

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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Sector- 22, Rohini, Delhi- 110086, India



CRITERION 3



3.2 INNOVATION ECOSYSTEM

Metric 3.2.2



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

Criteria 3.2- INNOVATION ECOSYSTEM

3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

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Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86





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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 was 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 Convenor- 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 Convenor Dr. Geetanjali Gupta, Department of Commerce.

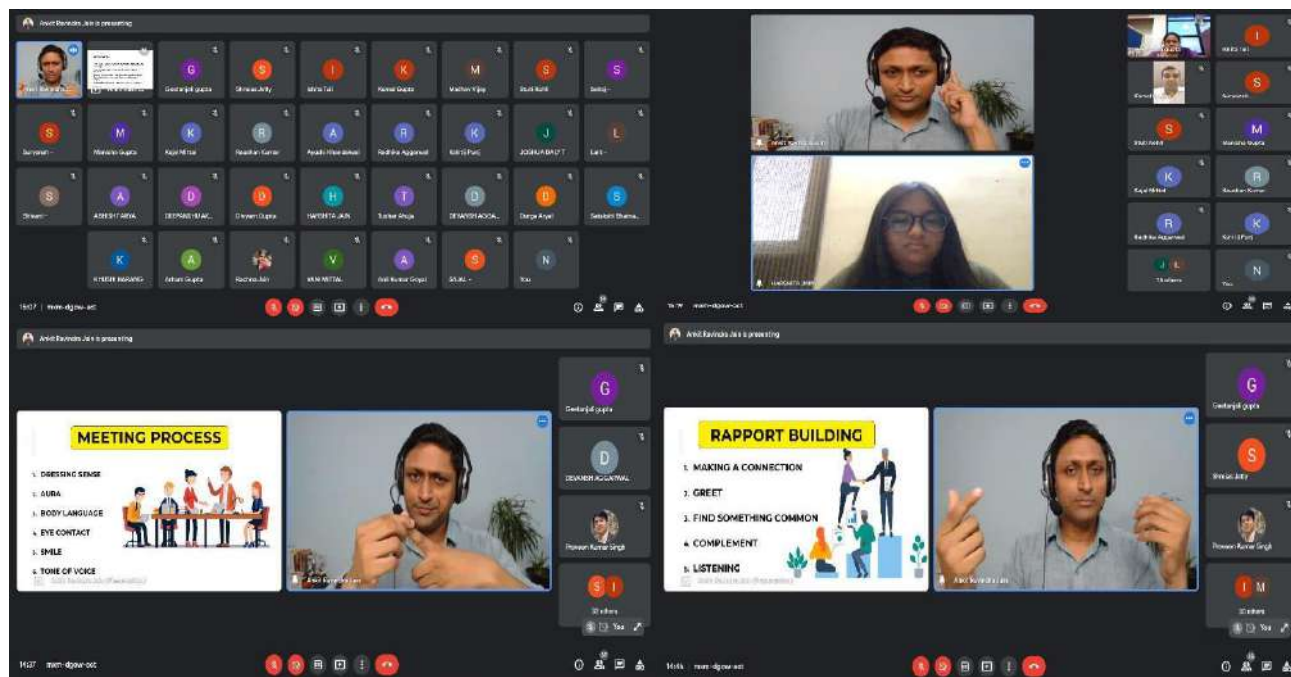
83 students of MAIMS and faculty attended the Webinar on Google Meet Platform. The session aimed to enable the participants to get a complete understanding of how they should prepare while entering the corporate world.

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

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.





Maharaja Agrasen Institute of Management Studies
Department of Law
Celebrating



आज़ादी का
अमृत महोत्सव



DR. NAND KISHORE GARG
FOUNDER CHAIRMAN & CHIEF ADVISORY BOARD
& CHANCELLOR
MAHARAJA AGRASEN UNIVERSITY, BACHA (HP)

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



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

26th April, 2022
Venue- (Maharaja Agrasen Auditorium)
Timings 11:00AM Onwards
(Faculty Coordinators)
Dr. Nisha Dhanraj Dewani
Ms. Akanksha Gupta



Ms. Sonal Madan, Partner
Chadha & Chadha Associates

Report

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

February-28,2022

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. There were 110 participants. 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.

REC

Vinit Singh is presenting

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

भारतीय प्रतिभूती और विनियम बोर्ड
Securities and Exchange Board of India

WORLD INVESTOR WEEK 2021

MCX
METAL & ENERGY
Trade with Trust
MCX INVESTOR PROTECTION FUND

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Stop during this

[mattgoogle.com is sharing your screen](#)

14

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REC

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

Activate Windows
Go to Settings to activate Windows.

23°C Haze 12:12 PM 11/24/2021

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

REC

12:16 | Webinar on Commodity Markets

Participants:

- Vinod Singh
- SUDHANSHU GUPTA
- Anil Kumar Goyal
- Divisha Gupta
- SAIJAL BANSAL
- Kajal Mittal
- Rachna Jain
- Divisha Gupta
- Praveen Kumar Singh
- KHUSHI NARANG
- deepak kumar
- JOSHUA DALY T
- ABHINAV GUPTA
- Rachita Aggarwal
- Prakhar Jain
- Kahitij Srivastava
- Tushar Agarwal
- AARJAV JAIN
- Geetanjali Gupta
- sanjana khare
- KUNAL SHARMA
- MINAKSHI
- CHIRAG NEGI
- ABHISHT ARYA
- Director
- 9 others
- You

Activate Windows
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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 logicity 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:

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

Zoom Meeting

LIVE on Custom Live Streaming Service

Participants (100)

Find a participant

SS Sanam Sharma (Co-host, me)

MG Meenakshi Gupta (Host)

DM Director MAIMS (Co-host)

AG AADITYA GUPTA (Co-host)

CM Charu Mohla (Co-host)

DS Dr. Sushila Gupta (Co-host)

Inderpal Singh (Co-host)

RC Rakesh Cajla (Co-host)

SS Sarthak Sodhi (Co-host)

SK Saumya Karan saumya... (Co-host)

SM shagun matta (Co-host)

VK Vijay Kumar Khurana (Co-host)

Invite Mute All

Director MAIMS

Type here to search

36°C 15:30 11-10-2021

Session 2: October 12, 2021



Maharaja Agrasen Institute of Management Studies

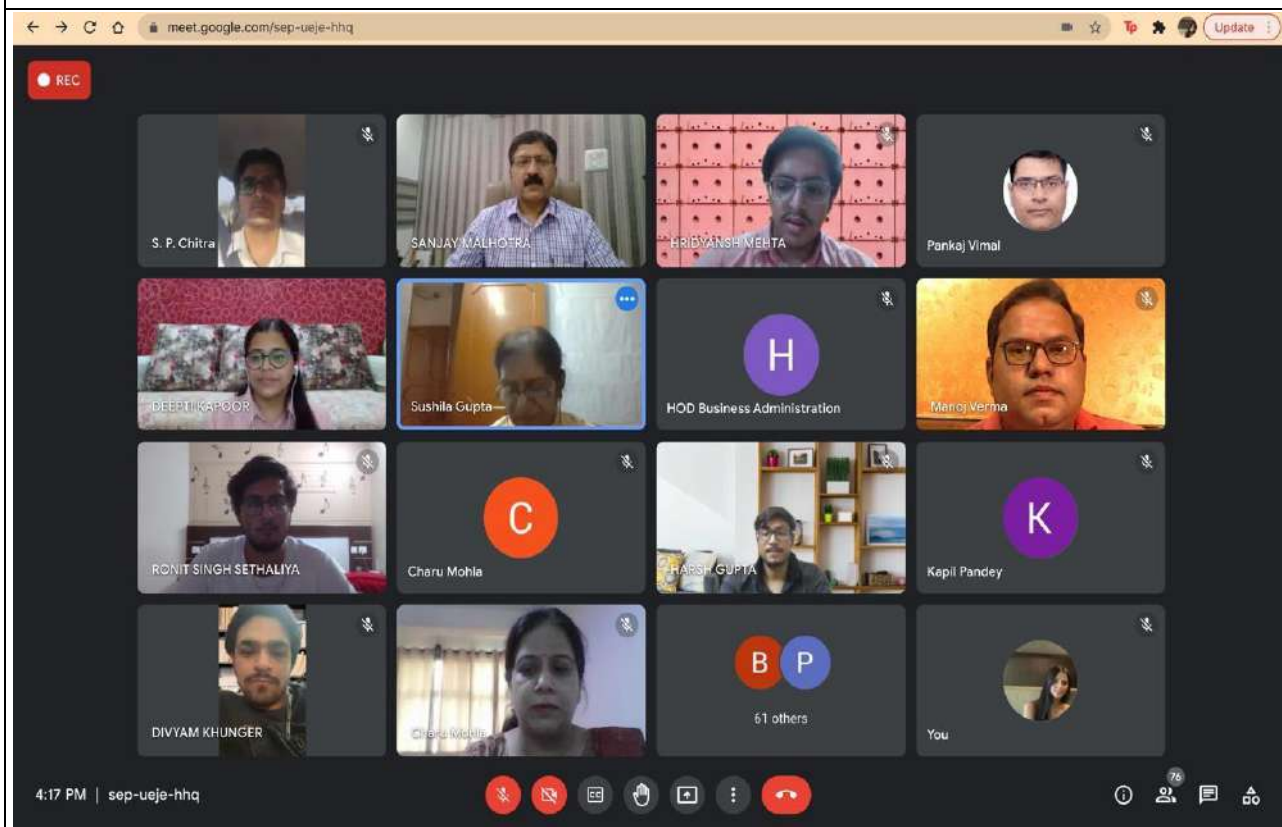
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Session 3: October 13, 2021



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Session4: October 14, 2021



Session5: October 16, 2021



Session6: October 18, 2021



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REC | Nakul Anand is presenting

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.

Activate Windows
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3:26 PM | tcb-hyzk-cru

Participants: Nakul Anand, Anshika BATLA, Brindpreet kaur, Ankit Goel, Riya Sharma, HOD Business Admini..., 82 others, You



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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 country. 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.

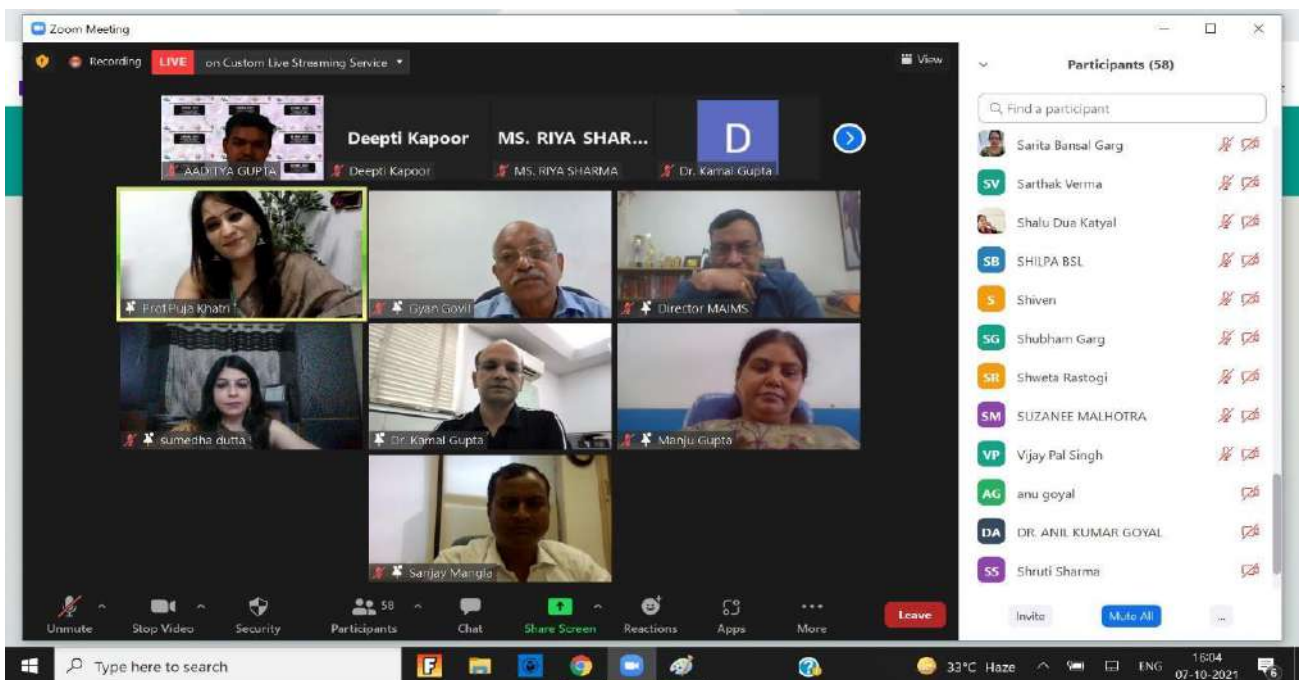
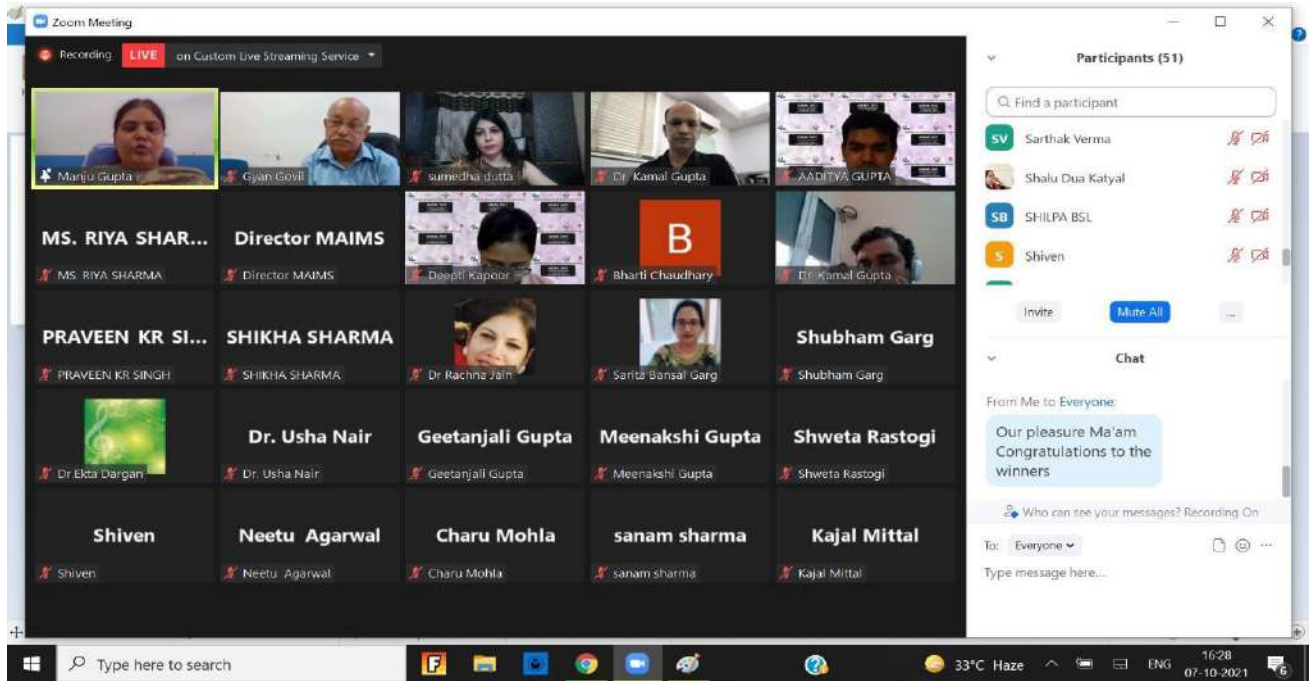
Our next session, **Technical Session 3** was graced by Dr. Neetu Jain, Associate Professor, Indian Institute of Public Administration, New Delhi and co-chaired by Dr. Shilpee Aggarwal, Associate Professor, MAIMS. A total of 11 papers on topics pertaining to work – family balance, Organizational Citizenship 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.





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Under the Aegis of IQAC

in association with WSG University, Poland
&

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Maharaja Agrasen University, Baddi, HP
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9TH INTERNATIONAL CONFERENCE

RESILIENCE & REINVENTION IN TURBULENT TIMES

: HR & MARKETING PERSPECTIVE

THURSDAY, OCTOBER 07, 2021

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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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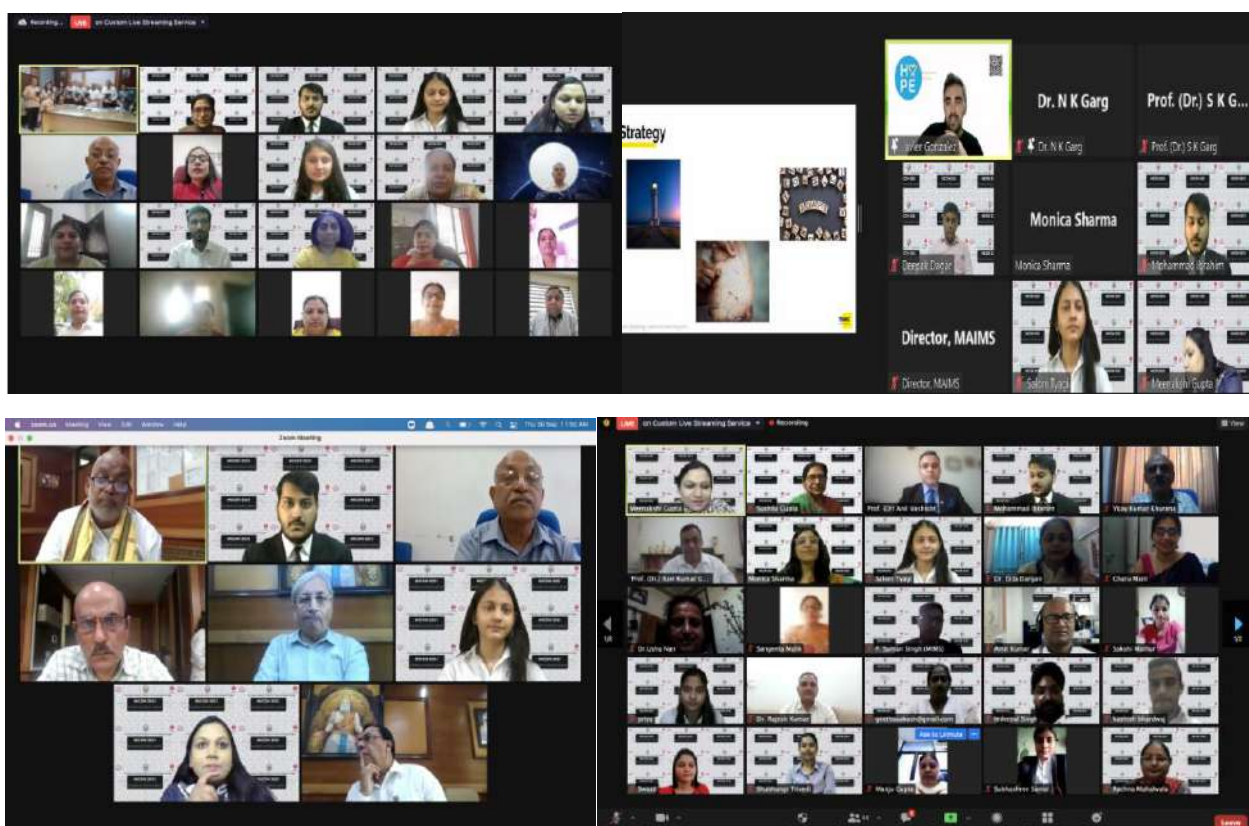
Dr. Monica Sharma (Convener), Assistant Professor

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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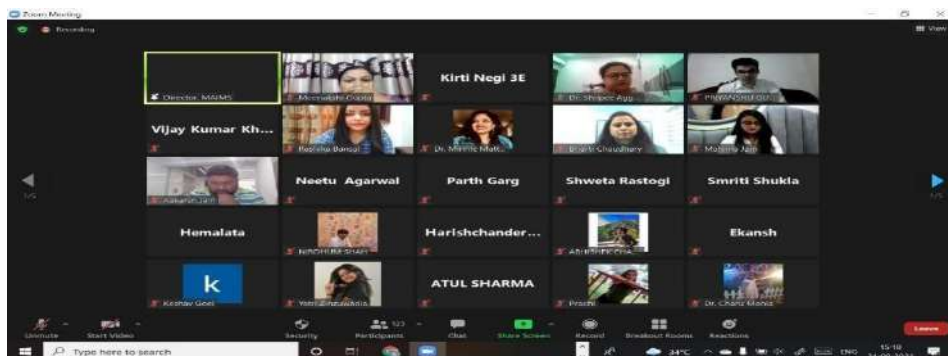
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Glimpses of the Program:



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DEPARTMENT OF BUSINESS ADMINISTRATION
 (Under the aegis of IQAC)

Presents
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 on
Entrepreneurship in post COVID 19 resurgence
 &
"Validictory Session of Skill Enhancement Certificate Course :Data Analytics 2.0"

Faculty Coordinators
Ms. Meenakshi Gupta, Assistant Professor, 9312403594
Dr. Bharti Chaudhary, Associate Professor, 9818716512
Dr. Shilpee Aggarwal, Associate Professor, 9909327555

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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.

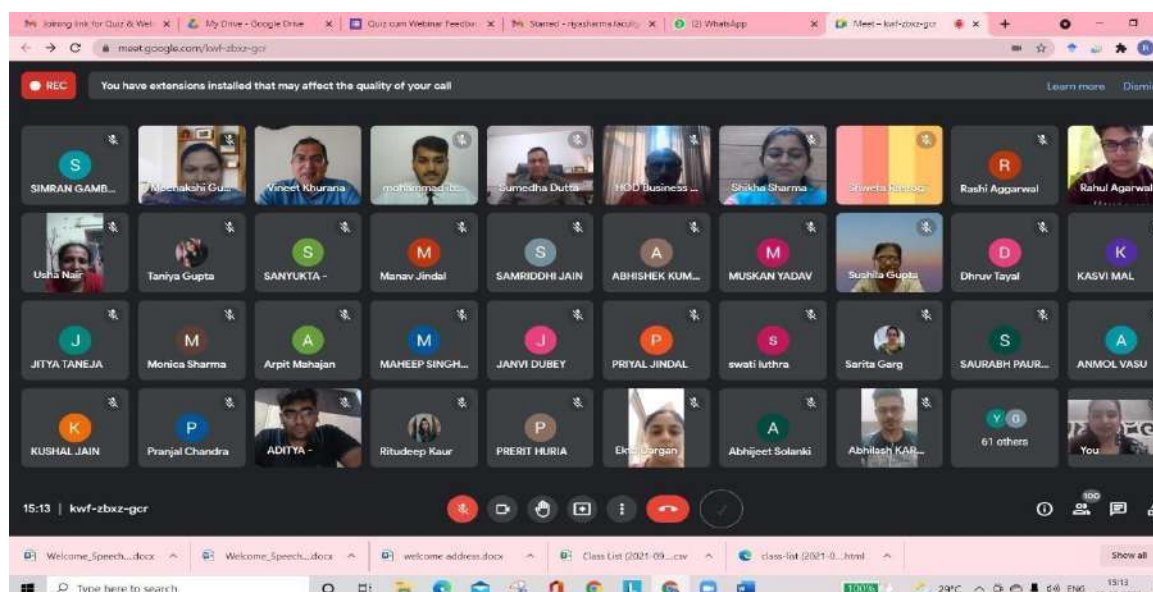
Shikha Sharma, Assistant Professor, Department of Business Administration

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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Department of Journalism and Mass Communication

Under the aegis of IQAC, MAIMS

In association with

Media Adhyayan Kendra, New Delhi

Report of Media Research Workshop on SPSS

A **Media Research Workshop on SPSS** was organized for three days by the Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies under the aegis of IQAC, MAIMS. The Workshop took place on **3rd, 4th, and 6th September, 2021** on the online platform and was jam-packed with media enthusiasts from across the nation. Around 400 people registered for the Workshop. The Workshop was organised in association with Media Adhyayan Kendra, New Delhi. 97 students of MAIMS participated in the workshop.

The Resource Persons, **Prof (Dr.) Umesh Arya**, *Dean, Faculty of Media Studies, Guru Jambheshwar University of Science and Technology, Haryana* and **Prof. (Dr.) Dev Vrat Singh**, *Department of Mass Communication, Central University of Jharkhand, Ranchi*, conducted an interactive Workshop about Statistical Package for the Social Sciences (SPSS) and the many vital topics related to research like Chi-square, ANOVA, Multivariate examination, and much more.

The inaugural session began with the welcome address by **Dr. Nidhi Chaudhry**, Workshop Convenor, extended her heartiest welcome to everyone and stressed media research is not limited only to academicians or research scholars rather it is needed in the generation of every media content from reporting to film making, from advertising to blogging. Therefore the need of research workshop orientated towards media is huge. **Prof. (Dr.) S. K. Garg**, Director General, MAIMS addressed the participants stressing upon the significance of research workshop for media practitioners and media students and educators he said the efforts are praiseworthy and essential for having credible media content. In her speech **Prof. (Dr.) Vinita Gupta**, HoD, Journalism and Mass Communication underlined the significance of research in journalism and fact checking for the reporting. **Prof. (Dr.) G. P. Govil**, Advisor, MATES in his speech conveyed that media is the fourth pillar of the democracy and has to do its watchdog role by keeping a check on the other three pillars of the democracy and for the same media needs to be attain its



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facts with utmost care through proper and extensive research. Therefore, media research workshop becomes very significant. **Dr. Neha Jingala**, *Faculty Coordinator, Media Adhyayan*

Kendra, New Delhi, **Dr. Praveen Gautam**, *Assistant Professor, Dr. Bhimrao Ambedkar College, University of Delhi* and **Dr. Devender Bhardwaj**, *Aditi Mahavidyalaya, Assistant Professor, University of Delhi* also marked their presence in the workshop.

Prof. (Dr.) Dev Vrat Singh undertook Day-1 of the Workshop. He taught how to design a codebook, the nature of data, Media content analysis, and he also shared a sample of a codebook.

Prof. (Dr.) Umesh Arya took the baton and conducted Days 2 and 3 of the Workshop. He taught objectives, codebook, Types of Data, Data Feeding on SPSS, and Data import from Excel and Google Sheets and Types of Statistics, Frequency and Percentage, Cross Tabulation. His objective was to make the participants DIY Researchers. He also gave live examples with data sets and gave assignment to the participants to cater to hands-on training on SPSS.

The event was brought to its fruition on the third day on 6th September with closing remarks by **Dr. Nidhi Chaudhry**, Workshop Convenor, giving a comprehensive overview of the three days workshop and its huge success.

Success of any event can be judged by the feedback and enthusiasm of the participants towards its culmination. **Dr. Shirin Abbas**, participant of the workshop, a former media educator and an independent researcher. Dr Abbas gave heartfelt feedback and beautifully expressed through her poetic style thanked the resource persons and organisers for an enlightening and engaging workshop.

Vote of Thanks was proposed by the Dr. Neha Jingala, **Workshop Convenor**. *"Elated to see the students closely working with their teacher to organize an event full of meaningful information about SPSS and Media. Media is a vital sector in our industry and, it's my utmost pleasure to share my experience with everyone,"* said **Prof (Dr.) Vinita Gupta**, *Head, Department of Journalism and Mass Communication*.

Prof. G.P. Govil, *Advisor, MATES* alongside attendees and the esteemed speakers congratulated the **Organizing Committee Workshop Convener** Dr. Nidhi Chaudhry, **Workshop Co-conveners** Mr. Jitender Vig, and Mr. Vijay Pal Singh for arranging an extremely fruitful and successful Workshop.



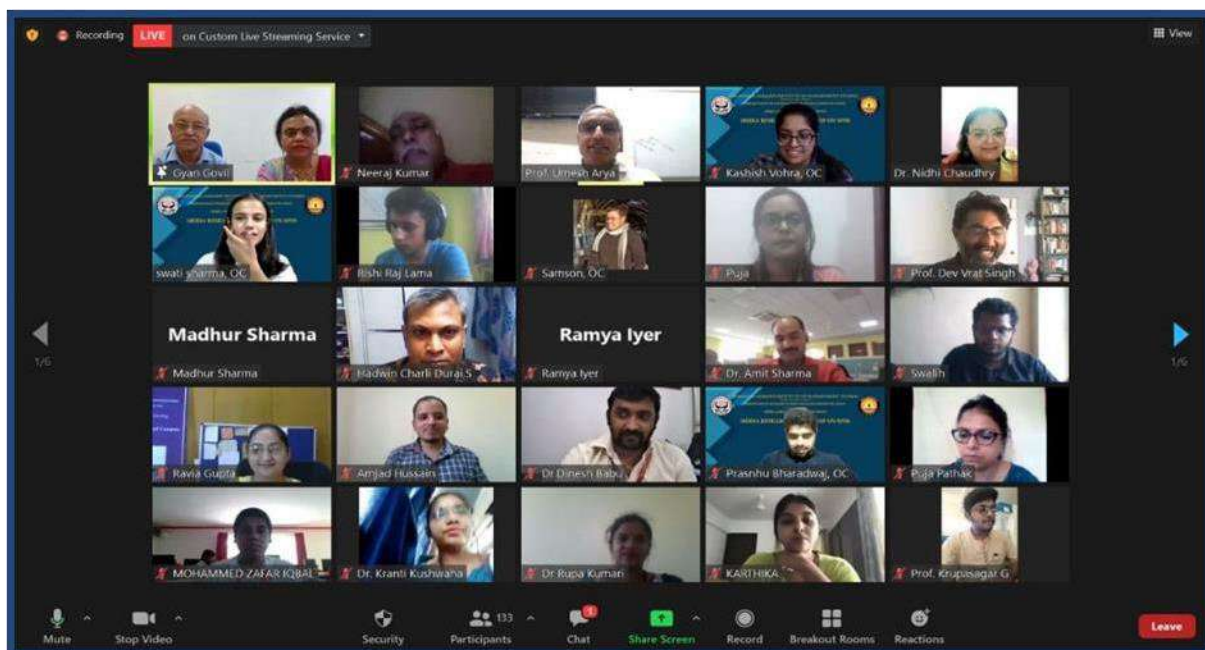
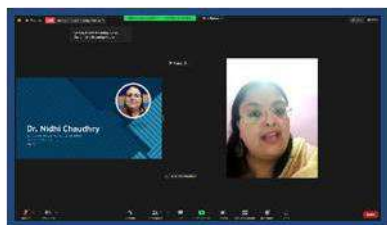
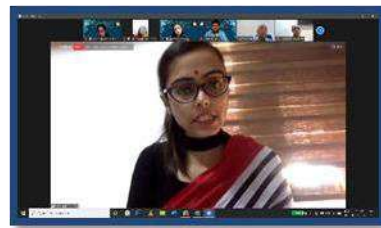
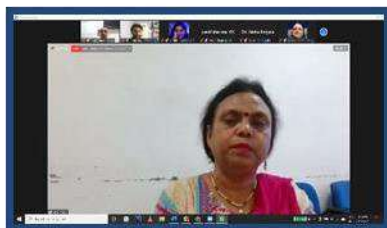
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Report of Webinar on Awareness on Entrepreneurship and Innovation

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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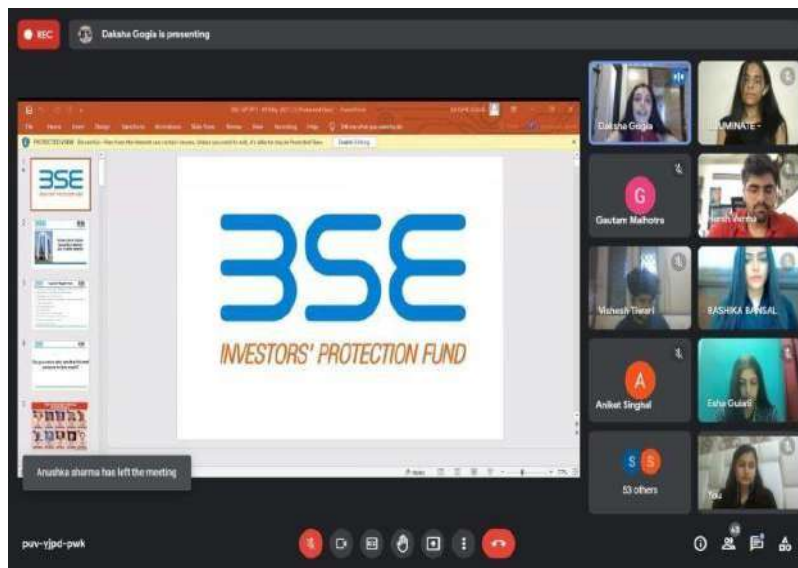
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Glimpse of the event :





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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/join/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

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.

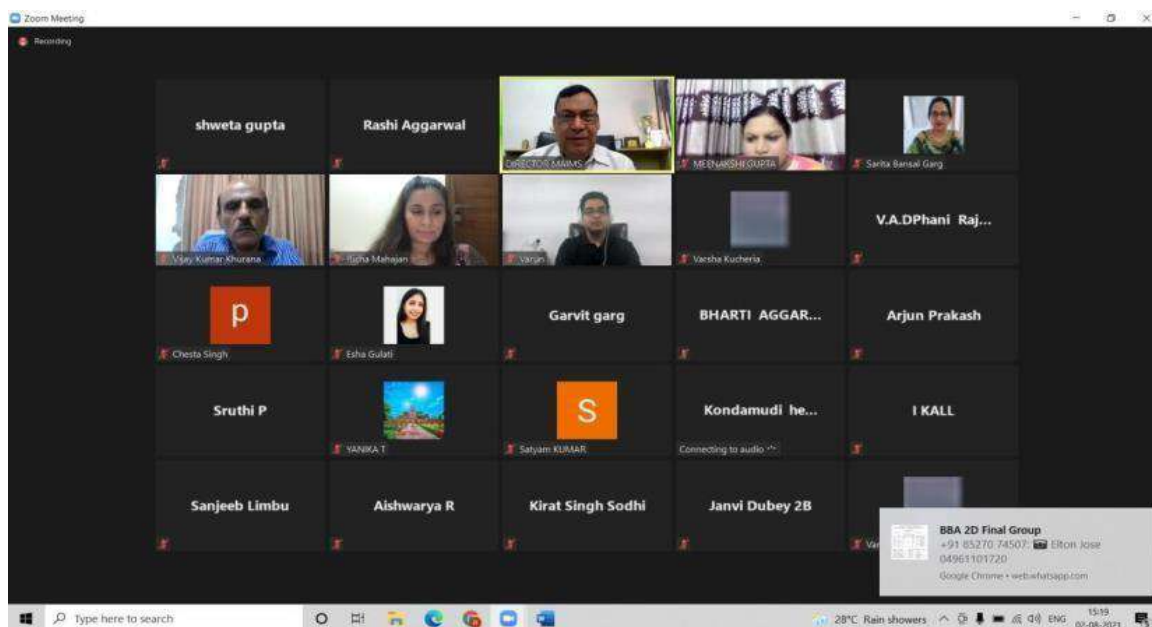
Faculty Coordinators-

Ms. Sarita Garg (Associate Professor, MAIMS)

Ms. Rashi Aggarwal (Assistant Professor, MAIMS)

Ms. Meenakshi Gupta (Assistant Professor, MAIMS)

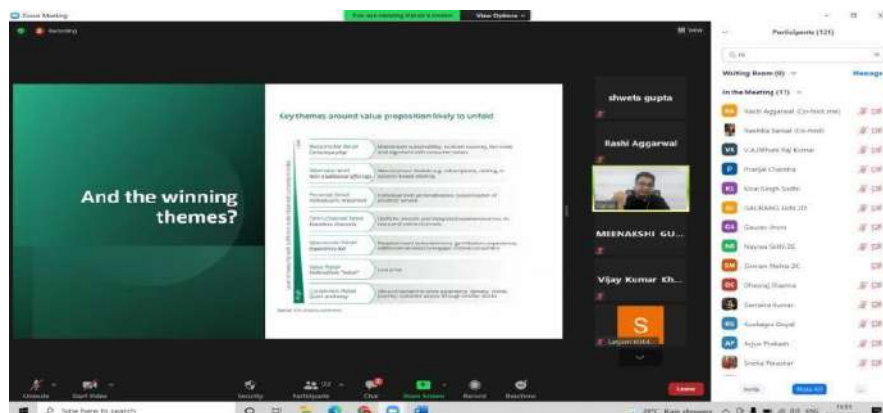
Glimpse of the event:





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Report 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 alumnus 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

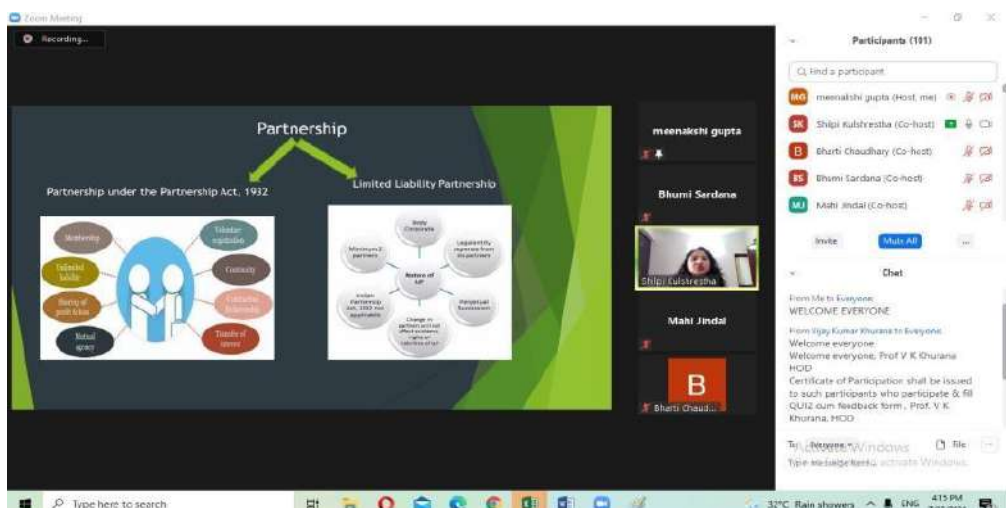
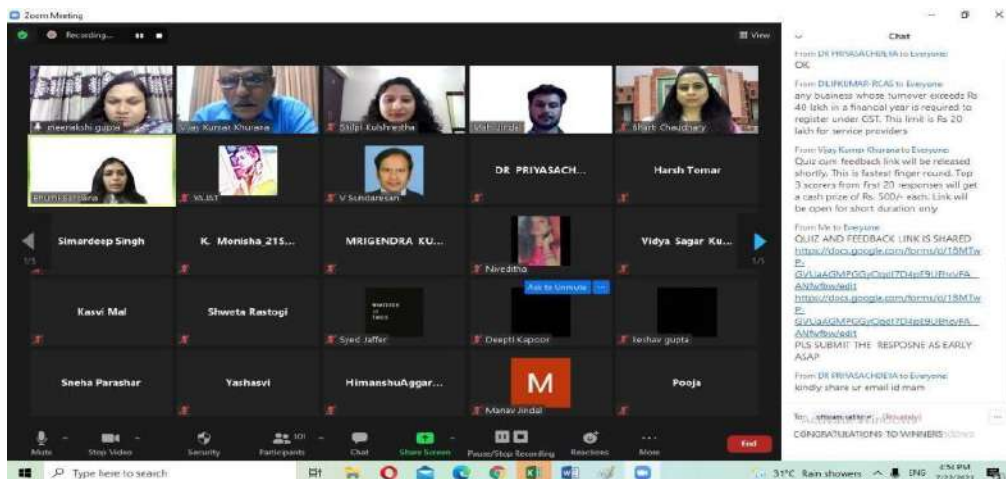
List of Cash Award Winners of the Quiz

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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Reports of Faculty Development Program on Research Methodology and Intellectual Property Rights

Date: Thursday, 29 July 2021 to Wednesday, 4 August 2021

A Faculty Development Program was organized by the Department of Law, Maharaja Agrasen Institute of Management Studies from 29th July 2021 to 4th August 2021. The theme of the FDP was **“Changing Aspects of Law and Teaching Pedagogy in Contemporary India”**. Its purpose was not just to facilitate upgradation of Knowledge and skills in research in law but also to help participants stay motivated and updated about the diverse teaching methods developed during the and due to the pandemic situation. A total of sixteen sessions were conducted by academicians and experts of repute in their fields. The topics covered ranged from Research methodology to Emerging Learnings in Criminal Law, IPR .

The resource person of the first session was Prof.(Dr.) Manoj Kumar Sinha who is the Director of the Indian law Institute, New Delhi and the topic was ” Outcome Based Pedagogy in Research”. Prof. Sinha has also served as the Professor of Law in West Bengal National University of Juridical Sciences, Kolkata. Prof. Sinha has done his Ph.D. in International Law from Jawaharlal Nehru University, New Delhi, LL.M. from University of Nottingham, and LL.B. from University of Delhi.

Session I

The session started on the virtual platform Zoom where the esteemed speaker was welcomed by the Faculty Coordinator - Dr. Anuradha Asthana. There were over **74** participants belonging to varied backgrounds ranging from students to research scholars to academicians to lawyers etc. Prof. (Dr.) Manoj Kumar Sinha emphasized the significance of ‘Outcome’ in research Methodology. Prof. Sinha explained that it is essential to identify what is the attainable goal or in simpler terms what the researcher wishes to achieve by conducting the said research. He enlightened the participants by giving the example of the Nirbhaya Case where one of the boys who was involved in the gruesome crime was released in 2015 and various stakeholders, institutes i.e. governmental and non- governmental organizations etc. raised grave concerns that there exists a “gap” in the said law and it needs to be modified. Sir also highlighted the present scenario and the development of the vaccine i.e. the outcome that was necessary in order to curb and arrest the spread of the COVID-19 is the vaccine.



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According to Prof. Sinha ‘outcome’ should be applied simultaneously in research as well as in teaching i.e. to say that teaching and research are interlinked with each other and the more a teacher conducts research, the better can be their style. Prof. Sinha deliberated on various approaches of research which can be adopted to achieve the ‘defined goal’ and was of the firm opinion that research should not be seen in isolation. The focus of the research should be that there must be contribution in the form of outcome in the existing knowledge. The outcome must be the immediate solution to the problem. According to Prof. Sinha, the ‘inquisitiveness’ of the researcher can help them reach the desired goal and they should always have the quest for knowledge and should always be ‘investigating’.

Prof. Sinha also discussed that Public Interest Litigation has addressed various issues that were raised by the citizens due to the gaps that exist in the society that have been thoroughly researched by the people. PIL is also known as Social Action Litigation and has served the purpose of an ‘outcome’ as different issues like – bonded labor, environmental concerns, conditions of prisons etc. were dealt by PIL which has led to a fruitful outcome and has introduced various changes in the legal system. Two indispensable aspects which are important to conduct research effectively are first, the Inquisitiveness and Openness of the researcher.

The second aspect includes the ability to inquire and investigate research problems efficiently to reach the outcome. Sir also emphasized that the research title should be self-explanatory and should be clear and precise. The research questions should be linked with the research problems and the research should also provide the solutions and suggestions to the proposed problem. The session was open to questions by the participants after Prof. Sinha comprehensively explained the Outcome Based Pedagogy in research and gave wider insights into the topic. Sir systematically addressed the questions raised by the participants. The session came to an end after the question-answer round.

Session II: Interdisciplinary Research

Topic of the session was “Interdisciplinary Research” and the speaker was Prof. (Dr.) Amar Pal Singh, Dean, USLLS, Guru Gobind Singh Indraprastha University. Prof. (Dr.) Amar Pal Singh has more than 20 years of teaching experience. He has received 8 Months Scholarship for undergoing the Course on LL.M. (Legal Theory) from European Academy of Legal Theory, Brussels, Belgium during the session 2002-2003. He is a Life Member of, Indian Law Institute, New Delhi and Indian Institute of Public Administration, New Delhi.

The session started at 3.00 P.M. on the virtual platform Zoom where the esteemed speaker was welcomed by the Faculty Coordinator -Ms. Purnima Gupta, Faculty, Department of Law. There



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were over 74 participants belonging to varied backgrounds ranging from students to research scholars to academicians to lawyers etc. Prof. Singh explained that ‘research’ cannot be learnt and has to be understood, i.e. to say that it is a set of skills and has to be cultivated by carefully conducting it. He highlighted the New Education Policy (NEP) which marks the one-year anniversary on 29th July 2021 and discussed various aspects of the said policy. Sir also explained the wide variety of challenges that NEP faces to uplift the society and help the nation to grow and sustain into a large and vibrant economy. These challenges require top notch scientific research and deep understanding of humanities and social sciences. Art, culture, history, and linguistic traditions require a high level of research and innovation. The National Education Policy also lays down that the Higher Education Institution (HEI) cannot survive today without quality research.

Prof. Singh briefly explained the reforms that the NEP focuses on and aims to achieve in the upcoming years with the help of its guiding principles which focuses on holistic learning and multidisciplinary research. These reforms include multiple entries and exit in UG/PG programs, multidisciplinary education which includes the flexibility of subjects in the undergraduate and postgraduate programs, installation of MERU i.e. Model Multidisciplinary Research University in or near every district in order to promote Interdisciplinary education and comprehensive learning. The National Education Policy aims to cultivate the research culture by providing a comprehensive approach towards education. The National Research Foundation lays down various functions like providing funds to peer reviewed grant proposals, seed, grow and facilitate research in HEIs etc.

Sir deliberated upon the impact that the lack of research in the legal discipline in general and interdisciplinary research leads to and therefore policies and legislations on various issues do not lead to the desired outcome. The implementation of these policies also fails due to the wide gap in legal and social narratives. Sir explained this by giving the example of Dowry Prohibition Act, 1961 and Prohibition of Child Marriage Act, 2006 but these issues continue to exist in the society due to the gap in social and legal dimensions. This also occurs due to the lack of research in the policy area where the researcher seeks to create a law. Prof. Singh succinctly gave examples of various laws which are existing in our societies but are not relevant to the present times as they are not familiar with the ground realities i.e. to say Mining Sector wherein there exists laws that were made in 1950s but the model that is being followed is nowhere close to the 21st century where the economic development and benefit can be extracted out. The other areas that Sir briefly explained included –Energy Sector, Banking sector, Labor Market and



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Labor Laws, Linguistics and Semiotics etc. However, the ground situation remains to be hazy and there is not much research that is being conducted. Prof. Singh laid emphasis that despite new codes that are introduced in the Labor Sector, the old laws will still remain in existence. In terms of Linguistics and Semiotics, Sir explained that even after India's diverse culture and ethnicity where there are 22 official languages and almost 2000 dialects, no research as such has been conducted in order to grow this area exponentially which will lead to enormous possibilities of legal realities.

Prof. Singh made some concluding observations where he critically analyzed that the Law school teachers have developed a vested interest for outdated laws. He also emphasized that even though Law schools have the potential for extensive research, it has remained unexplored, and the legal research has not been properly 'articulated' or 'nourished' in law schools. The session was open for the query of participants that were addressed by Prof. Singh in a very precise manner. The session came to an end after the question- answer round.

Session III: Empirical Research in IPR

The resource person in the sixth session was Prof. Irene Calboli who was the expert resource person of the session. She is Professor of Law at Texas A&M University School of Law, Academic Fellow at the School of Law, University of Geneva, Fellow at Melbourne Law School, and Transatlantic Technology Law Fellow at Stanford University. Her research focuses on IP, International Trade, and Cultural Heritage Law.

The session commenced with an opening remark by Dr. Nisha Dhanraj Dewani, Associate Professor, Department of Law, MAIMS, wherein she extended her warm welcome to the participants and resource person of the session.

Prof. Irene in her lecture provided an overview of empirical studies in different areas of IP. She told the participants about how to approach and use data in their own research and scholarly work. The session was an effort to enrich research scholars and faculties in Intellectual property related areas on research methodology. In the end, Dr. Nisha Dhanraj Dewani, Associate Professor, Department of Law, presented the vote of thanks to Prof. Irene Calboli expressing her gratitude.



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Session VI : Copyright and Plagiarism Issues in Educational Sector

The topic of the Faculty Development Program was **“Copyright and Plagiarism Issues in Educational Sector”**. The resource person Dr. Alka Chawla was the expert resource person of the session. Dr. Alka Chawla is a Ph.D. in Copyright Law from the University of Delhi. She teaches Intellectual property rights, Administrative Law, and Jurisprudence. She is nominated as a “National expert on Intellectual Property” by the European Trade and Business Council, Mentor to the Intellectual Property Protection Organisation and Advisor to National IP Organisation and Member Education Committee, FICCI. The session commenced with an opening remark by Dr. Nisha Dhanraj Dewani, Associate Professor, Department of Law, MAIMS, wherein she extended her warm welcome to the participants and resource person of the Session. Dr. Chawla gave a detailed presentation on **Copyright and Plagiarism Issues in the Educational Sector**. She talked about the process of imparting education, where it starts and where it ends. Ma’am also briefed about the University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Education Institution) Regulations, 2018. Later, Dr. Chawla responded to the Questions and doubts raised by the participants. In the end, Dr. Nisha proposed a vote of thanks. She expressed special gratitude to Ma’am for her informative and useful presentation.



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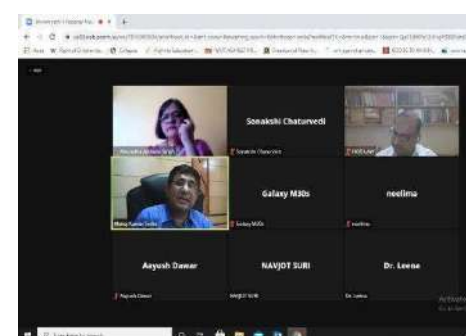
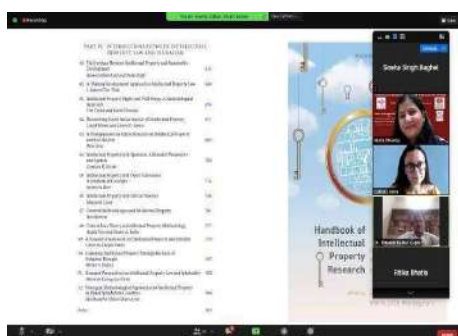
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Glimpse of the Event:





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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.

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

Ms. Shifali 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



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



ELSEVIER 63



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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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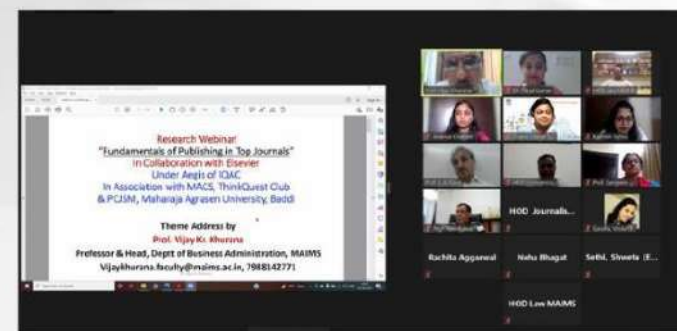
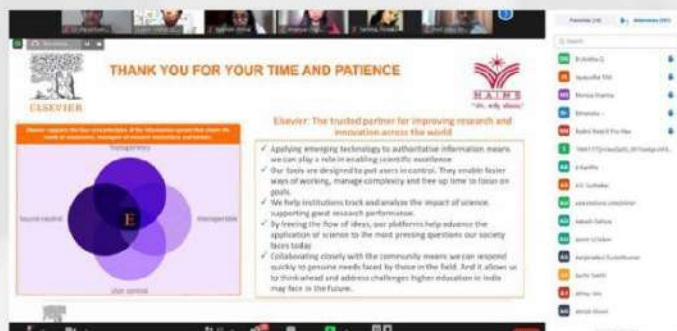
MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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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REPORT

Research Congress

Tuesday, May 25, 2021

The session started with the welcome address by the convener, Dr. Parul Kumar, Senior Assistant Professor, Maharaja Agrasen Institute of Management Studies. She welcomed the dignitaries and motivated the participants by some amazing quotes about life and hard work. Following this, Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC addressed the audience about the theme of the session. He introduced the participants with the achievements of the MAIMS. He also wished the participants good luck for their future endeavors in research. The inaugural address has been delivered by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. He welcomed the keynote speaker Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, Universiti Malaysia, Perlis. He also thanked the coordinators of the event for their hard work in organizing the event. Prof. (Dr.) G.P. Govil, Advisor, MATES and Prof. (Dr.) S. K. Garg, Director General, MAIMS, also appreciated the team, and addressed the need of good quality research. The Inaugural session was concluded by the address of Alumnus of BBA, Batch 2010-13, Mr. Jaffy Gill. He not only shared his broad experience about his journey of becoming a Project Manager at NIELSON, with the attendees, and motivated them with his kind words. The sessions had around 350 participants.

The theme of the first session of One Week Research Congress 2021 was “Essentials of Research”. It has been delivered by Prof. (Dr.) Md. Aminul Islam, Professor, Faculty of Applied & Human Sciences, Universiti Malaysia, Perlis. The session focused on the significance of different aspects and factors of research. According to him, Research is the ‘Telling and selling a story is research’ or ‘Finding a solution to the problem is research’. He explained the research by taking an example of a full-grown tree, calling it ‘The Tree Analogy’. He described the Inductive and Deductive theories with an example of a garden full of flowers. He also elucidated about other topics like language of research, steps of identification and definition of a research problem, organizing literature review, types of variables, theoretical framework, hypothesis, idea of sampling and data analysis and hypothesis testing. At the end, he concluded his session by comparing researchers with a kid, both are inquisitive about their respective subjects. He had covered all the points in the easiest way to make the audience understand the subject better. The session concluded



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with the query session, which were answered by speaker in the most interesting way possible. His session has brought new insights to the attendees on the subject. Finally, Ms. Rachita Aggarwal, Co-Convener of Research Congress 2021, and Assistant Professor, MAIMS gave the concluding remarks and vote of thanks. One Week Research Congress focused on the significance of LinkedIn. The session started with the welcome address by Ms. Sarita Garg, Associate Professor, MAIMS. She delivered a welcome speech for all of the students and dignitaries and gave a brief explanation on the benefits of LinkedIn. With her warm greetings, she introduced Ms. Jinal Shah, the resource person of the session. Ms. Jinal Shah, Assistant Professor, NMIMS discussed the LinkedIn usage for everyone in very lucid manner. According to her, branding is what your social media profile has to say about you.

She initially started with the topic of why personal branding is important and how we leverage LinkedIn for our benefit. She counseled participants about the importance of LinkedIn and how LinkedIn helps one to improve his/her profile. She said that LinkedIn helps in networking and 85% of jobs are available because of networking. She also gave some tips on how to make a LinkedIn profile and how to use it.

She also delivered a brief idea of the target audience on LinkedIn. Subsequently, she made us do an experiment in which we had to type our name on google and share the results. With this experiment, she said that "Your brand is not what you say about it, it's what Google says it is." Further, she focused on the LinkedIn profile by suggesting being authentic. She also focused on the point of what we should post and share on LinkedIn. She further extended her topic by discussing the types of visual content to boost visual content marketing. She gave some tips to share content on LinkedIn that we should post in a week minimum of two times and a maximum of five times and always use hashtags not more than five hashtags. Also, it is important to be regular and engage consistently by liking and sharing the content. Then the participants got the privilege to see a live demo session on how to manage LinkedIn profiles. In a live session, she discussed how to post anything and then she discussed some posted content and told us how the content should be qualitative and not quantitative.

Later, Ms. Jinal gave a summary of how anyone can find or apply for jobs and opportunities on LinkedIn in just a few steps. She covered all the points in the easiest way to manage the profile and how to engage and how we can bring professionalism in our LinkedIn profiles. After the session, the participants asked questions in the Q&A session. Her session was truly informative for all the attendees and has brought some new insights & self-branding techniques using LinkedIn. After her session, Dr.



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Ravi Kumar Gupta, Director, MAIMS joined us, and motivated us with his enthusiastic message. A vote of thanks was extended by Dr. Charu Mohla, Associate Professor, MAIMS. The session was indeed amazing and left a great impact on the attendees.





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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)

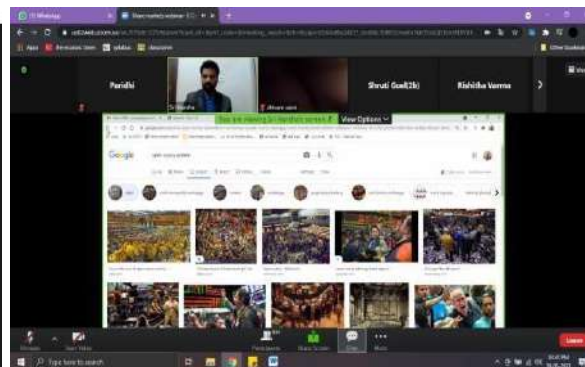
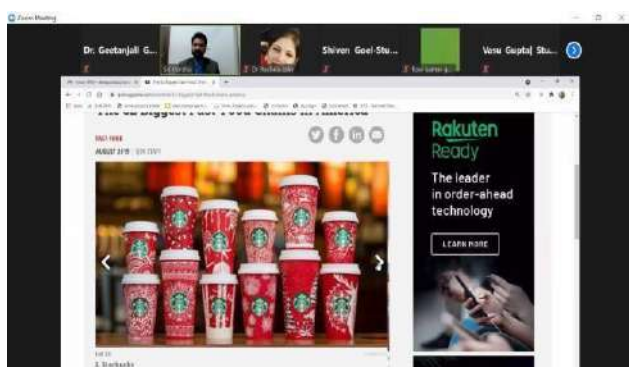
WHAT HAPPENED IN THE WEBINAR

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

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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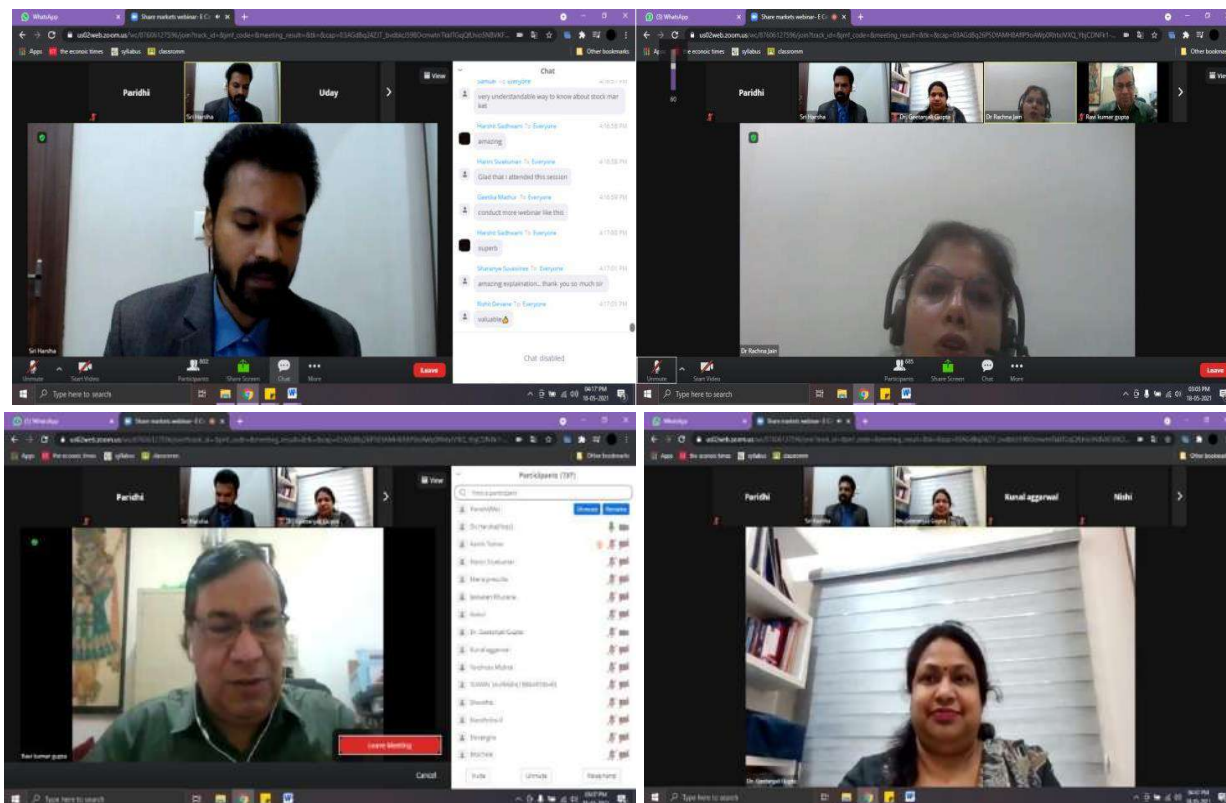
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REPORT

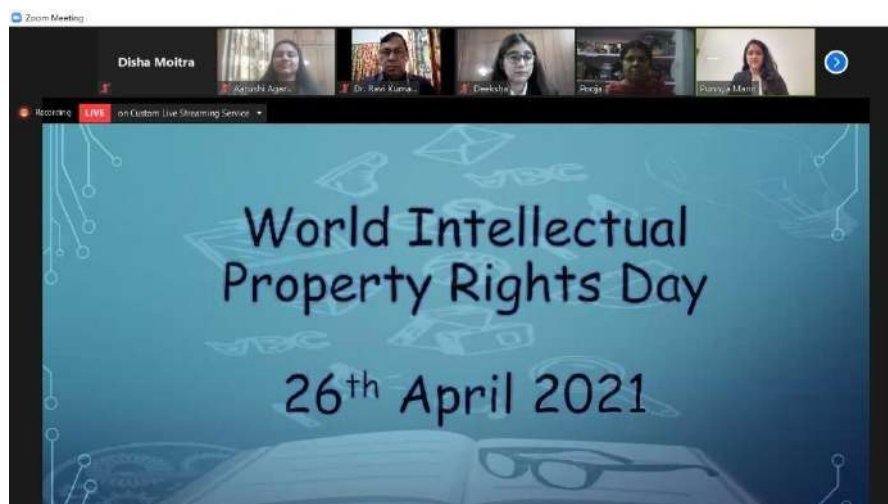
WEBINAR ON INNOVATION AND IPR : A VISION TO MAKE INDIA SELF-RELIANT

(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.



Maharaja Agrasen Institute of Management Studies

(A Unit of Maharaja Agrasen Technical Education Society)

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ARTHANOMICS CLUB

in association with

Brand Wagon Club, Commpact Club, Enactus Club, E-cell & Legal Services Clinic of
MAIMS Cultural Society

presents

6th International Conference

on

**Global Economic Recovery – Research on
Key Drivers**

Friday, April 23, 2021

International
Academic Partners



Publication
Partner



Indexed in:



REPORT

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Report

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.

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.

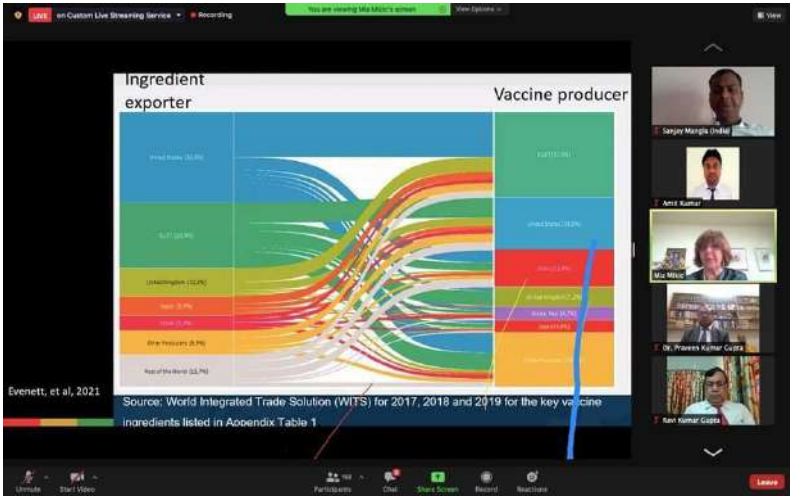
After this enlightening lecture on the theme, the audience was addressed by our Chief Guest, Mr. Niluka Kadurugamuwa, Deputy High Commissioner at High Commission of Sri Lanka, New Delhi. His topic for presentation was ‘How Sri Lanka is recovering and planning’? He initiated his speech by mentioning some 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 their solemn presence.

Photographs of the Session



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 cares 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 atleast provide such sufferers basic required aid.

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

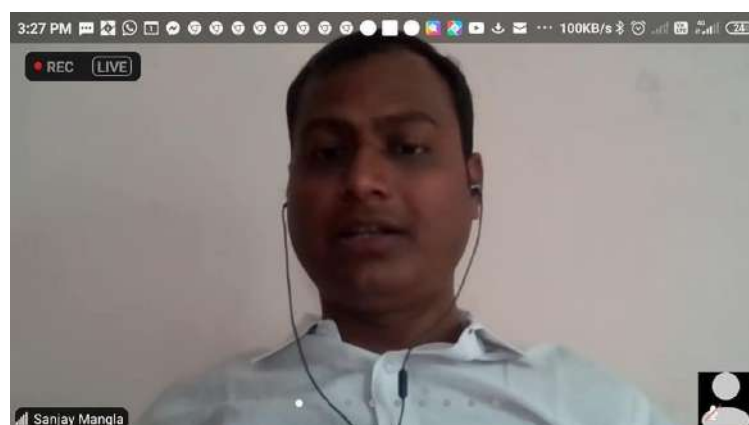
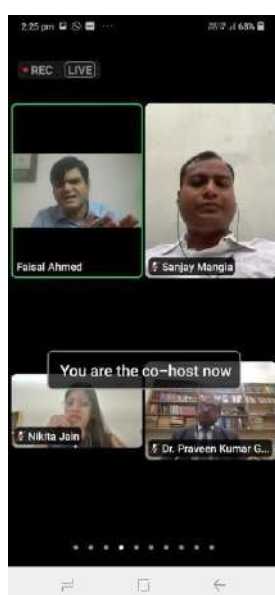
Then Dr. Anjali called the third speaker Prof. Faisal Ahmed who discussed about how to shape global geopolitics. He said that it is necessary to understand the global U.S. and China great power rivalry for understanding global economic recovery. As China started recovering their factories in March 2020, 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 panellists and declared the session to be over. At the end, Ms. Kamna summarised 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



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 partners 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.

The 6th International Conference on ‘Drivers of Global Economic Recovery’ was organized by 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 partners 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 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 shrank 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 risingsituation, he could not join as he was busy in his engagements with central government but heshared 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 more number of workshops and conferences which tunes the intuitive minds of the younger generation.

P
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Ms. Sumati Kohli
AP, Commerce

Ms. Kajal Mittal
AP, Commerce

Ms. Rachita Aggarwal
AP, Commerce

Mr. Umesh Singh

Mr. Anuj Kumar
Technical In-charge



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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A Unit of Maharaja Agrasen Technical Education Society)

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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

► Speakers of the event:



Mr. Rahul Ranjan
Director
Mrig Sight Media



Gaurav Jain
PR Lead
Mrig Sight Media



Prof (Dr.) Vinita Gupta
HOD

Mark

YOUR CALENDARS!!!

📅 Date: 20th April, 2021

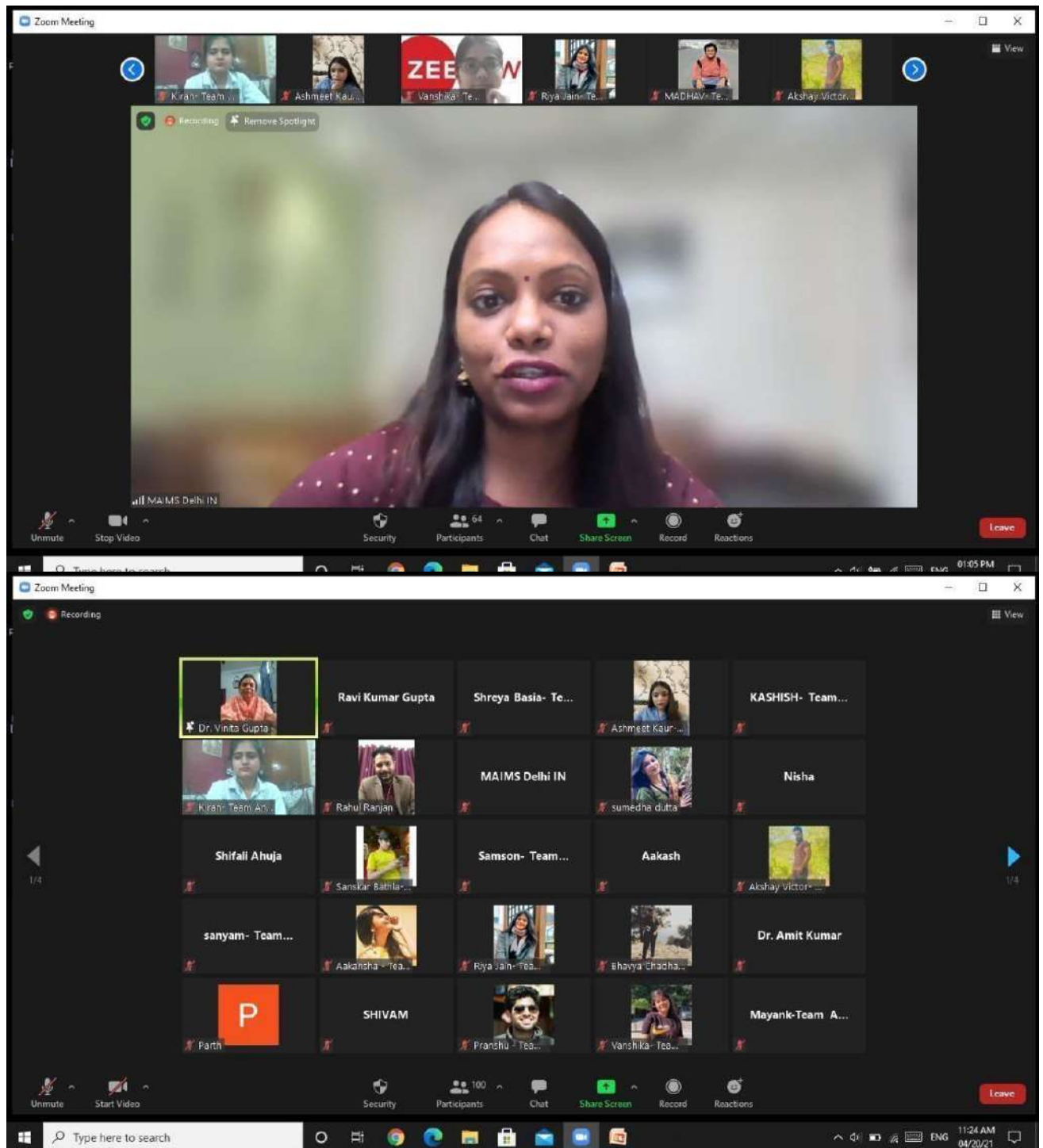
🕒 Time: 11:00 a.m.

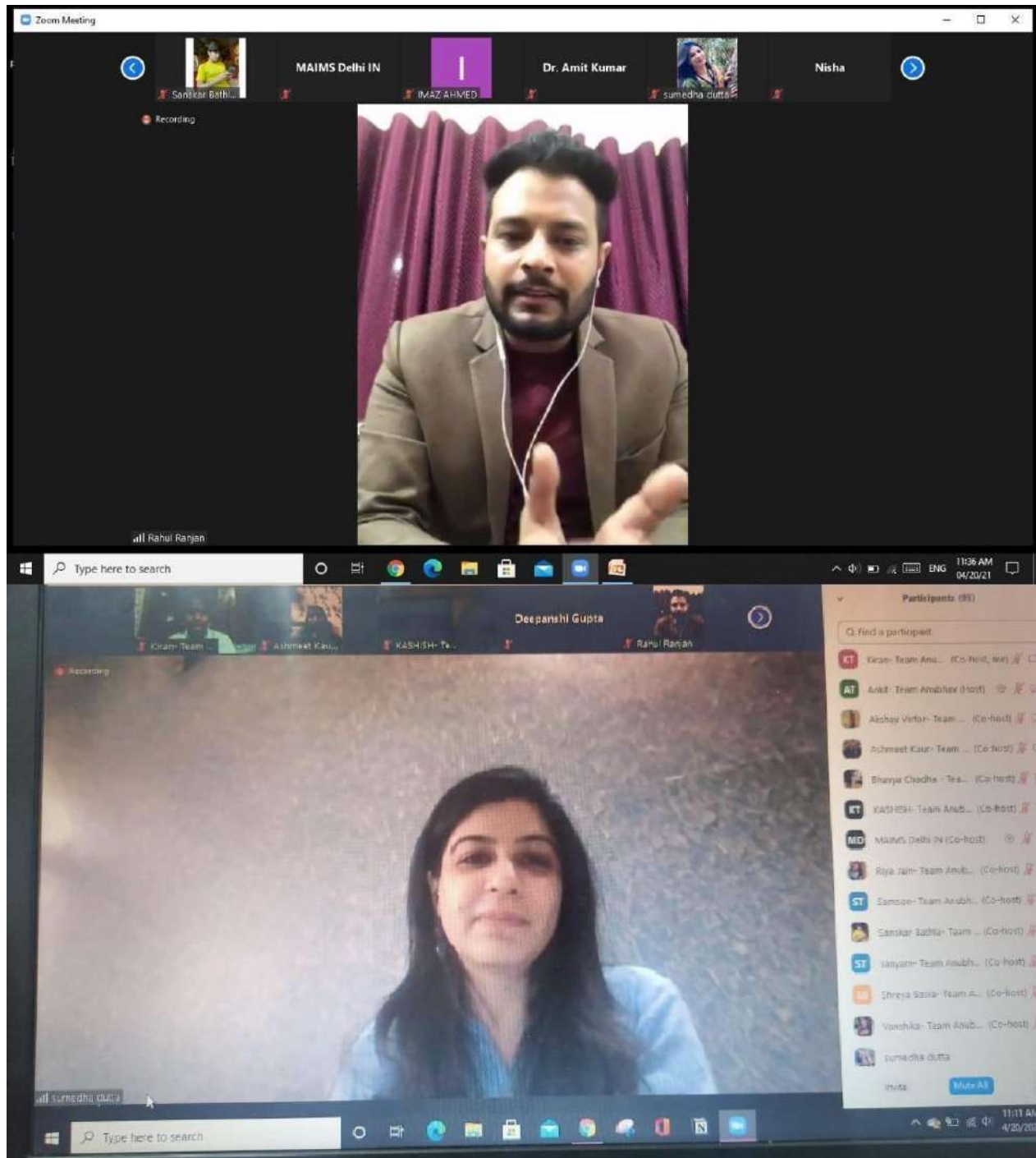
📍 Venue: Google Meet

Event Convener
Ms. Neha Bhagat

HOD
Prof (Dr.) Vinita Gupta

Student Coordinators
Kirandeep Kaur
Akshay Victor
Bhavya Chadha





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. Torasia

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.

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES



(A unit of Maharaja Agrasen Technical Education Society)



Public Relations Society of India
(Delhi Chapter)

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=YmZxZjdvdjQwXlODNLRkp2WUIRYmovQT09>

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

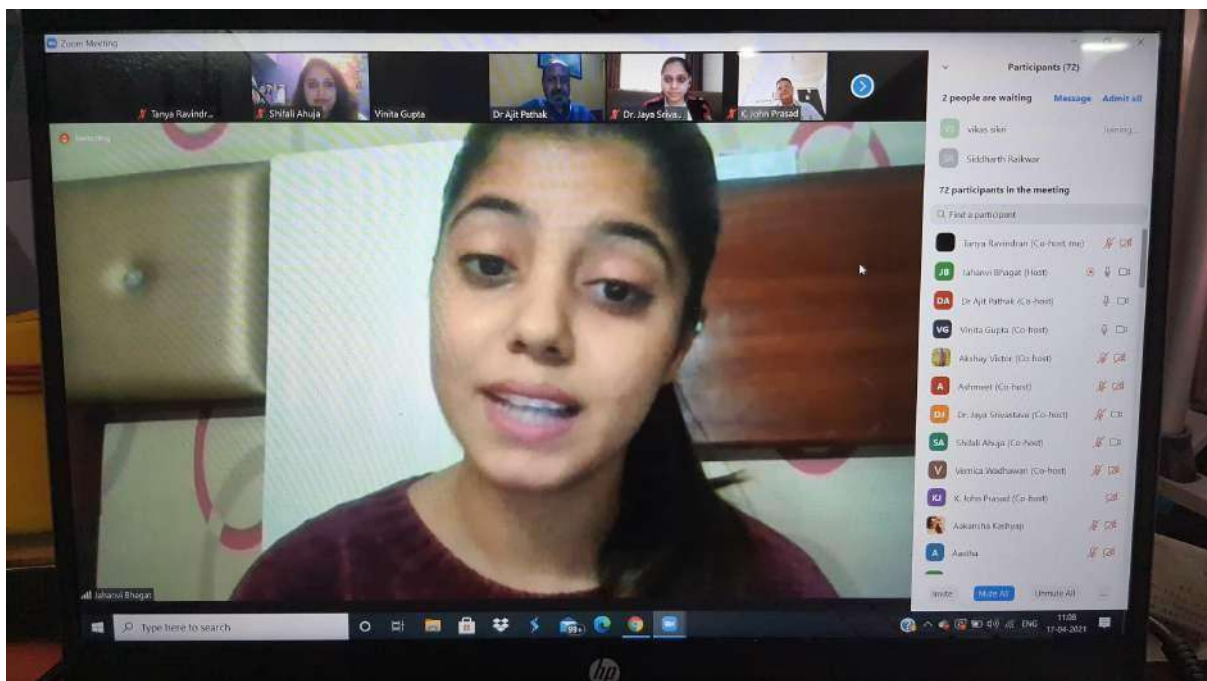
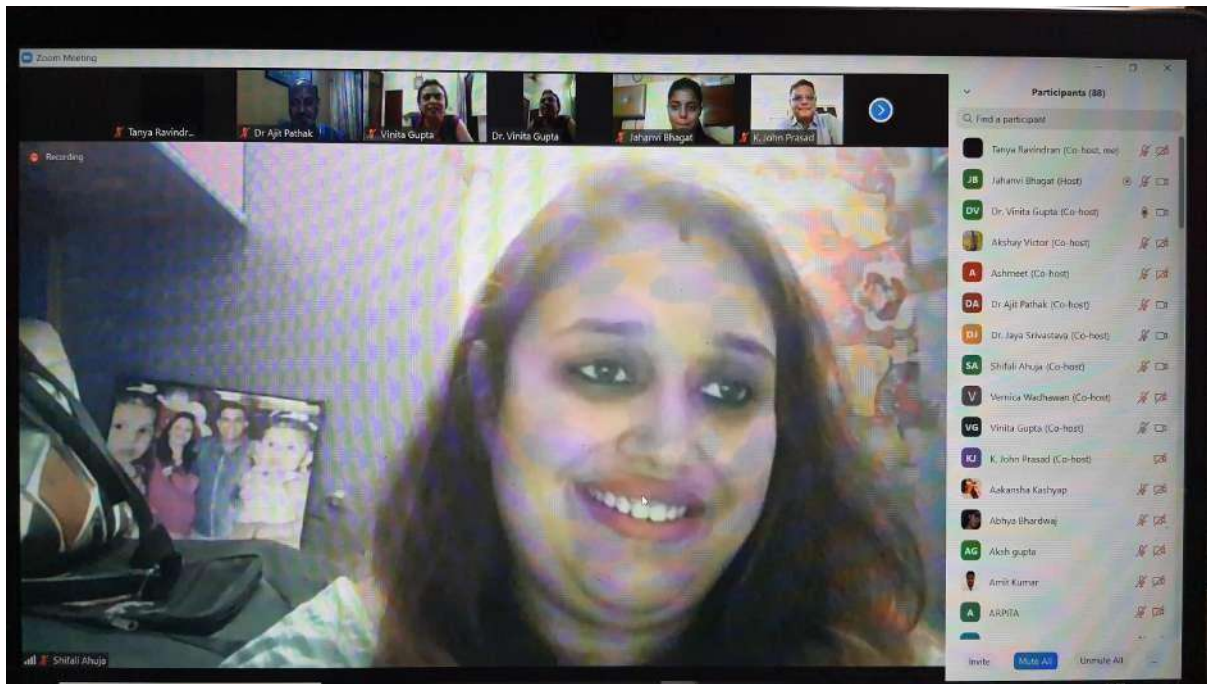
Prof. (Dr.) G P Govil
Advisor
MATES

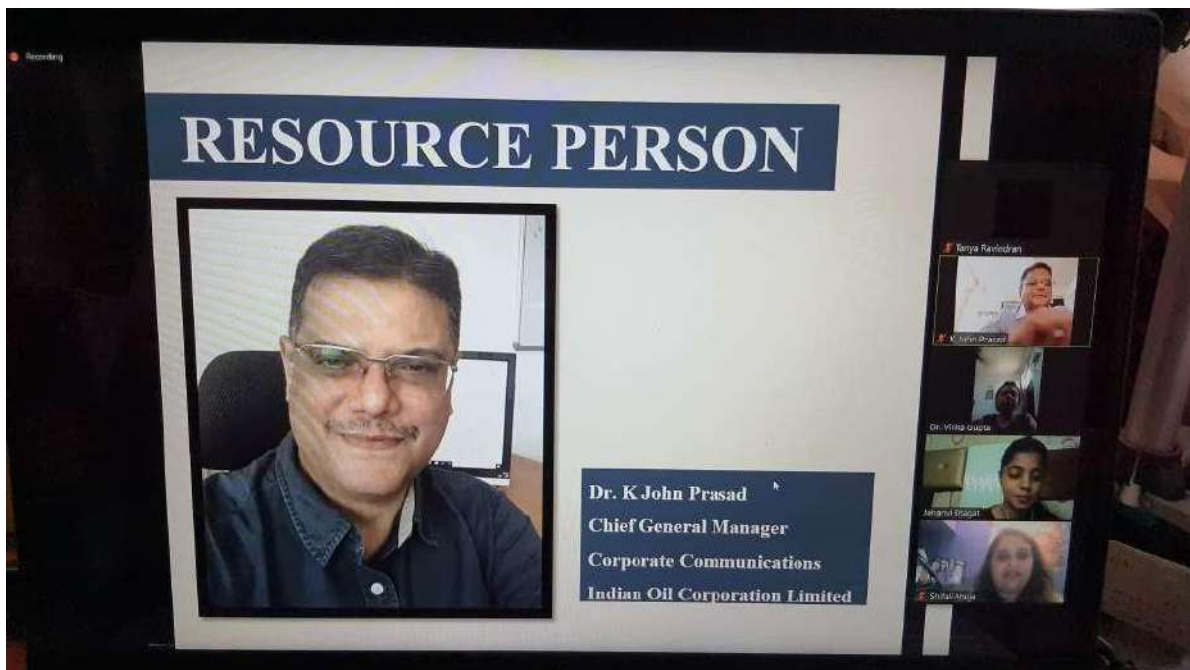
Prof. (Dr.) S.K. Garg
Director General
MAIMS

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

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
9th 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.) G.P. Garg
Advisor, MATES

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

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

Venue :- 9th Block, Seminar Hall





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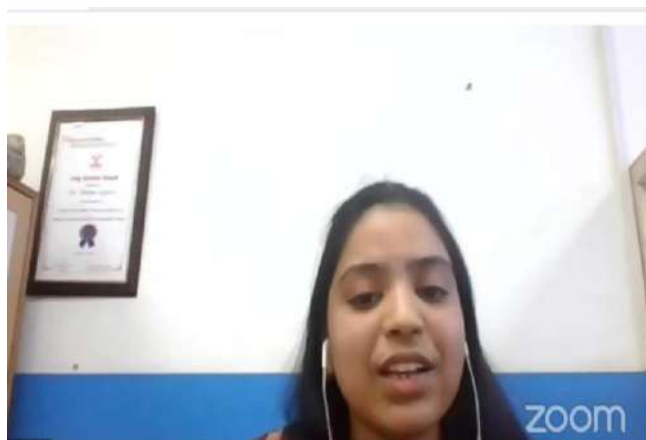
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REPORT ON
WEBINAR ON 'UNMASKING GST: Research & Analysis of various factors of GST
Thursday, March 18, 2021

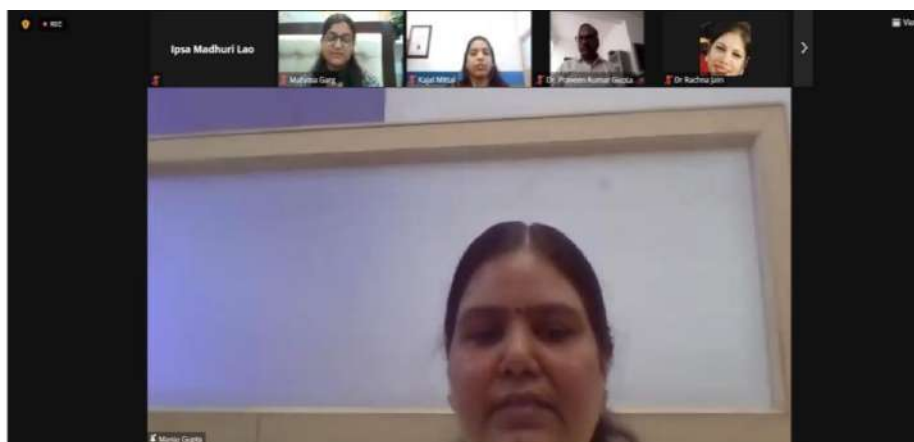
The Department of Commerce, Maharaja Agrasen Institute of Management Studies, organized a webinar on the zoom platform on Thursday, 18th March 2021, at 3 pm. The topic of the webinar was 'Unmasking GST: Research & Analysis of various factors of GST'. Ms. Kajal Mittal, Co- Convenor, commenced the webinar 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.



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.







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.

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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MAIMS International Conference (MIC) on “Impact of Digitization, Education, Management Sciences, Information Technology, Law Enforcements & Medi” 3-4 December , 2020

Report

Two-day MAIMS International Conference (MIC 2020) was organized in collaboration with the prestigious Faculty of Business and Accountancy, Lincoln University College, Malaysia. The International Conference, organized under the aegis of IQAC of MAIMS and ThinkQuest Club of MACS on 3rd and 4th December 2020. The inaugural event of the conference began with the Conference Convener, Dr. Parul Kumar's welcome address. She in her welcome address highlighted some important research aspects. There were 120 participants.

Prof S.K. Garg (Director General) MAIMS said that Covid 19 pandemic can't stop people from learning and enhancing knowledge. He also added that COVID-19 forced many organizations to adopt technology as a new style of working for survival. Prof. (Dr) Neelam Sharma, Director MATES stated that technology can't replace teachers, and students have to learn from books not from online apps. She further added the role of digital technologies has improved and added more value to the learning and teaching processes. Digitization in education has proved to be the right method for saving resources, sharing information easily.

Prof. Amiya Bhaumik, President and Founder Vice Chancellor of Lincoln University College, Malaysia said that Digitization has now penetrated in all the spheres of human lives. He expected that the conference would add valuable contribution to society. Chief Guest of the conference, Prof. M. L. Singla, Faculty of Management Studies, Delhi University has redefined Maslow hierarchy needs model by adding three more needs namely battery of cell phone, Net and cashless economy. He gave Examples of Parle -G, Urban Clap, Big Basket.

Dr. Nand Kishore Garg, Founder Chairman and Chief Advisor, Maharaja Agrasen Technical Education Society and Chancellor, Maharaja Agrasen University expressed his thoughts about the families and their emotional concerns. He also added how fake news on social media misleads masses. Then, Ms Sarita Garg, Conference Convener concluded with the vote of thanks. The entire theme of the conference was based on digitization which is the need of the hour in this tough time.



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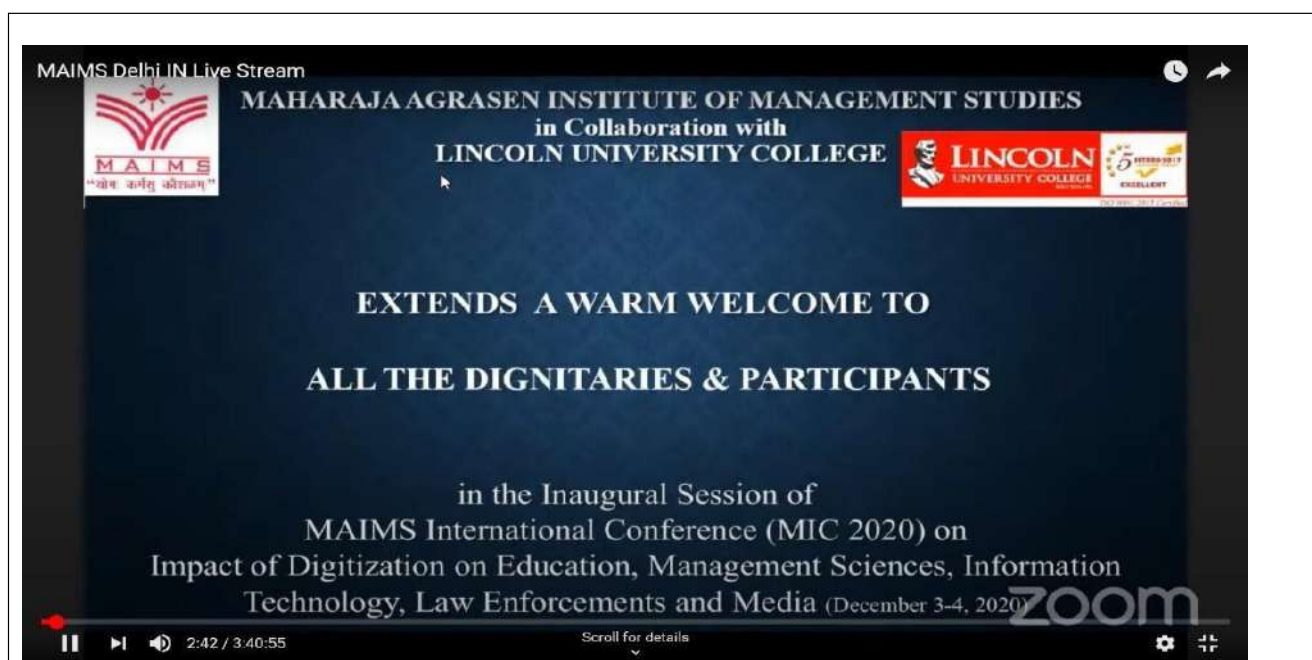
An edited book titled 'Management Dynamics in Digitalization Era' was published and released on Thursday December 3, 2020 by Dr. Nand Kishore Garg Ji, Founder and Chief Advisor, MATES. This book consists of selected papers presented in the conference. The book was edited by Prof. (Dr.) Ravi Kumar Gupta,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

***Faculty Conveners –**

Dr. Parul Kumar, Assistant

Professor Ms. Sarita Garg,

Assistant Professor







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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)

		Maharaja Agrasen Technical Education Society (MATES), New Delhi	
		Dr. Nand Kishore Garg Founder & Chief Advisor, MATES Chancellor, Maharaja Agrasen University, Baddi, HP	
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Prof. (Dr.) Ravi Kumar Gupta- Director	Prof. (Dr.) S. S. Deswal- Dean (Academics)	Sh. Suresh Gupta- Project Director	Sh. J R Mani Tripathi CAO (Accounts)



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(Under the Aegis of IQAC)

Organises

One Day National Research Webinar

**GENDER BASED
VIOLENCE IN
DIGITAL SPACE**

FRIDAY, 6TH NOVEMBER, 2020
TIMING- 11:00 A.M. TO 05:35 P.M.

Sponsored by
National Commission for Women
NCW





Maharaja Agrasen Technical Education Society (MATES)

Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen Univeristy, Baddi, HP



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 “योगः कर्मसु कौशलम्”	 उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः	 Spark... The Change	
Prof. (Dr.) S. K. Garg- Director General	Prof. (Dr.) Neelam Sharma- Director	Prof. (Dr.) R. K. Gupta- Vice Chancellor	Sh. B. L. Mahajan- Director
Prof. (Dr.) Ravi Kumar Gupta- Director	Prof. (Dr.) S. S. Deswal- Dean (Academics)	Sh. Suresh Gupta- Project In-charge	Sh. J R Mani Tripathi CAO (Accounts)

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, Ahmedabad



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	

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Maharaja Agrasen Institute of Mangement Studies (MAIMS)		
Organizes		
A One Day National Research Webinar		
Gender-Based Violence in Digital Space		
Sponsored by National Commission for Women (NCW)		
Program Schedule		
6 th November 2020 (Friday) 11:00 AM – 5:30 PM		
Time	Inaugural Session of the Webinar	
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	Introduction of Theme of the Webinar: Dr. Shaveta Gagneja, Department of Law, MAIMS	
11:15 AM - 11:50 AM	Address : Chief Guest Hon'ble Justice Manju Goel, Former Judge, High Court of Delhi	
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 Depatment of Journalism and Mass Communication, MAIMS	
	Technical Sessions	Topic
Session I - 12:00 PM - 12:45 PM	Ms. Manisha Aggarwal, Cyber Expert, Supreme Court of India	Overview of Cyber Laws 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
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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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Office: 8448186947, 8448186950 www.maims.ac.in

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: • 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		

Copy to:

1. Director, MAIMS for kind information please



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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

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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 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 turn 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:

- ƚ The Evolution of internet and its consequences on women in digital space
- ƚ Understanding of Gender-based Violence and its various forms
- ƚ Cyber Crime and Administration of justice
- ƚ Overview of Cyber law in India
- ƚ 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.



**PROF. G.P GOVIL, ADVISOR,
MATES**

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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 huge 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

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

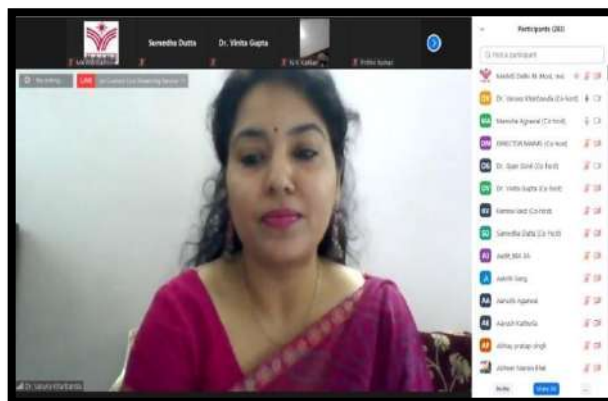
Time: 12:00 PM-12:45 PM

Speaker: Ms Manisha Agarwal

Topic: ‘Overview of Cyber Laws in

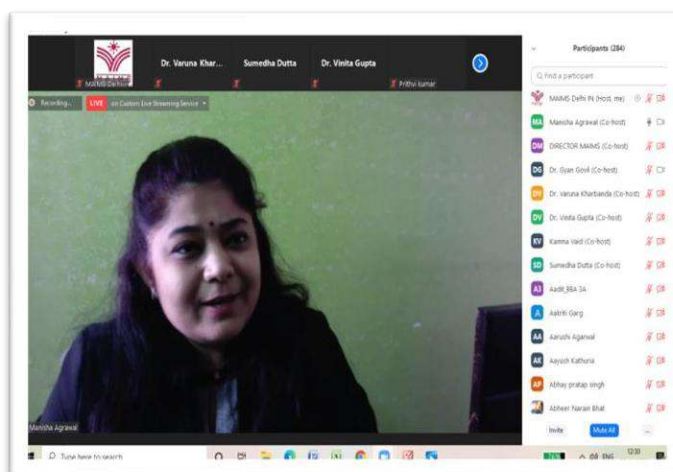
India’ Moderator: Ms Varuna

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 print of 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 asking for dowry, outraging a woman'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.

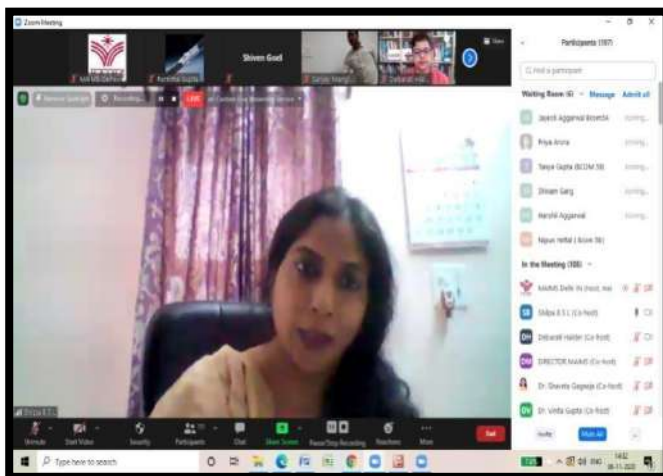
The session took into consideration the sociological jurisprudence as Indian societies talks about society whereas western society is about individualism. There is an the incorrect assumption that since India does not have laws with specific headings such as ‘cyber bullying’ or ‘porn’, victims are powerless. 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

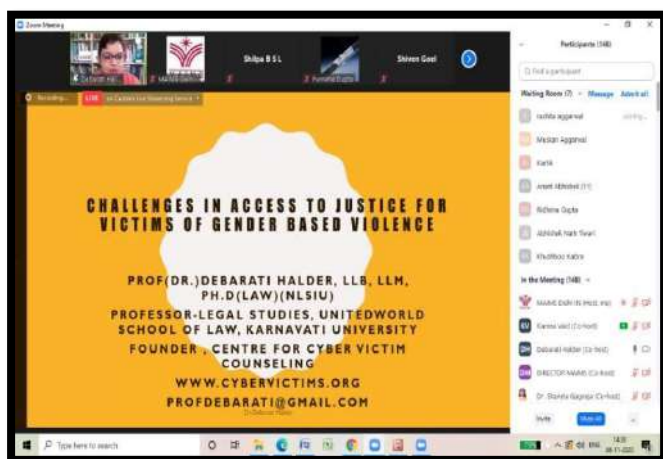


of Business Administration A very good afternoon one and all. I welcome you all to the post-lunch session of the One Day National National Research Webinar on the topic-"Gender-Based Violence in Digital Space" sponsored by National Commission for Women and Organized by Maharaja Agrasen Institute of Management

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.

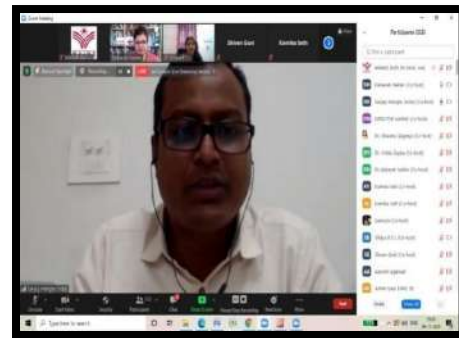
The third part of the presentation elaborated various stakeholders responsible for providing justice to the victims and their role. The main such stakeholders are family members of the victims, court, police, social & news media, and third-party stakeholders like NGOs and hackers. All of have their own 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.



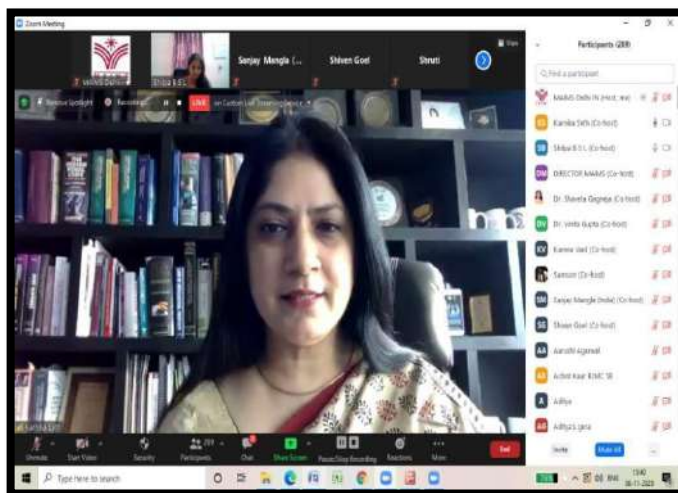
Technical Session 4: Access To The Justice To The Victims of Gender-Based Violence

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.

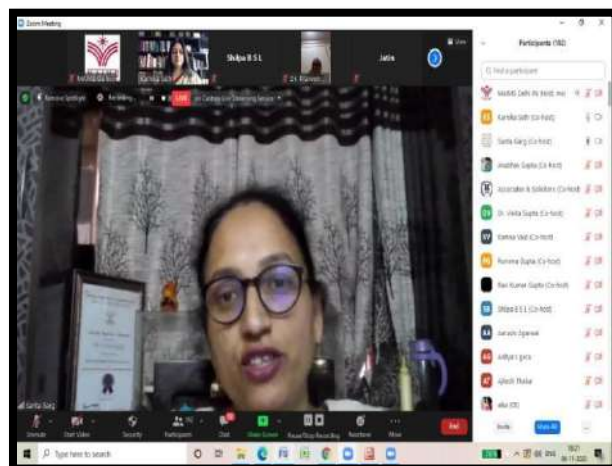
Dr. Seth also enlightened us about what is the way forward in terms of loop holes and how we need to address these issues. Furthermore, she talked about the hesitation of using the technology which now has gone, whether it's older people or older generation or the new generation. And this technology 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.



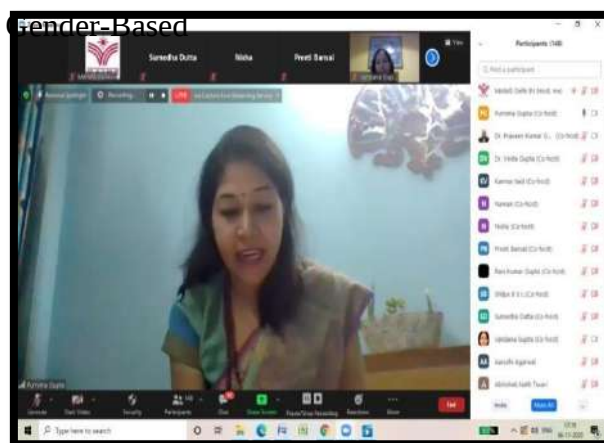
Moderator: Ms Shilpa Now, I request Dr Parveen Kumar Gupta HOD Department of Law, to propose a Vote of Thanks.

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 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.

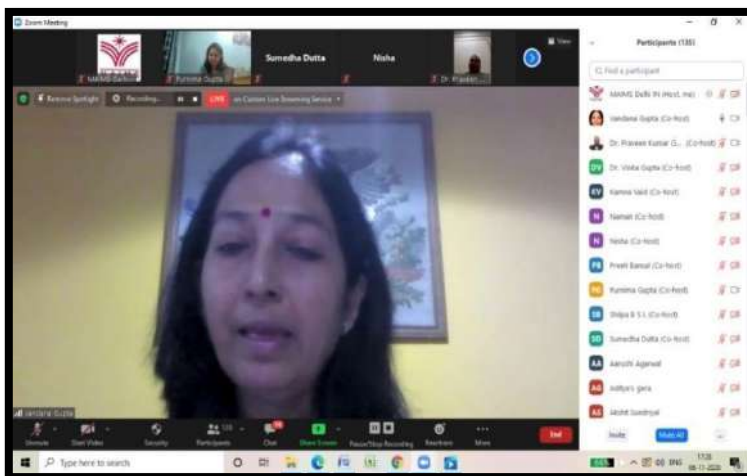
Session: III - Prof. (Dr.) Debarati Halder, United World School of Law, Karnavati University & Managing Director (Hon), Centre for Cyber Victim Counselling took session on ‘Challenges in Ensuring Access to Justice to the Victim of Gender Based Violence’ and reported by Dr. Sanjay Mangla, Head & Associate 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

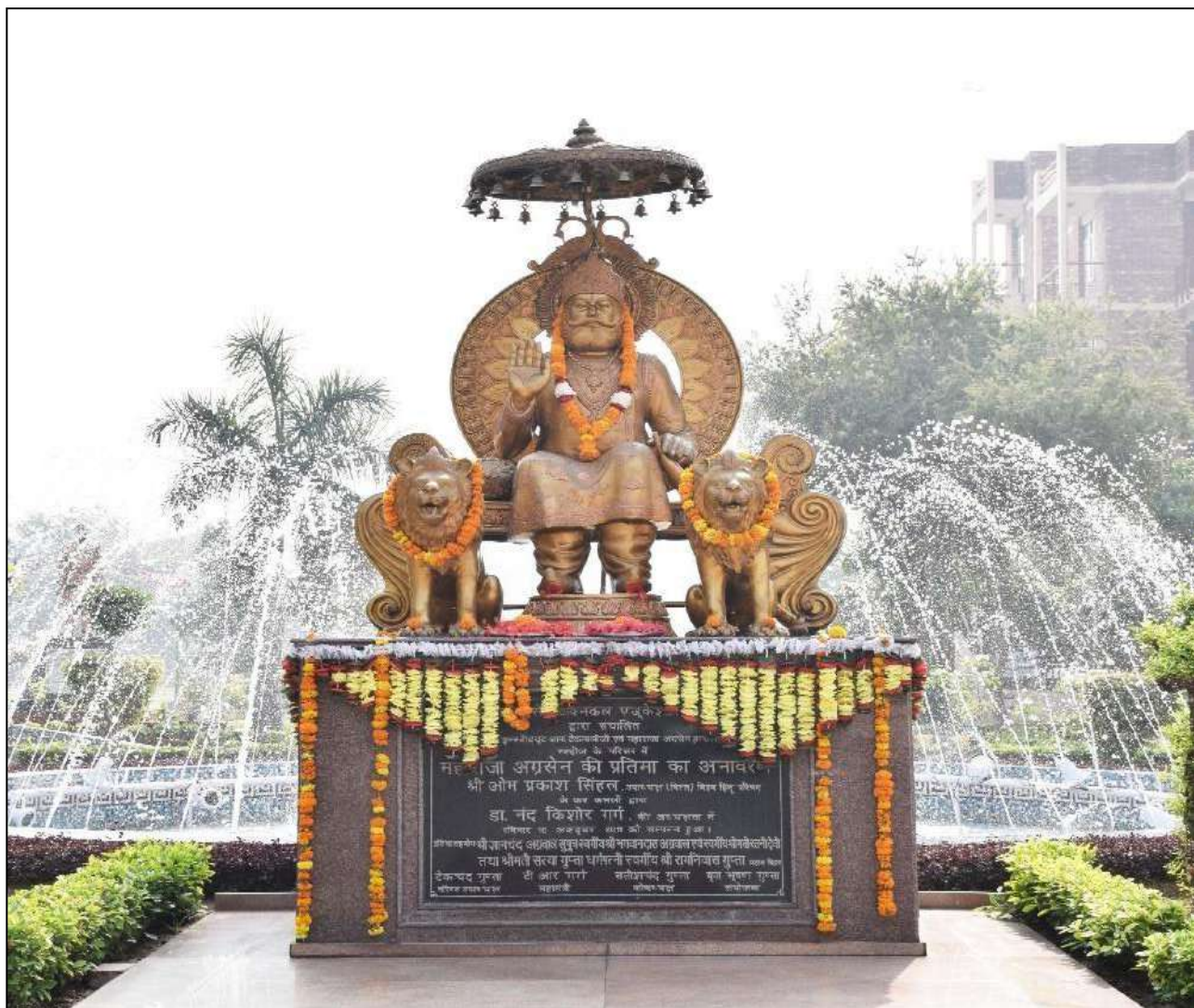
National Research Webinar on Gender-Based Violence in Digital Space organized by Maharaja Agrasen Institute of Management Studies in collaboration with National Commission For Women – a one day event with interactive sessions, lectures and case-specific discussions was concluded on a positive note with 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.

- 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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THE ECONOMICS SOCIETY OF MAIMS

Financial Condition of
Young Entrepreneurs
during COVID - 19
Pandemic &
Importance of
Financial Management
in Life

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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

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October 31, 2020



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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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The background of the poster is a grayscale image of a desk setup. It features a computer monitor displaying a presentation slide with the MAIMS logo and a sun icon. A keyboard, a mouse, and a mug are also visible on the desk. The text is overlaid on this background.

**MAHARAJA AGRASEN INSTITUTE
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Affiliated to Guru Gobind Singh Indraprastha University
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Career Progression as a Marketing
Graduate: Myths vs Reality**
By Mr. Baljit Singh
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Planning at Samsung (Samsung
Pay)| 7+ Years Experience across
various startups|

Faculty Coordinators
Dr. Lokesh Jindal 9312712354
Mrs. Riya Sharma 9911005049
Mrs. Shikha Sharma 9671419018
Mrs. Taranpreet Kaur 8860618315

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Report on Webinar

“Career opportunities in the field of Marketing and IPR: Myth vs Reality”

Date: October 27, 2020

Platform: Zoom Meeting

Link: <https://us02web.zoom.us/j/9097708196>

Organizing Committee:

Dr. Lokesh Jindal, Associate Professor, Department of Business Administration

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

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

Ms. Taranpreet Kaur, Assistant Professor, Department of Commerce

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”
– Joe Chernov

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit on October 27, 2020, MAIMS organized a Webinar on **Career opportunities in the field of Marketing and IPR Myth vs Reality**. The webinar had the humble presence of Prof. S.K. Garg (Director General, MAIMS), Prof. Ravi Kumar Gupta (Director, MAIMS), Prof. V.K. Khurana (HOD, Business Administration), Dr. Manju Gupta, (HOD, Department of Commerce, faculty members and students of BBA and B. Com Programme.

The speaker of the webinar Mr. Baljit Singh is an alumnus (2011-2013) of Department of Management, MAIT. He is working with American Express as Manager-PBS, Global Network Services, India and South-East Asia. Prior to this he was associated with Samsung India as Manager Product Planning (Samsung Pay) From April 2017 till March 2020. In total he has 7+ years of experience across start-ups and Forbes 500 companies in Emerging Payments, Contactless Payments, Strategic Alliances, App Monetization and Business Development.

The webinar started with the kind words of Prof. S.K. Garg who appreciated the theme of webinar and its relevance in the contemporary times. He expressed his keen interest to hear the speaker's reflection on career progression in marketing domain.

Mr. Baljeet Singh began his talk by apprising the students with the basic knowledge and elements that an aspiring marketing professional needs to work upon while starting a career in marketing domain. He discussed that people could have different reasons to join marketing profession. First, marketing



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career is one of the high paying careers. Secondly, He discussed that In India and globally, IPR as a career is very popular and that is one of the reasons many lawyers go for a specialization in intellectual property rights and practice in prosecuting patent law, IP litigations, copyrights, trademarks, etc. He highlighted that the relevance of this profession by explaining the importance of protecting intellectual property rights, and how a company can expand the value of their assets and increase future productivity by doing the same. Mr. Baljit Singh encouraged the students to work with start-ups, as it would lead to real experience & exposure, at the same time he also helped the students to clarify the doubts about the corporate world, and the skill set they should work upon to be a successful .

110 students from Department of Business Administration and Department of Commerce attended the session. 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 at great length. Mr. Baljeet Singh very patiently handled all the queries and doubts of students. With immense learnings as a takeaway, the organizing team promises a bigger version in years to come.



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The screenshot displays a Zoom meeting interface. The main window shows a participant named Mr. Baljit Singh, who is wearing a white turban and a blue checkered shirt. The interface includes a top bar with the Zoom logo and a 'Stop Recording' button. On the right side, there is a 'Participants' list showing 108 participants, including Mr. Baljit Singh, and a 'Zoom Group Chat' window. The chat window contains a message from Mr. Baljit Singh: 'I am not selected in top B school then how to fill that gap between me and someone who has been selected in top B school, so that I can also have good income scope.' Below the chat window, there is a 'Type message here...' input field. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 11:54 on 27-10-2020.

Participants (108)

- Find a participant
- Riya Sharma(Co-Host, M)
- MAIMS Delhi (Host)
- Navi Kumar Gupta(Co-Host)
- Dr Vijay Khanna(Co-Host)
- Mangla Gupta(Co-Host)
- Singh(Co-Host)
- MAIMS Delhi (Host)

Zoom Group Chat

Mr. Baljit Singh To Everyone

I am not selected in top B school then how to fill that gap between me and someone who has been selected in top B school, so that I can also have good income scope.

Hosts Only To Everyone

Good evening Sir,

Kindly let me know that is mba important with respect to experience and networking and business factors or not?

To: Everyone

Type message here...

Participants (99)

- Find a participant
- Riya Sharma(Co-Host, M)
- MAIMS Delhi (Host)
- Navi Kumar Gupta(Co-Host)
- Dr Vijay Khanna(Co-Host)
- Mangla Gupta(Co-Host)
- Singh(Co-Host)
- MAIMS Delhi (Host)

Zoom Group Chat

Tarun Dhillon To Everyone

thank you Sir,

Riya Gupta To Everyone

thank you sir

Dilesha Chauhan To Everyone

Thankyou sir,

To: Everyone

Type message here...

GROW-TREES

Mr. Baljit Singh
Honoured With
A Bountiful Tree
At Trees for Delhi, India

October 27, 2020

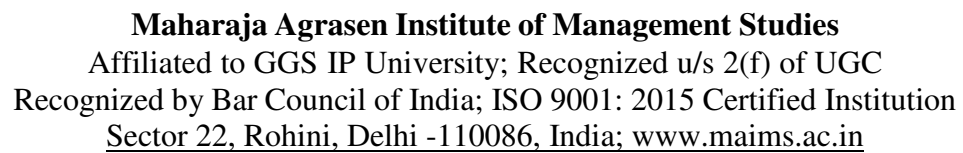
By Maharaja Agrasen Institute of Management Studies

Marketing Webinar

Thank you

MAIMS

Certificate No. 2247188



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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.



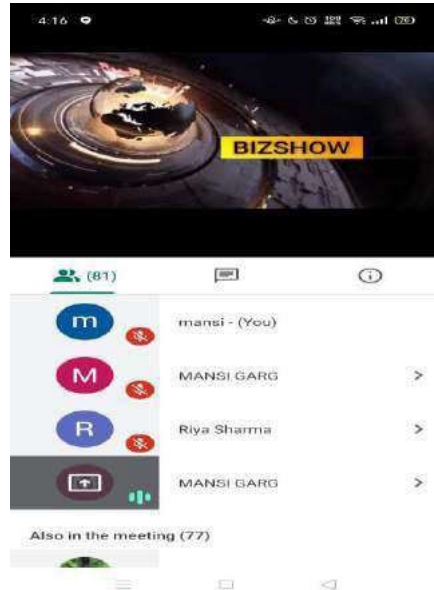
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Mr. Gundeep is a personality with immense knowledge about business. The name of the seminar ‘Hatch from Scratch’ is of his own making. According to him, the first step in the process of starting a business is an idea. The idea is the beginning of everything. 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 porter’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

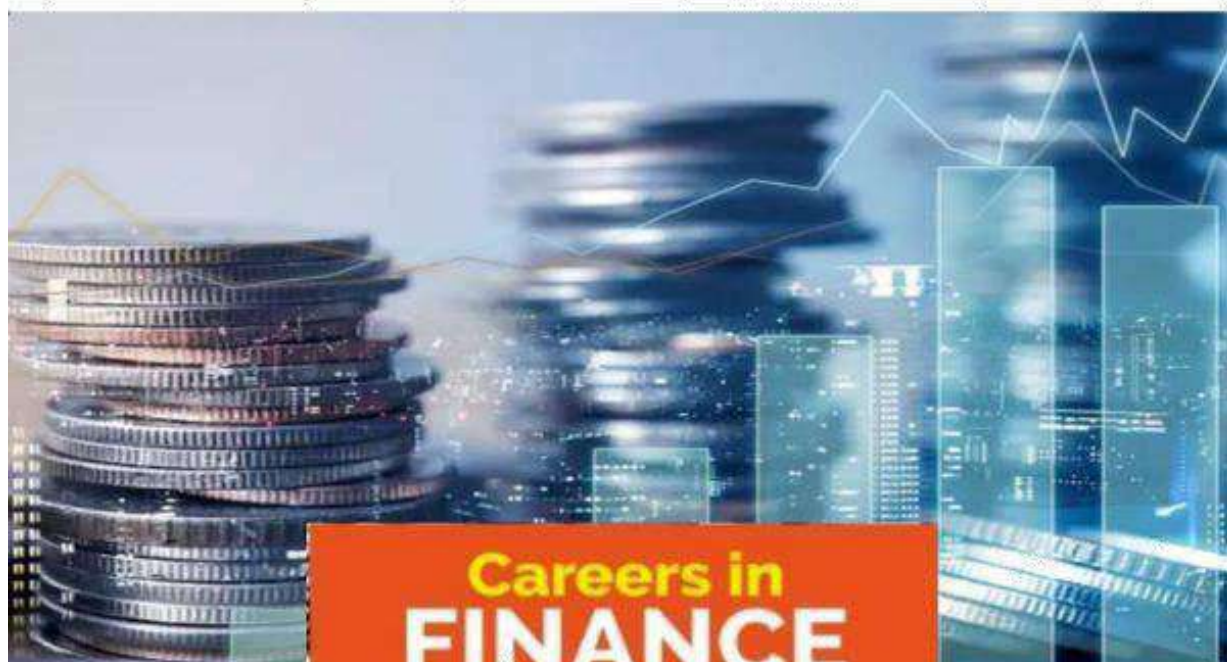
speaker was open to any and all question participants would like to ask about careers in finance and many students interacted well and solved their queries.

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.





In collaboration
with



Careers in **FINANCE**

A Webinar



Speaker
Alok Sharma
Head
Career Launcher FinSchool

 **September 13, 2020 (Sun.)**
 **16:30 hrs**
 **forms.gle/V6hwdGvWtEApoGee9**
 **Zoom Meeting**



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Report

Webinar on Hush and Hustle:

Hands-on Experience as a Financial Research Analyst (Saturday & Sunday), September 12 -13, 2020

Manthan – the literary society of Maharaja Agrasen Institute of Management Studies organized the first ever Literary Auction – **Hands-on Experience as a Financial Research Analyst**. The competition requires students to research, analyse and report on a company as if they are practicing analysts. Many teams from the different university around the state participate.

Each team researches a real company and recommends if it is a good organization in which to invest. It was a one-of-a-kind two-day event wherein participants were provided with a pre-decided budget to buy a catalog of authors, books and publishers.

Mission of the event

The aim is to develop the personality of the participants by organizing an event complimenting literature and finance. The competition requires participants to research, analyze and report on a company as if they are practicing analysts. Research is a key skill that must be taken under due consideration by every individual. This event aimed to help the participants to master their quizzing skills whilst learning the novel art of Researching and decision making. 40 participants have registered for the event.

The event was divided into 2 Rounds.

Round 1 (September 12th, 2020): General Literature Quiz: The Online Quiz consisted of 40 Questions revolving around Literature with a time limit of 10 minutes. The Quiz was organized through Google Forms. The top 8 participants advanced to the next round on the basis of their respective scores (in no order).

1. Sanshita Vij – SRCC, DU
2. Hemant Rastogi - UPES, Dehradun
3. Atharv Chaturvedi – Maharaja Agrasen Institute of Management Studies
4. Harshit Sachdeva – Hansraj, DU
5. Sanyam Jain – Maharaja Agrasen Institute of Management Studies
6. Vasu Gupta - Maharaja Agrasen Institute of Management Studies



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7. Shikhar Lohia – GMC, Bharatpur
8. Shreyansh Srivastava - Maharaja Agrasen Institute of Management Studies

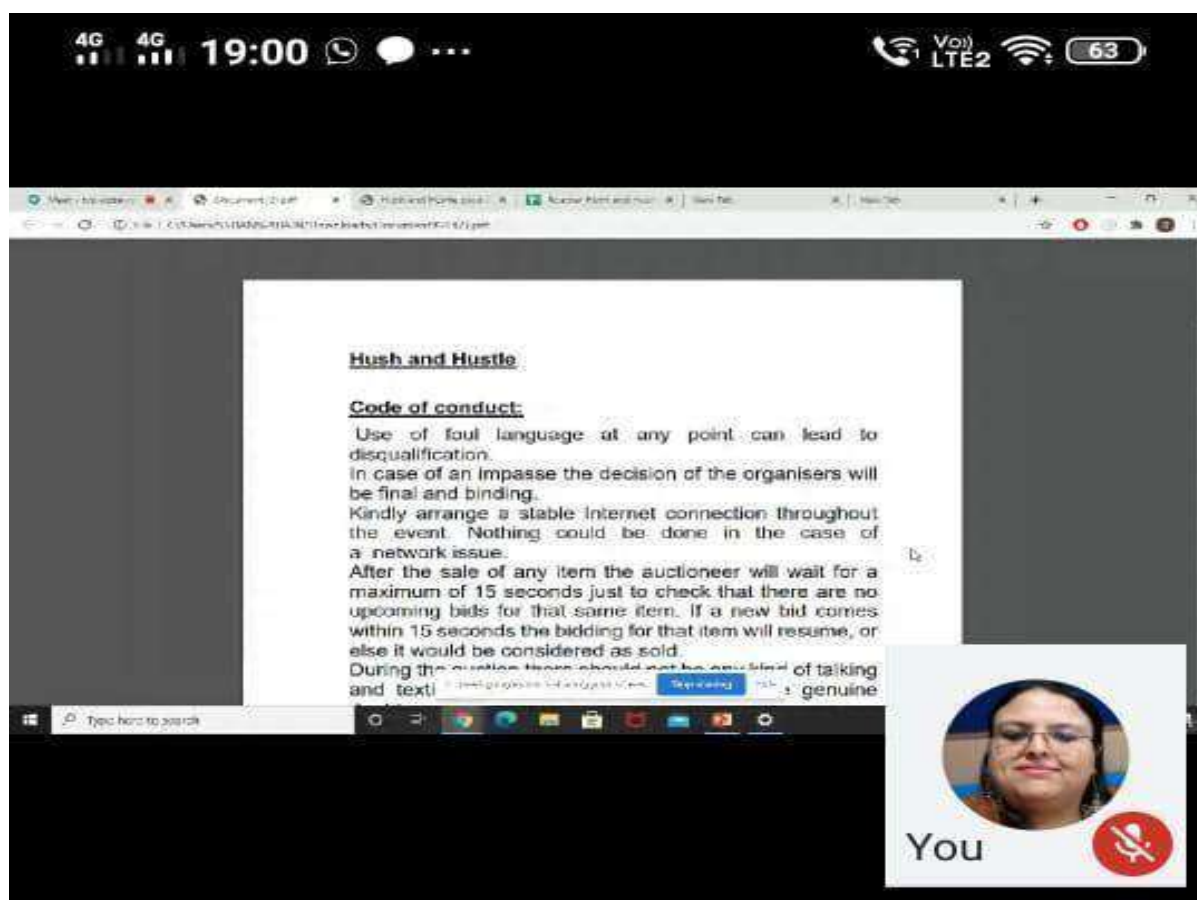
A training session was conducted for all the selected participants on Google meet. Mr. Shiven, a student of MAIMS, briefed about rules, regulations and code of conduct of bidding and how to bid. This training session was conducted to familiarize the participants with the rules of the auction, and to give them a brief training to understand and implement the skills required for auctioning. This was followed up by a Q/A session.

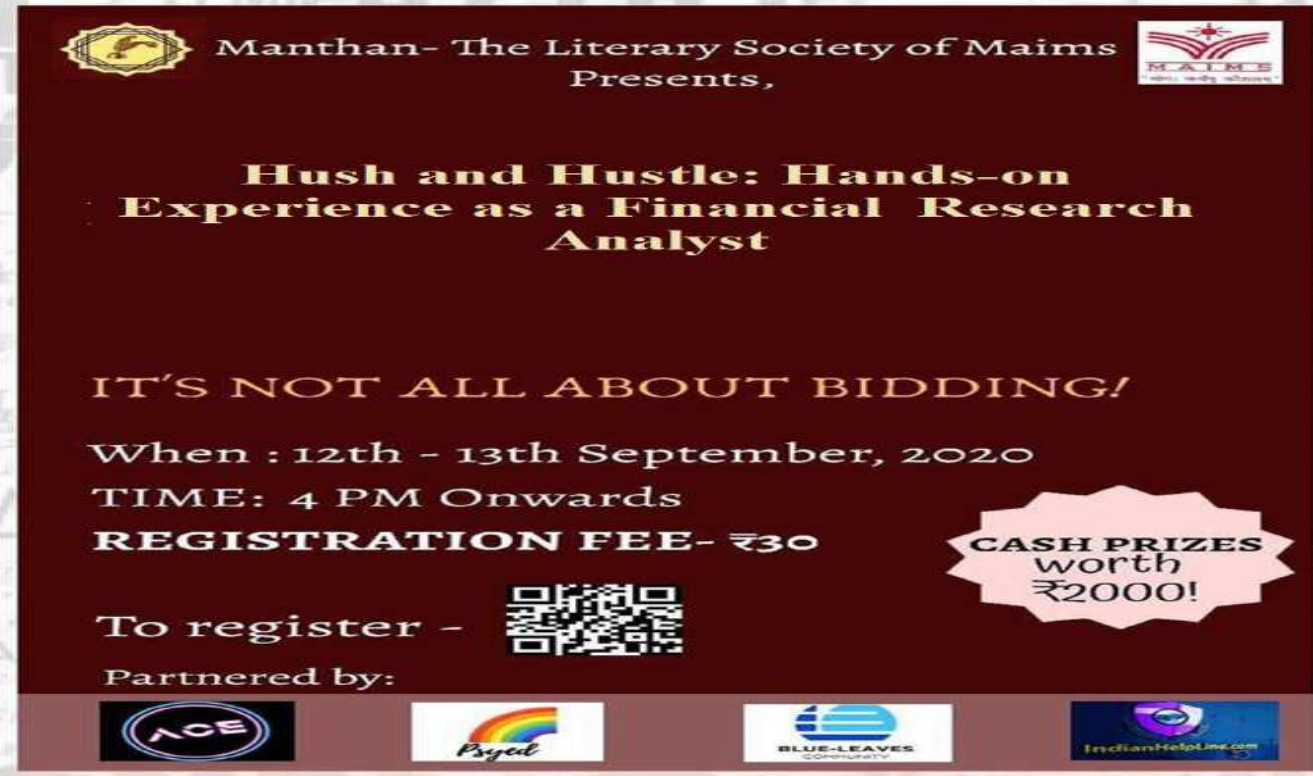
Round 2 (September 13th, 2020), Bidding Round: This will be the final round of the LitAuction, i.e., the bidding round. It will be conducted on September 13th, 2020 (Sunday) via WhatsApp. The whole event went in a very smooth and frictionless manner. All the participants who attended the event were provided with digital certificates.

The **Day 2 of Hush and Hustle** exhibited the zeal and enthusiasm of 8 shortlisted participants. The Auction started at 4pm on 13th September through WhatsApp where each participant was allotted a virtual budget of 100 crore to bid for novels. The auctioneer offered a total of 10 Authors, 10 publication houses and 75 novels for bidding to the participants. The auction was wonderfully executed with numerous opportunities for participants to learn the techniques of budgeting, decision making and quizzing. The coordinators also offered an additional budget of 5 crores twice during the auctioning process, based on the quickest response to surprise questions. The auction represented many twists and turns and continued for almost 3 hours.

Hush and Hustle, the first of its kind Literary Auction organized by MANTHAN, the Literary society of MAIMS marked participation from students from prestigious institutions like University of Delhi, UPES, GGSIPU etc.

Hemant Rastogi, UPES University, Dehradun won the title of the literary goat and was awarded a cash prize of ₹1300 followed by, Harshit Sachdeva, Hansraj College, Delhi University, who was awarded a cash prize of ₹700.





Manthan- The Literary Society of Maims Presents,

Hush and Hustle: Hands-on Experience as a Financial Research Analyst

IT'S NOT ALL ABOUT BIDDING!

When : 12th - 13th September, 2020
TIME: 4 PM Onwards
REGISTRATION FEE- ₹30

CASH PRIZES worth ₹2000!

To register - 

Partnered by:

Shiven- +91 75030 33313 @maimsmanthan Srijan- +91 96900 80333



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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.

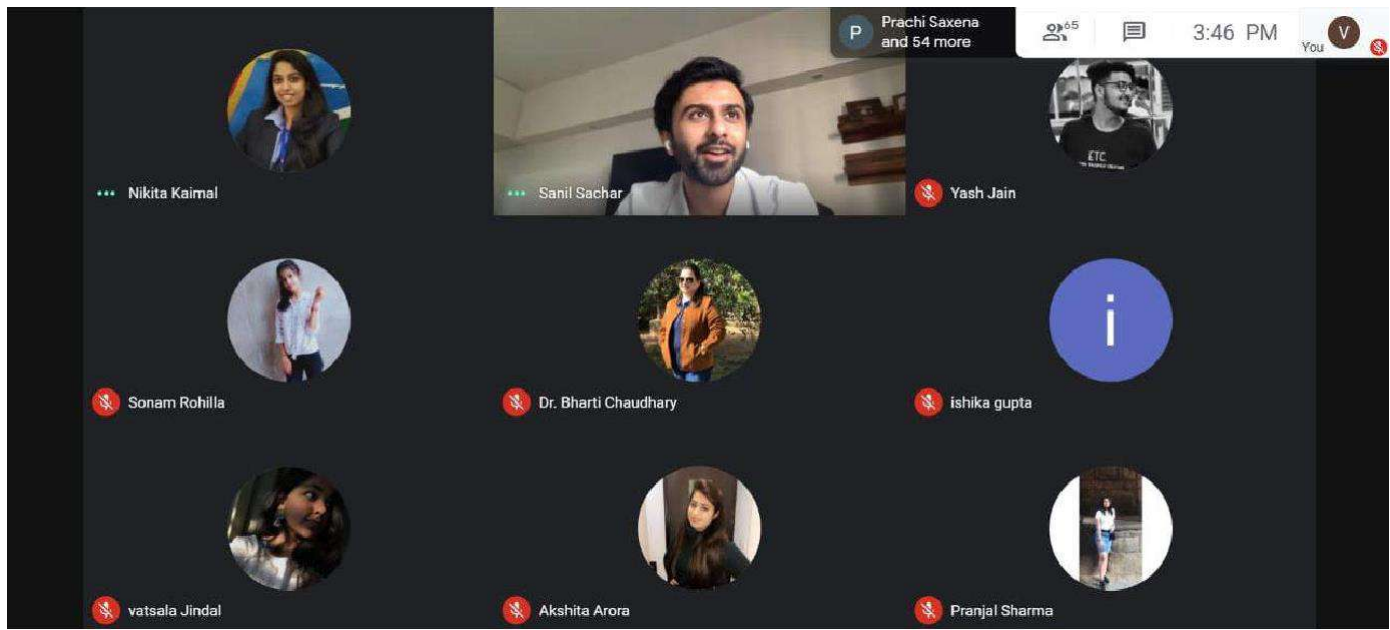
Then he talked about success being a mythical mountain that has no end to it. He also encouraged everyone to try and conquer small milestones, calling success as a whole a glorified term. On being asked about how important it is for a writer to read, Mr. Sachar said that only 10-15% of how much

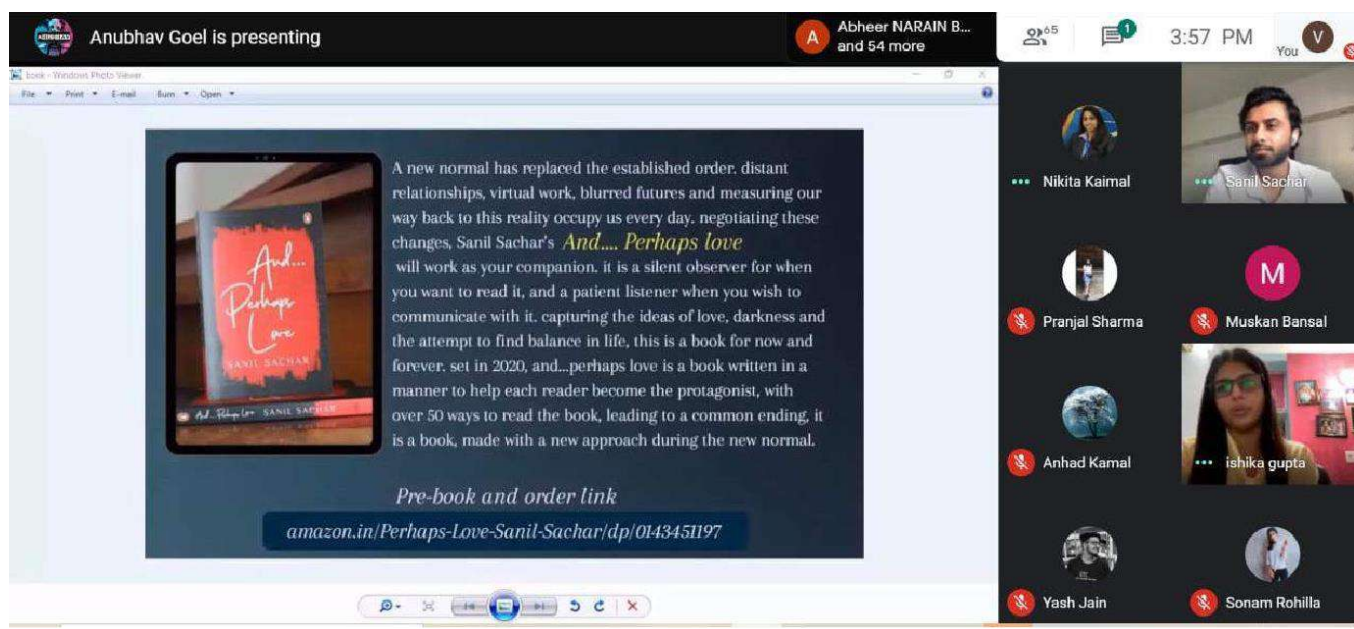
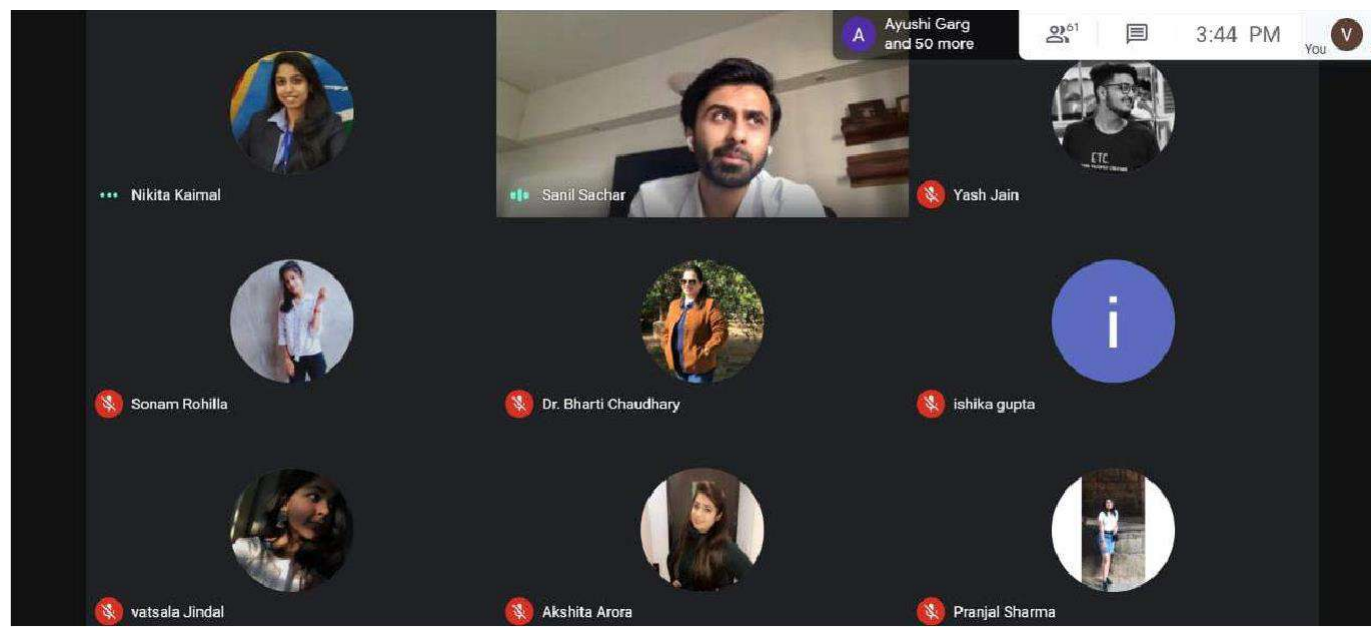
you write is what you should read, that too in order to get to know about different styles of writing. He also discussed about how reading a book backwards can help in reading faster. He then talked about his upcoming novel “And... Perhaps love” and his company TruSox.

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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COMPACT

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)
&
**COMPACT'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)

ANHAD: 97608 81636
(VICE PRESIDENT)

Student Outreach
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- How to become a successful entrepreneur.
- What were some of the challenges he faced.
- How creative fields offer vast opportunities for youngsters.

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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.

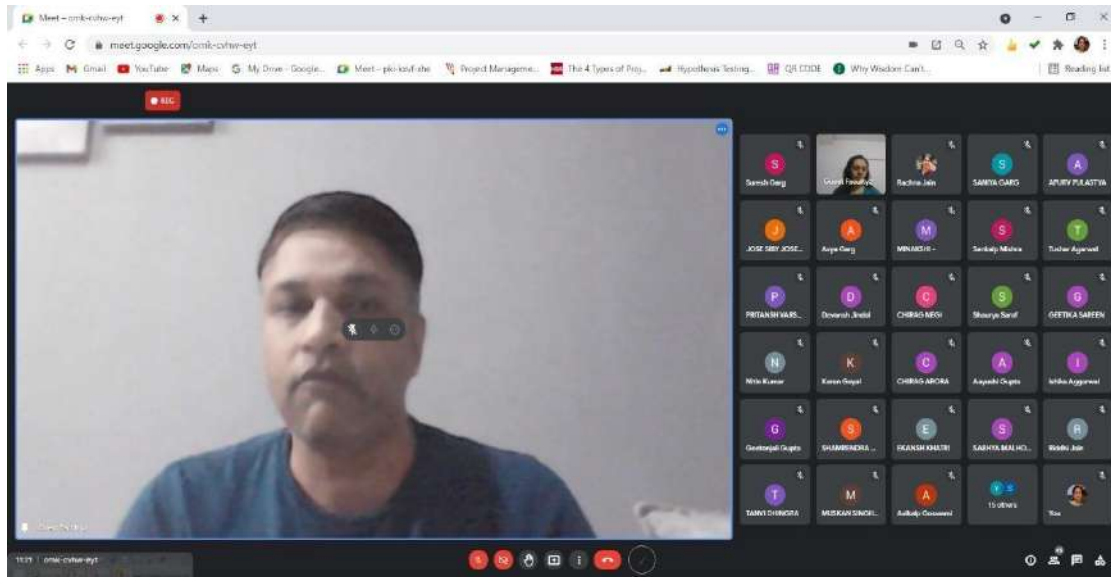
The eminent speaker of the webinar; Dr. Sanjeev Gupta, M.COM and LLB from Delhi University completed his Ph.D. from MD University, Rohtak, on his thesis, titled, "Corporate Frauds in India- Nature, Consequences and Regulations". He became an associate member of the Institute of Company Secretaries of 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.

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.







The screenshot shows a Zoom meeting interface. At the top, there's a header bar with the Zoom logo and a list of participants: skgarg, Charu Mohla, and Dr. Vijay Kr Khurana. Below the header, there's a video feed of a participant, Dr. Sanjeev Gupta. The main content area displays a slide titled "Ingredients of Fraud" in a green box. The slide features a diagram of a triangle with three red pushpins at its vertices. The vertices are labeled "Opportunity", "Motivation", and "Rationalization". The word "Fraud Triangle" is written in red inside the triangle. On the right side of the screen, there's a "Participants (51)" list with a search bar and a list of names, including MAIMS Delhi IN (Host: me), Dr. Sanjeev Gupta (Co-host), Charu Mohla (Co-host), Sanjay Mangla (Co-host), skgarg (Co-host), Aarushi Agarwal, anu goyal, Bharat Banga, Dilsha Geel, Dr. Goyal, Dr. Rachna Jain, Dr. Vijay Kr Khurana, Dr. Nishi Chaudhry, and Dr. Bharti Chaudhary. At the bottom of the screen, there's a "Recording" status bar showing "LIVE" and "on Custom Line Streaming Service".



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THREE DAYS WORKSHOP

on

Entrepreneurship as a Pathway to Make India Self-Reliant

on

9th, 16th and 17th August, 2020

Organized by

Maharaja Agrasen Institute of Management Studies (MAIMS)

Jointly with

Kautilya International Foundation,

Maharaja Agrasen Institute of Technology (MAIT) and

Maharaja Agrasen University, H.P.

The pandemic of Covid-19, has given rise to many problems, that requires new policy formulation and effective implementation. Eminent researcher, thinkers and economists have identified an efficient strategy for economic development in the face of entrepreneurship development. With the aim of acquisition and dissemination of knowledge regarding the concept of entrepreneurship Kautilya International Foundation, Maharaja Agrasen Institute of Technology (MAIT) and Maharaja Agrasen Institute of Management Studies (MAIMS) in association with Maharaja Agrasen University, H.P. jointly organised Three days workshop on ***“Entrepreneurship as a Pathway to Make India Self-Reliant”*** on 9th, 16th and 17th August 2020. The Workshop intends to bring together eminent personalities from academia and corporate to put forward their thoughts on the topic. The event was attended by 490 participants including 106 students of MAIMS. The Inaugural session of workshop on 9th August 2020 was enthusiastically attended by eminent personalities. Professor (Dr.) S. K Garg, Director General, MAIMS delivered the welcome address and stressed upon the fact that mere planning is not sufficient rather government should focus on better implementation of such policies. Professor Garg also mentioned the importance of development of industry in rural areas too to stop migration of labour. Professor (Dr.) Neelam Sharma, Director MAIT addressed the participants and mentioned the importance of 5 pillars of growth namely, Economy, Infrastructure, System, Vibrant Democracy and Demand & Supply chain.

Mr. Ajit Tiwari, Founder Director of Kautilya International Foundation welcomed all the dignitaries and gave a brief introduction of Kautilya International Foundation, its vision and



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philosophy. Mr. Tiwari also focussed on the importance of entrepreneurship and the thought process behind materialising this workshop. Ms. Aastha Bhardwaj, Chief Executive, Kautilya International Foundation presented the theme of the workshop and shared her thoughts on the topic. Ms. Bhardwaj enlightened the participants about the concept of socio- cultural entrepreneurship and mentioned wonderful examples of Dev Deepawali in Banaras and other similar initiatives followed in other parts of the country.

Chief guest for the workshop, Dr. Anil Sahasrabuddhe, Chairman, All India Council for Technical Education (AICTE) delivered an inspirational and thought-provoking lecture and enlightened the participants about various initiatives of MHRD under the guiding principles of New Education Policy. Dr. Sahasrabuddhe laid emphasis on the adaptation, adoption, implementation and sharing of the Indian Indigenous Model for holistic growth. Sir mentioned the importance of blended learning and skill development right from the schoolingsystem by using joyful and experiential learning. Sir shared a wonderful thought of sensitizing students towards rural areas and workers to inculcate the feeling of equity, respect and dignity towards labour. In his thought provoking session sir stressed upon the following points to develop entrepreneurial structure in India:

Dr. Nand Kishore Garg, Chairman, Kautilya International Federation; Founder & Chief Advisor, Maharaja Agrasen Technical Education Society (MATES); and Chancellor, Maharaja Agrasen University, H.P motivated all the participants in his presidential address and conveyed his gratitude towards the chief guest and other dignitaries. Dr. Garg presented his views on the Kautilya's ideology and its relevance in today's scenario. Sir focussed on the importance of imparting quality education in students that will make them job creators and not job seekers. Professor (Dr) Ravi Kumar Gupta, Director, MAIMS delivered the vote of thanks and expressed his heartfelt gratitude towards all the eminent personalities and participants.

The first session of the workshop titled "Entrepreneurship in Indian thought process" stated with the insights from Indian history presented by Mr. Ajit Tiwari, Founder Director, KIF. The key speaker for the session Professor (Dr) P. Kanagasabapathi, Renowned economist, Author of the famous book, "Indian model of economy, business and management"; Member, DGCA and; Member, ICSSR mentioned India's glorious history of being self- reliant and advocated the deep rooted entrepreneurial tendency in Indians waiting to be nurtured and

flourished. Prof. Kanagasabapathi mentioned the rich business legacy prevalent in India and the capacity and capability of Indians in making India Self Reliant even today by quoting examples of Diamond business in Surat and the four-month development and transformation of being exports of PPE kits for healthcare workers from being imports of the same four months back.

The second session of day-1 titled “Entrepreneurship Society” started with an interaction between key speaker Mr. Tulsi Tawari, Author- Global economics & ShubhLabh and D. Balasubramaniam (Financial Strategist, Active in India & Phillipines). Mr. Tulsi elaborated on the pivotal role of entrepreneurs as pioneering entrepreneurs and knowledge entrepreneurs.

Dr. Amit Kumar Dwivedi, Associate Professor, EDII, Ahmedabad initiated his address by throwing light on education system and ideology followed in the past. Dr. Dwivedi shared some facts about downfall in the India’s contribution towards world’s GDP and elaborated on the reasons for the such downfall. Dr. Nisha Jindal proposed the vote of thanks and expressed gratitude towards all the eminent speakers and the participants. Day 1 of workshop ended with enlightenment and zeal in the minds of the participants.

Dr. Amit Kumar Dwivedi started his speech with a thought that this is the best time to empower and develop ourselves due to the spread of COVID-19 and implementation of lockdown almost all over the world. He told everyone that he will be discussing some research findings, historical aspects of family business and what can be done in the field of succession in a family business.

Sh. Suriyemani Singh explained the Self-Reliance concept as mentioned by Prime Minister Modi was mentioned by the speaker. Unless until individuals become self-reliant. The concept of Self-Reliance starts from the individual. Therefore, unless the mindset of entrepreneurship is installed in the individual the pathway of Self-Reliance will not be achievable. Mr. Prashant Kumar Sinha took over from here, he started by talking about innovation, which he further explained to be a very complicated attempt with uncertainties, where diverse economic and social factors are complexly related, and its outcome is impossible to predict. Prof. S.K. Bhatt gave wonderful information about the business incubators, Ms. Sakshi Gupta welcomed Prof. S.K. Bhatt. Prof. S.K. Bhatt started by thanking everyone and especially Mr. Tiwari for inviting him. He said that the entrepreneurs should know that which type of project they have to choose so he talked about the various types of project namely industrial project which includes micro and small-scale units,

medium-scale units and large units, service-oriented projects, tourism-related projects, and so on.

The next speaker was Mr. Neeraj Kumar who explained that the government's initiative of self-reliant India is not beneficial just for the citizens but is very important for the economy of the country as a whole. “The entrepreneur's main problem is finances,” said the speaker. Ms. Sakshi Gupta, the host of the day, thanked our last speaker of the session saying “Being an entrepreneur, male or female, in any part of the world is always a challenge.

On third day, the first speaker was Mr. Tulsi Tiwari. He discussed about the notion and concept of money and how it is affecting our lives in a very big way. Then shortage of capital into the country and how it gives rise to foreign direct investment.

The next speaker, Mr. Bala then started presenting his ideas. He said that we have technology which is innovative and we use it to create monopolies. We need to start spending more on advertising because we're trying to use technology to cut down other required overheads like mechanization. At the same time, we do automation saying that it controls cost but then we increase expenditure on marketing by capturing the market.

Mr. Raja rejoined the conversation and continued by taking a point raised by the previous speaker. He talked about the technology landscape over the last few years, where it hasn't shown much change except among the technocrats and people who use it on large scale. The perception has been that technology aids the concentration of economic power and said technology is capital intensive and costly and therefore is in the hands of the owners of capital. And if this leads to concentration of economic power, then it will also lead to all the ills mentioned earlier by Mr. Tulsi namely manipulation, speculation, parasitic destruction, wealth destruction and what we see today is a sort of cannibalistic culture. Ms. Sakshi Gupta invited Ms. Usha Nair to give the concluding remarks on final session of Day 2 of three-day workshop. She expressed her big thanks to all respected speakers.

The third day of the Workshop on “Entrepreneurship as a Pathway to Make India Self- Reliant” equally enlightening and offered a highly learning and interactive experience to the participants. The day started with an introductory session by Dr. Rudresh Pandey, National Co Convenor, KIF & professor, ABES, Ghaziabad. Dr. Pandey emphasized on the role of Indian traditional knowledge in developing Entrepreneurial skill in Indians. Dr. Pandey elaborated the embedded

psychology of Cycle of Creation, Cycle of Preservation, Cycle of Destruction represented by Brahma, Vishnu and Shiva respectively.

The key note speaker, Dr. Jayaseelan Ganesan, Consultant, Entrepreneurship Development services (EDSER), IIM Calcutta enlightened participants on two major topics of first- generation entrepreneurs and the support system needed by them. Dr. Ganesan elaborated on the problems faced by first generation entrepreneurs including infrastructural issues, financial issues, information issues etc and the related support services required.

Mr. Ramesh Kumar Barpa, Assistant Professor, SSCBS, University of Delhi, mentioned the Five Pillars of Atmanirbhar Bharat as Economy, Infra, System, Vibrant demography and Demand. Mr. Ramesh focussed on the importance of Business opportunity identification and knowing yourself, your natural environment, communal environment and identifying a match between your knowledge and opportunity.

Dr. Radhakrishnan Pillai, Professor, University of Mumbai delivered a wonderful and thought provoking session on four formulas of Chanakya to be a good leader. Mr. Ramesh Aggarwal, Founder, Aggarwal Packers and Movers Ltd (APML) shared his experience of being an entrepreneur in the most humbled manner. Mr. Aggarwal mentioned four major pillars to be a successful entrepreneur.

Prof S. K Garg, Director General, MAIMS delivered the welcome address for the valedictory session and mentioned the importance of favourable national education policy and emphasis on child hood learning in the native language, and focus on skill development as an important part of higher education. Sir emphasized that effective implementation of such policies will provide the better utilization of human resources for the growth of the nation. Prof. S.S. Deswal, Dean Academics, MAIT presented the vote of thanks for the event. Prof. Deswal, expressed his gratitude towards participants and organizing team for the successful completion of the workshop. Mr. Ajit Tiwari, Founder Director, KIF also expressed his gratitude towards everyone. The workshop offered an unequalled learning experience for the participants and faculty. The event concluded on a high note and enthusiasm.





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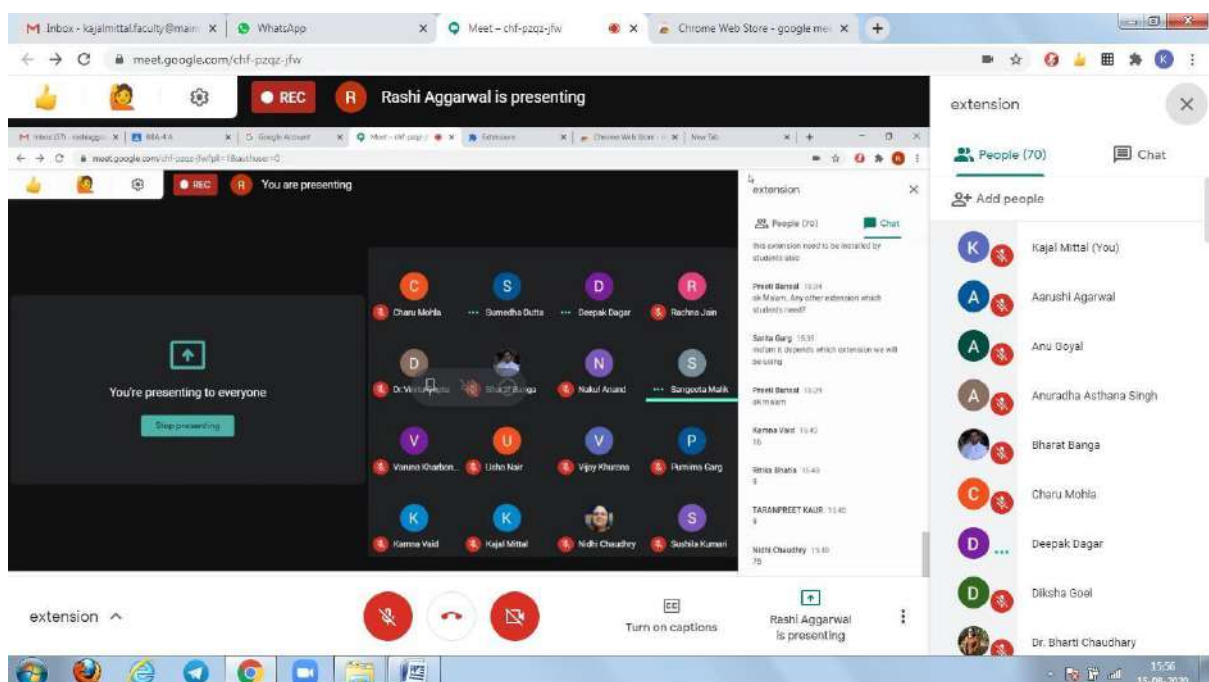
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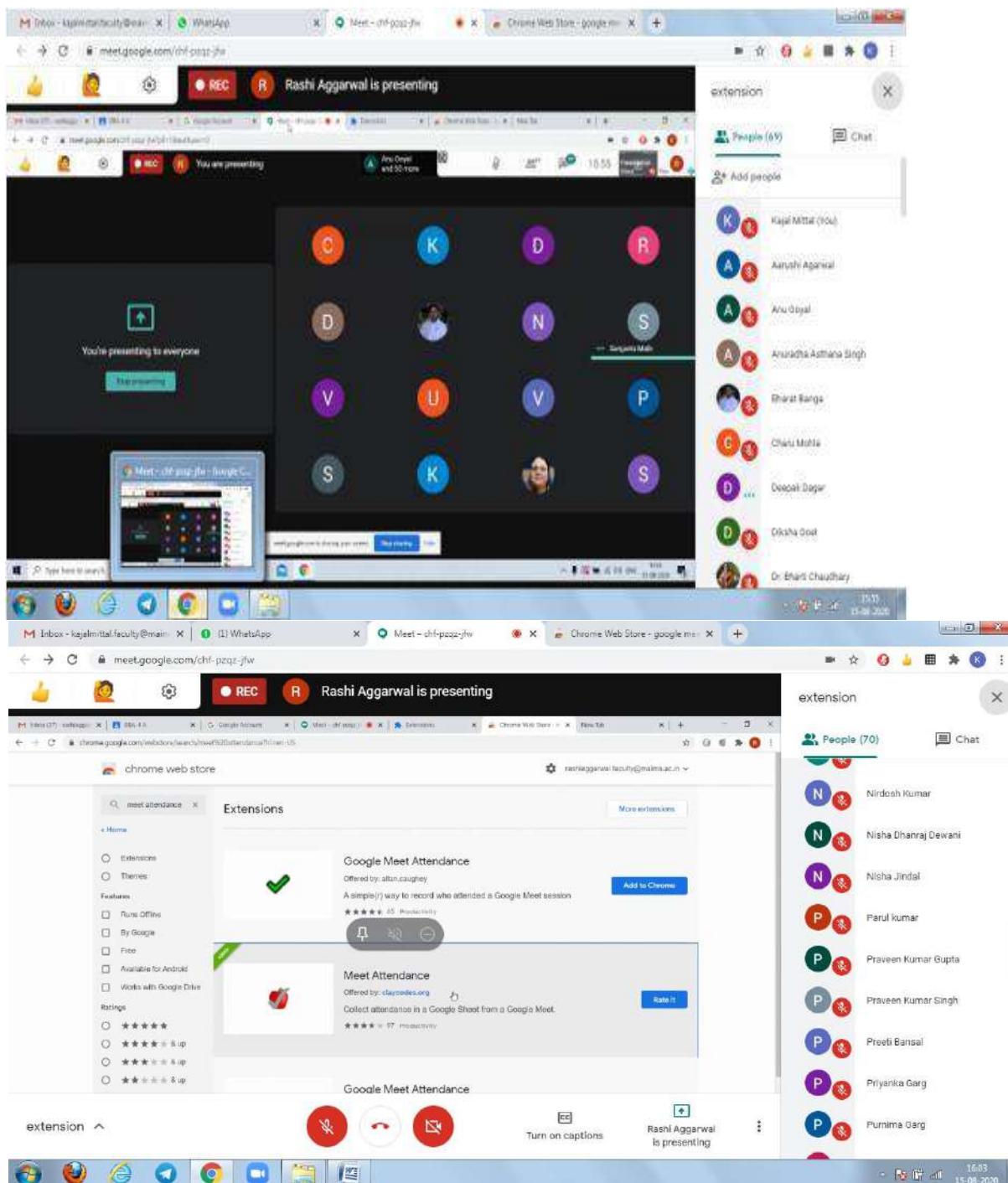
Report

Workshop on Google Tools for Online Teaching and Research

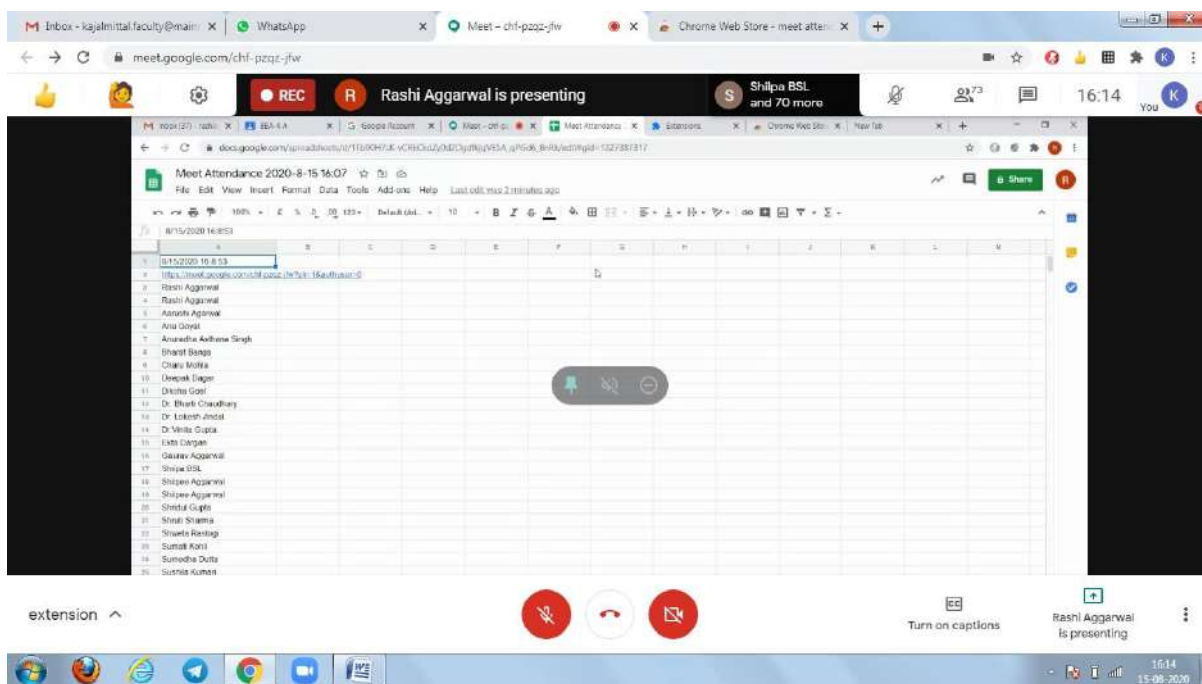
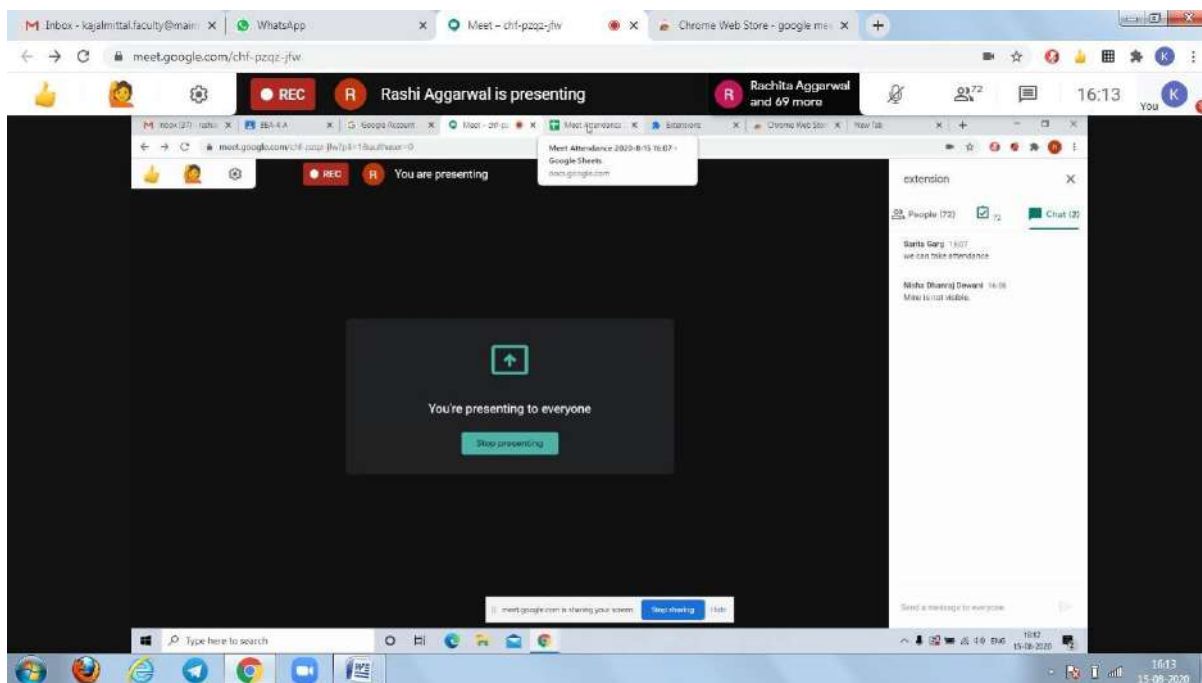
August- 8-15, 2020

As per Notice (Ref. No. GGSIPU/DAA/2020/2893 dated 24 July 2020) by Guru Gobind Singh Indraprastha University, all Affiliated Colleges/Institutes are required to make appropriate arrangement for commencement of online classes for Academic Session 2020-21 from 20 August 2020. In this light, a one-week online Workshop on “**Google Tools for Online Teaching and Research**”, was organized by Maharaja Agrasen Institute of Management Studies from 8-15 August, 2020 for the Management and Faculty members of the Institute. Prof. S KGarg, DG, MAIMS set the motion for deliberations by highlighting the importance of the online teaching-learning ecosystem, especially during the forthcoming semester due to the prevailing Govt. Policy for Higher Education Institutes. The Resource Persons cum Faculty coordinators for the workshop are Prof. Lokesh Jindal, Associate Professor, MAIMS, Ms. Sarita Garg, Assistant Professor, MAIMS, Ms. Rashi Aggarwal, Assistant Professor, MAIMS and Ms. Kajal Mittal, Assistant Professor, MAIMS. Prof. Lokesh Jindal, delivered an enriching and interactive session with live hands-on experience on **Google Classroom** and answering all the questions of the participants. Ms. Rashi Aggarwal delivered an enriching session on **Google Meet**. Ms. Sarita Garg delivered a session on **Chrome Extensions** to be used for Smooth conduct of classes. Prof. Ravi Kumar Gupta, Director, MAIMS thanked the Resource Person and the participants and also discussed how we should shift from VUCA 1 to VUCA 2 in the long run. All the participants acknowledged the enhancement in their learning due to the effective and efficient workshop. The participants were **70** faculty members.





The screenshot displays a Google Meet interface. The main window shows a grid of participants, each represented by a colored circle with a letter. The top bar indicates 'Rashi Aggarwal is presenting'. The right sidebar shows a list of participants, including Kajal Mittal, Anushi Aggarwal, Anu Goyal, Anuradha Adhana Singh, Bharat Banga, Chaiti Mohla, Deepak Dagar, Diksha Goel, and Dr. Bharti Chaudhary. The bottom of the screen shows a taskbar with various application icons and a system clock indicating 16:03 on 15-08-2020.





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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.

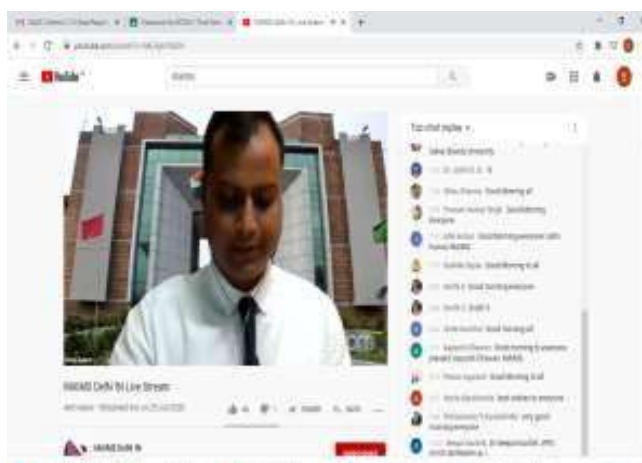
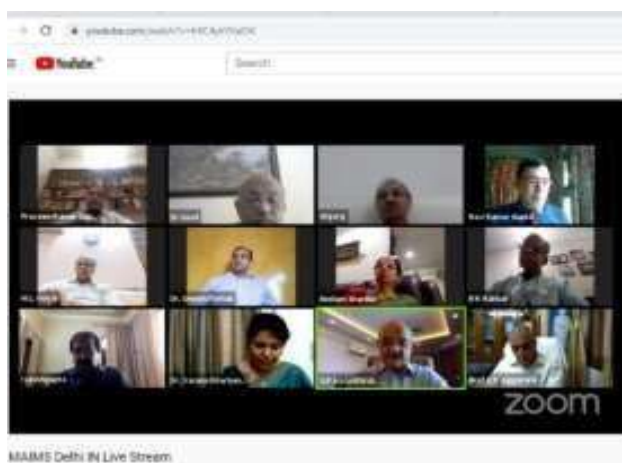
The Conference had two technical sessions where the first session was chaired by Dr. Mohd

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.





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.

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

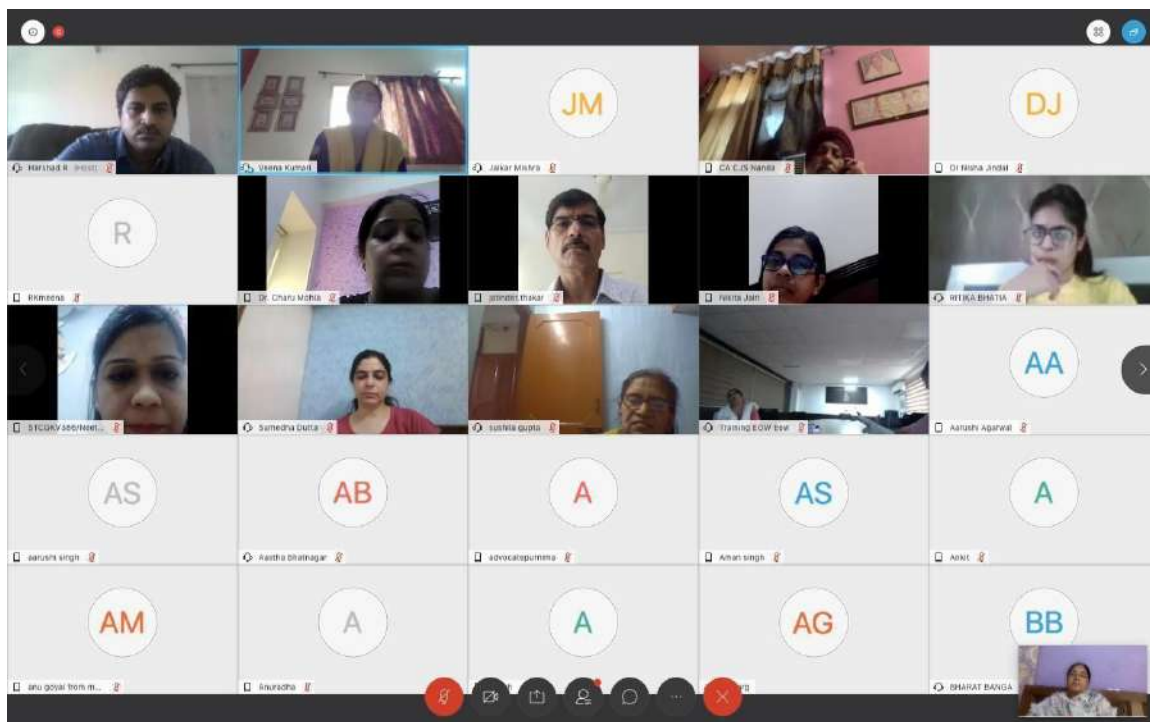
pay, shop and save our money. Our lives are so much easier now. With advancements in technology, cyber-attack methods and tools have also changed from traditional vectors like malicious software and vulnerabilities to more ingenious scams that can be deployed from unexpected regions of the world. He 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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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 start-ups, 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.



Esha Gulati



Saurabh Trivedi

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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



Esha Gulati



Saurabh Trivedi

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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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ILLUMINATE: THE LEARNING HUB
OF MAHARAJA AGRASEN
INSTITUTE OF MANAGEMENT
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.

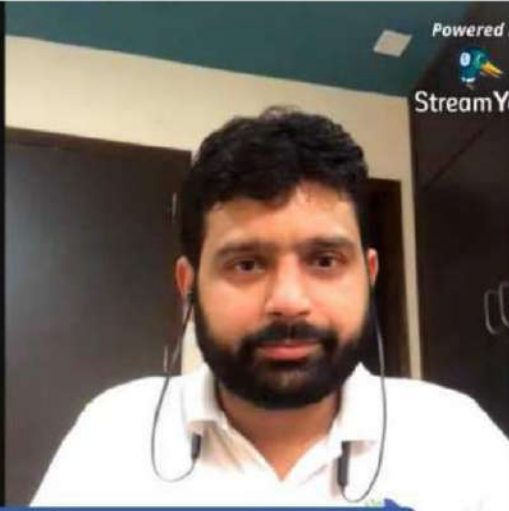
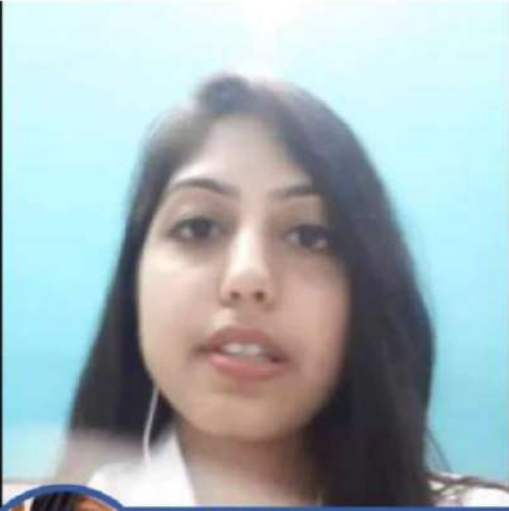


Esha Gulati



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

FDP on Making Higher Education Value Based, Innovative & Research Oriented for Resurgence June-24 – 30, 2020

Maharaja Agrasen Institute of Management Studies under the aegis of its visionary, generous and most distinguished Management and with participation of more than 650 people from different quarters of India and worldwide has successfully organized the seven days long e-faculty development program on "Making Higher Education Value Based, Innovative and Research Oriented for Resurgence". The entire program was spread over 15 sessions including inaugural, 13 technical and valedictory session.

The purpose of the faculty development program has been to enable the participants to augment their teaching and research skills to meet the changing dynamics of the academic world. The program was designed to facilitate participants to supplement their traditional “chalk and talk” method of teachings with modern and innovative tools for interactive learning.

On 24 June, 2020 the inaugural session of the e-FDP began with the best wishes and blessings of Sh. Nand Kishore Garg Ji, Founder & Chief Advisor-MATES, Chancellor- Maharaja Agrasen University and in the benign presence of Prof. (Dr.) Ajay Kumar Singh, Vice Chancellor, Sri Sri University, Cuttack, Odisha, Sh. S. P. Aggarwal, IAS, Executive Chairman, MATES, Prof. S. K. Garg, Director General MAIMS, Prof. G.P Govil, Advisor MATES, Prof. (Dr.) Ing Swati Chandna Professor, Heidelberg, Germany, Prof. (Dr.) Neena Sinha, Dean, USMS, GGSIP University, Delhi and Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS.

The session started with the welcome address delivered by Prof. (Dr.) S.K. Garg, Director General, MAIMS wherein he categorically praised the faculty and students of MAIMS for their spontaneous response to the challenges posed by sudden outbreak of Covid 19 pandemic by swiftly conducting online classes. The welcome address was followed by FDP theme address delivered by Dr. Sanjay Mangla.



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In additional remarks, Prof. (Dr.) Govil, Advisor MATES, discussed about the nuances of the Education 4.0 and strongly stressed upon the shift in the role of teachers from educators to facilitators. In additional remarks, Prof. (Dr.) Neelam Sharma, Director MAIT, highlighting the fact that online education is going to supplement the traditional education system, insisted upon the indispensable need of robust training of educators in understanding the dynamics, modes and tools of imparting e-education.

In special remarks, Prof. (Dr.) N.K. Kakkar, Advisor, MAU, eloquently expressed the relevance of motivation, compassion, fostering creative thinking amongst students, social responsibility and happiness in order to make higher education system truly valued based. Sir, urged the participants to draw inspiration from our rich, diverse and advanced religious scriptures and vedas for incorporating ethical values in present day education.

Our guests of Honor, Prof. (Dr.) Ing Swati Chandna Professor, Heidelberg, Germany, elaborately discussed the current state, structures, challenges and initiatives offered of the Indian Government Higher Education System in India. She gave an insightful and thought provoking comparative overview of Indian and European higher education system to enable the participants to appreciate the weaknesses and strengths, opportunities and challenges posed by each system.

Prof. (Dr.) Neena Sinha, Dean, USMS, GGSIP University, Delhi admirably drew the attention of the audience to the glaring issues of fake journals and plagiarism in the research domain which needs to be tackled effectively. She emphasized upon need of collaborative and interdisciplinary research to augment the level of research in India.

Our Chief Guest of the day Prof. (Dr.) Ajay Kumar Singh, Vice Chancellor, Sri Sri University, Cuttack, Odisha, graced the occasion with his presence and enlightened the participants with the words of wisdom on the subject. He primarily focused upon the necessity of infusion of practical knowledge with theoretical knowledge component in designing of any course curriculum to enhance the practical utility of education. He encouraged problem solving techniques of teaching. He beautifully articulated the mantra of "Learn. Unlearn and Relearn", for inspiring the teaching fraternity towards mental openness and enthusiastic approach to learn new technologies and methods of teaching.



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Dr. Ishwar Mittal, Assistant Professor, IMSAR, MDU, Rohtak, Haryana was the resource person for the first session on the most grueling subject i.e. "Financial Literacy & Awareness for Professionals". Mr. Mittal through highly informative presentation explained the need of financial awareness in the era of highly complex financial products being offered by different players in the market each day. He also deliberated upon the signs and implications of bad financial management, necessity of financial planning and the pathway to financial freedom. He briefly discussed various relevant practical concepts such as Inflation, Savings, Investments and Insurance; demystifying various myths associated with their terminologies. He also shared with the participants with quick mathematical computations for the purpose of calculating the present and future value of their investments. The session successfully contributed in enabling the participants to appreciate the need of financial awareness to effectively manage their financial affairs, investment decision making, asset accumulation and financial security.

Prof. (Dr.) Vijay Kr. Khurana, was the resource person for the second session of the day on the topic "Ranking and Accreditation of Higher Education Institutions". He explained the purpose, role, significance and need of ranking and accreditation of higher education institution in order to achieve the objective of Quality Education. Useful information regarding various ranking and accrediting agencies was shared with the participants. Through an exhaustive presentation a broad overview about NAAC, its application procedure and the different qualitative and quantitative criteria required to get NAAC accreditation were dealt with by the speaker.

The valedictory session saw the presence of many distinguished dignitaries. The Presiding Chair, Dr. Nand Kishore Garg, Founder and Chief Advisor, Maharaja Agrasen Technical Education Society and Chancellor, Maharaja Agrasen University, H.P. graced the occasion with his benign presence along with our Chief guest of the day Prof. (Dr.) Ashok Diwakar, Vice Chancellor, Starex University, Gurugram, Guest of Honour Dr. Rajesh Gulia, General Manager, Food Corporation of India, Shimla, Guest of Honour Prof. (Dr.) Amar Pal Singh, Dean, USLLS, GGSIPU.

Other luminaries namely Prof. (Dr.) S.S. Deswal, Dean-Academics, MAIT, Prof. (Dr.)



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Muneesh Kumar, Director, Advisor, MATES, Prof. (Dr.) S.K. Garg, Director General, MAIMS; Prof.(Dr.)VijayKumar Khurana, Secretary, IQAC, MAIMS, and Prof. Ravi Kumar Gupta, Director, MAIMS were also present.

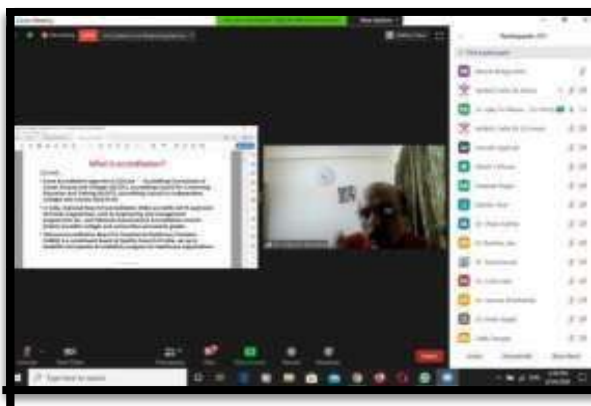
The session began with an introductory note to the august gathering, presented by Ms. Sumedha Dutta. The note included a brief introduction on the topic of FDP and its relevance in the current pandemic situation. Hon'ble. Prof. Dr.S.K. Garg welcomed all eminent guests and participants. He drew attention to the big transformation that the teaching learning process will go post covid situation. He also brought to light the emergence of concept of flipped classroom model, where teaching pedagogy focuses on higher levels of cognitive learning. The welcome address was followed by brief report of the E-FDP presented by the convener Dr. Sanjay Mangla. He presented a brief account of all 13 technical as well as the inaugural session of the FDP.

Prof. Dr. Vijay Kumar Khurana furthered the discussion, by stating that apart from passing the knowledge of research and software to students, it is important to improve the teaching methodology. He highlighted that mentoring plays an important role in holistic development of students. Prof S.S. Deswal stressed on the inculcation of values in higher education and it demands attention of the educators. He stated that importance of students' engagement in the teaching learning process should be well acknowledged. Prof.(Dr) Muneesh Kumar highlighted the fact that "Values are better caught than taught". Value based education provides a teaching environment in which learners experience those positive universal values. He stated the core positive universal values include honesty, tolerance, love and justice. It can be done by giving examples and rewarding those students who display these values in their actions. He added that Indian academicians are very versatile and change very quickly to adopt the "New Normal". Leveraging technology to improve the quality of education is the need of the hour at the individual level and in the institutional setting. He also focused on research-oriented practices that emphasize experiential and inquiry-based learning.

Dr. Rajesh Gulia outlined the fact that education should be more value based than technical. If one remains connected to his mother earth and language, education will be more innovative and research oriented. He also explained the importance of SWOT analysis for each individual which helps in encashing all opportunities surrounding him. He also talked about how FCI went through innovations in order to supply food grains across the nation during this period of pandemic.

Prof. (Dr.) Amar Pal Singh talked about the pertinent issues including crisis, teachers and values which go together. Crisis is a part of human life and definitely leads to a better human mind. He made a comparison between Artificial Intelligence and Human Intelligence. The latter carries the element of wisdom and sentiments.

Dr. Nand Kishore Garg talked about an Indian oriented education system so that students remain attached with their country and its traditions. Resurgent Indians with committed teachers is the need of time as rightly pointed out by Mr Garg. Towards the end, vote of thanks was given by Prof. Ravi Kumar Gupta and the session was well received by one and all.



Criterion 1

Criterion no.	Key Indicators (KIs)	Universities	Autonomous Colleges	Affiliated/ Constituent Colleges	UG	PG
1.	1.1 * (U) Curriculum Design and Development	30	30	NA	NA	
Curricular Aspects	1.1. * (A) Curricular Planning and Implementation	NA	NA	20	20	
	1.2 Academic Flexibility	30	40	30	30	
	1.3 Curriculum Enrichment	30	40	30	30	
	1.4 Feedback System	20	20	30	20	
	Total	150	150	100	100	



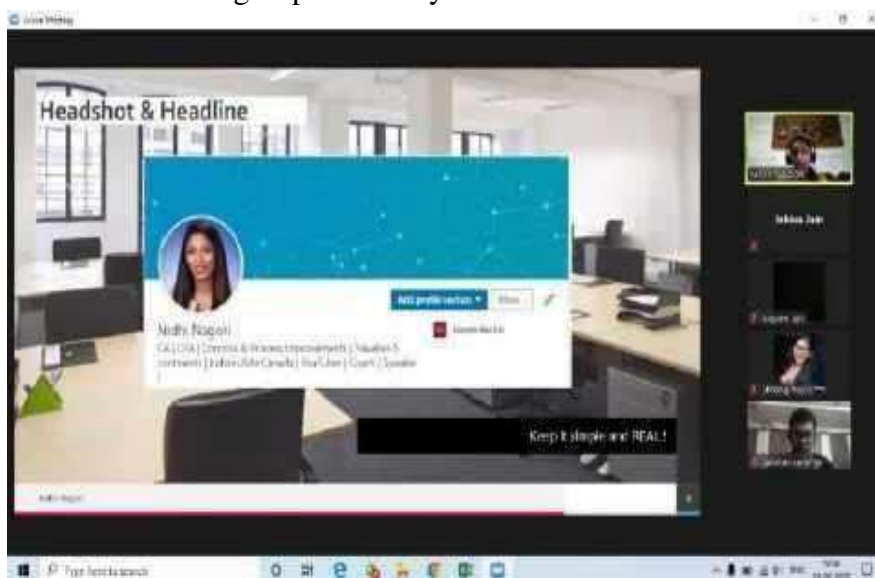
REPORT

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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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.

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.

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.





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 on January 29, 2020 for students of second and final year. 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. 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
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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Report
On
Faculty Development Program on “Innovative Practices in
Teaching, Learning and Research Methods”

Monday, August 6 -Friday, 10 August 2018

Maharaja Agrasen Institute of Management Studies Organized a five day Faculty Development Program from 06th-10th August 2018 on the theme **“Innovative Practices in Teaching, Learning and Research Methods”**. A total of 55 faculty members from various prominent institutes/ colleges including the Department of Law, Economics, Commerce, Management, Journalism, MAIMS registered for the FDP. The main purpose of the FDP was to upgrade knowledge, analytical skills of the participants and to make them aware about the innovative practices in teaching and learning of the contemporary time.

A total of 12 sessions were conducted by renowned Academician and experts of various fields. The sessions covered under FDP ranged from Research Methodology, Changing Socio-Legal Dimensions of Family and Gender, Law regarding Health Care and Data Protection, Empirical research using SPSS software, Practices of Ancient Education, Teaching and Learning Methods, New Developments in Environmental Law and Policy, Challenges in use of ICT Tools in Teaching and Research and Mental Health Issues.

Day 1 of the FDP comprised of the inaugural ceremony along with the sessions on the topics, “Types of Research, techniques and research design according to recent trends” and “Empirical research using SPSS software” which enlightened the participants about the technical aspects of research, particularly for the participants who did not share similar technical background. Day 2 and 3 were full of sessions which were not merely restricted to research but also gave platform to the participants to discuss contemporary issues such as “The role of women in shaping the next generation of professions” and “Understanding evolving data protection and Privacy Regulations in India.” Day 4 and 5 marked the discussions on emerging issues related to society and environment and scope of research therein along with the valedictory session.

The topics were extensively elaborated and queries of the participants were addressed in the end of each session. Various relevant aspects of the topic were emphasized in each discourse.



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The participants gained through illuminating and informative sessions and their doubts were clarified by the resource persons. All the sessions were full of learning and a plethora of knowledge for the participants. It was an extremely fruitful experience from the perspective of learning innovative practices in teaching and research.

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Faculty Development Programme
ON

Innovative Practices in Teaching, Learning and Research Methods

06.08.2018-10.08.2018

Registration Fees: Rs.500/-
Last Date of Registration: 01.07.2018
Register here:
<https://forms.gle/UyHWnrVUvtBEo6aa6>

Faculty Coordinators:
Dr. Anuradha Asthana, Department of Law
Ms. Shilpee Aggarwal, Department of BBA



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Report

FDP on Data Analysis for Research using SEM & Panel Data.

June 11-18, 2018

Maharaja Agrasen Institute of Management Studies organized One week Faculty Development Program on Data Analysis using SEM & Panel data from 11th – 18th June 2018. The FDP was inaugurated by Dr. Nand Kishore Garg, Founder Chairman, MATES along with Prof. M.K. Bhat, Director, MAIMS and Prof. Sangeeta Malik, Dean, MAIMS. There were 62 participants who attended the FDP. First session was taken by Dr. Sachin Gupta on the basics of research followed by hypothesis testing and regression analysis. He also explained and helped participants in understanding the applicability of various techniques. The sessions from 12th – 14th June 2018 were delivered by Dr. Neeraj Kaushik. He focused on scale building, exploratory factor analysis, Confirmatory factor analysis along with structured equation modelling. These enormous learning sessions ended with understanding of Moderation & Mediation effect. The last two days 15th – 16th June 2018 were taken by Dr. Ajay Chauhan. He focused on more advances data analysis technique i.e., panel data. The eminent resource person tried to make participants familiar with the basic meaning of panel data, its applicability and how the data must be organized for application of panel techniques. Many models have been discussed i.e., within & between effect, random & fixed effect model as well as dynamic models. This FDP saw the participation from various universities & colleges across India to name a few IIM Lucknow, IIT, Jamia, IGNOU, Delhi university, Amity university, Banaras Hindu university and others. All the participants appreciated the efforts of the organizers as well as shown their interest in the more future workshops. The FDP is concluded with certificate distribution to the participants.





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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



ADVERTISING CAMPAIGN WORKSHOP FOR 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 Campaign for 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.





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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Radio Production Workshop for Entrepreneurs

October 10, 2017

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies organized a workshop on October 10, 2017. This workshop was organized for the 3rd semester, second-year students as a part of their Radio Production lab under the guidance of faculty coordinator Mr. Vijay Pal Singh. Mr. Santosh Dwivedi, Programme Executive, News Service Division, All India Radio, New Delhi interacted with students and inspired them to make Good Radio Programme. Prof. (Dr.) Vinita Gupta, HOD, Department of Journalism and Mass Communication appreciated the efforts and was inspiration behind the whole event. 28 students of BA(JMC) 3rd Semester attended the Workshop. Everyone enjoyed and learned the Radio Programme Format, Audio Editing, use of Microphone, Audio Mixing, console Operation etc. The event did set high standards of training & practical exposure for Video editing teaching and training. The event concluded with a mixed baggage of take aways from proud, inspiration.





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Video Editing Workshop for Entrepreneurs

October 9, 2017

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies organized a workshop on October 9, 2017. This workshop was organized for the 3rd semester, second-year students as a part of their Video Editing lab under the guidance of faculty coordinator Mr. Vijay Pal Singh. Mr. Amit Goel, Senior Video Editor NCERT interacted with students and inspired them to make best Video Editing. Prof. (Dr.) Vinita Gupta, HOD, Department of Journalism and Mass Communication appreciated the efforts and was inspiration behind the whole event. 21 students of BA(JMC) 3rd Semester were attended the Video editing Workshop. Everyone enjoyed and learned the tips Like- sequencing, *logging*, *mixing*, *SFX*, *Colour Correction of Good Video Editing*. The event *did* set high standards of training & practical exposure for Video editing teaching and training. The event concluded with a mixed baggage of take aways from proud, inspiration.

Faculty Coordinator

Mr. Vijay Pal Singh





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Workshop on Enhancing Entrepreneurial Skill in Video Production at AIMC

Date: Tuesday, September 26, 2017

As an integral part of academic curriculum, a one-day workshop on Enhancing Entrepreneurial Skills in Video Production was organized at Apeejay Institute of Mass Communication (AIMC), Dwarka for the students of BA (J&MC) 3rd semester students on Tuesday, 26th September 2017. Mr. Bharat Banga, Faculty, MAIMS, coordinated the entire lecture cum workshop as a part of their subject Basics of Video Camera, Light and Sound. A total of 60 students participated in the workshop.

Mr. Rajeev Panda, Assistant Professor, Apeejay Institute of Mass Communication (AIMC) facilitated the visit to the studio along with the series of lectures before the commencement of the workshop. During this visit students get acquainted with the technical aspects by way of handling the Equipment and their industrial operations. Mr. Panda during his lecture informed student about the pre-production techniques along with the studio work culture in multi-camera production.

The workshop begins with the division of students in groups by Prof Panda for the smooth functioning of studio production. Six groups were formed for the studio production. The topic of enhancing entrepreneurial skills in video Production was allocated according to students' area of interest for group project. Mr. N.K Suri provided on-hand training to the group about the usage of lights in studio production. This will enhance the students' skills in terms of operations of studio lighting in Multi-Camera Production.

With the advent of online editing Mr. Naveen Gautam guided the batch with the PCR operations in which students of Journalism and Mass Communication learnt about online editing, sound mixing, VTR and VTP operation. Lastly the production was taken place by the group of students in which students participated and acted actively as an Anchor, Guests, Cameraman, Producer, Online Editor, Sound Mixer and VTR and VTP controller.

This entire workshop provided a platform for our students to get on the job practical exposure about multi cam production which will enhance their professional skills according to the prevailing market. Mr. Om Prakash and Mr. Mathew extended their full support during the entire workshop. At the end of the workshop students got acknowledged and appreciated with the participation certificates.

Faculty Coordinator:

Mr. Bharat Banga

Assistant Professor, MAIMS

Glimpse for the event:

