

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 6



6.3 FACULTY EMPOWERMENT STRATEGIES

Metric 6.3.3



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

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

Criteria 6- Governance, Leadership and Management

Key Indicator- 6.3 Faculty Empowerment Strategies

Supporting Documents 6.3.3

Event Brochures and Reports

Academic Year: 2020-21


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



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Courses Offered : BBA, B.Com(H), B.A (Economics(H)), BA LLB, BBA LLB
Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 INDIA
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DEPARTMENT OF LAW

Under the Aegis of IQAC

in association with

Maharaja Agrasen School of Law

Maharaja Agrasen University, Baddi, H.P.

presents

Faculty Development Programme

on

RESEARCH METHODOLOGY AND INTELLECTUAL PROPERTY RIGHTS

29th July – 4th August 2021

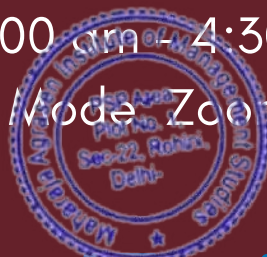
10:00 am – 4:30 pm

Mode: Zoom



DR. NAND KISHORE GARG
Founder and Chief Advisor, MATES
Chancellor, MAU, Baddi, HP

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



MAIMS DELHI IN



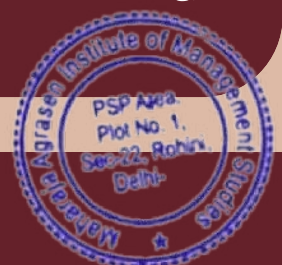
ABOUT MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU, Three Times MLA-Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

ABOUT MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B.Com (H), BA (H) Eco., BA JMC, BALLB (Integrated), and BBA LLB (Integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. Over the years MAIMS has grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.

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Maharaja Agrasen Technical Education Society (MATES), New Delhi

Dr. Nand Kishore Garg,
Founder and Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP



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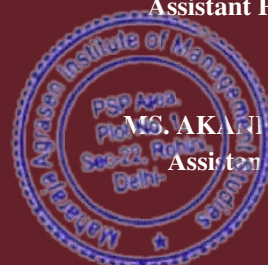
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ABOUT THE FACULTY DEVELOPMENT PROGRAM

Faculty development programme is intended to improve the overall performance of faculty members in academic, research and administration. This will also help in augmenting Teaching Skill, Research Methodology, Research Skill as well as Organisational Capacities and Culture. Wide range of activities are incorporated to support faculty members' role. This programme is intended to provide an opportunity for the teaching fraternity from various colleges and universities to explore new frontiers of knowledge imparting the latest technical knowledge to the students.

PURPOSE AND OBJECTIVE OF THE FACULTY DEVELOPMENT PROGRAMME

- To facilitate upgradation of knowledge and skills for its participants.
- To provide a unique opportunity for learning about the latest developments in varied areas falling under dynamic law-subjects.
- To help participants stay motivated along with being updated about diverse teaching methods deployed by many other faculties across the country during this pandemic situation.
- To impart training on use and significance of innovative research tools in teaching.
- To facilitate greater insights and clarity in understanding emerging trends in law.

WHO SHOULD ATTEND?

- Academicians
- Faculty Member and Teachers of Universities/ Colleges
- Research Scholars / Ph.D. Scholars
- Lawyers
- Students


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REGISTRATION AND PAYMENT DETAILS

REGISTRATION FEES

Fees: ₹500/-

Fees: 50 USD (For Non Indian participants)

LAST DATE FOR ONLINE REGISTRATION: 25TH JULY 2021

REGISTRATION LINK: <https://forms.gle/5GFPmfSS8A2F22UaA>

Mode of payment

Through NEFT/BANK TRANSFER

Account Holder's Name: Maharaja Agrasen Institute of Management Studies

Bank Name: Union Bank of India

Bank Account No.: 394502010059876

IFSC Code: UBIN0560421

Branch: Sector 22, Rohini, Delhi - 110086

Through PAYTM

Phone No. - 8448186940

Account Holder's Name: Anil Kumar

UTR/ Ref. no. Of screenshot of payment to be uploaded for completing the payment



CERTIFICATE OF PARTICIPATION WILL BE GIVEN TO ALL THE REGISTERED PARTICIPANTS (ONLY AFTER FILING THE FEEDBACK FORM).

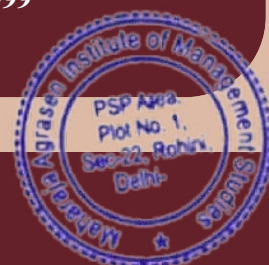
FOR FURTHER QUERIES CONTACT:

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SCHEDULE

DAY 1: 29th JULY 2021

RESEARCH METHODOLOGY

TOPICS

1. Outcome Based Pedagogy in Research.
2. Interdisciplinary Research.

DAY 2: 30th JULY 2021

EMERGING LEARNINGS IN CRIMINAL LAW

TOPICS

1. Feminist Criminology: The rising of New Branch.
2. Criminal Law Reforms in Recent Times: Issues and Challenges.
3. Legality of DNA Technology in Indian Scenario.

DAY 3: 31st JULY 2021

INTELLECTUAL PROPERTY RIGHTS

TOPICS

1. Copyright and Plagiarism Issues in Educational Sector.
2. An analysis over TRIPS Compliance and India.
3. Empirical Research in IPR.


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SCHEDULE

DAY 4: 2nd AUGUST 2021

CYBER LAW AND OTT (OVER THE TOP)

TOPICS

1. From Censorship to Classification: Digital Media Rules and their Impact on OTT.
2. Emerging Legal Issues in an AI-Driven World.
3. Cyber Crimes in India: Are Women a Soft Target?

DAY 5: 3rd AUGUST 2021

HEALTH CARE AND ENERGY LAWS

TOPICS

1. Consumer-Protection Concerns in the Delivery of Healthcare Services in India: Issues & Challenges.
2. Human Health and Businesses in India: Need to Develop Jurisprudence under Food Safety Laws and Drugs & Cosmetics Regulations.
3. Energy Laws and Environment in India: Issues, Challenges, and Way Ahead.

DAY 6: 4th AUGUST 2021

ADR (ARBITRATION AND MEDIATION)

TOPICS

1. Legitimacy of Mediation in the Indian Context
2. Conducting Arbitration: Procedure, Practice & Emerging Trends


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ESTEEMED SPEAKERS



Prof. (Dr.) Mrinal Satish

Prof. Mrinal is the former Chairperson of the Delhi Judicial Academy. He has been a Professor of Law at the National Law University, Delhi, where he was the Executive Director of the Centre for Constitutional Law, Policy, and Governance. He was also an Assistant Professor at the National Judicial Academy, Bhopal. Dr. Mrinal is a member of the Supreme Court of India's Gender Sensitization and Internal Complaints Committee as a nominee of the Chief Justice of India. His area of interest and specialization is criminal law.



Prof. (Dr.) Alka Chawla

Prof. Alka Chawla is a Ph.D. in Copyright Law from the University of Delhi. She teaches Intellectual property rights, Administrative Law and Jurisprudence. She is nominated as a "National expert on Intellectual Property" by the European Trade and Business Council, Mentor to the Intellectual Property Protection Organisation and Advisor to National IP Organisation and Member Education Committee, FICCI. Prof. Alka has authored two books on Copyright Law published by Macmillan and Lexis Nexis and written a number of articles and research papers in reputed journals.



Mr. Raghvendra GR

Mr. Raghavender is a civil servant from Central Secretariat Service (CSS) 1988 and currently posted as Joint Secretary, Department of Justice, Ministry of Law & Justice, Government of India, New Delhi. Previously, he was the Joint Secretary in Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Government of India, from August 2015 to January 2017. Mr. Raghavender is very passionate about Intellectual Property Rights, especially Copyright and Related Rights. He worked as Registrar of Copyrights of the Indian Copyright Office from 2007 to 2014 and played a key role in the introduction of amendments to the Copyright Act in 2012 and introduction of the Copyright Rules, 2013.



Dr. Archana Sarma

Dr. Archana Sarma is Head, School of Law at The NorthCap University. With a passionate interest in Criminal Law and Human Rights, she worked as a Law Researcher at People's Watch before joining academics. Dr. Sarma completed her doctoral research in the area of computer forensics and the law from National Law University Delhi. She holds M.Phil. & LL.M. degrees from NLSIU, Bangalore. She has written several articles in leading journals and is a content writer of the module on Cyber stalking, Cyber Bullying and Cyber Defamation under UGC MOOCs.



Prof. Irene Calboli

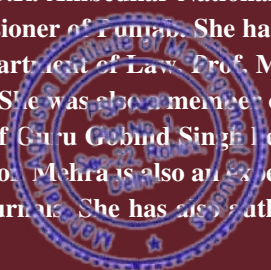
Prof. Irene Calboli is a graduate of the London School of Economics and Political Science, and the Queen Mary University London. She is Professor of Law at Texas A&M University School of Law, Academic Fellow at the School of Law, University of Geneva, Fellow at Melbourne Law School, and Transatlantic Technology Law Fellow at Stanford University. Her research focuses on IP, International Trade, and Cultural Heritage Law. She is a member of the Editorial Board of the Queen Mary Journal of Intellectual Property, the Journal of Intellectual Property Law and Practice (Oxford), and the WIPO-WTO Colloquium Papers.



Prof. (Dr.) Viney Kapoor Mehra

Prof. (Dr.) Viney Kapoor Mehra is the founder Vice Chancellor of the Dr. B.R. Ambedkar National Law University, Rai, Sonapat. She was previously the State Information Commissioner of Punjab. She has also served at Guru Nanak Dev University, Amritsar, where she headed the Department of Law. Prof. Mehra was a member of the syndicate and senate of GNDU between 2008 and 2014. She was also a member of the national committee for the commemoration of the 350th birth anniversary of Guru Gobind Singh headed by the Prime Minister. She is associated with various social organisations. Prof. Mehra is also an expert on women issues and she has several research articles published in reputed journals. She has also authored various books.

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ESTEEMED SPEAKERS



Prof. (Dr.) Angelo Viglianisi Ferraro

Prof. Angelo Viglianisi Ferraro is an Aggregate Professor of Private Law and the Erasmus Coordinator at the Department of Law, Economics and Humanities of the “Mediterranea” University of Reggio Calabria, where he also acts as the Head of the “Mediterranea International Centre for Human Rights Research” and the Director of a Postdoctoral Program (in "New Technologies and Law") and an International LLM (in European Private Law). He is the author of 3 monographies and the editor of 12 books. Additionally, he has written numerous peer reviewed articles on civil liability, consumer law, antitrust law, family law, and fundamental rights.



Mr. Hemant Batra

Mr. Hemant Batra is a Delhi based corporate, commercial and public policy lawyer, commentator and counsel of repute with nearly 30 years of experience. He is also co-founder of an internationally acclaimed law and policy research think tank - Goeman Bind HTO. He is Vice President of SAARCLAW (a regional apex body of SAARC). He was awarded with the Mahatma Gandhi Seva Medal for extraordinary contribution to the legal fraternity in South Asia.



Mr. Madhvendra Singh

Mr. Madhvendra is a Navy Commander appointed at Ministry of External Affairs for Strategic International Diplomacy. He is a Chartered Engineer and a distinguished member of IEEE and designed the only indigenous SONAR simulator and the Tactical Wargame of the Navy. He is also an international Arbitrator & FCI Arb and a Member of LMAA | MARC and other International institutions. He is member of CI Arb Working Group on Blockchain. He is author & international faculty on International Commercial Arbitration | Maritime Arbitration | Blockchain & Smart Contracts. He is on advisory & editorial board of major International & Indian Publications.



Prof. (Dr.) Amar Pal Singh

Prof. Amar Pal Singh is Dean at USLLS, Guru Gobind Singh Indraprastha University. He has more than 20 years of teaching experience. He received 8 Months Scholarship, for undergoing the Course on LL.M. (Legal Theory) from European Academy of Legal Theory, Brussels Belgium during the session 2002-2003. He is life Member of two professional bodies, Indian Law Institute, New Delhi and Indian Institute of Public Administration, New Delhi. Prof. Singh's area Of Specialization is Constitutional Law, Environmental Law & Legal Philosophy.



Prof. (Dr.) Bismi Gopalakrishnan

Prof. Bismi is Dean, Faculty of Law at School of Indian Legal Thought Mahatma Gandhi University, Kottayam. She is an alumni of United States Department of State Bureau of educational and cultural affairs, International Visitor Leadership Programme (IVLP). Dr. Bismi is a member of the syndicate Mahatma Gandhi University Kottayam (August 2018 to continuing). She has authored 40 research articles. Dr Bismi's area of specialisation lies in Health Care laws, Intellectual Property Rights and Public Law.


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Reports of Faculty Development Program on Research Methodology and Intellectual Property

Rights

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

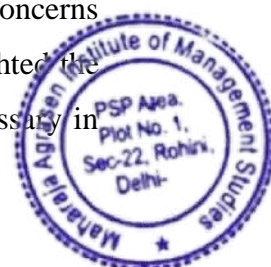
A Faculty Development Program was organized by the Department of Law, Maharaja Agrasen Institute of Management Studies from 29th July 2021 to 4th August 2021. The theme of the FDP was **“Changing Aspects of Law and Teaching Pedagogy in Contemporary India”**. Its purpose was not just to facilitate upgradation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

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

Session I

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

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

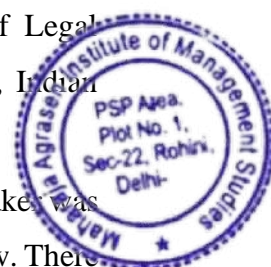
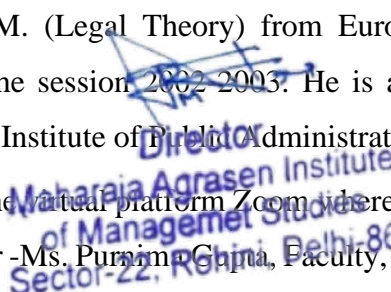
Prof. Sinha also discussed that Public Interest Litigation has addressed various issues that were raised by the citizens due to the gaps that exist in the society that have been thoroughly researched by the people. PIL is also known as Social Action Litigation and has served the purpose of an 'outcome'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

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

Session II: Interdisciplinary Research

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

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





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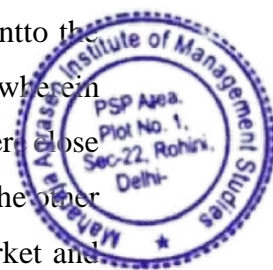
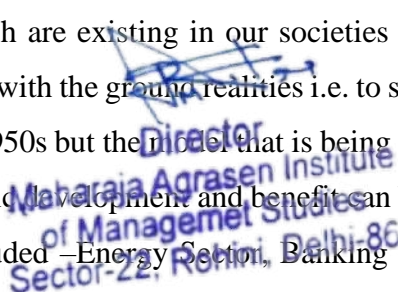
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were over **74** participants belonging to varied backgrounds ranging from students to research scholars to academicians to lawyers etc. Prof. Singh explained that ‘research’ cannot be learnt and has to be understood, i.e. to say that it is a set of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

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

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





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

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

Session III: Empirical Research in IPR

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

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

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


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Session VI : Copyright and Plagiarism Issues in Educational Sector

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


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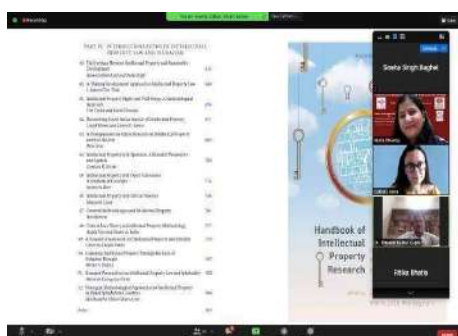
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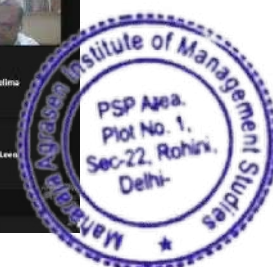
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Glimpse of the Event:



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IN ASSOCIATION WITH
MAHARAJA AGRASEN UNIVERSITY
BADDI, H.P

ORGANISES

INTERACTIVE WORKSHOP
ON
RESEARCH METHODOLOGY

DATE: 26 JUNE 2021

TIME: 02:00 PM

VENUE: GMEET



RESOURCE PERSON

DR. KIRAN BALA

**ASSISTANT PROFESSOR, DELHI SCHOOL
OF ECONOMICS, DELHI UNIVERSITY**


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Report on “Interactive workshop on Research Methodology”

Date: Saturday, June 26, 2021

Maharaja Agrasen Institute of Management Studies organized an interactive workshop on Research Methodology on Saturday, June 26, 2021, at 02:00 PM onward on G-meet platform. A Total 100 participants attended the workshop. The workshop started with the blessings from Maa Saraswati. An introductory and welcome address was given by Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, who gave a brief about the importance of the workshop for the faculty and students and appreciated the efforts of the entire organizing team. Prof. G. P. Govil, Advisor, MATES, gave his words of sagacity. He spoke about the importance of Research Methodology. He mentioned that research methodology gives research legitimacy and provides scientifically sound findings. Dr. Kiran Bala, Assistant Professor, Delhi School of Economics, the keynote speaker of the event highlighted that Research Methodology provides a detailed plan that helps to keep researchers on track, making the process smooth, effective, and manageable. She stated that the study of research methodology provides us with the necessary training in choosing research methods, materials, scientific tools, and training in techniques relevant to the problem chosen. Prof. (Dr.) Manju Gupta thanked the keynote speaker. Dr. Kiran Bala gave elaborate answers to all the questions asked by participants.

Ms. Shweta Rastogi, Assistant Professor, MAIMS, presented the vote of thanks. “Experience matters the most” with this she concluded her speech.


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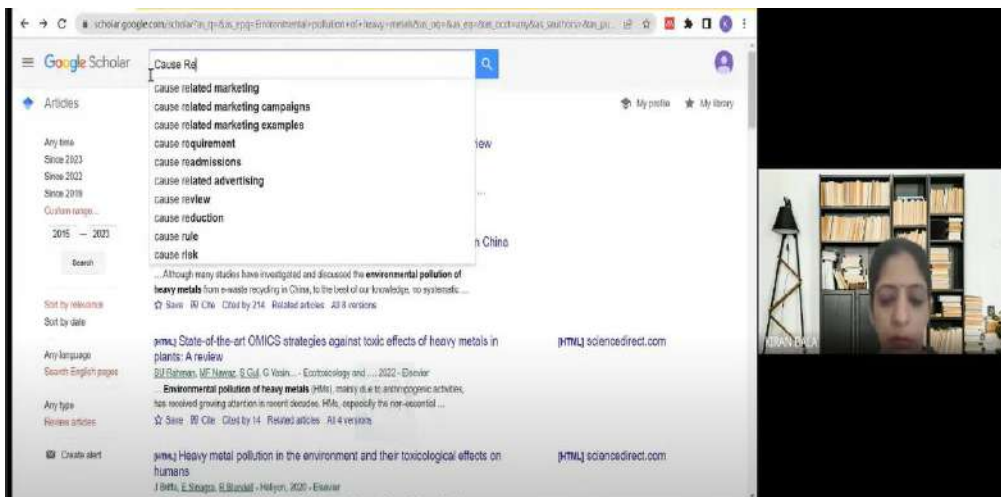
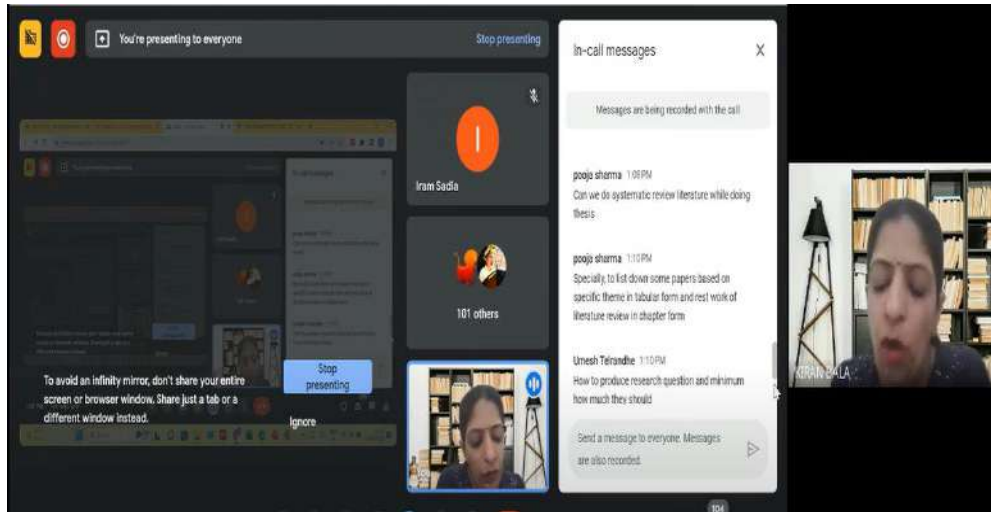
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“Fundamentals of publishing in Top Journals”

Organized by Department of Business Administration,
under aegis of IQAC & Think Quest Club
in association with Elsevier



Wednesday, June 16, 2021



3 PM (IST)



TOPICS COVERED:

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

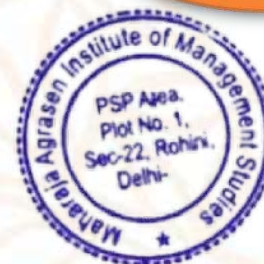
Mr. Vishal Gupta
Senior Customer Consultant
Elsevier

SCAN ME

Co-ordinator, IQAC: Prof. (Dr.) Vijay Kumar Khurana, HOD - Business Administration
Conveners: Dr. Parul Kumar, Ms. Rachita Aggarwal, Ms. Neha Bhagat

Registration Link


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

Date: Wednesday, June 16, 2021

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

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

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

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

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

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

Convener – Dr. Parul Kumar, Senior Assistant Professor

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

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


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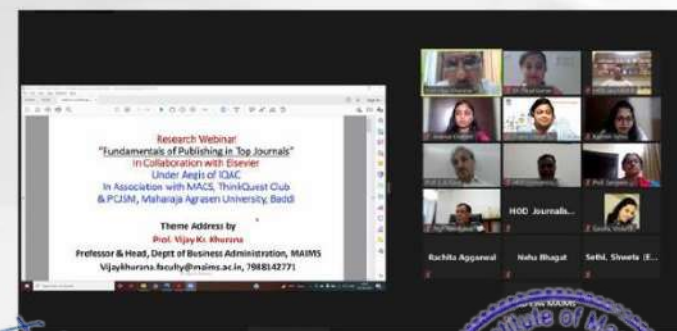
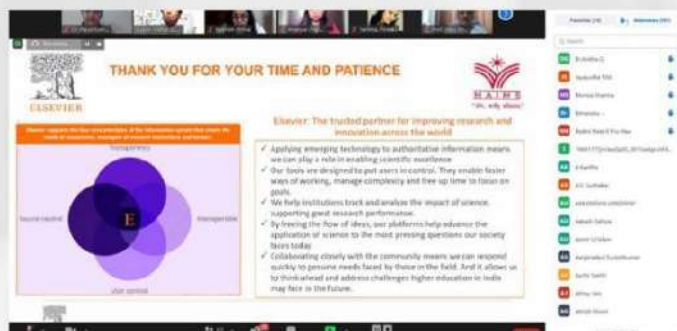
MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Department of Business Administration under Aegis of IQAC & ThinkQuest Club

In Association with Elsevier

Fundamentals of Publishing Research in Top Journals

Dated: 16th June, 2021





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Under the aegis of IQAC & MACS

in association with

Maharaja Agrasen University, Baddi, HP

organizes
ONE WEEK

e- Faculty Development Programme on ACADEMIC & RESEARCH SOCIAL MEDIA WEBSITES

June 2 - June 8, 2021

3:00 pm- 5:00 pm
via ZOOM

HIGHLIGHTS

- Hands-On sessions on Academic and research, Social Media Websites
SSRN, Google Scholar, Academia, ResearchGate, ORCID
- Latest trends & development in research & academics



June 02, 2021



June 03, 2021



June 07,

June 04, 2021



June 08, 2021

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Last Date: May 31, 2021

Registration Fee: ₹100/-
(MAIMS,MAIT,MAU : NIL)



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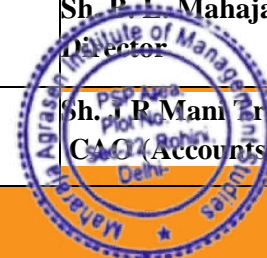
MAIMS Delhi IN

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



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Maharaja Agrasen Technical Education Society

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU, Three Times MLA-Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.



Maharaja Agrasen Institute of Management Studies

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA Eco (H), BA (JMC), BALLB (Integrated) and BBALLB (integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier Centre of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development.

About The e-Faculty Development Program


The objective of this e-FDP is:

- To apprise the faculty members with the various research oriented academic social networking websites.
- To make them aware about the latest trends and developments in research and academics, access to all the research papers etc.
- To understand the ways through which Academic Social profile can be made stronger.
- To understand the web of researchers in their area of research.

Who Should Join?

This FDP would be beneficial for Faculty Members, Research Scholars, Research Enthusiastic and Students.

Participation Certificate will be awarded to registered participants.


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Schedule of the e-FDP

Timings: 3:00 PM- 5:00 PM

Date	Topic	Resource Person
2nd June 2021 (Wednesday)	Inaugural session & Academia.edu	Ms. Nikita Jain
3rd June 2021 (Thursday)	SSRN	Mr. Praveen Kumar Singh
4th June 2021 (Friday)	ResearchGate	Ms. Kamna Vaid
7th June 2021 (Monday)	ORCID	Ms. Kajal Mittal
8th June 2021 (Tuesday)	Google Scholar & Valedictory session	Dr. Sanjay Kumar Mangla

Registration & Payment Details

Last Date for Registration:
Registration Fee:

May 31, 2021
₹100/-

Modes of Payment

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
SWIFT Code	UBININBBSBD
Paytm No.	9971100461 (Kamna Vaid)
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Resource Persons



Dr. Sanjay Kumar Mangla, Associate Professor and Head, Department of Economics, MAIMS

Dr. Mangla carries 12 years of experience in both academia and policy research. He holds PhD Degree in Economics from Jamia Millia Islamia, Delhi. He has undertaken several funded projects on economics, e commerce, and public policy. He has, to his credit, 15 research papers in Journals of repute, 02 edited books, 03 book chapters, 15 papers in conferences, 09 knowledge and discussions papers and 05 opinion articles. He has also conducted several conferences and FDPs. He has also conducted several funded projects on various facets of public policy and digital economy. His areas of interest are regional inequalities, industrial productivity, trade & investment and e-commerce.



Ms. Kamna Vaid, Assistant Professor, Department of Commerce, MAIMS

Ms. Vaid has rich experience of 14 years including teaching as well as IT industry. She has completed her Masters in Computer Applications from Banasthali Vidyapith, Rajasthan and pursuing Ph.D. from Guru Gobind Singh Indraprastha University, Delhi in the field of Software Engineering. She has qualified UGC-NET in Computer Science and Applications. Her area of interests includes artificial intelligence, data mining, machine learning and software testing.



Mr. Praveen Kumar Singh, Assistant Professor, Department of Commerce, MAIMS

Mr. Singh is working as an Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi. He has rich experience of 12 years including teaching as well as IT industry. He has completed his MCA degree from Uttar Pradesh Technical University, Lucknow, and MBA degree from IMT, Ghaziabad. He is pursuing Ph.D. from Manipal University Jaipur, Rajasthan in the field of Artificial Intelligence. His research areas include artificial intelligence, data mining and machine learning.



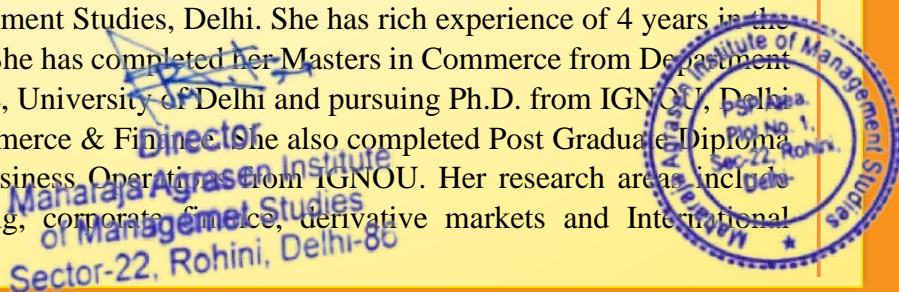
Ms. Nikita Jain, Assistant Professor, Department of Economics, MAIMS

She is a researcher of Economics with 5 years of experience of teaching and 7 years in research in areas of Micro Economics, Game Theory and Economic Growth. She is currently pursuing Ph.D. in Economics from School of International Studies, JNU, Delhi. She has done her graduation in Economics from Delhi University. Further, she completed her Masters from Ambedkar University, Delhi and did M.Phil in Economics from JNU, Delhi. She is an Associate Editor of MAIMS Economic Journal. She has published few papers in reputed journals and have been resource person in Skill Enhancement Courses.



Ms. Kajal Mittal, Assistant Professor, Department of Commerce, MAIMS

Ms. Kajal Mittal is working as an Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi. She has rich experience of 4 years in the teaching industry. She has completed her Masters in Commerce from Department of Commerce, DSE, University of Delhi and pursuing Ph.D. from IGNOU, Delhi in the field of Commerce & Finance. She also completed Post Graduate Diploma in International Business Operations from IGNOU. Her research areas include banking, accounting, corporate finance, derivative markets and International Business.



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REPORT

One Week e-Faculty Development Program

on

“Academic & Research Social Media Websites”

(June 2- June 8, 2021)

One week e-FDP on ‘Academic & Social media websites’ organized by Departments of Commerce & Economics, under the aegis of IQAC and MACS in association with Maharaja Agrasen University, Baddi, HP from June 02, 2021 – June 08, 2021 is one of its own novel kind of FDP in the field of research. This FDP has received 200+ registrations pan India covering 70+ institutions ranging from Jamia Milia Islamia, JNU to Delhi University.

Social media platforms have become the invincible part of ‘new normal’. Academic & Social media websites are being used to promote engagement with existing professional networks and extend the boundaries of these networks to reach broader communities. There are various social networking platforms through which we can make personal branding for ourself or develop an online presence. This e-FDP focused on 5 academic sites - academia.edu, SSRN, ResearchGate, google scholar and ORCID. We hope that this FDP has helped participants to build their academic profile, increased their personal branding, extended network connectivity and many more.

In the inaugural session, we were joined by Prof. (Dr.) Sanjay Gupta, Vice Chancellor, World University of Design, Sonipat as Chief Guest of the event. He highlighted the constructive role played by the academic sites to manage one’s online presence. Prof N K Kakkar, Former Director, MAIMS also made his humble presence in the FDP. Then our Session 1 was on Academia.edu which was delivered by myself.

On the day 2 of the event, we were honored to have Shri Rajnish Gupta, Secretary of Maharaja Agrasen Technical Education Society as Chief Guest. Sir rightly stated that social media has changed the way we interact with data and other people. The event proceeded with the address of Guest of Honor, Prof Vishal Kumar. Dean, Research and Director, School of Management, Maharaja Agrasen University, Baddi, HP. Sir has rightly stated that social networks are among the most widely adopted technologies in the present testing times. Resource person of Session 2, Mr. Praveen Singh, Assistant Professor, Department of Commerce, MAIMS emphasized the need for SSRN and explored all the concepts about this site. He elaborated the process of paper submission and management systems for authors. Coming to Day 3, we had with us Ms. Kamna Vaid, Assistant Professor, Department of Commerce, MAIMS, emphasizing on the need for ResearchGate. She also provided an efficient hands-on session to the participants by going live on the website itself.

Then moving to Day 6, Session 4, participants got a chance to know more about ORCID by our resource person Ms. Kajal Mittal, Assistant Professor, Department of Commerce, MAIMS. She highlighted how ORCID is different from other academic social media websites and

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elaborated the need for ORCID ID.

The last session of e-FDP on Google Scholar delivered by Dr. Sanjay Kumar Mangla, Associate Professor & Head, Department of Economics, MAIMS. He also highlighted the privacy issues of all the academic websites and gave a comparative analysis of all the 5 sites talked in e-FDP.

Valedictory session was followed by the last session of e-FDP. Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS addressed the gathering. He encouraged all the participants and congratulated the organizing team.

Prof. S.K Garg, Director General, MAIMS emphasized that this is the time we have to prepare ourselves for blended mode in more effective ways. Faculty of the institutes needs to get comfortable with the technology in this blended mode of teaching. He also complimented the FDP team.

Chief guest Prof. R.K Gupta, Vice Chancellor, Maharaja Agrasen University, Baddi, Himachal Pradesh said it is a beginning not an end. Sir highlighted that the concept of Faculty Development programs was introduced by UGC for increasing knowledge of teachers and equipped them with new teaching pedagogies.

Torch bearer of MATES, Sh. Nand Kishore Garg ji highlighted the importance of practical exposure to students. He said that practical learning is the best way to train students as it will improve their engagement and knowledge retention. Sir talk about India's knowledge and rich culture. He emphasized that each one of us should contribute to the society and prepare our students for future.

Last session of e-FDP was concluded by vote of thanks from Ms. Kamna Vaid, Convenor of e-FDP, Assistant Professor, Department Commerce, MAIMS. She thanked all the dignitaries for their presence, guidance and support. She congratulated her entire team and thanks all the participants for attending this novel e-Faculty Development Program.


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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

ONE WEEK e - FACULTY DEVELOPMENT PROGRAMME ACADEMIC & RESEARCH SOCIAL MEDIA WEBSITES

Duration - June 2-8, 2021 June 3, 2021 SSRN - Mr Praveen Kumar Singh (Resource Person)



Credits - Deepali Chanana BA(JMC) 1 year, MAIMS



Credits: Ms. Kamna Vaid, Assistant Professor, MAIMS

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






Director
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Department of Business Administration
Under Aegis of IQAC & MACS
ThinkQuest Club Presents

One Week Research Congress 2021

Maharaja Agrasen Institute of Management Studies



Prof. Dr. Md. Aminul Islam

Faculty of Applied &
Human Sciences
Universiti Malaysia, Perlis



Prof. Dileep Kumar

Nilal Field Research Center,
Malaysia



Dr. Manish Gupta

Department of HR,
IBS Hyderabad



Ms. Jinal Shah

NMIMS, Deemed to be
University



Dr. Parul Kumar

Maharaja Agrasen Institute
of Management Studies

INSIGHTS



May 25: Essentials of Research



May 26: Research Methodology



May 27: Publication of Research



May 29: Leveraging LinkedIn



May 31: Promotion of Research
Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86

25-31, May 2021

2:30PM - 4:30PM IST



Zoom Meeting

FEES: INR 200

Register

<https://forms.gle/ae...>

*Certificate of Participation for
registered participants only.





About Maharaja Agrasen Technical Education Society

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU, Three Times MLA-Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

About Maharaja Agrasen Institute of Management Studies

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained a distinct position in running BBA, B. Com (H), BA (H) Eco, BA (JMC), BALLB (Integrated), and BBA LLB (Integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.

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About the Research Congress

The Research Congress has been initiated to strengthen the research and analytical thinking of the faculty, Ph.D. scholars and students. This congress will initiate and energize the participants to conduct sound, practical and innovative research. The objective of the Research Congress is:

- To understand the essential components of research.
- To differentiate between different research techniques.
- To understand the applicability of research methodology.
- To understand the process of publication of research in esteemed journals.
- To understand the self-branding techniques on LinkedIn.
- To understand the promotion of research work on scholarly websites.

Schedule

Inauguration: 25th May 2021, 2:15PM – 2:30PM IST

Session 1: 25th May 2021, 2:30PM – 4:30PM IST

Prof. (Dr.) Md. Aminul Islam

Professor, Faculty of Applied & Human Sciences
University Malaysia Perlis

Topic:

Essentials of Research

Session 2: 26th May 2021, 2:30PM – 4:30PM IST

Prof. (Dr.) Dileep Kumar M.

Director – Research & Innovation
Nilai Field Research Center, Malaysia

Topic:

Overview of Research
Methodology

Session 3: 27th May 2021, 2:30PM – 4:30PM IST

Dr. Manish Gupta

Assistant Professor
IBS, Hyderabad

Topic:

Publication of Research

Session 4: 29th May 2021, 2:30PM – 4:30PM IST

Ms. Jinal Shah

Assistant Professor
NMIMS deemed to be University

Topic:

Leveraging LinkedIn

Session 5: 31st May 2021, 2:30PM – 4:30PM IST

Dr. Parul Kumar

Senior Assistant Professor
Maharaja Agrasen Institute of Management Studies
Sector-22, Rohini, Delhi-86

Topic:

Promotion of Research



Esteemed Speakers

Prof. (Dr.) Md. Aminul Islam

He is currently working as a Professor in the Faculty of Applied & Human Sciences at Universiti Malaysia Perlis. He received his bachelor's degree from the International Islamic University Malaysia, MBA and Doctor of Philosophy from Universiti Sains Malaysia. An award-winning Academic and Researcher, Professor Islam received the Raffles Education Founder's Award for being the most deserving academic staff of Olympia College Malaysia 2006, Excellent Academic Support Award 2009, The Best Lecturer Award in 2010, The Best 2018 and 2019; and Research excellence Award in 2020 at Universiti Malaysia Perlis. He has authored and co-authored three books, two book chapters, and about 200 research papers.



Prof. (Dr.) Dileep Kumar M.

He is a Professor of Strategy, Research, Entrepreneurship, OB, HRM and Strategy. He has written 80 short case studies Management, 9 books and 3 monographs in the area of business and human resource management and published 180 international and national peer reviewed high impact papers. He is the editor and editorial member of several high impact journals. He is a research strategist of quantitative, qualitative and mix method approach. He has guided several doctoral, DBA, and post-doctoral research scholars. He has devoted his life to academics, research and institution building initiatives.



Dr. Manish Gupta

He is an Assistant Professor in the Department of HR at IBS Hyderabad, a Constituent of IFHE, Deemed to be University. His Ph.D. thesis is in 'work engagement'. His current research interests include work engagement, internet engagement, and brand engagement. He is Editorial Team Member & Guest Editor of various journals published by Emerald, Wiley, Sage, Elsevier, ranging from ABDC-A* to C. He has authored more than 40 and reviewed more than 200 research papers. He has won the Top Peer Reviewer 2019 award by Publons, USA (Web of Science) and AIMS International Outstanding Young Management Researcher Award 2019. He has also won the ADHR best issue of 2018 award by AHRD, USA. He has 5 books, 9 book chapters, and 6 teaching cases to his credit. He has convened an international conference and has conducted multiple management development programs.



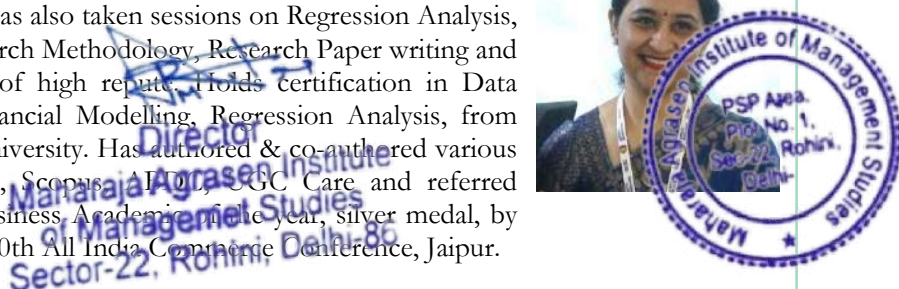
Ms. Jinal Shah

She has an experience of 10 years & is presently working as Assistant Professor at NMIMS, deemed to be university. She has won six times, the award for best research paper in international conferences organized by prestigious institutions and forums like Higher Education Forum, Jamnalal Bajaj Institute of Management Studies, K J Somaiya Institute of Management Studies, SIES College of Management Studies, and Alkesh Dinesh Modi Institute of Management Studies. She has also published two cases in the 15th edition of Marketing Management by Phillip Kotler. She has been the Content Developer for the 5th Edition of Strategic Brand Management authored by Kevin Keller, Vanita Swaminathan, Ambi Parameswaran and Isaac Jacob, published by Pearson.



Dr. Parul Kumar

A keen researcher, trainer, and educator, having an experience of 10+ years. Has conducted corporate training sessions/FDP/workshops on SPSS, Smart PLS, AMOS, EViews & Advance Excel. Has also taken sessions on Regression Analysis, Structural Equation Modelling, Research Methodology, Research Paper writing and Data Analysis at various institutes of high repute. Holds certification in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, from Wharton, John Hopkins and Rice University. Has authored & co-authored various research papers, published in SSCI, Scopus, EI, J, C, CC Care and referred journals. Has been awarded Best Business Academic of the year, silver medal, by India Commerce Association at the 70th All India Commerce conference, Jaipur.



Registration

Fees: INR 200/-

All the participants are requested to register before **23rd May 2021**.

Bank Details:

Account Holder: MAIMS

Cultural Society (MACS)

A/C no.: 604202010000826

Account Type: Savings

IFSC: UBIN0560421

SWIFT Code: UBININBBSBD

Branch: Union Bank of India,
Sector 22, Rohini, New Delhi
110086

Who should attend

Faculty Members, Research Scholars, Early Researchers, Students – Undergraduate & Postgraduate, Research Enthusiastic, Corporate Executives.

[Click Here](#)

[Payment & Registration](#)

E – Certificate will be provided to registered participants only.

Chief Patron

Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES

Patron

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

Prof. (Dr.) G.P. Govil
Advisor, MATES

Chair

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

Chief Coordinator

Prof. (Dr.) Vijay Kumar Khurana
HOD – Business Administration
Coordinator, IQAC, MAIMS

Convener

Dr. Parul Kumar (9899220678)
Senior Assistant Professor
MAIMS

Co-Convener

Ms. Neha Bhagat (9816457271)
Ms. Rachita Aggarwal (9999297593)
Assistant Professor, MAIMS

For further queries mail thinkquest@maims.ac.in


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REPORT

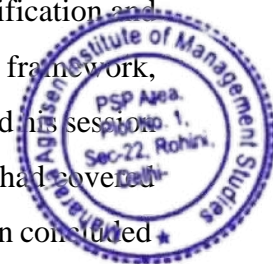
Research Congress

Tuesday, May 25, 2021

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

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

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

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

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

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

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




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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

**DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION**

Organises

Faculty Development Programme

EFFECTIVE USE OF SOCIAL MEDIA TOOLS



Date
9th April 2021



Time
2:30pm - 4:30pm

Dr. Amit Kumar

Associate Professor

Department of Journalism & Mass Communication

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

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

Prof. (Dr). G.P Govil
Advisor, MATES

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

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



Venue : 9th Block, Seminar Hall



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Workshop: Effective Use of Social Media Tools in Qualitative Research

Friday, April 9, 2021

Seminar Hall (9th Block)

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

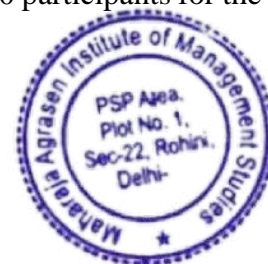
In his inaugural address Prof. (Dr.) S K Garg suggested that these inter-departmental discussions are like the tea-table discussion to share knowledge and should be conducted regularly to apprise faculty members about the latest development in different domains.

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

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

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


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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Organises

Faculty Development Programme

EFFECTIVE USE OF SOCIAL MEDIA TOOLS IN QUALITATIVE RESEARCH

Date
8th April 2021

Time
2:30pm - 4:30pm

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

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

Prof. (Dr.) G.P. Garg
Advisor, MAITES

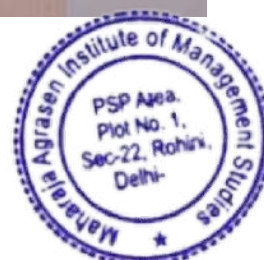
Prof. (Dr.) Ravi Kumar Gupta
Director, MAIMS

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

Venue :- 9th Block, Seminar Hall




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MAHARAJA AGRASEN CHOWK, PSP AREA, SECTOR-22, ROHINI NEW DELHI -110086

Live
WORKSHOP
on
**CROSS TRAINING OF
LIBRARY STAFF**

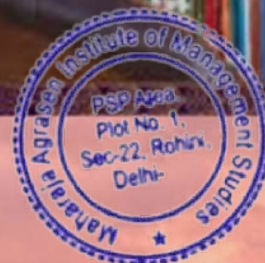
**The most important asset of any
library goes home at night- THE
LIBRARY STAFF**



7/10/2020, WEDNESDAY

Time: 3 pm
Venue: Google meet


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Report

One-day workshop on “Cross-Training of Library Staff”

October 07, 2020

Maharaja Agrasen Institute of Management Studies organized a one-day workshop on “**Cross-Training of Library Staff**” to increase effectiveness of the job performance of the staff. The workshop was conducted on October 07, 2020 in online mode through G-meet Platform. Cross-training helps to get every staff conversant with diverse library functions in such a way that librarian “X” can also do the task of librarian “Y” when need arises.

The workshop specifically aimed at motivating library staff to undertake the training and bring in efficiency and effectiveness in their job performance.

The training was provided by Dr Devraj Sharma, Head Librarian, MAIT. He acquainted the library staff with the concept of cross-training and the learning opportunity associated with the same. Dr Sharma discussed how to perform various functions pertaining to the department or the organization so as to enable them to become effective performers.



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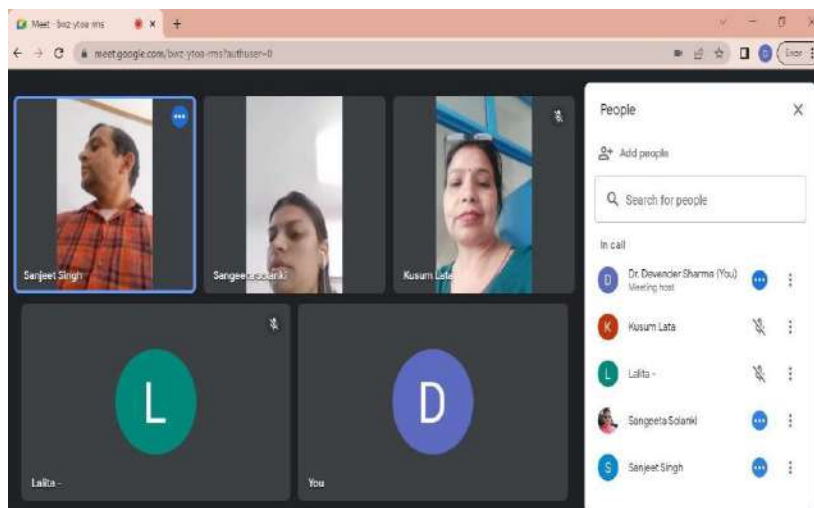
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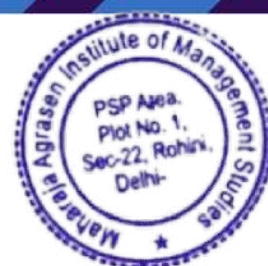
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LIVE Workshop

On

• DIGITAL PAYMENT KAISE KAREN


"At 2030, I would say that you probably have two billion people that'll be using day-to-day banking services, independent of Banks."

-Brett King



Resource Person
Ms. Sarita Garg

(Assistant Professor)
Department of Business
Administration


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



Convener
Ms. Rashmi Aggarwal

(Assistant Professor)
Department of Business
Administration



13 August 2020



09:00 AM - 12:00 PM



9th Block Computer Lab



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Report

One day workshop on “Digital Payment Kaise Kare?”

For Non-Teaching staff

August 13, 2020

In the wake of digital India and corona crisis, Maharaja Agrasen Institute of Management Studies organized a workshop on “Digital Payment Kaise Kare?” for its non-teaching staff members. The workshop was conducted on August 13, 2020 in the institute campus. The non-teaching staff were trained to use different digital initiatives started by the Government of India to promote the Cashless Economy.

The training was provided by Ms. Sarita Garg, Assistant Professor, Department of Business Administration. She apprised the non-teaching staff with various payment gateways available. The staff members actively participated in this event and they did hands-on installation of BHIM app on their smart phones also. The event ended with the vote of thanks proposed by Ms. Rashi Kansal, Assistant Professor, Department of Business Administration.

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

LIVE Workshop

On

• DIGITAL PAYMENT KAISE KAREN

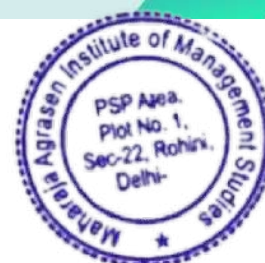
"At 2030, I would say that you probably have two billion people that'll be using day-to-day banking services, independent of Banks."
-Brett King

Resource Person
Ms. Sarita Garg
(Assistant Professor)
Department of Business Administration

Convener
Ms. Rashi Aggarwal
(Assistant Professor)
Department of Business Administration

13 August 2020 09:00 AM - 12:00 PM 9th Block Computer Lab

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Sector-22, Rohini, Delhi-86



WORKSHOP ON GOOGLE TOOLS FOR ONLINE TEACHING & RESEARCH



Web Store



Google Drive



Gmail



Google Docs



Google Sheets



YouTube



Google for Education

Resource Person

Ms. Rashi Aggarwal
Assistant Professor , MAIMS

Prof. Lokesh Jindal
Associate Professor , MAIMS

Ms. Sarita Garg
Assistant Professor , MAIMS

Ms. Kajal Mittal
Assistant Professor , MAIMS


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



Date

August 8-15, 2020

Venue

Google meet (Online)



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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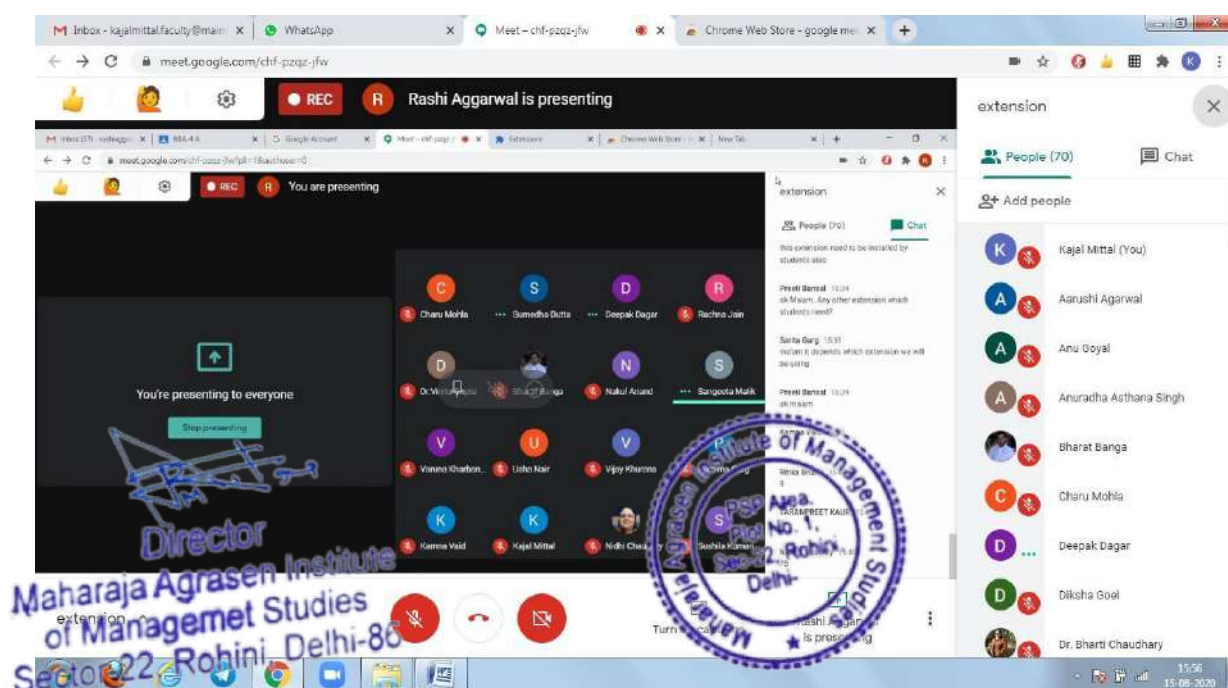
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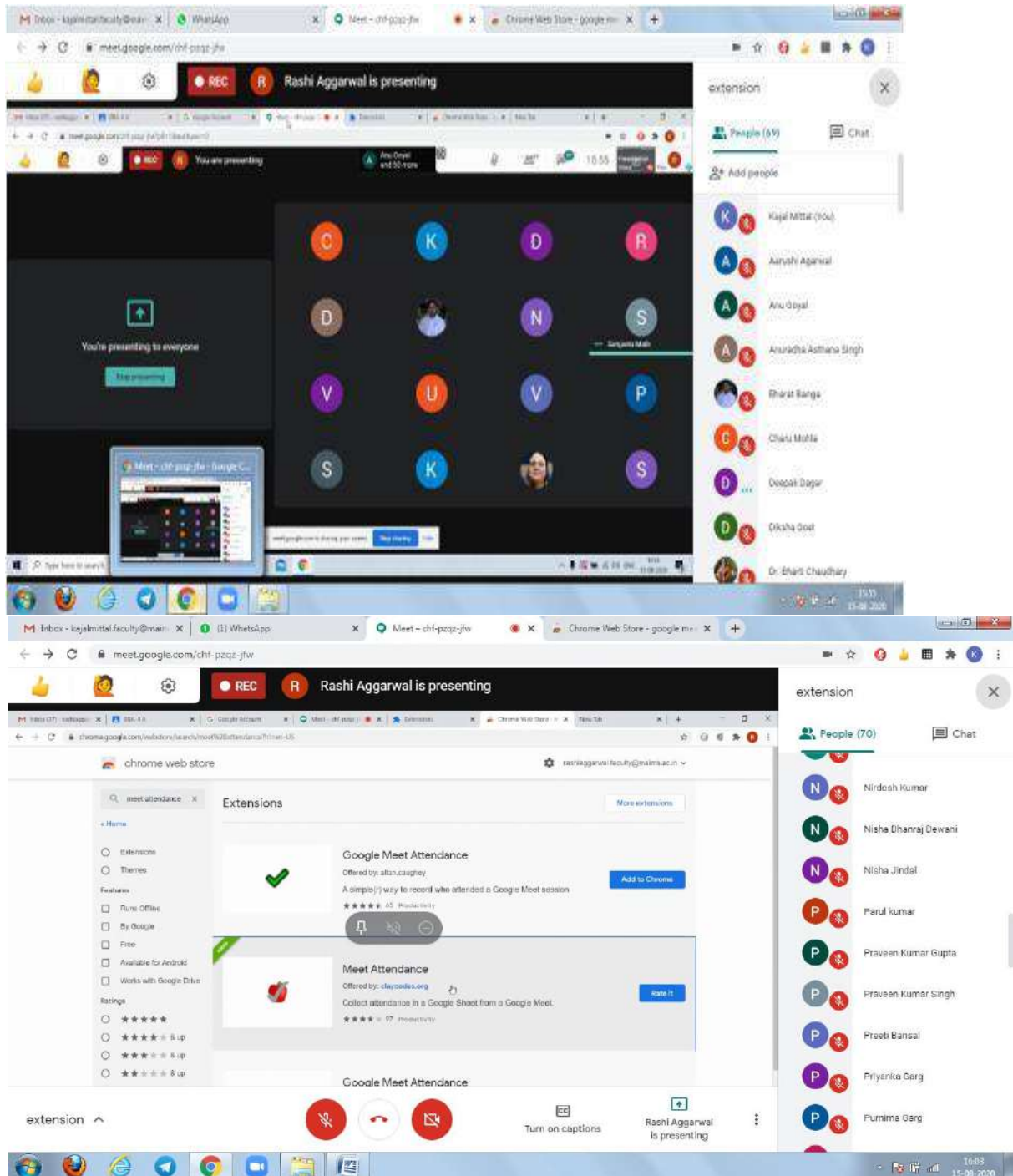
Report

Workshop on Google Tools for Online Teaching and Research

August- 8-15, 2020

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







MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

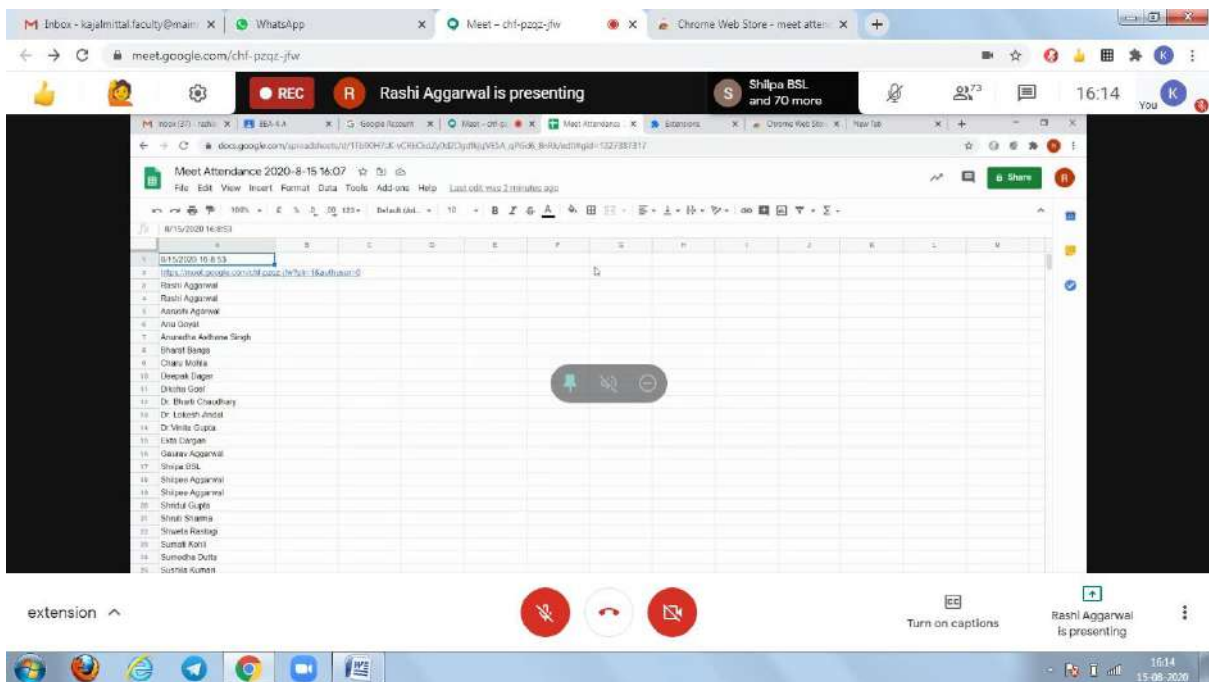
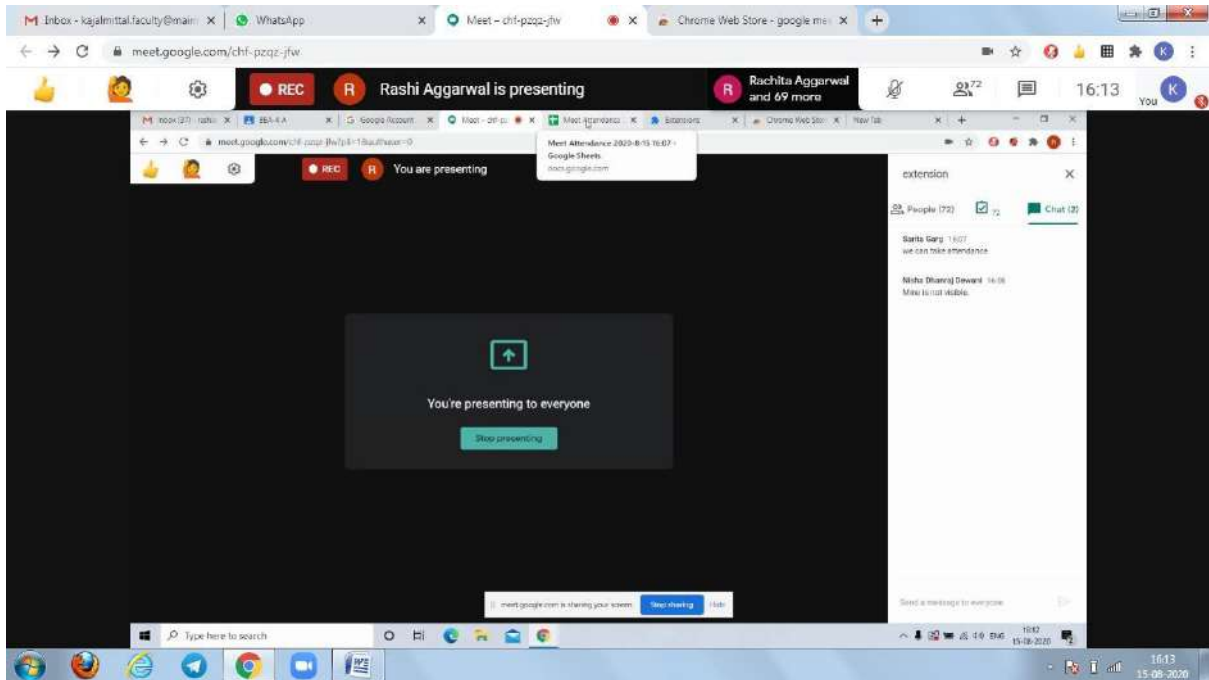
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of Management Studies
Sector-22, Rohini, Delhi-86





THREE DAYS WORKSHOP

on

Entrepreneurship as a Pathway to Make India Self-Reliant

on

9th, 16th and 17th August, 2020

Jointly Organized by



Kautilya International Foundation



Maharaja Agrasen Institute of Technology



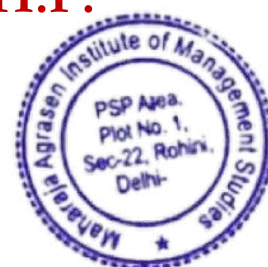
Maharaja Agrasen Institute of Management Studies

in association with



Maharaja Agrasen University, H.P.

Director
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About the Workshop

The crisis of Covid-19 has leveled the economic progress of all the countries. The aftershocks of the crisis are going to compel the world to rethink the concept of globalization. In the changed circumstances, self-reliance is the only way out. India has a glorious history of self-reliance for thousands of years. The French traveler, **Bernier**, described seventeenth century Bengal in the following way: **“The knowledge I have acquired of Bengal in two visits inclines me to believe that it is richer than Egypt. It exports, in abundance, cottons and silk, rice, sugar and butter. It produces amply – for its own consumption- wheat, vegetables, grains, fowls, ducks and geese. It has immense herds of pigs and flocks of sheep and goats. Fish of every kind it has in profusion. From Rajmahal to the sea is an endless number of canals, cut in bygone ages from the Ganges by immense labour for navigation and irrigation.”** It was only during the British raj that her self-reliance was destroyed to meet the economic demands of England. But India has a deep rooted entrepreneurial tendency waiting to be nurtured and flourished.

India's entrepreneurial growth is the key to its self-reliance. That makes understanding all the aspects of entrepreneurship in accordance to the Indian knowledge system in global perspective, quintessential. The pandemic of Covid-19, has given rise to many problems; unemployment being the greatest of them. Though the problem of unemployment infested the country even before the advent of Covid19, the people who were previously employed have also lost their jobs making the situation even worse. This herald a change in the economic outlook and demands a fresh analysis of strengths, weaknesses, opportunities and threats. The upcoming six sessions envisage throwing light over these challenges and opportunities in great detail. An effort shall be made to find a solution to the current problems related to entrepreneurial growths and develop a blueprint of a Self-Reliant India.

Objectives of the Workshop

This workshop will be of great value to participants to familiarize with Indian entrepreneurial history and current scenario of entrepreneurial development in India.

The Main Objectives of the Workshop are:

- To understand the issues and challenges faced by the entrepreneurs.
- To familiarize the participants with emerging opportunities for the development of new enterprises.
- To provide a forum for an exchange of views with leading practitioners and academicians.
- To sensitize the participants towards entrepreneurship as not only business but a life skill, too.
- Providing know-how needed to establish their own enterprise and aims to encourage the entrepreneurial mindset of students.
- To help the rapid growth of the economy by providing skilled entrepreneurs. This workshop primarily aims at providing self-employment to the young generation. It aims at influencing people at large to be entrepreneurs.


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About Kautilya International Foundation

Kautilya International Foundation (KIF) is a cultural, civilizational and policy research Centre, founded by Shri K N Govindacharya Ji to reinvent and establish traditional, spiritual and philosophical knowledge systems based on Bhartiya (Indian) wisdom, ethics and values. KIF emphasizes to implement principles of Kautilya and renowned Bhartiya Acharyas in current scenario in the field of education and culture, law and justice, science and technology, economics and finance, markets and trade, politics and diplomacy, defense and foreign affairs etc. with the help of systematic study, deep research and scholarly dialogues.



Maharaja Agrasen Institute of Technology

It was established in 1999 by Maharaja Agrasen Technical Education Society promoted by a group of well-known Industrialists, Businessman, Professionals and Philanthropists with an aim to promote quality education in the field of Technology and Management. Since then, MAIT has grown from strength to strength to emerge as one of the top technical institutes among the private Institutes and has been constantly ranked amongst the top engineering Institutes by DATAQUEST.

The Institute began its first batch of 180 B.Tech. students in 1999 and at present, MAIT offers Bachelor's Degree in 5 disciplines of Engineering - Computer Science and Engineering (240 students intake), Electronics and Communication Engineering, Electrical and Electronics Engineering, Information Technology, Mechanical and Automation Engineering (180 students intake each) and Mechanical Engineering (60 students intake) and Postgraduate degree in Master of Business Administration (180 students intake). The Institute is approved by All India Council for Technical Education and affiliated to Guru Gobind Singh Indraprastha University, Delhi.

The overall environment in the institution is highly conducive for growth and provides a quality learning atmosphere for students that promotes culture, sports, societal contributions, art, self-governance and human values.

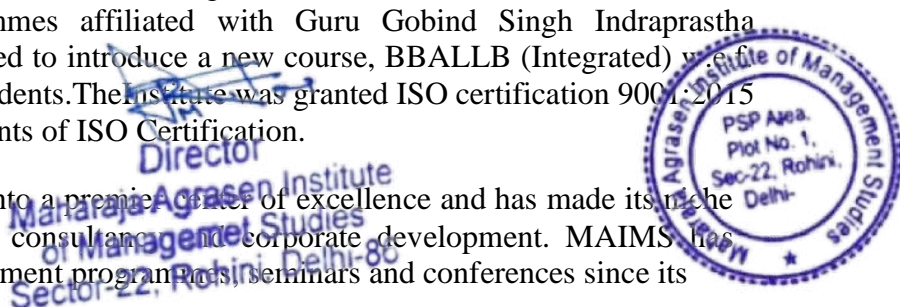


Maharaja Agrasen Institute of Management Studies

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Society comprises of a group of educationists, eminent industrialists and people of high status from different walks of life. The Society has got success in establishing institutions of repute in the areas of Management, Law, Engineering and Journalism etc.

The Institute has attained a distinct position in running BBA, B.Com (H), BA Eco(H), BA(JMC) and BALLB (Integrated) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. It is also scheduled to introduce a new course, BBALLB (Integrated) in August 2020 with an intake of 60 students. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO Certification.

MAIMS has over the years grown into a premier center of excellence and has made its niche in the areas of teaching, research, consultancy and corporate development. MAIMS has organized numerous faculty development programmes, seminars and conferences since its



inception. Distinguished personalities from industry and academia participated in these events. The Institute publishes a research Journal namely: 'MAIMS Journal of Management,' ISSN 2249-0116 which includes research papers, articles from academicians and corporate professionals of repute. In addition, the Institute is going to launch three new Journals in the areas of Economics, Law, and Journalism & Communication in the month of July 2020.



Maharaja Agrasen University

Maharaja Agrasen University (MAU) was established in 2013 by Maharaja Agrasen Technical Education Society. Maharaja Agrasen University (MAU) derives its name from Maharaja Agrasen. The endeavor of Maharaja Agrasen Technical Educational Society (MATES), the Sponsor of Maharaja Agrasen University (MAU) is to contribute to the society by establishing a Centre of Knowledge which fosters equality, integrity and excellence. The vision of the university is to be globally recognized as a center of excellence for Research & Innovation, Entrepreneurship, and disseminating knowledge by providing Value-Based Education to produce professional leaders to serve the society.

Schedule of the Three Days Workshop

Day	10:00-11:30	11:30-12:30	12:30-2:30	2:30-3:30	3:30-5:30
9th August 2020 (Sunday)	Inaugural Session	Break	Entrepreneurship in Indian Thought Process	Lunch Break	Entrepreneurship Society
16th August 2020 (Sunday)	Support Institutions to First Generation Entrepreneurs	Break	R&D Institutions to Support New Entrepreneurs	Lunch Break	Family Business and their Sustainability
17th August 2020 (Monday)		Break	Knowing Entrepreneurial Opportunities in India	Lunch Break	Building an Entrepreneurial Institution


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Chief Guest

Dr. Anil Sahasrabuddhe

Chairman, All India Council for Technical Education (AICTE)

Eminent Guests & Speakers

Prof. Jayseelan Ganeshan, Dr P. Kanagasabapathi, Mr. Tulsi Tawari, Dr Amit Kumar Dwivedi, Dr Radhakrishnan Pillai, Ms Aastha Bhardwaj, Mr Ajit Tiwari, Mr Ramesh Kumar, Mr Suryamani Singh, Mr Prashant Kumar Sinha, Mr S K Bhatt, Mr Neeraj Kumar

Patrons

Shri K N Govindacharya

*Renowned Economist, Social and Political Thinker
Founder Patron - Kautilya International Foundation, New Delhi*

Shri Basavraj Patil

*Former Member – Rajya Sabha
Patron - Kautilya International Foundation, New Delhi*

Dr. Nand Kishore Garg

*Renowned Academician
Chancellor, Maharaja Agrasen University
Chairman - Kautilya International Foundation, New Delhi*

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Prof.(Dr) Neelam Sharma –Director, Maharaja Agrasen Institute of Technology, Delhi

Dr. Amit Kumar Dwivedi-Associate Professor , EDII, Ahmedabad, `

Dr. Radha Krishnan Pillai, Deputy Director- CIILS, Mumbai University

Shri Surendra Bisht, National Convenor -Bharat Abhyuday Pratishthan, New Delhi

Dr Subhada Joshi, Director- CIILS, Mumbai University

Shri Jigar Inamdaar, Founder Member and Former Hon. Executive Director - ILG, Senate and Syndicate Member, The Maharaja Sayajirao University of Baroda, Vadodara

Dr. Ravi Kumar Gupta – Director, Maharaja Agrasen Institute of Management Studies, New Delhi

Prof. Sheela Mishra, Head-Department of Statistics, University of Lucknow, Uttar Pradesh

Dr. Ravi Prakash Arya, Director- Indian Foundation for Vedic Sciences, Rohtak.

Dr Arvind Shukla- Associate Professor, Invertis University

Organizing Committee

Chair Persons

Dr. Satvir Singh Deswal (National Convener, KIF) Mob- +91-9212421247; Email – satvirdeswal@hotmail.com

Ms. Aastha Bhardwaj (Chief Executive, KIF) Mob- +91-8800120992; Email – bhardwajaastha@gmail.com

Shri Ajit Tiwari (Founder Director, KIF) Mob- +91-8750141055; Email - ajitmayank88@gmail.com

Co-Chair Persons

Mr Ramesh Kumar (National Co-Convener, KIF) Mob- +91-989130088; Email – rameshbarpa78@gmail.com

Dr. Rudresh Pandey(National Co-Convener, KIF) Mob- +91-8527788429; Email - rudreshpandey@gmail.com

Executive Committee Members

Dr K M Chudasama, Mr. Siddharth Tiwari, Dr Amit Kumar Gupta, Mr. Jairam Mani Tripathi, Dr. Sangeeta Malik, Dr. Sarjaya Mangala, Mr.V. K. Saini, Dr. K.P. Tripathi, Mr. Sujeet Ranjan, Dr Nisha Jindal, Ms Nidhi Chaudhary, Ms Shikha Sharma, Dr Usha Nair, Ms Shruti Sharma and Dr Lokesh Jindal

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Maharaja Agrasen Technical Education Society (MATES), New Delhi

Dr. Nand Kishore Garg

Founder Chairman & Chief Advisor, MATES &

• Chancellor, Maharaja Agrasen University, Baddi, HP, India



Chairman, MATES - Sh. Vineet Kumar Gupta

Executive Chairman, MATES - Sh. S. P. Aggarwal, IAS

Sr. Vice Chairman, MATES - Sh. Manoj Singhal

Vice Chairmen, MATES

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- Sh. Umesh Kr. Gupta
- Sh. Kailash Chand Bansal
- Sh. Jagdish Mittal
- Prof. (Dr.) M. L. Goyal (Academics)
- Er. Sumer Chand Tayal

General Secretary - Er. T. R. Garg

Joint General Secretary - Sh. Mohan Garg

Treasurer - Sh. O. P. Goel

Co-Treasurer - Sh. Anand Kr. Gupta

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- Sh. Gian C. Aggarwal
- Ms. Sangeeta Gupta
- Sh. Nitin Gupta
- Sh. Madan Mohan Goel
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- Sh. Avinash Aggarwal

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Advisors, MATES

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- Prof. (Dr.) G. P. Govil
- Prof. (Dr.) I. M. Kapahi
- Prof. (Dr.) N. K. Kakkar

Heads of Sister Institutions

- Sh. B. L. Mahajan, Director, Maharaja Agrasen Global School
- Sh. Suresh Gupta, Project In-Charge, Maharaja Agrasen University, HP
- Prof. (Dr.) R. K. Gupta, Vice Chancellor, Maharaja Agrasen University, HP
- Dr. S. K. Garg, Director General, MAIMS
- Prof. (Dr.) Neelam Sharma, Director, MAIT
- Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS
- Prof. (Dr.) S. S. Deswal, Dean (Academics), MAIT

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For Registration [Click Here](#)

(e-Certificates will be given to the registered participants)

The Workshop will be conducted on ZOOM Platform (link only by invitation) and

Live on MAIMS YouTube Channel @ <http://www.youtube.com/c/MAIMSDelhiIN>

Faculty Coordinator: Dr. Nisha Jindal, Assistant Professor, MAIMS

Email: maims.kif@maims.ac.in Mob.: +91-9868588179


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THREE DAYS WORKSHOP

on

Entrepreneurship as a Pathway to Make India Self-Reliant

on

9th, 16th and 17th August, 2020

Organized by

Maharaja Agrasen Institute of Management Studies (MAIMS)

Jointly with

Kautilya International Foundation,

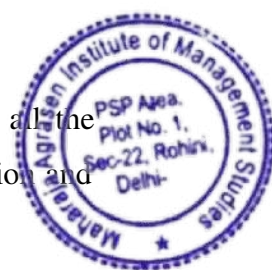
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Maharaja Agrasen University, H.P.

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

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

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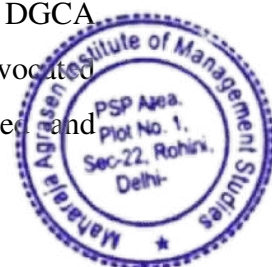
philosophy. Mr. Tiwari also focussed on the importance of entrepreneurship and the thought process behind materialising this workshop. Ms. Aastha Bhardwaj, Chief Executive, Kautilya International Foundation presented the theme of the workshop and shared her thoughts on the topic. Ms. Bhardwaj enlightened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

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

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

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

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

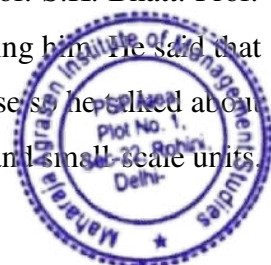
The second session of day-1 titled “Entrepreneurship Society” started with an interaction between key speaker Mr. Tulsi Tawari, Author- Global economics & ShubhLabh and D. Balasubramaniam (Financial Strategist, Active in India & Phillipines). Mr. Tulsi elaborated on the pivotal role of entrepreneurs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

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

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

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

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

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

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

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

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

The third day of the Workshop on "Entrepreneurship as a Pathway to Make India Self-Reliant" equally enlightening and offered a highly learning and interactive experience to the participants.

The day started with an introductory session by Dr. Rudresh Pandey, National Co Convener, KIF & professor, ABES, Ghaziabad. Dr. Pandey emphasized on the role of Indian traditional knowledge in developing Entrepreneurial skill in Indians. Dr. Pandey elaborated the embedded

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

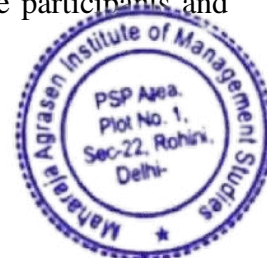
The key note speaker, Dr. Jayaseelan Ganesan, Consultant, Entrepreneurship Development services (EDSER), IIM Calcutta enlightened participants on two major topics of first- generation entrepreneurs and the support system needed by them. Dr. Ganesan elaborated on the problems faced by first generation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

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

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

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

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