



Maharaja Agrasen Institute of Management Studies
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ORIENTATION 2021: REPORT

Maharaja Agrasen Institute of Management Studies organized the orientation program on Friday, December 03, 2021, on the campus to welcome the students of Business Administration, Commerce, and Journalism enrolled in the academic session 2021-22. The event was graced by the presence of Dr. Nand Kishore Garg (Founder and Chief Advisor, Maharaja Agrasen Technical Education Society) as the Chief Guest and Prof S. K. Garg (Director General, MAIMS) as our Guest of Honour. Shri Rajnish Gupta (Secretary, Administration); Prof. (Dr.) G. P. Govil, Advisor, MATES; Prof Ravi Kumar Gupta (Director, MAIMS); Prof. Sangeeta Malik, (Dean); Prof. Rajni Malhotra Dhingra, Principal (Law); all the Heads of the Department and faculty members were also part of the ceremony.

After a warm welcome of all the dignitaries and participants of the day, the ceremony was followed by a lamp lighting ceremony accompanied by Saraswati Vandana. Dr. Sumedha Dutta, Convenor of the Orientation Ceremony 2021 congratulated the new entrants for having secured their place in MAIMS. MAIMS since its inception in 2003 has been focussing on academic and professional excellence as well as the holistic development of its students. Keeping this in mind MAIMS Cultural Society has different clubs to give students an opportunity to demonstrate and develop their talent in a wide variety of fields giving a boost to their physical and mental health. The self-motivated and ceaseless activities of over three dozen clubs and societies constitute a very important part of college life and offer a large variety of avenues of self-expression.

To familiarize with the functioning of our clubs and societies, the students of Nirvaana, the Classical dance society of our Institute welcomed the audience with a fabulous fusion dance.

This was followed by the address of Prof. (Dr.) Ravi Kumar Gupta welcomed the students and gave them an introduction regarding the academic disciplines. Prof (Dr.) S. K. Garg (Director General, MAIMS), our Guest of Honour also addressed the audience. Prof. Garg gave a brief description of the Institute, which included the motto, history, and reputation of the Institute along with its recent achievements.

Next, *Swarag* – The Music Society of MAIMS Cultural Club added colour to the event with their beautiful compositions which were applauded by one and all. Mr. Yash Khatri, President, MAIMS Alumni Association acquainted the students with the varied opportunities, support, and guidance available to them through the Alumni Association.

This was followed by our desi tadka of dancing to the foot-tapping *Bhangra*. The dazzling performance by our vibrant ‘bhanga’ team took the enthusiasm of the students to the next level.

The esteemed Founder Chair, Dr. Nand Kishore Garg our Chief Guest then expressed his cultivating ideas. He exhorted students to prefer research, entrepreneurship over on-campus placement, education should be knowledge-oriented rather than placement-oriented. Students should try to attain overall development in sports, extra-curricular activities in addition to academics. He illuminated the audience about the state-of-the-art infrastructure of the campus.

The upheavals caused by the pandemic could not dampen the spirits of seniors who toiled passionately to make this Orientation ceremony memorable for their new family members. The painstaking efforts helped us to organize an Orientation ceremony for the students of BBA, BCOM (H), and BA(JMC). The formal attire and the beaming smile of the freshers made the special day all the more special. The captivating performances of various clubs and societies operating under MAIMS Cultural Society apprised the students of the plethora of opportunities available to them for honing their skills in every sphere. The event proved to be an apt start for their new chapter in life.

After the combined Orientation, the faculty members of the BBA, BCom, and BAJMC departments were introduced to the freshers. The program was carried forward by the department-wise Orientation. In the BA(JMC) Orientation, Mr. Neeraj Kuma, Consultant – Aaj Tak, graced the occasion. With 30 years of experience in both Print and Broadcast Journalism, Mr. Neeraj Kumar addressed the audience where he talked about the history of TV Journalism. Events like the Assassination of Indira Gandhi, Operation Blue Star, Sikh Riots, etc gave a major boost to the news channels. The course of such important events at the launch of Aaj Tak contributed to the success of the channel and made it India's number one News channel. Aaj Tak outshined the pre-existing notions of the industry and carved a niche for itself. The field of Journalism is open to true Media enthusiasts of all age groups and from all walks of life who have a passion for expressing creativity and bringing the correct news in its purest form. Journalism has its tenets enshrined in a good value system, he mentioned.

In the Commerce Orientation, we had Mr. Anuj Gupta, Vice President, Research, IIFL Securities as our Guest of Honour. He addressed the students on some emerging concepts in financial markets. He also talked about the growth happening in the commodity market in recent times and how BCom students can make successful careers in this niche area of the commodity market. Students had a good time listening to him talking about some famous entrepreneurs like Zomato, and how they have brought about innovations and creativity in their work. He concluded with a statement that apart from textual knowledge, awareness about the external environment is all the more necessary for growth.

BBA Orientation saw the upbeat performance of UHC- The Urban Hoppers of MAIMS. Their enchanting moves on foot-tapping beats gave a perfect finale to the Orientation ceremony.

The Orientation 2021 ceremony wholeheartedly welcomed the freshers and was concluded on a positive note - *'May we together rise placidly and reach the zenith!'*



Dr. Sumedha Dutta

Orientation 2021 Convenor

(Associate Professor, Department of Business Administration & President, MAIMS Cultural Society)

