

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 3



3.2 INNOVATION ECOSYSTEM

Metric 3.2.1



MAHARAJA AGRASEN INSTITUTE OF MANAGEMEN STUDIES

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

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Criteria 3 – Research, Innovation and Extension

3.2 INNOVATION ECOSYSTEM

3.2.1. Institution has created an ecosystem for innovations, Indian Knowledge Systems (IKS), including awareness about IPR, establishment of IPR Cell, Incubation Centre and other initiatives for the creation and transfer of knowledge / technology and the outcome of the same are evident

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Director
Maharaja Agrasen Institute
of Managemet Studies
Sector-22, Röhini, Delhi-86





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Research Policy

The research policy of the institute is designed as a general framework within which all the research activities of faculty and students may be carried out. The policy aims to create and nourish a research culture among the members of the faculty and students, with a view to enrich the professional competence of the faculty, to develop and promote research aptitude of learners, and to create a conducive environment for research activities in the college.

Scope of the research policy

This policy shall apply to all the staff & students of the college. This policy shall apply to all research-related activities coming under the purview of the staff and students of the college. The policy covers publication and presentation of the research outcomes and related activities which are meant to make research socially relevant. It also includes knowledge compilation and helping the researchers to gain access to new fields of research, resources required for research and to enable peer review of their research activities.

Objectives of the research policy

- To create an environment fostering a research culture by providing the required support to the researchers
- To improve and strengthen the institutional capacity for enabling research in various disciplines.
- To help researchers procure funding options available to teachers and students, through schemes leading to knowledge development, to facilitate research.
- Ensure publications in quality journals
- Encourage interdisciplinary research and collaborations to translate research into socially useful and feasible projects.
- To provide a common format for the proper coordination of all research activities of the college so that they are aligned to the desired parameters.
- To guide faculty members in the effective integration of research themes with curriculum enrichment activities.
- To encourage and facilitate the dissemination of research output through workshops, seminars, guest lectures etc.
- To make faculty aware of the ethical and legal norms to be followed in research.
- To ensure that the academic staff engage in the desired proportion of teaching, research and consultancy output, on a regular basis.

Composition of Research cell

To ensure adequate output in research component, a Research cell is constituted in the following composition:

Policy and guidelines

- Faculty members of MAIMS are expected to undertake research projects leading to quality publications in peer-reviewed journals.
- Research / collaborative project proposals should be screened and assessed at the college level before submission, as a part of our policy on quality assurance.
- Proper implementation of research projects funded by various national, state, or international agencies should be ensured through periodic monitoring and evaluation within the institution by the research committee.
- Publication output of the faculty should be enhanced.
- A database of research work and projects undertaken by faculty should be maintained.
- Inter disciplinary / interdepartmental research projects should be encouraged.
- Workshops and seminars to promote a research culture on campus and to make the faculty aware of the need to keep away from malpractices and plagiarism should be organised by the research committee and departments.
- Uploading of the project report in the institute website and proper and timely closure of the report should be ensured.
- Students should be encouraged to undertake research activities.

Research Council Committee

S.No	Name of the Faculty, Designation & Department	Post
1	Dr. Bharti Chaudhry, Asso. Prof. (Buss. Admin.)	Convenor
2	Prof. (Dr.) Manju Gupta, HoD (Commerce)	Member
3	Ms. Aarushi Aggarwal, Asstt. Prof. (Law)	Member
4	Mr. Shridul Gupta, Asstt. Prof. (Law)	Member
5	Dr. Shilpee Aggarwal, Asso. Prof. (Buss. Admin.)	Member
6	Dr. Rachna Jain, Asso. Prof. (Commerce)	Member
7	Dr. Anil Kumar Goyal, Asso. Prof. (Commerce)	Member
8	Dr. Nidhi Chaudhry, Asso. Prof. (Journalism.)	Member
9	Ms. Priyanka Tyagi, Asstt. Prof. (Journalism.)	Coordinator

List of Patents Published

S. No.	Title of Invention	Field of Invention	Applicant Name	Publication Date
1.	The Impact of Gender Discrimination on Women Employment Opportunities	Computer Science	Ms. Shifali Ahuja, Assistant Professor, Department of Journalism	May 20, 2022
2.	The Impact of Students' Utilization of Social Media on their Ability to Acquire Listening and Comprehension Skills	Computer Science	Ms. Shifali Ahuja, Assistant Professor, Department of Journalism	June 17, 2022
3.	A Method for Workforce Planning in the Manufacturing Sector	Computer Science	• Dr. Bharti Chaudhary, Associate Professor, Department of Business Administration • Dr. Shilpee Aggarwal, Associate Professor, Department of Business Administration	July 29, 2022

Intellectual Property Rights Cell

IPR cell aims to be the front-runner in creating awareness and sensitizing society with the help of students and members of IPR Cell. This Cell fosters quality creation and easy functioning of the innovative ecosystem in MAIMS.

MISSION AND OBJECTIVES:

- To create awareness and provide guidance to academic and non-academic staff, students, and scholars, with the aid of outside agencies on the practices regarding intellectual property rights and obligations within the framework of the IPR regime.
- To safeguard the interests of inventors in the creation and commercialization of intellectual property with legal support wherever necessary.
- To create an ecosystem conducive to acquire new knowledge through innovation, develop an attitude of prudent IP management practices, and promote an IPR culture compatible with the educational mission of the institute.

Members of IPR Center

1. **Dr. Nisha Dhanraj Dewani (Convenor)**
2. **Dr. Deepa Kaushik (Member)**
3. **Dr. Nirdosh Kumar (Member)**
4. **Dr. Mukesh Kalwani (Member)**
5. **Ms. Ritika Bhatia (Member)**
6. **Ms. Priti Goel (Member)**
7. **Dr. Simran Kaur (Member)**

List of IPR events

List of IPR events	Date
Seminar on "IP and Youth; Innovating for a better future' on World Intellectual Property day celebration	26-04-2022
Workshop on “Intellectual Property Rights Awareness Programme - Creative India; Innovative India” in association with NIPAM	28-02-2022
Faculty Development Program on Research Methodology and Intellectual Property Rights	29-07-2021
Webinar on Innovation and Intellectual Property Rights: "A Vision to Make India Self Reliant"	26-04-2021
Seminar - Awareness and Prevention of Financial & Intellectual Property Frauds	12-03-2021
Webinar: "Career opportunities in the field of Marketing and IPR: Myth Vs. Reality"	27-10-2020
Workshop on ‘Creating Awareness among Public regarding Prevention of Financial Frauds & Intellectual Property Rights’	16-07-2020
Workshop: 'IPR and Traditional Knowledge - Contemporary Issues and Challenges'	27-02-2020

Indian Knowledge Systems (IKS)

List of IKS Events	Date
Short term course on 'Bhagwad Geeta'	27-03-2023
Webinar: 'Yoga, Nutrition and Lifestyle Modification'	21-06-2021
Webinar on "COVID 19-The bright side in Dark Tide"	13-05-2021
Celebration Swami Vivekananda Jayanti as a part of ' <i>Azaadi Ka Amrit Mahotsav</i> '	12-01-2022

Incubation Centre


GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that MAHARAJA AGRASEN INNOVATION AND INCUBATION FOUNDATION is incorporated on this Thirtieth day of March Two thousand twenty-two under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U85300DL2022NPL395838.

The Permanent Account Number (PAN) of the company is AAPCM6032N *

The Tax Deduction and Collection Account Number (TAN) of the company is DELM42020G *

Given under my hand at Manesar this Thirtieth day of March Two thousand twenty-two.


Digital Signature Certificate
PM MOHAN
ASST. REGISTRAR OF COMPANIES
For and on behalf of the Jurisdictional Registrar of Companies
Registrar of Companies
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

UNION BANK OF INDIA
SECTOR 22, ROHINI
MAHARAJA AGARSEN COLLEGE
SECTOR 22 ROHINI

TO: MAHARAJA AGRASEN INNOVATION AND INCUBATION FOUNDATION
Account No : 604201010050536
Customer Id : 900809821
Status : ACTIVE
Account Open Date : 14-07-2022
Re-KYC Due date :
Nominee Name :
Account Type : CAA
Account Currency :
Phone :
Email :

Date : 08-09-2022
Address :
BRANCH : SECTOR 22, ROHINI
IFSC : UBIN0660421
MICR : 110026098
PHONE : 011-27581114

STATEMENT AND SUMMARY OF YOUR ACCOUNTS FOR THE PERIOD FROM 01-04-2022 TO 08-09-2022

CASA				
Scheme Type	Account No	Account Open Date	Status	Account Balance(Rs.)
CA-Current Account	604201010050536	14-07-2022	Active	10,000.00

OTHER DIGITAL PRODUCTS	
Facility Type	Linked or Not
SMS Alert	Y
Debit Card	N
Internet banking	N

Note : This statement includes summary of your current,savings,deposit,loan accounts,loans, government and digital products.
Summary of other facilities may not include all other accounts/facilities availed by you. Further it does not include insurance policies and mutual fund availed from the bank as additional products

Training And Placement Policies

The Placement Cell at MAIMS creates and enable possibilities for the development and advancement of its students. Each department has its dedicated Training & Placement Officer (TPOs). All placement procedures are effectively and methodically carried out by the cell throughout the year. The rules, regulations, and policies established by the Cell shall apply to all students registered with the placement cell. The placement cell is in charge of identifying internship and employment possibilities. The cell provides 100 % placement assistance to all its registered students. Only students who have registered with the placement cell are eligible for the jobs and internships advertised on the portal. In the event of a disagreement, the Placement Cell's judgement shall be final and conclusive.

The Placement Cell of MAIMS facilitates and provide assistance for placement to the final year students till the expiry of one year from the date of passing from the institute.

Objectives

The MAIMS Placement Cell aims to achieve the following:

- (a) Provide the required guidelines for managing the Placement Process of MAIMS with respect to summer Training and Final placements.
- (b) Ensure that all students get a fair and adequate opportunity to participate in the Placement Process.
- (c) Ensure that all companies participating in the Placement Process of MAIMS get an adequate pool of students for their selections.
- (d) While trying to ensure the best job opportunity for a student the Placement Process attempts at minimising “offer losses” on account of students rejecting offers.

Functions

The Placement Cell through TPOs and dedicated student team thrives to perform various activities including but not limited to the following:

- Seeking collaborations with law firms, corporate houses and organizations to secure placement and internship opportunities for the students.
- Assisting, encouraging and providing complete guidance to the students in the identification and application process of obtaining effective internships during vacations at Govt./ Non govt. Organizations, National & International Commissions.
- Contacting Potential Recruiters for Recruitment purposes and organizing placement drives for ensuring lucrative placement opportunities for the students
- Organizing seminars and guest lectures of experts from legal industry on a regular basis on various topics of contemporary relevance.
- Conducting workshops for soft skill development like drafting of Resume, Cover Letter, Mock Interviews and management of linkedIn profiles.
- Holding workshops for holistic development of professional skills of the students like drafting abilities, judgment analysis etc. The Internship & Placement Committee is a student run body working under the supervision and guidance of TPO (Law) and other

faculty advisors. The Committee works diligently & relentlessly to ensure that students get good Internships and Placements

Composition

The Placement Cell of MAIMS operates through Training and Placement Officers for each department namely Department of Business Administration, Law, Journalism, Economics and Department of Commerce. Each TPO with assistance of other faculty coordinators and Student Core Committee conducts the functioning of training and placement cell throughout the year. The committee ensures that all placement-related marketing materials are prepared, including the Placement Brochure, Student Profile, and any further paperwork that may be necessary.

Placement Process

Placement Committee is responsible for issuing Registration Forms from to all students of the final year for upcoming placement drives. All students willing for Placements register for same thereby agreeing to abide by all rules related to Placements as notified by the Placement Committee.

Whenever a Company visits the institute for Interviews, the Placement committee members will invite names from interested students in the notified job and will forward the CV's of interested students to the organizations.

All information on selections will be notified by the Placement Committee to the concerned students and receive their confirmation on acceptance and communicate the same to the concerned organization. The members of the Committee will coordinate the Selection Process conducted by the company executives by escorting them to the venue and facilitate in meeting all their requirements.

The Placement Committee based on their discussions and communication with prospective recruiters notify the students, if possible, the list of companies participating in the placement process and along with the tentative date of coming to campus/off campus for conducting their selection process along with the specialisations required. This would facilitate students to decide on the companies they would like to apply for.

Placement Guidelines

Interested students are expected to apply as soon as positions are announced. Students should be readily available for all interviews at all locations. Once a student applies for a job, it is compulsory for the student to participate in the same company's selection process. If an interview is cleared and then unsuccessful, placement will be deprioritized in favour of those who do not have the opportunity to appear in the interview.

The first offer for the placement must be accepted by the student. If a student is recruited by a company, he or she will not be allowed to attend another interview arranged by the Institute unless there is at least a 30% difference in package with respect to the job CTC.

After all students participating in the placement process have been placed, they have the option of applying to, or being considered for, two organisations that are considered the student's

dream organisation. If a student is selected in either or rejected in both, that student is ineligible for further placement processes.

Students cannot contact recruiting companies directly. All communications must be made through the Placement Committee. This also requires placement committees to be fully informed and as clear as possible about vacancies before soliciting applications from students.

Rules for Appearing in Interview

Students must adhere to schedules and report on time. All students must adhere to the official Institute dress code, be properly groomed, and dress in a manner consistent with the standards required for interviews.

Prior to participating in the selection process, students should visit the company's website and familiarise themselves with the company's profile and shared job descriptions. Students should check the email referenced in the datasheet daily for regular job postings (on and off campus) updates. If a student misses an opportunity due to ignorance, this is not the responsibility of the Placement Committee.

Placement Rules

The MAIMS Placement Rules shall apply to all students enrolled in the institution with regard to all procedures, techniques, and matters pertaining to summer internships, as well as final placements. Students will be expected to participate in all activities that are scheduled to help them get ready for the placement process, such as writing their resumes, getting career advice from assigned faculty, practising for interviews, developing their personalities, getting counselling, mentoring, and attending any other training sessions that the institution may put on.

Any type of inappropriate behaviour or complaints made by the corporate officials will be treated seriously, and those responsible will be excluded from and/or blacklisted from future positions, such as those stated below:

1. If the student is discovered to have participated in unethical behaviour or malpractice throughout the placement process.
2. Any qualified student who hasn't taken part in two successive recruitment drives without permission.
3. Students who provide false information will be prohibited from participating in placement activities for the future.
4. Once a student has been shortlisted for the next step of the selection process, they cannot withdraw from it. There will be disciplinary action against any defaulting students.
5. Students who do not participate in GDs and PIs.
6. Students with backlogs will not be permitted to participate in placement drives.

Details of Training & Placement Officers:

S.No.	Name of Department	Name of TPO	Email Id
1.	Journalism	Ms. Shifali Ahuja, Asstt. Prof.	tpojournalism@mains.ac.in
2.	Buss. Admin.	Dr. Shilpee Aggarwal, Asso. Prof.	tpobusinessadmin@mains.ac.in
3.	Law	Ms. Aarushi Aggarwal, Asstt. Prof.	tpolaw@mains.ac.in
4.	Economics	Ms. Kamna Vaid, Asstt. Prof.	tpoeconomic@mains.ac.in
5.	Commerce	Dr. Kamal Gupta, Asstt. Prof.	tpocommerce@mains.ac.in

BIZMIND, E-Cell of MAIMS



We, at Bizmind, the E-cell MAIMS (Maharaja Agrasen Institute of Management Studies) are run by a team of enthusiastic students; under the guidance from the faculty conveners, *Associate Prof. Riya Sharma, Associate Prof Charu Mohla, Asst Prof Shweta Rastogi and Asst Prof Sanam Sharma*, encouraging Entrepreneurial spirit among students through various sessions, competitions and other interactive events that provide a platform to budding entrepreneurs to display their talents, skills and ideas.

We are a team of students from various programs working together, days and nights to make E-cell successful and reach new heights, achieve our goals to become the next step for the students who need a team and some support to start their own ventures and startups, but have least idea where and how to start. We provide everyone with a platform who has a booming idea and a team is just the right element that they are searching for.

The team is brilliantly managed by the student coordinators, **Mr Hardik Bansal (President); Mr. Saurabh Pauriyal (Vice-president), Ms. Devangna (General-secretary) and Mr. Dhruv Tayal (Joint Secretary)** with their great efforts and management of tasks and the team together pulling it off efficiently to create a impressive and bring out an impactful change in every individual who wishes to discover the hidden world of Entrepreneurship. Not only that, we extend our hands to those who wish to pursue career as employees in future and work for Multinational companies around the world. For both, future employers and employees, we try to create a platform where the activities, sessions, webinars, competitions and many more.



We at Bizmind

Bizmind is set up to foster entrepreneurship among the students. It is like a cell, run by students and driven by the management of the institutes.

Students learn important & useful trait about entrepreneurship. Even though students do not take up entrepreneurship as a full-time profession, the skill sets learned as E-Cell members would be extremely helpful to them in any jobs and their future careers.

Bizmind has been hosting several activities such as webinars, workshops, interactive sessions with successful entrepreneurs, creating prototypes (a presentation of a particular business idea and how will it work in future), setting up small campus companies (still working on it) where other students can be our benefactors, for whom we create internship opportunities with outside companies etc. in order to cultivate skill sets among the students:

1. **Organizing skill**
2. **Team building skill**
3. **Sales & Marketing skill**
4. **Convincing Skill**
5. **Relationship building**
6. **Knowledge about compliance**
7. **Sponsorship**

Mission: To arise entrepreneurial skills among youth by giving them more & more opportunities with a real-life entrepreneurial experience by fostering entrepreneurial thinking with long term goals in an entrepreneurial world and build up confidence in every student

Vision: At E-cell, we believe in bringing and producing out the hidden and successful entrepreneur in you using innovative practices like Interactive seminars, competitions and workshops that will help your brain pace up with the overwhelming speed of entrepreneurship world and make a global impact

Aim: E-cell is somewhere where ideas are born and executed as well, giving shape to the young entrepreneur minds. It helps you grow and stand out from the competition.

Values: The E-cell is a team of enthusiastic students which are bonded as a group with trust, honesty and generosity. It is decisive and action oriented and also includes a clear sense of direction.

Theme: **Think-** Thinking about finding the solutions to our problems

Believe- We believe in creating an impact on the society.

Create- A happy and safe world

Our Events till Date

EVENT	DATE
Digital Marketing Workshop	24 th September 2019
Orientation	26 th September 2019
Social Entrepreneurship Seminar	4 th October 2019
Field trip	7 th January 2020
Social Initiative 1	9 th January 2020
Social Initiative 2	10 th January 2020
Know your Surroundings	11 th January 2020
Group Discussion	13 th January 2020
Is College the right time for Startups?	14 th January 2020
Life Story of an Entrepreneur	14 th January 2020
NEC Finals	31 st January - 3 rd February 2020
E-Summit'20	13-14 th February 2020
How to start your own Startup? For College Students	21 st May 2020
LinkedIn Optimization Webinar	26 th June 2020
Entrepreneurship: Local to Global	16 th July 2020
Journey of a Startup	20 th September 2020
Hatch from Scratch	30 th September 2020
Launch of Bizshow & Bizjunction Series	30 th September 2020

E-Summit 2021	25 th May, 2021
Webinar- Developing Investment Acumen	17 th August, 2021
The B-Plan Competition: Biz Tank	19 th October, 2021
Webinar- Founder's talk – Kaagaz Scanner	11 th October, 2021
Webinar: Business Model Canvas and Pitching	27 th November, 2021
Webinar-Financial Awareness	4 th February, 2022
E-Summit 2022	6 th May, 2022
Webinar- Career Opportunities in Business Management	16 th July, 2022

Links to Journal and Newsletters

S. No.	Name of the Document	Link to Website
1.	MAIMS – Journal of Management	https://maims.ac.in/departments-of-business-administration/bba-research/
2.	Nyayik Darpan – Newsletter	https://maims.ac.in/departments-of-law/newsletter/
3.	Vanijay – The Commerce Gazette	https://compactmaims.in/vanijya/