

# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

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

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

Sector- 22, Rohini, Delhi- 110086, India



**CRITERION 3**



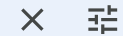
## **3.5 COLLABORATION**

*Metric 3.5.1*

# Copies of MOUs and Collaborations

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





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Meet



# National Intellectual Property Awareness Mission (NIPAM)

External Inbox x



sachin.sharma@nic.in via nic.in  
to principallaw, me, Sunil

**Subject: National Intellectual Property Awareness Mission (NIPAM)**

Respected Sir,

India is going to celebrate its **75th Anniversary of Independence** on **15<sup>th</sup> August 2022** and on this monumental occasion, a special initiative **'Azadi Ka Amrit Mahotsav'** journey since independence.

As part of said Mission, the Office of Controller General of Patents, Designs and Trade Marks hereby invites your esteemed institution to conduct Intellectual Property Awareness Mission wherein the students would be enlightened on different kinds of Intellectual Property Rights (IPRs). After completion of the program, every participant shall be awarded a certificate. In case you are interested, you may kindly respond via return on the email id [sunil.kachoria@gov.in](mailto:sunil.kachoria@gov.in) or contact on **+918010503002** ( Dr. Sunil Kumar, Examiner of Trade Marks)

With best regards

Dr. Sachin Sharma

Deputy Registrar of Trade Marks & G.I.  
Head of Office  
Trade Mark Registry/ GI Registry/ Copyright Office



One attachment • Scanned by Gmail



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





सत्यमेव जयते



Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade  
Office of the Controller General of Patents, Designs and Trade Marks

## CERTIFICATE OF APPRECIATION

Presented to

DEPARTMENT OF LAW, MAHARAJA AGRASEN  
INSTITUTE OF MANAGEMENT STUDIES

In recognition of active participation in the **National Intellectual Property Awareness Mission (NIPAM)** launched by the Government of India on the occasion of the 75th anniversary of independence under the banner **"Azadi Ka Amrit Mahotsav"** to create widespread awareness on Intellectual Property Rights (IPR). The exceptional contribution in successfully organizing the awareness programme on **February 28, 2022** in association with **Intellectual Property Office, Delhi** by providing your valuable time and support is highly appreciated.

Solicit your continued support for outreach of IPR far and wide.



Date: March 22, 2022

(RAJENDRA RATNOO, IAS)  
CONTROLLER GENERAL OF  
PATENTS, DESIGNS & TRADE MARKS

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







TPO Journalism &lt;tpojournalism@mains.ac.in&gt;

**Proposal: PRism Webinar Series - A PRSI Delhi Chapter initiative @ Maharaja Agrasen Institute of Management Studies**

Jaya Srivastava <j.1986ad@gmail.com>  
To: tpojournalism@mains.ac.in  
Cc: Shifali Ahuja <shifalipuri84@gmail.com>

14 April 2021 at 13:09

**Dear Ma'am,****Greetings from Public Relations Society of India - Delhi Chapter!**

I am writing to you in connection with 'PRism Webinar Series - A PRSI Delhi Chapter initiative @ Maharaja Agrasen Institute of Management Studies' to commemorate the forthcoming **National PR Day**. The session is a part of PRism Webinar Series, an initiative of Public Relations Society of India – Delhi Chapter. Public Relations Society of India (PRSI) is the national body of the Public Relations and Communication professionals and academics of the country, serving the profession for past 63 years and represents the Indian PR professionals globally.

As part of our **ongoing endeavours to promote excellence in the PR industry and academia**, we have initiated the 'PRism Webinar Series - A PRSI Delhi Chapter initiative'. Under this program, we are collaborating with colleges and institutions across India for knowledge sharing through webinars conducted by eminent PR professionals and educators who are members of PRSI – National Council and Delhi Chapter.

We shall be pleased to conduct a **Zoom Webinar** for students of your institute on '**Topic: Career Options & Employability Skills in the Indian Communications Industry**'.

The **Resource Person** for the webinar will be **Mr. John Prasad, Executive Director, Corporate Communication, Indian Oil Corporation Limited**.

**Requirement:** Minimum 40 students required with Android mobile phone or laptop with inbuilt camera and microphone or desktop with inbuilt camera and microphone with Zoom. We would appreciate the presence of a moderator representing your esteemed institution and carrying the discussion forward.

**Date:** 17<sup>th</sup> April, 11:00 PM onwards

**Session Duration:** 1 hour

We would also require details of the attendees (Name, Mobile No, and Email ID details) who will be participating in our webinar.

**Kindly** let us know should you require any more information regarding the session.

For any further details, kindly contact **Prof. (Dr.) Jaya Srivastava, Joint Secretary, PRSI (Delhi Chapter)** on 9910834442.

**Warm Regards,**

**Dr. Jaya Srivastava**  
Joint Secretary, PRSI Delhi Chapter

m. +919910834442  
e. j.1986ad@gmail.com

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



## MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, ROHINI, DELHI, GGSIP  
UNIVERSITY, INDIA

AND

FACULTY OF LAW, UDF CENTRO UNIVERSITARIO, BRAZIL

Maharaja Agrasen Institute of Management Studies (MAIMS), Rohini, Delhi (MAIMS) and Faculty of Law, UDF Centro Universitario, Brazil, each a "party" or "institution," wishing to establish a cooperative relationship through mutual assistance in the areas of education and research, agree as follows:

### 1. SCOPE OF COLLABORATION

- 1.1. **General Scope.** Each institution may offer to the other opportunities for activities and programs, such as teaching, research, exchange of faculty and students, and staff development that will foster a collaborative relationship.
- 1.2. **Specific Activities:** The purpose of this MOU is to develop academic and scholarly partnership through means of various programmes and activities and to promote mutual cooperation between the two parties to further promote their individual mandates.

The Parties agree to co-operate in the following areas:

- 1.2.1 Academic exchange programmes for students and faculty,
- 1.2.2 Participation, mutual assistance, joint organization of seminars, conferences and workshops;
- 1.2.3 Exchange and access of academic publication materials or other information; and
- 1.2.4 Any other programmes to be mutually agreed upon.

### 2 RECOGNITION, RENEWAL, TERMINATION AND AMENDMENT

#### 2.2 Recognition:

Each party to this MOU acknowledges the Centre of Excellence established by respective universities and extends recognition for their research and academic activities.

Page 1 of 3

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



2.3 **Duration:** This MOU shall remain in force for 5 years from the date of the last signature. Either party may terminate this MOU by providing 30 days' advance written notice to the other party.

2.4 **Extension and Renewal:** The parties may extend or renew this MOU by agreement, confirmed in a written amendment signed by each party's authorized signatory.

2.5 **Amendments:** No amendment of the terms of this MOU will be effective unless made in writing and signed by each party's authorized signatory.

### 3. **Joint Conferences, workshops and short-term courses**

Department of Law, MAIMS and faculty of Law, UDF agree to help identify and invite faculty members from the other institution to participate in conferences, workshops and short-term courses. The terms and conditions for such participation will be worked out by mutual agreement between MAIMS and the Faculty of Law, UDF.

### 4. GENERAL MATTERS

a. **Notices:** The parties must give all notices under this MOU in writing through registered post or email. All communications must be sent to the addresses set forth below or to such other address designated by the parties by written notice. Notices are effective upon receipt.

Prof. (Dr.) Paulo Campanha Santana  
Faculty of Law, UDF Centro Universitario, Brazil  
Professor Paulo Campanha  
Coordinator, Law and Masters Programme,  
Faculty of Law, UDF Centro Universitario  
email: paulo.campanha@udf.edu.br

b. **General Principles:**


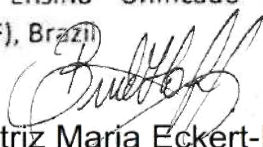
- i. Collaboration between the Parties must be subject to mutual consent, be feasible and desirable for both Parties.
- ii. There must be demonstrable mutual benefit to each Party.
- iii. There must be mutual respect between the Parties and any staff or students in any way involved in the collaboration.
- iv. Neither Party shall do or say anything which may bring the name or reputation of the other Party into disrepute.

Page 2 of 3

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



- c. **Intellectual property:** Any intellectual property right generated in the course of a joint project will be jointly owned and equally shared between both institutions, unless otherwise specifically dealt in the relevant joint project document.
- d. **Legal Effect:** This MoU is a statement of intent and of current intentions and is not intended to create binding or legal obligations on either Party.

<p>SIGNATURE: </p> <p>NAME: Prof. (Dr.) Rajni Malhotra Dhingra Director, Maharaja Agrasen Institute of Management Studies</p> <p>DATE: 27.08.2022 Director Maharaja Agrasen Institute of Management Studies Sector-22, Rohini, Delhi-85</p>	<p>Signed for and on behalf of Centro de Ensino Unificado do Distrito Federal (UDF), Brazil</p> <p>SIGNATURE: </p> <p>NAME: Beatriz Maria Eckert-Hoff DESIGNATION: Rector DATE: 29/08/2022 Prof. Dra. Beatriz M. Eckert-Hoff Reitora UDF - Centro Universitário</p>
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Director  
Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-86







**MEMORANDUM OF UNDERSTANDING (MOU)**

among

**THE FACULTY OF ECONOMICS, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND**

and

**THAMMASAT BUSINESS SCHOOL, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND**

and

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, INDIA

and

**THE UNIVERSITY OF DANANG – UNIVERSITY OF ECONOMICS, VIETNAM**

and

**FACULTY OF ECONOMICS & BUSINESS ADMINISTRATION  
DALAT UNIVERSITY, VIETNAM**

.....

This Memorandum of Understanding (MOU) is hereby made and signed by The Faculty of Economics, Thammasat University, Thailand, and Thammasat Business School, Thammasat University, Thailand (hereafter referred to as TBS) and Maharaja Agrasen Institute of Management Studies and The University of Danang - University of Economics and Faculty of Economics & Business Administration, Dalat University. Thereinafter they will be individually referred to as “Party” or “Institution” and collectively referred to as “Parties” or “Institutions”.

This Memorandum of Understanding aims to establish programs of research exchange and collaboration in areas of interest and benefit to the institutions. This agreement will serve as a general framework for cooperation among the institutions and is intended to facilitate discussions of more specific programs of collaboration. In particular, the institutions agree to promote the following collaborations:

1. Exchange of students, researchers and staffs (excluded TBS);
2. Coordination of such activities as joint research, lectures and symposia;
3. Exchange of data, documentation, and research materials in fields of mutual interest;
4. Other mutually beneficial projects.

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



  
29.4.22  
Director General  
Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-86

The implementation of specific programmes or projects under the above areas of cooperation will need to be negotiated on a case by case basis and be dependent upon the availability of funds and resources. Each specific programmes or projects will be covered by separate agreements between the institutions.

A designated person at each institution shall oversee and facilitate implementation of this agreement in cooperation with other appropriate administrators at the respective institutions.

The scope of activities under this agreement shall be determined by the funds regularly available at institutions for the types of collaboration undertaken and by such other financial assistance as may be obtained by either institution.

The present Memorandum comes into effect from the date of its signature by THE PARTIES and will remain valid for the period of 5 (five) years. Any institution wishing to terminate this agreement shall notify the other institutions in writing at least 6 (six) months prior to termination. In such case, exchange students and staff shall be permitted to complete the period of study or individual activities for which they are enrolled or assigned. The other agreements between the institutions that are established under this MOU shall not be affected in the event of this MOU being terminated. Any decision to renew or renegotiate the terms of this agreement shall be made on the basis of consultations among the institutions.

For: The Faculty of Economics,  
Thammasat University



Asst. Prof. Dr. Supachai Srisuchart  
Dean

For: Thammasat Business School  
Thammasat University



Prof. Dr. Ruth Banomyong  
Dean

For: Maharaja Agrasen Institute of  
Management Studies



Prof. Dr. S. K. Garg Director General  
Director General Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-86

For: The University of Danang -  
University of Economics



Assoc. Prof. Dr. Man Dang  
Head of the Department of Research &  
International Cooperation

For: Faculty of Economics & Business  
Administration, Dalat University



Dr. Thuyền Trương Thị Ngọc  
Dean



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







**INTER CONFERENCE PROGRAM**

**ADDENDUM TO THE MEMORANDUM OF UNDERSTANDING**

AMONG

**THE FACULTY OF ECONOMICS, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND**

and

**THAMMASAT BUSINESS SCHOOL, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND**

and

**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, INDIA**

and

**THE UNIVERSITY OF DANANG - UNIVERSITY OF ECONOMICS, VIETNAM**

and

**FACULTY OF ECONOMICS & BUSINESS ADMINISTRATION  
DALAT UNIVERSITY, VIETNAM**

The purpose of this addendum is attached to and a part of the Memorandum of Understanding to establish an affiliation among the Faculty of Economics, Thammasat University, Thailand (hereafter referred to as TU-ECON) and Thammasat Business School, Thammasat University, Thailand (hereafter referred to as TBS) and Maharaja Agrasen Institute of Management Studies, India (hereafter referred to as MAIMS), The University of Danang - University of Economics, Vietnam (hereafter referred to as UD-DUE) and Faculty of Economics & Business Administration, Dalat University, Vietnam (hereafter referred to as Dalat), to enhance each institution's research capability, and international-cooperation objectives. **All of the institutions desire to offer an international conference and agree as follows:**

1. This Addendum will be effective on the date of the last signature. Any revisions and/or modifications are subject to mutual-written agreement. Except as expressly modified by this Addendum, all other terms and conditions of the Agreement will remain in full force and effect and will be unaffected by this Addendum. In the event of a conflict or inconsistencies between the Agreement and this Addendum, this Addendum will control.
2. The general dates for the program are late July.
3. The actual dates of the program for **2022 will be on 21-22 July 2022.** The program is entitled 'Asia Pacific Economic Integration Forum (A-Pac EAF 2022)'.

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



  
29 April 2022  
Head  
Department of Economics  
Maharaja Agrasen Institute of Management Studies  
Sector-22, Rohini, Delhi-86

4. Each institution is responsible for the following:
  - a. MAIMS will be the co-host for organizing the international conference for one day and the main institution to collect and utilize the submission fee, as well as to create the e-mail group account for the international conference.
  - b. TU-ECON will be the co-host with MAIMS for the international conference for one day and the main institution to promote the conference.
  - c. TBS, UD-DUE and Dalat will help promote the event and send the representatives to attend the conference.
  - d. MAIMS, TU-ECON, TBS, UD-DUE and Dalat will help select papers for Best Award papers and for publishing in Special issues of Thailand and the World Economy (TWE), Faculty of Economics and Thammasat Review, Thammasat University.
5. The submission fee will be waived for each institution's representatives.

For: The Faculty of Economics,  
Thammasat University



Asst. Prof. Dr. Supachai Srisuchart  
Dean

For: Thammasat Business School  
Thammasat University



Prof. Dr. Ruth Banomyong  
Dean

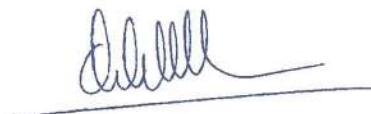
For: Maharaja Agrasen Institute of  
Management Studies

Head  
Department of Economics  
Maharaja Agrasen Institute of Management Studies  
Sector-22, Rohini, Delhi-86



Assoc. Prof. Dr. Sanjay Kumar Mangla  
Head, Department of Economics

For: The University of Danang -  
University of Economics



Assoc. Prof. Dr. Man Dang  
Head of the Department of Research &  
International Cooperation

For: Faculty of Economics & Business  
Administration, Dalat University



Dr. Thuyên Trương Thị Ngọc  
Dean

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








كلية ولجات للعلوم التطبيقية  
WALJAT COLLEGE OF APPLIED SCIENCES

مسجل تجاري رقم: ١/٦٧٨٧٩/٥ - ص.ب: ١٩٧ - الرمز البريدي: ١٢٤ - سلطنة عمان  
C.Reg. No.: 1/67879/5 P.O. Box : 197, Rusayl, Postal Code : 124 Sultanate of Oman



**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, DELHI, INDIA**  
(Maharaja Agrasen Chowk, Sector – 22, Rohini, Delhi - 110086)

**AND**

**WALJAT COLLEGE OF APPLIED SCIENCES, RUSAYL, OMAN**  
(Post Box-197, PC-124, Rusayl, Sultanate of Oman)

**March 09, 2021**

**THIS AGREEMENT** for collaboration to organize an International Conference (MAIMS 6<sup>th</sup> ICON 2021) titled “Drivers of Global Recovery” to be held on Friday, April 23, 2021 is entered into between Maharaja Agrasen Institute of Management Studies, Delhi (MAIMS) and Waljat College of Applied Sciences, Rusayl (WCAS).

Following are the terms and conditions of this MOU:

1. The MAIMS 6<sup>th</sup> ICON 2021 is organized by MAIMS in its campus in a blended mode (physical as well as on ZOOM/YouTube).
2. WCAS will be the International Academic Partner of MAIMS for organizing the MAIMS 6<sup>th</sup> ICON 2021. Logo and name of WCAS will be used in all publicity/report materials.
3. WCAS will pay an amount of 250.00 Omani Rial (Two Hundred and Fifty Omani Rial only) for the collaboration which will be transferred by WACS into bank account of MAIMS Cultural Society with following details:

**Through IMPS/NEFT**

Account Holder's Name	MAIMS Cultural Society (MACS)
Bank Name	Union Bank of India
Bank Account No.	604202010000826
Account Type	Savings Account
IFSC/NEFT Code	UBIN0560421
UTR/Ref. No. & screenshot of payment to be uploaded for completing the payment	



A maximum of 100 students and faculty members from WCAS will be allowed to participate in the conference. Participants will be given certificate of participation.

Director

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

Tel. No.: 24446660/24449884 - Fax : 24449196/24449197

E-mail : info@waljat.net



Page 1 of 2

Website : www.waljatcolleges.edu.om



# كلية ولجات للعلوم التطبيقية WALJAT COLLEGE OF APPLIED SCIENCES

سجل تجاري رقم: ١/٦٧٨٧٩/٥ - ص.ب: ١٩٧ الرسيل - الرمز البريدي: ١٢٤ - سلطنة عمان  
C.Reg. No.: 1/67879/5 P.O. Box : 197, Rusayl, Postal Code : 124 Sultanate of Oman



5. MAIMS will additionally allow two members from WCAS for being Editorial Board Members of the special issues of Journals wherein conference papers will be published.
6. One representative / nomination from WCAS will be accepted for being Key Note Speaker in Inaugural / Valedictory sessions of the conference.
7. Nominations /Representations of WCAS will be allowed for being Session Chairs / Co-Chairs as per the mutual consent / discussions at the time of conference.
8. WCAS will promote the conference in its circle to receive quality papers.
9. Any other matter will be dealt with mutual consent of both the parties.

For MAIMS

Dr. Sanjay Kumar Mangla  
Head, Department of Economics



For WCAS

Prof. (Dr.) S. L. Gupta  
Dean

In presence of

Dr. Sumedha Dutta  
President, MACS, MAIMS  
Conference Co-Convener

Dr. Niraj Mishra  
Academic Head, WCAS

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



Page 2 of 2



Ref No. ....

Date.....



## COLLABORATION

BETWEEN

**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, DELHI, INDIA**

AND

**FACULTY OF ECONOMICS, THAMMASAT UNIVERSITY, BKK THAILAND**

&

**THAILAND AND THE WORLD ECONOMY, BKK THAILAND**

March 09, 2021

**THIS AGREEMENT** for collaboration to organize an International Conference (MAIMS 6<sup>th</sup> ICON 2021) titled "Drivers of Global Recovery" to be held on Friday, April 23, 2021 is entered into between Maharaja Agrasen Institute of Management Studies, Delhi (MAIMS) and Faculty of Economics, Thammasat University (TU-Econ), BKK Thailand & Thailand and the World Economy (TWE), BKK Thailand (a Peer Reviewed International Journal listed in Scopus).

Following are the terms and conditions of this Collaboration:

1. The MAIMS 6<sup>th</sup> ICON 2021 is organized by MAIMS in its campus in a blended mode (physical as well as on ZOOM/YouTube).
2. TU-Econ will be the International Academic Partner of MAIMS for organizing the MAIMS 6<sup>th</sup> ICON 2021. Logo and name of TU-Econ will be used in all publicity/report materials.
3. TWE will be the International Publication Partner of MAIMS for organizing the MAIMS 6<sup>th</sup> ICON 2021. Logo and name of TWE will be used in all publicity/report materials.
4. TWE will provide its two special issues (November 2021 and February 2022) for publication of papers received in conference. The decisions on papers will be taken up by a committee consisting of members from both parties including

Ref No. ....

Date.....



others on mutual consent. The tentative number of papers for publication in these special issues are 20.

5. TU-Econ will promote the conference in its circle for receiving quality papers for the conference. MAIMS will exempt conference fee for papers from Thammasat University (number can be decided on mutual consent).
6. One representative/nomination (presently Assistant Professor Supachai Srisuchart, PhD, Dean Faculty of Economics, Thammasat University, BKK Thailand) from TU-Econ will be accepted for being Key Note Speaker in Inaugural / Valedictory sessions of the conference.
7. Nominations /Representations from TU-Econ will be allowed for being Session Chairs / Co-Chairs as per the mutual consent / discussions at the time of conference.
8. Any other with mutual consent of both the parties.

For MAIMS



Sanjay Kumar Mangla, PhD  
Head, Department of Economics



For TU-Econ and TWE



Supachai Srisuchart, PhD  
Dean, Faculty of Economics



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





# MOU

Between

**DR. B.R AMBEDKAR NATIONAL  
LAW UNIVERSITY, RAI, SONEPAT  
(HARYANA)**

&

**MAHARAJA AGRASEN INSTITUTE  
OF MANAGEMENT STUDIES,  
ROHINI, DELHI**

**COPY OF MAIMS**

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





सत्यमेव जयते

# INDIA NON JUDICIAL

## Government of National Capital Territory of Delhi

### e-Stamp

Certificate No.	: IN-DL47295114632754T
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Unique Doc. Reference	: SUBIN-DL79370388787863249703T
Purchased by	: DR B R AMBEDKAR NLU SONEPAT HARYANA
Description of Document	: Article Others
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Second Party	: Not Applicable
Stamp Duty Paid By	: DR B R AMBEDKAR NLU SONEPAT HARYANA
Stamp Duty Amount(Rs.)	: 100 (One Hundred only)



.....Please write or type below this line.....

*Venaykappa*

*S. G. Singh*  
11.11.21

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



#### Statutory Alert:

1. The authenticity of this Stamp certificate should be verified at 'www.sheliestamp.com' or using e-Stamp Mobile App of Stock Holding. Any discrepancy in the details on this Certificate and as available on the website / Mobile App renders it invalid.
2. The onus of checking the legitimacy is on the users of the certificate.
3. In case of any discrepancy please inform the Competent Authority.

# MEMORANDUM OF UNDERSTANDING

BETWEEN

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, ROHINI, DELHI

AND

DR. B.R. AMBEDKAR NATIONAL LAW UNIVERSITY, SONEPAT

This Memorandum of Understanding made and entered into on this Thursday of 11<sup>th</sup> November, 2021 between Maharaja Agrasen Institute of Management Studies, Rohini, Delhi 'hereinafter' referred MAIMS and Dr. B.R. Ambedkar National Law University, situated at Rai, Sonapat 'hereinafter' referred DBRANLU.

Dr. B.R. Ambedkar National Law University and Maharaja Agrasen Institute of Management Studies, Rohini, Delhi inspired by the extensive possibilities offered by cooperation, recognize the need to develop and nurture new partnerships, with the aim to promote research understanding and contribute to the pool of global knowledge. Considering their common interest in promoting the mutual cooperation in the area of education and research, both parties therefore wish to expand the basis for friendship and cooperative educational exchange and have set forth the following Memorandum of Understanding (MoU):

## ARTICLE 1: Purpose

The purpose of this MoU is to promote academic and educational cooperation between MAIMS & DBRANLU on equal and reciprocal basis. It will be achieved through exchange of information on research, teaching, learning materials and other literature relevant to their educational and training programmes; joint organization of seminars, conferences, workshops and short term continuing education programs on topics of mutual interest and extending invitations to each other's faculty to participate in various programs;

## ARTICLE 2: Areas of Co-operation


Cooperation between the two parties may be established within any field related to academic and research of mutual interest, for example in the following areas.

- a. Joint Supervision of Doctoral Studies
- b. Selection of Research Scholars
- c. Exchange of faculty as research guides.
- d. Organization of joint academic and scientific activities such as courses, conferences, seminars.
- e. Symposia or lectures.
- f. Exchange of academic publications and reports and
- g. Other activities that will promote research and academic ties.

Page 1 of 4

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



  
11.11.21



Both parties will look into the possibilities of establishing Joint research Programs and other activities as aforesaid.

### **ARTICLE 3: Exchange of Faculty**

Both the parties will encourage collaboration in research areas of mutual interest. Maharaja Agrasen Institute of Management Studies will welcome Dr. B.R. Ambedkar National Law University faculties to visit Maharaja Agrasen Institute of Management Studies to engage in academic and scientific research. Reciprocally Dr. B.R. Ambedkar National Law University will welcome academicians from Maharaja Agrasen Institute of Management Studies to Dr. B.R. Ambedkar National Law University in order to engage in academic and scientific research. Proposals concerning the topics, persons and periods of visits will be sent within a reasonable time in advance of the proposed visit.

### **ARTICLE 4: Areas of Students activities**

This MoU provides opportunities for the exchange of students and Ph.D scholars nominated by the respective Institutions in order to carry out studies as provided for in this agreement including internships.

The participating students will continue as students for degrees of their parent Institution, and will be enrolled as affiliate (or non- award, non- degree) students in the host institution.

### **ARTICLE 5: Implementation**

Implementation of exchange or other kinds of cooperation based on this agreement shall be the concern of the relevant faculties or departments on a case to case basis. A specific plan shall be worked out for each joint activity. This plan shall ensure that appropriate arrangements for studying, working and for living and maintenance expenses are made before the arrival of a faculty member or a student to the host institution.

### **ARTICLE 6: Cost & Financing of Cooperation**

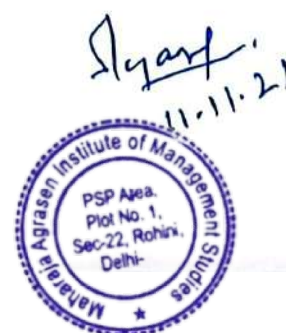
Both the institutions will seek funding for the link programme from various sources. The acquired funds will be subject to accounting procedures of the two Institutions. The collaborating institutions will offer logistic support for initiating the collaboration and for working out draft proposals for the activities. Both parties understand that all financial arrangements are to be negotiated and will depend on the availability of funds.

### **ARTICLE 7: Duration & Renewal of Agreement**

This Memorandum of Understanding will take effect from the date of its signing and shall be valid for a period of five years from that date, unless terminated earlier upon six months notice by either party. The MoU may be revoked or modified by mutual agreement, between the parties, and may be extended beyond its initial five year term by mutual consent.

Page 2 of 4

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





**ARTICLE 8: Revision, termination and Language of Agreement**

This agreement is subject to revisions, renewal and or cancellations which will take effect from the date of its signing of the revised document and shall be valid for a period of five years from that date, unless terminated earlier upon six months notice by either party. The MoU may be revoked or modified by mutual agreement, between the parties, and may be extended beyond its initial five year term by mutual agreement. This agreement is written in English, in two originals, both of equal validity.

**ARTICLE 9: Non –Exclusivity**

The relationship of the parties under this MoU shall be non exclusive and both parties, including their affiliates, subsidiaries and divisions, are free to pursue other agreements or collaborations of any kind.

**ARTICLE 10: Relationship**

Nothing in this MoU shall be construed to make either party a partner or agent or legal representative of the other for any purpose.

**ARTICLE 11: Confidentiality**

- (i) All information and documents to be exchanged pursuant to the Memorandum of Understanding will be kept confidential by the parties and will be used subject to such terms as each Party may specify. The Parties will not use the information for purposes other than the specified without the prior written consent of the other party. Such Information shall remain the exclusive property of the disclosing party.
- (ii) The parties agree that this agreement and the disclosure of the Confidential Information do not grant or imply any license, interest or right to the Recipient in respect to any intellectual property right of the other Party.
- (iii) Unpublished Information, whether oral, or written or otherwise, exchanged under the provisions of this MoU will not be transmitted to a third party, unless otherwise agreed upon by the parties.

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



Page 3 of 4

  
11.11.21



On behalf of  
Dr. B.R. Ambedkar National Law University  
Rai, Sonapat

  
Prof. (Dr.) Viney Kapoor Mehra,  
Vice-Chancellor 11.11.2021  
Dr. B.R. Ambedkar National Law University  
Rai, Sonapat-131021 (Haryana)

Dated: 11-11-2021

On behalf of  
Maharaja Agrasen Institute of  
Management Studies, Rohini,  
Delhi

  
Prof. Dr. S. K Garg  
Director General

Director General  
Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-86  
Dated: 11-11-2021

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



**Memorandum of Understanding** Between  
The Maharaja Agrasen Institute of Management Studies and  
**The Foundation for Sustainable Rule of Law Initiatives**

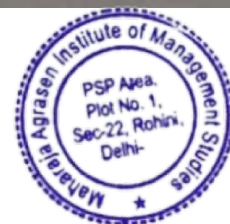
THE MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES (MAIMS) and THE FOUNDATION FOR SUSTAINABLE RULE OF LAW INITIATIVES (FSRI) are hereinafter indicated as "parties";

Considering the mutual interests in strengthening cooperation between MAIMS and FSRI, in order to promote peaceful, fair, sustainable and timely dispute resolution through mediation and related alternative dispute mechanisms, the parties hereto have reached the following understanding:

**SECTION I - STATEMENT OF PURPOSE**

1. This Memorandum of Understanding (MOU) memorializes the commitment of the parties to cooperate in providing guidance and assistance in promoting mediation at MAIMS Law School through support of the commercial mediation competition scheduled for March 2021, under the direction of Assistant Professor of Law, Kriti Johri. As mutually agreed upon and requested, instruction will be provided to the enrolled participants about mediation competition practices and procedures. Additional instruction will be provided by FSRI to promote and educate law students about the benefits of mediation, as well as to attorneys and new advocates on the skills of mediation advocacy in representing clients in mediation.
2. The parties intend to implement, in partnership, initiatives in their mutual interest to carry out the missions of their respective organizations, and to promote the successful implementation of the rule of law through peaceful, timely and effective dispute resolution.
3. Nothing in this MOU is intended to create rights or obligations under any national or international law.

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





## SECTION II - OBJECTIVES

1. The objectives of this MOU are the development of partnership activities which may include, but are not limited to:
  - a. Serving as co-equal sponsors and co-equal recognition as such with respect to the law school commercial mediation competition to be held in March 2021, in conjunction with NALSA, Delhi Mediation Center and other sponsors;
  - b. Provide a training session on mediation for the enrolled participants in the above-mentioned mediation competition in advance of the competition;
  - c. Provide a training session on mediation and advocacy in mediation for interested law students at MAIMS;
  - d. Provide a training session on mediation advocacy skills for newly admitted advocates;
  - e. Provide a financial contribution in the amount of \$US 400.00 towards the law school commercial mediation competition.
  
2. It is specifically acknowledged that FSRI's services, as an NGO, are focused on providing the services as set forth above, and, to the extent it collaborates with MAIMS, such collaboration may entail additional cooperation and services as needed and agreed to.

## SECTION III - FINANCES

FSRI will provide volunteer services by its experts. FSRI will only provide a sponsor contribution as stated in paragraph Section II above as a one-time donation to support the mediation competition to be held in March 2021. FSRI undertakes no other financial obligation to MAIMS, and MAIMS is wholly responsible for any financial costs in implementing its mediation competition.

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





#### SECTION IV-VALIDITY

This Memorandum of Understanding shall be in force for a period of 6 months from the date of its signing and may be extended by mutual consent of the parties.

#### SECTION V - MODIFICATION

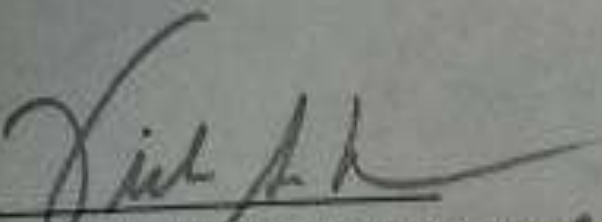
This Memorandum of Understanding may be amended in writing at any time by mutual agreement between the parties.

#### SECTION VI - TERMINATION

This MOU may at any time be terminated by any party, so long as the terminating party notifies the other party, with at least thirty (30) day notice before the termination is effective.

By:   
\_\_\_\_\_

Dr. S.K. Garg, Director General, on behalf of MAIMS ; Feb. 4, 2021

By:   
\_\_\_\_\_

Victor Schachter, President, FSR; Feb. 2, 2021

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





## **Memorandum of Understanding**

Between

**MAIMS MUN- The MUN Society, Maharaja Agrasen Institute of Management Studies**

And

**AMIMUN - The MUN Society, AMITY University, Uttar Pradesh**

The Memorandum of Understanding is made on **21st February, 2021** between **MAIMS MUN - The MUN Society, Maharaja Agrasen Institute of Management Studies** and **AMIMUN - The MUN Society, AMITY University, Uttar Pradesh**

Both the parties have mutually agreed to deliver the following deliverables from their respective sides.

Party 1- MAIMS MUN- The MUN Society, Maharaja Agrasen Institute of Management Studies.

Party 2- AMIMUN - The MUN Society, AMITY University, Uttar Pradesh

### **Deliverables from MAIMS MUN - The MUN Society, Maharaja Agrasen Institute of Management Studies**

- **Ten delegations for AMIMUN in March 2021.**

### **Deliverables from AMIMUN - The MUN Society, AMITY University, Uttar Pradesh**

- **Ten delegations for MAIMS 1<sup>st</sup> Virtual International MUN 2021, 27<sup>th</sup> to 28<sup>th</sup> February 2021 .**

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



## CLAUSE

The MOU is at will and will become effective upon the signatures by the authorized officials from both parties. This MOU will remain in effect till it is not terminated from any one of the parties involved. Besides, it would be done by mutual consent and any alterations in this MOU can only be made by mutual consent from the authorized officials of both sides.

Regards,



**Ms. Haritima Singh**

Secretary General  
MAIMS MUN - Maharaja  
Agrasen Institute of  
Management Studies



**Meshuwa Mawthoh**

Secretary-General,  
AMIMUN'21  
AMIMUN - The MUN Society,  
AMITY University, Uttar  
Pradesh



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







## Memorandum of Understanding

Between

**MAIMS MUN– The MUN Society, Maharaja Agrasen Institute of Management Studies**

And

**RDIAS MUN - The MUN Society, Rukmani Devi Institute of Advanced Studies**

The Memorandum of Understanding is made on **19th February, 2021** between **MAIMS MUN - The MUN Society, Maharaja Agrasen Institute of Management Studies** and **RDIAS MUN - The MUN Society, Rukmani Devi Institute of Advanced Studies**

Both the parties have mutually agreed to deliver the following deliverables from their respective sides.

Party 1- MAIMS MUN- The MUN Society, Maharaja Agrasen Institute of Management Studies.

Party 2- RDIAS MUN - The MUN Society, Rukmani Devi Institute of Advanced Studies

### **Deliverables from MAIMS MUN - The MUN Society, Maharaja Agrasen Institute of Management Studies**

- **Ten delegations for RDIAS MUN in April 2021.**

### **Deliverables from RDIAS MUN - The MUN Society, Rukmani Devi Institute of Advanced Studies**

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



- Ten delegations for MAIMS 1<sup>st</sup> Virtual International MUN 2021, 27<sup>th</sup> to 28<sup>th</sup> February 2021 .

### CLAUSE

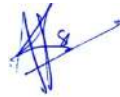
The MOU is at will and will become effective upon the signatures by the authorized officials from both parties. This MOU will remain in effect till it is not terminated from any one of the parties involved. Besides, it would be done by mutual consent and any alterations in this MOU can only be made by mutual consent from the authorized officials of both sides.

Regards,



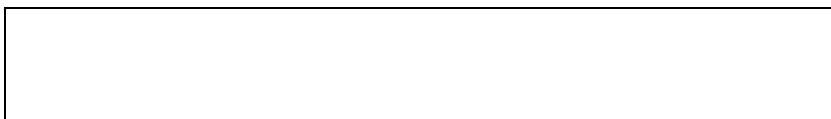
**Ms. Haritima Singh**

Secretary General  
MAIMS MUN - Maharaja  
Agrasen Institute of  
Management Studies



**Mr. Akarsh**

President  
RDIAS MUN- The MUN Society,  
RDIAS



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





# Maharaja Agrasen Institute of Management Studies

Affiliated to Guru Gobind Singh Indraprastha University, Delhi INDIA

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 INDIA [www.maims.ac.in](http://www.maims.ac.in)

## MAIMS Cultural Society

Email: [macs@maims.ac.in](mailto:macs@maims.ac.in)

Dr. Sumedha Dutta  
Convener

### Subject: Seminar on “Awareness and Prevention of Financial Frauds”

by NavChetna Club in Association with Economic Offenses Wing,

Delhi Police on March 12, 2021

In consultation with the Director, MAIMS, a Seminar will be organised by NavChetna Club under the aegis of IQAC Cell is detailed as:

<b>Program</b>	Seminar “Awareness and Prevention of Financial Frauds”
<b>Resource Person/Speaker</b>	Officers of EOW / Delhi Police, RBI and SBI Cards
<b>Date</b>	Friday, March 12, 2021
<b>Timing</b>	2:00 PM – 3:00 PM
<b>Faculty Coordinators</b>	<ul style="list-style-type: none"><li>• Dr. Sangeeta Rawal, Assistant Professor, Department of Business Administration</li><li>• Ms. Rashi Aggarwal, Assistant Professor, Department of Business Administration</li><li>• Ms. Purnima Gupta, Assistant Professor, Department of Law</li></ul>
<b>Student Coordinators</b>	Ayushi Arya, Riya and Muskan Yadav (BBA, First year )
<b>Participants</b>	Faculty and Staff of MAIMS
<b>Venue</b>	9 <sup>th</sup> Block, 9 <sup>th</sup> floor, Seminar Hall
<b>Registration Link</b>	<a href="https://forms.gle/1zmfCeyBGKfkbXau5">https://forms.gle/1zmfCeyBGKfkbXau5</a>


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





**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIE**  
**AFFILIATED TO GGSIP UNIVERSITY; RECOGNISED U/S 2(F) OF UGC;**  
**APPROVED BY BAR COUNCIL OF INDIA; ISO 9001:2015 CERTIFIED INSTITUTION**

**NAVCHATNA THE SOCIAL SERVICE CLUB**  
**ORGANIZES**  
**SEMINAR**  
**ON**  
**FINANCIAL FRAUDS**  
**BY**  
**ECONOMIC OFFENCE WING OF DELHI POLICE**  
**ON MARCH 12, 2021**  
**AT**  
**2:00 PM**  
**VENUE: SEMINAR ROOM, 9<sup>TH</sup> FLOOR**



*Sumedha*

**Dr. Sumedha Dutta**

**(Convenor, MAIMS Cultural Society)**

Copy to: Director, MAIMS for kind information please

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





Geetanjali Gupta &lt;geetanjali.gupta@maims.ac.in&gt;

## Fwd: lecture on Intervention and prevention in Drug addiction

**Purnima Gupta** <purnimagupta.faculty@maims.ac.in>  
To: geetanjali.gupta@maims.ac.in

9 April 2023 at 14:20

----- Forwarded message -----

From: **Abhishek Kumar** <northwest-dlsa@nic.in>  
Date: Sun, 25 Apr 2021 at 18:00  
Subject: Re: lecture on Intervention and prevention in Drug addiction  
To: purnimagupta faculty <purnimagupta.faculty@maims.ac.in>

Madam,

In reference to your email on aforementioned subject it is informed that the webinar shall be conducted through CISCO WebEx app. for which students of MAIMS have to download the CISCO webEx app to participate in the webinar.

Link of the webinar as follows:

Meeting Topic: Intervention and Prevention in Drug Addiction

Meeting number: 1842059526  
Password : 1234  
When: Wednesday 28 April 2021, 12:00 PM

<https://delhijudicialservices.webex.com/delhijudicialservices/j.php?MTID=m46e98b719912bbea09c8f6c633bf653c>

Regards  
DLSA, NW

visit us at: [www.dlsa.org/nwd](http://www.dlsa.org/nwd) and DLSA NW on the Facebook

**From:** "purnimagupta faculty" <purnimagupta.faculty@maims.ac.in>  
**To:** "Abhishek Kumar" <northwest-dlsa@nic.in>  
**Cc:** hodlaw@maims.ac.in, principallaw@maims.ac.in  
**Sent:** Sunday, April 25, 2021 1:17:29 PM  
**Subject:** lecture on Intervention and prevention in Drug addiction

**\*\*The authenticity of this message cannot be vouched for. It may be spoofed. Please treat hyperlinks and attachments in this email with caution\*\***

Dear Sir

As per our telephonic conversation the lecture on ' Intervention and prevention in Drug addiction' By Ms. Nishtha Budhiraja Counsellor DLSA, NW stands approved by college authorities for wednesday ie 28th april 2021 . It will be for the Students of MAIMS. please mail me other essential details

Regards  
Purnima Gupta  
Convener. Legal Services Clinic  
MAIMS. Department of Law.

--

Thanks &amp; Regards

Ms. Purnima Gupta

Sr. Assistant Professor

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



Department of Law

Maharaja Agrasen Institute of Management Studies

(A Unit of Maharaja Agrasen Technical Education Society)

Maharaja Agrasen Chowk, PSP Area, Sector-22, Rohini

New Delhi -110086 (INDIA)

Phone: 91-9810041068

Email: [purnimagupta.faculty@maims.ac.in](mailto:purnimagupta.faculty@maims.ac.in)

Website: [www.maims.ac.in](http://www.maims.ac.in)



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







Monica Sharma &lt;monicasharma.faculty@mains.ac.in&gt;

**Fwd: Acceptance of collaboration in International Conference**

1 message

**Nisha Singh** <nishasingh.faculty@mains.ac.in>  
To: monicasharma.faculty@mains.ac.in

3 February 2023 at 15:18

----- Forwarded message -----

From: **HOD Journalism** <hodjournalism@mains.ac.in>  
Date: Fri, 3 Feb 2023 at 15:11  
Subject: Fwd: Acceptance of collaboration in International Conference  
To: Nisha Singh <nishasingh.faculty@mains.ac.in>

----- Forwarded message -----

From: **shahidul haque** <shahidjr@yahoo.com>  
Date: Sun, Aug 8, 2021, 11:22 AM  
Subject: Re: Acceptance of collaboration in International Conference  
To: HOD Journalism <hodjournalism@mains.ac.in>

Dear Prof. (Dr.) Vinita Gupta  
Professor & HOD  
Department of Journalism & Mass Communication  
Maharaja Agrasen Institute of Management Studies

Thank you so much for your kind email. We will discuss this with our respected colleagues and update you. Best wishes.

Sincerely yours,

**Md. Shahidul Haque**

Chairperson and Associate Professor  
Dept. of Communication and Journalism  
Faculty of Social Sciences  
University of Chittagong  
Chittagong- 4331  
Bangladesh

On Friday, 6 August 2021, 16:10:10 GMT+6, HOD Journalism <hodjournalism@mains.ac.in> wrote:

Dear Mr. Md. Shahidul Haque  
Greetings from Maharaja Agrasen Institute of Management Studies!!!

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



We earnestly thank you for accepting our invitation for collaboration in the International Conference to be organized on 17th September, 2021. We would like to inform you that we agree to the terms and conditions sent by you.

Your presence will make this conference memorable. As a part of collaboration we would appreciate it if we could mutually agree on the deliverables, which are as follows:-

- We want a team of esteemed academicians to review our research papers.
- In order to reach more people we would like to have maximum participation and promotion of our conference in your circle.
- It would be an honor for us to have collaboration for research paper publication in Journal of Global Communication.

If any queries or clarifications regarding this please feel free to contact undersigned.

Once again, thank you for accepting our invitation. Looking forward to seeing you at the conference.

Yours Sincerely,  
Prof. (Dr.) Vinita Gupta  
Professor & HOD  
Department of Journalism & Mass Communication  
Maharaja Agrasen Institute of Management Studies,  
Maharaja Agrasen Chowk, Sector -22, Rohini,  
New Delhi-110086 (India)  
Contact no: 9810085131  
Email : [hodjournalism@maims.ac.in](mailto:hodjournalism@maims.ac.in), [vinitagupta.faculty@maims.ac.in](mailto:vinitagupta.faculty@maims.ac.in)

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





# Maharaja Agrasen Institute of Management Studies

Affiliated to Guru Gobind Singh Indraprastha University, Delhi, INDIA

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA; [www.maims.ac.in](http://www.maims.ac.in)

Email: [hodjournalism@maims.ac.in](mailto:hodjournalism@maims.ac.in)

Prof. (Dr.) Vinita Gupta

Ph: 9810085131

Head, Department of Journalism and Mass Communication

To,  
Dr. Neha Jingala,  
Faculty Coordinator,  
Media Adhyayan Kendra  
New Delhi

Date: Friday, August 20, 2021

Subject: **Invitation for the Media Research Workshop on SPSS**

Dear Ma'am,

Greetings of the day!

This is regarding organising the **online workshop on Media Research using SPSS** in collaboration with your esteemed organisation. The tentative dates for the workshop are **3, 4 & 6 September 2021**. Undergraduate students, Research scholars and faculty members from different institutions will be our target audience. The department has already invited a fleet of erudite resource persons from organisations such as **Guru Jambheshwar University of Science & Technology**. We will conduct an interactive workshop on many vital topics related to research like Chi-square, ANOVA, Multivariate Analysis etc.

Thanks & Regards

**Prof. (Dr.) Vinita Gupta**  
Head,  
Department of Journalism & Mass Communication

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



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



MAIMS Delhi IN



August 7, 2021

Dear Ma'am/Sir,

Greetings of the day !

This is regarding the telephonic conversation for online Webinar on "Developing Investment Acumen" on August 17th, 2021, in collaboration with your esteemed organization, Cerebro Kids-The Financial Literacy Academy. The webinar will start at 3 PM on google meet platform. We shall be pleased to have Mr. Arpit Gupta to share his valuable experience & knowledge about Investment Acumen with our students.

All the registered participants shall be keen to interact with you on the topic. Also, we would like to have the interactive session followed by the presentation for more discussion.

I look forward to having you for the webinar. Thank you for accepting our invitation.



**(Prof. Vijay Kr. Khurana)**

Head, Department of Business Administration

Email: [hodbusinessadmin@maims.ac.in](mailto:hodbusinessadmin@maims.ac.in)

Ph: 7998142771

➤ **Copy to: Director-MAIMS: For kind information please.**



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



## EVENT SPONSORSHIP AGREEMENT

This Sponsorship Agreement (the Agreement) is made and entered into as of the last signature date below (the Effective Date) by and between MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES (MAIMS), DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION with an office at Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086 and the sponsor identified as **MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND MASS COMMUNICATION**.

## RECITALS

MAIMS AND DEPARTMENT OF JMC is hosting the following event: **JMCICON'21: Reshaping the Landscape of Media During Crisis Situations** on 17<sup>th</sup> September, 2021 and sponsor desires to sponsor the event. In consideration of the mutual promises and covenants contained in this agreement, the parties hereby agree as follows:

- 1. MAIMS AND DEPARTMENT OF JMC Obligations-** In consideration for sponsor's participation in the event, MAIMS AND DEPARTMENT OF JMC shall provide the the Sponsor the benefits set out in Appendix, which is incorporated and hereby made a part of this Agreement.
- 2. Sponsor Obligations-** For its participation as a sponsor in the event, Sponsor shall agree to collaborate with MAIMS and DEPARTMENT OF JMC as our:
  - **Journal Association** (Publication of best quality papers in your referred and in-house journals)
  - **Publishing Partner** (Special Issue of the Conference)
- 3. Sponsor Trademark/Sponsor Materials-** Subject to the terms and conditions of this agreement, sponsor grants to MAIMS AND DEPARTMENT OF JMC the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to MAIMS AND DEPARTMENT OF JMC by sponsor (Sponsor Materials), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the event and in accordance with sponsor's trademark usage guidelines.
- 4 Indemnity-**
  - 4.1** MAIMS AND DEPARTMENT OF JMC shall not be responsible for any loss of or damage to property of sponsor, its employees, agents, contractors or assigns nor for any personal injury to sponsor's officers, directors, employees, agents,



contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or wilful misconduct of MAIMS AND DEPARTMENT OF JMC, its directors, officers, and/or employees.

- 4.2 Sponsor shall indemnify, defend, and hold MAIMS AND DEPARTMENT OF JMC harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of sponsor's trademarks and logos, and sponsor materials.

**5 Limitation of Liability-** Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this agreement, MAIMS AND DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION's liability for any claim against MAIMS AND DEPARTMENT OF JMC shall be limited to the funds available in its own bank account at the time of claim.

**6 Representations-** Each party hereby represents and warrants that it has the full power to enter and perform according to the terms of this agreement.

## **7 Terms and Termination-**

7.1 Term: subject to the terms and conditions herein, this agreement shall be effective upon the Effective Date and shall continue through September 24, 2021 one week past the event date, unless earlier terminated as otherwise provided in this agreement (the Term).

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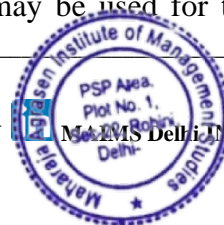
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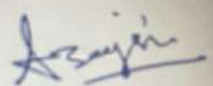
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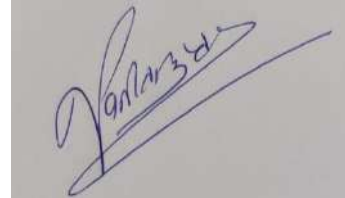


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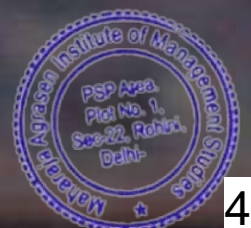
# RESILIENT BUSINESS STRATEGIES IN TURBULENT MANAGEMENT TIMES

Foreword By:

**Dr. Nand Kishore Garg**

**Sumedha Dutta  
Riya Sharma  
Bharti Chaudhary  
Ravi Kumar Gupta**

  
Director  
Maharaja Agrasen Institute  
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**Editors:** *Sumedha Dutta, Riya Sharma, Bharti Chaudhry and Ravi Kumar Gupta*

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# Resilient Business Strategies in Turbulent Management Times

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## CHAPTER 4

### Count your Blessings: Gratitude and its Role in Enhancing Self -Esteem & Resilience Among Under Graduate Students

-Puja Khatri & Dr. Sumedha Dutta

**Abstract:** Positive psychology has ushered a new wave of interest towards understanding the biological, social and psychological bases of human emotions. As the intricacies of diverse emotions are further untied, gaps in understanding are exposed. One of the most apparent of those gaps relates to the construct of gratitude, which has undoubtedly stimulated the thinking of many theological and philosophical writings. Scholars label gratitude as the most unstudied emotion, despite having established its supremacy in normal functioning in philosophical and theological accounts. Also, in the present era we are taking more stress than is good for our sense of well – being. Under graduate students experience stress and anxiety during their times in a new learning environment, especially, after moving away from their cocoon - school life. Resilience determines how well an individual copes with a transition. Since, under graduate students also have to go through this transition; the researchers want to study the role of resilience in this context. It is observed that a high level of self – esteem of a student, increases his confidence, his self – worth and this in turn, further, strengthens his or her resilience. So, we suggest that students with low self – esteem will be less resilient towards their efforts in recovering from stressful events in compared to students with a high level of self – esteem. Does gratitude help college students to recover from adverse situations and what is the role of self – esteem in this relationship? Is resilience dependent upon gratitude and self – esteem? This is another aspect that will be explored in the present work.

The present work provides a theoretical framework to study the role of gratitude in building self-esteem and resilience among under graduate students. The paper also provides significant guidance as to how to implement psychological interventions aimed at strengthening under graduate’s resilience.

**Keywords:** Gratitude; Positive Psychology; Resilience; Self-Esteem.

#### Introduction

In the past decade, a notable development in the field of psychology has been the surfacing of a broad perspective, named, positive psychology. The ‘positive’ branch harmonizes, without substituting or overlooking, the conventional areas of concern of psychology. The emergence of positive psychology has transformed the focus of researchers by igniting their interest towards the study of psychological phenomena. Positive psychology stresses that undivided focus on disorders will result in understanding a person’s condition only at the surface level (Peterson, 2009); the root – cause(s) of the problem will still remain unattended. Moreover, positive psychology focuses on constructs such as well-being, flow, mindfulness, happiness, personal strengths, creativity, wisdom, etc that helps an individual to successfully fend for himself in this competition – driven world. In other words, just like the bird phoenix rises from its ashes, the application of positive psychology rejuvenates the soul of a blistered body. It doesn’t solely aim on making individuals happy and thereby propagate a narcissist approach; rather it aims on spreading happiness and flourishing at group level as well. Thus, positive psychology is the study of how human beings thrive in the face of hard-ships (Seligman & Csikszentmihalyi, 2000).

Complexities and set-backs have always seen an uphill in amidst of diverse range of challenges, such as global warming, economic recession, political upheavals, terrorism, natural calamities, etc. These endless events act as an agent in ushering new developments in the field of Positive Psychology. One such construct of positive psychology that is yet to attain its legitimate stature is ‘gratitude’. Scholars (McCullough, Emmons & Tsang, 2002; Wood, Joseph & Linley, 2007) label it as the most unstudied emotion, despite having established its supremacy in normal functioning in philosophical and theological accounts (Emmons & Crumpler, 2000). In fact, in the prominent Aristotle’s lists of virtues, gratitude doesn’t occupy any place. Apart from its ignorance, various contemporary trends have also made the time ripe for empirically establishing the significant nature of gratitude. Psychologists who have devoted themselves to attaining the real purpose of positive psychology are quite interested in surfacing those psychological propensities which makes the life richer and as stated by Dietrich Bonhoeffer (1967) “...it is only with gratitude that life becomes rich”, pp. 370. So, the researchers have made an attempt to unravel the hidden potential of gratitude as one of the identified propensities that makes the life fuller. Also, the resurgent attention towards virtue ethics, a sub-branch of moral psychology, which considers gratitude as an essential ingredient for the moral personality (Hartshouse, 1999; Taylor, 2002), is responsible for making it a promising time for gratitude. Moreover, the renewed concern of social scientists in people’s religious and spiritual lives which has gratitude at its roots, has also prompted the researchers to dwell on this

# Global Economic Order in the Post - COVID - 19 Era: Challenges, Opportunities and Strategies

Foreword by:

**Dr. Nand Kishore Garg**



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



Ravi Kumar Gupta  
Sanjay Kumar Mangla  
Nisha Jindal



***Global Economic Order in the Post-Covid-19 Era:  
Challenges, Opportunities and Strategies***

Foreword By

Dr Nand Kishore Garg

Edited By

Prof. (Dr.) Ravi Kumar Gupta

Dr. Sanjay Kumar Mangla

Dr. Nisha Jindal

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## Chapter 3

# Twists and Turns in Academic Leadership during COVID-19 Pandemic

-Puja Khatri & Sumedha Dutta

### Abstract

Recognizing the add-on value of a collegiate education continues to be the dominant area of focus of college impact research. A plethora of published research exists wherein an extensive range of critical outcomes have been explored extending from cognitive advancement to educational accomplishment and tenacity. However, turbulent changes in the present times has created a demand to explicitly study the apparent changes and impact of academic leadership on higher education college students' capacities. As a sense of immediacy swept the nation, academic leaders across the globe have retorted by shifting their educational and related activities online. The move towards remote learning was made speedily, principally by those institutions following a shared leadership model. The present work highlights three of the leadership exemplary practices for successfully managing adaptive challenges presented by the COVID-19 pandemic. Firstly, by utilizing a type of servant leadership, that emphasizes empowerment, involvement, and collaboration, academic leaders with emotional intelligence and emotional stability should place the interests of others above their own. Secondly, academic leaders should distribute leadership responsibilities to a network of teams throughout the organization to improve the quality of the decisions made in crisis resolution and thirdly, leaders should communicate clearly and frequently to all stakeholders through a variety of communication channels. Looking forward, the rise of the flexible "allostatic leader" with the adaptive capacity to learn and evolve in crisis, to emerge better able to address future crises, is described. Thus, the objective is to synthesize literature related to academic leadership and COVID-19 so that new insights can be explored.

**Keywords:** Academic leadership; COVID – 19; Distributed Leadership; Higher Education; Leadership; Pandemic.

### Introduction

One could never get exhausted with investigating and examining leadership. The construct of leadership has numerous perspectives and magnitudes which whenever explored presents fresh ideas and inspiration. Additionally, it serves as a prism for reviewing other processes and subjects (Floyd & Fung, 2017).

The authors, in light of the existing COVID-19 pandemic, would like to analyze some of the adversities it brought upon academia as well as on the higher education. No one could ever suspect or predict the scope and scale of the coronavirus pandemic and its effects upon economies all over the world. The pandemic appeared astonishingly at a fast pace and apart from all its apparent desirable effects also highlighted some stimulating implications in the area of academic leadership. In the current section of introduction, the authors reflect on these implications which is aptly being referred as "the digital revolution" in academia and higher education.

Recognizing the add-on value of a collegiate education continues to be the dominant area of focus of college impact research (Pascarella & Terenzini, 2005). A plethora of published research exists wherein an extensive range of critical outcomes have been explored extending from cognitive advancement to educational accomplishment and tenacity. However, turbulent changes in the present times has created a demand to explicitly study the apparent changes and impact of academic leadership on higher education college students' capacities.

New developments in the field of academic leadership on one hand and the persistent stressful environment of COVID-19 among college students on the other hand, instigated the researchers' interest. An effort has been

  
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to Sahil



Dear Sir,

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It has always been Enactus' vision to promote the idea of social entrepreneurship among the young minds and we sincerely appreciate your efforts to further this vision.

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It was an honor **to have you as a speaker**. You are truly appreciated.

We wish and pray for your good health and speedy recovery.

Looking forward to further such collaborations.

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Looking forward to further such collaborations.

Regards,  
Enactus MAIMS



Sahil Aggarwal 11/12/2020

to me, Hemant ▾



Thank you very much Enactus team. Keep up the good work.

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Dr. Praveen Kumar Gupta

Head, Department of Law

October 25, 2020

### TO WHOMSOEVER IT MAY CONCERN

Dear Sir/Ma'am,

Greetings of the Day!

This is in continuation with our telephonic conversation regarding conducting "The National Research Webinar" that shall discuss 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.

It shall be our pleasure to welcome a fleet of erudite from your esteemed organization "National Commission for Women" and also extend collaboration for such future events that enlighten the audience on such issues.

The tentative schedule shall be Friday, November 6, 2020 from 10:00 am to 5:00 pm on Zoom Platform.

We shall look forward to an enriching learning & sharing experience for both the organizations.

Dr. Praveen Kumar Gupta  
Head, Department of Law

Maharaja Agrasen Institute of Management Studies

  
Director  
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October 14, 2020

Dear Ma'am,

Greetings of the day !

Thanks for giving your consent to share your valuable experience in the webinar on the topic “Future Prospects of “Foreign Education Amidst Covid-19”.

The webinar will start at 4 PM on October 20, 2020. We will be using Zoom platform for the same. All the registered participants shall be keen to interact with you on the topic. Also, we would like to have the interactive session followed by the presentation for more discussion.

I look forward to having you for the webinar. Thank you for accepting our invitation.



(Prof. Vijay Kr. Khurana)

Head, Department of Business Administration

Email: [hodbusinessadmin@maims.ac.in](mailto:hodbusinessadmin@maims.ac.in)

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### PURPOSE:

The purpose of this MoU is to identify a framework of cooperation and partnership between the hereafter referred to as parties. It will help both the parties and bring forth multiple mutual benefits.

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Party 2: **IILM**

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- **Sponsor**, Party 2 will provide a sponsorship to Party 1 in cash/cheque of Rupees ten thousand only.
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Company Manager

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&

### Pearl Academy

We thank Maharaja Agrasen Institute of Management Studies for associating with Pearl Academy for Creative Career Conclave. This MOU is effective upon signing and shall remain in force till 30<sup>th</sup> March 2020.

By signing this memorandum, both Maharaja Agrasen Institute of Management Studies and Pearl Academy hereby agree to jointly promote Creative Career Conclave scheduled at Maharaja Agrasen Institute of Management Studies Auditorium in the month of March 2020 from 11:00am- 3:00pm and agree to put relevant promotional material of the event.

Benefits of exchange are mentioned as follows:

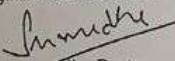
#### Deliverables from Maharaja Agrasen Institute of Management Studies

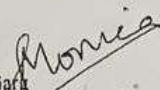
- 1) Creative Career Conclave in the month of March 2020 with participation of the final year students.
- 2) Auditorium with technical support (collar mike for speakers, hand mike for audience, projector and Speaker)
- 3) Information desk in the annual fest of the school of management.

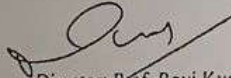
#### Deliverables from Pearl Academy

- 1) Rs. 30,000 in sponsorship for the Management's Annual Fest, Genesis, 2020
- 2) Backdrop on the stage
- 3) 4 Speakers for CCC
- 4) Judges for the Fashion show to be held at the fest, Genesis, 2020
- 5) Pearl Academy Workshop options at Rajouri/Naraina Campus on 19<sup>th</sup> February, 2020. Material and transportation facility will be provided to all students

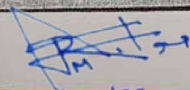
The parties hereby represent and warrant that each person whose signature appears here on has been duly authorized and has full authority to execute this memorandum on behalf of the organization for which such signature is indicated.

  
Ms. Sumedha Dutta  
(Event Coordinator), MAIMS

  
Monika Garg  
Designation Marketing Pearl Academy

  
Director: Prof. Ravi Kumar Gupta,  
(Maharaja Agrasen Institute of Management Studies) VP-Sales  
Pearl Academy

Maharaja Agrasen Chowk, Sector -22, Rohini Delhi-110086  
Ph : 8448186947, 8448186950 E-mail : maimsrohini@yahoo.co.in Website : www.maims.ac.in



Director  
Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-85





## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding entered into at Delhi on this the 23<sup>rd</sup> Day of January month in the year 2020.

### BETWEEN

**M/s ICT Academy**, a non-profit Society incorporated under the Tamil Nadu Societies Registration Act, 1975 and having its Office at ELCOT Complex, 2-7 Developed Plots, Industrial Estate, Perungudi, Chennai 600 096 (hereinafter called as "ICT Academy" which expression shall, wherever the context so permits mean and include successors and assigns.)

### AND

Maharaja Agrasen Institute of Management Studies, being the beneficiary of this MoU having its principal place of business at Maharaja Agrasen Chowk, Sector 22, Rohini, North West Delhi-110086 duly represented (hereinafter referred to as, Maharaja Agrasen Institute of Management Studies, New Delhi which expression shall, wherever the context so permits mean and include successors and assigns.)

### WHERE AS

ICT Academy is an initiative of the Government of India in collaboration with the state Governments and Industries. ICT Academy is a not-for-profit society, the first of its kind pioneer venture under the Public-Private-Partnership (PPP) model that endeavours to train the higher education teachers and students thereby exercises on developing the next generation teachers and industry ready students.

ICT Academy was started to meet the skill requirements of the industry and generate more employment especially in tier 2 and 3 towns, the rural parts of the country. The organization was formed with representations from the State Government of Tamil Nadu, leading companies in the ICT industry and National Association of Software Services Companies (NASSCOM) in India.

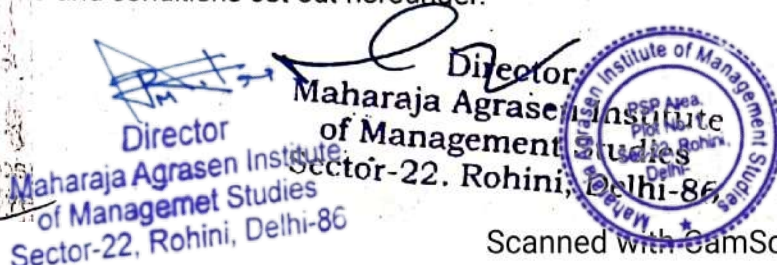
With training of teachers and students as the primary objective, ICT Academy has been working through a seven pillar program in the areas of Faculty Development, Student Skill Development, Entrepreneurship Development, Youth Empowerment, Industry-Institute Interaction, Digital Empowerment and Research & Publications.

In the last 10 years, ICT Academy has strived on every aspect to provide a holistic service to every stakeholder of the education ecosystem in developing the next generation of talent pool in India to make them industry ready employees, innovators, entrepreneurs and leaders.

The Academy shall have a core team of faculty members to conduct the training. This core team would be supported by faculty members deputed from Industry as well drawn from the educational Institutions.

ICT Academy is recently endorsed and recommended by NITI Aayog (National Institution for Transforming India Aayog), the National Planning body of Government of India as one of the unique organization for dissemination and replication, which is aligned to the Skill India Vision of the Government of India.

ICT Academy is agreeable to enter into this MoU with Maharaja Agrasen Institute of Management Studies, New Delhi as per the terms and conditions set out hereunder:





Now this MoU witnesses as under:

## 1. Scope of the MoU

- 1.1 Maharaja Agrasen Institute of Management Studies, New Delhi hereby agrees to host the Employability Skill Development Training being offered by ICT Academy.
- 1.2 Maharaja Agrasen Institute of Management Studies, New Delhi, would collaborate to implement the Employability Skill Development Training for unemployed youth under the Reliance Home Finance & Reliance Money Social Initiative Project. The program to be implemented is "Skill Training in Financial Literacy" for the final year graduating students / graduated students from the University.

## 2 Role of ICT ACADEMY

- 2.1 Shall support on students acquisition and screening process for the selection of students for the program.
- 2.2 Will provide the template for printing of banner.
- 2.3 Shall provide course materials and training kit to the trainees and required training materials to faculty/ trainers.
- 2.4 Shall provide training and orientation for the trainers to conduct the training program.
- 2.5 Shall provide trainers/ faculty who will handle the below mentioned modules. The trainer cost will be borne by ICT Academy.
- 2.6 Certification to all the students on successful completion of the training.
- 2.7 Would support in placement facilitation to all successful candidates on completion of the training program.
- 2.8 Shall provide trainers/ faculty who will handle the below mentioned modules. The trainer cost will be borne by ICT Academy.

## 3 Role of Maharaja Agrasen Institute of Management Studies, New Delhi

- 3.1 Shall work along with ICT Academy in acquiring eligible candidates for taking up the Training.
- 3.2 Should take declaration from the student that they will not discontinue the course. If discontinued will pay the course fee to ICT Academy.
- 3.3 Shall appoint one coordinator to coordinate between ICT Academy and trainers until the completion of the Training.
- 3.4 The Training period will be a total of 200 Hrs as per the modules of the respective Skill Training launched. Shall ensure to follow the training schedule and ensure the successful completion of training of 200 hours of each batch being launched.
- 3.5 Organise an Inauguration function and cover the training with Photographs & Videos. Shall video shoot atleast 5 students narrating their experience before and after the training.
- 3.6 Shall provide theory and computer lab to conduct the training programme.



*[Signature]*  
Director  
Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-86

*[Signature]*  
Director  
Maharaja Agrasen Institute  
of Management Studies  
Sector-22, Rohini, Delhi-86





3.7 Shall assure trainers /faculty members and trainees to be regular in attendance and abide by the process and reporting systems of the project, assessments until project completion.

3.8 Submit all acknowledgements and reports as per the requisites of the Project.

#### 4 Payment Terms

4.1 ICT Academy will provide with Rs. 35,000.00 (Rupees Thirty Five Thousand Only) towards Implementation and conducting the training for the 2 Batches of Skill Training in Financial Literacy Programme launched as per the split up given below.

- a) Rs. 30,000.00/- towards the use of Infrastructure and audio/ Visual room and for the Photo and Video Shoots during the inauguration and completion.
- b) Rs. 5000.00/- to the Co-Ordinator of the Training Program for organizing, monitoring and reporting of the Training Program.

*The Photo Shoot and Video Shoot should cover the Inauguration, Valedictory functions and Training Sessions.*

#### 5 Operation of this MoU

5.1 Upon execution of this MoU, ICT Academy shall communicate to Maharaja Agrasen Institute of Management Studies, New Delhi, the training schedules. There upon, the parties shall mutually discuss and agree on the operational terms based on which ICT Academy would offer its services.

#### 6 Validity of this MoU

6.1 The validity of this MoU for the proposed Employability Skill Training would be 1<sup>st</sup>.March 2020 which is the scheduled to be completion date, from the date of signing. The MoU may be renewed on mutually agreed terms between the Parties.

6.2 The Parties shall enter into firm binding agreements on the areas which are not covered under this MoU. Upon the execution of such agreements, this MoU may be terminated. Both parties shall have the right to terminate this MoU if any of the party does not comply with its obligations under this MoU by issuing 30 days prior notice.

#### 7 CONFIDENTIALITY

7.1 The Parties shall treat all information, documents, contents and materials pertaining to ICT Academy or to Maharaja Agrasen Institute of Management Studies, New Delhi provided under this MoU as confidential.

7.2 ICT Academy or to Maharaja Agrasen Institute of Management Studies, New Delhi, shall not disclose any aspect of any confidential information to any third party in any manner whatsoever other than in the normal course of agreed terms under this MoU.

7.3 The confidentiality of information shall survive the termination of this Agreement.

7.4 Upon the termination of this MoU, to Maharaja Agrasen Institute of Management Studies, New Delhi, shall return all the contents, training materials and such other information provided by ICT Academy under this MoU duly without any undue delay and in cases where such information is not capable of being returned destroy the same and provide a certificate to that to ICT Academy.

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

  
Director  
Maharaja Agrasen Institute  
of Management Studies  
PSP Area,  
Plot No. 11,  
Sec-22, Rohini,  
Delhi-86



## 8. INTELLECTUAL PROPERTY

8.1 All the intellectual property rights with respect to the programs, contents provided by ICT Academy shall vest with ICT Academy and upon the termination of this Agreement by efflux of time or such other earlier termination, the college shall not have the right to use programs, contents, and such other training materials installed under this MoU and return the same to ICT Academy to Maharaja Agrasen Institute of Management Studies, New Delhi shall not infringe the intellectual property rights of ICT Academy and shall duly intimate of any such infringement by any third parties.

## 9. INDEMNITY

9.1 Maharaja Agrasen Institute of Management Studies, New Delhi, agrees to hold harmless and indemnify the ICT Academy, from and against all action, demands, proceedings, prosecutions, attachments, claims or causes of action whatsoever, including (but not limited to) attorneys' fees and other costs arising out of:

- (a) Any breach of this Agreement by to Maharaja Agrasen Institute of Management Studies, New Delhi
- (b) Any negligence on the part of to Maharaja Agrasen Institute of Management Studies, New Delhi

## 10. NOTICE

10.1 All notices regarding this Agreement shall be by personal delivery or by certified or registered mail, postage prepaid, at the addresses as either of them may so provide by notice given to the other in the same manner.

## 11. GOVERNING LAW:

This MoU is made under and shall be governed by and construed under the laws of the Republic of India under the jurisdiction of the courts at Chennai.

## 12. ARBITRATION

In the event any of any claim, controversy, dispute or difference between Parties, arising out of or in connection with or in relation to this Agreement, either Party will be entitled refer the same to arbitration in accordance with the rules of arbitration of the Arbitration and Conciliation Act 1996. There shall be three arbitrators, one to be appointed by ICT Academy, the other to be appointed by to Maharaja Agrasen Institute of Management Studies, New Delhi and the third to be appointed by the two arbitrators appointed by the Parties. The award of the arbitrators shall be final and binding on the Parties. The Arbitration proceedings shall be held at Chennai.

In witness whereof the parties have executed this MoU on this the **23<sup>rd</sup> Day of January 2020**.

For ICT Academy



Name: K.A. Vijayan.

Designation: Deputy General Manager-Projects

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

for to Maharaja Agrasen Institute of Management  
Studies, New Delhi



Authorised Signatory

Director

Name: Maharaja Agrasen Institute  
Designation: Management Studies  
Sector-22, Rohini, Delhi-86



# Education, Media & Law Practices during the COVID Pandemic

Foreword by:

**Dr. Nand Kishore Garg**



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



**Ravi Kumar Gupta  
Sanjay Kumar Mangla  
Umesh Chandra Pathak  
Sakshi Gupta**

**Maharaja Agrasen University Publication**



**Editors:** *Ravi Kumar Gupta, Sanjay Kumar Mangla,  
Umesh Chandra Pathak & Sakshi Gupta*

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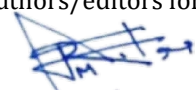
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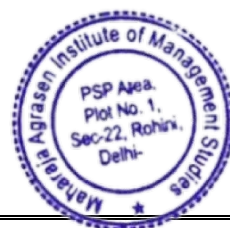
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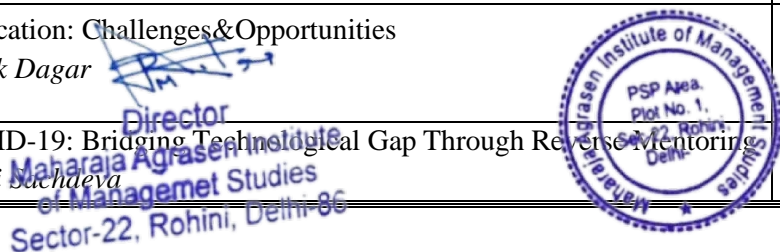


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## Chapter 2

### Higher Education Post COVID-19 in India

Dr. Umesh Chandra Pathak & Nalini Ranjan

#### Abstract

All organisations and companies mandated that their employees work from home once the Corona virus spread to our nation's roots in mid-February. The lockdown has accelerated the adoption of new technology. To improve the quality and turnaround time for these scenarios, business organisations, educational institutions, analytics, computers, data processing systems, and online education technologies have been forced to work together. Online learning has taken over as the standard means of instruction throughout the whole planet during this protracted lockdown following COVID-19. For the long-term institutions and community members, managers, and students, it just means things are becoming more evident. The paper's primary goal is to obtain understanding of the evolving dynamics of India's education sector.

**Keywords:** Higher, Education, COVID-19, Students, Faculty

#### Introduction

When the corona virus moved into our country's roots in mid-February, all of the organizations and businesses required their workers to work from home. The lockdown has speeded up new technology adoption. Business houses, educational institutes, analytics, computers, data processing systems and online education technologies have been compelled to operate in tandem to boost the quality and delivery time to handle these situations. This is an optimal time for experimenting and deploying new tools to make educational delivery meaningful to students

who cannot attend campuses. It's an opportunity for online learning and assessment to be more efficient and competitive while building new and better technical skills / knowledge.

It is also a fact that the use of technology in education results in different changes in the program, for example changing from teacher-centered education to student-centered education.

Today, we spoke about virtual classrooms and numerous online tools allow us to make the interaction between teacher and students as similar as possible to a

  
Director  
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# Management Dynamics & COVID Pandemic

Foreword by:

**Dr. Nand Kishore Garg**



**Ravi Kumar Gupta**

**Sanjay Kumar Mangla**

**Lokesh Jindal**

**Varuna Kharbanda**

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



**Editors:** *Ravi Kumar Gupta, Sanjay Kumar Mangla,  
Lokesh Jindal & Varuna Kharbanda*

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## Chapter 15: Internal Marketing Communication: Adaptation of Appropriate Strategies in COVID-19

*Ms. Mukta Gupta, Dr. Abhishek Srivastava & Dr. Lokesh Jindal*

### Abstract

With a deeper understanding in connection with lockdown scenario in the period of COVID-19, many new and abnormal solutions turns into new normal. However, with loads of problems, somehow together we have now managed to turn our business with new dealings followed by varied mysteries. Undoubtedly, we are now turning into a noble mechanism as to drive in the direction of finding conclusive and ground-breaking results for the mass concerns in association with Internal Marketing Communications. Despite of challenges faced by organisations which are unparalleled to the existing scenario and can pretend like devastating effect in the pandemic situation, here in this paper, researchers have tried to drag

The concepts of disruption of services with different prominent organisations in connection with the management of sales along with the requirements to manage workforce to induce them to operate remotely and off-course in analysing situations. Researchers have also focused on the issues like health & welfare of workforces and providing significant contribution to the society as well. In the face of a crippling pandemic, technology has emerged as a major lifesaver. Communication is a major key to our interconnected existence and technology is the driving force that maintains our connections.

**Keywords:** Internal Marketing, Disruption, Innovation, Managing Workforce

### Introduction

Today entire world stops working and praying for an unknown virus, i.e. Coronavirus infection (COVID-19) which is highly contagious in nature, there is no vaccine for COVID-19 and it holds the potential to affect people of all ages. It has been found that the virus is spread from one body to another through large droplets formed by the sneezing and coughing of an infected person. To date there is no vaccine available for this infection and no health care approved treatment has been provided so it is very important to prevent this infection in the early stages. People with chronic underlying disease are at higherrisk for COVID-19 infection, which can be fatal. Most of us are making big changes in our daily routines as countries introduce

measures to control movement as part of efforts to reduce the number of people affected by COVID-19. Even after adopting working from home culture, infection may have changed the way it affects daily life of every individual. Fear and anxiety about this new disease and other strong emotions can be high, and workplace stress can lead to the burning of the external icon. How an individual may deal with these emotions and stress will affect your well-being, the well-being of those you care about, your workplace, and your community. During these epidemics, it is important for you to identify how stressful you are, to take action to build up your regression, and manage work stress, and to know where to go if you need help. Many organizations from various sectors are trying to help the

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Director  
Maharaja Agrasen Institute  
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## Chapter 44: Performance Of Indian Corporate Sector

- Dr. Meghna Aggarwal

- CA Satyam Rastogi

- Dr. Rachna Jain

### INTRODUCTION

The macroeconomic aspects of performance of any sector pertain to its contribution to the capital formation, national output, employment, fostering of a culture of innovation and national competitiveness in the global context. In India, the presence of corporate sector essentially is in the industrial and services sector and as such structurally it contrasts with the unincorporated or informal sector of India's industrial and services sector. The latter abounds numerically; wields little economic power; struggles for domestic and foreign capital despite contributing substantially to GDP, industrial production, national employment and exports. In this context, the performance of Indian corporate sector needs to be deeply investigated with respect to how it contributes to the national aspirations and developmental agenda.

### STRUCTURE OF THE SECTOR

In terms of who owns or controls it, the corporate sector can be tracheotomized into state owned, foreign owned and domestically owned incorporated entities. These may be private limited entities or public limited entities, the latter being either listed

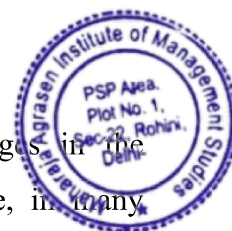
companies or unlisted companies. This approach to the understanding of the structure of the corporate sector implies its financialization that in turn has a lot of significance on the resultant governance and management of these enterprises and the larger issues impinging upon the economy as a whole. According to a recent study, the manner of financialization of the corporate sector in India may be responsible for the growing current account deficit (CAD) and the falling value of the Indian rupee.

Functionally, the structure of the corporate sector may be interpreted in terms of its activity spectrum. For instance, the relative share of the sector in construction and manufacturing within the industrial sector speaks volume of its extant and likely contribution to India's manufacturing capability. Likewise, the relative contribution to industrial and services sector implies the direction of its progress.

### KEY DIMENSIONS OF CHANGES IN PATTERNS OF CORPORATE GOVERNANCE

India has initiated major changes in the pattern of corporate governance, in many

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# Management Dynamics & COVID Pandemic

Foreword by:

**Dr. Nand Kishore Garg**



**Ravi Kumar Gupta**

**Sanjay Kumar Mangla**

**Lokesh Jindal**

**Varuna Kharbanda**

  
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## Chapter 46: Role Of Young Entrepreneurship In Developing Indian Economy

Dr. Sheetal Badesra

Dr. Geetanjali Gupta

### Abstract

Youth is the prospect of every nation of the earth tomorrow. This statement stands true in every sense. When a country has a healthy youth population, you will find the country making advancement in terms of overall development and progress. Recently, interest in youth entrepreneurship has been fuelled due to high levels of unemployment amongst young people and as a way to foster employment opportunities or to address social exclusion. Youth entrepreneurship has gained more importance in recent years in many countries including India, with increased interest in entrepreneurship as a way of boosting economic competitiveness and promoting regional development.

**Keywords:** Youth entrepreneurship, Economic development, Unemployment, Globalization

### Introduction

Revolution in technology and globalization has impacted the whole world. Developing countries like India and China are growing rapidly both in terms of economic development as well as population. Growing economies provide plenty of opportunities for services and provide opportunities for entrepreneurs to set up small enterprises in various different fields. There are huge opportunities for individual enterprise in IT Services, Financial services, Travel and Tourism, Food, Supply chain, Health care services and many more fields.

The world today has transited into a 'Technology Era'. Technology has enabled growth in all fields and all societies. Technological revolution has changed the face of lives of people bringing healthcare, information and connectivity to even the

most remote areas that were hereto isolated. Globalization has brought countries together and created entire world market.

Government should focus on looking at framework and strategies to creating new jobs and increasing youth employment rates. However there is also a need for the policy makers to look specifically at the Youth unemployment and related issues. In some of the countries youth entrepreneurship is being recognized as a promising alternative and is being actively promoted by various agencies. If promoted actively, Youth entrepreneurship can help sustain growing economies; integrate youth into the workforce besides leading to overall development of society.

Entrepreneurship in any society is a sign of advancement. The IT business in US has been the bedrock for youth entrepreneurship



**MEMORANDUM OF UNDERSTANDING  
BETWEEN**

**BIZMIND, THE ENTREPRENEURSHIP CELL OF MAIMS  
AND  
GLOBAL OPPORTUNITIES**

This MEMORANDUM OF UNDERSTANDING made on this 8th day of December 2019, between BIZMIND, THE E-CELL OF MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES (here in after referred to as BIZMIND) and GLOBAL OPPORTUNITIES Rohini Sector-22, Delhi, failure of which will lead to the collaboration being void witnessed as follows:

The following has been mutually agreed upon by the below mentioned parties on the collaboration with reference to FEST, E-Summit'20 to be held in February.

Party 1: BIZMIND  
Party 2: GLOBAL OPPORTUNITIES

As part of the Collaboration,

Party 1 will provide:

1. Logo on all print media.
2. Logo on all digital media.
3. Permission to advertise in campus of MAIMS.
4. 2 seminars in collaboration with Global Opportunities in the campus of MAIMS.

Dates for the seminars will be-

1. 26th February 2020
2. Any mutually decided date in April.

Party 2 will provide:

1. INR 10000 as a sponsorship amount for E-Summit'20.
2. Permission to advertise.
3. Marketing material should be provided by party 2 itself.

Clause: Should there be a dispute relating to any aspect of academic cooperation, it will be jointly resolved in a spirit of independence, mutual respect and shared responsibility.



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President  
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