



## 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

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

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

Friday, November 22, 2019

### Circular

#### TALK ON "THE PREPARATION FOR COMPETITIVE EXAMS"

<b>Name of the Event</b>	<b>TALK ON "THE PREPARATION FOR COMPETITIVE EXAMS"</b>
<b>About the Event</b>	MAIMS is going to host a talk session on "The Preparation for Competitive Exams" in Seminar room, Block 7 and inviting an eminent personality and well-known name in the field of Software Development, <b>Mr. Piyush Agarwal</b> . He is currently associated with <b>Accenture</b> as a Software Engineer. The speaker will emphasize on the complexities of it, including the Qualifications, Number of Attempts, Reservations, Cutoff marks, and the total number of services that fall under the concept.
<b>Day &amp; Date</b>	Tuesday, November 26, 2019
<b>Time</b>	11:00 am
<b>Venue</b>	Seminar room, Block 7
<b>Participants</b>	Final year students of all the departments , MAIMS
<b>Faculty Coordinators</b>	Dr. Bharti Chaudhry, Faculty BBA, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

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### REPORT

#### **TALK ON "THE PREPARATION FOR COMPETITIVE EXAMS"**

**Date- November 26, 2019**

**Resource Person- Piyush Agarwal, Software Engineer, Accenture**

**No. of Attendees- 84**

On November 26, 2019 MAIMS hosted a talk session on "The Preparation for Competitive Exams" in Seminar room, Block 7 and invited an eminent personality and well-known name in the field of Software Development, **Mr. Piyush Agarwal**. He is currently associated with **Accenture** as a Software Engineer.

The programme began with blessings of Goddess Saraswati, followed by welcome address by the faculty coordinator Dr. Bharti Chaudhry and concluded with the presentation of a token of respect to the distinguished speaker.

The talk was divided into two sessions with a break in between. By introducing the success stories of successful candidates, the speaker provided the students with a ray of hope. Before expanding on the lecture's main topic, he discussed the placebo effect, which served as an appetizer.

The speaker then emphasized the complexities of it, including the Qualifications, Number of Attempts, Reservations, Cutoff marks, and the total number of services that fall under it. Additionally, he elaborated on the Exam Cycle, which requires an entire year to complete. He required the curious students to learn how to register for the exam. The staff members were given a list of preparation sources from which the students could collect. The students listened attentively as he explained the exam's grading scheme. He wanted the students to adhere to the fundamentals and be consistent in their endeavours.

For the second session, participants were given a spot test at the conclusion of the first session. The format and pattern of the test gave participants a taste of what to expect in exam rooms. This enhanced their ability to adequately prepare for their examinations.

**84** Participants were extremely pleased with the overall event.

  
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Faculty Coordinator- Dr. Bharti Chaudhry



*Students attempting mock test during the session by Resource Person-Mr. Piyush Agarwal, Software Engineer, Accenture on November 26, 2019*

  
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Monday, 2<sup>nd</sup> March, 2020

## **CIRCULAR** **HIGHER STUDIES PREPARATION TRAINING**

<b>Name of the Event</b>	Higher studies preparation training
<b>About the Event</b>	MAIMS is dedicated to enhancing the comprehensive growth of its students. Consistent with this principle, and even in the testing times of pandemic, the institution has planned a two-week training program aimed at helping BBA, B.Com (H), and BA(H)(Eco) students prepare for higher education. The program will be held every Wednesday and Friday from 2 P.M to 4 P.M, following a successful precedent.
<b>Day &amp; Date</b>	<b>Wednesday ,1<sup>st</sup> April 2020 to Friday, 17<sup>th</sup> April 2020</b>
<b>Time</b>	2:00 P.M to 4:00 P.M.
<b>Venue</b>	Online
<b>Participants</b>	Students of MAIMS and other Institutes on invite
<b>Faculty Coordinators</b>	<ul style="list-style-type: none"><li>• Ms.Shikha Sharma, Assistant Professor, Department of Business Administration, MAIMS</li><li>• Ms.Neetu Agarwal, Assistant Professor, Department of Business Administration, MAIMS</li></ul>
<b>Key Points</b>	<ul style="list-style-type: none"><li>• Certificates will be awarded to all the participants</li><li>• The organizing team will prepare all the documents/report as per NAAC requirements.</li></ul>
<b>Resource Persons</b>	<ul style="list-style-type: none"><li>• Ms. Sumedha Dutta, Associate Professor, Department of Business Administration</li><li>• Ms. Sarita Garg, Associate Professor, Department of Business Administration</li><li>• Dr. Rachna Jain, Associate Professor, Department of Commerce</li></ul>

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

  
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### HIGHER STUDIES PREPARATION TRAINING

(1<sup>st</sup> April 2020 to 17<sup>th</sup> April 2020)

**Resource Persons:** Ms. Sumedha Dutta, Associate Professor, Department of Business Administration  
Ms. Sarita Garg, Associate Professor, Department of Business Administration  
Dr. Rachna Jain, Associate Professor, Department of Commerce  
**No. of Participants:** 98

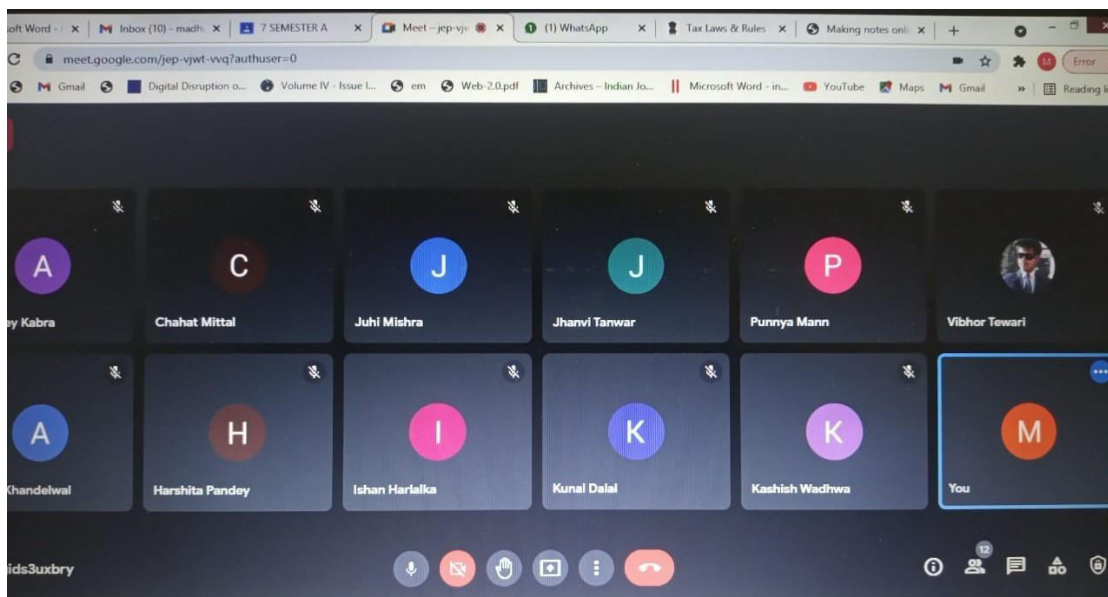
MAIMS has a long-standing reputation for providing students with a solid foundation to excel in their future endeavors. Despite the challenging situation of the pandemic, MAIMS has sought out to achieve the best interest of the students. In line with this vision, a two week training program for BBA, B.Com(H), and BA(Eco.) final year students to prepare them for competitive exams such as CAT and GMAT was organized in virtual mode from 1<sup>st</sup> April 2020 to 17<sup>th</sup> April 2020.

The training was inaugurated on 1<sup>st</sup> April 2020 in the presence of the Dr. Ravi Gupta, Director MAIMS. While sharing his words of wisdom with them, he emphasized on the need for such training programs as such trainings give students a sense of direction in this world full of opportunities. The program was spearheaded by Ms. Shikha Sharma and Ms. Neetu Aggarwal, the co- coordinator and a team of three experts namely Ms. Sumedha Dutta, Assistant Professor, Department of Business Administration; Ms. Sarita Garg, Assistant Professor, Department of Business Administration; Dr. Rachna Jain, Assistant Professor, Department of Commerce who shared their expertise and experience with the students every Wednesday and Friday.

  
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*Students attending the Higher Education Preparation Training on 1st April 2020*

98 students participated in this training from across departments. The valedictory session was conducted on 17<sup>th</sup> April 2020. While sharing their feedback and experience of the training, the students highlighted the various sub themes covered Over the course of the training, students displayed significant improvement in their problem-solving skills, indicating the program's effectiveness. It was a highly informative and practical training program that enabled students to better understand the upcoming competitive exams and prepare for future exams.

**The faculty coordinators were:**

- Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, MAIMS
- Ms. Neetu Agarwal, Assistant Professor, Department of Business Administration, MAIMS

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Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)Monday, 6<sup>th</sup> April, 2020**Circular****TWO WEEK WORKSHOP FOR HIGHER EDUCATION  
MASS COMMUNICATION**

<b>Name of the Event</b>	<b>Two Week Workshop for Higher Education: Mass Communication</b>
<b>About the Event</b>	MAIMS is dedicated to enhancing the comprehensive growth of its students. Despite the challenges such as the present pandemic, we, at MAIMS strive to secure the best interests of our students. In line with the same spirit, a two- week workshop for Higher Education in Mass Communication, is being organized aiming to prepare students for pursuing higher education in journalism. The workshop is intended to cover crucial topics such as study skills, time management, research methods, critical thinking, and academic writing. The program will take place every Wednesday and Friday from 2 P.M to 4 P.M, ensuring that students have ample time to learn and apply the concepts covered.
<b>Day &amp; Date</b>	<b>Wednesday, 15<sup>th</sup> April, 2020 to Friday, 1<sup>st</sup> May, 2020</b>
<b>Time</b>	2:00 P.M to 4:00 P.M.
<b>Venue</b>	Online / Google Meet
<b>Participants</b>	Students of MAIMS
<b>Faculty Coordinators</b>	<ul style="list-style-type: none"><li>• Mr.Jitender Vig, Assistant Professor, Department of Journalism and Mass Communication, MAIMS</li><li>• Mr.Vijay Pal Singh, Assistant Professor, Department of Journalism and Mass Communication, MAIMS</li></ul>
<b>Key Points</b>	<ul style="list-style-type: none"><li>• Certificates will be awarded to all the participants</li><li>• The organizing team will prepare all the documents/report as per NAAC requirements.</li></ul>
<b>Resource Persons</b>	<ul style="list-style-type: none"><li>• Dr.Vinita Gupta, Professor, Department of Journalism and Mass Communication</li><li>• Ms.Neha Bhagat, Assistant Professor, Department of Journalism and Mass Communication</li></ul>

**Prof. (Dr.) Ravi Kumar Gupta**  
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### TWO WEEK WORKSHOP FOR HIGHER EDUCATION MASS COMMUNICATION

**15th April, 2020 - 1st May, 2020**

**Resource Persons: Dr.Vinita Gupta, Professor, Department of Journalism and Mass Communication  
Ms.Neha Bhagat, Assistant Professor, Department of Journalism and Mass  
Communication  
No. of Participants: 39**

MAIMS has consistently strived to provide a platform for students to achieve their aspirations and excel in their future pursuits. Despite the challenges such as the present pandemic, the objective is to secure the best interests of the students. In line with the same spirit, a two- week workshop for Higher Education in Mass Communication, is being organized aiming to prepare students for pursuing higher education in journalism from 15th April, 2020 to 1st May, 2020 for the Bachelor of Journalism and Mass Communication BA(JMC) students. The workshop aimed to prepare the students with the necessary skills and knowledge required for pursuing higher education in the field of journalism.

The primary objectives of the workshop were to acquaint students with opportunities in higher education in media as well as develop an understanding of media ethics and responsible journalism, enhance investigative journalism skills, develop multimedia reporting skills for digital media, and provide insights into various fields of journalism and career opportunities. The sessions were held every Wednesday and Friday from 2 P.M to 4 P.M.

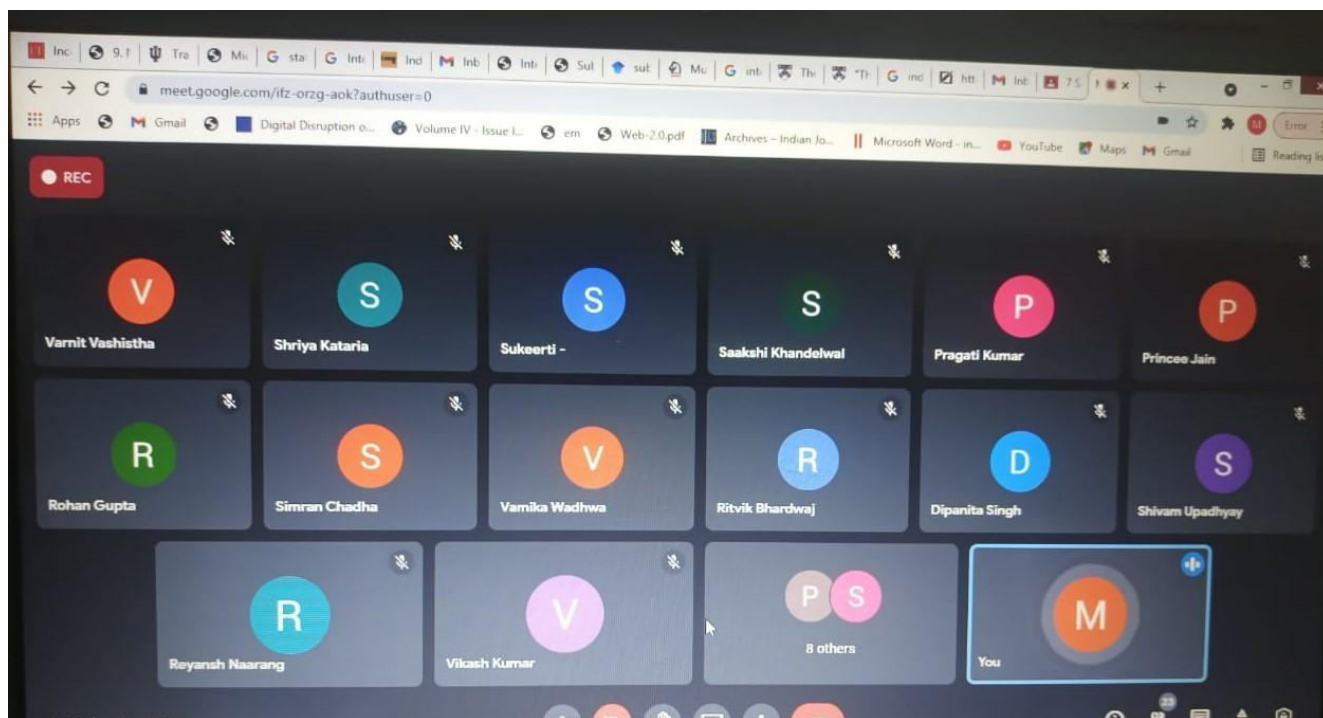
Mr.Jitender Vig and Mr.Vipan Kumar, Assistant Professors of the Department of Journalism and Mass Communication at MAIMS, were the faculty coordinators for the workshop. The resource persons for the workshop were Dr.Vinita Gupta, Professor, Department of Journalism and Mass Communication and Ms.Neha Bhagat, Assistant Professor, Department of Journalism and Mass Communication who

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took the initiative of guiding the students and engaging with them on a one on one basis to identify the key areas that need focus. The workshop included aptitude tests, interactive sessions, group discussions, and more.



*Students participating in the interactive session held at the Workshop for Higher Education on 24th April 2020*

39 students participated in the workshop. The workshop was a success as the students actively participated in the sessions and showed significant improvement in their investigative journalism skills, multimedia reporting skills, and understanding of media ethics.

**The faculty coordinators were:**

- Mr. Jitender Vig, Assistant Professor, Department of Journalism and Mass Communication, MAIMS
- Mr. Vijay Pal Singh, Assistant Professor, Department of Journalism and Mass Communication, MAIMS

  
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Wednesday, June 24, 2020

### Circular

#### STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON "CAT PREPARATION AND PROFILE BUILDING"

Name of the Event	STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON "CAT PREPARATION AND PROFILE BUILDING"
About the Event	MAIMS has always taken concrete steps to work towards the holistic development of the students. The student who can utilize the resources available viz., his knowledge and the time available for the exam, make it to the top list. So what preparations need to be made by the students to bell the CAT exam? Additionally, how should the students make their profile impressive to leave a positive impression on the interview panelists? To offer the answers to such pertinent questions, <i><b>Illuminate – The Learning Hub</b></i> of Maharaja Agrasen Institute of Management Studies is organizing a webinar on 'CAT Preparation and Profile Building'
Day & Date	Sunday, June 28, 2020
Time	5:00 pm
Venue	Digital platform, Zoom
Participants	Final year students of all the departments , MAIMS
Faculty Coordinators	Dr. Bharti Chaudhry, Faculty BBA, MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
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## REPORT

### **STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON** **"CAT PREPARATION AND PROFILE BUILDING"**

**Day & Date of the Event- Sunday, June 28, 2020**

**Resource Person - Mr Utkarsh Kumar, Senior Associate at Boston Consulting Group (BCG) and Mr Akshay Kumar Sirsalewala**

**No. of Participants- 142**

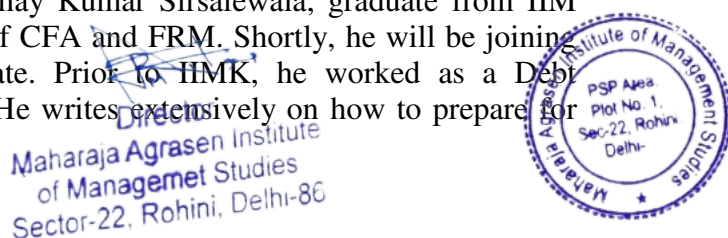
MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that it is not the most knowledgeable who cracks entrance exams. The student who can utilize the resources available viz., his knowledge and the time available for the exam, make it to the top list. So what preparations need to be made by the students to bell the CAT exam? Additionally, how should the students make their profile impressive to leave a positive impression on the interview panelists. To offer the answers to such pertinent questions, *Illuminate – The Learning Hub* of Maharaja Agrasen Institute of Management Studies organized a webinar on 'CAT Preparation and Profile Building' on Sunday, June 28, 2020. The webinar was conducted using the digital platform, Zoom at 5: 00 pm.

The resource persons for the webinar were Mr Utkarsh Kumar and Mr Akshay Kumar Sirsalewala.

Mr Utkarsh Kumar, a merit scholar at IIM, is an incoming Senior Associate at Boston Consulting Group (BCG). Most recently, Utkarsh has worked at EY (Business Advisory Services division) on Profit Maximization for an Indian Natural Gas Distribution client and the 2030 Growth Strategy Project for a UAE based Oil and Gas client. He was brought up in Kolkata and completed his Bachelor of Technology in Chemical Engineering from IIT Guwahati, where he co-founded LECTUR.

Mr Utkarsh Kumar approached the audience by giving a brief overview of the various sections in CAT Exam'. He gave tips to students on 'how to select the right sets and how to solve them'. He advices the students to focus on selecting the most easy or high scoring sets to increase their number of good attempts. Once you select the sets, how can you solve these sets with utmost efficiency was also discussed by him. A very interesting profile building model was shared by Mr Kumar to inspire the students to go beyond their limits. In addition, he also shared some of the valuable tips, like, find pull quotes that move the story, develop your angle, let your subject to do 90 % of the talking, create your questions that linger, record your interviews for self – evaluation, etc. among the students to make their profile stand out amongst the many numbers.

The webinar also had the presence of Mr Akshay Kumar Sirsalewala, graduate from IIM Kozhikode. He is a CA who cleared all levels of CFA and FRM. Shortly, he will be joining PwC US Advisory as an Experience Associate. Prior to HMK, he worked as a Debt Syndication Executive at an Investment Bank. He writes extensively on how to prepare for





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CA/CFA/CAT and was part of the editorial teams of CAclubIndia and InsideIIM. He also worked as faculty at Career Launcher, teaching Math and LRDI.

Mr Akshay Kumar Sirsalewala, scored 99.24%ile in CAT 2017 and very emphatically stressed that it's not only engineers who can crack CAT. You can be from any academic background, that can't stop you from cracking CAT and getting into a b-school. Mr Akshay Kumar said that many students miss out on solving easy questions in the exam due to lack of time management. He laid stress on adopting and applying an effective strategy to attempt the paper so that one can solve all the questions that one is capable of (It is not that one has to know everything). Cracking CAT is about ensuring that you solve correctly, and within the time available, all the questions that you would otherwise solve given infinite time!' was the 'principle of that perfect 99%ile score' given by him.

The session was very interactive and total of 142 students of MAIMS participated in the webinar. The enthusiastic audience raised many thought - provoking questions like Should one appear for CAT after gaining a work experience of 1 – 2 years in industry? When is the right time to start taking CAT coaching? Is there any association between CAT and other entrance exams like JEE? Is any weightage attached to 10<sup>th</sup> and 12<sup>th</sup> marks or is it only the graduation marks that are counted for? Will any weightage be attached to 3<sup>rd</sup> language course certificate? Which are the important questions one must prepare for an interview?

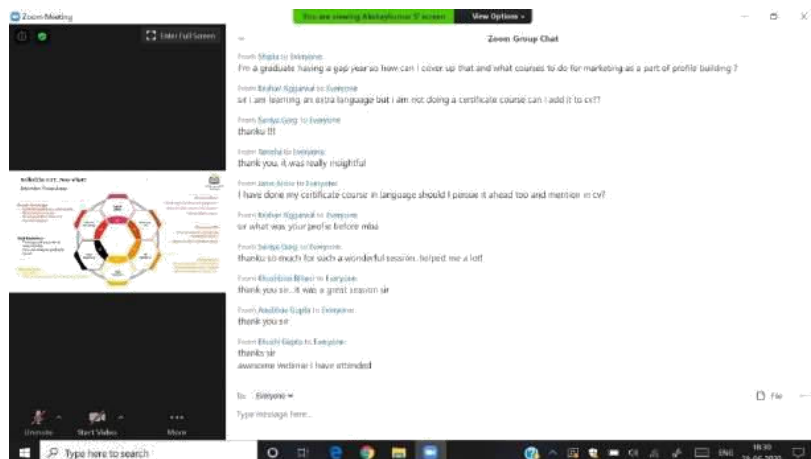
It was indeed a valuable session wherein the take away have helped the participants to identify the right approach of making it through the CAT exam and then building on the right profile while facing the interview panel. The webinar will definitely help students to become familiar with the CAT journey, the ideal CAT preparation strategy for non-engineers, the right tactics to adopt for handling various sections effectively and improving their confidence during an interview. The take away of the webinar will have a constructive influence on their performance on the D-Day.

Resource person- Mr. Utkarsh Kumar, Senior Associate at Boston Consulting Group (BCG) explaining the roadmap to prepare of CAT during the session on "CAT Preparation And Profile Building" on June 28, 2020

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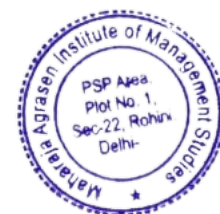


Resource person explaining the various facets of CAT preparation to participants during the session on “CAT Preparation And Profile Building” on June 28, 2020



Resource Person Mr. Utkarsh, Senior Associate at Boston Consulting Group (BCG) explaining the selection criteria for IIMs

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Resource Person Mr. Utkarsh guiding students regarding building a good Profile during the session on “CAT Preparation And Profile Building” on June 28, 2020





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Friday, August 9, 2019

### Circular

#### Industry Pre-Placement Interaction with Concentrix

<b>Name of the Event</b>	<b>Industry Pre-Placement Interaction with Concentrix</b>
<b>About the Event</b>	The Maharaja Agrasen Institute of Management Studies is always working to better prepare its students for their professional careers by organizing Industry Pre-Placement interactions for the final year students that covered both up-to-date industry principles and placement preparation. The goal of the pre-placement discussion is to help the candidate grow as a whole in order to better prepare them for the many placements drives that would follow.
<b>Day &amp; Date</b>	Tuesday, August 13, 2019
<b>Time</b>	11:00 am
<b>Venue</b>	Mini Auditorium
<b>Participants</b>	Final year students of all the departments , MAIMS
<b>Faculty</b>	Ms. Shilpi Agarwal, Faculty BBA, MAIMS
<b>Coordinators</b>	Dr. Bharti Chaudhry, Faculty BBA, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report asper NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
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### Industry Pre-Placement Interaction with Concentrix

**Date- August 13, 2019**

**Resource Person- Mr. Varun Shrivastava, Concentrix**

**No. Of Attendees- 222**

The Maharaja Agrasen Institute of Management Studies is always working to better prepare its students for their professional careers. The same goal was pursued by organizing Industry Pre-Placement interactions for the final year students that covered both up-to-date industry principles and placement preparation. The goal of the pre-placement discussion is to help the candidate grow as a whole in order to better prepare them for the many placements drives that would follow.

On August 13, 2019, Concentrix, a frontrunner in the field of preparing young brains for the competitiveness of the outside world, hosted a discussion. The Mini Auditorium was the site of the motivational speech that instilled courage and excitement in the young audience. **Mr. Varun Shrivastava** (varun.Shrivastava2@concentrix.com) managed the session.

Students were given an overview of the working conditions at the Company and the qualities they need exhibit if they are hired. In the end, attendees posed their own questions regarding a future in the area, and several students found their answers.

About **222** people attended the lively and engaging seminar. It was undeniably a meaningful discussion, and the students' takeaways would no sure aid them in making important decisions and bringing greater satisfaction and significance to their daily lives.



  
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*Students attending Pre- placement Interaction by Mr. Varun Shrivastava, Concentrix*

### The Faculty Coordinators for this event were:

Ms. Shilpee Agarwal (Assistant Professor) and Dr. Bharti Chaudhry (Assistant Professor)



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Friday, September 20, 2019

### Circular

### **CAREER COUNSELLING SEMINAR ON COMPANY SECRETARY – AS A CAREER OPTION**

<b>Name of the Event</b>	<b>TALK ON “THE PREPARATION FOR COMPETITIVE EXAMS”</b>
<b>About the Event</b>	Maharaja Agrasen Institute of Management Studies in collaboration with The Institute of Company Secretaries of India (ICSI) organized a career counseling seminar on ‘Company Secretary – as a Career Option’ on September 23, 2019 for the Commerce students. Mr. J.K. Bareja and Mr. Himanshu of Institute of Company Secretaries of India (ICSI) acquainted the students with the various aspects of Company Secretary like the eligibility criteria, course-structure, subjects offered and fee structure along with various job opportunities available after completing the course of CS from ICSI.
<b>Day &amp; Date</b>	Monday, September 23, 2019
<b>Time</b>	11:00 am
<b>Venue</b>	Seminar room, Block 7
<b>Participants</b>	Final year students of the department of Commerce, MAIMS
<b>Faculty Coordinators</b>	Ms. Rachita Aggarwal, Faculty, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

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





## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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### CAREER COUNSELLING SEMINAR ON COMPANY SECRETARY – AS A CAREER OPTION

**Date- September 23, 2019**

**Resource Person- Mr. J.K. Bareja and Mr. Himanshu, Institute of Company Secretaries of India (ICSI)**

**No. of Participants- 50**

Company Secretary has been recognized as Key Managerial Personnel along with the Chief Executive Officer/Managing Director/Manager, Whole-time Director and Chief Financial Officer. Maharaja Agrasen Institute of Management Studies in collaboration with The Institute of Company Secretaries of India (ICSI) organized a career counseling seminar on 'Company Secretary – as a Career Option' on September 23, 2019 for the Commerce students. Mr. J.K. Bareja and Mr. Himanshu of Institute of Company Secretaries of India (ICSI) acquainted the students with the various aspects of Company Secretary like the eligibility criteria, course-structure, subjects offered and fee structure along with various job opportunities available after completing the course of CS from ICSI. 50 Students participated in the event.

Dr. Sanjeev Gupta, a renowned Practicing CS addressed the students by sharing his experience as a CS. He also explained the students the crucial role of Company Secretary in planning the objectives, strategies and policies of a company. The seminar was very well received by one and all present.



**Prof. (Dr) M.K. Bhatt felicitating the Resource persons Mr. Sanjeev Gupta and Mr. J.K. Bareja during Career Counselling Seminar On Company Secretary – As A Career Option held on September 23, 2019**



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Friday, September 27, 2019

### Circular

#### **Pre- Placement talk with IHS MARKIT**

<b>Name of the Event</b>	<b><u>Pre- Placement talk with IHS MARKIT</u></b>
<b>About the Event</b>	The Maharaja Agrasen Institute of Management Studies (MAIMS) is steadfast in its pursuit of students' total development. IHS Markit is going to host a Pre-Placement Talk for graduating seniors in the same spirit. <b>Mr. Aniket Agarwal</b> ( <a href="mailto:aniketagarwal@ihs.com">aniketagarwal@ihs.com</a> ) will be the resource person for the Pre-Placement discussion. Using the most up-to-date training techniques, a two-hour session will be led by a renowned specialist in the industry enabling our students to meet the difficulties of the business world.
<b>Day &amp; Date</b>	Monday, September 30, 2019
<b>Time</b>	11:00 am
<b>Venue</b>	Mini Auditorium
<b>Participants</b>	Final year students of all the departments , MAIMS
<b>Faculty</b>	Ms. Rashi Agarwal Faculty BBA, MAIMS
<b>Coordinators</b>	Ms. Neetu Agarwal Faculty BBA, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

**Director**  
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### **Pre- Placement talk with IHS MARKIT**

Date- September 30, 2019

Resource Person- Mr. Aniket Agarwal, IHS MARKIT

No. of participants- 249

The Maharaja Agrasen Institute of Management Studies (MAIMS) is steadfast in its pursuit of students total development. IHS Markit hosted a Pre-Placement Talk on September 30, 2019 in Mini Auditorium for graduating seniors in the same spirit.

**Mr. Aniket Agarwal** (aniketagarwal@ihs.com) presided over the Pre-Placement discussion. Using the most up-to-date training techniques, a two-hour session led by a renowned specialist in the industry enabled our students to meet the difficulties of the business world. In this approach, the kids' abilities are enhanced so that they can confront the demands of a competitive world.

The purpose of the presentation was to impart the fundamental soft skills that are expected of every student applying to this company. The presentation addressed Interviewing Skills, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Development, Resume Writing, Personal Grooming, etc.

As many as **249** students registered for the event, which received an overwhelmingly positive response.

This discussion allowed the children to explore new concepts and develop their personalities. With such an engaged round in which students clarified all their questions, the discussion was successfully finished.

  
Director  
Maharaja Agrasen Institute  
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Sector-22, Rohini, Delhi-86





*Students attending Pre-placement talk headed by Resource Person- Mr. Aniket Agarwal, IHS MARKIT on September 30, 2019*

**Faculty Coordinators for this event were:**

Ms. Rashi Agarwal (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)

  
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Friday, October 18, 2019

### Circular

### Pre-Placement Talk with WIPRO

<b>Name of the Event</b>	<b>Pre-Placement Talk with WIPRO</b>
<b>About the Event</b>	The Maharaja Agrasen Institute of Management Studies (MAIMS) is going to organize a Pre-Placement which will be led by <b>Mr. Mudit Singhal</b> also which will provide a platform for the recruiter and the student to interact with each other in order to gauge the synergy between the student's goals and the recruiter's requirements. An hour-long pre-placement talk will involve the speaker instilling the values that the recruiter is looking for and instilling confidence and success in their dreams
<b>Day &amp; Date</b>	Monday, October 21, 2019
<b>Time</b>	11:00 am
<b>Venue</b>	Main Auditorium
<b>Participants</b>	Final year students of all the departments , MAIMS
<b>Faculty</b>	Dr. Preeti Bansal, Faculty BBA, MAIMS
<b>Coordinators</b>	Ms. Kamna Vaid, Faculty BBA, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

**Director**  
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### **Pre-Placement Talk with WIPRO**

**Date- October 21, 2019**

**Resource Person- Mr. Mudit Singhal, WIPRO**

**No. of Attendees- 323**

MAIMS has always been a stepping stone for students who, over time, have become ready to spread their wings and fly high in the future. In order to achieve this goal, WIPRO hosted a Pre-Placement Talk for final-year students on October 21, 2019 in the Main Auditorium.

**Mr. Mudit Singhal** led the Pre-Placement talk, which provided a platform for the recruiter and the student to interact with each other in order to gauge the synergy between the student's goals and the recruiter's requirements.

An hour-long pre-placement talk involved the speaker instilling the values that the recruiter is looking for and instilling confidence and success in their dreams. It was a very informative talk that not only cleared the students' doubts about their future prospects in the field but also helped them prepare better for the interviews they will face in the future.

Total **323** students attended the discussion. The speaker answered all questions about higher education or placement, salary packages, and ultimately motivated them to study hard, work on their soft skills, and participate in extracurricular activities for personality development.



*Resource Person- Mr. Mudit Singhal, WIPRO addressing the students during Pre-placement talk held on October 21, 2019*

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*Students and faculty attending the session*

### **The Faculty coordinators were:**

Dr. Preeti Bansal (Assistant professor)

Ms. Kamna Vaid (Assistant professor)

  
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Friday, January 3, 2020

### Circular

#### **Pre-Placement Talk with Vikas Lifecare Ltd.**

<b>Name of the Event</b>	<b><u>Pre-Placement Talk with Vikas Lifecare Ltd.</u></b>
<b>About the Event</b>	The Maharaja Agrasen Institute of Management Studies (MAIMS) has consistently prioritized its students' future success. Vikas Lifecare Ltd. set up a Pre-Placement Talk for students in their last year. The Pre-Placement Talk will be led by Ms. Rhythm Dhawan, HR Manager to help the students get ready for the business world. During an hour-long talk, the speaker will be discussing about things like how to write a resume, Dos and Don'ts in an interviews, the key to a good interview, how to create an impression in the corporate world.
<b>Day &amp; Date</b>	Tuesday, January 7, 2020
<b>Time</b>	11:00 am
<b>Venue</b>	Seminar Hall, Block-7
<b>Participants</b>	Final year students of all the departments , MAIMS
<b>Faculty</b>	Dr. Bharti Chaudhary, Faculty BBA, MAIMS
<b>Coordinators</b>	Ms. Neetu Agarwal, Faculty BBA, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report asper NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

  
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### Pre-Placement Talk with Vikas Lifecare Ltd.

**Date- January 7, 2020**

**Resource Person- Ms. Rhythm Dhawan, HR Manager, Vikas Lifecare Ltd.**

**No. of Attendees- 120**

The Maharaja Agrasen Institute of Management Studies (MAIMS) has always tried to help students and make sure they have a good future. Vikas Lifecare Ltd. set up a Pre-Placement Talk for students in their last year on January 7, 2020

The Pre-Placement Talk was led by Ms. Rhythm Dhawan, HR Manager to help the students get ready for the business world. During an hour-long talk, the speaker discussed about things like how to write a resume, Dos and Don'ts in an interviews, the key to a good interview, how to create an impression, and so on. Students were given a lot of time to ask the speaker all of their questions during the interactive session. The session was a great success because it gave the students more confidence.

The Talk also helped clear up details with the company, such as how the salary was split, what the job entailed, where it was done, how the bond worked, etc. Total **120** students attended the talk session.



*Students participating in discussion during Pre-placement talk by Vikas Lifecare Ltd held on January 7, 2020*

**The Faculty Coordinators for this event were:**

Dr. Bharti Chaudhary (Assistant Professor) & Ms. Neetu Agarwal (Assistant Professor)

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Monday, January 27, 2020

### Circular

### **WORKSHOP – CORPORATE COMMUNICATION FOR ENTREPRENEURS**

<b>Name of the Event</b>	<b>WORKSHOP – CORPORATE COMMUNICATION FOR ENTREPRENEURS</b>
<b>About the Event</b>	Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies in association with Apeejay Institute of Mass Communication, Dwarka, Delhi organised one day workshop on “Corporate Communication for entrepreneurs” on January 29, 2020 for students of MAIMS. Focus on creating complete customized solutions that effectively address the communication issues. Specialize in "connecting people" with what works for them.
<b>Day &amp; Date</b>	Wednesday, January 29, 2020
<b>Time</b>	11:00 am
<b>Venue</b>	Seminar room, Block 7
<b>Participants</b>	Students of the Department of Journalism and Mass Communication, MAIMS
<b>Faculty Coordinators</b>	Ms. Nidhi Chaudhry, Faculty, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

  
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### WORKSHOP – CORPORATE COMMUNICATION FOR ENTREPRENEURS

**Date- January 29, 2020**

**Resource Persons- Ms. Pushpa Nair, Communication Strategist and Dr. Rajeev Kumar Panda, Associate Professor, Apeejay Institute of Mass Communication**

**Number of Participants- 50**

Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies in association with Apeejay Institute of Mass Communication, Dwarka, Delhi organised one day workshop on “Corporate Communication for entrepreneurs” on January 29, 2020 for students of MAIMS. Workshop began with Saraswati Vandana, a prayer was offered to Maa Saraswati, the embodiment of knowledge to mark the auspicious occasion of Vasant Panchami. The guests were then welcomed with saplings by HOD (Dept. of Journalism and Mass Communication) Prof. (Dr.) Vinita Gupta HOD, Dept. of Journalism and Mass Communication, (MAIMS) Ms. Nidhi Chaudhry, to nurture a sustainable environment. Ms. Pushpa Nair, Communication Strategist and Dr. Rajeev Kumar Panda, Associate Professor, Apeejay Institute of Mass Communication conducted simulating sessions. 50 students participated in the workshop. Faculty members of the department of Journalism and Mass Communication also attended workshop. Ms. Nidhi Chaudhry organised the workshop as the convenor.

Ms. Pushpa Nair has been marketing and communication professional with over a 25 years experience PR Consulting, Corporate Communications and Marketing roles, with a proven track record of excellent performance, both as employee and entrepreneur. Focus on creating complete customized solutions that effectively address the communication issues. Specialize in "connecting people" with what works for them.

- Reputation for delivering focused results across a diverse spectrum of clients
- Reliable spokesperson in crisis situations, presenting a realistic image while adopting appropriate communication outlets
- Entrepreneurship spirit prospecting new business opportunities with success

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- Distinction of working with a wide target audience, including internal and external stakeholders
- Excellent networking with key contacts in the media, government and corporate sector

Specialties: Integrated marketing strategy, public relations and communication strategy and implementation; brand building; media sensitization and message development for spokespersons. Believe that the most effective communication is the connect and hence the importance of storytelling as an effective tool.

Dr. Rajeev Kumar Panda has more than 15 years of experience in Teaching & Industry in the area of TV Production and Direction, Electronic Cinematography & Broadcast Journalism. He has directed and video graphed several documentaries, serials and music videos for Doordarshan and other organisations. He is an alumnus of reputed Biju Pattnaik Film & TV Institute, Orissa. Holds 3 Years Diploma in Cinematography, MA & Ph.D in Mass Communication.

Ms. Pushpa Nair kick started the discussion on the basics of Corporate Communication with an informal question friendly approach. Delving into the nuances of the subject, the branding, marketing, and advertising strategy of various Indian and International brands like Amul, Apple, and Infosys were discussed by her to foster a thought-provoking environment. Ms. Nair underlining the significance of strategic communication meticulously taught students nuisances of Corporate communication through case studies and students were asked to analyse the communication and crisis management strategies of given companies. Corporate communication is all about learning the art of presenting an idea or argument lucidly. Drawing upon this fundamental, Ms. Nair discussed the communication strategies of high-end luxury brands like Rolls Royce, Mac, Lamborghini, etc. which don't indulge in advertising to create a desirability quotient.

To foster a holistic and academia-oriented approach, strategizing and brainstorming activities were conducted wherein students were divided into groups to represent different corporations. It was planned in a way to equip students with a better understanding of the subject and to hone their communication skills. This activity provided the students with a platform to discuss and gain a deeper insight into the role of a corporate communication department.

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Director General MAIMS Prof (Dr.) S. K. Garg addressing the students on occasion said one cannot overlook the significance of communication in every walk of life and it has tremendous role in highly competitive corporate scenario.

Director MAIMS Prof (Dr.) Ravi Kumar Gupta applauded and encouraged the department for such practical and professional exposure. Prof. (Dr.) Vinita Gupta highlighted the importance of real industry exposure for the students.

The workshop ignited the minds of the students with an array of questions. Discussions were held on the scope and future of Corporate Communication for entrepreneurs. Finally, a certificate distribution ceremony was conducted to commemorate and motivate the students by Director General, (MAIMS) Prof (Dr) S. K. Garg; Director (MAIMS). Prof (Dr) Ravi Kumar Gupta and HOD (Dept. of Journalism and Mass Communication) Prof. Dr. Vinita Gupta.

Workshop culminated with Ms. Nidhi Chaudhry's vote of thanks.

It was indeed a day of insightful discussions and great learning with students having so much to ask for and take back.



Prof. Vinita Gupta, HOD, Department of Journalism and Mass Communication felicitating the resource person, Dr. Rajeev Kumar Panda, Associate Professor, Apeejay Institute of Mass Communication

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*Student of Journalism and Mass communication welcoming the resource persons- Ms. Pushpa Nair, Communication Strategist and Dr. Rajeev Kumar Panda, Associate Professor, Apeejay Institute of Mass Communication for the workshop on "Corporate Communication for entrepreneurs" held on January 29, 2020*



*Students and faculty attending the session*

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Wednesday, February 12, 2020

### Circular

#### **ENTREPRENEURSHIP AWARENESS PROGRAM (EAP) IN COLLABORATION WITH MINISTRY OF MSME TECHNOLOGY DEVELOPMENT CENTRE (MSME)**

<b>Name of the Event</b>	ENTREPRENEURSHIP AWARENESS PROGRAM (EAP) IN COLLABORATION WITH MINISTRY OF MSME TECHNOLOGY DEVELOPMENT CENTRE (MSME)
<b>About the Event</b>	MAIMS in collaboration with Ministry of MSME Technology Development Centre (MSME) organized an Entrepreneurship Awareness Program (EAP) for 10 days in the campus for students. Entrepreneurship Development Programme (EDP) is a programme which helps in developing the entrepreneurial abilities. The skills that are required to run a business successfully, is developed among the people through this programme. Sometimes, people may have skills but it requires polishing and incubation.
<b>Day &amp; Date</b>	February 17 – 28, 2020
<b>Time</b>	11:00 AM
<b>Venue</b>	Seminar Hall, block no. 7
<b>Participants</b>	Students from Department of Law, MAIMS
<b>Faculty Coordinator</b>	Ms. Sumedha Dutta, Faculty, MAIMS Ms. Rashi Aggarwal, Faculty, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
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### ENTREPRENEURSHIP AWARENESS PROGRAM (EAP)

#### IN COLLABORATION WITH MINISTRY OF MSME TECHNOLOGY

#### DEVELOPMENT CENTRE (MSME)

**Date- February 17 – 28, 2020**

**Resource Persons- Mr. Aishwary Awasthi, Training Coordinator (EAP) Program and**

**Ms Sudeepti, Faculty-cum-Trainer**

**No. of participants- 53**

Over the years, Maharaja Agrasen Institute of Management Studies has taken several initiatives towards holistic development of its students. It strongly believes that its students have the potential to become the future of tomorrow by creating jobs rather than seeking jobs. MAIMS wishes to create entrepreneurs in its campus as they (entrepreneurs) are seen as national assets to be cultivated, motivated and remunerated to the greatest possible extent. Entrepreneurs can change the way we live and work. Moreover, an educational institute can play a pivot role by helping its students to bring up the entrepreneur inside them.

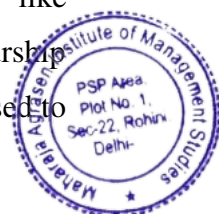
In tune with this focus, Maharaja Agrasen Institute of Management Studies in collaboration with Ministry of MSME Technology Development Centre (MSME) organized an Entrepreneurship Awareness Program (EAP) for 10 days in the campus for students.

**Entrepreneurship Development Programme (EDP)** is a programme which helps in developing the entrepreneurial abilities. The skills that are required to run a business successfully, is developed among the people through this programme. Sometimes, people may have skills but it requires polishing and incubation.

The EDP started on February 17, 2020 with an intake of 53 students from all the streams. The sessions were conducted by Mr. Aishwary Awasthi, Training Coordinator (EAP) Program and Ms Sudeepti, Faculty-cum-Trainer.

In the 10 days entrepreneurial journey, students were exposed to various topics like entrepreneurial skills, the importance of entrepreneurship, the process of entrepreneurship development and working. Students were also given a project in which they were supposed to

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formulate a proposal for an innovative product/service. The feasibility and further extension of the product/service was discussed in detail with Ms Sudeepti during the sessions.

This programme consisted of a structured training process to develop an individual as an entrepreneur. It helped the students in acquiring skills and necessary capabilities to play the role of an entrepreneur effectively.

Towards the end we can say that, talent is natural but skill is only developed by hours and days and months of hard work. EDP is not just a training programme but it is a complete process to make the possible transformation of an individual into an entrepreneur. This programme definitely guided our students on how to start the business and effective ways to sustain it successfully. The program has definitely uplifted the entrepreneurial spirits of our students and has motivated them to become hunters of fortunes into the future.



*Students interacting with the trainers during Entrepreneurship Development Programme (EDP) sessions held from February 17 – 28, 2020*





*Students interacting with the trainers during Entrepreneurship Development Programme (EDP) sessions held from*

*February 17 – 28, 2020*



*Prof. S.K. Garg presenting a token of gratitude to Ms Sudeepti, Faculty-cum-Trainer from Ministry of MSME Technology Development Centre (MSME)*

Faculty Coordinators:

Ms. Sumedha Dutta Ms. Rashi Aggarwal

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





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Tuesday, May 12, 2020

### Circular

#### WORKSHOP ON IPR AND TRADITIONAL KNOWLEDGE-CONTEMPORARY ISSUES AND CHALLENGES

<b>Name of the Event</b>	WORKSHOP ON IPR AND TRADITIONAL KNOWLEDGE-CONTEMPORARY ISSUES AND CHALLENGES
<b>About the Event</b>	The workshop on "IPR AND TRADITIONAL KNOWLEDGE: CONTEMPORARY ISSUES AND CHALLENGES" will be organised by Maharaja Agrasen Institute of Management Studies, School of Law. All the concepts related to the IPR will be discussed.
<b>Day &amp; Date</b>	Thursday, February 27, 2020
<b>Time</b>	11:00 AM
<b>Venue</b>	Seminar Hall, block no. 7
<b>Participants</b>	Students from Department of Law, MAIMS
<b>Organizer</b>	Department of Law, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

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



## REPORT

### WORKSHOP ON IPR AND TRADITIONAL KNOWLEDGE- CONTEMPORARY ISSUES AND CHALLENGES

**Date-February 27, 2020**

**Resource Persons- Dr. Krishan. S. Kardam, Dr. Claudia Masoni and Dr. Sunanda Bharti**

**No. of Participants- 83**



*Prof. Ravi Kumar Gupta, Director MAIMS felicitating and welcoming the Resource persons S. Kardam, Dr. Claudia Masoni and Dr. Sunanda Bharti for The workshop on “IPR AND TRADITIONAL KNOWLEDGE: CONTEMPORARY ISSUES AND CHALLENGES”*

The workshop on “IPR AND TRADITIONAL KNOWLEDGE: CONTEMPORARY ISSUES AND CHALLENGES” was organised by Maharaja Agrasen Institute of Management Studies, School of Law on February 27, 2020 in the Seminar Hall, block no. 7”. The workshop was attended by 83 students from Department of Law.

The workshop was graced by dignitaries such as Prof. S.K. Garg, Prof. G.P. Govil, Prof. (Dr.) Ravi Kumar Gupta, Dr. Krishan. S. Kardam, Dr. Claudia Masoni and Dr. Sunanda Bharti. The workshop began by lightening the lamp and praying to goddess Ma Saraswati. The guests for the day were being welcomed by presentation of saplings and shawls.

The welcome address was presented by Prof. Garg, where he not only introduced the concept of IPR but also cited a tremendous example of 150 years back of two scientists one of whom belonged to Russia and the other one to Germany. The duo shared the same work and prepared the traditional periodic table but the Russian scientist got his work published 50 days prior to the work of the other scientist and his name is still recognised as the founder of the traditional periodic table by Mendeleev, thus the importance of patenting could be traced from long back.

Dr. KS Kardam, the Senior joint controller of Patents and Trademarks Chaired the first session wherein he mentioned that the recognition of IPR started recently, but it was prevalent in the





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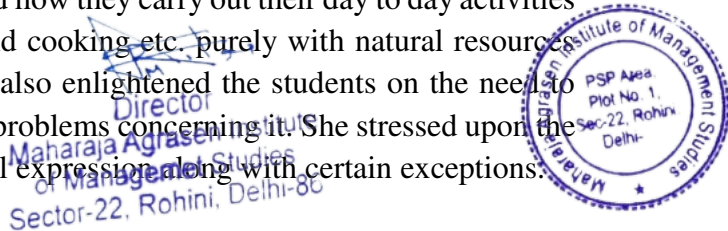
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society for long. He mentioned about the Ramayana as it is believed that Ravana brought an airplane which was a source of invention and Aryabhatta introduced the world with the digit Zero. All of these are creations but at that time the knowledge of patenting and IPR was quite low. He mentioned about the amendments and history of patent since 1856 till 2005 along with the examples on Biopiracy. Furthermore he glorified the classification of CSIR and AYUSH. CSIR has digital library which has got certain patents cancelled worldwide having Indian origin. He strongly submitted that till date there is no formal legislation to protect the Traditional Knowledge of the people. The Intellectual Property Organisation which administers International Intellectual properties in all countries has laid formal guidelines for protecting genetic resource and traditional knowledge. Till date 40 sessions are conducted to address this concern by this organisation. After the conclusion of Dr. K. S. Kardam informative inaugural speech, the First Session commenced wherein the faculty member Ms. Nisha Dhanraj Dewani while introducing Dr. Claudia Masoni who was from Italy, worked as a field researcher in many projects relating to traditional knowledge, appreciated her for her contribution of her chapter in her upcoming book on 'Protection of IPR and Traditional Knowledge' having USA Publication.

Dr. Claudia mentioned that traditional ecological knowledge is a body of knowledge built by a group of people through generations living in close contact with the nature it includes the system of classification a set of empirical observations about the local environment and the system of self management that governs resource use. She further mentioned that sustainable development is the economic development conducted without the depletion of natural resources. Further she discussed about bio piracy that it is the unauthorised commercial use of biological resources for associated traditional knowledge from developing countries or from the indigenous communities are the patenting of various inventions based on traditional economic knowledge without prior informed consent and benefit sharing. She stressed upon the eligibility for patents is the Novelty, non obviousness and its utility. Along with the same, she put in discussion the laws like Article 27.3 (b) of the TRIPs agreement, Article 8 of convention on biological diversity, Article 31 of the UN declaration on the rights of indigenous peoples and Article 15 of international Covenant on economic social and cultural rights. Dr. Claudia emphasised on defence mechanism, the active protection and secret knowledge in the context of Traditional knowledge along with the difference between the privacy and the breach of confidence. This session kept engaged students with discussions and questions.

### Session II

Dr. Sunanda Bharti, Assistant Prof. from University of Delhi, chaired the session II, gave an interesting example on Traditional Knowledge including Traditional Cultural Expressions, wherein she talked about the origin of traditional knowledge, its unique features and the need to protect Traditional Knowledge. She also shared her personal experience where she lived around the Bangni Tribe in Arunachal Pradesh and how they carry out their day to day activities like agriculture, fishing, weaving, handicrafts and cooking etc. purely with natural resources and material they obtained from the forest. She also enlightened the students on the need to protect Traditional Cultural Expressions and the problems concerning it. She stressed upon the issues like misappropriation of traditional cultural expression along with certain exceptions.





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Lastly the vote of thanks was presented by Prof. (Dr.) Ravi Kumar Gupta wherein he not only concluded the workshop but emphasised on “*Vasudev Kutumbakam and sarve bhavantu sukhinah shloka*”.

  
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Friday, March 27, 2020

### Circular

#### **Pre-Placement Talk with OM Logistics**

<b>Name of the Event</b>	<b><u>Pre-Placement Talk with OM Logistics</u></b>
<b>About the Event</b>	MAIMS in association with OM Logistics is going to held an Online pre-placement talk on March 30, 2020. The talk will be based on the idea that the future belongs to those who believe in the beauty of their dreams. The Pre-Placement Talk will be led by the speaker <b>Mr. Deepak</b> , Manager- HR which will help the students get a better understanding of the company, the role offered, the business SOPs, and other things.
<b>Day &amp; Date</b>	Monday, March 30, 2020
<b>Time</b>	11:00 am
<b>Venue</b>	Online platform Google meet
<b>Participants</b>	Final year students of all the departments , MAIMS
<b>Faculty Coordinators</b>	Dr. Preeti Bansal Faculty BBA, MAIMS Ms. Kamna Vaid, Faculty BBA, MAIMS
<b>Key Points</b>	The organizing team will prepare all the documents/report asper NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

  
**Director**  
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### Pre-Placement Talk with OM Logistics

**Date- March 30, 2020**

**Resource Person- Mr. Deepak, Manager- HR, OM Logistics**

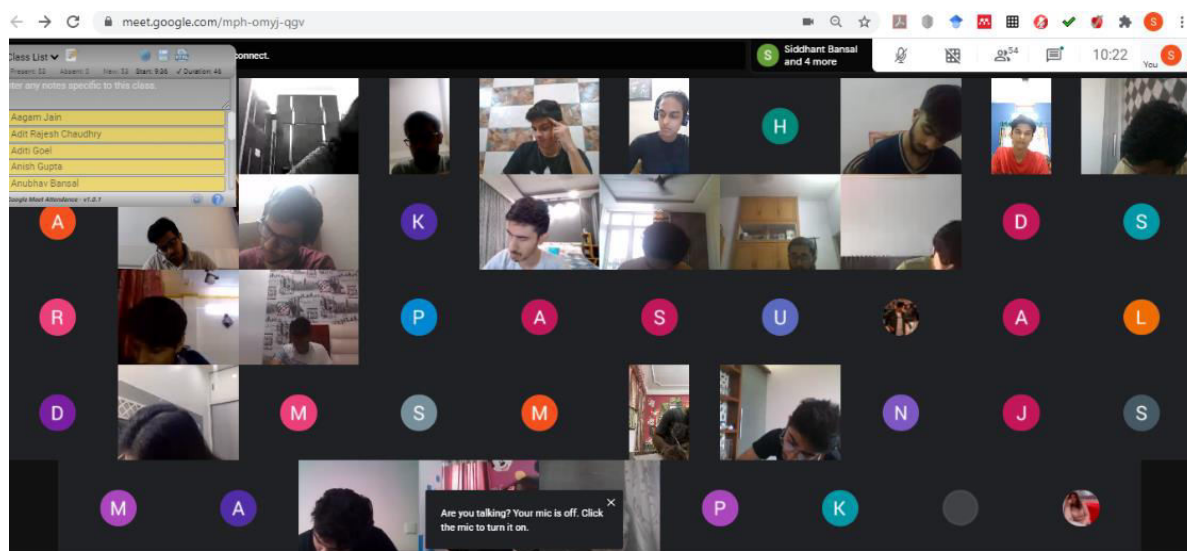
**No. of Attendees- 172**

The Maharaja Agrasen Institute of Management Studies (MAIMS) has always worked to help its students have a successful future. OM Logistics held an Online pre-placement talk on March 30, 2020. The talk was based on the idea that the future belongs to those who believe in the beauty of their dreams.

The Pre-Placement Talk was led by the speaker **Mr. Deepak**, Manager- HR who helped the students get a better understanding of the company, the role offered, the business SOPs, and other things.

During the interactive session of Placement Talk, the students were able to learn more about the company and see if the roles offered were a better fit for them. They were also able to talk to the speaker to clear up any questions they had.

Total **172** students came to the talk ready with in-depth research, which made a great impression on the speaker as well.



*Students attending the pre placement talk conducted by Resource Person Mr. Deepak, Manager-HR, Om Logistics on March 30, 2020*

**The Faculty Coordinators for this event were:**

Dr. Preeti Bansal (Assistant Professor) & Ms. Kamna Vaid (Assistant Professor)

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Tuesday, May 12, 2020

### Circular

#### **WEBINAR – “ENTREPRENEURS OF THE FUTURE IN ENTERTAINMENT, JOURNALISM, DESIGN, FASHION AND BUSINESS” IN COLLABORATION WITH PEARL ACADEMY**

<b>Name of the Event</b>	<b>WEBINAR – “ENTREPRENEURS OF THE FUTURE IN ENTERTAINMENT, JOURNALISM, DESIGN, FASHION AND BUSINESS” IN COLLABORATION WITH PEARL ACADEMY”</b>
<b>About the Event</b>	Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the students in their future pursuit. In this direction, MAIMS in collaboration with Pearl Academy, Delhi organized a webinar on the topic ‘Entrepreneurs of the Future in Entertainment, Journalism, Design, Fashion and Business’. The webinar was graced by leading experts from the industry to offer valuable guidance to MAIMS students on the various career options available to them after their graduation. The eminent speakers of the webinar were Mr. Viveck Vaswani, Dean, Pearl of Academy and Mr. Neeraj Paul, Head of Department, Pearl Academy.
<b>Day &amp; Date</b>	Saturday, May 16, 2020
<b>Time</b>	6:30 pm
<b>Venue</b>	Digital platform, Zoom
<b>Participants</b>	Students of the department of BAJMC , MAIMS
<b>Organizer</b>	BAJMC Department, Maharaja Agrasen Institute of Management Studies
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
**(Director, MAIMS)**

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## REPORT

### WEBINAR – “ENTREPRENEURS OF THE FUTURE IN ENTERTAINMENT, JOURNALISM, DESIGN, FASHION AND BUSINESS” IN COLLABORATION WITH PEARL ACADEMY

**Date: May 16, 2020**

**Resource Person- Mr. Viveck Vaswani, Dean, Pearl of Academy and Mr. Neeraj Paul, Head of Department, Pearl Academy**

**No. of Participants- 204**

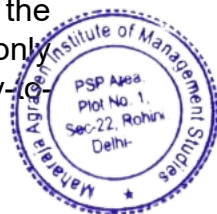
Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the students in their future pursuit. In this direction, MAIMS in collaboration with Pearl Academy, Delhi organized a webinar on the topic 'Entrepreneurs of the Future in Entertainment, Journalism, Design, Fashion and Business'. The webinar was graced by leading experts from the industry to offer valuable guidance to MAIMS students on the various career options available to them after their graduation. The eminent speakers of the webinar were Mr. Viveck Vaswani, Dean, Pearl of Academy and Mr. Neeraj Paul, Head of Department, Pearl Academy.

Mr. Viveck Vaswani, an actor, producer, teacher, writer and the man who famously gave Shahrukh Khan his big break in Bollywood. An alumnus of Campion School and Cathedral and John Connon, Mr. Viveck started off with acting in India's first TV soapopera 'Khandaan'. He then produced a Marathi film called 'Kis Bai Kiss', and a major television serial called 'Nai Dishayen'. He has acted in more than a 100 films and numerous television shows. He has produced 13 films and 2 television shows. He has been Advisor/ Consultant/ Strategist to a number of established companies as well as start-ups in the entertainment business. We also had Neeraj Paul who has 19 years of experience in Fashion, Retail, Education, and Academics. He has an extensive experience of over 10 years in a fashion retail industry and has been in education for last ten years. Mr. Neeraj is also a part of World Skill Expert faculty for Visual Merchandising and an expert for this trade from India

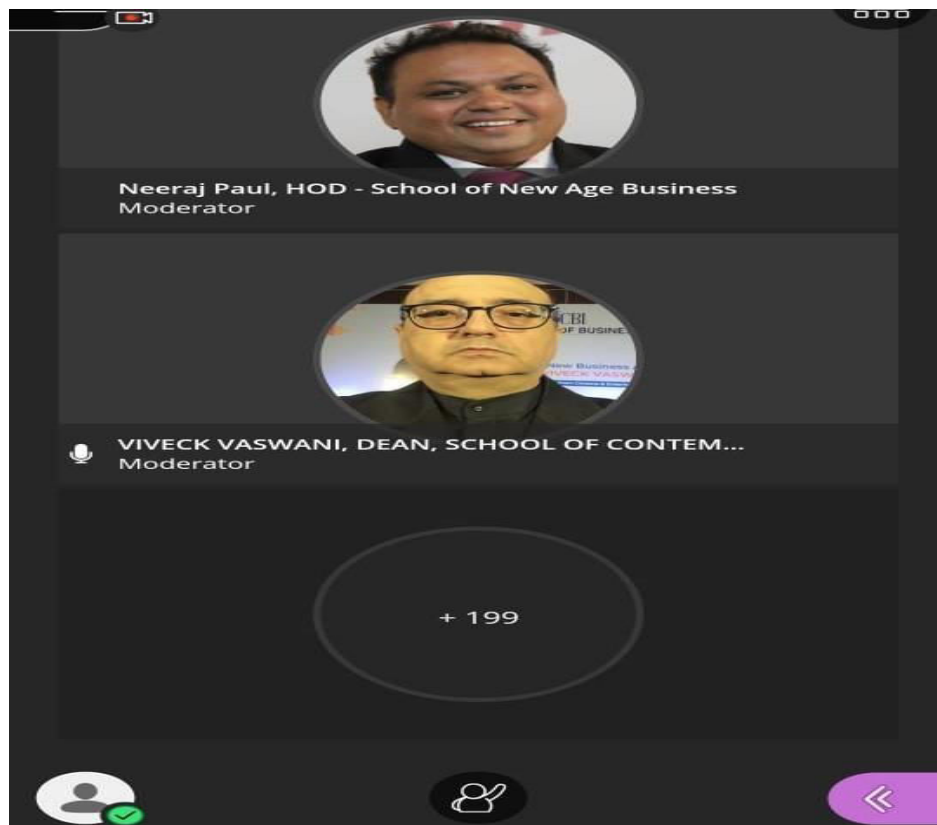
The speakers talked about the various revolutions that have taken place in the fashion industry. They apprised the students about the requisite skill set they must develop to survive and excel in the creative industry of today. The scope of various careers, technical careers and ancillary careers was discussed in detail to highlight the various career avenues open for the students. The session saw an active involvement of 204 students who raised queries about scope of sports journalism, the influential role played by mobile technology in the fashion industry, possibility of doing free lancing in this industry, and so on and so forth.

It was indeed a valuable session wherein the take away should have helped the students to identify and pursue a creative career for themselves which will not only help them commercially but will also add contentment and meaning to their day-to-day life.

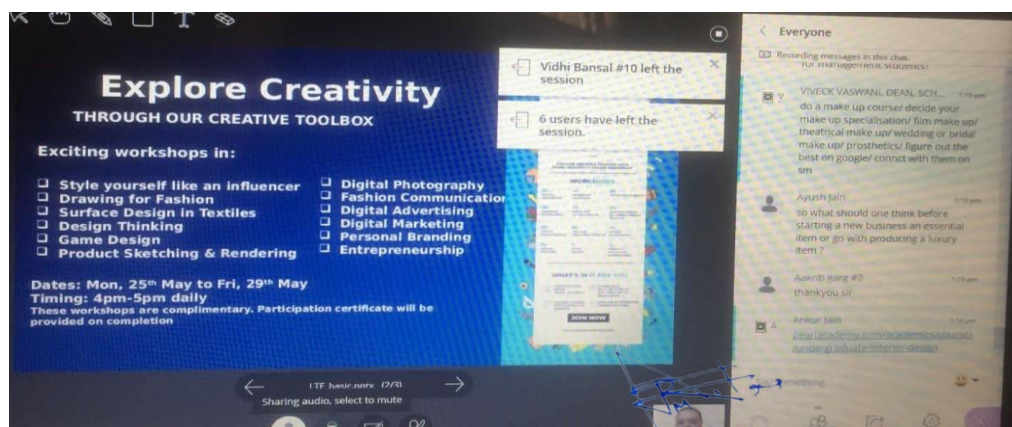
Director  
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of Management Studies  
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Resource Persons Mr. Viveck Vaswani, Dean, Pearl of Academy and Mr. Neeraj Paul, Head of Department, Pearl Academy interacting with the participants during Webinar – “Entrepreneurs Of The Future In Entertainment, Journalism, Design, Fashion And Business” held on May 16, 2020



Resource person Mr. Viveck Vaswani addressing the queries of the participants during the session





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Friday, June 12, 2020

### Circular

### NETWORKING FOR GLOBAL PROFESSIONALS & ENTREPRENEURS IN POST PANDEMIC WORLD

Name of the Event	NETWORKING FOR GLOBAL PROFESSIONALS & ENTREPRENEURS IN POST PANDEMIC WORLD
About the Event	MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that in today's competitive world, where a student is running in a rat race to compete with the industry expectations, he/she always requires a platform where the skill and knowledge can be justified in the presence of industry personnel. To offer such a platform, <i>Illuminate – The Learning Hub</i> of Maharaja Agrasen Institute of Management Studies organized a webinar on 'Networking for Global Professionals & entrepreneurs in Post Pandemic World'
Day & Date	Sunday, June 14, 2020
Time	6:30 pm
Venue	Digital platform, Zoom
Participants	Students of all the departments , MAIMS
Organizer	Illuminate – The Learning Hub of Maharaja Agrasen Institute of Management Studies
Resource Person	Ms. Nidhi Nagori, Chartered Accountant from India and Certified Public Accountant from the US.
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
(Director, MAIMS)

  
**Director**  
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## REPORT

### NETWORKING FOR GLOBAL PROFESSIONALS & ENTREPRENEURS IN POST PANDEMIC WORLD

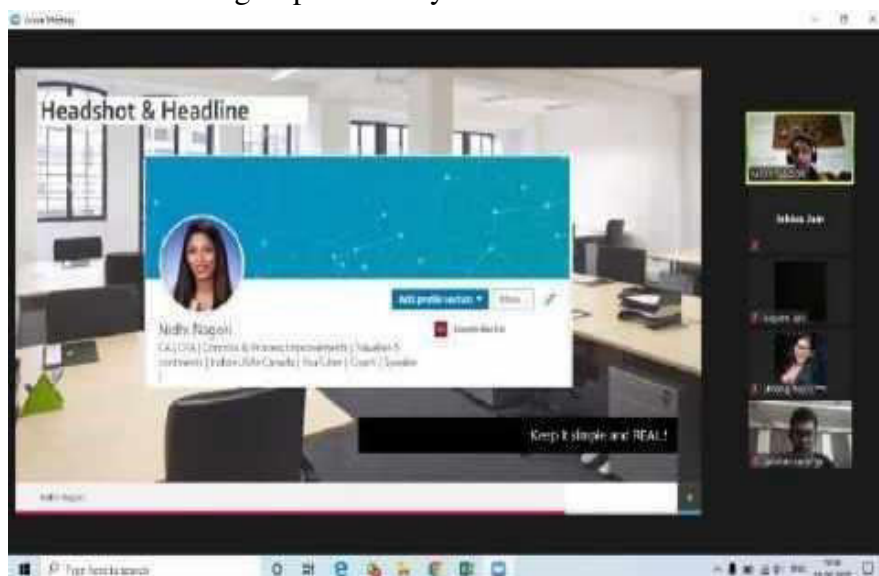
**Day & Date- Sunday, June 14, 2020**

**Resource person- Ms. Nidhi Nagori, Senior Internal Auditor, Lincoln Electric, Canada**

**No. of participants- 94**

MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that in today's competitive world, where a student is running in a rat race to compete with the industry expectations, he/she always requires a platform where the skill and knowledge can be justified in the presence of industry personnel. To offer such a platform, ***Illuminate – The Learning Hub*** of Maharaja Agrasen Institute of Management Studies organized a webinar on 'Networking for Global Professionals & entrepreneurs in Post Pandemic World' on Sunday, June 14, 2020. The webinar was conducted using the digital platform, Zoom at 6: 30 pm.

The resource person for the webinar was Ms. Nidhi Nagori, Chartered Accountant from India and Certified Public Accountant from the US. She is currently working in Canada for Lincoln Electric as a Senior Internal Auditor. Her work involves traveling to different countries, working with diverse range of people and transcending cultural barriers to create a healthy work environment for her team. She has developed her own Soft Skills & Communication Course called 'Bridging the Gap' to help professionals learn the ways of presenting their knowledge on a global platform. She conducts sessions about LinkedIn brand building for professionals. She is also the founder of Canada Peeps- a space for new immigrants looking to network. The groups currently have over 1000 active members.



Students introducing and welcoming the Resource person, Ms. Nidhi Nagori during webinar on 'Networking for Global Professionals & entrepreneurs in Post Pandemic World' held on June 14, 2020

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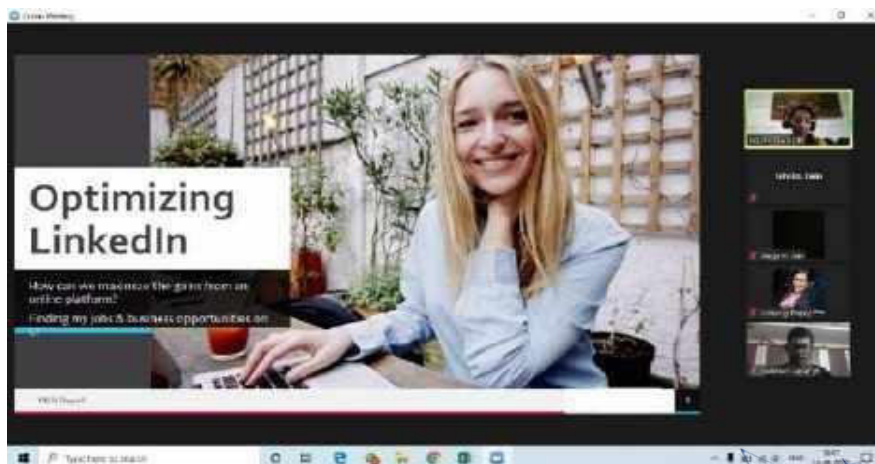
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Ms Nidhi Nagori started her interaction with the students by first explaining that networking is an excellent way to make professional connections, develop opportunistic relationships, and stay abreast of exciting career opportunities. Although the concept of developing business relationships through socializing may seem daunting, particularly for those who are new to the practice, networking is in fact very intuitive. She further introduced the concept of Global networking which is simply networking on an international scale. And thanks to modern technology such as computers, smartphones, and the internet, global networking has never been easier.

She further explored the etiquettes or the rules of collaborating and networking with people on one of a very popular global professional network platform, LinkedIn. She explained that people will judge you based on your profile as your profile is the first thing your new connection will look at. Writing specialized messages for the audience in one's profile, sending personal acknowledgements to people, using the power of groups to boost one's potential network were some of the important takeaways of the session. She also gave some of the valuable tips to students about building the right profile to leave one's (potential) connections with positive thoughts about self.

The session was very interactive and saw a presence of 94 participants. The enthusiastic audience raised many thought - provoking questions like How to use LinkedIn as a platform for searching for a job? What kind of posts should be sent by an individual? How to create the right personal brand on LinkedIn? How to use LinkedIn as the right platform for creating collaborations with respect to start-ups?

It was indeed a valuable session wherein the take away have helped the participants to identify the right means of introducing self to new people without the breach of etiquette that comes in blindly reaching out to new connections. The webinar will definitely help students to become familiar with the way LinkedIn works to build your network of professional relationships and take advantage of everything the platform has to offer.



Resource Person Ms. Nidhi Nagori explaining the importance of LinkedIn to participants

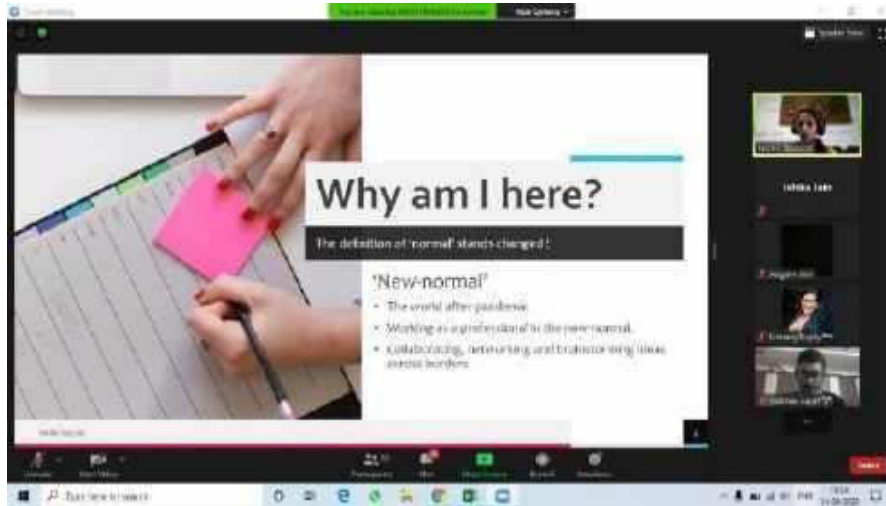
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Resource Person Ms. Nidhi Nagori interacting with the participants



Poster of the event

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Thursday, July 2, 2020

### Circular

#### **STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON 'HOW TO START YOUR ENTREPRENEURIAL JOURNEY OF YOUR STARTUP'**

<b>Name of the Event</b>	<b>STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON 'HOW TO START YOUR ENTREPRENEURIAL JOURNEY OF YOUR STARTUP'</b>
<b>About the Event</b>	MAIMS has always taken concrete steps to work towards the holistic development of the students. The importance of the development of entrepreneurial skills by every graduate cannot be over-emphasized because gone are the days when jobs were available everywhere both in the private and public sector of the economy. Mr. Saurabh Trivedi, a MAIMS Alumni, is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co- founder and Director at Boudhik Venture. His expertise includes, Entrepreneurship Building, Consulting to universities/ incubation centers, Improvising brainstorming process of start-ups, IPR, Multi-disciplinary team building and Leadership.
<b>Day &amp; Date</b>	Saturday, July 4, 2020
<b>Time</b>	5:00 pm
<b>Venue</b>	Digital platform, YouTube Live
<b>Participants</b>	Students of the Department of Journalism and Mass Communication, MAIMS
<b>Organizer</b>	<b><i>Illuminate – The Learning Hub</i></b> of Maharaja Agrasen Institute of Management Studies
<b>Key Points</b>	The organizing team will prepare all the documents/report as per NAAC requirements.

**Prof. (Dr.) M. K. Bhat**  
**(Director, MAIMS)**

**Director**  
Maharaja Agrasen Institute  
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### REPORT

#### **STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON** **'HOW TO START YOUR ENTREPRENEURIAL JOURNEY OF YOUR STARTUP'**

**Date- Saturday, July 4, 2020**

**Resource Person- Mr. Saurabh Trivedi,**

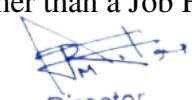
**Co- founder and Director at Boudhik Venture**

**No. of Participants- 87**

MAIMS has always taken concrete steps to work towards the holistic development of the students. The importance of the development of entrepreneurial skills by every graduate cannot be over-emphasized because gone are the days when jobs were available everywhere both in the private and public sector of the economy. Indeed, in the past, it was the employers who went round universities to hunt for potential employees. But the changing times have made many graduates desperate to get any job to keep body and soul going. Indeed, there is a paradigm shift in the labour market now. Realizing this change, ***Illuminate – The Learning Hub*** of Maharaja Agrasen Institute of Management Studies organized a webinar on 'How to start your entrepreneurial journey of your startup' on Saturday, July 4, 2020. The webinar was conducted using the digital platform, YouTube Live at 5: 00 pm. The resource person for the webinar was Mr. Saurabh Trivedi.

Mr. Saurabh Trivedi, a MAIMS Alumni, is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co-founder and Director at Boudhik Venture. His expertise includes, Entrepreneurship Building, Consulting to universities/ incubation centers, Improvising brainstorming process of startups, IPR, Multi-disciplinary team building and Leadership.

Mr Trivedi initiated his talk by presenting the true, though gloomy picture of the changing employment prospects for the youths in the present times of increasing competition. At present, employment in the public sector is decreasing and job prospects are diminishing by the day. Added to this ugly situation are the increasing trend of job outsourcing, casualization of labour across industry and the increasing phenomenon of rightsizing of labour among big firms and corporations in the country. As a side effect, the figure of tertiary graduates who have not been able to secure the first employment since graduation for upward of five years is on the increase and even those with professional qualifications are not spared from the ugly phenomenon. Others are paid peanuts if they are lucky to secure paid job. So, what to do in this scenario. The answer – Become a Job Creator, rather than a Job Hunter!

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





## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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Having set the platform for the students to become entrepreneurs, he swiftly moved towards elaborating what does the entrepreneurship really entail? In his opinion, basically, entrepreneurship really entails: the building of skills in negotiation, building leadership skills, new product/service development, creative and innovative thinking and exposure to technological innovation. He also explained that some of the personal characteristics of an entrepreneur are optimism, vision, initiative, desire to lead, drive, persistence, risk tolerance and resilience. The role of creativity and thinking out of the box, rather change the box in the

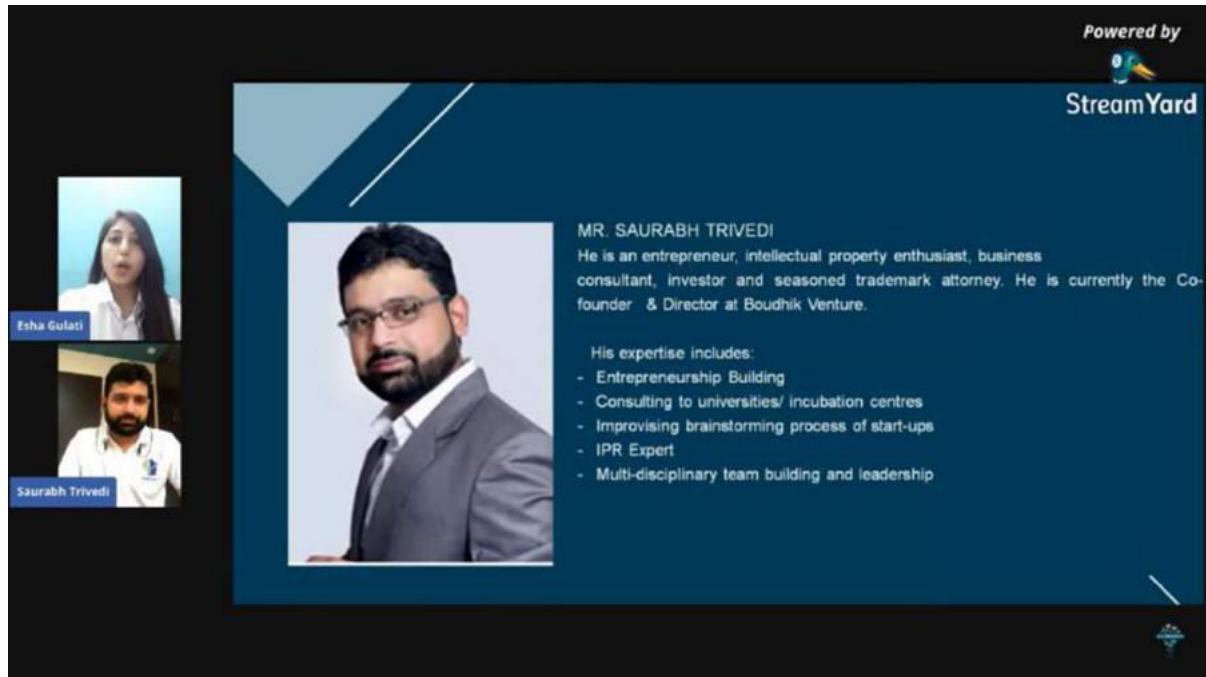
skill set of an entrepreneur was very aptly and lucidly presented by Mr. Trivedi in the webinar. The various steps to be taken to build your own venture and the concept of creative financing and crowd funding to finance one's start – up was also explained by our resource person.

The session was very interactive and total of 87 students participated in the webinar. The enthusiastic audience raised many thought - provoking questions like What are the expected challenges we are likely to face in our entrepreneurial journey? How can we mentally prepare our self for the likely setbacks? How to capitalize networking effectively to attain success in my entrepreneurial journey? How to check the feasibility of the new idea developed? Can creativity be improved? What is the role of venture capitalist in entrepreneurship development? etc.

It was indeed a valuable session wherein the take away would encourage participants to get involved in networking, create and manage businesses of their own and facilitate progress and success in entrepreneurial career. Nevertheless, entrepreneurship is the need for developing the requisite entrepreneurial skills which would make people not only to be job creators but also wealth creators. We are sure that the valuable insights would help our 'new entrepreneurs' get their ideas and ventures to the next level through the structured learning provided in the webinar.

  
Director  
Maharaja Agrasen Institute  
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Sector-22, Rohini, Delhi-86





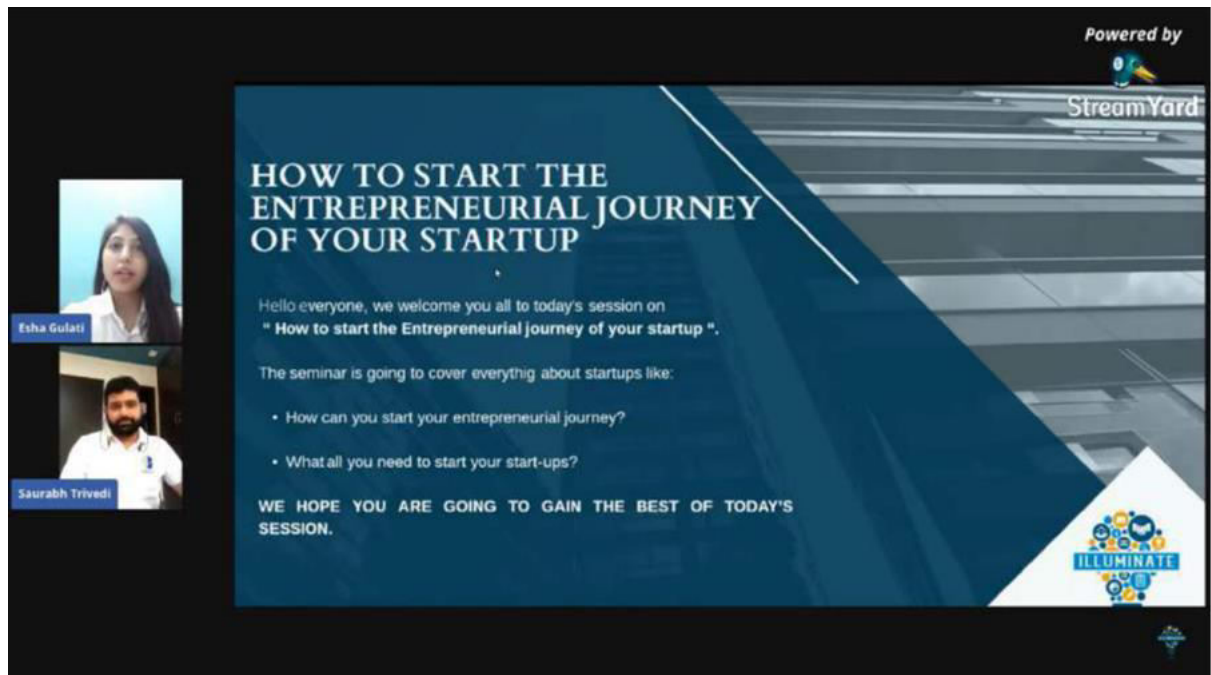
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**MR. SAURABH TRIVEDI**  
He is an entrepreneur, intellectual property enthusiast, business consultant, investor and seasoned trademark attorney. He is currently the Co-founder & Director at Boudhik Venture.

His expertise includes:

- Entrepreneurship Building
- Consulting to universities/ incubation centres
- Improvising brainstorming process of start-ups
- IPR Expert
- Multi-disciplinary team building and leadership

*Student from Illuminate introducing and welcoming the Resource person Mr. Saurabh Trivedi for the session on 'How To Start Your Entrepreneurial Journey Of Your Startup'*



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**HOW TO START THE ENTREPRENEURIAL JOURNEY OF YOUR STARTUP**

Hello everyone, we welcome you all to today's session on "How to start the Entrepreneurial journey of your startup".

The seminar is going to cover everything about startups like:

- How can you start your entrepreneurial journey?
- What all you need to start your start-ups?

WE HOPE YOU ARE GOING TO GAIN THE BEST OF TODAY'S SESSION.

*Student introducing the topic and agenda for the session*



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**ILLUMINATE: THE LEARNING HUB**  
OF MAHARAJA AGRASEN  
INSTITUTE OF MANAGEMENT  
STUDIES, IS AN INITIATIVE BY THE  
STUDENTS TO PREPARE AN  
EDUCATIONAL STRUCTURE  
WHICH PROVIDES VARIOUS SETS  
OF HARD AND SOFT SKILLS TO  
THE FUTURE ENTREPRENEURS  
AND GIVES THEM AN  
OPPORTUNITY TO APPLY THOSE  
SKILLS IN REAL LIFE SITUATIONS  
THROUGH EVENTS AND  
COMPETITIONS.

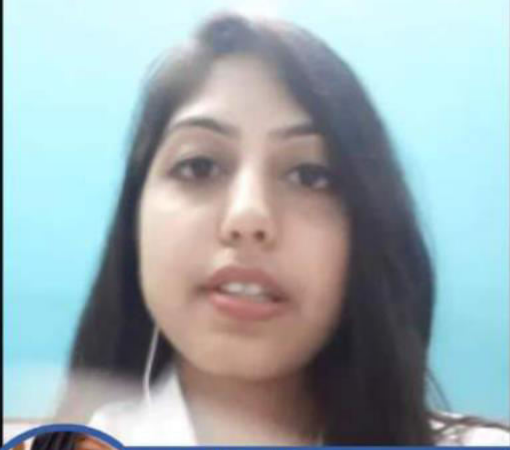


Esha Gulati




Saurabh Trivedi

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Anika Jain



how can we figure out the threats and opportunities while starting up a business

*Resource person Mr. Saurabh answering the queries of the participants during Students' Personality Development Activity On 'How To Start Your Entrepreneurial Journey Of Your Startup' held on July 4, 2020*





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**How to Start the Entrepreneurial Journey of your Startup?**

**YOUTUBE LIVE**

**July 04 5:00 PM**

**On ILLUMINATE SOCIETY CHANNEL**

**Saurabh Trivedi**  
INVESTOR | MENTOR | SPEAKER  
Co-Founder & Director  
BOUDHIK VENTURES

Platform Partner  
THINKERS POINT

Poster of the event

Director  
Maharaja Agrasen Institute  
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