related tips.

He preached to the audience the significance of Conceptual Clarity. He argued that the Blue Print Approach was necessary to evaluate the test-makers' mentality. He elaborated on the Preliminary, Main, and Interview examination sections. Overall, the Talk was extremely Informative and Educational for the department's ambitious and enthusiastic students. The speaker made it clear that the primary purpose of the examinations was to unearth the country's rough diamonds in order to complete the arduous work of the country. According to him, the exams were intended for everyone in the country, not just the elite members of society. He concluded by stating that the examinations were difficult but not impossible to pass.

During the remainder of the lecture, students actively responded to the questions posed by the speaker using audiovisual techniques. The students who had correctly answered the questions were then selected by the speaker for mock interviews on stage.

During the mock interviews, students faced challenging questions, and the speaker highlighted their mistakes as examples of "what not to do" during the interview process. He advised the students to practice mock interviews in front of a mirror in order to gain confidence prior to the actual interview.

Faculty Coordinators Dr. Preeti Bansal delivered the Vote of Thanks, which concluded with enthusiastic student applause.



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ONLINE WORKSHOP ON DRAFTING LEGAL RESUME AND COVER LETTER December 2, 2020

Internship and Placement Committee, Department of Law MAIMS, organized an online workshop on 2nd of December, 2020, aimed at honing the resume and cover letter drafting skills of law students. The session was presided over by Dr. Praveen Kumar Gupta, Head, Department of Law. The session began with an introductory address by Ms. Aarushi Agarwal, Assistant Professor, MAIMS. Ms Aashna Jain, Advocate and career coach, former associate of Shardul Amarchand Mangaldas and Dua Associates was the resource person of the workshop.

The workshop witnessed over 143 registrations and was attended by over 100 students of BALLB. The workshop was coordinated by Ms. Aarushi Agarwal, Faculty Convener, Internship and Placement Committee, Department of Law and Associate TPO, MAIMS with the assistance of the student members of the organizing committee namely Ms. Deeksha Chugh, Ms. Bhavika Kohli, Ms. Kanika Kapoor, Ms. Neha Gururani, Ms. Apurva Bhutani, Ms. Shourya Nandwani, Ms. Shruti Bansal, Ms. Anshita Khandelwal, Ms. Sonakshi Chaurvedi and Mr. Anurag Singh. During the workshop Ms. Aashna Jain elaborated upon the need and importance of drafting a coherent resume in order to complete with the best. She discussed about the groundwork that one needs to do before drafting the resume including study on the requirements of the recruiter, information about the organization one is applying in, and checking the skill set required. It emphatically mentioned about the need for updating resume and cautioned about the do's and don't's of drafting a resume. The session was conducted with aid of impressive and exhaustive presentations. Towards the end Ms. Aashna answered various question collected from the audience members. All the questions were duly addressed by the speaker and the workshop indeed was an enriching experience for the students.



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DEPARTMENT OF LAW

MAIMS

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TRAINING AND PLACEMENT CELL

ORGANISES

**ONLINE WORKSHOP
ON
HOW TO DRAFT A LEGAL
RESUME AND COVER LETTER**

December 02, 2020
Time : 04:00 - 05:00 P.M.
VIA GOOGLE MEET



RESOURCE PERSON :

Ms. Aashna Jain

- Advocate & Career Coach
- Founder, Career Solutions
- Former Associate, Shardul Amarchand Mangaldas & Dua Associates
- Alumnus, NLU Jodhpur

Contact Us - info@maims.ac.in

REGISTRATION LINK :

Amrta Singh
987634567

Dr. Anil Kumar
9876543210

Varun Kapoor
9876543210

Shweta Kulkarni
9876543210

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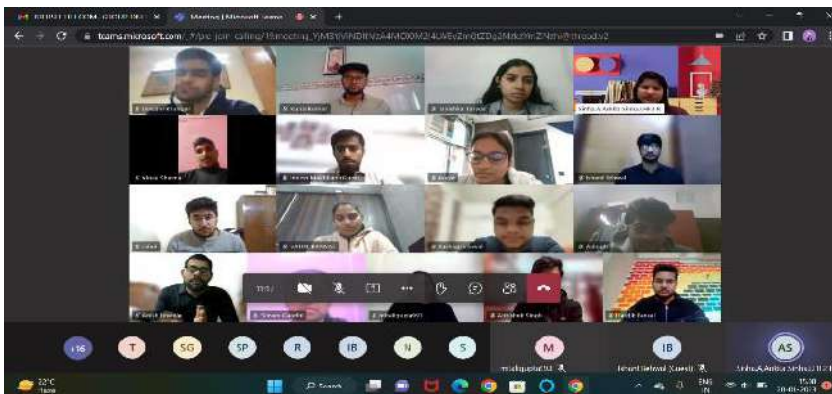
Pre-Placement talk with Yhills

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit, A Pre-Placement Talk was organized for the final year students by Yhills on February 17, 2021 in online mode through zoom platform.

The Pre-Placement talk was headed by **Ms. Shaina** (shaina@Yhills.com). The two-hour session equipped our students to cope up with corporate challenges by employing the latest training methodologies. This way the strength of the students is upgraded to ensure that they face the challenges of the competitive world.

The talk aimed at inculcating the basic soft skills that are required by every student appearing for the recruitment process of this Company. The talk covered essential skills for Personal Interview, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Building, Resume Writing, Personal Grooming etc. Total **280** students registered for this talk.

This talk gave the students opportunity to explore new ideas and improve their personality. With such interactive round wherein, students clarified all their doubts, the talk concluded successfully.



Faculty Coordinator for this event were:

Dr. Preeti Bansal (Assistant Professor)



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Pre- Placement Interaction with Vikas Lifecare Ltd.

MAIMS has been a firm believer that building of secure future of the students is of utmost importance. In pursuance of the same, a Pre-Placement Interaction was organized by Vikas Lifecare Ltd. for the final year students of MAIMS on March 24, 2021.

Despite the dreadful Covid 19 situation, the hustle for the future continued and the Talk was conducted through online session wherein **Mr. Diljit Singh** (Diljitsingh23@lifecare.com) conducted the online session through ZOOM Platform.

The speaker stressed on the fact that Action of the fundamental key to success and Failure is the opportunity to begin again more intelligently. Such encouragement accompanied with brief discussion regarding the company and the roles they offered.

The online medium showed a very enthusiastic support by **256** Participants and such an active interest of the participants not only made such session an interactive one but also impressed the speaker by the in-depth research the students had done before hand.

The faculty coordinators were:

Dr. Preeti Bansal (Assistant Professor)

Ms. Kamna Vaid (Assistant Professor)



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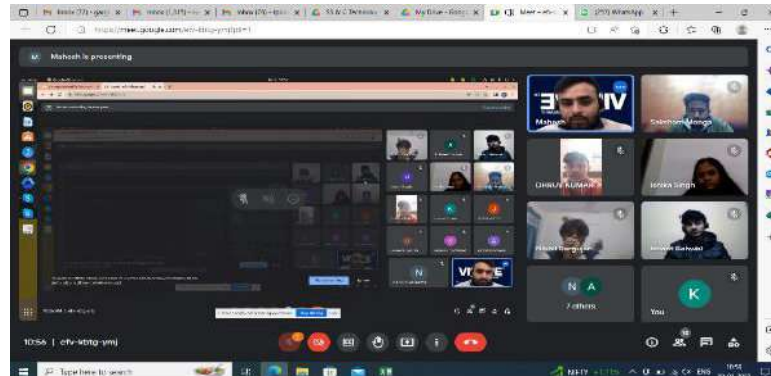
Pre-Placement Talk with OM Telecom Logistics Pvt. Ltd.

MAIMS has always encouraged building of a successful and secure future of the students. The belief that the future belongs to those who believe in the beauty of their dreams, a pre placement talk was organized by OM Telecom Logistics Pvt. Ltd. on May 20, 2021.

The Pre placement talk was headed by the speaker **Mr. Saurabh Agarwal** (Saurabh.agarwal12@gmail.com) in online mode through zoom platform wherein an initial stone of understanding amongst the students regarding the company, the role offered, the business SOPs and so on were put in clear perspective of the students.

The main goal of the talk was to introduce students to Corporate Culture, tell them how things work there, and make them feel at ease when they have to deal with it. The goal of the talk was to help the students understand how Group Discussions work and get over their fears of Personal Interviews so they could go into them with confidence.

The talk saw enthusiastic participation from total **290** students who had come prepared with their in-depth research and hence left an overall great impression on the speaker as well.



The Faculty Coordinators for this event were:

Dr. Bharti Chaudhry (Associate Professor)

Ms. Kamna Vaid (Assistant Professor)



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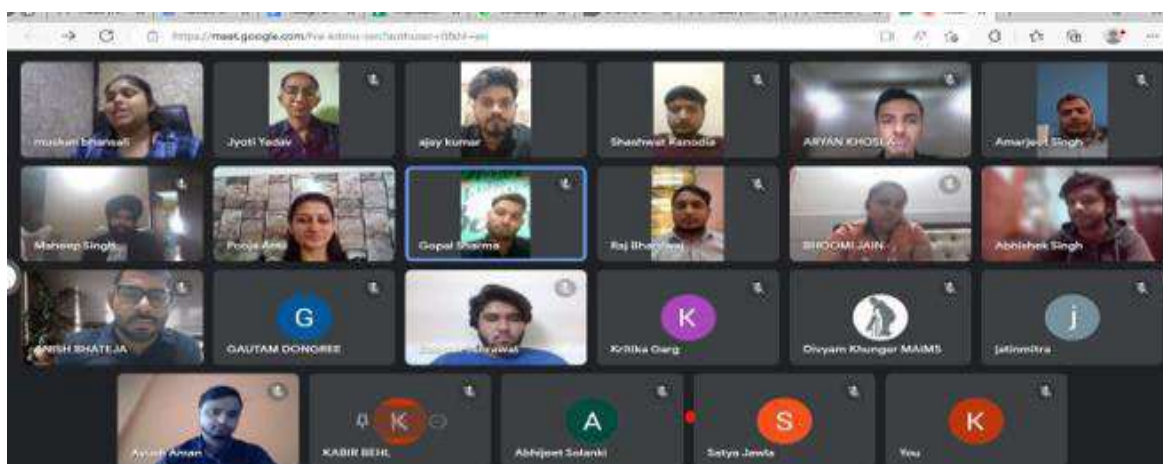
Pre-Placement Interaction with Confluence Solutions

Maharaja Agrasen Institute of Management Studies constantly endeavors to assist and expose the students in their future pursuits. To chase the same aim, Pre-Placement interaction was organized for final year students which focused on current industry concepts as well as training for placement. Pre-Placement interaction focused on over all development of candidate in order to prepare for various placement drives.

Despite the dreadful Covid 19 situation, the hustle for the future continued and the Talk was conducted through online session through ZOOM Platform on June 3, 2021. The session was handled by **Mr. Rohit Dutta**.

The speaker briefed students regarding the Company's environment and the expectations from the selected candidates. In the end, participants asked the questions about the career in this field and many students indeed had their queries answered.

The session was very interactive and saw presence of around **301** participants. It was undoubtedly a valuable talk wherein the take away have helped the students to identify the right means to plan their path that will not only help them in deciding their path but will also add contentment and meaning to their day-to-day life.



The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Dr. Kamal Gupta (Assistant Professor)



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Maharaja Agrasen Institute of Management Studies

Training and placement cell

Department of BA(JMC)

In association with Maharaja Agrasen University, Baddi, H.P.

Organized

An interactive workshop

Constructing Career: Resume Building and Interview Skills Enhancement



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Training and Placement Cell
Department of Journalism and Mass Communication

in association with



Dr. Nand Kishore Garg
Founder Chairman and
Chief Advisor, MAJES
Chancellor, MAU

Maharaja Agrasen University, Baddi, H.P.
Under the Aegis of IQAC, MAIMS

Organizes,

An Interactive Workshop

CONSTRUCTING CAREER: Resume Building and Interview Skills Enhancement

Time: 11.00 a.m.
Date: 26th June, 2021
Venue: Zoom

Resource Person:



MR. ANAND SAURABH
*Broadcasting Officer and APRO,
Directorate of Public Relations,
Ministry of Defence. IIS Topper
(UPSC), Former Editor,
Employment News.*



Prof. (Dr.) Vinita Gupta
Head of Department
Journalism and Mass Communication

Ms. Shifali Ahuja
Assistant Professor, Event Convenor
Journalism and Mass Communication

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CONSTRUCTING CAREER: RESUME BUILDING AND INTERVIEW SKILLS ENHANCEMENT

By Mr. Anand Saurabh

June 26, 2021

The session started with blessings from Maa Saraswati. An introductory and welcome address was given by Prof. (Dr.) Vinita Gupta, HOD, BA(JMC). Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, gave a brief about the importance of the workshop for the students and appreciated the efforts of the entire organising team. Prof. G. P. Govil, Advisor, MATES, gave his words of sagacity. He spoke about the importance of a resume in career building. *“Resume is the mirror of yourself - -when you market yourself”*. He also mentioned, *“many students have a very casual approach towards resume making”*. He gave some keynote pointers for making your resume stand out from the crowd and how you can prepare yourself for an interview.

Mr. Anand Saurabh, the keynote speaker of the event highlighted professor Govil’s words by saying, *“Already reached the climax now we are going in flashback. His speech was a summary of what I’m going to talk about in the next one and half hours”*. He, during his session, spoke about how to draft an impressive resume; what a resume is? Types of resumes. *“Resume is an ad made by you to market yourself. Traditional resumes are still dominating the job market today but non-traditional resumes will be in prominence in the upcoming future”*. He stated that we should consult Ramayana, Mahabharata, and Bhagavad Geeta for life lessons. Sir shared his thoughts about how a job becomes the heart of your life as your life revolves around your job. He also highlighted online social media resumes and video resumes. He talked about the steps for an effective resume writing for freshers. He concluded by saying that you are your own brand so present yourself like one in an interview.

Prof. (Dr.) Vinita Gupta thanked the keynote speaker. She also shared her past experiences before the Question-Answer session. Mr. Anand Saurabh gave elaborate answers to all the questions asked by participants. He also provided some practical tips for the interview saying, *“Capability is the mantra”*.

103 students of department of Journalism attended the event. Ms. Shefali Ahuja, Assistant Professor, MAIMS, presented the vote of thanks. *“Experience matters the most”* with this she concluded her speech.



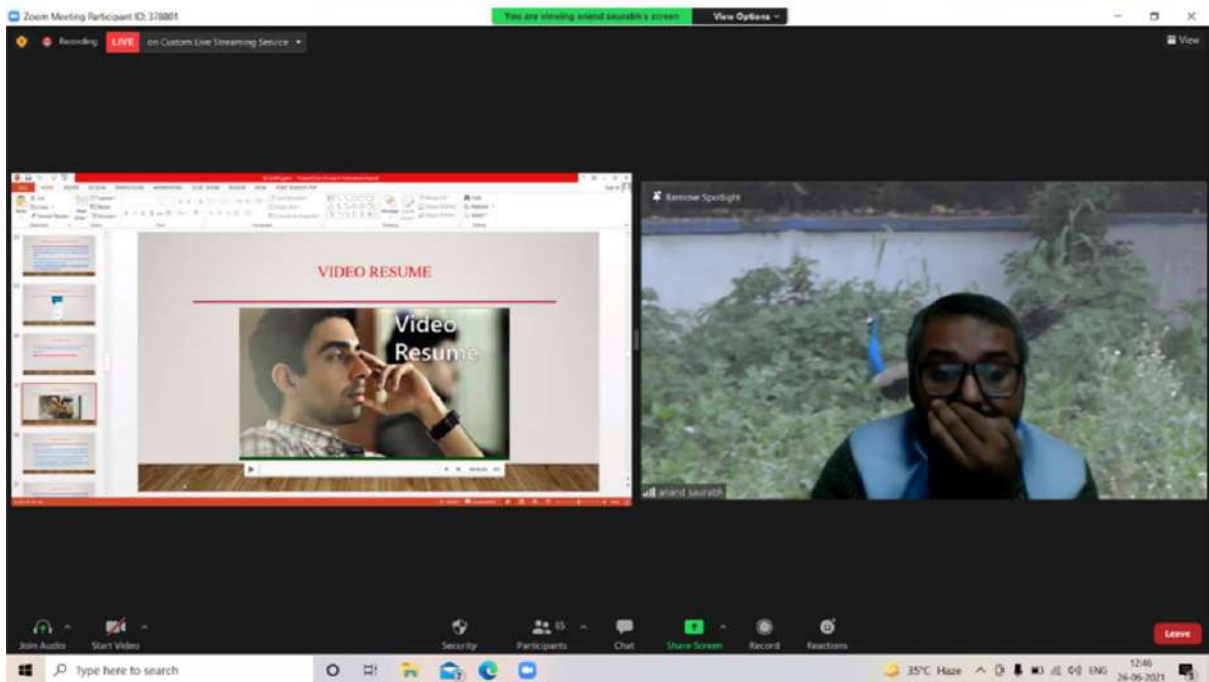
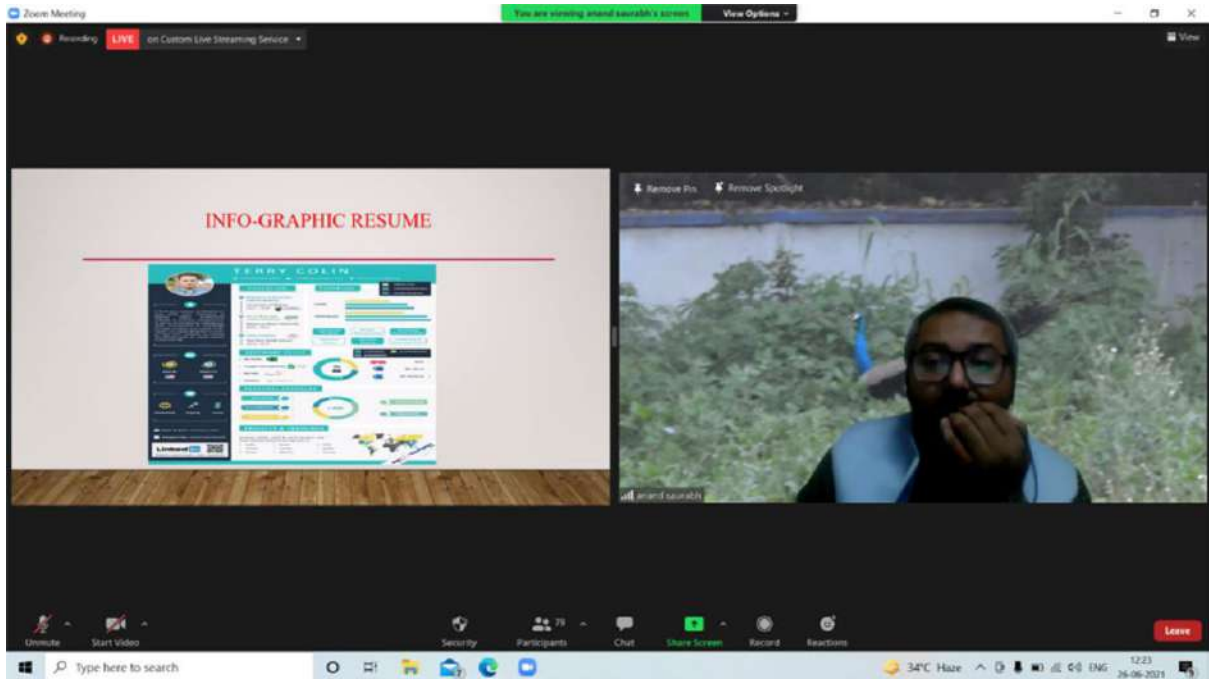
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Training & Placement Cell
Department of Journalism and Mass Communication

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Under the Aegis of IQAC, MAIMS

Presents,
An Interactive Workshop

CONSTRUCTING CAREER: Resume Building and Interview Skills Enhancement

Date: 26th June, 2021

Mr. Anand Saurabh
Broadcasting officer and APRO,
Directorate of Public Relations,
Ministry of Defence.

Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, MAU, Baddi, HP

Event Convenor: Ms. Shifali Ahuja
Credits: Team Training and Placement Cell



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Expert Talk on Hindi Diwas

“Kya Hindi ka samman kiye bina vastavik Swatantrata Prapt ki Ja Sakti Hai”

14th September 2020

The country is trying to recover from the scourge of COVID-19 and in order to contain the spread we all are forced to shut ourselves in our houses. The entire teaching line is switched to online mode. In such challenging times also, our Institute performed all academic as well as extra-curricular activities online. To celebrate the “Hindi Diwas”, this year the Department of Commerce organised an online Expert Talk. The topic of the was ***“Kya Hindi ka samman kiye bina vastavik Swatantrata Prapt ki Ja Sakti Hai”***.

Mr. Sandeep Silas was invited as the expert to deliver his thoughts on the topic. Mr. Sandeep Silas who has evolved as a Public Affairs Administrator, Public Information Specialist, Strategist and Consultant as well as a scholar of English and Hindi Literature. He has several articles and books in both Hindi and English to his credit. He spoke extensively on the topic highlighting the importance of Hindi and explained by example of France, Germany and Russia that how these countries have emerged so powerful only by respecting their language and by conversing only in their mother tongue. The Indians, he said would have to come out of the aura of slavery which has been put over us by the British rule.

The meeting was organized on the zoom platform and was attended by the Director, Prof.(Dr.) Ravi Gupta, other Faculty members and the students of all the courses.





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Expert Lecture on “Choosing the Right Communication for your Business Ideas”

October 21, 2020

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies organized an expert lecture on “Choosing the Right Communication for your Business Ideas” on 21st October, 2020. The Seminar was focused on to make the students understand the importance of choosing the right communication for your business ideas. It was a great learning experience for the students. In total 150 students participated in the seminar.

Mr. Mohit Gupta, Senior Consultant at HSBC, interacted with students and guided them how communication channels are the most powerful tool for growing business relationships. He further elucidates about the different communication channels and how communication channels have evolved over the time. He emphasized on a point that a successful business depends not only on the channel used but also on how it resonates with the target audience.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Nisha Singh Assistant Professor, Department of Journalism & Mass Communication, (MAIMS) presented a memento to Mr. Mohit Gupta, Senior Consultant, HSBC as a token of gratitude.





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SESSION ON “ART OF LISTENING”

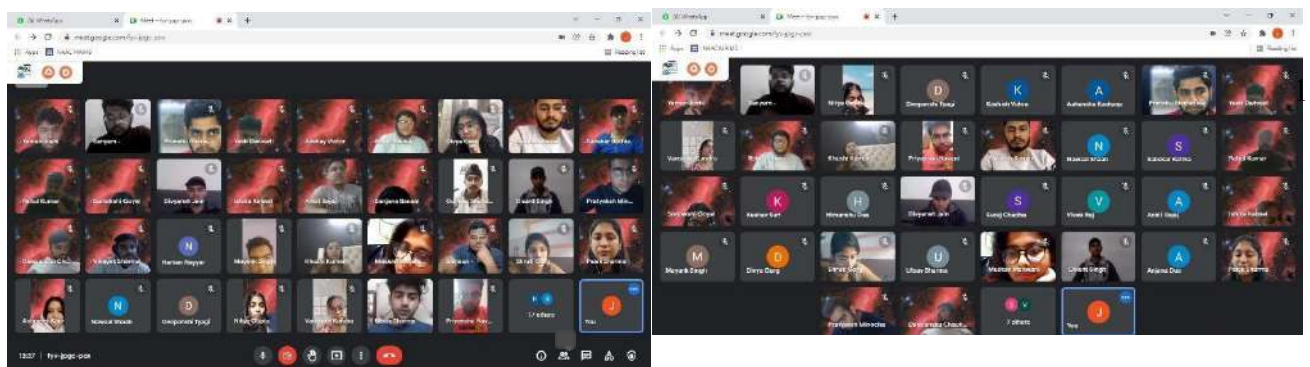
November 5, 2020

The Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies, under the aegis of IQAC organized a session on “Art of Listening” on November 5, 2020.

The session was focused on providing an opportunity for students to understand the importance of art of listening in an individual life. In total 99 students attended the expert lecture.

Mr. Jitender Vig, Assistant Professor MAIMS interacted with students and guided the students that the art of listening is about finding out what the speaker thinks about something. When people listen to each other, they learn from each other. A free flow of ideas that are truly listened to can lead to an institution/workplace where people are constantly learning from each other. The art of listening is not just about hearing what the speaker says but it’s about understanding what they say and responding in a way that make them feel heard.

On the behalf of Maharaja Agrasen Institute of Management Studies, Ms. Nisha Singh, Assistant Professor, Department of Journalism and Mass Communication presented a memento as a token of gratitude.





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EXPERT LECTURE ON EMOTIONAL INTELLIGENCE

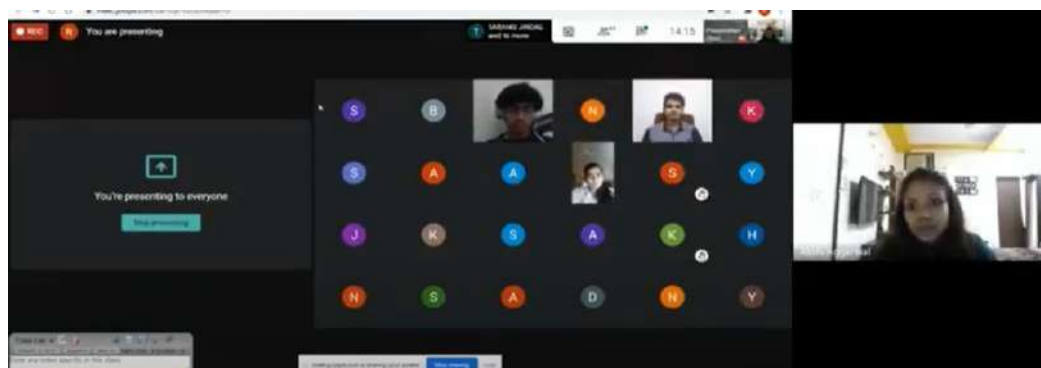
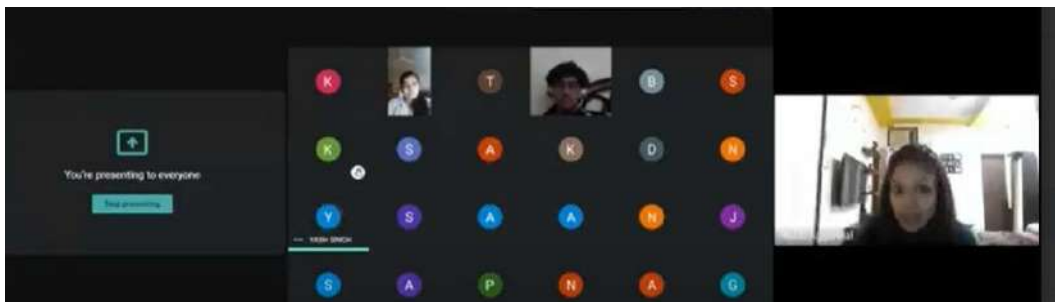
December 18, 2020

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, under the aegis of IQAC organized an Expert lecture on Emotional Intelligence on December 18, 2020. The lecture was focused on providing an opportunity for students to understand the role of emotional intelligence in their personal and professional life. In total 67 students attended the expert lecture.

Ms. Rashi Aggarwal, Assistant Professor, MAIMS interacted with students and guided the students that how emotional intelligence helps an individual to build stronger relationships, succeed in career/professional life and to achieve personal goals. It can help an individual to connect with their feelings, turn intentions into action.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Riya Sharma, Assistant Professor, Department of Business Administration, (MAIMS) presented a memento as a token of gratitude.

The lecture was extremely successful as it gave some enlightening learning to the students.



MARGDARSHAN: THE INDUSTRY TALK SERIES ON LEGAL LANGUAGE AND COMMUNICATION



Internship and Placement Committee, Department of Law, (under the aegis of Training & Placement Cell), MAIMS, has successfully organized “MARGDARSHAN- The Industry Talk Series on Legal Language and Communication”, in the benign presence Dr. Praveen Kumar Gupta, HOD, Law, MAIMS. The event was led and executed successfully under the guidance of Ms. Aarushi Agarwal, Assistant Professor and Associate Training & Placement Officer, Dept. of Law.

The motivation behind the event was to create awareness amongst students about the various career opportunities in the legal domain and thereby assisting students in selecting appropriate career choices.

It was a 6 weeks long event conducted on each week’s Saturdays (10th April- 15th May,2021),graced up with our 6 prominent and esteemed speakers namely Adv. Tariq Khan (Principal Associate, Advani Co., Arbitration Lawyer), Mr. Ashok Arora (Supreme Court Advocate), Ms. Apoorva

Mandhani (Principal Correspondent, The Print), Ms. Shruti Khanijow (Principal Associate at Khaitan & Co.), Mr. Vishal Vyas (Civil Judge & Judicial Magistrate), Mr. Tanuj Kalia (Founding CEO, Lawctopus); who eloquently bestowed their thoughts on Arbitration, Litigation, Legal Journalism, Corporate law, Judiciary, Law & Entrepreneurship respectively. The event enlightened the students not only with the conventional knowledge but the speakers diligently highlighted the gravity of ethical knowledge, for the students to grow holistically, like the need of self-evaluation to gauge ones progress, personal courtesy, being focused, patient, sincere, hard work to excel in the sphere has been the key mantra of many.

The event took place on Google Meet whereby it successfully attracted as many as 138 registrations and was attended by more than 100 students. The students were highly encouraged with the wisdom of thoughts of our eminent speakers which was unquestionably visible by the feedback given by the students. MARGDARSHAN- The Industry Talk Series ended on a positive note with a wave of inspiration and motivation to make a right and informed choice in the plethora of opportunities available in the legal domain.



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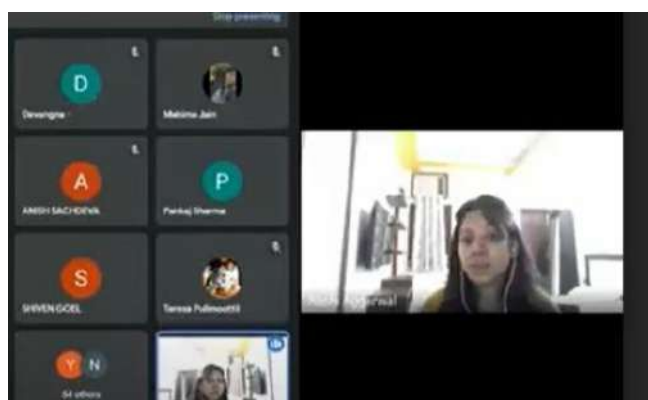
WEBINAR ON “HOW TO EFFECTIVELY MANAGE DATA ON CLOUD COMPUTING”

April 28, 2021

Department of Business Administration organized a webinar on “How to effectively manage data on Cloud Computing” in Maharaja Agrasen Institute of Management Studies, New Delhi on 28th April, 2021 under the aegis of IQAC. The webinar focused on the importance of cloud data management and how it can be effectively managed while ensure data protection and network security. It was a great learning experience for students. There was a turnout of 110 students for the webinar. The main speaker for the webinar was Mr. Shekhar Lamba, Senior Manager at Pfizer.

Mr. Shekhar Lamba interacted with the students and elucidated about the basics of the cloud computing. He described how the data is managed on the cloud and responsibilities of the client and the cloud provider. He further explained about the operating system of the cloud computing infrastructure. He said that identifying the different architecture and cloud computing infrastructure that are in use in the present times is important. He then spoke about the core issues of cloud computing like security, privacy interoperability. After this, questions were raised from the participants and their queries were suitably answered. He ended the webinar by briefing the participants about how they can choose appropriate tools and technologies for effectively managing data on cloud computing.

On the behalf of Maharaja Agrasen Institute of Management Studies, Ms Rashi Aggarwal, Assistant Professor, Department of Business Administration thanked Mr. Shekhar Lamba for delivering such an informative webinar. She extended gratitude on the behalf of Maharaja Agrasen Institute of Management Studies to Mr. Shekhar Lamba for enthusiastically being a part of the webinar.





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Session on “EFFECTIVELY USING GOOGLE DRIVE”

May 13, 2021

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized a webinar on "Effectively Using Google Drive" in Maharaja Agrasen Institute of Management Studies, New Delhi on 13th May 2021. The session focused on educating students about how to effectively use google drive. In total 70 students attended the session. It was a great learning experience for students.

Ms. Neetu Aggarwal, Assistant Professor, Department of Business Administration, MAIMS interacted with the students and gave students information on how one can effectively use google drive. She explained various uses of google drive like: Upload files and folders to google drive, work with office files, create, edit, and format google docs, sheets, and slides.

She taught students how to use google drive. She told students that Google Drive is a free service from Google that allows you to store files online and access them anywhere using the cloud. Google Drive also gives you access to free web-based applications for creating documents, spreadsheets, presentations, and more.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, (MAIMS) presented a memento to Ms. Neetu Aggarwal, Assistant Professor, Department of Business Administration, MAIMS as a token of gratitude.

The session was very successful. The students showed great interest in the seminar. It was enlightening and informative for the students.

REC You are presenting

The image shows a Zoom meeting interface. On the left, a video feed of a woman with glasses and a yellow top is shown. The top of the window displays 'REC' and 'You are presenting'. On the right, a sidebar shows the meeting ID 'a6h5zc4m6x' and a list of participants. The participants list includes: Neetu Agarwal (You), Neetu Agarwal (Your presentation), AMARDEEP CHLODHA..., ANU -, ARYAMAN TOMAR, BHAVESH BANSAL, DISHA SHARMA, and Dipika Aggarwal. At the bottom, there are icons for mute, video, chat, and a checkmark.

a6h5zc4m6x

Chat

All muted Add people Host controls

IN CALL

- Neetu Agarwal (You)
- Neetu Agarwal (Your presentation)
- AMARDEEP CHLODHA...
- ANU -
- ARYAMAN TOMAR
- BHAVESH BANSAL
- DISHA SHARMA
- Dipika Aggarwal

Raise hand You are presenting

a6h5zc4m6x

REC You are presenting

The image shows a Zoom meeting interface, similar to the one above. The video feed on the left shows the same woman, but she is now speaking and gesturing with her hand. The participant list on the right is updated, showing 'Dipika Aggarwal' and 'DIVYAM BANSAL' at the bottom. The rest of the interface, including the meeting ID 'a6h5zc4m6x' and the bottom control bar, remains the same.

a6h5zc4m6x

Chat

All muted Add people Host controls

IN CALL

- Neetu Agarwal (You)
- Neetu Agarwal (Your presentation)
- AMARDEEP CHLODHA...
- ANU -
- ARYAMAN TOMAR
- BHAVESH BANSAL
- DISHA SHARMA
- Dipika Aggarwal
- DIVYAM BANSAL

Raise hand You are presenting

a6h5zc4m6x



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Report

International Conference on Global Economic Order in the Post Covid-19 Era: Challenges, Opportunities, and Strategies

(Saturday) July 25, 2020

Maharaja Agrasen Institute of Management Studies under the aegis of its visionary, generous and most distinguished Management had undertaken the initiative of organizing one day International Conference on the very contemporary topic of ‘Global Economic Order in the Post Covid-19 Era: Challenges, Opportunities, and Strategies’, under the Aegis of IQAC on July 25, 2020, through an online platform.

It was a matter of great pride for all of us at MAIMS to host this International Conference, in a world where everyone is witnessing a completely unimagined situation since the very beginning of the year 2020. Apart from billions of people being locked in their homes due to global health emergency arisen from the spread of deadly disease COVID-19, all the economic activities ranging from agriculture to service have been almost stopped causing the ever-highest decline in the global gross domestic product (GDP), however, internet-based technology has emerged as a big support to continue some of the activities in this tough time.

The objective of the International Conference was to provide a wider platform to academicians, researchers, industrialists, policymakers, and students to present and discuss their views and original research outcomes on various sectors and regions being affected from COVID-19 which would, in turn, generate a guiding book to get our growth back.

We received approximately **450** registrations, about 220 Research Papers for presentation with almost 350 authors. In this International Conference, we had participation not only from different quarters of India but also from different countries such as Australia, Canada, Oman, and many others. We had a massive and diverse representation from academia, research sector, industrial and training sectors.

The International Conference comprised 4 Sessions including the Inaugural and Valedictory sessions. These sessions were graced by the presence of various eminent dignitaries and resource persons, namely:

The Chief Guest of the Inaugural Session, Prof. K. K. Aggarwal, Chairman, National Board of Accreditation mentioned that disruptions are part of life and we have to be prepared for future opportunities. This session was presided over by Sh. S. P. Aggarwal, IAS, Executive Chairman, MATES in the humble presence of Honorary Members of Managing Committee of MATES, Prof. S. K. Garg, Director General, MAIMS; Prof. (Dr.) G. P. Govil, Advisor, MATES; Prof. Ravi Kumar Gupta, Director, MAIMS, and Conference Chair; and Dr. Sanjay Kumar Mangla, Head, Department of Economics and Conference Convener along with faculty members, participants, and students.

The Conference had two technical sessions where the first session was chaired by Dr. Mohd



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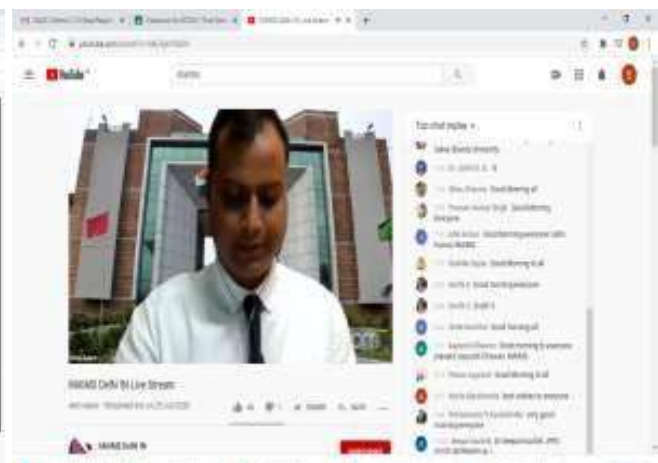
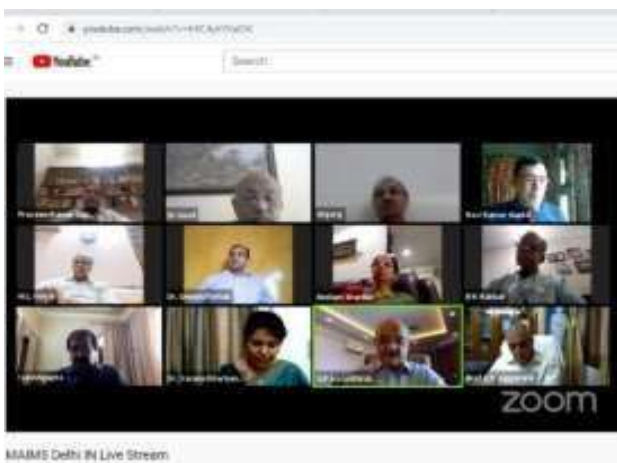
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Raziff Jamaluddin, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Malaysia and Co-chaired by Dr. Subhradipta Sarkar, Associate Professor, Faculty of Law, Jamia Millia Islamia, New Delhi. This session was devoted to research scholars and UG/PG students and two Best Paper Awards in each category was given.

The second technical session was chaired by Prof. S. L. Gupta, Dean, Waljat College of Applied Sciences, Muscat, Oman, and co-chaired by Dr. Urvashi Sharma, Associate Professor, Department of Commerce, Delhi School of Economics, Delhi. This session was devoted to faculty members and two Best Papers were selected for Best Paper Award.

The Valedictory Session was graced by the presence of Dr. Nand Kishore Garg, Founder Chair and Chief Advisor, MATES and Chancellor, Maharaja Agrasen University, HP along with the Chief Guest, Dr. Ajit Pathak, National President, Public Relation Society of India, Guest of Honor, Sh. Man Mohan Goel, Mayor Rohtak in the humble presence of Honorary Members of Managing Committee of MATES, Prof. S. K. Garg, Director General, MAIMS; Prof. (Dr.) G. P. Govil, Advisor, MATES;

Prof. Ravi Kumar Gupta, Director, MAIMS, and Conference Chair; and Dr. Sanjay Kumar Mangla, Head, Department of Economics and Conference Convener along with faculty members, participants, and students. Dr. Garg mentioned that all humanity should come together to fight this deadly disease and praised the efforts made by the government. Dr. Pathak stated that it is time to change management practices and strategies while Dr. Goel called for everybody to contribute and support the public initiatives to overcome this problem.





MAIMS Delhi IN Live Stream

16 watching now - Started streaming 82 seconds ago



MAIMS Delhi IN Live Stream



MAIMS Delhi IN Live Stream

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REPORT

Workshop on ‘Creating Awareness among Public regarding Prevention of Financial Frauds & Intellectual Property Rights’ - Thursday, July 16, 2020

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The society has got success in establishing institutions of repute in Medical, Management, Law, Engineering and Journalism. The Institute has attained a distinct position in running BBA, B. Com (Hons.), BA (Eco) (Hons.), BA(JMC) and BALLB(Integrated) programmes of Guru Gobind Singh Indraprastha University, Delhi.

We realize that in present times the disruptive digital transformation of banking services and the impact of Open Banking drives greater competition and choice for all. But it also opens new doors and presents opportunities to defraud and trick bank customers. To sensitize the faculty and students about the gimmicks used by financial fraudsters to dupe common man, MAIMS organized a webinar on ‘Creating Awareness among Public regarding Prevention of Financial Frauds & Intellectual Property Rights on July 16, 2020. This programme was organized by Delhi Police jointly with eminent resource persons from Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), State Bank of India (SBI) online cards, Pension Fund Regulatory and Development Authority (PFRDA) and Institute of Chartered Accountants of India (ICAI). The webinar saw the presence of Mr S.S.K. Pradhan, General Manager, RBI; Mr Jaikar Mishra, Assistant General Manager, RBI; Ms. R.K. Meena, RBI; Ms. Veena Kumari, SEBI; Ms Nanda ICAI; Mr Pawan Kumar, SBI cards; Mr Jatinder Thakar, Paytm and Mr. Charanjot Nanda, ICAI.

Mr. S.S.K. Pradhan, RBI began the session by apprising the audience with classification of frauds, based mainly on the provisions of the Indian Penal Code:

- a. Misappropriation and criminal breach of trust.
- b. Fraudulent encashment through forged instruments, manipulation of books of account or through fictitious accounts and conversion of property.
- c. Unauthorised credit facilities extended for reward or for illegal gratification.
- d. Negligence and cash shortages.
- e. Cheating and forgery.
- f. Irregularities in foreign exchange transactions.
- g. Any other type of fraud not coming under the specific heads as above.

Mr Jaikar Mishra, RBI said that it has been observed that frauds are, at times, detected in banks long after their perpetration. Sometimes, fraud reports are also submitted to RBI with considerable delay and without complete information. On some occasions, RBI comes to know about frauds involving large amounts only through press reports. Banks should, therefore, ensure that the reporting system is suitably streamlined so that frauds are reported without any delay. Banks must fix staff accountability in respect of delays in reporting fraud cases to RBI.



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Ms. R.K. Meena, RBI talked about the procedure to be followed while reporting of frauds to Reserve Bank of India. Fraud reports should be submitted in all cases of fraud of Rs. 1 lakh and above perpetrated through misrepresentation, breach of trust, manipulation of books of account, fraudulent encashment of instruments like cheques, drafts and bills of exchange, unauthorized handling of securities charged to the bank, misfeasance, embezzlement, misappropriation of funds, conversion of property, cheating, shortages, irregularities, etc. The fraud reports in soft copy format involving all categories of frauds and hard copy format involving frauds of Rs. 5 lakh and above should be sent to the Central Office (CO) as also the concerned Regional Office of RBI, Department of Banking Supervision, under whose jurisdiction the Head Office of the bank falls, in the format given in FMR – 1, within three weeks from the date of detection. However, fraud reports in hard copy format involving frauds of Rs. 1.00 lakh and above and less than Rs. 5.00 lakh should be sent to the concerned Regional Office of RBI, Department of Banking Supervision only.

Ms. Veena Kumari, SEBI in her session said that as digitally based services multiply so does the importance and stress placed on traditional methods to identify and fight fraud. Rules based, often reactive paper-based processes are no longer sufficiently agile and sophisticated enough to battle new types of fraud. Financial institutions must adopt new strategies and maximise new technologies-the smarter use of artificial intelligence, detection techniques and identity solutions.

Ms Nanda, ICAI started by stating that as fraudsters continue to evolve in sophistication, financial institutions continue to invest heavily in detection to try to prevent fraud and reduce losses. Unfortunately, despite your best efforts — fraud can and will happen. Managing fraud as it happens, and after losses occur, can be challenging for institutions. Often, it is the responsibility of siloed teams using separate systems and manual effort, to collect and analyze fraud case information.

Mr Pawan Kumar, SBI cards said that Credit card, debit card, ATM cards and banking frauds are on the rise. He explained in detail the alert messages shared by SBI in order to avoid card skimming frauds, such as:

- Do not hand over your SBI Card to anyone, including company representatives or friends.
- Cover your keypad while entering your PIN at a public place or ATM.
- Make sure that your card is used/swiped in your presence.
- Remember to collect your card after each transaction to avoid theft.
- Do not disclose your PIN to anyone even if they claim to be SBI representative.
- Do not share your PIN, OTP, CVV and net banking user ID and password with anyone.

Mr Jatinder Thakar, Paytm said that mobile payments and banking has made it easy for us to

pay, shop and save our money. Our lives are so much easier now. With advancements in technology, cyber-attack methods and tools have also changed from traditional vectors like malicious software and vulnerabilities to more ingenious scams that can be deployed from unexpected regions of the world. He explained some uncommon ways by which people using Paytm are duped, like, fake emergency phone calls, Vishing, Smishing, money mule, etc.

Mr. Charanjot Nanda, ICAI explained the meaning Intellectual Property Rights. He discussed that IPR is to keep and promote the development of new products and services based on the creation and management of inventions, trademarks, designs & creative content . He said that IPR manifests in diverse ways and refers to the creative content, sales and revenues among others, with a view to gaining monetarily from it. He focused on five important areas like copyrights, ethical rights, trademarks, patents, and trade secrets.

The session was very interactive and saw a registration of 362 participants, including faculty and students of MAIMS. The conscious audience raised many thought - provoking questions like Can someone hack my Paytm account? What is Paytm Cyber Cell? What is the difference between vishing and smishing? How to file a complaint against SBI credit card? How to dispute SBI transaction? What is accounting fraud? Etc.

In this insightful session the participants learnt that although fraud impact is well known in the merchant/card industry but how does it affect traditional bank payments in an increasingly open industry, where customer data moves more freely between institutions. It was indeed a valuable session wherein the participants gained awareness about the use of more productive strategies and proactive solutions to combat fraud.





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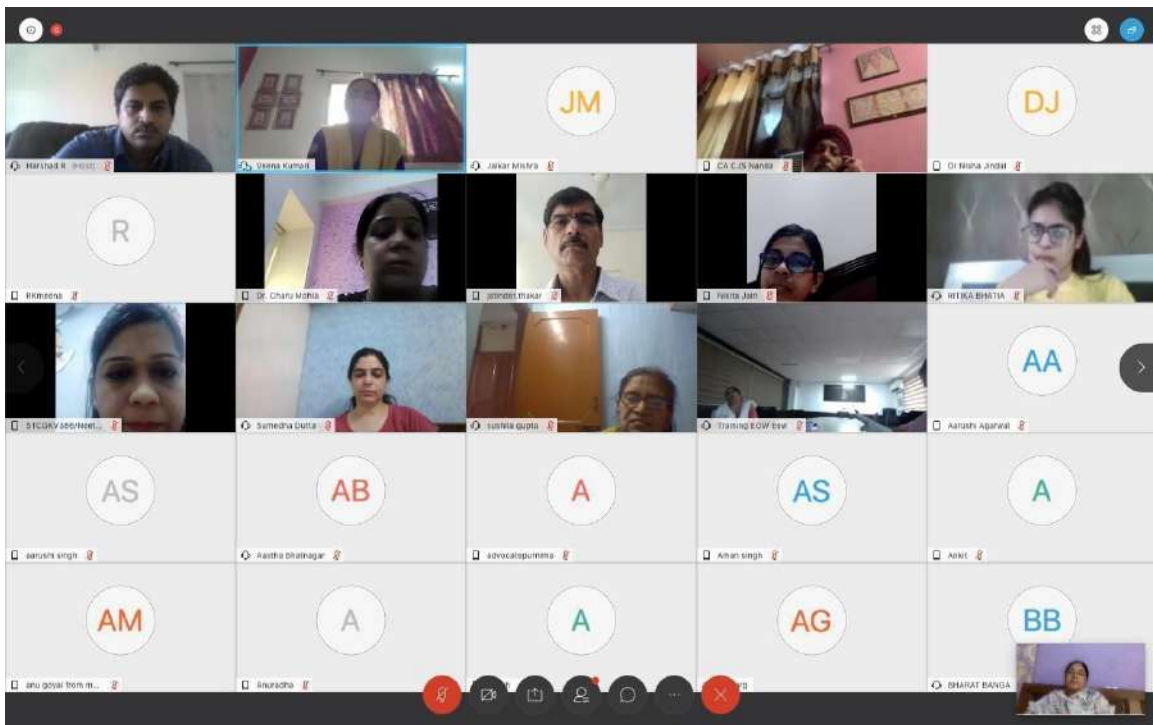
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REPORT

Students' Personality Development Activity

'How to Start your Entrepreneurial Journey of your Startup'

Saturday, July 4, 2020

MAIMS has always taken concrete steps to work towards the holistic development of the students. The importance of the development of entrepreneurial skills by every graduate cannot be over-emphasized because gone are the days when jobs were available everywhere both in the private and public sector of the economy. Indeed, in the past, it was the employers who went round universities to hunt for potential employees. But the changing times have made many graduates desperate to get any job to keep body and soul going. Indeed, there is a paradigm shift in the labour market now. Realizing this change, **Illuminate – The Learning Hub** of Maharaja Agrasen Institute of Management Studies organized a webinar on 'How to start your entrepreneurial journey of your startup' on Saturday, July 4, 2020. The webinar was conducted using the digital platform, YouTube Live at 5: 00 pm. The resource person for the webinar was Mr. Saurabh Trivedi.

Mr. Saurabh Trivedi, a MAIMS Alumni, is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co-founder and Director at Boudhik Venture. His expertise includes, Entrepreneurship Building, Consulting to universities/ incubation centers, Improvising brainstorming process of startups, IPR, Multi-disciplinary team building and Leadership.

Mr Trivedi initiated his talk by presenting the true, though gloomy picture of the changing employment prospects for the youths in the present times of increasing competition. At present, employment in the public sector is decreasing and job prospects are diminishing by the day. Added to this ugly situation are the increasing trend of job outsourcing, casualization of labour across industry and the increasing phenomenon of rightsizing of labour among big firms and corporations in the country. As a side effect, the figure of tertiary graduates who have not been able to secure the first employment since graduation for upward of five years is on the increase and even those with professional qualifications are not spared from the ugly phenomenon. Others are paid peanuts if they are lucky to secure paid job. So, what to do in this scenario. The answer – Become a Job Creator, rather than a Job Hunter!

Having set the platform for the students to become entrepreneurs, he swiftly moved towards elaborating what does the entrepreneurship really entail? In his opinion, basically, entrepreneurship really entails: the building of skills in negotiation, building leadership skills, new product/service development, creative and innovative thinking and exposure to technological innovation. He also explained that some of the personal characteristics of an



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entrepreneur are optimism, vision, initiative, desire to lead, drive, persistence, risk tolerance and resilience. The role of creativity and thinking out of the box, rather change the box in the

skill set of an entrepreneur was very aptly and lucidly presented by Mr. Trivedi in the webinar. The various steps to be taken to build your own venture and the concept of creative financing and crowd funding to finance one's start – up was also explained by our resource person.


The session was very interactive and total of 87 students participated in the webinar. The enthusiastic audience raised many thought - provoking questions like What are the expected challenges we are likely to face in our entrepreneurial journey? How can we mentally prepare our self for the likely setbacks? How to capitalize networking effectively to attain success in my entrepreneurial journey? How to check the feasibility of the new idea developed? Can creativity be improved? What is the role of venture capitalist in entrepreneurship development? etc.

It was indeed a valuable session wherein the take away would encourage participants to get involved in networking, create and manage businesses of their own and facilitate progress and success in entrepreneurial career. Nevertheless, entrepreneurship is the need for developing the requisite entrepreneurial skills which would make people not only to be job creators but also wealth creators. We are sure that the valuable insights would help our 'new entrepreneurs' get their ideas and ventures to the next level through the structured learning provided in the webinar.


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Esha Gulati



Saurabh Trivedi



MR. SAURABH TRIVEDI
He is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co-founder & Director at Boudhik Venture.

His expertise includes:

- Entrepreneurship Building
- Consulting to universities/ incubation centres
- Improvising brainstorming process of start-ups
- IPR Expert
- Multi-disciplinary team building and leadership

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Esha Gulati



Saurabh Trivedi

HOW TO START THE ENTREPRENEURIAL JOURNEY OF YOUR STARTUP

Hello everyone, we welcome you all to today's session on "How to start the Entrepreneurial Journey of your startup".

The seminar is going to cover everything about startups like:

- How can you start your entrepreneurial journey?
- What all you need to start your start-ups?

WE HOPE YOU ARE GOING TO GAIN THE BEST OF TODAY'S SESSION.





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STUDIES, IS AN INITIATIVE BY THE
STUDENTS TO PREPARE AN
EDUCATIONAL STRUCTURE
WHICH PROVIDES VARIOUS SETS
OF HARD AND SOFT SKILLS TO
THE FUTURE ENTREPRENEURS
AND GIVES THEM AN
OPPORTUNITY TO APPLY THOSE
SKILLS IN REAL LIFE SITUATIONS
THROUGH EVENTS AND
COMPETITIONS.

Esha Gulati

Saurabh Trivedi

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Anika Jain

how can we figure out the threats and opportunities while starting up a business



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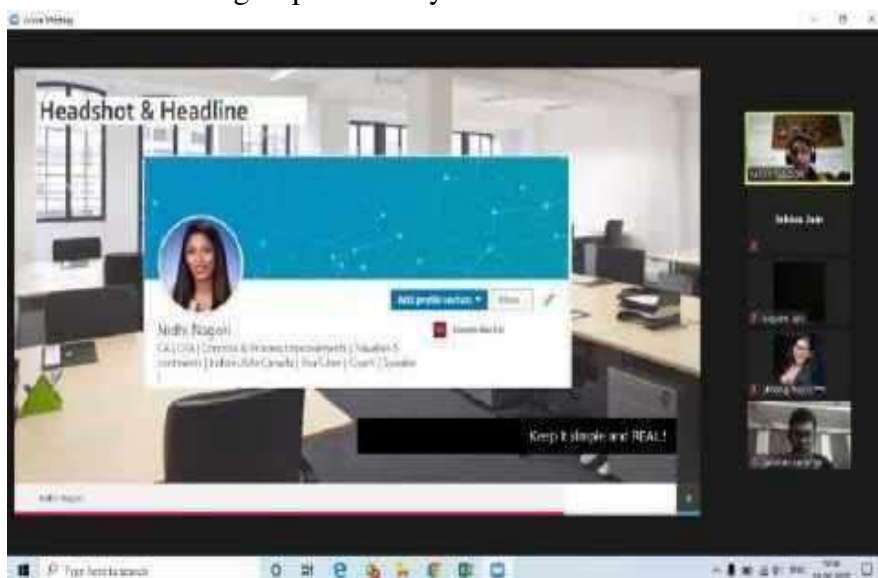
REPORT

on

Networking for Global Professionals & Entrepreneurs in Post Pandemic World'- Sunday, June 14, 2020

MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that in today's competitive world, where a student is running in a rat race to compete with the industry expectations, he/she always requires a platform where the skill and knowledge can be justified in the presence of industry personnel. To offer such a platform, ***Illuminate – The Learning Hub*** of Maharaja Agrasen Institute of Management Studies organized a webinar on 'Networking for Global Professionals & entrepreneurs in Post Pandemic World' on Sunday, June 14, 2020. The webinar was conducted using the digital platform, Zoom at 6: 30 pm.

The resource person for the webinar was Ms. Nidhi Nagori, Chartered Accountant from India and Certified Public Accountant from the US. She is currently working in Canada for Lincoln Electric as a Senior Internal Auditor. Her work involves traveling to different countries, working with diverse range of people and transcending cultural barriers to create a healthy work environment for her team. She has developed her own Soft Skills & Communication Course called 'Bridging the Gap' to help professionals learn the ways of presenting their knowledge on a global platform. She conducts sessions about LinkedIn brand building for professionals. She is also the founder of Canada Peeps- a space for new immigrants looking to network. The groups currently have over 1000 active members.



Ms Nidhi Nagori started her interaction with the students by first explaining that networking is an excellent way to make professional connections, develop opportunistic relationships, and stay abreast of exciting career opportunities. Although the concept of developing business relationships through socializing may seem daunting, particularly for those who are new to the practice, networking is in fact very intuitive. She further introduced the concept of Global networking which is simply networking on an international scale. And thanks to modern technology such as computers, smartphones, and the internet, global networking has never been easier.

She further explored the etiquettes or the rules of collaborating and networking with people on one of a very popular global professional network platform, LinkedIn. She explained that people will judge you based on your profile as your profile is the first thing your new connection will look at. Writing specialized messages for the audience in one's profile, sending personal acknowledgements to people, using the power of groups to boost one's potential network were some of the important takeaways of the session. She also gave some of the valuable tips to students about building the right profile to leave one's (potential) connections with positive thoughts about self.

The session was very interactive and saw a presence of 94 participants. The enthusiastic audience raised many thought - provoking questions like How to use LinkedIn as a platform for searching for a job? What kind of posts should be sent by an individual? How to create the right personal brand on LinkedIn? How to use LinkedIn as the right platform for creating collaborations with respect to start-ups?

It was indeed a valuable session wherein the take away have helped the participants to identify the right means of introducing self to new people without the breach of etiquette that comes in blindly reaching out to new connections. The webinar will definitely help students to become familiar with the way LinkedIn works to build your network of professional relationships and take advantage of everything the platform has to offer.





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The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the following content:

Why am I here?

The definition of 'normal' stands changed!

'New-normal'

- The world after pandemic
- Working is a prerogative of the new-normal.
- Collaborating, networking and transcending ideas across borders.

The slide also features an image of hands holding a pink sticky note over a calendar. The Zoom interface includes a sidebar with participant thumbnails and a bottom toolbar with various controls.



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Report

Webinar - 'Entrepreneurs of the Future in Entertainment, Journalism, Design, Fashion and Business in collaboration with Pearl Academy

Date: May 16, 2020

Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the students in their future pursuit. In this direction, MAIMS in collaboration with Pearl Academy, Delhi organized a webinar on the topic 'Entrepreneurs of the Future in Entertainment, Journalism, Design, Fashion and Business'. The webinar was graced by leading experts from the industry to offer valuable guidance to MAIMS students on the various career options available to them after their graduation. The eminent speakers of the webinar were Mr. Viveck Vaswani, Dean, Pearl of Academy and Mr. Neeraj Paul, Head of Department, Pearl Academy.

Mr. Viveck Vaswani, an actor, producer, teacher, writer and the man who famously gave Shahrukh Khan his big break in Bollywood. An alumnus of Campion School and Cathedral and John Connon, Mr. Viveck started off with acting in India's first TV soapopera 'Khandaan'. He then produced a Marathi film called 'Kis Bai Kiss', and a major television serial called 'Nai Dishayen'. He has acted in more than a 100 films and numerous television shows. He has produced 13 films and 2 television shows. He has been Advisor/ Consultant/ Strategist to a number of established companies as well as start-ups in the entertainment business. We also had Neeraj Paul who has 19 years of experience in Fashion, Retail, Education, and Academics. He has an extensive experience of over 10 years in a fashion retail industry and has been in education for last ten years. Mr. Neeraj is also a part of World Skill Expert faculty for Visual Merchandising and an expert for this trade from India

The speakers talked about the various revolutions that have taken place in the fashion industry. They apprised the students about the requisite skill set they must develop to survive and excel in the creative industry of today. The scope of various careers, technical careers and ancillary careers was discussed in detail to highlight the various career avenues open for the students. The session saw an active involvement of 204 students who raised queries about scope of sports journalism, the influential role played by mobile technology in the fashion industry, possibility of doing free lancing in this industry, and so on and so forth.

It was indeed a valuable session wherein the take away should have helped the students to identify and pursue a creative career for themselves which will not only help them commercially but will also add contentment and meaning to their day-to-day life.



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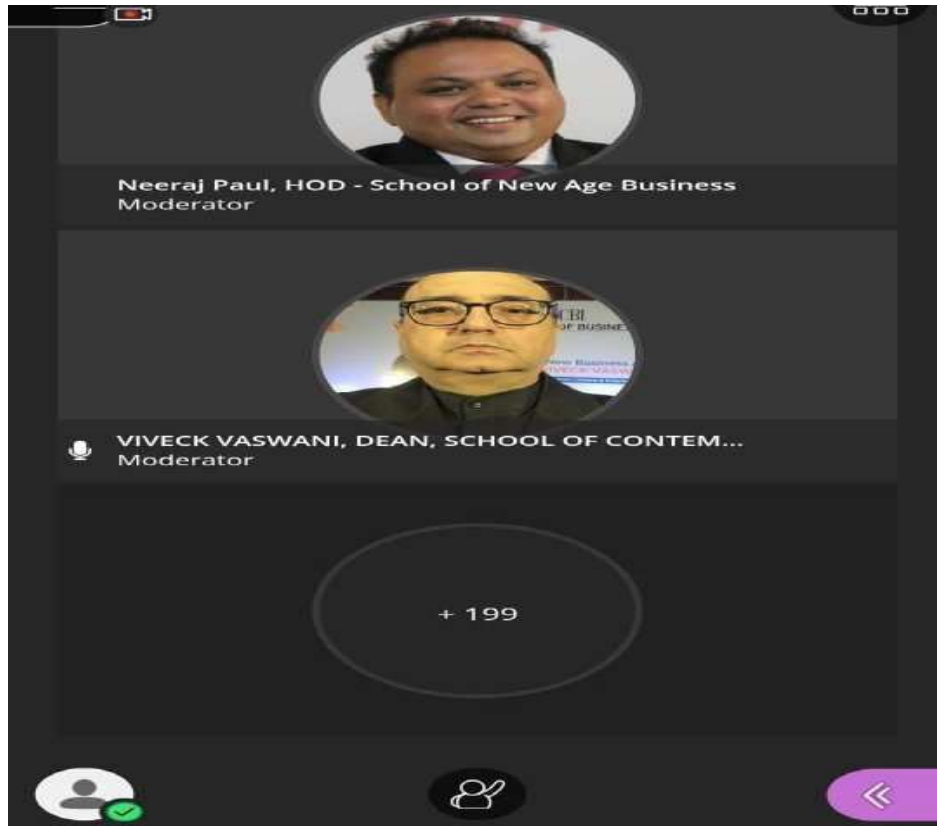
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REPORT ON WORKSHOP ON IPR AND TRADITIONAL KNOWLEDGE-CONTEMPORARY ISSUES AND CHALLENGES

February 27, 2020



The workshop on “IPR AND TRADITIONAL KNOWLEDGE: CONTEMPORARY ISSUES AND CHALLENGES” was organized by Maharaja Agrasen Institute of Management Studies, School of Law on February 27, 2020 in the Seminar Hall, block no. 7”. The workshop was attended by 83 students from Department of Law.

The workshop was graced by dignitaries such as Prof. S.K. Garg, Prof. G.P. Govil, Prof. (Dr.) Ravi Kumar Gupta, Dr. Krishan. S. Kardam, Dr. Claudia Masoni and Dr. Sunanda Bharti. The workshop began by lightening the lamp and praying to goddess Ma Saraswati. The guests for the day were being welcomed by presentation of saplings and shawls.

The welcome address was presented by Prof. Garg, where he not only introduced the concept of IPR but also cited a tremendous example of 150 years back of two scientists one of whom belonged to Russia and the other one to Germany. The duo shared the same work and prepared the traditional periodic table but the Russian scientist got his work published 50 days prior to the work of the other scientist and his name is still recognized as the founder of the traditional periodic table by Mendeleev, thus the importance of patenting could be traced from long back.

Dr. KS Kardam, the Senior joint controller of Patents and Trademarks Chaired the first session wherein he mentioned that the recognition of IPR started recently but it was prevalent in the society for long. He mentioned about the Ramayana as it is believed that Ravana brought an airplane which was a source of invention and Aryabhatta introduced the world with the digit Zero. All of these are creations but at that time the knowledge of patenting and IPR was quite low. He mentioned about the amendments and history of patent since 1856 till 2005 along with the examples on Biopiracy. Furthermore he glorified the classification of CSIR and AYUSH. CSIR has digital library which has got certain patents cancelled worldwide having Indian



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origin. He strongly submitted that till date there is no formal legislation to protect the Traditional Knowledge of the people. The Intellectual Property Organization which administers International Intellectual properties in all countries has laid formal guidelines for protecting genetic resource and traditional knowledge. Till date 40 sessions are conducted to address this concern by this organization. After the conclusion of Dr. K. S. Kardam informative inaugural speech, the First Session commenced wherein the faculty member Ms. Nisha Dhanraj Dewani while introducing Dr. Claudia Masoni who was from Italy, worked as a field researcher in many projects relating to traditional knowledge, appreciated her for her contribution of her chapter in her upcoming book on 'Protection of IPR and Traditional Knowledge' having USA Publication.

Dr. Claudia mentioned that traditional ecological knowledge is a body of knowledge built by a group of people through generations living in close contact with the nature it includes the system of classification a set of empirical observations about the local environment and the system of self-management that governs resource use. She further mentioned that sustainable development is the economic development conducted without the depletion of natural resources. Further she discussed about bio piracy that it is the unauthorized commercial use of biological resources for associated traditional knowledge from developing countries or from the indigenous communities are the patenting of various inventions based on traditional economic knowledge without prior informed consent and benefit sharing. She stressed upon the eligibility for patents is the Novelty, non-obviousness and its utility. Along with the same, she put in discussion the laws like Article 27.3 (b) of the TRIPs agreement, Article 8 of convention on biological diversity, Article 31 of the UN declaration on the rights of indigenous peoples and Article 15 of international Covenant on economic social and cultural rights. Dr. Claudia emphasised on defence mechanism, the active protection and secret knowledge in the context of Traditional knowledge along with the difference between the privacy and the breach of confidence. This session kept engaged students with discussions and questions.

Session II

Dr. Sunanda Bharti, Assistant Prof. from University of Delhi, chaired the session II, gave an interesting example on Traditional Knowledge including Traditional Cultural Expressions, wherein she talked about the origin of traditional knowledge, its unique features and the need to protect Traditional Knowledge. She also shared her personal experience where she lived around the Bangni Tribe in Arunachal Pradesh and how they carry out their day to day activities like agriculture, fishing, weaving, handicrafts and cooking etc. purely with natural resources and material they obtained from the forest. She also enlightened the students on the need to protect Traditional Cultural Expressions and the problems concerning it. She stressed upon the issues like misappropriation of traditional cultural expression along with certain exceptions.

Lastly the vote of thanks was presented by Prof. (Dr.) Ravi Kumar Gupta wherein he not only concluded the workshop but emphasised on "*Vasudev Kutumbakam and sarve bhavantu sukhinah shloka*".



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Entrepreneurship Awareness Program (EAP)

In collaboration with Ministry of MSME Technology Development Centre (MSME)

(February 17 – 28, 2020)

Over the years, Maharaja Agrasen Institute of Management Studies has taken several initiatives towards holistic development of its students. It strongly believes that its students have the potential to become the future of tomorrow by creating jobs rather than seeking jobs. MAIMS wishes to create entrepreneurs in its campus as they (entrepreneurs) are seen as national assets to be cultivated, motivated and remunerated to the greatest possible extent. Entrepreneurs can change the way we live and work. Moreover, an educational institute can play a pivot role by helping its students to bring up the entrepreneur inside them.

In tune with this focus, Maharaja Agrasen Institute of Management Studies in collaboration with Ministry of MSME Technology Development Centre (MSME) organized an Entrepreneurship Awareness Program (EAP) for 10 days in the campus for students.

Entrepreneurship Development Programme (EDP) is a programme which helps in developing the entrepreneurial abilities. The skills that are required to run a business successfully, is developed among the people through this programme. Sometimes, people may have skills but it requires polishing and incubation.

The EAP started on February 17, 2020 with an intake of 53 students from all the streams. The sessions were conducted by Mr. Aishwary Awasthi, Training Coordinator (EAP) Program and Ms Sudeepti, Faculty-cum-Trainer.

In the 10 days entrepreneurial journey, students were exposed to various topics like entrepreneurial skills, the importance of entrepreneurship, the process of entrepreneurship development and working. Students were also given a project in which they were supposed to formulate a proposal for an innovative product/service. The feasibility and further extension of the product/service was discussed in detail with Ms Sudeepti during the sessions.

This programme consisted of a structured training process to develop an individual as an entrepreneur. It helped the students in acquiring skills and necessary capabilities to play the role of an entrepreneur effectively.



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Towards the end we can say that, talent is natural but skill is only developed by hours and days and months of hard work. EDP is not just a training programme but it is a complete process to make the possible transformation of an individual into an entrepreneur. This programme definitely guided our students on how to start the business and effective ways to sustain it successfully. The program has definitely uplifted the entrepreneurial spirits of our students and has motivated them to become hunters of fortunes into the future.





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Faculty Coordinators:

Ms. Sumedha Dutta

Ms. Rashi Aggarwal



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Workshop - Corporate Communication for entrepreneurs January 29, 2020

Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies in association with Apeejay Institute of Mass Communication, Dwarka, Delhi organised one day workshop on “Corporate Communication for entrepreneurs” on January 29, 2020 for students of MAIMS. Workshop began with Saraswati Vandana, a prayer was offered to Maa Saraswati, the embodiment of knowledge to mark the auspicious occasion of Vasant Panchami. The guests were then welcomed with saplings by HOD (Dept. of Journalism and Mass Communication) Prof. (Dr.) Vinita Gupta HOD, Dept. of Journalism and Mass Communication, (MAIMS) Ms. Nidhi Chaudhry, to nurture a sustainable environment. Ms. Pushpa Nair, Communication Strategist and Dr. Rajeev Kumar Panda, Associate Professor, Apeejay Institute of Mass Communication conducted simulating sessions. 50 students participated in the workshop. Faculty members of the department of Journalism and Mass Communication also attended workshop. Ms. Nidhi Chaudhry organised the workshop as the convenor.

Ms. Pushpa Nair has been marketing and communication professional with over a 25 years experience PR Consulting, Corporate Communications and Marketing roles, with a proven track record of excellent performance, both as employee and entrepreneur. Focus on creating complete customized solutions that effectively address the communication issues. Specialize in "connecting people" with what works for them.

- Reputation for delivering focused results across a diverse spectrum of clients
- Reliable spokesperson in crisis situations, presenting a realistic image while adopting appropriate communication outlets
- Entrepreneurship spirit prospecting new business opportunities with success
- Distinction of working with a wide target audience, including internal and external stakeholders
- Excellent networking with key contacts in the media, government and corporate sector



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Specialties: Integrated marketing strategy, public relations and communication strategy and implementation; brand building; media sensitization and message development for spokespersons. Believe that the most effective communication is the connect and hence the importance of storytelling as an effective tool.

Dr. Rajeev Kumar Panda has more than 15 years of experience in Teaching & Industry in the area of TV Production and Direction, Electronic Cinematography & Broadcast Journalism. He has directed and video graphed several documentaries, serials and music videos for Doordarshan and other organisations. He is an alumnus of reputed Biju Pattnaik Film & TV Institute, Orissa. Holds 3 Years Diploma in Cinematography, MA & Ph.D in Mass Communication.

Ms. Pushpa Nair kick started the discussion on the basics of Corporate Communication with an informal question friendly approach. Delving into the nuances of the subject, the branding, marketing, and advertising strategy of various Indian and International brands like Amul, Apple, and Infosys were discussed by her to foster a thought-provoking environment. Ms. Nair underlining the significance of strategic communication meticulously taught students nuisances of Corporate communication through case studies and students were asked to analyse the communication and crisis management strategies of given companies. Corporate communication is all about learning the art of presenting an idea or argument lucidly. Drawing upon this fundamental, Ms. Nair discussed the communication strategies of high-end luxury brands like Rolls Royce, Mac, Lamborghini, etc. which don't indulge in advertising to create a desirability quotient.

To foster a holistic and academia-oriented approach, strategizing and brainstorming activities were conducted wherein students were divided into groups to represent different corporations. It was planned in a way to equip students with a better understanding of the subject and to hone their communication skills. This activity provided the students with a platform to discuss and gain a deeper insight into the role of a corporate communication department.



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Director General MAIMS Dr. S. K. Garg addressing the students on occasion said one cannot overlook the significance of communication in every walk of life and it has tremendous role in highly competitive corporate scenario.

Director MAIMS Dr. Ravi Kumar Gupta applauded and encouraged the department for such practical and professional exposure. Prof. (Dr.) Vinita Gupta highlighted the importance of real industry exposure for the students.

The workshop ignited the minds of the students with an array of questions. Discussions were held on the scope and future of Corporate Communication for entrepreneurs. Finally, a certificate distribution ceremony was conducted to commemorate and motivate the students by Director General, (MAIMS) Dr. S. K. Garg, Director (MAIMS), Mr. Ravi Kumar Gupta and HOD (Dept. of Journalism and Mass Communication) Prof. Dr. Vinita Gupta.

Workshop culminated with Ms. Nidhi Chaudhry's vote of thanks.

It was indeed a day of insightful discussions and great learning with students having so much to ask for and take back.





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Report

E-summit 2020

Organized by BIZMIND, E-Cell of MAIMS

Maharaja Agrasen Institute of Management Studies has always believed and practiced the philosophy of inculcating complete education including personality and leadership development among the students. As part of this culture, the Entrepreneurship Cell of MAIMS, Bizmind organized Entrepreneurship Summit 2020 on February 13-14, 2020. E-Summit is coveted entrepreneurship festival of Bizmind that aims to provide a conduit by which students can access entrepreneurial resources, network with community entrepreneurs, and share idea. It was organized in collaboration with Non Binary Accelerators and Incubators (NBAI), Startup Monk and Enactus, MAIMS. The theme of the summit was promoting Economic and Social development through Innovative Entrepreneurship.

The two day program started Startup Showcase organized by Enactus, MAIMS. Startup Showcase aimed to help Entrepreneurs/Startups showcase their early stage prototypes, products and services to the investors and prospective customers. This was a perfect opportunity for the participating teams for showcasing and marketing their startup ideas to promote their business idea or get live feedback. Ten teams of budding entrepreneurs and students from eminent colleges of Delhi University and GGSIP University participated in the competition. The judges for the competition were Mr. Dhairya Gupta Founder and CEO, Earthride, Mr. Anil, Investor- Startup Guru and Prof. S.K. Garg, Director General , MAIMS . Team Enactus-DTU and Enactus- Venketeshwara College, Delhi University bagged first and second position for their innovative and socially relevant projects on Hydropanics and Disposable Sanitary Pads respectively.

Our world needs creative people in order to survive by sharing their imagination, inspiration, ingenuity and compassion. On this theme, next in the day was event Act-er-prenuer which was done in collaboration with Barry Jones Acting Academy. The event was to showcase creative dimension of entrepreneurs. The event had eminent TV personality Dr. Aman Sehgal as judge and Himanshu, Member Samagra Society, MAIMS was adjudged as the winner of the competition.

This year the event got bigger than ever boasting of Flagship Pitchers Competition. The Second day of E-Summit had a day long Pitchers competition. The competition was conducted in collaboration with NBAI and Start-up Monk. The esteemed panel of Angel Investors included Mr. Ashutosh Kashyap, Founder of NBAI, Mr. Sivesh Kumar, Founder, Start-up Monk, Mr. Aditya Arora, Founder and CEO, FAAD Network Pvt. Ltd., Mr. Amogh Tiwari, Digital Creative Director, Presentation.inc and Mr. Mehul Aggarwal, Founder, Mehul Aggarwal and Company. The competition turned the spotlight on the ones that are in the early stages of their startup and need financial assistance to support their dreams to turn into reality. Thirteen shortlisted startups from thirty two registered teams received invaluable feedback, invitation to exclusive events with

the most relevant people and of course the stage time at event to pitch in front of the Angel Investors offering funds up to INR 5 Crores.

The two day event also had an ongoing E-carnival where food carvings were fought in the food court serving multiple delicacies, take back home pleasant memories new connections and much more. The competition like Snap-o-Mania, Devil Follows, Market-kshetra, 100 ka funda, Jung-e-vyaapar and Business Roadies were also very successfully organized and conducted by the student coordinators of E-Cell. All of the student coordinators and teams that participated did a fantastic job and showed that the sky's the limit when it comes to entrepreneurship. The efforts were highly applauded by distinguished members of trust, Prof. S.P. Aggarwal Ji (Executive Chairman –MATES), Shri Jagdish Mittal Ji (Vice – Chariman, Maharaja Agrasen Technical Education Society), Shri Rajneesh Gupta Ji (Secretary, MATES) and Prof. G.P.Govil (Advisor, MATES). Prof. S.K.Garg (Director General, MAIMS). Prof. Ravi Kumar Gupta (Director, MAIMS) also appreciated each and every member's contribution towards making the event a success. With immense learning as a take away, E-Cell promises a bigger and a better version in years to come.







Environment Sustainability Club aims to raise awareness among students so that they understand environmental issues and to instill a sense of responsibility for the environment.

The competition was held to create an awareness in the society regarding how harmful plastic can be for the environment. This was held to showcase the need to save the environment and how to save it through art and innovation.

The competition was held on January 30, 2021 at Republic Day Celebration Webinar. All the participants innovatively made beautiful handmade posters with a vision and message to protect the environment and create awareness about “Menace of Plastic”. All the participants presented their respective posters to the judges and the attendees of the meeting.

The entries of the participants were then addressed by the judges on the basis of the adherence to theme , original appeal , visual appeal , message of the poster .

Winners of the competition :

1st Position - Sachin Chaturvedi (BJMC)

2nd Position – Mimansa (BBALLB)

3rd Position – Sambhav Jain (B.COM HR)



The poster features a central white text box on a background of abstract red and blue brushstrokes. At the top left is the MAIMS logo, and at the top right is a circular icon of a green globe with leaves. The text is arranged in a clear hierarchy, starting with the organization's name, followed by the club name, the competition title, the theme, entry details, and prizes.

**MAHARAJA AGRASEN INSTITUTE OF
MANAGEMENT STUDIES**

**ENVIRONMENT
SUSTAINABILITY CLUB**

**POSTER MAKING
COMPETITION**

**THEME:
FREEDOM FROM
MENACE OF PLASTIC**

LAST DAY OF ENTRY:
JANUARY 30, 2021

OPEN TO ALL STUDENTS

- FREE REGISTRATION
- HANDMADE/DIGITAL POSTERS
ACCEPTED
- INDIVIDUAL PARTICIPATION

JUDGMENT CRITERIA

**ADHERENCE TO THEME,
ORIGINALITY & CREATIVITY, VISUAL
APPEAL, MESSAGE**

**CASH PRIZES FOR WINNERS
E-CERTIFICATES FOR PARTICIPATION**

For any queries, Contact:
Dhanishtha-8851072326
Uttkarsh- 7065775084



Registration Link
shorturl.at/qsvMP

Poster of the event :

Winning Entries :



NAME - SACHIN CHATURVEDI
 THEME - FREEDOM FROM
 MENACE OF PLASTIC
 EN. NO. - IPU054719
 BA(JMC)
 MAHARAJA AGRASEN
 INSTITUTE OF MANAGEMENT
 STUDIES





Registration Link :

<https://forms.gle/agBdF4qoqb12C2QR6>



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Career Creative Conclave

Maharaja Agrasen Institute of Management Studies is constantly endeavouring to expose the students to upcoming future avenues open to them for their pursuit. In this direction, MAIMS in collaboration with Pearl Academy, Delhi organized a Career Creative Conclave on February 1, 2020 in its campus. The Conclave aimed at providing insights on the various career options available to the students after their graduation. The Conclave was graced by our Founder Chairman, Dr N.K. Garg Ji, Prof. M.K.Bhat, Director, MAIMS. The eminent speakers for the day were Dr Mimi Schmdit, Area Head of Interior Design, pearl Academy, Mr Dheeraj Khanna, Co-ordinator, The Luxury Sector and Ms. Chhaya Mehrotra, Fashion Designer.

The Conclave commenced with a bird's view of a whirlwind of careers options provided by Pearl Academy in the field of sports management, interior styling, fashion journalism, retail environment designing, retail management, etc. Dr Schmidt did her PhD from Oxford University and was earlier associated with Harvard University. She focussed on the three aspects which should be the crux of every design, namely, beauty, truth and goodness. She emphasized how design brings peace in the country by reflecting culture amalgamation. Mr. Dheeraj Khanna highlighted the tremendous growth achieved by the luxury market in a short span of time. The core of this market is personal luxury goods which earned revenue of €250 billion in 2015. Ms. Chhaya Mehrotra, a woman of substance rose from a humble background to realizing her dreams in the world of fashion designing. She emphasized that working with conviction towards your dreams can move mountains.

The Conclave concluded with an interactive session with the students where they were encouraged to clarify their concerns and it ended on a high note.



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Report on the Program

Employability Skill Training in Financial Literacy

Organized by

Reliance - ICT Academy during 23rd January 2020 to 1st March 2020

Date: 2nd March 2020

MAIMS acquired annual institutional membership of ICT Academy on 24th Dec 2019, so as to provide value-added courses to the students of the institute, which will enable participants to handle the challenges and competition of real life more effectively and successfully. The Institute signed a memorandum of understanding with ICT Academy in association with Reliance Home Finance and Reliance Money to conduct financial literacy program '**free of cost**' for MAIMS students at its campus.

About the Financial Literacy Program

"The single biggest difference between financial success and financial failure is how well you manage your money. It is simple: to master money, you must manage money" – T. Harv Eker.

Financial Literacy has acquired increased importance in increasingly turbulent economy. Financial literacy is the ability to understand how to make sound financial choices so as to manage and grow money.

"Employability Skill Training in Financial Literacy" program is a CSR initiative of Reliance Home Finance and Reliance Money Social Initiative in association with ICT Academy. The Certificate Program is fully sponsored by Reliance Home Finance and Reliance Money Social under its CSR initiative. 200 hours of intensive activity based training shall be provided to students.

Modules of the program are as under:

- Business correspondence & Customer Management
- Introduction to Banking & Financial Instruments
- Management of funds & Insurance
- Enabling technology in modern banking
- Interpersonal Skills to build confidence

Inaugural of the Financial Literacy Program

The program was inaugurated on 23rd Jan 2020 at 12:30 pm in Seminar Room, 7th Block. Nearly 65 students of the Institute from different programs attended the inaugural program and registered themselves with ICT Academy. Sh. Rajneesh Gupta, Secretary (MATES); Prof. (Dr.) S. K. Garg, Director General- MAIMS; Prof. (Dr.) Ravi Kumar Gupta, Director –

MAIMS; Prof. (Dr.) G. P. Govil, Advisor (MATES); Sh. Lovetesh Kumar, Manager - ICT Academy; Sh. Kapil Gupta, Trainer - ICT Academy; and faculty coordinators Dr. Vijay Kr. Khurana and Dr. Lokesh Jindal were also present at the inaugural function.

The inaugural commenced with lamp lighting, vandana of Maa Saraswati and presentation of bouquets to dignitaries. Prof. (Dr.) S. K. Garg, Director General, MAIMS inaugurated the program and called upon the students to participate in the program with full enthusiasm and take full advantage of expertise of trainers of ICT Academy. Sh. Rajneesh Gupta, Secretary (MATES) praised the initiative by the Institute and assured full support of the management for student development programs. Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS suggested students to pursue continuous learning. Prof. (Dr.) G. P. Govil, Advisor (MATES) emphasized the need for learning of skills.

Photographs of Inaugural Program on 23rd Jan 2020





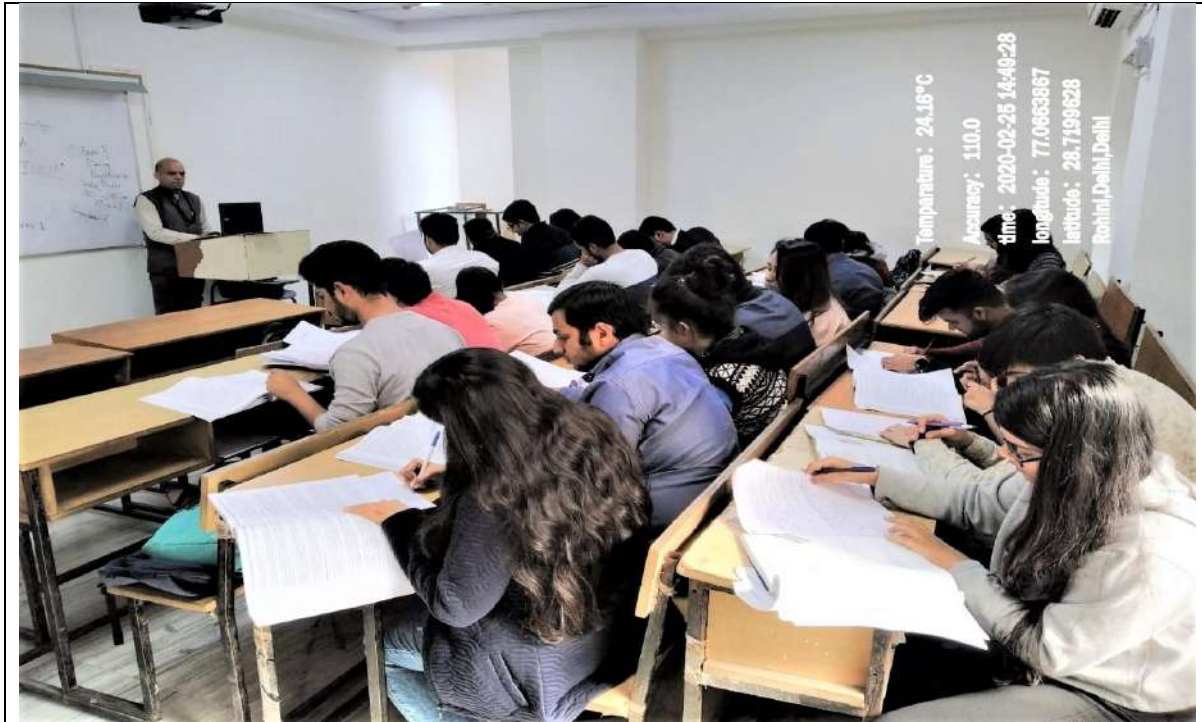


Subsequently, Sh. Lovetesh Kumar, Manager - ICT Academy briefed the participants about ICT Academy and the program “Employability Skill Training in Financial Literacy.” Two sets of books were distributed to participants by officials of ICT Academy.

Thereafter the dais was taken over by Sh. Kapil Gupta, Trainer - ICT Academy, who started the first session of training program. He dealt with Banking and Financial Skills. Next day, second trainer from ICT Academy- Sh. Rajiv Kumar Hasija also started sessions on soft skills. 65 students were divided in two batches of 32 and 33 each. Both trainers conducted parallel sessions in separate class rooms in 7th Block from on all working days.

Oral feedback of the program from the students was conducted once a week by the faculty coordinators Prof.(Dr.) Vijay Kr. Khurana and Dr. Lokesh Jindal. It was communicated to both trainers and ICT Academy from time to time. Oral feedback always indicated appreciation of the program by the students.

Sessions in Progress (by Sh. Kapil Gupta) on 25th February 2020



Sessions in Progress (by Sh. Rajiv Hasija) on 25th February 2020



Sessions in Progress (Sh. Rajiv Hasija) on 27th Feb 2020



As per requirement of ICT Academy, a feedback survey of the trainers and the program was conducted on 27th Feb 2020. A preliminary scrutiny of the filled feedback forms indicated wide



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spread appreciation of the program by the students. The filled feedback forms were subsequently dispatched to ICT Academy.

Due to lock down, final test was conducted online by ICT Academy on 5th October 2020. Test attendance and assessment records are with ICT Academy.

As a token of appreciation, the institute felicitated student volunteers of Financial Literacy program at a valedictory session held on 31st December 2020.



Dr. Sushila Gupta
Asst. Professor
Deptt. of Business Administration

Prof. (Dr.) Vijay Kr. Khurana
Professor, MAIMS
Deptt. of Business Administration



REPORT

STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON **"CAT PREPARATION AND PROFILE BUILDING"**

Sunday, June 28, 2020

MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that it is not the most knowledgeable who cracks entrance exams. The student who can utilize the resources available viz., his knowledge and the time available for the exam, make it to the top list. So what preparations need to be made by the students to bell the CAT exam? Additionally, how should the students make their profile impressive to leave a positive impression on the interview panelists. To offer the answers to such pertinent questions, *Illuminate – The Learning Hub* of Maharaja Agrasen Institute of Management Studies organized a webinar on 'CAT Preparation and Profile Building' on Sunday, June 28, 2020. The webinar was conducted using the digital platform, Zoom at 5: 00 pm.

The resource persons for the webinar were Mr Utkarsh Kumar and Mr Akshay Kumar Sirsalewala.

Mr Utkarsh Kumar, a merit scholar at IIM, is an incoming Senior Associate at Boston Consulting Group (BCG). Most recently, Utkarsh has worked at EY (Business Advisory Services division) on Profit Maximization for an Indian Natural Gas Distribution client and the 2030 Growth Strategy Project for a UAE based Oil and Gas client. He was brought up in Kolkata and completed his Bachelor of Technology in Chemical Engineering from IIT Guwahati, where he co-founded LECTUR.

Mr Utkarsh Kumar approached the audience by giving a brief overview of the various sections in CAT Exam'. He gave tips to students on 'how to select the right sets and how to solve them'. He advices the students to focus on selecting the most easy or high scoring sets to increase their number of good attempts. Once you select the sets, how can you solve these sets with utmost efficiency was also discussed by him. A very interesting profile building model was shared by Mr Kumar to inspire the students to go beyond their limits. In addition, he also shared some of the valuable tips, like, find pull quotes that move the story, develop your angle, let your subject to do 90 % of the talking, create your questions that linger, record your interviews for self – evaluation, etc. among the students to make their profile stand out amongst the many numbers.

The webinar also had the presence of Mr Akshay Kumar Sirsalewala, graduate from IIM Kozhikode. He is a CA who cleared all levels of CFA and FRM. Shortly, he will be joining PwC US Advisory as an Experience Associate. Prior to IIMK, he worked as a Debt Syndication Executive at an Investment Bank. He writes extensively on how to prepare for CA/CFA/CAT and was part of the editorial teams of CAclubIndia and InsideIIM. He also worked as faculty at Career Launcher, teaching Math and LRDI.



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Mr Akshay Kumar Sirsalewala, scored 99.24%ile in CAT 2017 and very emphatically stressed that it's not only engineers who can crack CAT. You can be from any academic background, that can't stop you from cracking CAT and getting into a b-school. Mr Akshay Kumar said that many students miss out on solving easy questions in the exam due to lack of time management. He laid stress on adopting and applying an effective strategy to attempt the paper so that one can solve all the questions that one is capable of (It is not that one has to know everything). Cracking CAT is about ensuring that you solve correctly, and within the time available, all the questions that you would otherwise solve given infinite time!' was the 'principle of that perfect 99%ile score' given by him.

The session was very interactive and total of 142 students of MAIMS participated in the webinar. The enthusiastic audience raised many thought - provoking questions like Should one appear for CAT after gaining a work experience of 1 – 2 years in industry? When is the right time to start taking CAT coaching? Is there any association between CAT and other entrance exams like JEE? Is any weightage attached to 10th and 12th marks or is it only the graduation marks that are counted for? Will any weightage be attached to 3rd language course certificate? Which are the important questions one must prepare for an interview?

It was indeed a valuable session wherein the take away have helped the participants to identify the right approach of making it through the CAT exam and then building on the right profile while facing the interview panel. The webinar will definitely help students to become familiar with the CAT journey, the ideal CAT preparation strategy for non-engineers, the right tactics to adopt for handing various sections effectively and improving their confidence during an interview. The take away of the webinar will have a constructive influence on their performance on the D-Day.

The screenshot shows a Zoom meeting interface. On the left, there is a 'Zoom Meeting' window with a black video feed. Below it is a diagram titled 'CAT Prep Journey' which is a flowchart showing the path from '10th' to '12th' to 'Graduation' and finally to 'CAT'. The diagram includes icons for '10th', '12th', 'Graduation', and 'CAT'. On the right, there is a 'Zoom Group Chat' window with a list of questions from participants. The questions are:

- From Shresh Goyal to Everyone: is it necessary to take coaching classes??
- From Ganesh Singh to Everyone: sir is it only that the 10th year's marks are what matters in the academics / as in of we aren't really studious in the first year in the int. selections
- From Saurabh to Everyone: what would be better a idea doing preparation during your graduation or one should devote one extra year for CAT preparations?
- From Mahavir to Everyone: How do you relate this exams with other exams like JEE. (in terms of preparation)
- From Esha Gidani to Everyone: I am currently pursuing BBA (2nd year) from when should I start coaching or preparing for CAT?
- From Chandan to Everyone: should we choose online classes for cat preparation?
- From Chaitanya to Everyone: what if I want to do job for 1-2 years and then appear for CAT? is it good and preferable?
- From Bhagyashree to Everyone: what is the ideal time to appear for CAT exam like my 2nd year has just started in BBA.
- From Ganesh Singh to Everyone: so I also found we get points for our academics scores in 10th, 12th and graduation... is that true?

The chat window also shows a 'Type message here' field at the bottom.



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Zoom Meeting You are viewing #3049496901's screen | View Options

Zoom Group Chat

From Shikha to Everyone:
I'm a graduate having a gap year so how can I cover up that and what courses to do for marketing as a part of profile building?

From Ashish Rajput to Everyone:
if I am learning an extra language but I am not doing a certificate course can I add it to cv??

From Sanku to Everyone:
Dharko !!!

From Deepal to Everyone:
Thank you it was really insightful

From Jayv Anir to Everyone:
I have done my certificate course in language should I passae it ahead too and mention in cv?

From Ashish Rajput to Everyone:
or what was your people kirtico niki

From Sanku to Everyone:
dharko to dharko for such a wonderful session, helped me a lot!

From Elvishka Bhatia to Everyone:
Thank you so... it was a great session sir

From Anshika Singh to Everyone:
Thank you sir

From Elvishka Bhatia to Everyone:
dharko sir
amrtaanika kirtana I have attended

To: Everyone

Type message here...

The Diversity Card
IIM Selection Criteria for batch of 2020-22

IIM	Work Experience	Academic Score	Case & Interview	Gender Diversity
IIM Ahmedabad	10%	20%	50%	20%
IIM Bangalore	10%	20%	40%	30%
IIM Calcutta	10%	15%	40%	35%
IIM Lucknow	10%	15%	40%	35%
IIM Kozhikode	10%	15%	40%	35%
IIM Indore	10%	15%	40%	35%

Profile Building – How to impress

- Academics**
 - Top 5%
 - Certifications
 - Scholarships
- Work Experience**
 - Brands matter
 - Recognition
 - Kind of work
 - PPOs
- Extra-Curricular**
 - Case Competitions
 - Small scale hobbies
- Positions of Responsibility**
 - Important committees, clubs, IGs

Kunal goyal to Everyone or if you are running a business or something...



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Industry Pre-Placement Interaction with Concentrix

The Maharaja Agrasen Institute of Management Studies is always working to better prepare its students for their professional careers. The same goal was pursued by organizing Industry Pre-Placement interactions for the final year students that covered both up-to-date industry principles and placement preparation. The goal of the pre-placement discussion is to help the candidate grow as a whole in order to better prepare them for the many placements drives that would follow.

On August 13, 2019, Concentrix, a frontrunner in the field of preparing young brains for the competitiveness of the outside world, hosted a discussion. The Mini Auditorium was the site of the motivational speech that instilled courage and excitement in the young audience. **Mr. Varun Shrivastava** (varun.Shrivastava2@concentrix.com) managed the session.

Students were given an overview of the working conditions at the Company and the qualities they need exhibit if they are hired. In the end, attendees posed their own questions regarding a future in the area, and several students found their answers.

About **222** people attended the lively and engaging seminar. It was undeniably a meaningful discussion, and the students' takeaways would no sure aid them in making important decisions and bringing greater satisfaction and significance to their daily lives.



The Faculty Coordinators for this event were:

Ms. Shilpi Agarwal (Assistant Professor)

Dr. Bharti Chaudhry (Assistant Professor)



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CAREER COUNSELLING SEMINAR ON COMPANY SECRETARY – AS A CAREER OPTION September 23, 2019

Company Secretary has been recognized as Key Managerial Personnel along with the Chief Executive Officer/Managing Director/Manager, Whole-time Director and Chief Financial Officer.

Maharaja Agrasen Institute of Management Studies in collaboration with The Institute of Company Secretaries of India (ICSI) organized a career counseling seminar on ‘Company Secretary – as a Career Option’ on September 23, 2019 for the Commerce students. Mr. J.K. Bareja and Mr. Himanshu of Institute of Company Secretaries of India (ICSI) acquainted the students with the various aspects of Company Secretary like the eligibility criteria, course-structure, subjects offered and fee structure along with various job opportunities available after completing the course of CS from ICSI. 50 Students participated in the event.

Dr. Sanjeev Gupta, a renowned Practicing CS addressed the students by sharing his experience as a CS. He also explained the students the crucial role of Company Secretary in planning the objectives, strategies and policies of a company. The seminar was very well received by one and all present.





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Pre- Placement talk with IHS MARKIT

The Maharaja Agrasen Institute of Management Studies (MAIMS) is steadfast in its pursuit of students total development. IHS Markit hosted a Pre-Placement Talk on September 30, 2019 in Mini Auditorium for graduating seniors in the same spirit.

Mr. Aniket Agarwal (aniketagarwal@ihs.com) presided over the Pre-Placement discussion. Using the most up-to-date training techniques, a two-hour session led by a renowned specialist in the industry enabled our students to meet the difficulties of the business world. In this approach, the kids' abilities are enhanced so that they can confront the demands of a competitive world.

The purpose of the presentation was to impart the fundamental soft skills that are expected of every student applying to this company. The presentation addressed Interviewing Skills, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Development, Resume Writing, Personal Grooming, etc.

As many as **249** students registered for the event, which received an overwhelmingly positive response.

This discussion allowed the children to explore new concepts and develop their personalities. With such an engaged round in which students clarified all their questions, the discussion was successfully finished.



Faculty Coordinators for this event were:

Ms. Rashi Agarwal (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)



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Pre-Placement Talk with WIPRO

MAIMS has always been a stepping stone for students who, over time, have become ready to spread their wings and fly high in the future. In order to achieve this goal, WIPRO hosted a Pre-Placement Talk for final-year students on October 21, 2019 in the Main Auditorium.

Mr. Mudit Singhal led the Pre-Placement talk, which provided a platform for the recruiter and the student to interact with each other in order to gauge the synergy between the student's goals and the recruiter's requirements.

An hour-long pre-placement talk involved the speaker instilling the values that the recruiter is looking for and instilling confidence and success in their dreams. It was a very informative talk that not only cleared the students' doubts about their future prospects in the field but also helped them prepare better for the interviews they will face in the future.

Total **323** students attended the discussion. The speaker answered all questions about higher education or placement, salary packages, and ultimately motivated them to study hard, work on their soft skills, and participate in extracurricular activities for personality development.





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The Faculty coordinators were:

Dr. Preeti Bansal (Assistant professor)

Ms. Kamna Vaid (Assistant professor)



REPORT

TALK ON “THE PREPARATION FOR COMPETITIVE EXAMS”

On November 26, 2019 MAIMS hosted a talk session on "The Preparation for Competitive Exams" in Seminar room, Block 7 and invited an eminent personality and well-known name in the field of Software Development, **Mr. Piyush Agarwal**. He is currently associated with **Accenture** as a Software Engineer.

The programme began with blessings of Goddess Saraswati, followed by welcome address by the faculty coordinator Dr. Bharti Chaudhry and concluded with the presentation of a token of respect to the distinguished speaker.

The talk was divided into two sessions with a break in between. By introducing the success stories of successful candidates, the speaker provided the students with a ray of hope. Before expanding on the lecture's main topic, he discussed the placebo effect, which served as an appetizer.

The speaker then emphasized the complexities of it, including the Qualifications, Number of Attempts, Reservations, Cutoff marks, and the total number of services that fall under it. Additionally, he elaborated on the Exam Cycle, which requires an entire year to complete. He required the curious students to learn how to register for the exam. The staff members were given a list of preparation sources from which the students could collect. The students listened attentively as he explained the exam's grading scheme. He wanted the students to adhere to the fundamentals and be consistent in their endeavours.

For the second session, participants were given a spot test at the conclusion of the first session. The format and pattern of the test gave participants a taste of what to expect in exam rooms. This enhanced their ability to adequately prepare for their examinations.

84 Participants were extremely pleased with the overall event.

Faculty Coordinator- Dr. Bharti Chaudhry



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Pre-Placement Talk with Vikas Lifecare Ltd.

The Maharaja Agrasen Institute of Management Studies (MAIMS) has always tried to help students and make sure they have a good future. Vikas Lifecare Ltd. set up a Pre-Placement Talk for students in their last year on January 7, 2020

The Pre-Placement Talk was led by Ms. Rhythm Dhawan, HR Manager to help the students get ready for the business world. During an hour-long talk, the speaker discussed about things like how to write a resume, Dos and Don'ts in an interviews, the key to a good interview, how to create an impression, and so on. Students were given a lot of time to ask the speaker all of their questions during the interactive session. The session was a great success because it gave the students more confidence.

The Talk also helped clear up details with the company, such as how the salary was split, what the job entailed, where it was done, how the bond worked, etc. Total **120** students attended the talk session.



The Faculty Coordinators for this event were:

Dr. Bharti Chaudhary (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)



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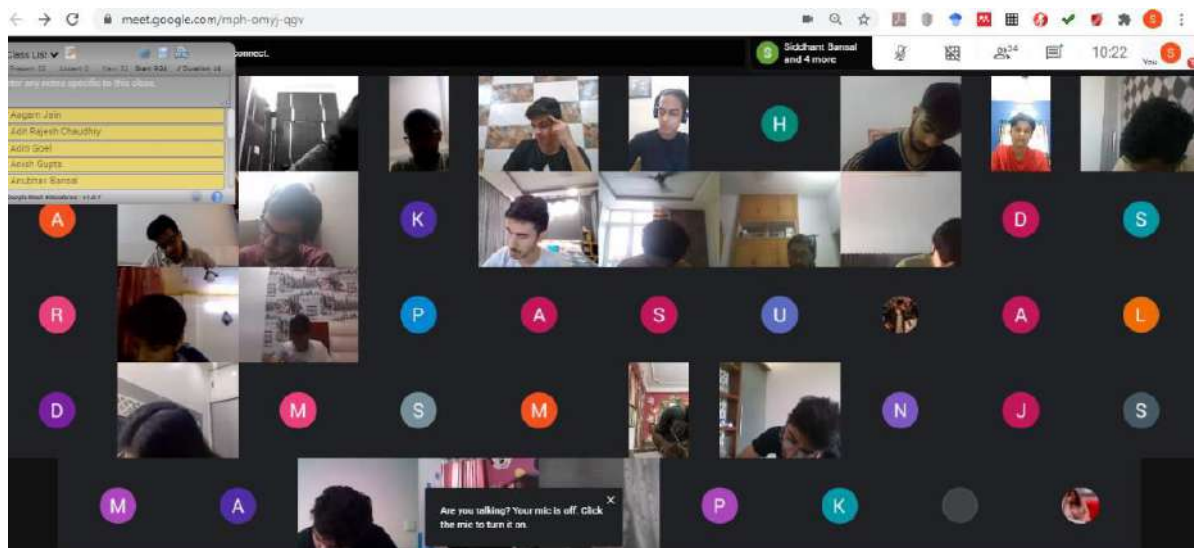
Pre-Placement Talk with OM Logistics

The Maharaja Agrasen Institute of Management Studies (MAIMS) has always worked to help its students have a successful future. OM Logistics held an Online pre-placement talk on March 30, 2020. The talk was based on the idea that the future belongs to those who believe in the beauty of their dreams.

The Pre-Placement Talk was led by the speaker **Mr. Deepak**, Manager- HR who helped the students get a better understanding of the company, the role offered, the business SOPs, and other things.

During the interactive session of Placement Talk, the students were able to learn more about the company and see if the roles offered were a better fit for them. They were also able to talk to the speaker to clear up any questions they had.

Total **172** students came to the talk ready with in-depth research, which made a great impression on the speaker as well.



The Faculty Coordinators for this event were:

Dr. Preeti Bansal (Assistant Professor)

Ms. Kamna Vaid (Assistant Professor)



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SESSION ON “DIGITAL MARKETING TACTICS FOR STARTUPS”

September 22, 2019

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized a session on “Digital Marketing Tactics for Startups” on 22nd September 2019. The session focused on educating students about digital marketing tactics for startups. In total 114 students attended the session. It was a great learning experience for the students.

Sorav Jain, founder renowned digital marketing blog(www.soravjain.com) and a digital marketing agency in Chennai named “Echovme” interacted with the students and explained various steps involved in digital marketing for startups. He said to get the ball rolling, the first thing to do is to create a website to showcase your startup. Create a professional website that loads fast and looks good on both desktop and mobile. Make sure that users can understand by visiting your homepage, who you are and how you can help them. The session was very interactive and informative.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Riya Sharma, Assistant Professor, Department of Business Administration, (MAIMS) presented a memento to Sorav Jain as a token of gratitude.

The students learned about steps of digital marketing in detail and showed great interest in the webinar.





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EXPERT SESSION ON “BUSINESS JARGONS”

November 4, 2019

Department of Business Administration, Maharaja Agrasen Institute of Management Studies organized an “Expert Session on Business Jargons” on November 4, 2019. The webinar focused on what are business jargons and the need of using appropriate business jargons in today’s growing corporate culture. It was a great learning experience for the students. The session showed a turnout of 60 students. The main speaker who was invited for this expert session was Mr. Kartik Raina, Former CEO, Dabur Foods. The expert session was exceedingly informative and worthwhile for the students.

Mr. Kartik Raina interacted with the students and elucidated them about the basics of business jargons. He described why employees use business jargons at the workplace and how business jargons became a part of routine communication in the developing corporate culture. He said that there are many who dislike these corporate buzzwords but nevertheless they say that they hear the corporate buzzwords at least once in the day. He further explained by giving examples of business jargons and their purpose. He then guided the students about the usage of business jargons and how they can learn them. He ended the session by saying that if the business jargons are used wisely, then they can take a person’s business communication to another level.

On behalf of Maharaja Agrasen Institute of Management Studies, Mr. Deepak Dagar, Assistant Professor, thanked Mr. Kartik Raina for delivering an exceedingly informative expert session and sharing his expert guidance with the students. The expert session was extremely successful as it gave some enlightening learning to the students and the students were delighted to be imparted with the immensely useful knowledge.





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Digital Chaupal : An Interactive session on Digital Marketing

November 4, 2019

"Keywords are the king of social media marketing" digital media marketing manager, Adobe Pvt. Ltd., Mr Nipun Jain said in an interactive session "Digital Chaupal " organised on 4th November 2019 by Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management studies.

During this interactive session, guest speaker shedded light on the basics of digital media marketing and also enlighten students with the concept of keywords, adwords, SEO & campaigning for digital media. The informative discussion was followed by a brainstorming session of question-answer round. He had interesting tactics to retain the attention the audience; He gave the real essence of social media marketing to the students by asking them to do an interesting activity of designing 5 keywords for their respective business.

The seminar lasted for about 2 hours and the vote of thanks was given by Prof Dr. Vinita Gupta. The students thoroughly enjoyed the seminar leaving the room with a fortified mind and happy faces. More than 50 students participated in the session.





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A Session on Communication Skills "GET YOUR WORDS RIGHT"

November 5, 2019

The Department of Law, Maharaja Agrasen Institute of Management Studies, organized a Session on Communication Skills - "Get your words right" on November 05, 2019. The webinar was focused on to make students understand the power of using the right words at the right time because sometimes they might have the power to change the world". It was a great learning experience for the students. In total 28 students attended the webinar.

The Expert Ms. Radhika Mahajan from IITM interacted with students and shared her viewpoints on the various aspects of getting your words. She elucidated that Nowadays, what matters is not how big your message is, but how you convey it, how you make people see your point of view by making it as short as you can and using the right words. It doesn't have to be big to make people understand. She emphasis on the point that there are a lot of ways through which we can express a message which will all have the same meaning, but the way we say it, the way we convey it is what matters

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Purnima Garg, Assistant Professor, Department of Law, (MAIMS) presented a vote of thanks to Ms. Radhika Mahajan to express a heartfelt gratitude.





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Session on Basics of Graphic Designing April 7, 2020

The Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies, organized a session on “Session on Basics of Graphic Designing” in Maharaja Agrasen Institute of Management Studies, New Delhi on April 7, 2020. In total 49 students attended the session.

Mr. Jitender Vig, Assistant Professor, MAIMS interacted with the students and took an informative session on basics of graphic designing. He said “Graphic design is a sought- after skill that can help produce high-end designs to promote brands at a national and international scale. Adding graphics to your design can help you showcase your creative skills and make a good impression on your clients.” He talked about basic features of graphic designing which are balance, alignment, hierarchy, contrast, proximity, color and space. The session was detailed and informative.

On the behalf of Maharaja Agrasen Institute of Management Studies Mr. Vijay Pal Singh, Assistant Professor, Department of Journalism & Mass Communication, (MAIMS) presented a memento as a token of gratitude.

This session was extremely successful and very interactive as it gave a lot of enlightening learning to the students.





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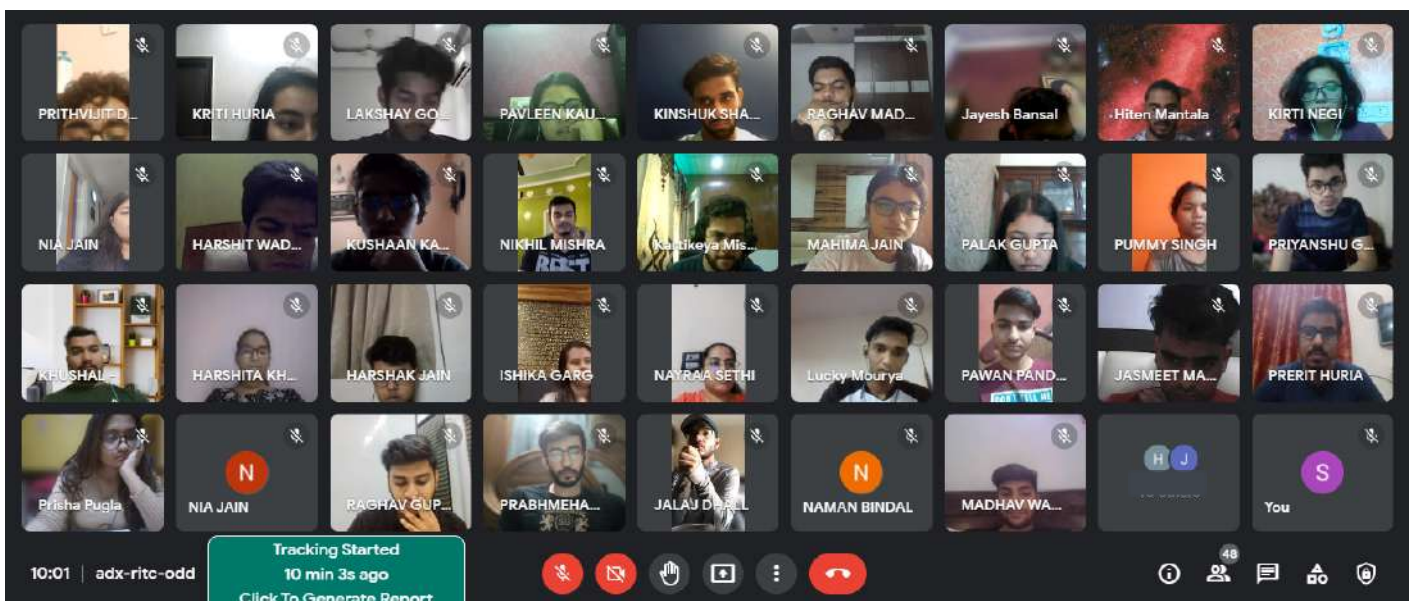
WEBINAR ON “LEADERSHIP SKILLS” June 4, 2020

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies, under the aegis of IQAC organized a Webinar on “Leadership Skills” on June 4, 2020. The webinar was focused on providing guidance to students on how they can inculcate Leadership skills among themselves. The students participated enthusiastically in the webinar. In total 112 students participated in a webinar and it was a learning experience for the students.

Mr. Amit Gupta, Senior Architect, Cognizant interacted with students and guided them to be a good leader, he explained the students that learning how to be a good leader can greatly impact the success of your team, your organization and yourself and to be an effective leader, you must understand your own motivations, strengths and weaknesses. He even further explained the role of a good leader in a team and he emphasized on the point that Great leaders connect with their team by facilitating open communication, encouraging employee growth and development, and giving and receiving feedback.

On the behalf of Maharaja Agrasen Institute of Management Studies, Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, (MAIMS) presented a vote of thanks to Mr. Amit Gupta, Senior Architect, Cognizant to show a heartfelt gratitude.

The webinar was extremely successful as it gave some enlightening learning to the students.





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Report
on
Startup Academic Meet for budding Entrepreneurs

Date : Friday, 15 February 2019

MAIMS and Swadeshi Start Up organized the Startup Academic Meet on 15 February , 2019. MAIMS and Swadeshi Start Up jointly conducted this meeting to apprise the budding management students about the various ways to be job providers rather than job seekers.

Start-ups are the centers of novel innovations. A total of 50 participants attended the meeting. They generate jobs, that implies more career opportunities; more employment leads to a stronger economy, and a healthier economy has a direct bearing on the growth of cities where startups locate. Budding entrepreneurs must be aware of various opportunities that they can look forward to. The Government of India has initiated several schemes such as Swadeshi startup to promote such young minds to be able to hone their entrepreneurial skills. For encouragement and for adding rigor to this meet, a sports car by a startup entrepreneur was displayed on this occasion Mr. Dharam Raj.

Glimpse of the event :





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Pre-Placement Interaction with Concentrix

The Maharaja Agrasen Institute of Management Studies worked diligently to support and expose its students to opportunities for their future undertakings. Pre-Placement talks were held for final year students to discuss training for placement and current industry concepts in order to achieve the same goal. In order to get ready for various placement drives, the pre-placement talk concentrated on the candidate's overall development.

On August 29, 2018, Concentrix, a well-known brand in the field, organized a discussion to help prepare young brains for the competition of the outside world. The motivational speech took place in the Mini Auditorium and gave the pupils a boost of self-assurance and passion. **Mr. Varun Shrivastava** (varun.shrivastava2@concentrix.com) managed the session.

The speaker informed the audience about the working conditions at the company as well as what was expected of the chosen applicants. Participants eventually posed inquiries regarding a profession in this area, and several students received satisfactory responses.

There were approximately **220** students in the session, which was quite engaged. It was unquestionably a worthwhile lecture, and the lessons learned have allowed the students to find the best ways to plan their paths, which will not only assist them in making decisions about their paths but also give fulfilment and meaning to their daily lives.



The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Ms. Shilpee Agarwal (Assistant Professor)



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Pre-placement talk with Abroad Shiksha

Students' well-being is a top priority at the Maharaja Agrasen Institute of Management Studies (MAIMS). In a similar vein, on November 21, 2018, Abroad Shiksha held a Pre-Placement Talk in Mini Auditorium.

Ms. Jyoti Sachdeva, COO (hr@abroadshiksha.com) was in charge of the Pre-Placement meeting. In an exhilarating two-hour session, this expert taught our students how to use the most up-to-date training methods to successfully navigate the problems they will face in the corporate world. In this way, students' capabilities are enhanced so that they are prepared to meet the difficulties of a globalized, competitive workplace.

The purpose of the presentation was to instill in the students the rudimentary soft skills that will be tested as part of the Company's recruitment process. Topics discussed included conducting a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, developing an aptitude test, writing a resume, and preparing for an interview. As many as **207** students signed up for the seminar, showing an overwhelmingly positive response.

The pupils were given the chance to broaden their horizons and develop their character through this discussion. The seminar was a success because of the students' ability to ask questions and receive answers.



Faculty Coordinators for this event were:

Ms. Preeti Bansal (Assistant professor)

Dr. Sunita Tank (Placement Officer)



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Pre-Placement interaction with AMAZON

The Maharaja Agrasen Institute of Management Studies (MAIMS) has consistently prioritized its students' future success. The notion that the future belongs to people who trust in the beauty of their goals, Amazon hosted a pre-placement interaction on December 18, 2018 in the Mini Auditorium.

Mr. Saurabh Agarwal (Saurabh.Agarwal12@gmail.com) was the speaker for the Pre-Placement Interaction, in which the students were given a comprehensive grasp of the organization, the job presented, and the business standard operating procedures, among other things.

During the interactive phase of the Placement Talk, the students not only had a better grasp of the company and whether they would be a better fit for the roles given, but also had the opportunity to interact with the speaker to clear up any misconceptions.

The talk was attended by a total of **197** students who came prepared with in-depth research and, as a result, left an overall positive impression on the speaker.



The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Ms. Rashi Agarwal (Assistant Professor)



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Pre-Placement Talk with Vikas Multicorp Ltd.

The Maharaja Agrasen Institute of Management Studies (MAIMS) has, since its inception, made it a priority to protect its students' futures and to assist them in every aspect of their academic careers. On January 24, 2019, in the Seminar hall of the 7th Block, Vikas Multicorp Ltd. hosted a Pre-Placement Talk for the final year students of MAIMS.

Ms. Rhythm Dhawan, Manager-HR (Rhythmdhawan@vikasmulticorpltd.com, Mob. 9999410453) and Mr. Kunal Sachedva, interacted with students during the Pre-Placement Talk in order to facilitate the students' transition into the workforce. During the course of an hour-long discussion, topics such as resume writing, perspectives on interviews, the essential components of a successful interview, effective communication, and body language were covered. The session was highly enriching for the students and students gained new confidence as a result of the experience.

The Talk was also a chance to clarify several aspects of one's relationship with the organization, such as the income breakdown, job profile, place of employment, bond details, and so on. Total **143** students in all took part in the discussion.



The Faculty Coordinators for this event were:

Dr. Bharti Chaudhary (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)



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Pre-Placement Interaction with Om Trans Logistics Ltd.

MAIMS has always been a stepping stone for students who are ready to spread their wings and fly high in the future. In order to reach this goal, Om Trans Logistics Ltd. held a "Pre-Placement Interaction" with students of Final Year on February 12, 2019, in the mini-Auditorium.

Ms. Taranjeet (taranjeet.kaur@omtranslogistics.com) was in charge of the Pre-Placement interaction. The session gave the recruiter and the student a chance to talk to each other and find out if their goals and the recruiter's needs match up. During an hour-long pre-placement talk, the speaker gave them the values that the recruiter is looking for and gave them the confidence and success they need to follow their dreams. It was a very informative talk, and the students not only got their questions about the field's future answered, but it also helped them get ready for interviews they will have in the future.

Total **144** students were there to listen to the talk. The speaker answered all of their questions about college, jobs, and salaries. At the end, she encouraged them to do well in academics, work on their soft skills all the time, and take part in extracurricular activities to help them grow as an individual.



The Faculty coordinator:

Ms. Shilpee Agarwal (Assistant Professor)



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SPECIAL LECTURE ON REPORTING FOR NEWS AGENCY

February 15, 2019

Reporting for News Agency' is something different from other media. What is that difference, no other than a Journalist from PTI, India's leading news agency can tell. Today Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management studies organised a special lecture on 'Reporting for News Agency' on February 15, 2019. And the lecture was delivered by Mr. Neeraj Kumar, Senior editor of PTI-Bhasha. Event began with the motivational speech by Prof. (Dr.) Vinita Gupta, HOD Dept. of Journalism and Mass Communication and a 2 min silence for the martyrs at Pulwama.

Mr. Neeraj told the students about the working and challenges faced by reporters of news agencies.

He said nowadays News Agencies are going through the transition period. 47 Students of Department of Journalism and Mass Communication attended the lecture. The event was coordinated by Ms. Nidhi Chaudhry, Assistant professor in the Department.





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**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

ORGANISES
SPECIAL LECTURE

ON

REPORTING FOR NEWS AGENCY

BY

MR. NEERAJ KUMAR
SENIOR EDITOR, PTI - BHASHA



DATE: 15TH FEBRUARY, 2019

TIME: 10:30 AM

VENUE: MAHARAJA AGRASEN CAMPUS, ROHINI



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REPORT **TALK ON “EFFECTIVE WAYS TO CRACK EXAMS”**

December 12, 2018

A talk on “**Effective ways to Crack Exams**” was organized by MAIMS in order to prepare the final year students for the challenges ahead and assist in every way possible. The talk had taken place in **Mini Auditorium** on December 12, 2018.

Mr. Shivam Ahuja had graced this occasion to educate and motivate the students on how to keep up the preparation. He is the Founder/CEO at Skill Circle, CEO at Delhi Angels, and founder of Delhi Start-ups. He is also a Business Advisor at Atal Incubation Center BIMTECH, a TEDx Speaker, and an investor at Coinally.io. The speaker is not only a known face in the industry but also specializes in preparing various students in preparing for the ultimate test of competitive exams i.e., the interview.

For the talk which was attended by **76** students, the speaker had prepared an interactive power point presentation while delivering pointers necessary for the preparation.

He preached the importance of having Conceptual Clarity to the listeners. He maintained that the Blue Print Approach was necessary to gauge the mindset of the question paper setters. He explained in detail the Preliminary, Mains and Interview part of the examinations. Overall, the Talk was highly Informative and Educative to the aspiring and ever-enthusiastic students of the department. The speaker made it clear that the main objectives of the exams were to unearth rough diamonds of the country to carry out the tedious workload of the land. The exams, in his words, were meant not only to the elite sections of the society but to everyone in the country. He finally concluded by stating that the exams were tough but not impossible to crack.

The speaker then through audio visual methodology, discussed previous exam papers and students actively answered the questions during the talk. The ones who had correctly given the right answers were then selected by the Speaker for mock interviews of those students on stage.

During the mock interviews, students braved the tough questions posed to them and their mistakes were highlighted by the speaker as ‘what not to do’ during the interview process. He advised the students to stand in front of mirror and keep attempting such mock interviews so as to build the confidence when the day finally arrives.



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The Vote of Thanks was delivered by Faculty Coordinator Dr. Bharti Chaudhry which concluded with great appreciation from the students.





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SESSION ON “EFFECTIVE BODY LANGUAGE” August 22, 2018

Department of Commerce, Maharaja Agrasen Institute of Management Studies organized a Session on “Effective Body Language” in Maharaja Agrasen Institute of Management Studies, New Delhi on August 22, 2018. The session focused on the science of effective body language and its impact, along with how to read body language. The session showed a turnout of 46 students.

Ms. Sumedha Dutta, Assistant Professor, MAIMS interacted with the students and elucidated them about the importance of developing an effective body language. She explained how body language is the unspoken part of communication which delivers the message with more impact. She described the contribution of facial expressions in conveying a thought. She then illustrated how people adjust their body language to appear a certain way, which can be more positive, engaging or negative. She further explained how one person can interpret and understand another person’s body language and facial expressions to communicate more effectively.

On behalf of Maharaja Agrasen Institute of Management Studies, Dr. Manju Gupta, thanked her for delivering an exceedingly informative session and sharing her expert guidance with the students. The expert session was extremely successful as it gave some enlightening learnings to the students and the students were delighted on being imparted with the immensely useful knowledge.





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Expert Session on “Story Telling” September 7, 2018

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized an “Expert Session on Story Telling” in Maharaja Agrasen Institute of Management Studies, New Delhi on September 7, 2018. The session focused on educating students about the art of storytelling. In total 57 students attended the session.

Dr. Namrata Sharma, Faculty, MAIT interacted with the students and explained how story telling is an art. Like art, it requires creativity, vision, skill, and practice. It's a crucial part of the most successful marketing campaigns, and it sets vibrant brands apart from simple businesses and loyal consumers from one-time stop-in shoppers. She also told students about Dos and Don'ts of storytelling. She said “Just telling a story isn't enough — you want one that resonates and grabs attention.” and the way to do that is to create suspense which attracts audiences with unanswered questions and an interest to learn more and answer those questions. Surprising your audience is also a great way to pull readers in. Imagination is key to a great story. Knowing your audience is very important. The students shared some imaginative ideas for stories and the session was very interactive.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Shikha Sharma, Assistant Professor, Department of Business Administration (MAIMS) presented a memento as a token of gratitude.





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Session on “Management Skills and Team Building”

November 2, 2018

The Department of Business Administration, Maharaja Agrasen Institute of Management Studies, organized a Session on “Management Skills and Team Building” on November 2, 2018. The session focused on teaching students about management skills and team building. In total 75 students attended the session.

Ms. Avni Bhatia, Social Campaign Manager— ITC-Vivel interacted with students and discussed various management skills like emotional intelligence, communication, problem solving, team building etc. She said “team building is one of the most critical skills required for management”. She also said that Team building is an ongoing and intentional process, so it is important that managers have the know-how to build relationships, foster communication, and strengthen bonds between teammates. Great team leaders rally group members around a central purpose. The session was full of fun discussions with the students.

On the behalf of Maharaja Agrasen Institute of Management Studies Dr. Deepak Dagar, Assistant Professor, Department of Business Administration, (MAIMS) presented a memento to Ms. Avni Bhatia as a token of gratitude. This session was extremely successful and very interactive as it gave a lot of enlightening learning to the students.





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SESSION ON “BUILDING BUSINESS FRIENDLY VOCABULARY”

November 18, 2018

Department of Business Administration organized a “Session on Building Business Friendly Vocabulary” in Maharaja Agrasen Institute of Management Studies, New Delhi, on November 18, 2018. The webinar focused on how business students can build a business-friendly vocabulary that will help them thrive with the ever growing and developing business environment and corporate culture. The session showed a turnout of 39 students. The main speaker for the session was Mr. Sameer Soni.

Mr. Sameer Soni interacted with the students and elucidated them about the basics of what business vocabulary is. He then explained them the importance of building a strong business friendly vocabulary. He told the students that clearly defining and understanding business terms is the first step to successfully growing and advancing in corporate world. He then explained the students about the possible mistakes and misinterpretations that one can make if they misunderstand the basic business terminologies and business vocabulary. He ended the session by guiding the students on how they can build and improve their business-friendly vocabulary.

On behalf of Maharaja Agrasen Institute of Management Studies, Ms. Sumedha Dutta, Assistant Professor thanked Mr. Sameer Soni for delivering an exceedingly informative session and sharing his expert guidance with the students. The expert session was extremely successful as it gave some enlightening learnings to the students and the students were delighted on being imparted with the immensely useful knowledge.





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Session on “Getting Creative with PowerPoint” December 22, 2018

Maharaja Agrasen Institute of Management Studies (MAIMS) with an aim to incorporate IT Skills organized a Session on “Getting Creative with Power Point” on December 22, 2018. 54 students from all the departments participated in this 2-hour session. Ms. Rashi Aggarwal and Ms. Neetu Bansal from Department of Business Administration took the session.

Students were briefed about PowerPoint. We can use PowerPoint to project visuals that would otherwise be difficult to express.

The session covered basics of PowerPoint including Animations, Transitions, Recording, Adding audio and video files and tips tricks for creative presentations. Participants thoroughly enjoyed the session. The faculties were thanked by Dr. Vinita Gupta for such a thorough session.





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SESSION “INTRODUCTION TO BUSINESS ANALYTICS”

February 22, 2019

Department of Business Administration, Maharaja Agrasen Institute of Management Studies organized a “Session on Introduction to Business Analytics” in Maharaja Agrasen Institute of Management Studies, New Delhi on 22nd February, 2019. The webinar focused on basics and introduction of business analytics. The session showed a turnout of 39 students. The main speaker invited for this expert session was Ms. Arpita Gupta, KPMG. The session was exceedingly informative and worthwhile for the students.

Ms. Arpita Gupta interacted with the students and elucidated them about the basics of business analytics. She described the different business analytics strategies used by professionals. She explained the growing importance of use of business analytics in the upcoming developing industries and how business analytics has become an enormous priority for many organizations. She further explained that since business analytics is based on data driven insights therefore there are different challenges that are faced in making sense of the recommendations produced by business analysis. She ended the session by describing the basic process involved in business analysis and the recent trends in the domain of business analysis.

On behalf of Maharaja Agrasen Institute of Management Studies, Ms. Riya Sharma, thanked Ms. Arpita Gupta for delivering an exceedingly informative expert session and sharing her expert guidance with the students. The expert session was extremely successful as it gave some enlightening learnings to the students and the students were delighted on being imparted with the immensely useful knowledge.





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Session on “Digital Literacy and its Role in India”

May 15, 2019

Department of Business Administration, organized a “Session on Digital Literacy and its Role in India” in Maharaja Agrasen Institute of Management Studies, New Delhi on May 15, 2019. The session focused on the importance of Digitalization. 67 students participated in the session.

The main speaker for the session was Dr. Deepak Dagar, Assistant Professor MAIMS. The session was informative as he talked about Digital literacy as an important life skill, maybe the most important since the world is quickly transitioning into an Artificial Intelligence (AI) world. He explained that these digital skills allow us to find, use & create information online in a productive and useful manner.

Dr. Deepak interacted with the students and briefed about Connectivity barriers, infrastructure scarcity, resources and a lack of understanding from decision-makers are the major reasons behind low digital literacy in rural parts of India. The Indian government is actively promoting digital literacy with initiatives such as Digital Bharat and Technological Inclusion in rural areas. Distance education, WIFI hotspots in public areas, Telemedicine and other forms of digital inclusion are becoming more common in India. The students thoroughly enjoyed the session.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Vijay Kumar Khurana thanked him for remarkable presentation about Digital Literacy.





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Seminar on Bombay Stock Exchange for Entrepreneurs: How to become Broker? February 8, 2018

Maharaja Agrasen Institute of Management Studies, Rohini, Delhi has over the years carved a niche for itself among the management institutions of the country. Today it stands as one of the best institutions of Guru Gobind Singh Indraprastha University, Delhi. In order to provide a practical exposure to its students MAIMS recently conducted a seminar in collaboration with BSE Institute limited (Wholly on subsidiary of BSE) on February 8, 2018. The session was conducted by Prof. Sanjeev Das, Senior Faculty, BSE Institute Limited. The session lamented on financial instruments (like derivatives, shares), stock indices, stock trading, history of NSE ,BSE, Dow Jones, NASDAQ and other features of financial trading. Total of 72 students attended the seminar.

The session was followed by a short objective type test. The top three meritorious students were Kapil Bhakoo , Anubhav Jain, Shubham Gupta and they were awarded scholarships and certificates by BSE. The scholarship was given for the flagship program of BSE, i.e., Global Financial Markets Professional. The students of MAIMS showed great enthusiasm and put up relevant queries, thereby made the session a huge success. Their eagerness to learn more on financial marketing/ instruments of finance and other aspects of management was quite evident by their queries on the subject and through their contribution in the session.

Faculty Coordinator- Ms. Sumati Kohli





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Advertising Workshop for Budding Entrepreneurs

October 16, 2017

With the aim to provide deep insight of the field of advertising, the Department of Journalism and Mass communication (B.A (JMC), Maharaja Agrasen Institute of Management Studies, Rohini organized a one day workshop on October 16, 2017 on the topic “Advertising workshop for Budding Entrepreneurs” for Final year students as a part of their subject “Advertising Practices” curriculum.

The workshop was conducted by Mr Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney. Mr. Utkarsh is a notable alumnus of BA(JMC), MAIMS from 2011 batch. He worked for the brands like Red Bull, HDFC Life, KTM, Vespa, Flipkart, Shoppers stop, Digital India and many more. It was organized by Ms Shifali Ahuja, subject expert of MAIMS. During the workshop, Mr Utkarsh provide the industrial exposure of advertising field about how to make an advertising campaign live. He started with the process of brain mapping to idea generation to media planning and at last advertising effectiveness.





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Mr. Mehta also organized brainstorming activities of preparing taglines and slogans for different brands. He divided the entire strength of students into groups and made them work on how to prepare a creative brief for different product, services and even for social cause. He continued his session with how to live the campaign with the optimum utilization and planning of media. The workshop was attended by 48 students of final year with full zeal and enthusiasm. It was really great for the students to have their senior as an expert from the industry.



Resource person Mr Utkarsh, with participants and faculty members.

Faculty Coordinator- Ms. Shifali Ahuja , Assistant Professor



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Pre-Placement Talk with Concentrix

Maharaja Agrasen Institute of Management Studies constantly endeavors to assist and expose the students in their future pursuits. To chase the same aim, Pre Placement talk was organized for final year students which focused on current industry concepts as well as training for placement. Pre-Placement Talk focused on over all development of candidates in order to prepare for various placement drives.

The talk was organized by Concentrix on August 22, 2017 which is a leading name in the industry to prepare the young minds to the competition of outside world. The inspiring talk which filled the students with confidence and enthusiasm took place at Mini Auditorium. The session was handled by **Mr. Varun Shrivastava** (varun.Shrivastava2@concentrix.com).

The speaker briefed students regarding the Company's environment and the expectations from the selected candidates. In the end, participants asked the questions about the career in this field and many students indeed had their queries answered.

The session was very interactive and saw presence of around **262** participants. It was undoubtedly a valuable talk wherein the take away have helped the students to identify the right means to plan their path that will not only help them in deciding their path but will also add contentment and meaning to their day-to-day life.



The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Ms. Preeti Bansal (Assistant Professor)



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Pre -Placement with AMAZON

Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived for a successful future of its students. The belief that the future belongs to those who believe in the beauty of their dreams, a pre placement talk was organized by Amazon on September 12, 2017 in Mini Auditorium.

The Pre placement talk was headed by the speaker **Mr. Saurabh Agarwal** (Saurabh.agarwal12@gmail.com), wherein an initial stone of understanding amongst the students regarding the company, the role offered, the business SOPs and so on were put in clear perspective of the students.

The students got an insight during the interactive session of Placement Talk to not only gain better understanding of the Company and whether they fit better in roles so offered but also interact with the speaker to clarify their cloudy thoughts regarding it.

The talk saw enthusiastic participation from total **221** students who had come prepared with their in depth research and hence left an overall great impression on the speaker as well.



The Faculty Coordinators for this event were:

Dr. Sunita Tank (Placement Officer)

Ms. Kamna Vaid (Assistant Professor)



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Pre-Placement Talk with GENPACT

MAIMS has always been the stepping stone for the students whom are over the years are ready for them to spread their wings and fly high in the future. In pursuance to such goal, The Pre-Placement Talk was organized for the final year students by Genpact on October 4, 2017 in Main Auditorium.

The Pre-Placement talk was headed by Mr. Charanjit (charanjit.singh@genpact.com) wherein the session provided the recruiter as well as the student a platform to interact with each other to gauge the synergy between student's goals and recruiter's requirements.

An hour long pre placement talk involved the speaker instilling the values that the recruiter is looking for and fueling their dreams with confidence and success. It was indeed a very informative talk wherein the students not only cleared their doubts about the future prospects in the field but also helped them prepare better for the interviews they are about to face in future.

The talk saw the presence of **343** students. The speaker resolved all queries related to higher studies or placement, salary packages and in the end, motivated them to study well, constantly work on their soft skills and participate in extracurricular activities for personality development.

The faculty coordinators were:

Ms. Preeti Bansal (Assistant Professor) Ms. Kamna Vaid (Assistant Professor)



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REPORT

TALK ON “THE PREPARATION FOR COMPETITIVE EXAMS”

October 19, 2017

MAIMS organized a talk session on “The Preparation for Competitive Exams” on October 19, 2017 where an eminent personality **Mr. Sunny Tanwar** was invited to lead the talk.

The program began by invoking the blessings of God followed by the Deliverance of Welcome Address by Faculty Coordinators of the event **Dr. Sunita Tank and Ms. Preeti Bansal** and then proceeded to presentation of a memento to the esteemed speaker as a token of respect. A Talk was organized to impart knowledge on auditing and enhance students’ career prospects. The talk encompassed experimental seminars, simulations, case studies, practical insights, and other mind-stimulating activities. The guest speaker for the day was Mr. Sunny Tanwar who is a Chartered Accountant at NSKT & CO LLP .

The speaker was then invited to deliver the lecture, which was spread across two sessions with a break in between. The speaker served as a ray of optimism for the students by ushering in the success stories of successful candidates. Before elaborating on the main subject of the lecture, he explained the placebo effect which served as an appetizer before the main course. He also drew inspiration from the words of Graham Ford and Wright Brothers to motivate the students.

Followed by the bouts of motivation, the speaker stressed on the intricacies of it, such as the Qualifications, Number of Attempts, Reservations, Cut-off marks and the total number of services which comes under it. He also elaborately discussed on the Exam Cycle which takes an entire year to complete. He made the inquisitive students learn how to apply for the exam. He passed on a list of sources to refer for preparation to the staff members from whom the students could collect. The students listened vividly when he explained the marking system for the exam. He instructed the students to follow the three R’s- Read, Revise, Recollect, required to succeed in the exams. He wanted the students to stick to the basics and be consistent in whatever endeavor they undertook.

At the end of first session, for the second session, a spot test was conducted for the participants. The test so conducted gave a practical experience to the participants of what they would expect in exam halls. This further elevated experience of them to have a sturdy preparation of their exams. Total of 82 students attended the session and had an interactive and enriching experience.



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Faculty Coordinators

Dr. Sunita Tank

Ms. Preeti Bansal





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Pre-Placement Talk with Confluence Solutions

Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived to secure the future of students and come to their aid at every step of the way. In motivation of the same, a Pre-Placement Talk was organized for the final year students by Confluence Solutions on January 16, 2018 in Seminar room, Block 7.

To help the students become industry ready, the Pre-Placement Talk was headed by **Mr. Mudit Singhal** (mudit.Singhal4032@gmail.com). An hour-long talk involved sessions about Resume writing, Views about Interview, Key for a successful interview, communication skills, body language and so on. An interactive session where the students were provided ample opportunity to ask all their doubts from the speaker proved to be a great success when a new confidence instilled in the students was observed.

The Talk further served as a means to clarify details such as salary break up, job profile, place of work, bond details etc. with the company.

The talk received active participation from total **153** students.



The Faculty Coordinators for this event were:

Dr. Bharti Chaudhary (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)



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SEMINAR ON BOMBAY STOCK EXCHANGE FOR ENTREPRENEURS: HOW TO BECOME BROKER?

February 8, 2018

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Faculty Coordinator- Ms. Sumati Kohli





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Pre- Placement talk with Om Trans Logistics Ltd

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit, A Pre-Placement Talk was organized for the final year students by Om Trans Logistics Ltd. on February 21, 2018 in Mini Auditorium.

The Pre-Placement talk was headed by **Mr. Deepak, Manager-HR**. He delivered an inspiring two-hour long session and equipped our students to cope up with corporate challenges by employing the latest training methodologies. This way the strength of the students is upgraded to ensure that they face the challenges of the competitive world.

The talk aimed at inculcating the basic soft skills that are required by every student appearing for the recruitment process of this Company. The talk covered skills essential for Personal Interview, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Building, Resume Writing, Personal Grooming etc.

The talk received an overwhelming response as the students registered in numbers were as high as **147**.

This talk gave the students the opportunity to explore new ideas and improve their personality. With such an interactive round wherein, students clarified all their doubts, the talk concluded successfully.



Faculty Coordinators for this event were:

Dr. Sunita Tank (Placement Officer)

Ms. Preeti Bansal (Assistant Professor)



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EXPERT SESSION ON “GOOGLE ADS AND SEO”

August 25, 2017

Department of Business Administration, Maharaja Agrasen Institute of Management Studies organized an “Expert Session on Google Ads and SEO” in Maharaja Agrasen Institute of Management Studies, New Delhi on August 25, 2017. The expert session focused on how to use Google Ads for web development and how to strategically manage SEO. It was a great learning experience for the students. The session showed a turnout of 34 students.

Dr. Deepak Dagar, Assistant Professor, MAIMS interacted with the students and elucidated them about the basics of Google Ads and SEO. He described how enterprises and big organizations accomplish big goals with tight budgets with strategic SEO practices. He then explained how to optimize in the quickest and most effective manner possible. He further explained the ways to scale and grow Google ads campaigns while maintaining the ROI from the campaigns. He ended the session by imposing importance on the current and urgent need to develop ingenious digital marketing skills through effective and constructive google ads strategies and optimal search engine optimization.

On behalf of Maharaja Agrasen Institute of Management Studies, Dr. Vijay Kumar Khurana, thanked him for delivering an exceedingly informative expert session and sharing his expert guidance with the students.





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Session on “How to use Word Press effectively”

September 7, 2017

Department of Business Administration, Maharaja Agrasen Institute of Management Studies organized an “Session on How to use Word Press effectively” in Maharaja Agrasen Institute of Management Studies, New Delhi on September 7, 2017. The session showed a turnout of 22 keen students.

The speaker invited for this expert session was Ms. Rashi Aggarwal, Assistant Professor, MAIMS. She started by saying that: Whether you want to start a blog, build a website for your small business, or something in between, a few basics apply to every site you’re looking to create and WordPress can help in building it.

Ms. Rashi interacted with the students and showed them how they can work on WordPress. Making pages, posts, using Block editor, navigation block, making use of plugins, adding new themes, etc. Students made sure they understood all the aspects by asking queries and practicing side by side.

On behalf of Maharaja Agrasen Institute of Management Studies, Dr. Vijay Kumar Khurana, thanked her for delivering an informative session and sharing her expert guidance with the students.





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Session on “How Good are your Leadership Skills” September 8, 2017

The Department of Commerce, Maharaja Agrasen Institute of Management Studies, organized a session on “How Good are your Leadership Skills” on September 8, 2017. In total 45 students attended the session. The session focused on educating students about techniques to develop good Leadership Skills.

Dr. Puja Khatri, Professor, USMS interacted with the students and discussed various ways to develop Leadership skills. She discussed that to become a more effective Leader, we should possess several core leadership qualities. She explained we must constantly push ourself to improve our leadership skills, whether it's taking the initiative, honing our critical thinking abilities, or learning how to inspire and empower those around us. She also included activities which can help students identify the type of leader they are.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Manju Gupta, presented a memento as a token of gratitude.





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SESSION ON “HOW TO DEVELOP GOOD COMMUNICATION SKILLS”

October 31, 2017

Department of Law, Maharaja Agrasen Institute of Management Studies organized a Session on “How to develop Good Communication Skills” on 31st October, 2017. The session focused on the how a person can develop good communication skills and the benefits one can reap from being a master communicator. It was a great learning experience for the students. The session showed a turnout of 39 students. The main speaker invited for this session was Mr. Vikas Chandwani, Lifeskill Coach. The session was exceedingly informative and worthwhile for the students.

Mr. Chandwani interacted with the students and elucidated them about the basics of how to develop good communication skills. He explained what effective communication actually is and how to become an effective communicator. He told the students about the importance of effective communication at work and the effects of poor communication. He described how an individual can improve his/her questioning and listening skills in order to ensure effective communication. He further explained the ways in which an individual can overcome barriers to effective communication and handle conflicts more productively and efficiently. He ended the session by saying establishing good communication skills is all about being able to listen and then getting one’s point or opinion across in the right way.

On behalf of Maharaja Agrasen Institute of Management Studies, Ms. Sarita Garg, thanked him for delivering an exceedingly informative session and sharing guidance with the students.





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Session on "Getting along with MS Office"

20th December 2017

Maharaja Agrasen Institute of Management Studies organized 3-hour Special Lecture on "Getting Along with MS Office" on 20th December 2017. For students as well as Faculties, the session turned out to be a refresher class for all the basics of MS Office one must know. The session was taken by the IT Faculties of the Institute including, Ms. Kamna Vaid, Ms. Rashi Aggarwal and Ms. Meenakshi Gupta.

Major focus was given to MS Word, MS Excel and PowerPoint. The session was attended by 100 participants. Live query handling and interaction helped the participants gain clarity over basics. All the participants were given Certificate of Participation as well as further courses were suggested so as to brush up the advanced levels in the field.





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SESSION ON “CROSS CULTURAL COMMUNICATION IN ORGANISATIONS”

December 20, 2017

Department of Journalism and Mass Communication, organized a “Session on Cross Cultural Communication in Organizations” in Maharaja Agrasen Institute of Management Studies, New Delhi on December 20, 2017. The session focused on the importance of cross-cultural communication in organization. There was a turnout of 29 students for the session.

The main speaker for the session was Mr. Vikas Chandwani, Lifeskill Coach. The session was exceptionally informative as how cross-cultural communication in the workplace allows businesses to work with people from a wide variety of backgrounds and cultures. As a result, overall communication improves, bonds between coworkers grow, and the company's performance reaches greater heights.

He described fundamentals of effective cross-cultural communication. He further explained Competence, Commitment, Contribution, and Character of cross-cultural communication in organizations. He then spoke about the core issues that are present like anxiety, assuming similarities instead of difference, ethnocentrism, language problems, prejudice and stereotyping, and misinterpretation of non-verbal. He ended the session by concluding the objective and his views on the topic.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Praveen Kumar extended gratitude for taking such a wonderful session.





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SESSION ON “LANGUAGE AND SELLING SKILLS”

FEBRUARY 1, 2018

Department of Business Administration, organized a “Session on Language and Selling Skills” in Maharaja Agrasen Institute of Management Studies, New Delhi on February 1, 2018. The webinar focused on the importance of language and selling skills. It was a great learning experience for students. There was a turnout of 78 students for the webinar.

Dr. Bharti Chaudhary, Faculty MAIMS interacted with the students and elucidated about the basics of language and how it effects in selling skills. She described how your choice of language has a huge impact on your ability to sell. She further explained some skills to keep in mind while selling, like understanding what the buyer wants, use psychology to engage the buyer, establishing trust with the buyer, etc. She then spoke about the core issues that occur while selling like not being able to communicate, not listening to what the buyer wants, etc. After this, questions were raised from the participants and their queries were suitably answered. She ended the session by briefing the participants about how they can speak with clarity, be patient, keep it simple, etc while selling a product or service.

It’s a wonderful thing to drink from the minds of those who have labored long, hard and well. On behalf of the institute, Dr. Vijay Kumar Khurana, thanked her for giving us the priceless session.





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Session on "Team Building Skills"

March 19, 2018

Department of Business Administration, organized a Session on "Team Building Skills" in Maharaja Agrasen Institute of Management Studies, New Delhi on March 19, 2018. The session focused on the importance of Team Building as a Skill. There was a turnout of 91 students for the session.

Ms. Meenakshi Gupta, Assistant Professor MAIMS interacted with students and explained that Team building skills are capabilities that help leaders form interactive, supportive, and high-functioning teams. For example, problem solving, listening, and organizing are essential team building skills. The purpose of these skills is to support teamwork and team development. She further explained that these skills can be learned in team building books, by following team building examples, and by participating in team building games and team building problems. She closed the session by saying Confident, competent, and considerate leaders impress colleagues and inspire teams to excel. We should keep improving, and our teams are sure to improve too. The students were highly motivated for the same.

On the behalf of Maharaja Agrasen Institute of Management Studies, Dr. Vijay Kumar Khurana, thanked him for delivering such an informative session.

