



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

Monday, November 23, 2020

Circular

Subject: Talk on “The Preparation for Competitive Exams”
(November 25, 2020)

Name of the Event	Talk on “The Preparation for Competitive Exams”
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) is organizing a talk "The Preparation for Competitive Exams" to prepare final-year students for upcoming competitive exams. The talk will cover every crucial aspect to remember as you get ready for a competitive examination.
Day & Date	Wednesday, November 25, 2020
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. Sanil Sachar (National Bestselling author, Founder, Huddle Incubator, and TEDx speakers)
Faculty Coordinators	<ul style="list-style-type: none">Dr. Preeti Bansal, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Report Talk on “The Preparation for Competitive Exams”

November 25, 2020

Resource Person: Mr. Sanil Sachar (National Bestselling author, Founder, Huddle Incubator, and TEDx speakers)

No. of Participants: 70

MAIMS organized an online talk on November 25, 2020 via Gmeet titled "The Preparation for Competitive Exams" to prepare final-year students for upcoming competitive exams.

Mr. Sanil Sachar (National Bestselling author, Founder, Huddle Incubator, and TEDx speakers) graced this event to educate and inspire the students on how to maintain their preparation. In addition to being well-known in the industry, the speaker specializes in preparing students for the ultimate test of competitive exams, namely the interview.

For the presentation, which was attended by 70 students, the speaker prepared an interactive PowerPoint while delivering preparation-related tips.

He preached to the audience the significance of Conceptual Clarity. He argued that the Blue Print Approach was necessary to evaluate the test-makers' mentality. He elaborated on the Preliminary, Main, and Interview examination sections. Overall, the Talk was extremely Informative and Educational for the department's ambitious and enthusiastic students. The speaker made it clear that the primary purpose of the examinations was to unearth the country's rough diamonds in order to complete the arduous work of the country. According to him, the exams were intended for everyone in the country, not just the elite members of society. He concluded by stating that the examinations were difficult but not impossible to pass.

During the remainder of the lecture, students actively responded to the questions posed by the speaker using audio visual techniques. The students who had correctly answered the questions were then selected by the speaker for mock interviews on stage.

During the mock interviews, students faced challenging questions, and the speaker highlighted their mistakes as examples of "what not to do" during the interview process. He advised the students to practice mock interviews in front of a mirror in order to gain confidence prior to the actual interview.

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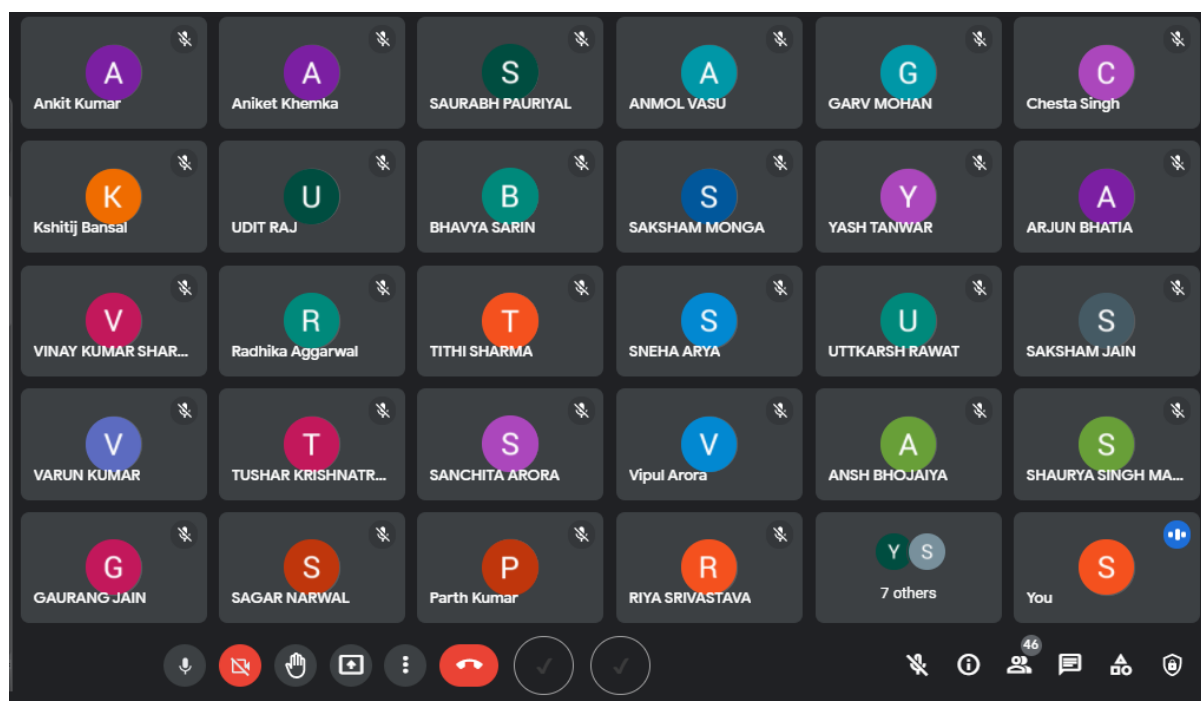
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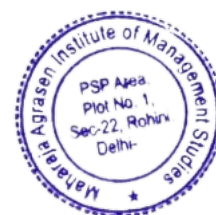
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Faculty Coordinators Dr. Preeti Bansal delivered the Vote of Thanks, which concluded with enthusiastic student applause.



Students attending a Talk on “The Preparation for Competitive Exams” by Resource Person Mr. Sanil Sachar on November 25, 2020

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Monday, February 22, 2021

Circular**ONLINE TRAINING PROGRAM FOR HIGHER EDUCATION**

Name of the Event	Online Training Program for Higher Education
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit and following the fruitful practice, MAIMS is organizing a three month training program for students of BBA, B.Com (H) and BA(H)(Eco) to help them prepare for higher education. The training will be given every Thursday from 2 P.M to 4 P.M.
Day & Date	Thursday, 4th March, 2021 to Thursday, 20th May, 2021
Time	2:00 P.M to 4:00 P.M.
Venue	Online
Participants	Students of MAIMS
Faculty Coordinators	<ul style="list-style-type: none">Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, MAIMSMs. Neetu Agarwal, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">Certificates will be awarded to all the participantsThe organizing team will prepare all the documents/report as per NAAC requirements.
Resource Persons	<ul style="list-style-type: none">Dr.Sanjay Mangla, Associate Professor, Department of EconomicsMr.Praveen Kumar Singh, Assistant Professor, Department of CommerceMr.Tanu Agarwal, Assistant Professor Department of Business Administration

Prof. (Dr.) Ravi Kumar Gupta
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ONLINE TRAINING PROGRAM FOR HIGHER EDUCATION

Date: 4th March 2021 - 20th May 2021

Resource Persons: Dr. Sanjay Mangla, Associate Professor, Department of Economics, MAIMS
Mr. Praveen Kumar Singh, Assistant Professor, Department of Commerce, MAIMS
Mr. Tanu Agarwal, Assistant Professor, Department of Business Administration, MAIMS
No. of Participants: 87

MAIMS has consistently provided a platform for students who are willing to take the leap and reach greater heights in their future endeavors. In furtherance of the same, a three-month training program on higher education was conducted from 4th March 2021 to 20th May 2021 with an aim to equip students of BBA, B.Com and BA(Economics) and BALLB with the necessary skills and knowledge required for pursuing higher education in fields such as management.

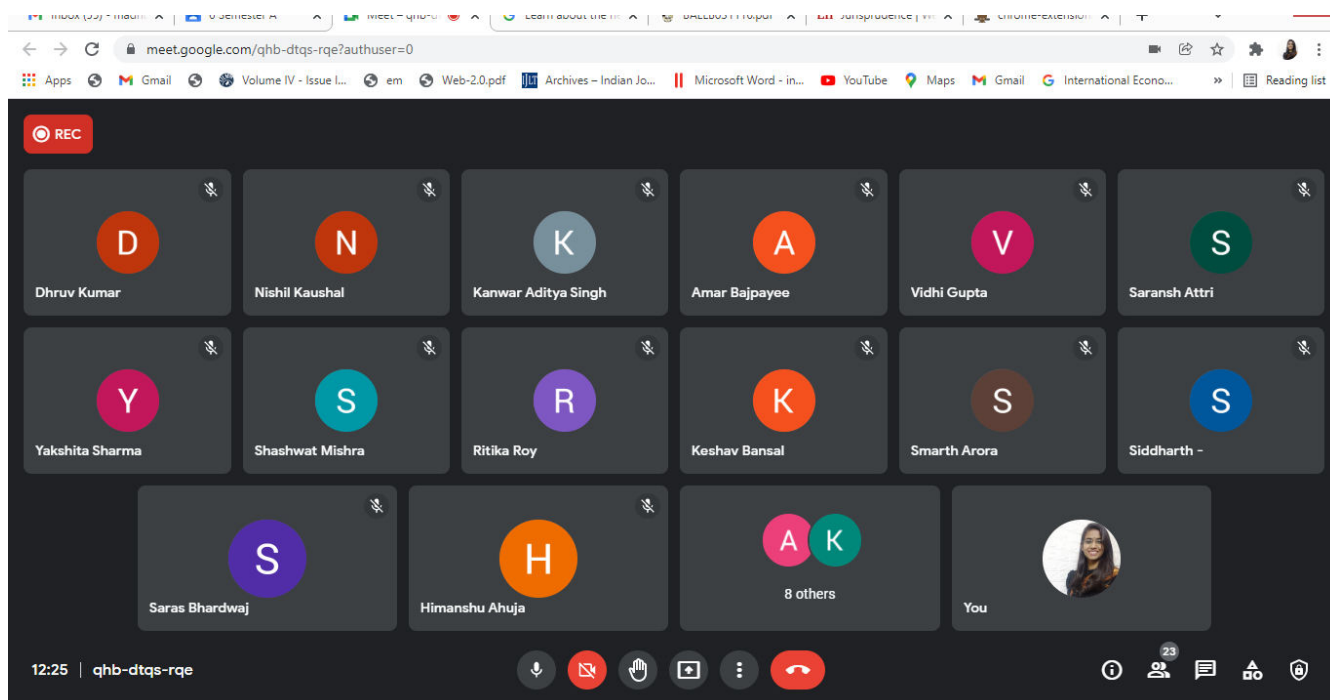
The training program's main goal was to provide participants a competitive edge on the job market by equipping them with the abilities and knowledge required for further study. The training program was inaugurated on 4th March 2021 and this ceremony was graced by the presence of Dr. Ravi Kumar Gupta, Director MAIMS and Prof. Dr. Rajni Malhotra Dhingra, Principal, Department of Law, MAIMS. Dr. Gupta, lauded the efforts of the organizing committee for having taken up this herculean task of organizing such an intensive training program amidst the trying times of the pandemic and encouraged students to make the best of this program. The program attempted to accomplish a number of goals, including strengthening research and analytical abilities, developing effective communication and academic writing skills, and offering insights into numerous fields of study and employment options.

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The training program was led by Mr. Neeraj Sharma, Assistant Professor, Department of Business Administration, MAIMS. The students were fortunate to have as their resource persons: Dr. Sanjay

Mangla, Associate Professor, Department of Economics, MAIMS; Mr. Praveen Kumar Singh, Assistant Professor, Department of Commerce, MAIMS; and Mr. Tanu Agarwal, Assistant Professor, Department of Business Administration, MAIMS. The training program was structured to include interactive sessions, group discussions, and hands-on activities to enhance learning. The program was conducted by experienced faculty members and was designed to be participatory and engaging. The sessions were held on weekdays for a duration of two hours, providing ample time for students to understand and apply the concepts covered.



Students attending the 2nd Session during the Training Program for Higher Education on 11th March 2021

87 students participated in the program from different departments of MAIMS depicting the interest of students in pursuing higher education in management. The training program was well-received by the students, and they actively participated in the sessions. The program helped students to develop a deeper understanding of the various aspects of higher education and provided them with the skills and knowledge required to succeed in their academic pursuits. Students reported significant improvements in their study skills, research methods, critical thinking, and academic writing abilities.

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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Monday, February 22, 2021

Circular**THREE WEEK WORKSHOP FOR HIGHER EDUCATION IN MASS COMMUNICATION**

Name of the Event	Three Week Workshop for Higher Education in Mass Communication
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) is pleased to announce the launch of our three-week workshop for Higher Education in Mass Communication. The workshop is designed to equip students with the necessary skills and knowledge required for pursuing higher education in the field of journalism. The program will cover topics such as study skills, time management, research methods, critical thinking, and academic writing. The sessions will be taken on every Thursday and Friday from 2 P.M to 4 P.M.
Day & Date	Thursday, 1st April, 2021 to Friday, 23rd April, 2021
Time	2:00 P.M to 4:00 P.M.
Venue	Online
Participants	Students of MAIMS and other Institutes on invite
Faculty Coordinators	<ul style="list-style-type: none">• Mr. Jitender Vij, Assistant Professor, Department of Journalism and Mass Communication, MAIMS• Ms. Neha Bhagat, Assistant Professor, Department of Journalism and Mass Communication, MAIMS
Key Points	<ul style="list-style-type: none">• Certificates will be awarded to all the participants• The organizing team will prepare all the documents/report as per NAAC requirements.
Resource Persons	<ul style="list-style-type: none">• Dr.Nidhi Chaudhry, Assistant Professor, Department of Journalism and Mass Communication, MAIMS• Ms.Shifali Ahuja, Assistant Professor, Department of Journalism and Mass Communication, MAIMS

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THREE-WEEK ONLINE WORKSHOP FOR HIGHER EDUCATION IN MASS COMMUNICATION

1st April 2021 to 23rd April 2021

Resource Persons: Dr. Nidhi Chaudhry, Assistant Professor, Department of Journalism and Mass Communication, MAIMS

Ms. Shifali Ahuja, Assistant Professor, Department of Journalism and Mass Communication, MAIMS

No. of Participants: 47

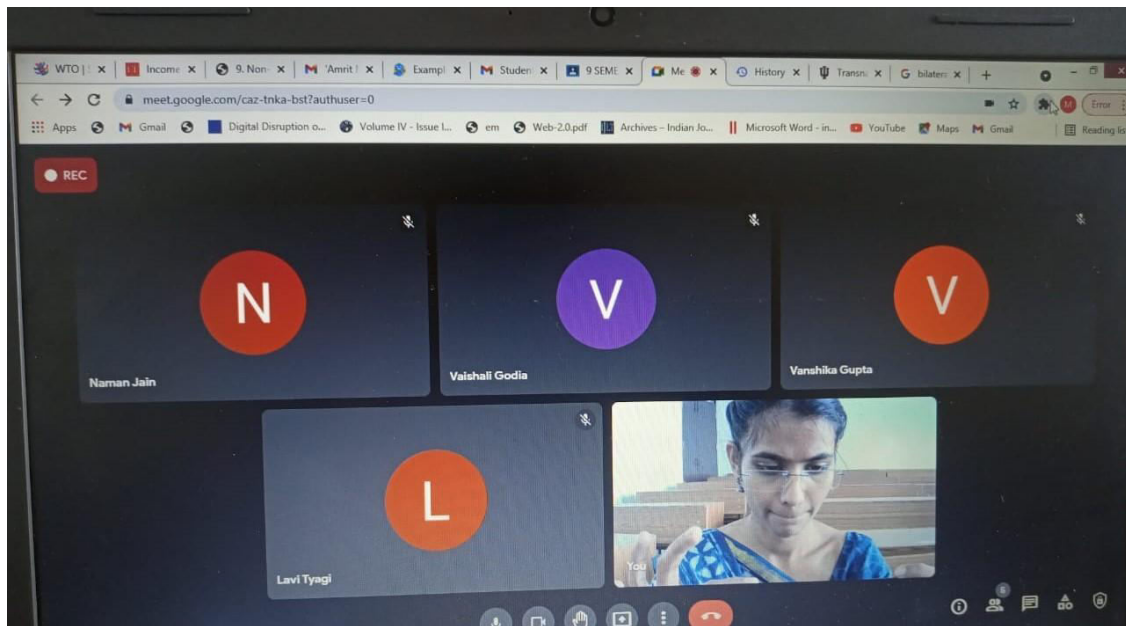
It has been the goal of MAIMS to consistently provide a platform for students to take the leap and reach greater heights in their future endeavors. As a step towards this mission, a three-week workshop was organized from 1st April 2021 to 23rd April 2021 for the students of BA (JMC) (Bachelor of Journalism and Mass Communication) to equip them for their preparation in pursuit of higher education. The workshop was designed to hone students with the necessary skills and knowledge required for pursuing higher education in the field of journalism. The workshop's primary objective that it aimed to achieve were; develop an understanding of media ethics and responsible journalism; enhance investigative journalism skills; develop multimedia reporting skills for digital media; provide insights into the various fields of journalism and career opportunities. The sessions conducted on every Thursday and Friday from 2 P.M to 4 P.M.

The faculty coordinators for the workshop were Mr. Jitendra Vij and Ms. Neha Bhagat, Assistant Professors, Department of Journalism and Mass Communication, MAIMS.

The students were guided by Dr. Nidhi Chaudhry, Assistant Professor, Department of Journalism and Mass Communication, MAIMS and Ms. Shifali Ahuja, Assistant Professor, Department of Journalism and Mass Communication, MAIMS who were the resource persons for the workshop. The training program was designed to include aptitude tests, interactive sessions, group discussions, etc. A total of 47 students participated in the workshop. At the valedictory ceremony which was conducted on 23rd April 2021, the participants marked their journey of this workshop and shared about their clarity in approach and growth in their inclination for higher education.

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Students attending group discussions during the Three week workshop for Higher Education on Thursday, 8th April 2021

The workshop was successful 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 Vij, Assistant Professor, Department of Journalism and Mass Communication, MAIMS
- Ms. Neha Bhagat Assistant Professor, Department of Journalism and Mass Communication, MAIMS


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Wednesday, August 05, 2020

Circular

Subject: THREE DAYS WORKSHOP on Entrepreneurship as a Pathway to Make India Self-Reliant
(9th, 16th and 17th August, 2020)

Name of the Event	Three Days Workshop on Entrepreneurship as a Pathway to Make India Self-Reliant
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. With this aim Kautilya International Foundation, Maharaja Agrasen Institute of Technology and MAIMS in association with Maharaja Agrasen University, H.P. jointly is organizing three days workshop on “Entrepreneurship as a Pathway to Make India Self-Reliant”
Date	9th, 16th and 17th August, 2020
Venue	Online (Zoom)
Participants	Students of MAIMS, MAIT and MAU
Resource Person	<ul style="list-style-type: none"> ● Professor (Dr) P. Kanagasabapathi, Member, DGCA and; Member, ICSSR ● Dr. Amit Kumar Dwivedi, Associate Professor, EDII, Ahmedabad ● Dr. Jayaseelan Ganesan, Consultant, Entrepreneurship Development services (EDSER), IIM Calcutta ● Mr. Ramesh Kumar Barpa, Assistant Professor, SSCBS, University of Delhi, ● Dr. Radhakrishnan Pillai, Professor, University of Mumbai
Faculty Coordinators	<ul style="list-style-type: none"> ● Mr. Ajit Tiwari, Founder Director of Kautilya International Foundation ● Dr. Nisha Jindal, Assistant Professor, MAIMS ● Ms. Sakshi Gupta, Assistant Professor, MAIMS ● Dr. Usha Nair, Associate Professor, MAIMS
Key Points	<ul style="list-style-type: none"> ● The organizing team will prepare all the documents/report as per NAAC requirements.



Prof. (Dr.) Ravi Kumar Gupta
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THREE DAYS WORKSHOP

on

Entrepreneurship as a Pathway to Make India Self-Reliant

on

9th, 16th and 17th August, 2020

Organized by

Maharaja Agrasen Institute of Management Studies (MAIMS)

Jointly with

Kautilya International Foundation,

Maharaja Agrasen Institute of Technology (MAIT) and

Maharaja Agrasen University, H.P.

Resource Persons: Day 1: Mr Ajit Tiwari, Founder Director, Kautilya International Foundation;

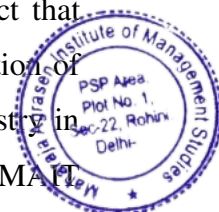
Day 2: Mr Tulsi Tawari, Author- Global economics & ShubhLabh and D.

Balasubramanian (Financial Strategist, Active in India & Philippines);

Day 3: Dr Jayasena Ganesan, Consultant, Entrepreneurship Development Services (EDSER), IIM Calcutta

No. of Participants: 490

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,





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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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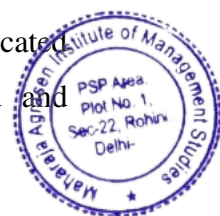
philosophy. Mr. Tiwari also focussed on the importance of entrepreneurship and the thought process behind materialising this workshop. Ms. Aastha Bhardwaj, Chief Executive, Kautilya International Foundation presented the theme of the workshop and shared her thoughts on the topic. Ms. Bhardwaj enlightened 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.

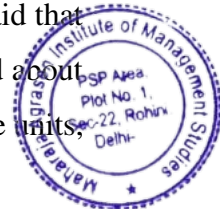
The second session of day-1 titled “Entrepreneurship Society” started with an interaction between key speaker Mr. Tulsi Tawari, Author- Global economics & ShubhLabh and D. Balasubramaniam (Financial Strategist, Active in India & Phillipines). Mr. Tulsi elaborated on the pivotal role of entrepreneurs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

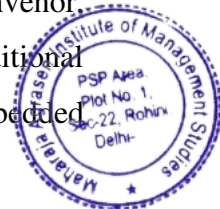
The next speaker, Mr. Bala then started presenting his ideas. He said that we have technology which is innovative and we use it to create monopolies. We need to start spending more on advertising because we're trying to use technology to cut down other required overheads like mechanization. At the same 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 Convenor, KIF & professor, ABES, Ghaziabad. Dr. Pandey emphasized on the role of Indian traditional knowledge in developing Entrepreneurial skill in Indians. Dr. Pandey elaborated the embedded

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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.

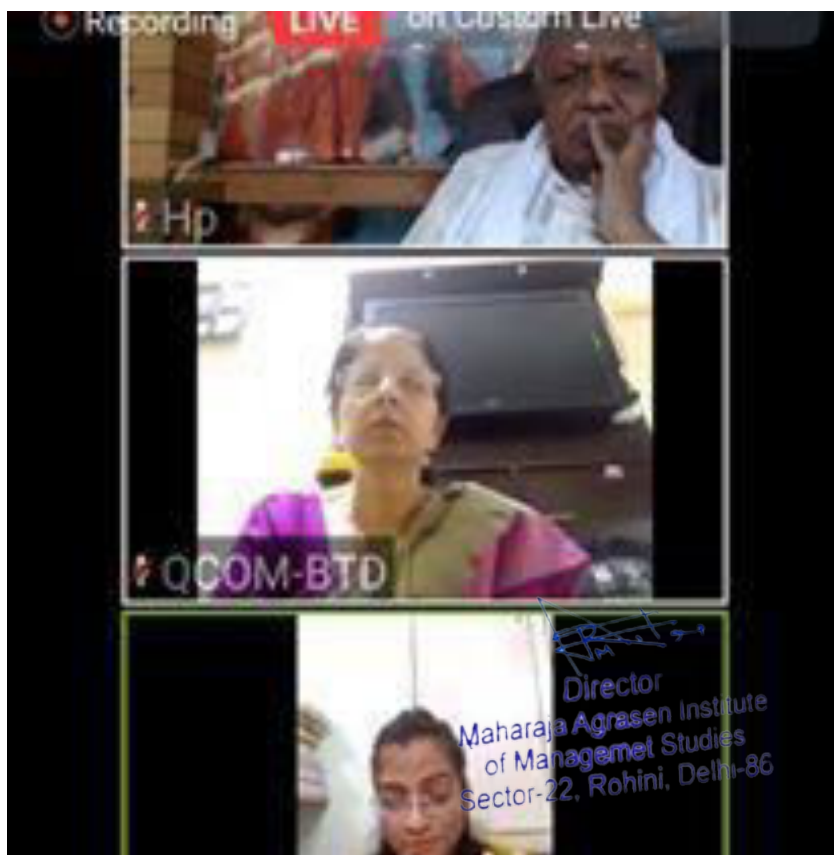
Prof S. K Garg, Director General, MAIMS delivered the welcome address for the valedictory session and mentioned the importance of favourable national education policy and emphasis on child hood learning in the native language, and focus on skill development as an important part of higher education. Sir 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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Day 1: Mr Ajit Tiwari, Founder and Director, Kautilya International Foundation introducing the basic theme of the workshop to the participant held on 9th August, 2020.



Key Dignitaries: Dr. Nand Kishore Garg, Chairman, Kautilya International Federation; Founder & Chief Advisor, Maharaja Agrasen Technical Education Society (MATES); and Chancellor, Maharaja Agrasen University, H.P; Prof (Dr.) Neelam Sharma, Director, MAIT held on 9th, 16th and 17th August, 2020.



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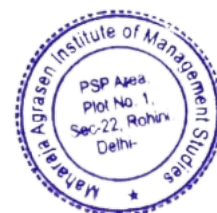


Day 2: Mr Tulsi Tawari, Author- Global economics & ShubhLabh and D. Balasubramanian (Financial Strategist, Active in India & Philippines) having an interactive session with the participants conducted from 9th, 16th and 17th August, 2020



Day 3: Resource person Dr Jayasena Ganesan, Consultant, Entrepreneurship Development Services (EDSER), IIM Calcutta having interactive session with the participants.


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Friday, August 28, 2020

Circular

Subject: WEBINAR ON “DEMYSTIFY MBA- INDIA AND ABROAD”

(August 30, 2020)

Name of the Event	Webinar On “Demystify MBA- India and Abroad”
About the Event	Illuminate – The Learning Hub of Maharaja Agrasen Institute of Management Studies organized a webinar on ‘Demystifying MBA’. During the webinar, participants will gain an in-depth understanding of all the myths related to MBA degrees.
Day & Date	Sunday, August 30, 2020
Time	05:00 pm onwards
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. Alok Bansal, Career Counsellor.
Faculty Coordinators	<ul style="list-style-type: none">Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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STUDENTS' PERSONALITY DEVELOPMENT ACTIVITY ON **"DEMYSTIFY MBA- INDIA AND ABROAD"**

August 30, 2020

Resource Person: Mr. Alok Bansal, Career Counsellor

No. of Participants: 67

MAIMS has always taken concrete steps to work towards the holistic development of the students. We realize that in today's competitive world, studying MBA has become extremely popular over the years and now, there are hundreds of MBA colleges all over India. But there is an urgent need to bust the myths of MBA and check the reality of studying MBA in India. To provide clarity to students aspiring for MBA, *Illuminate – The Learning Hub* of Maharaja Agrasen Institute of Management Studies organized a webinar on 'Demystifying MBA' on Sunday, August 30, 2020. The webinar was conducted using the digital platform, Zoom at 5: 00 pm.

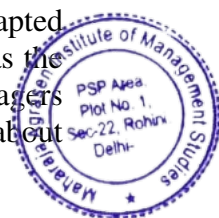
The resource person for the webinar was Mr. Alok Bansal, a well-known career counsellor. Mr Bansal is a Post Graduate in Management from Xavier Institute of Management, Bhubaneswar and an Engineering graduate from Delhi Technological University (Formerly known as Delhi College of Engineering). He has also done a Course in Leadership from Harvard Business School. He has been credited with growing the IMS test prep business in Delhi till 2018. He has worked at senior management positions at companies like ICICI Lombard, Larsen & Toubro, IBP Caltex, ExxonMobil etc.

Mr Alok Bansal started his interaction with the students by first explaining the apparent reasons behind the growing popularity of MBA in India. Management became a vital part of the organization structure and hence started the massive recruitment of professionals with managerial skills. MBA has become so popular that even engineers and scientists have started

taking the course to gain business knowledge or become entrepreneurs. With such massive numbers in play, a lot of myth and misconception have gradually surrounded this most aspired course in India and we want to do a reality check. He listed several myths associated with MBA such as MBA gets you a higher salary package, MBA might not be the right course for you if you have not studied business or management in your undergraduate degree, a management degree from B-schools in India is not valid abroad, the market is saturated with MBA graduates and the demand for them is declining due to the unavailability of jobs in the market to sustain them, etc. to cite a few.

He then moved forward clarifying each and every myth listed above. MBA, as a degree, might land you a managerial position in a company but the compensation and appraisals are completely based on the candidate's merit and hard work. MBA has evolved as a programme and there is a significant increase in the flexibility and variety of courses available with B-schools these days. Indian B-schools have transformed drastically and have adapted experiential, practical learning, based on research and industry supported live projects as the way ahead. No matter which industry, there will always be requirements for good managers and subject matter experts. Mr Bansal also gave some of the valuable tips to students about

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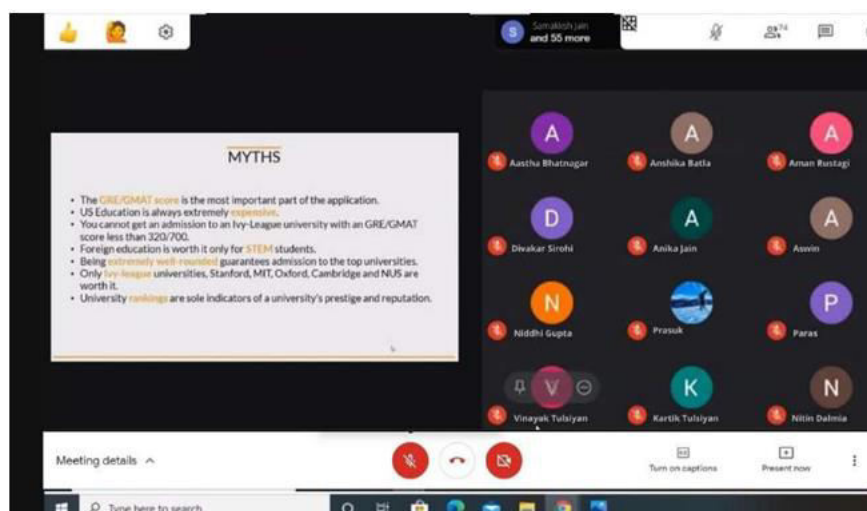
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building the right profile to leave one's (potential) connections with positive thoughts about self. Preparations related to GMAT and facing the interview panel was also discussed by him in response to students' queries.

The session was very interactive and saw a presence of 67 participants.

The enthusiastic audience raised many thought-provoking questions like How to choose the right MBA school for aspirants? Is there a right time to take the MBA plunge? What specific questions should be asked from MBA aspirant? What to expect during the interview?

It was indeed a valuable session wherein the take away have helped the prospective students to identify answers to few strategic questions that constantly troubled them when thinking about MBA. This webinar gave them an opportunity to unlock exclusive information and make valuable contacts, which will help them to determine if a college and its programs are the right fit for them.



Resource Person Alok Bansal, Career Counsellor discussing about the various Myths about Abroad Education held on August 30,2020.

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Resource Person Mr. Alok Bansal, Career Counsellor having one-to-one interaction with the participants on August 30, 2020.

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ILLUMINATE

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Mr. Alok Bansal

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Career Counsellor

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Poster of the event held on August 30, 2020.

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Thursday, September 10, 2020

Circular

Subject: WEBINAR ON ENTREPRENEURSHIP AND SCOPE OF CREATIVITY IN MODERN ERA
(September 12, 2020)

Name of the Event	Webinar on Entrepreneurship and Scope of Creativity in Modern Era
About the Event	Commcompact - The Commerce Society of Maharaja Agrasen Institute of Management Studies is organizing a webinar on Entrepreneurship and the Role of Creativity in the Modern Era.". The objective of the webinar is to understand the role of creative thinking in the formation of a business.
Day & Date	Saturday, September 12, 2020
Time	03:00 PM onwards
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	• Mr. Sanil Sachar, National best-selling author.
Faculty Coordinators	• Dr. Bhart Chaudhary, Associate Professor, Department of Business, Administration, MAIMS
Key Points	• The organizing team will prepare all the documents/report as per NAAC requirements.

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

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REPORT

WEBINAR ON ENTREPRENEURSHIP AND SCOPE OF CREATIVITY IN MODERN ERA

September 12, 2020

Resource Person: Mr. Sanil Sachar, Author and Filmmaker

No. of Participants: 68

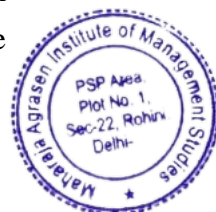
Compact-the Commerce Society of Maharaja Agrasen Institute of Management Studies organized a webinar on “Entrepreneurship and scope of Creativity in Modern Era” on September 12, 2020. It started at sharp 3:00 PM and our guest speaker for the same was Mr. Sanil Sachar, Author and Filmmaker via Google Meet. The session was attended by 68 students from Department of Business Administration and Department of Commerce.

Our society’s president, Vanshika Gilhotra gave the welcome address following which the introduction to our speaker was given by our host, Manasvi Khanna. Mr. Sanil Sachar, Author and Filmmaker is a national best-selling author from India with four books, traversing through prose, poetry, short-stories, scripts and couplets, that have been critically acclaimed and received by readers around the world. With over 200 works of published poetry and short-stories, Sachar is one of the few Indian authors to be published in all forms of literature.

Known for his work on realism, Sanil Sachar, Author and Filmmaker has co-produced the New York Film Festival award-winning Bollywood film, Mantra, as part of his love and contribution to the world of art. Often writing about realism, Sachar writes his work in the early hours of the morning, in order to create work unhindered by external thoughts. A founding partner of Huddle, a leading incubator in New Delhi, India, which has incubated over 30 sector agnostic startups in the consumer, blockchain, electric vehicle and health sectors, he is also of the co-owners of the global sports brand Tru, under which Trusox which is the brands patented high-technology performance socks are worn across 9 sports and across the globe.

Soon after the introduction, our guest speaker launched our e-newsletter – Vanijya. A summarized version of what was covered in this edition of the news was shown through screen sharing done by Anubhav Goel while Nikita Kaimal narrated the various business stories covered in each category as mentioned below.

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Our newsletter Vanijya which translates to commerce covers various commerce and business stories around the world. In this edition we have covered the news till mid-September. Firstly, we have covered the main news of the month as our cover story which is none other than that of GDP contraction in India. We have covered the reason for contraction, sectors affected by the contraction, comparative study of India with other countries around the world and how the government is taking measures on it.

Moving on to our first category i.e., Vyapar which covers the business news of the month. In this edition we did an analysis of the relief package of ₹20 lakh crores announced by the government under the Atamnirbhar Bharat Abhiyan. We also did an analysis of industries moving to India during this pandemic and how India can take advantage of this situation by seeking foreign investments.

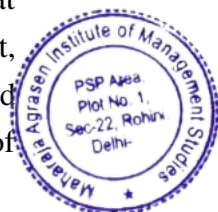
An advertisement of the book written by our speaker Mr Sanil Sachar, Author and Filmmaker was then shown to the audience. Then we had our bazaar column which covers the stock market and investment news. In this edition we have covered the biggest news of the market which is of Reliance and Jio. We have explained the various investments worth 21\$ billion by various companies in India's Jio platform. We have included a timeline explaining the same.

Lastly, we have our success mantra column in which we will cover the story of a successful entrepreneur each month. In this edition we have covered the success story of Mr. Vijay Shekhar Sharma the founder of Paytm.

This launch was followed by the speaker's address to the audience wherein he shared his experience while attending various webinars during Covid-19. The conversation was then carried forward by a Question-Answer segment wherein various audience members participated and got a chance to get their queries answered. Some of the thoughts shared by the speaker in response to the questions raised by the audience are briefly mentioned in the following paragraph.

The session started with Mr. Sanil Sachar, Author and Filmmaker discussing about how the criticism he received on his work made him realize that he wanted to become and had the potential to become a writer and how the mere idea of challenging himself became his inspiration to write a book. He also mentioned that inspiration comes from passion which is the hunger to learn and to be better. Next, he talked about the struggles that he faced while building a business model and said that the biggest challenge was to be mentally prepared for rejection as the first of

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anything that we do is built from rejection. He also discussed about what incubation is and what an incubator does.

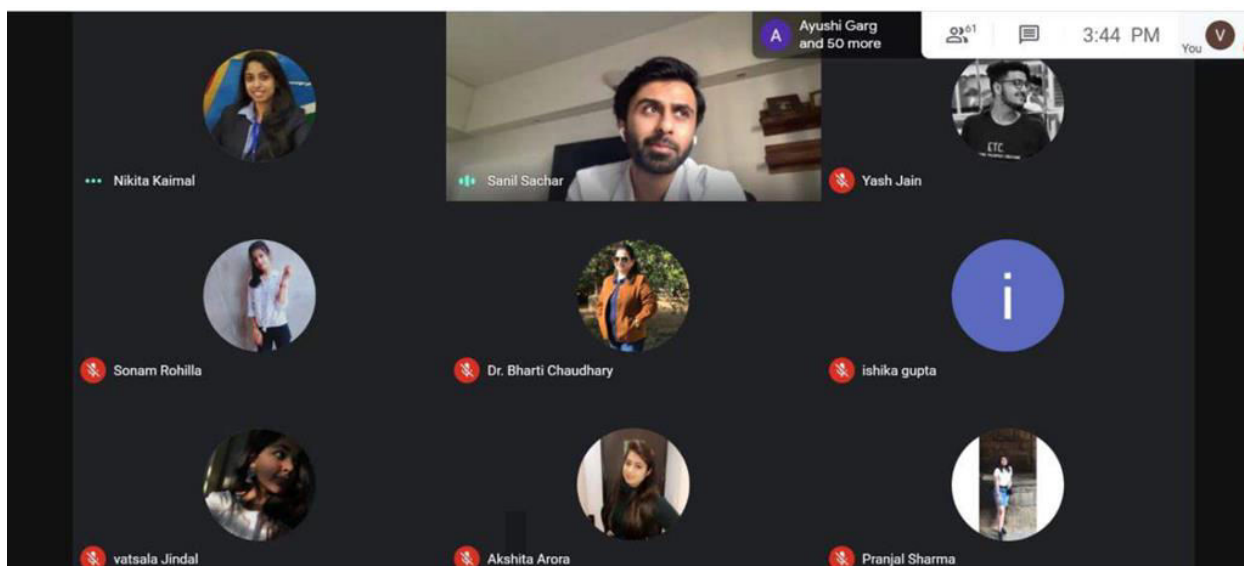
Then he talked about success being a mythical mountain that has no end to it. He also encouraged everyone to try and conquer small milestones, calling success as a whole a glorified term. On being asked about how important it is for a writer to read, Mr. Sachar said that only 10-15% of how much you write is what you should read, that too in order to get to know about different styles of writing. He also discussed about how reading a book backwards can help in reading faster. He then talked about his upcoming novel “And... Perhaps love” and his company TruSox.

To quote him “A new normal has replaced the established order. Distant relationships, virtual work, blurred futures and measuring our way back to this reality occupy us every day”. Negotiating these changes, Mr. Sanil Sachar’s “And . . . Perhaps Love” will work as your companion. It is a silent observer for when you want to read it, and a patient listener when you wish to communicate with it. Capturing the ideas of love, darkness and the attempt to find balance in life, this is a book for now and forever. Set in 2020, “And...Perhaps Love” is a book written in a manner to help each reader become the protagonist, with over 50 ways to read the book, leading to a common ending, it is a book, made with a new approach during the new normal. The session ended with Mr. Sanil Sachar talking about his favorite writer Mitch Albom and some of his famous works ‘Tuesdays with Morrie’ and ‘Five people you meet in heaven’.

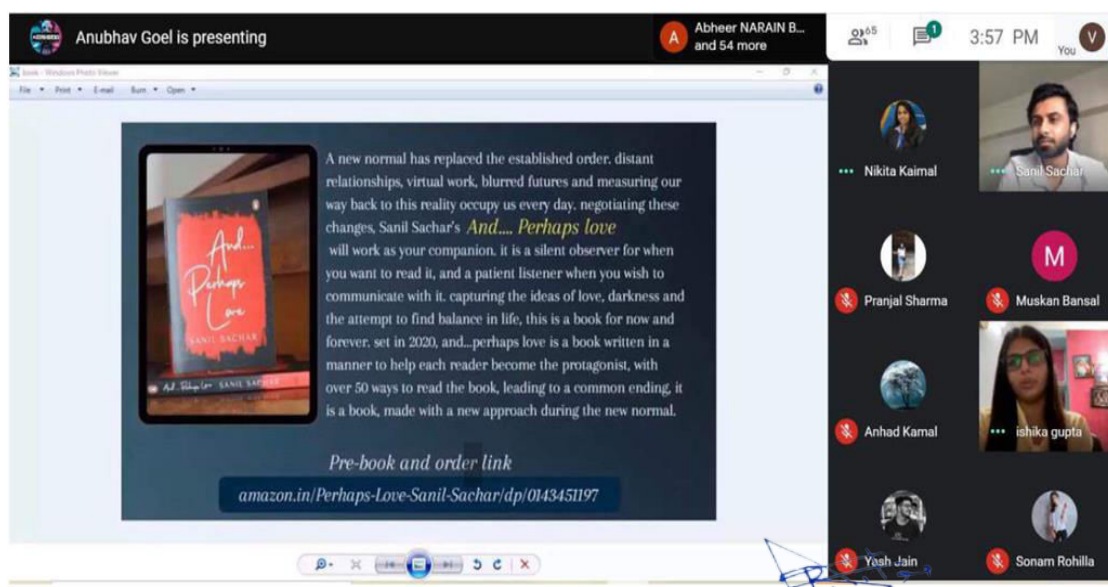
After thanking Mr. Sanil Sachar, Author and Filmmaker for answering each question so enthusiastically, our moderator for the event, Nikita Kaimal, invited Ishika Gupta to give the Vote of Thanks. She also informed the audience about the procedure to subscribe to our newsletter. The event was graced with presence of dignitaries from our college and the society’s faculty coordinators. After conveying our sincere gratitude to all those present in the Webinar, we ended the meeting as per schedule at 4:00PM.


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Resource Person Mr. Sanil Sachar, Author and Filmmaker enlightening participants with the various ways to read books held on September 12, 2020.



Resource Person Mr. Sanil Sachar, Author and Filmmaker sharing his experience with the participants held on September 12, 2020.

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Thursday, September 10, 2020

Circular

Subject: WEBINAR ON ‘CAREERS IN FINANCE AND RESEARCH’
(September 13, 2020)

Name of the Event	Webinar on “Careers in Finance and Research”
About the Event	Finversion: the finance society of Maharaja Agrasen Institute of Management Studies is organizing a webinar on “Careers in Finance and Research”. The objective of the webinar is to introduce attendees to the importance of corporate finance, public accounting, investment banking, etc.
Day & Date	Sunday, September 13, 2020
Time	04:30 pm onwards
Venue	Online (Zoom platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. Alok Sharma, Expert in financial risk management program.
Faculty Coordinators	<ul style="list-style-type: none">Ms. Sanam Sharma, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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WEBINAR ON 'CAREERS IN FINANCE AND RESEARCH'

September 13, 2020

Resource Person: Mr. Alok Sharma, Head, Career Launcher FinSchool

No. of Participants: 48

Maharaja Agrasen Institute of Management Studies is constantly endeavoring to expose the faculty and students in their future pursuit. In this direction, Finversion, the finance society of MAIMS, organized a webinar on the topic 'Careers in Finance and Research' in collaboration with career launcher. The webinar was conducted using the digital platform, ZOOM <https://zoom.us/j/92726109736> at 4:30 pm on Sunday, September 13, 2020.

The webinar was graced by leading expert from the industry to offer valuable guidance to the students of MAIMS on the various courses like NCFM, CFA, FRM and finance curriculum in different universities. The students who seek to join their family business or are planning their own startups in the future, gained immensely from the knowledge shared. This webinar also gave intellectual confidence to the participants who aspire to invest in the stock market.

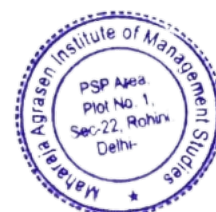
The eminent speaker of the webinar; Mr. Alok Sharma, Head, Career Launcher FinSchool. He is an expert in the field of FINANCE. He also specializes in financial risk management program, with unmatched knowledge about FRM® exam and has trained several corporates in risk management.

The speaker talked about broad divisions of finance an individual can work in, like investment banking, corporate finance , public accounting etc. The speaker also briefly explained about portfolio management and it's sub divisions and also provided the participants knowledge on the banking sector and its sub division and how you can get an opportunity to work in that sector.

The session paved light on the fact that almost all top universities have identical curriculums. Mr. Alok Sharma, Head, Career Launcher FinSchool showed us this similarity in his presentation by comparing 5 universities and the finance courses they offer which were: london business school (masters in financial analysis), Carnegie mellon university (masters in finance), singapore management university (masters of science in quantitative finance) , massachusetts institute of technology (masters of science in finance) and indian school of business.

The speaker rightly explained that how these dynamic courses are far more applicable and new and how they equip us with more real time applicable techniques. At the end of the session the


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speaker was open to any and all question participants would like to ask about careers in finance and many students interacted well and solved their queries. The session was very interactive and saw a presence of 48 participants. It was indeed a valuable event wherein the take away have helped the attendees to identify the right means to plan their path that will not only help them in deciding their path but will also add contentment and meaning to their day to day life.



Resource Person Mr. Alok Sharma highlights the career avenues for Finance students conducted on September 13, 2020.

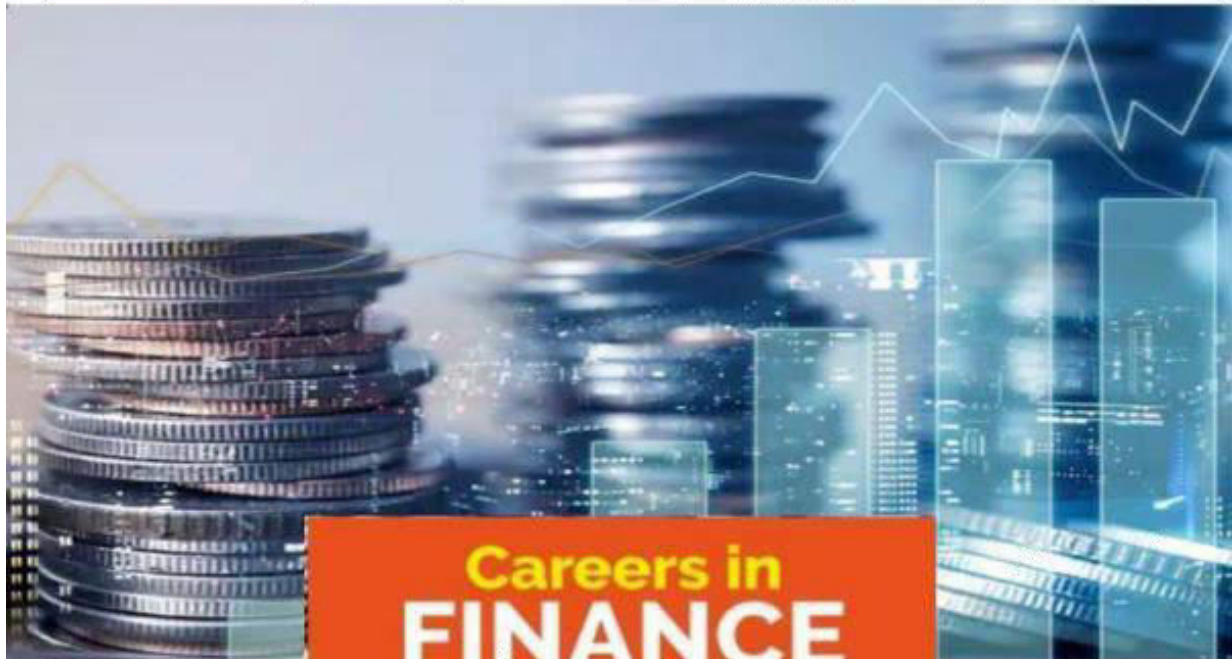
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In collaboration
with



Careers in FINANCE

A Webinar



Speaker

Alok Sharma

Head

Career Launcher FinSchool



September 13, 2020 (Sun.)



16:30 hrs



forms.gle/V8hwdGvWtEApoGea9



Zoom Meeting

Poster of the Event conducted on September 13, 2020.


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Monday, September 28, 2020

Circular

Subject: ENTREPRENEURSHIP WEBINAR ON “HATCH FROM SCRATCH”
(September 30, 2020)

Name of the Event	Entrepreneurship Webinar On “Hatch from Scratch”
About the Event	Bizmind: the Ecell of Maharaja Agrasen Institute of Management Studies is organizing a Entrepreneurship Webinar titled “Hatch from Scratch”. The objective of the webinar is to help the attendees understand the entrepreneurship is an essential life skill and it’s never too soon to get started.
Day & Date	Wednesday, September 30, 2020
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. Gundeep Singh, Alumnus of Columbia University,
Faculty Coordinators	<ul style="list-style-type: none">Ms. Ria Sharma, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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ENTREPRENEURSHIP WEBINAR ON “HATCH FROM SCRATCH”

September 30, 2020

Platform: G-meet

Resource Person: Mr. Gundeep Singh, Myntra

No. of Participants: 73

“Entrepreneurship is an essential life skill and it’s never too soon to get started.”

Entrepreneurship is important as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs, but also for related businesses. Entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed. The path towards entrepreneurship and an entrepreneurial mindset can be pursued by anyone, but the problem is how to start. To apprise the students with practical insights, Bizmind, The Ecell of Maharaja Agrasen Institute of Management Studies organized a webinar “Hatch from Scratch” on September 30, 2020 by Mr. Gundeep Singh. Mr. Gundeep Singh, currently working with Myntra is an alumnus of Columbia University, pursuing a management degree in Entrepreneurship, innovation and strategy from Harvard University. He has been a TEDx speaker and a keynote speaker at institutions like IIT, IMA, etc. Besides listening to podcasts, Mr. Gundeep Singh, Myntra is an avid skier, lover horse riding and also maintains an adventure list. But what he holds close to his heart is having been the youngest to scale the Pindari Glacier.

The programme had the delightful presence of Prof. G. P. Govil, Advisor MATES, Dr. Manju Gupta, HOD, Department Commerce, faculty members and students of MAIMS. The programme opened with Dr. Manju Gupta, welcoming one and all. All the organizers and the participants were highly motivated by the address of Prof. Dr. Gyan Govil, who shared a part of what he knows and thinks about entrepreneurship with the people present. He also congratulated the team of Bizmind for the successful launch of the ‘Bizshow’. With experience comes knowledge. He gave the people of the house a small glimpse of that knowledge by sharing his thoughts on the matter with them. According to him, “Dreams aren’t those which you see in your sleep, by those which don’t let you sleep”. He also shared some incidences from the lives of great people, who became great not because of their natural talent or luck but because of their will to never give up.

The highlight of the event is the inauguration of the Bizshow, brainchild of students of BIZMIND by launching their inaugural video. BIZSHOW is a video series which promises to focus on different facets of this world that we live in. The basic idea behind every video is to analyze the situation through a business angle. And that is what makes the videos interesting! The theme of the video was the business idea behind the launch of CORONA Vaccine.


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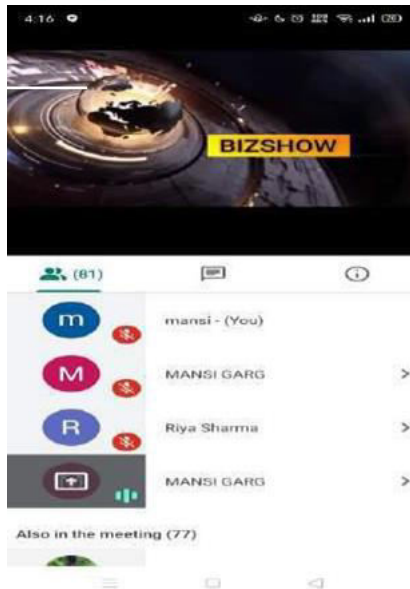
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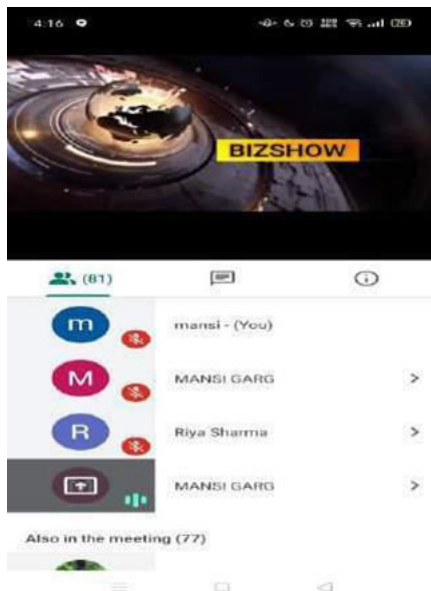
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Inaugural of Bizshow the mind of BIZMIND students by Resource Person Mr. Gundeep Singh, Mynta on September 30, 2020



Mynta addressing participants with the various ways by which one can 2020.

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Mr. Gundeep Singh, Myntra is a personality with immense knowledge about business. The name of the seminar 'Hatch from Scratch' is of his own making. According to him, the first step in the process of starting a business is an idea. The idea is the beginning of everything. He said that there is seldom any eureka moments in a wannabe entrepreneur's life. Most of the time he/she has to improvise and then execute the idea. He took a very fun example of Harry Potter's magic wand. He told the people that when thinking about the idea, use the figurative wand of Harry's and make all the problems vanish. When you do that you get a clear idea. He used the example of companies like Dropbox and OYO to expound on his point. He also talked about a few models through which people can get ideas to start a business. One such notable model is the disruptive model. A disruptive model, according to the speaker, is a business model that employs a strategy for creating new business markets by improving upon or making a change to existing business model. In the course of the growth of these new markets, it eventually uproots established businesses, also called incumbents. He put forth the following points too:

- **Short listing the Idea:** Short list the ideas to choose from.
- **Devil's advocate:** At this stage become the devil's advocate and question everything about your idea.
- **Validate the Idea:** Get the proper validation for the idea.
- **Get ready to market:** Get ready to market your idea. Marketing is what gets your product sold.


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Resource Person Mr. Gundeep Singh, Mynta showing various types of opportunities

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Total 73 students participated in the webinar with great zeal and enthusiasm. The audience was very pleased with the speaker's systematic way of putting forth his ideas and then expounding on them. Because of the speaker's communication skills and the way of presentation, the audience participation was staggering to say the least. Almost every other person had a question of his own. And what can we say, the speaker tried to sate the thirst for knowledge of his audience to his level best. The speaker also talked about his own startup-Honcho, an app which helps people in a group make important decisions. He also conducted a quick exercise to challenge the audience and make the program more interactive. All in all, the webinar was a huge success, and audience was delighted by the value addition the webinar provided.


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Friday, October 16, 2020

Circular

**Subject: WEBINAR on “FUTURE PROSPECTS OF FOREIGN EDUCATION
AMIDST COVID 19”**
(October 20, 2020)

Name of the Event	Webinar on ““Future Prospects of Foreign Education Amidst Covid 19”
About the Event	Illuminate- The Learning Hub Society of MAIMS is organizing a webinar on “Future Prospects of Foreign Education Amidst Covid 19”The objective of the webinar is to provide students with information regarding financial support options if they wish to study abroad, including scholarships, grants, bursaries, awards, and loans.
Day & Date	Tuesday, October 20, 2020
Time	04:00 pm onwards
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Ms. Vasudha Dahiya, Carrer Counselor
Faculty Coordinators	<ul style="list-style-type: none">Ms. Shikha Sharma, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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REPORT WEBINAR ON “FUTURE PROSPECTS OF FOREIGN EDUCATION AMIDST COVID 19” October 20, 2020

Resource Person: Mrs Vasudha Dahiya, Career Counsellor

No. of Participants: 59

On October 20, 2020, a webinar was conducted by Illuminate- The learning Hub of MAIMS in collaboration with IDP education to inform students about the opportunities regarding foreign education. IDP education is a platform which provides following virtual services.

1. Student Counselling

Virtual counselling via Email, WhatsApp, Phone and Zoom Attend their virtual events to e-meet Australian Universities.

2. Admission Application Processing and IELTS Registration

Students can apply to Australian Universities and take IELTS (indicator), all from the comfort of their homes.

3. Visa Processing

Sorting documentations and being ready for a student's visa application.

4. Pre-Departure On-Share

Pre-departure seminar and kits Assistance to students on arrival- IDP support and care. The speaker Mrs. Vasudha Dahiya, Career Counsellor incorporated many details and useful information for aspirants which included Information on the impact of the pandemic on the education abroad, more specifically in the UK and Australia and laid out a preparation plan for the same that must include : Shortlisting Universities, Taking Admission Tests, Preparing Application file, Receiving university assessment, Offer acceptance and student visa formation.

She further enlightened about the ways a student can opt for financial support options who wishes to go for international learning including Scholarships, Grants, Bursaries, Financial awards and Loans. Mrs. Vasudha Dahiya, Career Counsellor discussed a few famous scholarships that can help students some of which were-

1. Tata Scholarship (which is described as an equivalent to Cornell university for Indian students)
2. Chevening UK Government Scholarships
3. Fulbright-Nehru Master's Fellowships (for Indian Students)
4. Erasmus Scholarships
5. Royal Society Grants
6. Hubert-Humphrey Scholarships
7. The Mahatma Gandhi Scholarship Programme


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The speaker briefly discussed further details for the above-mentioned scholarships in the session and also informed the status of various applicable travel restriction in New Zealand, Australia, UK and other countries. Total 59 students attended the webinar and interacted enthusiastically with the speaker.

Registration Link- <https://forms.gle/hch7ytYuhtTemXWA8>

Feedback form link- <https://forms.gle/xTSKYbsCf7GDY91cA>

Zoom link <https://idp-events.zoom.us/j/932492977>


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ILLUMINATE
THE LEARNING HUB OF MAIMS
presents
WEBINAR ON
**FUTURE PROSPECTS OF
FOREIGN EDUCATION
AMIDST COVID 19**
by
Ms Vasudha Dahiya

20th October 2020
4:00 p.m. onwards
Via
zoom

Certificate For Attendees

THINKERS POINT
(PLATFORM PARTNER)

idp
INTERNATIONAL
EDUCATIONAL
SPECIALISTS

- Assistant Manager UK & Ireland at IDP Education Ltd
- 12 years of experience in overseas education

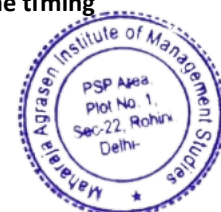
FESTA

Poster of the event held on October 20, 2020



Resource Person Mrs Vasudha Dahiya, Career Counsellor gave insightful knowledge to participants regarding the timing of admission held on October 20,2020.

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Resource Person Mrs. Vasudha Dahiya, Career Counsellor showcasing the countries which provide good opportunities for admission.



Queries of participants being answered by Resource Person Mrs. Vasudha Dahiya, Career Counsellor.


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Friday, October 23, 2020

Circular

**Subject: Webinar on “CAREER OPPORTUNITIES IN THE FIELD OF
MARKETING AND IPR: MYTH VS REALITY”
(October 27, 2020)**

Name of the Event	Webinar on “Career Opportunities in The Field of Marketing And IPR: Myth Vs Reality”
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit, the webinar is aimed to enable participants to get a complete understanding of the intellectual property rights and practice in prosecuting patent law, IP litigations, copyrights, trademarks and important elements that an aspiring marketing professional needs to work upon while starting a career in marketing domain.
Day & Date	Tuesday, October 27, 2020
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">● Mr. Baljit Singh, Manager-PBS, American Express
Faculty Coordinators	<ul style="list-style-type: none">● Dr. Lokesh Jindal, Associate Professor, Department of Business Administration● Ms. Riya Sharma, Assistant Professor, Department of Business Administration● Ms. Shikha Sharma, Assistant Professor, Department of Business Administration● Ms. Taranpreet Kaur, Assistant Professor, Department of Commerce
Key Points	<ul style="list-style-type: none">● The organizing team will prepare all the documents/report as per NAAC requirements.



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



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REPORT ON WEBINAR

“CAREER OPPORTUNITIES IN THE FIELD OF MARKETING AND IPR: MYTH VS REALITY”

Resource Person: Mr. Baljit Singh, Manager-PBS, Global Network Services, India and South-East Asia

No. of Participants: 110

Date: October 27, 2020

Platform: Zoom Meeting

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

Organizing Committee:

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

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

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

Ms. Taranpreet Kaur, Assistant Professor, Department of Commerce

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

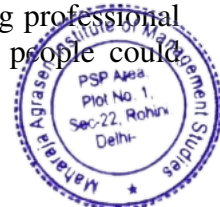
Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit on October 27, 2020, MAIMS organized a Webinar on **Career opportunities in the field of Marketing and IPR Myth vs Reality**. The webinar had the humble presence of Prof.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

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

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

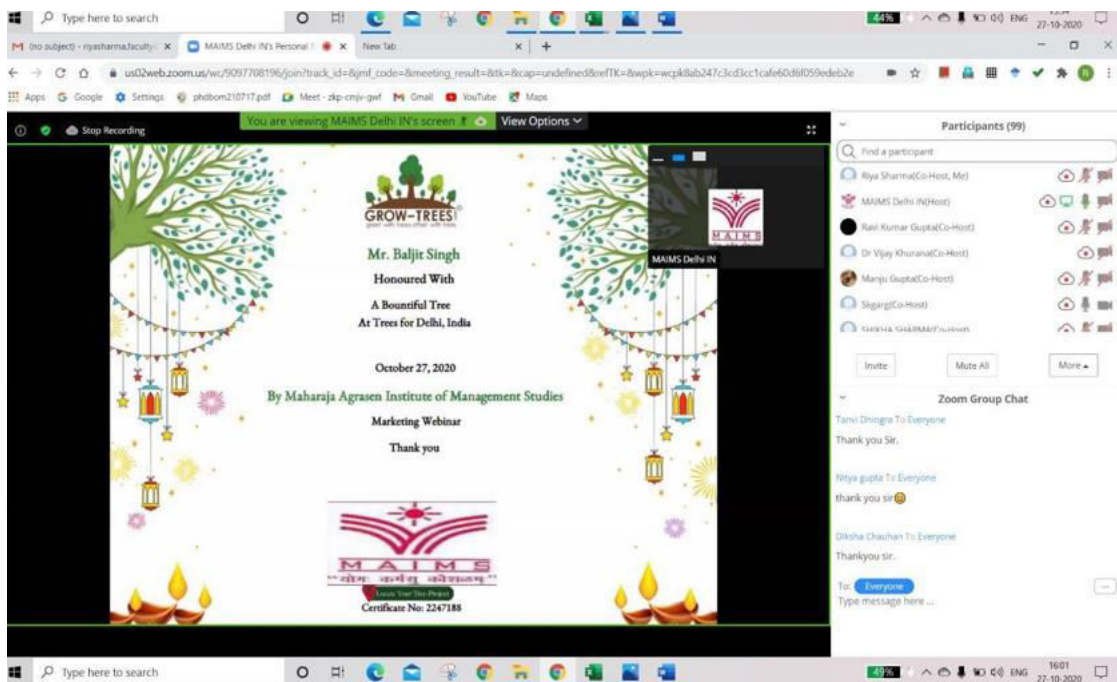
Mr. Baljeet Singh, Manager-PBS, Global Network Services, India and South-East Asia began his talk by apprising the students with the basic knowledge and elements that an aspiring marketing professional needs to work upon while starting a career in marketing domain. He discussed that people could have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

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

110 students from Department of Business Administration and Department of Commerce attended the session. The session turned out to be a very learning and fruitful experience for the participants. The student's enthusiasm in the webinar was visible from their willingness to interact with the speaker at great length. Mr. Baljeet Singh, Manager-PBS, Global Network Services, India and South-East Asia very patiently handled all the queries and doubts of students. With immense learnings as a takeaway, the organizing team promises a bigger version in years to come.



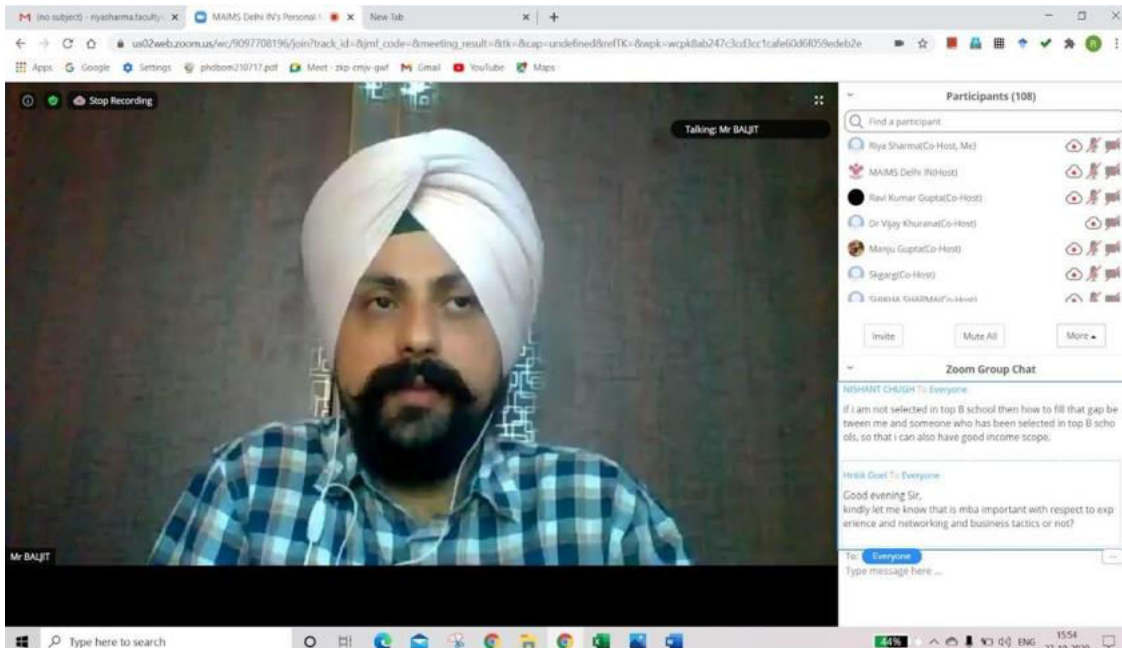
The session was ended on a good note by Resource Person Mr. Baljit Singh, Manager-PBS, Global Network Services, India and South-East Asia held on October 27, 2020.

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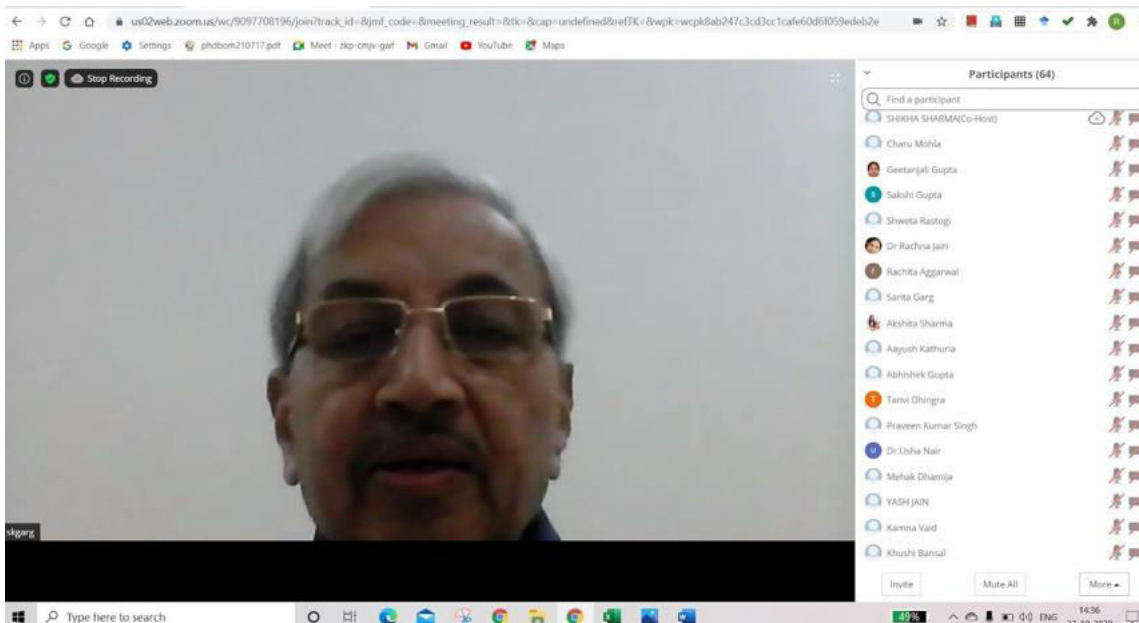




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Resource Person Mr. Baljit Singh, Manager-PBS, Global Network Services, India and South-East Asia answering various queries presented by the participants.



Prof. (Dr.) S.K. Garg, Director General, MAIMS, addressing the participants and highlighting the need for such events held on October 27, 2020.


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The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "Introduction" with a green background and icons for "STARTUP" and "BUSINESS". A small video window in the top right corner shows Mr. Baljit Singh. On the right side, a list of participants is visible, including: Riya Sharma (Co-Host, Mgr), MAIMS Delhi (In-Host), Kasi Kumar (Guest, Co-Host), Dr. Vijay Khurana (Co-Host), Manju Gupta (Co-Host), Skgargi (Co-Host), Mr. BALJIT (Co-Host), SHEKHA SHARMA (Co-Host), MAIMS Delhi (In-Host), Charu Mohle, Geetanjali Gupta, Sakshi Gupta, Shweta Rastogi, Dr. Rachna Jain, Rachita Aggarwal, Sarita Garg, Akshita Sharma, and Anurag Kathuria. The bottom of the screen shows a timeline of events from Feb '13 to Mar '20, with labels for "Senior Executive", "Asst. Manager", "Manager", and "Manager".

Resource Person Baljit Singh, Manager-PBS, Global Network Services, India and South-East Asia highlighting various tools that are required in the marketing domain.

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Monday, October 26, 2020

Circular

Subject: Pre-Placement Talk with Blanchard Research & Training India Ltd.
(October 28, 2020)

Name of the Event	Pre-Placement Talk with Blanchard Research & Training India Ltd
About the Event	With the aim of securing students' futures and helping them at every turn, Blanchard Research & Training India Ltd. is organising a Pre-Placement talk. The lecture's goal is to make group discussions more clear to the students and to assist them feel more at ease during their personal interviews.
Day & Date	Wednesday, October 28, 2020
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">● Ms. Kajal Jhansal
Faculty Coordinators	<ul style="list-style-type: none">● Dr. Bharti Chaudhary, Associate Professor, Department of Business Administration, MAIMS● Ms. Neetu Aggarwal, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">● The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Pre-Placement Talk with Blanchard Research & Training India Ltd.

October 28, 2020

Resource Person: Ms. Kajal Jhansal, Placement Officer, Blanchard Research & Training India Ltd.

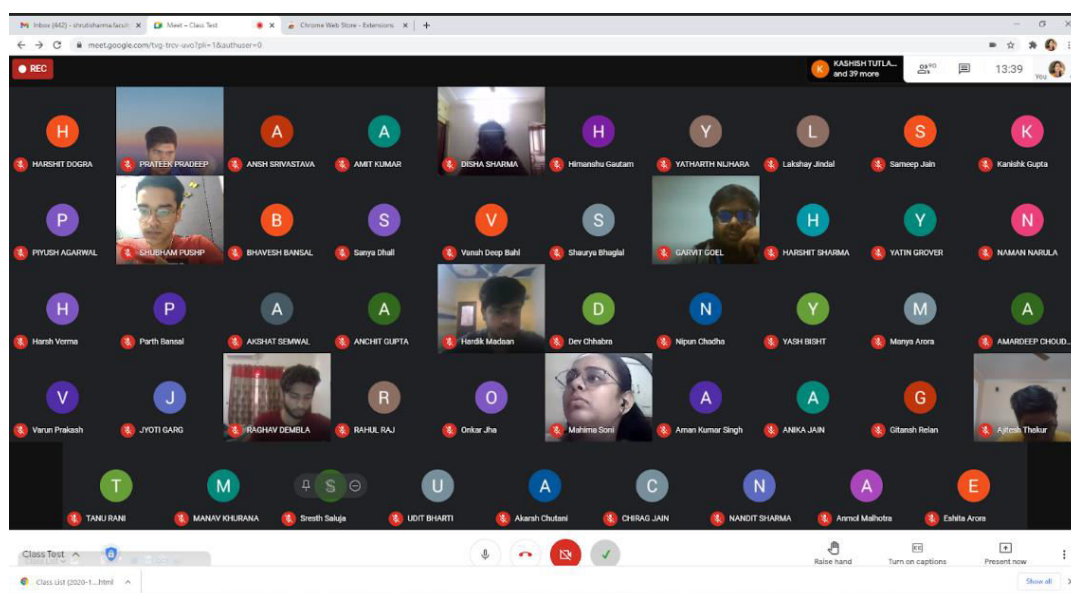
No. of Participants: 230

Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived to secure the future of students and come to their aid at every step of the way. In motivation of the same, a Pre-Placement Talk was organized for the final year students by Blanchard Research & Training India Ltd. on October 28, 2020.

To help the students become industry ready, the Pre-Placement Talk was headed by **Ms. Kajal Jhansal** (kajalj@yomamultinational.com), Placement Officer, Blanchard Research & Training India Ltd. in online mode through zoom platform. The main objective of the talk was to expose students to Corporate Culture and explain them the processes followed there and to make them comfortable when they are finally exposed to it. The Talk aimed to help the students understand the nuances of Group Discussions and take the fear out of the Personal Interview session and face it with so much confidence.

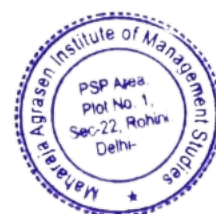
The Talk further served as a means to clarify details such as salary break up, job profile, place of work, bond details etc. with the company.

The talk received active participation from total **230** students.



Resource Person Ms. Kajal Jhansal, Placement Officer, Blanchard Research and Training India Ltd. having interactive session with the participants conducted on October 28, 2020.

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The Faculty Coordinators:

Dr. Bharti Chaudhary (Associate Professor)

Ms. Neetu Agarwal (Assistant Professor)


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Monday, November 30, 2020

Circular

**Subject: ONLINE WORKSHOP ON DRAFTING LEGAL RESUME AND
COVER LETTER
(December 2, 2020)**

Name of the Event	Online Workshop on Drafting Legal Resume and Cover Letter
About the Event	The Department of Law's Internship and Placement Committee is hosting an online workshop to help law students improve their ability to design cover letters and resumes.
Day & Date	Wednesday, December 2, 2020
Time	04:00 pm onwards
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Ms. Aashna Jain, Advocate and career coach.
Faculty Coordinators	<ul style="list-style-type: none">Ms. Aarushi Agarwal, Assistant Professor, Department of Law, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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ONLINE WORKSHOP ON DRAFTING LEGAL RESUME AND COVER LETTER

December 2, 2020

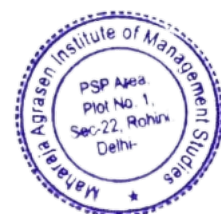
Resource Person: Ms. Aashna Jain, Advocate and Career Coach

No. of Participants: 100

Internship and Placement Committee, Department of Law MAIMS, organized an online workshop on 2nd of December, 2020, aimed at honing the resume and cover letter drafting skills of law students. The session was presided over by Dr. Praveen Kumar Gupta, Head, Department of Law. The session began with an introductory address by Ms. Aarushi Agarwal, Assistant Professor, MAIMS. Ms Aashna Jain, Advocate and career coach, former associate of Shardul Amarchand Mangaldas and Dua Associates was the resource person of the workshop.

The workshop witnessed over 143 registrations and was attended by over 100 students of BALLB. The workshop was coordinated by Ms. Aarushi Agarwal, Faculty Convener, Internship and Placement Committee, Department of Law and Associate TPO, MAIMS with the assistance of the student members of the organizing committee namely Ms. Deeksha Chugh, Ms. Bhavika Kohli, Ms. Kanika Kapoor, Ms. Neha Gururani, Ms. Apurva Bhutani, Ms. Shourya Nandwani, Ms. Shruti Bansal, Ms. Anshita Khandelwal, Ms. Sonakshi Chaurvedi and Mr. Anurag Singh. During the workshop Ms. Aashna Jain, Advocate and Career Coach elaborated upon the need and importance of drafting a coherent resume in order to complete with the best. She discussed about the groundwork that one needs to do before drafting the resume including study on the requirements of the recruiter, information about the organization one is applying in, and checking the skill set required. It emphatically mentioned about the need for updating resume and cautioned about the do's and don't's of drafting a resume. The session was conducted with aid of impressive and exhaustive presentations. Towards the end Ms. Aashna Jain, Advocate and Career Coach answered various question collected from the audience members. All the questions were duly

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addressed by the speaker and the workshop indeed was an enriching experience for the students.

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
DEPARTMENT OF LAW
MAIMS TRAINING AND PLACEMENT CELL
ORGANISES

ONLINE WORKSHOP ON
HOW TO DRAFT A LEGAL RESUME AND COVER LETTER

December 02, 2020
Time : 04:00 - 05:00 P.M.
VIA GOOGLE MEET

RESOURCE PERSON :
Ms. Aashna Jain
-Advocate & Career Coach
-Founder, Career Solutions
-Former Associate, Shardul Amarchand Mangaldas & Dua Associates
-Alumnus, NLU Jodhpur

Contact Us : tpcell@maims.ac.in

REGISTRATION LINK :
<https://forms.gle/PN0T2GCEW2A0888>

Amrity Singh 9879519807, Shuchi Bhatnagar 9806777006, Karisha Kapoor 9811287286, Shourya Nartharayan 9898717406

Poster of the event held on December 2, 2020.

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Monday, December 7, 2020

Circular

Subject: Webinar on “BE A SOCIAL ENTREPRENEUR”
(December 9, 2020)

Name of the Event	Webinar on “BE A SOCIAL ENTREPRENEUR”
About the Event	Social entrepreneurship is an approach by individuals, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. With this objective the webinar's participants will learn about the ideas of for-profit and nonprofit organisations as well as crucial elements of fund-raising.
Day & Date	Wednesday, December 9, 2020
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. Sahil Aggarwal, Founder and CEO of Rishihood University
Faculty Coordinators	<ul style="list-style-type: none">Ms. Ria Sharma, Associate Prof., Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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WEBINAR ON “BE A SOCIAL ENTREPRENEUR”

9th December 2020

Resource Person: Mr. Sahil Aggarwal , Founder and CEO of Rishihood University

No. of Participants: 107

By Mr. Sahil Aggarwal

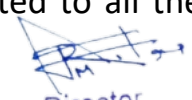
On the eve of December 9, 2020 Enactus MAIMS organised a webinar on the topic "**Be A Social Entrepreneur**". The speaker for the session was **Mr. Sahil Aggarwal** , Founder and CEO of Rishihood University , an impact-oriented initiative established in India which believes in an ecosystem approach to learning rather than isolated training and research.

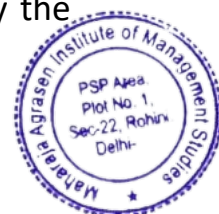
The webinar was attended by more than 107 students of MAIMS.

The topic of the seminar revolved around social entrepreneurship. The speaker started the webinar with relating his personal life experiences with social entrepreneurship which helped the audience to connect to the topic. After which certain concepts and principals were explained by the speaker. Furthermore the concepts of profit and non-profit organisations and important aspects of raising funds were explained to the attendees in order to provide them with the basic ideas of working of such organisations. The students were motivated when the speaker explained the basis of building a start up at a young age with much less responsibilities and higher risk taking capabilities.

The second half of the webinar revolved around a two way communication between the attendees and the speaker. The participants came forward with some exceptionally brilliant questions and the speaker answered them in a detailed manner. Questions came from all the aspects considering the social, investment, finance, etc. requirements for a startup.

After the session e-certificates were distributed to all the participants by the organising team.


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enactus
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of Management Studies

MAIMS
“योगः कर्मसु कौशलम्”

rishihood
university

BE A SOCIAL ENTREPRENEUR

 **DEC 9**  **5 PM**

 **ZOOM**

**E-CERTIFICATES FOR
ALL ATTENDEES**

MR. SAHIL AGGARWAL

- IIT Delhi Alumnus
- Social Entrepreneur and Educationist.
- Founder & CEO of Rishihood University
- Co-Founder of Rashtram School of Public Leadership
- Member of National Committee (CII)
- Co-Chairman of National Education Committee

DHANISHTHA RAI - 88510 72326
SARTHAK SODHI - 96678 61821

FESTA
marketing

Poster of the Event conducted on 9th December 2020.


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Monday, February 15, 2021

Circular**Subject: Pre-Placement talk with Yhills****(February 17, 2021)**

Name of the Event	Pre-Placement talk with Yhills
About the Event	A Pre-Placement talk is being organised with Yhills. with an objective of safeguarding students' future and assisting them at every turn. The Talk will include essential skills for Personal Interview, SWOT Analysis, Aptitude Building, Resume Writing, Personal Grooming etc.
Day & Date	Wednesday, February 17, 2021
Venue	Online (Microsoft Teams)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">● Ms. Shaina
Faculty Coordinators	<ul style="list-style-type: none">● Dr. Preeti Bansal Assistant Prof., Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">● The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Pre-Placement talk with Yhills

February 17, 2021

Resource Person: Ms. Shaina, HR, Yhills

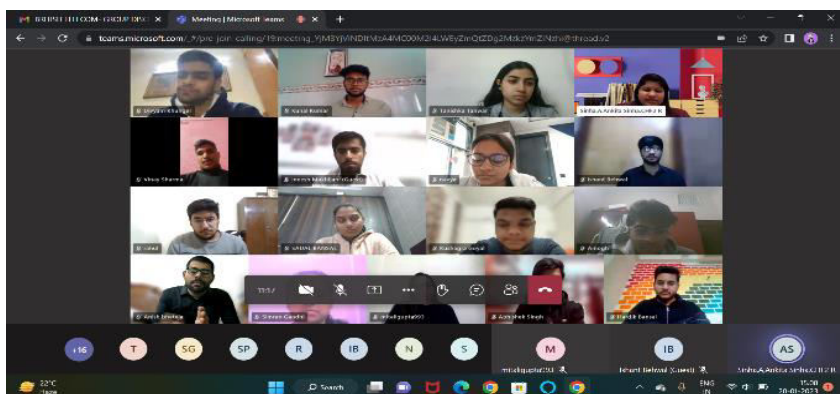
No. of participants: 280

Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit, A Pre-Placement Talk was organized for the final year students by Yhills on February 17, 2021 in online mode through zoom platform.

The Pre-Placement talk was headed by **Ms. Shaina** (shaina@Yhills.com), HR, Yhills. The two-hour session equipped our students to cope up with corporate challenges by employing the latest training methodologies. This way the strength of the students is upgraded to ensure that they face the challenges of the competitive world.

The talk aimed at inculcating the basic soft skills that are required by every student appearing for the recruitment process of this Company. The talk covered essential skills for Personal Interview, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Building, Resume Writing, Personal Grooming etc. Total **280** students registered for this talk.

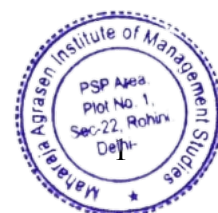
This talk gave the students opportunity to explore new ideas and improve their personality. With such interactive round wherein, students clarified all their doubts, the talk concluded successfully.



The resource person Ms. Shaina, HR, Yhills having a one-to-one session with the participants held on 17 February 2021.

Faculty Coordinator for this event were:

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Dr. Preeti Bansal (Assistant Professor)


Director
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Monday, March 22, 2021.

Circular

Subject: Pre- Placement Interaction with Vikas Lifecare Ltd.

(March 24, 2021)

Name of the Event	Pre-Placement Interaction with Vikas Lifecare Ltd.
About the Event	MAIMS has always served as a stepping stone for students who are prepared to expand their wings and soar to great heights in the future. In order to achieve this goal, a Pre-Placement talk is being planned for senior-level students that will focus on contemporary industry principles and placement preparation.
Day & Date	Wednesday, March 24, 2021.
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">● Mr. Diljit Singh
Faculty Coordinators	<ul style="list-style-type: none">● Dr. Preeti Bansal, Assistant Prof., Department of Business Administration, MAIMS● Ms. Kamna Vaid, Assistant Prof., Department of Economics, MAIMS
Key Points	<ul style="list-style-type: none">● The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Pre- Placement Interaction with Vikas Lifecare Ltd.

March 24, 2021

Resource Person: Mr. Diljit Singh, HR, Vikas Lifecare Ltd.

No. of participants: 256

MAIMS has been a firm believer that building of secure future of the students is of utmost importance. In pursuance of the same, a Pre-Placement Interaction was organized by Vikas Lifecare Ltd. for the final year students of MAIMS on March 24, 2021.

Despite the dreadful Covid 19 situation, the hustle for the future continued and the Talk was conducted through online session wherein **Mr. Diljit Singh** (Diljitsingh23@lifecare.com), HR, Lifecare Ltd. conducted the online session through ZOOM Platform.

The speaker stressed on the fact that Action of the fundamental key to success and Failure is the opportunity to begin again more intelligently. Such encouragement accompanied with brief discussion regarding the company and the roles they offered.

The online medium showed a very enthusiastic support by **256** Participants and such an active interest of the participants not only made such session an interactive one but also impressed the speaker by the in-depth research the students had done before hand.

The faculty coordinators were:


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Dr. Preeti Bansal (Assistant Professor)

Ms. Kamna Vaid (Assistant Professor)


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Wednesday, April 14, 2021

Notice

Subject: Webinar on Career Options & Entrepreneurial mindset and Employability Skills in the Indian Communication Industry- Prism 2021
(April 17, 2021)

Name of the Event	Webinar on Career Options & Entrepreneurial mindset and Employability Skills in the Indian Communication Industry- Prism
About the Event	The Maharaja Agrasen Institute of Management Studies (MAIMS) always works to promote students' overall growth. In the same spirit the webinar is aimed at exposing participants to significance of PR in building a brand up from the scratch and making friendly relations with its consumers.
Day & Date	Saturday, April 17, 2021
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. John Prasad, Executive Director, Corporate Communication, Indian Oil Corporation Limited.
Faculty Coordinators	<ul style="list-style-type: none">Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS.
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Webinar on Career Options & Entrepreneurial mindset and Employability Skills in the Indian Communication Industry- PRism 2021

April 17, 2021

Resource Person: Mr. John Prasad, Executive Director, Corporate Communication, Indian Oil Corporation Limited

No. of Participants: 85

- **PR is a mix of journalism, psychology, and lawyering – it's an ever-changing and always interesting landscape.” – Ronn Torosian**

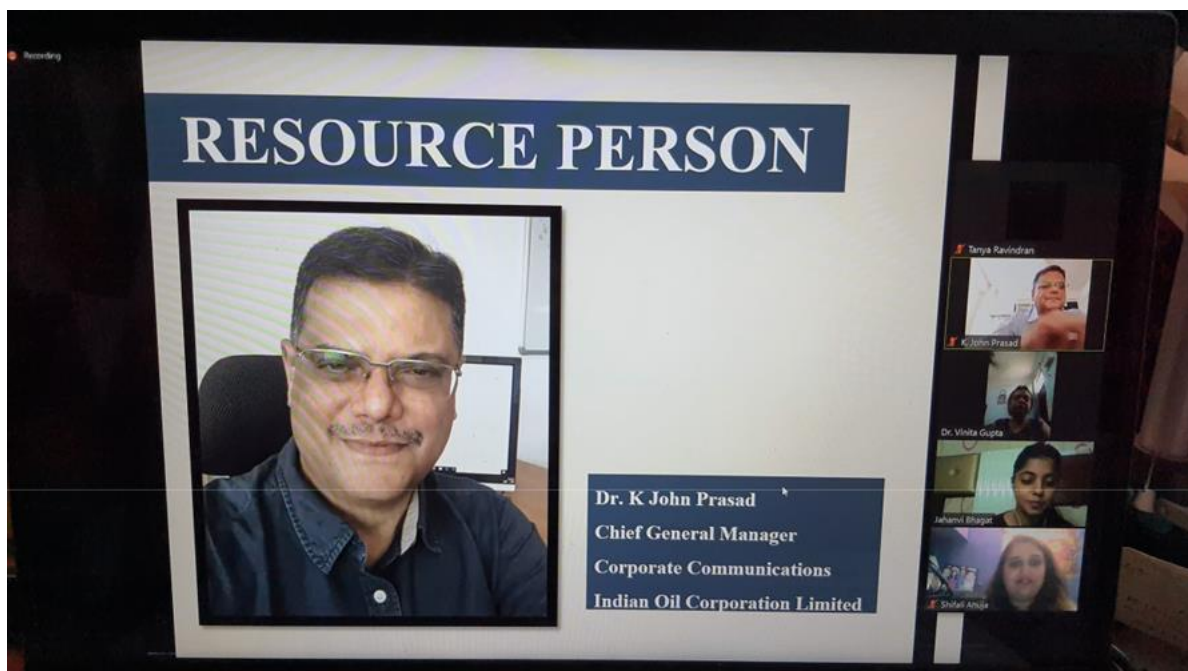
Every business depends on good publicity and good relationships with its consumers and partners. PR plays a crucial role in building a brand up from the scratch and making friendly relations with its consumers. Public relations helps in promoting and protecting the image of a company, it is important to do good PR if you want your brand and your name to shine above all the competition. Public Relations plays with the mind of the consumers and the potential consumers in a good way. It can not be considered manipulation as Public Relations focuses on bringing the true image of a company in front of the general public by doing activities which can help the society as a whole and leave a positive impact. To educate the students about the significance of PR and its many aspects of PR, the department of Journalism and Mass Communication organized a webinar on '**Career Options & Entrepreneurial mindset and Employability Skills in the Indian Communications Industry**' on the 17th April, 2021 with renowned and unrivalled speakers from the industry with powerful opinions and meaningful experience. Our honorable resource person for the seminar was Mr. John Prasad, Executive Director, Corporate Communication, Indian Oil Corporation Limited. The faculty coordinator & Event convener for the seminar was Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS. The event was conducted on Zoom and had **85** participants who listened to the seminar diligently with great attention. The seminar was full of meaningful information and students attained a lot of knowledge by the speakers and their experience. Ms. Jahanvi Bhagat, A student of BA(JMC) 3rd year was the sole anchor for the event and did a tremendous job by handling the event efficiently and interacting with the speakers and guests gracefully.


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Dr. Vinita Gupta, welcomed Resource Person Mr. John Prasad (Executive Director, Corporate Communication, Indian Oil Corporation Limited) conducted on April 17, 2021.



Resource Person Mr. John Prasad (Executive Director, Corporate Communication, Indian Oil Corporation Limited) highlighting the current situation of the Media Industry conducted on April 17, 2021.



Resource Person Mr. John Prasad (Executive Director, Corporate Communication, Indian Oil Corporation Limited) insight participants regarding the skills required for entrepreneurship held on April 17, 2021.

The objective of the event was to teach students how to integrate digital communications, including social media, into a public relations strategy while also covering operational implementation. Our goal was to enable participants to develop their own strategic communications plan by meaningful information and to teach them how to come up with media angles, writing media releases and media pitches that get results.

Besides our Resource person Mr. John Prasad (Executive Director, Corporate Communication, Indian Oil Corporation Limited) the students were edified by the profound knowledge of our honorable Head of Department Prof (Dr.) Vinita Gupta, who shared her valuable and amazing thoughts with us on the PR industry and the current situation our whole media industry is in and how we can move forward with the rays of hope amid these hard and bleak times.

The seminar was also lightened up by the great words of motivation and hope by our guest Mr. Ajit Pathak who spoke about how institutions and industries are moving forward with the online mode and adapting to the situations. He also stated that online is the new normal for institutions to teach students so that students won't lose their studies sitting at home and will make the best out of their time even at home during the Covid restrictions and lockdowns.



Chief Guest Ajit Pathak addressed the participants with his knowledge regarding the operation of Institutions after the pandemic.

The event ended on a good note with the vote of thanks by the event convener Ms. Shifali Ahuja, Assistant Professor, Department of Journalism & Mass Communication, MAIMS, who was also praised by our Head of Department, Prof (Dr.) Vinita Gupta for her dedication and efforts she has put in to make the event a success.

To conclude Ms. Shifali Ahuja commemorated the support of her colleagues and the whole faculty of the Department of Journalism and Mass Communication amazingly. The participants and the guest speakers were moved by the gesture and it displayed great respect which the whole department of Journalism and Mass Communication shares among each other.

The event was indeed a success and students were left with nothing but knowledge and information imparted by our great orators in the seminar. Students also asked many questions from our resource person Mr. John Prasad (Executive Director, Corporate Communication, Indian Oil Corporation Limited) who countered all the questions and cleared all the doubts of the students greatly.

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Friday, April 16, 2021

Circular

Subject: WEBINAR on “PR Industry During Pandemic: Challenges & Future Prospects”
(April 20, 2021)

Name of the Event	Webinar on “PR Industry During Pandemic: Challenges & Future Prospects”
About the Event	In the COVID19 age, PR specialists play a crucial role. They have the responsibility of assisting groups in maintaining their legitimacy not just for the present but also for the post-COVID19 age. The webinar's objective is to give attendees a complete understanding of the value of PR and educate them about branding, developing client connections, and a PR professional's relationship with the media.
Day & Date	Tuesday, April 20, 2021
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">• Dr. Vinita Gupta, HOD, Department of Journalism and Mass Communication, MAIMS• Mr. Rahul Ranjan, Director, MRIG Sight Media.
Faculty Coordinators	<ul style="list-style-type: none">• Ms. Neha Bhagat., Assistant Professor, Department of Journalism and Mass Communication, MAIMS
Key Points	<ul style="list-style-type: none">• The organizing team will prepare all the documents/report as per NAAC requirements.

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

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REPORT

PR INDUSTRY DURING PANDEMIC: CHALLENGES & FUTURE PROSPECTS

20th April, 2021

Resource Person: Mr. Rahul Ranjan, Director, MRIG Sight Media

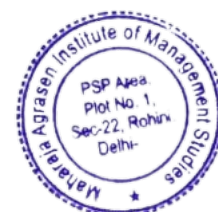
Mr. Gaurav Jain, PR Lead, MRIG Sight Media

No. of Participants: 64

The Department of Journalism and Mass Communication celebrates the National PR Day.

The Department of Journalism and Mass Communication is organized an online event to celebrate the National PR Day on 20th April, 2021. “The best classroom in the world is at the feet of elderly” today this statement was taken forward by the Maharaja Agrasen Institute of Management Studies in association with the Brand Wagon Club of MAIMS through their event “ANUBHAV- the journey of life”. There were 64 participants who attended the webinar. The day started with an insightful address to the students by Prof. Dr. Ravi Kumar. Prof (Dr.) Ravi Kumar Gupta addressed the students with his enlightened thoughts. He even shared his PR experience and motivated students during the virtual session of Anubhav the journey of life on the occasion of National PR Day. The event was segregated into three segments. The first segment taught the students the importance and know-how of PR where the speakers for the day were Dr. Vinita Gupta (HOD, Department of Journalism and Mass Communication) and Mr. Rahul Ranjan (Director, MRIG Sight Media). Where Dr. Vinita Gupta inspired the students from her own experience and taught the students how important the field of PR is Mr. Rahul Ranjan (Director, MRIG Sight Media) guided the students towards the first-hand experience of the field educating them about branding, building clientele relationships and the relationship of a PR professional with the press. Mr. Rahul Ranjan (Director, MRIG Sight Media) guided the students about the scope and strategies of PR in the times of pandemic in association with Mrig sight media and brand wagon club. The next segment revealed the PR campaign undertaken by the students with Shiv Ashray Old Age Home named “ANUBHAV” to help and spend quality time with the elderly. The third and the last segment involved a virtual mock press conference which was efficiently conducted by the students of MAIMS. This educational day ended with appreciation from Prof (Dr.) Vinita Gupta for the students and a vote of thanks for organizing head Ms. Neha Bhagat.


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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

Department of Journalism and Mass Communication
Brand Wagon Club
Celebrates

NATIONAL PR DAY

► Highlights of the event:

- Webinar on PR industry during pandemic: 'Challenges and Future Prospects'
- Press Conference
- Launch of PR campaign

► Speakers of the event:



Mr. Rahul Ranjan
Director
Mrig Sight Media



Gaurav Jain
PR Lead
Mrig Sight Media



Prof (Dr.) Vinita Gupta
HOD

Event Convener
Ms. Neha Bhagat

HOD
Prof (Dr.) Vinita Gupta

Student Coordinators
Kirandeep Kaur
Akshay Victor
Bhavya Chadha

Mark
YOUR CALENDARS!!!
☒ Date: 20th April, 2021
☒ Time: 11:00 a.m.
☒ Venue: Google Meet

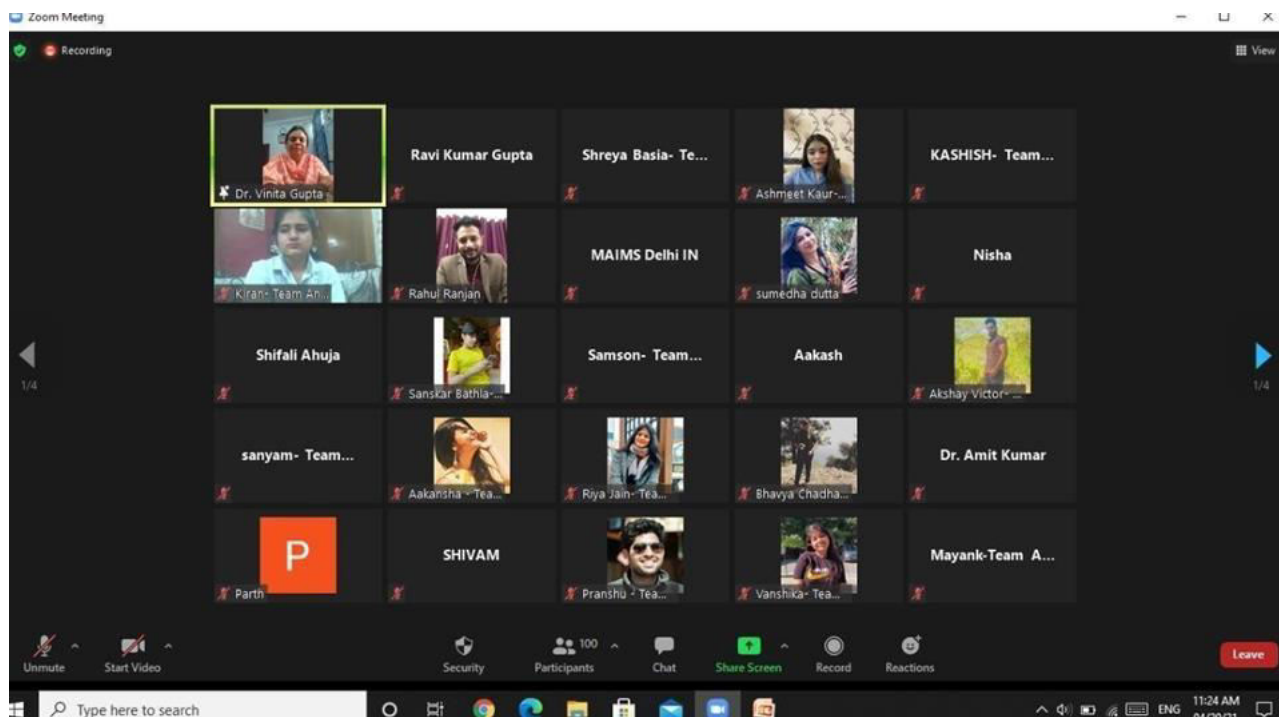
Poster of the event conducted on April 20, 2021

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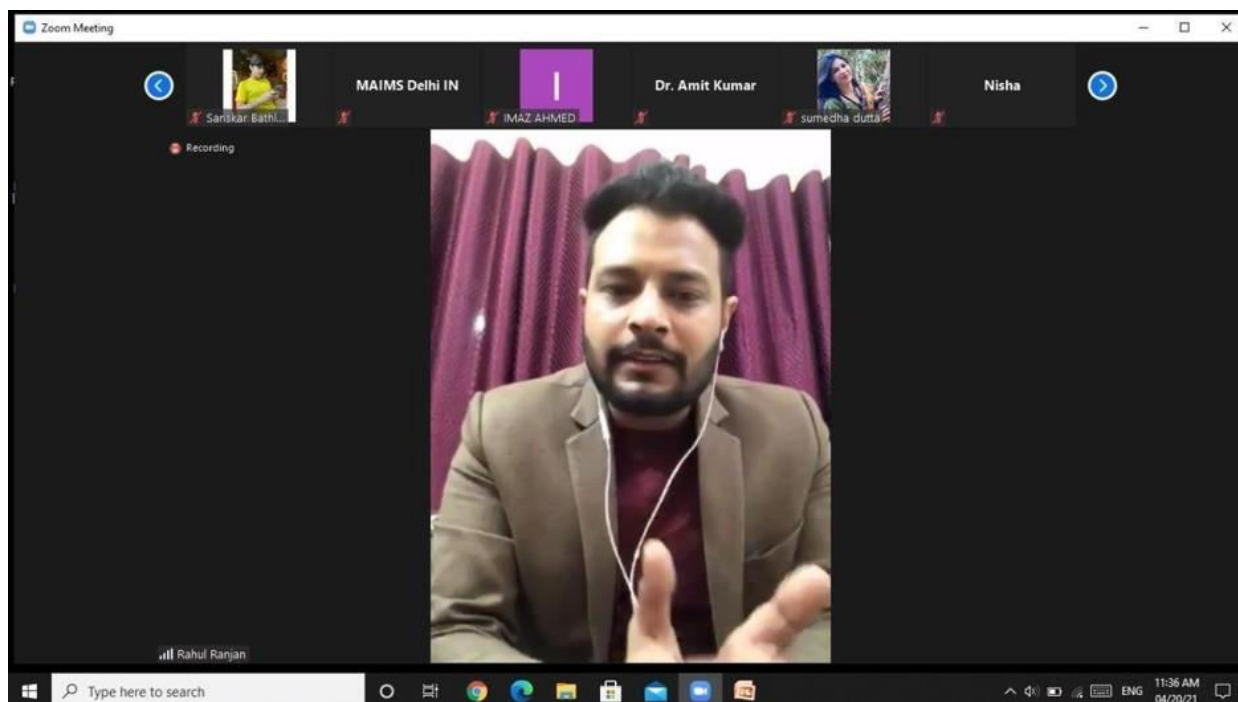




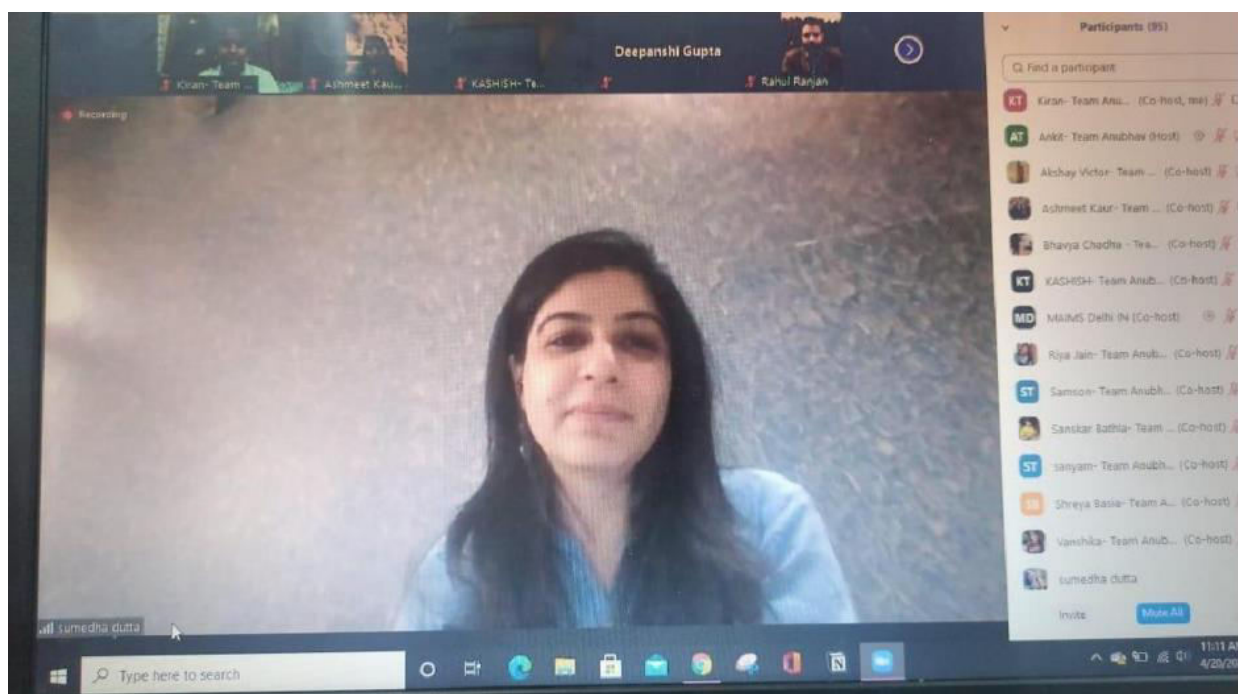
Ms. Neha Bhagat, Assistant Professor, Department of Journalism welcoming the Resource Persons Mr. Rahul Ranjan (Director, MRIG Sight Media) and Mr. Gaurav Jain (PR Lead, MRIG Sight Media)



Dr. Vinita Gupta, HOD, Department of Journalism addressing the participants and Resource Person Mr. Rahul Ranjan (Director, MRIG Sight Media)



Resource Person Mr. Rahul Ranjan (Director, MRIG Sight Media) enlightening students regarding IPR held on April 20, 2021.



Ms. Sumedha Dutta, Associate Professor, Department of Business Administration addressing the participants.

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Friday, May 14, 2021

Circular

**Subject: WEBINAR ON RESEARCH METHODS & ANALYSIS OF
STOCK MARKETS
(May 18, 2021)**

Name of the Event	Webinar on Research Methods & Analysis of Stock Markets
About the Event	Stock trading involves buying and selling stocks frequently in an attempt to time the market. The goal of stock traders is to capitalize on short-term market events to sell stocks for a profit, or buy stocks at a low. The goal of the webinar is to provide participants a thorough understanding of stock market fundamentals.
Day & Date	Tuesday, May 18, 2021
Time	03:00 pm onwards
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">• Sri Harsha (MD and CEO, Shine Projects)
Faculty Coordinators	<ul style="list-style-type: none">• Dr. Rachna Jain, Associate Professor, Department of Commerce, MAIMS
Key Points	<ul style="list-style-type: none">• The organizing team will prepare all the documents/report as per NAAC requirements.

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

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REPORT

WEBINAR ON RESEARCH METHODS & ANALYSIS OF STOCK MARKETS

May 18, 2021

Resource Person: Sri Harsha, (MD and CEO, Shine Projects)

No. of Participants: 870

A webinar on Research Methods & stock markets was organized by the Department of Commerce of MAIMS in association with NSDC (National Skill Development Corporation), under the aegis of IQAC, MAIMS, ROHINI in the academic session 2020-2021.

It was held on May 18, 2021 via online mode. The webinar aimed to enable the participants to get a complete understanding of the stock market basics.

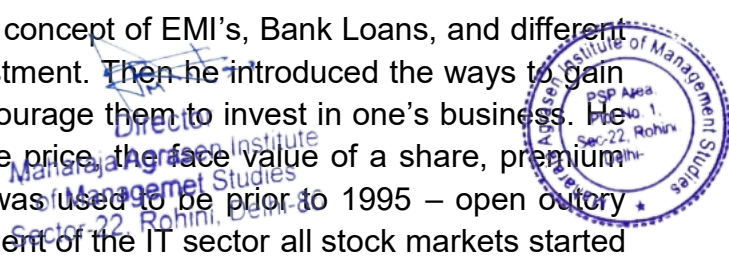
Several meetings were held between the convenor, student coordinators, and the speaker in discussion of the various details about the webinar. The meeting included the discussion about the minute-to-minute script of the webinar. The registrations started from 12th May'2021 till 16th May'2021.

Over 870 number of students and the faculty attended the Webinar on Zoom Platform from various institutes. Total entries from MAIMS was 137. The participants registered through the google form link mentioned in the bio of our Instagram handle and notice circulated. On the day of webinar, i.e., 18th May'2021, a reminder message was circulated in all the groups.

The program commenced at 3:00 pm with the Director, MAIMS, Prof (Dr.) Ravi Kumar Gupta giving an Inaugural address and welcomed the Speaker & the participants. Introduction of the event by Mr. Shiven Goel (Student coordinator) and Mr. Vasu Gupta (Student coordinator). Followed by welcome address by Chief Coordinator- Dr. Rachna Jain, Associate Professor, Department of Commerce. The webinar continued till 4:45 pm. The program was concluded with the vote of thanks by the Faculty Convener Dr. Geetanjali Gupta, Department of Commerce.

The session aimed to enable the participants to get a complete understanding of the stock market basics. The eminent speaker was Sri Harsha (MD and CEO, SHINE PROJECTS)

He started the case study to first explain the concept of EMI's, Bank Loans, and different ways to collect the money required for investment. Then he introduced the ways to gain confidence and convection of people to encourage them to invest in one's business. He further elaborated the concept of IPO, share price, the face value of a share, premium amount of a share, How the stock market was used to be prior to 1995 – open outcry system and how later through the advancement of the IT sector all stock markets started





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trading online. He also suggested students to use the Money Control app in order to get

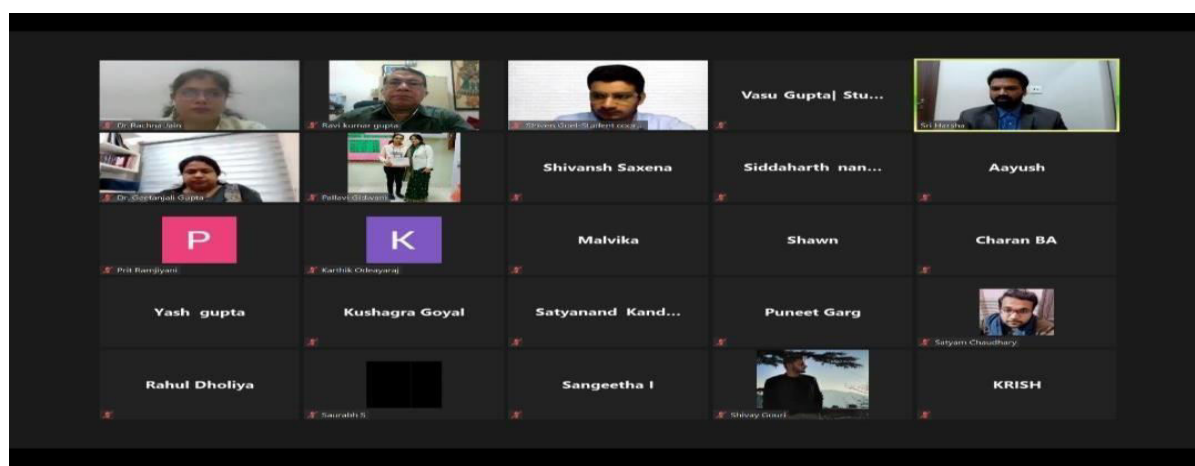

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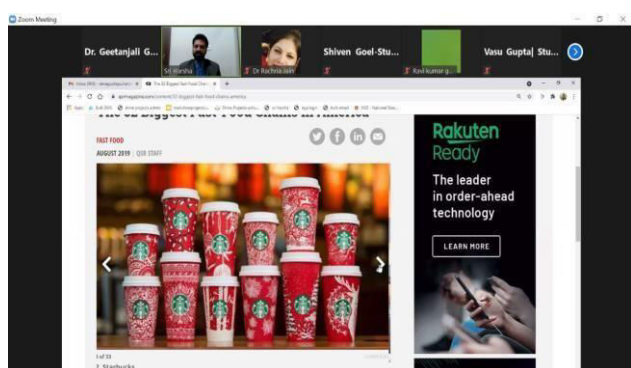
familiar with how the stock market works on daily basis.

The whole session was conducted by Sri Harsha, MD and CEO, Shine Projects in a very interesting manner where he used several examples and a hypothetical story. The speaker conducted a small quiz at the end of the webinar. Students made numerous queries relating to what is a turnover, dealing in futures and options, cryptocurrency and many other.

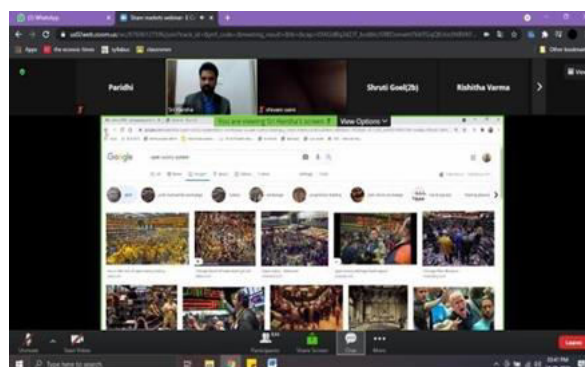
At the end of the webinar a google form was circulated to fill in the details for the E-certificate and attendance.



Resource Person Sri Harsha, MD and CEO, Shine Projects enlightning participants about the basics of Stock Market conducted on May 18, 2021.

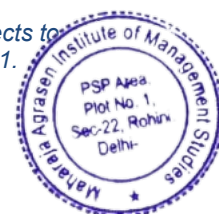


Students were shown the real-life working of the stock market by Resource Person Sri Harsha, MD and CEO, of Shine Projects on 18th May, 2021.



Real life examples were shown by the Resource Person Sri Harsha, MD and CEO, of Shine Projects to the participants of the webinar on 18th May, 2021.

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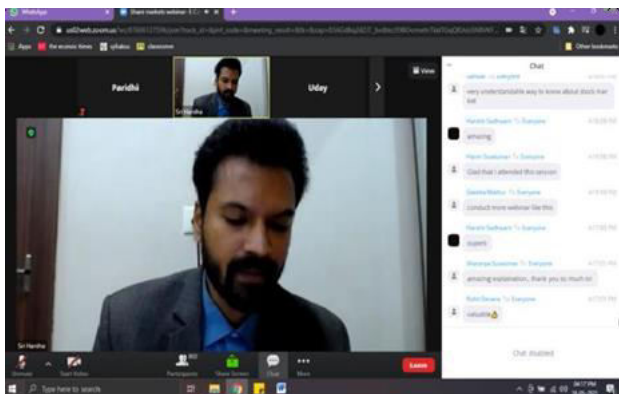
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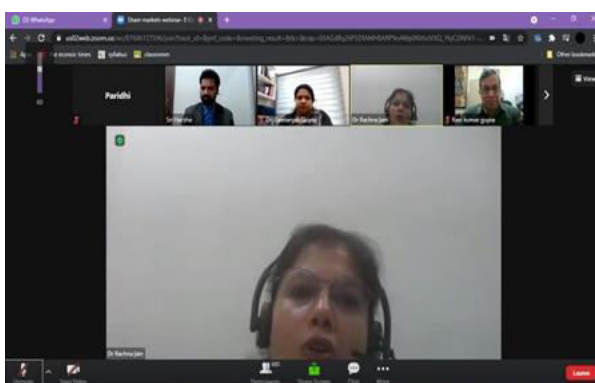
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Resource Person Sri Harsha, MD and CEO, of Shine Projects answering to the various questions put up by the participants in the Chat Box.



Introduction of Resource Person Sri Harsha, MD and CEO, of Shine Projects by Chief Coordinator Dr. Rachna Jain, Associate Professor, Department of Commerce.



Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS welcoming Resource Person Sri Harsha, MD and CEO, of Shine Projects.


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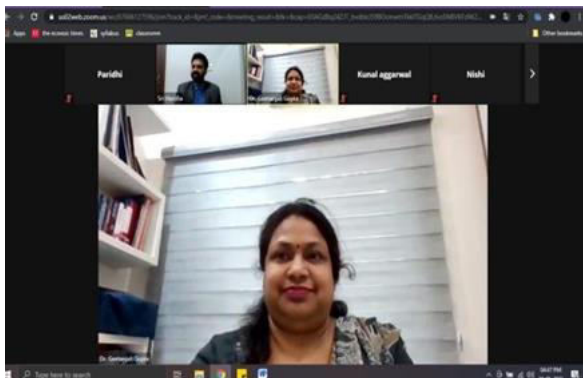
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Dr, Geetanjali Gupta, Assistant Professor, Department of Commerce delivering a vote of Thanks to the Resource Person Sri Harsha, MD and CEO, of Shine Projects.


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Monday, May 17, 2021

Circular

Subject: Pre-Placement Talk with OM Telecom Logistics Pvt. Ltd.
(May 20, 2021)

Name of the Event	Pre-Placement Talk with OM Telecom Logistics Pvt. Ltd.
About the Event	In order to protect students' futures and help them at every turn, A Pre-Placement talk is being organised with OM Telecom Logistics Pvt. Ltd. The talk will assist the students in gaining a better understanding of how group discussions operate as well as in overcoming their anxiety over personal interviews.
Day & Date	Thursday, May 20, 2021
Venue	Online (Google Meet)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">● Mr. Saurabh Agarwal
Faculty Coordinators	<ul style="list-style-type: none">● Dr. Bharti Chaudhry, Associate Professor., Department of Business Administration, MAIMS● Ms. Kamna Vaid, Assistant Professor, Department of Economics, MAIMS
Key Points	<ul style="list-style-type: none">● The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Pre-Placement Talk with OM Telecom Logistics Pvt. Ltd.

May 20, 2021

Resource Person: Mr. Saurabh Agarwal, Senior Associate, OM Telecom Logistics Pvt. Ltd.

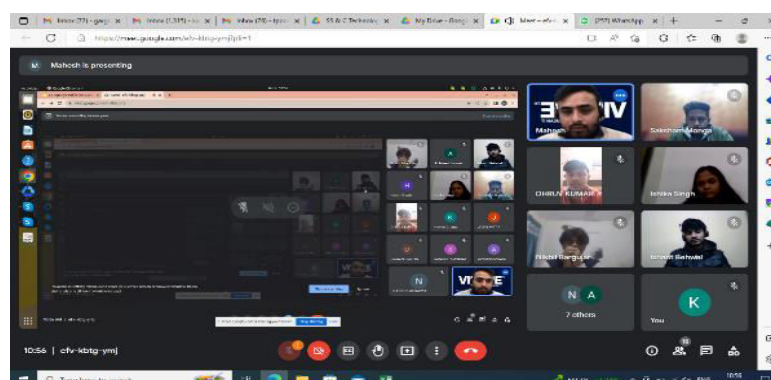
No. of participants: 290

MAIMS has always encouraged building of a successful and secure future of the students. The belief that the future belongs to those who believe in the beauty of their dreams, a pre placement talk was organized by OM Telecom Logistics Pvt. Ltd. on May 20, 2021.

The Pre placement talk was headed by the speaker **Mr. Saurabh Agarwal** (Saurabh.agarwal12@gmail.com), Senior Associate, OM Telecom Logistics Pvt Ltd. in online mode through zoom platform wherein an initial stone of understanding amongst the students regarding the company, the role offered, the business SOPs and so on were put in clear perspective of the students.

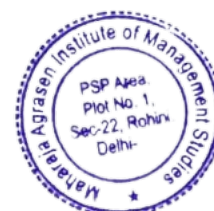
The main goal of the talk was to introduce students to Corporate Culture, tell them how things work there, and make them feel at ease when they have to deal with it. The goal of the talk was to help the students understand how Group Discussions work and get over their fears of Personal Interviews so they could go into them with confidence.

The talk saw enthusiastic participation from total **290** students who had come prepared with their in-depth research and hence left an overall great impression on the speaker as well.



Resource Person Mr. Saurabh Agarwal, Senior Associate, OM Telecom Logistics Pvt. Ltd. solving queries of the participants held on May 20, 2021.

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The Faculty Coordinators for this event were:

Dr. Bharti Chaudhry (Associate Professor)

Ms. Kamna Vaid (Assistant Professor)


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Tuesday, June 01, 2021

Circular**Subject: Pre-Placement Interaction with Confluence Solutions
(June 03, 2021)**

Name of the Event	Pre-Placement Interaction with Confluence Solutions
About the Event	A Pre-Placement talk is being organised with Confluence Solutions with an objective of safeguarding students' future and assisting them at every turn. The talk will include topics such as resume writing, interview perspectives, the key to a successful interview, communication skills, body language, etc.
Day & Date	Thursday, June 03, 2021
Venue	Online (Zoom Platform)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">● Mr. Rohit Dutta
Faculty Coordinators	<ul style="list-style-type: none">● Ms. Kamna Vaid, Assistant Professor, Department of Economics, MAIMS● Dr. Kamal Gupta, Assistant Professor, Department of Commerce, MAIMS
Key Points	<ul style="list-style-type: none">● The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Pre-Placement Interaction with Confluence Solutions

June 3, 2021

Resource Person: Mr. Rohit Dutta, CEO, Confluence Solutions

No. of Participants: 301

Maharaja Agrasen Institute of Management Studies constantly endeavors to assist and expose the students in their future pursuits. To chase the same aim, Pre-Placement interaction was organized for final year students which focused on current industry concepts as well as training for placement. Pre-Placement interaction focused on over all development of candidate in order to prepare for various placement drives.

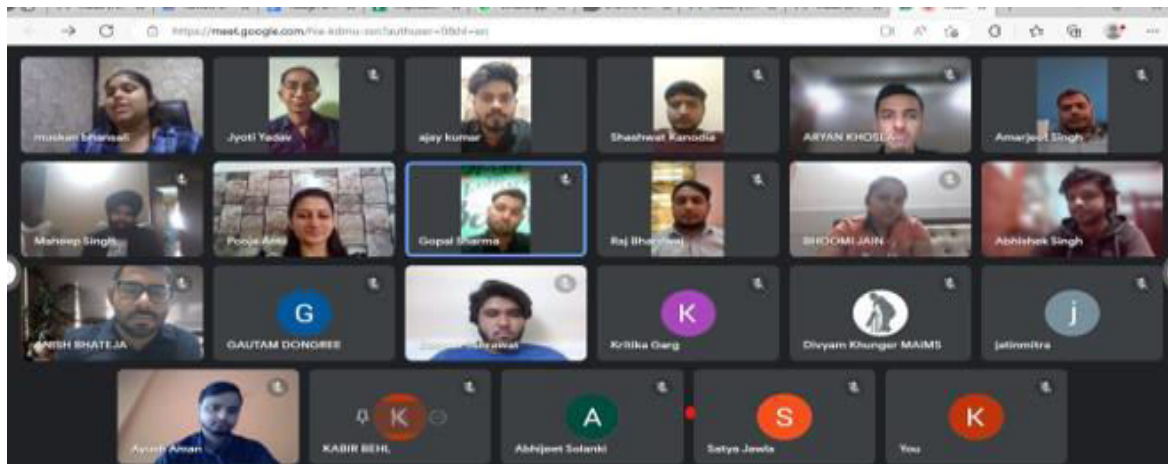
Despite the dreadful Covid 19 situation, the hustle for the future continued and the Talk was conducted through online session through ZOOM Platform on June 3, 2021. The session was handled by **Mr. Rohit Dutta, CEO, Confluence Solutions**.

The speaker briefed students regarding the Company's environment and the expectations from the selected candidates. In the end, participants asked the questions about the career in this field and many students indeed had their queries answered.

The session was very interactive and saw presence of around **301** participants. It was undoubtedly a valuable talk wherein the take away have helped the students to identify the right means to plan their path that will not only help them in deciding their path but will also add contentment and meaning to their day-to-day life.


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Resource Person Mr. Rohit Dutta, CEO, of Confluence Solutions having interactive sessions with the participants held on June 3, 2021.

The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Dr. Kamal Gupta (Assistant Professor)


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Tuesday, June 08, 2021

Circular

Subject: Webinar on Modern Research Methods of Stock Analysis
(June 11, 2021)

Name of the Event	Webinar on Modern Research Methods of Stock Analysis
About the Event	The examination of a certain trading instrument, a market segment, or an investing area is known as stock analysis. Stock analysts make an effort to forecast an instrument, industry, or market's future activity. The webinar is aimed at exposing participants to significance of stock analysis and help them to understand the basic and research method analysis, business models for selecting the best stocks, competitive advantage, and corporate governance
Day & Date	Friday, June 11, 2021
Time	03:00 PM Onwards
Venue	Online (Zoom)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">• Dr. Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida
Faculty Coordinators	<ul style="list-style-type: none">• Ms. Preeti Bansal, Assistant Professor, Department of Business Administration., MAIMS• Ms. Shilpa B S L, Assistant Professor, Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">• The organizing team will prepare all the documents/report as per NAAC requirements.

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

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Founder Chairman and Chief
Advisor MATES.
Chancellor, MAU

DEPARTMENT OF BUSINESS ADMINISTRATION
in association with Placement Cell
is organising
WEBINAR ON
**MODERN RESEARCH METHODS
OF STOCK ANALYSIS**

 **FRIDAY, 11 JUNE 2021**  **3:00 PM ONWARDS**

Webinar will be followed by a Quiz.
!! Exciting Cash Prizes !!
VIA
ZOOM AND YOUTUBE LIVE



DR. MUKTA MANI
ASSOCIATE PROFESSOR, HMT

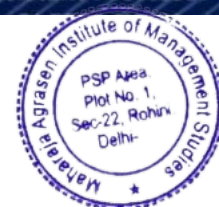
REGISTRATION LINK:
<https://forms.gle/cu564pyqjn1yKWSA>

Co-ordinator:
Prof. (Dr.) Vijay
Kumar Khurana,
HOD: Business
Administration

Convenors:
Ms. Preeti Bansal,
Assistant Professor
+91 9899207699
Ms. Shilpa BSL,
Assistant Professor

Poster of the event conducted on 11 June, 2021


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Report on Finance Webinar on Modern Research Methods of Stock Analysis

Date: Friday, 11 June 2021

Resource Person: Dr. Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida

No. of Participants: 164

A finance webinar titled “Modern Research Methods of Stock Analysis” was organized by the Department of Business Administration of **Maharaja Agrasen Institute of Management Studies** on 11 June, 2021 at 3:00 PM on Zoom Platform with the aim of to introduce and develop an understanding of the various Research Methods of stock analysis among the students of Business Administration.

Dr. Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida was the resource person of the webinar. The event was graced by Prof. G.P Govil, Advisor, MATES, Prof. Ravi Kumar Gupta, Director, MAIMS, Prof. V.K. Khurana, Head, Department of Business Administration, the Dean, MAIMS, Principal, School of Law, Heads of Various Programmes. Our alumnus, Mr. Souresh Arora of 2013-2016 batch also was present. The programme saw enthusiastic participation with a large number of registrations (278 students) and online participation (164 students).

The event was set rolling with a welcome speech by the convenor of the event, Ms. Preeti Bansal, Assistant Professor, Department of Business Administration. Following this, Prof. Vijay Kumar Khurana, Head, Business Administration, delivered a brief lecture on the theme of the day and the need for such a lecture for the students. Prof. Ravi Kumar Gupta, Director, MAIMS also spoke on the relevance of the topic and encouraged students to take an active part in the programme. Dr. Mukta Mani in her presentation delineated the stock market as a market where we trade viewpoints.


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She outlined the basics of both the fundamental and Research Method analysis for the students. She highlighted the need to carefully select the stocks as she categorized them as wealth creators and wealth destroyers. The critical aspects of choosing the right stock were listed as business models, competitive advantage, and corporate governance. She also brought to light the quantitative aspects of choosing a stock such as profitability, earnings, operating efficiency and debt-capital ratio. She also said that while choosing stocks we need to consider financial ratio analysis of profitability, valuations, operating efficiency and leverage ratios—as they are more revealing than the absolute numbers. The presentation was lucid and interactive. She spoke of the assumptions on which technical analysis operates: the market discounts everything, price moves in trends and history tends to repeat itself. She briefly introduced the line charts, the bar charts, and the candlestick chart for the students and delineated concepts of support and resistance in technical analysis.

Following the lecture there was a very interactive question and answers session with many questions being asked and answered. There was a quiz which followed. Three top and quick respondents (Abhay Pratap Singh, Kushal Jain, and Rishabh Sati) were rewarded with a cash prize of Rs. 500. Prof. Ravi Kumar Gupta gave his concluding remarks and announced the results and congratulated the winners of the quiz.

The session ended with the vote of thanks proposed by Ms. Shilpa B S L, Assistant Professor, Department of Business Administration and Co-Convenor. The event was technically coordinated by Ms. Shilpee Aggarwal. Ms. Shruti Sharma, also a member of the organizing team, ensured distribution of certificates to all the participants. Our BBA students, Eshita Arora (BBA 2019-22) designed the poster, while Alka Patel (2018-2021 batch) and Yamini Ahuja (2018-2021) anchored the event.


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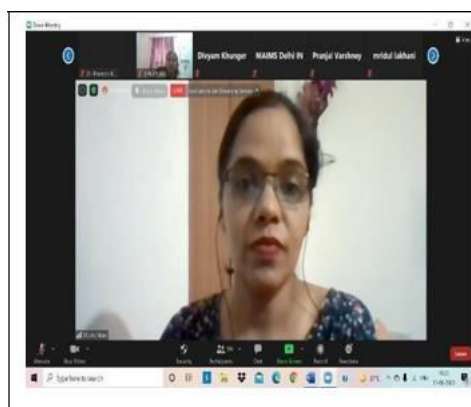




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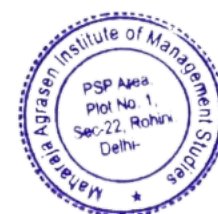
Prof Vijay Khurrana, HOD, Department of Business Administration welcoming Resource Person Dr Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida conducted on 11 June 2021.



Resource Person Dr Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida answering queries of the participants.



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Resource person Dr Mukta Mani, Associate Professor, Jaypee Institute of Information Technology throwing light on the aspects of wealth creators held on 11 June 2021.



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Dr Shilpa BSL, Assistant Professor, Dept. of Business Administration delivering the vote of thanks to Resource Person Dr Mukta Mani, Associate Professor, Jaypee Institute of Information Technology, Noida


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Wednesday, June 23, 2021

Circular

Subject: CONSTRUCTING CAREER: RESUME BUILDING AND INTERVIEW
SKILLS ENHANCEMENT
(June 26, 2021)

Name of the Event	Constructing Career: Resume Building and Interview Skills Enhancement
About the Event	Training and Placement Cell, Department of Journalism and Mass communication (MAIMS) is organising an interactive workshop on “Constructing Career: Resume Building and Interview Skills Enhancement”. The workshop will cover how to build a compelling resume and prepare for interviews.
Day & Date	Saturday, June 26, 2021
Time	11:00 am onwards
Venue	Online (Zoom)
Participants	Students of MAIMS
Resource Person	<ul style="list-style-type: none">Mr. Anand Saurabh, Broadcasting Officer and APRO, Directorate of Public Relations, Ministry of Defense.
Faculty Coordinators	<ul style="list-style-type: none">Ms. Shefali Ahuja, Assistant Professor, Department of Journalism and Mass Communication, MAIMS
Key Points	<ul style="list-style-type: none">The organizing team will prepare all the documents/report as per NAAC requirements.

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

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)

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

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

Maharaja Agrasen Institute of Management Studies

Training and placement cell

Department of BA(JMC)

In association with Maharaja Agrasen University, Baddi, H.P.

Organized

An interactive workshop

Constructing Career: Resume Building and Interview Skills Enhancement

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
Training and Placement Cell
Department of Journalism and Mass Communication
in association with
Maharaja Agrasen University, Baddi, H.P.
Under the Aegis of IQAC, MAIMS
Organizes,
An Interactive Workshop

CONSTRUCTING CAREER: Resume Building and Interview Skills Enhancement

Time: 11.00 a.m.
Date: 26th June, 2021
Venue: Zoom

Resource Person:
MR. ANAND SAURABH
Broadcasting Officer and APRO,
Directorate of Public Relations,
Ministry of Defence. IIS Topper
(UPSC), Former Editor,
Employment News.

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

Ms. Shifali Ahuja
Assistant Professor, Event Convenor
Journalism and Mass Communication

[Instagram](https://www.instagram.com/mains.ac.in) [LinkedIn](https://www.linkedin.com/company/mains.ac.in) [Facebook](https://www.facebook.com/mains.ac.in) [Twitter](https://twitter.com/mains.ac.in) [@mains.ac.in](https://www.mains.ac.in)

Poster of the event conducted on June 26, 2021.

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CONSTRUCTING CAREER: RESUME BUILDING AND INTERVIEW SKILLS ENHANCEMENT

Resource Person: Mr. Anand Saurabh, Broadcasting Officer and APRO, Directorate of Public Relations, Ministry of Defence, IIS Topper (UPSC)
No. of Participants: 103

June 26, 2021

The session started with blessings from Maa Saraswati. An introductory and welcome address was given by Prof. (Dr.) Vinita Gupta, HOD, BA(JMC). Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS, gave a brief about the importance of the workshop for the students and appreciated the efforts of the entire organising team. Prof. G. P. Govil, Advisor, MATES, gave his words of sagacity. He spoke about the importance of a resume in career building. *"Resume is the mirror of yourself - -when you market yourself"*. He also mentioned, *"many students have a very casual approach towards resume making"*. He gave some keynote pointers for making your resume stand out from the crowd and how you can prepare yourself for an interview.

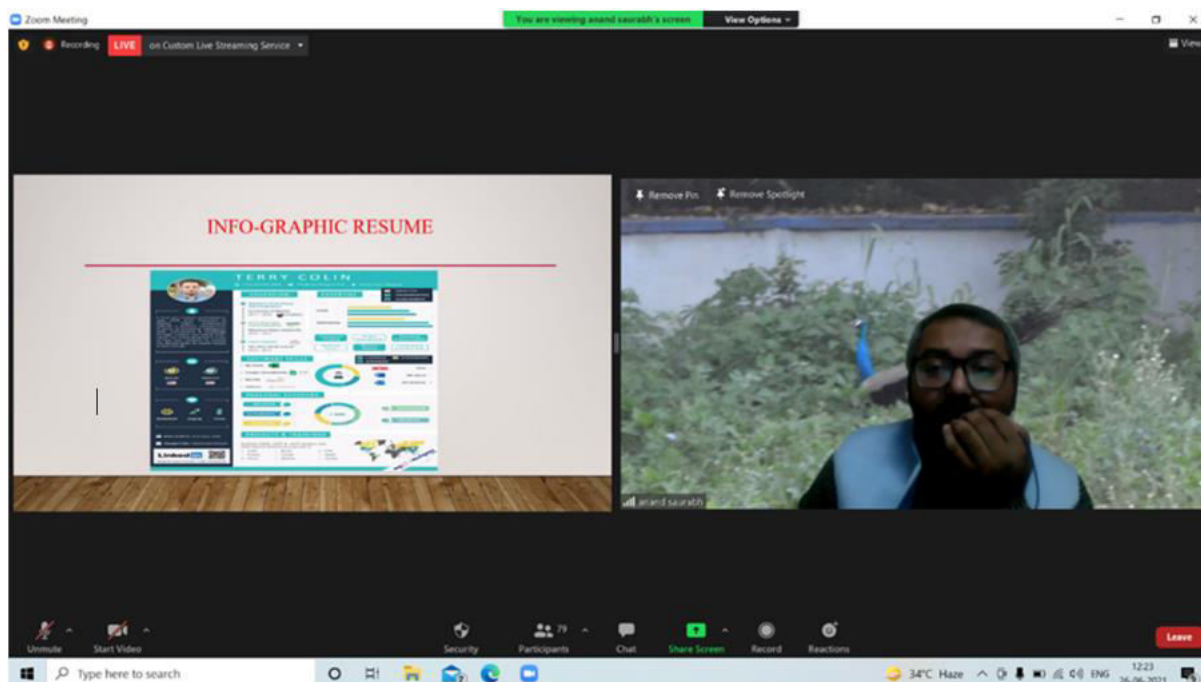
Mr. Anand Saurabh, Broadcasting Officer and APRO, Directorate of Public Relations, Ministry of Defence, IIS Topper (UPSC) the keynote speaker of the event highlighted professor Govil's words by saying, *"Already reached the climax now we are going in flashback. His speech was a summary of what I'm going to talk about in the next one and half hours"*. He, during his session, spoke about how to draft an impressive resume; what a resume is? Types of resumes. *"Resume is an ad made by you to market yourself. Traditional resumes are still dominating the job market today but non-traditional resumes will be in prominence in the upcoming future"*. He stated that we should consult Ramayana, Mahabharata, and Bhagavad Geeta for life lessons. Sir shared his thoughts about how a job becomes the heart of your life as your life revolves around your job. He also highlighted online social media resumes and video resumes. He talked about the steps for an effective resume writing for freshers. He concluded by saying that you are your own brand so present yourself like one in an interview.

Prof. (Dr.) Vinita Gupta thanked the keynote speaker. She also shared her past experiences before the Question-Answer session. Mr. Anand Saurabh, Broadcasting Officer and APRO, Directorate of Public Relations, Ministry of Defence, IIS Topper (UPSC) gave elaborate answers to all the questions asked by participants. He also provided some practical tips for the interview saying, *"Capability is the mantra"*.

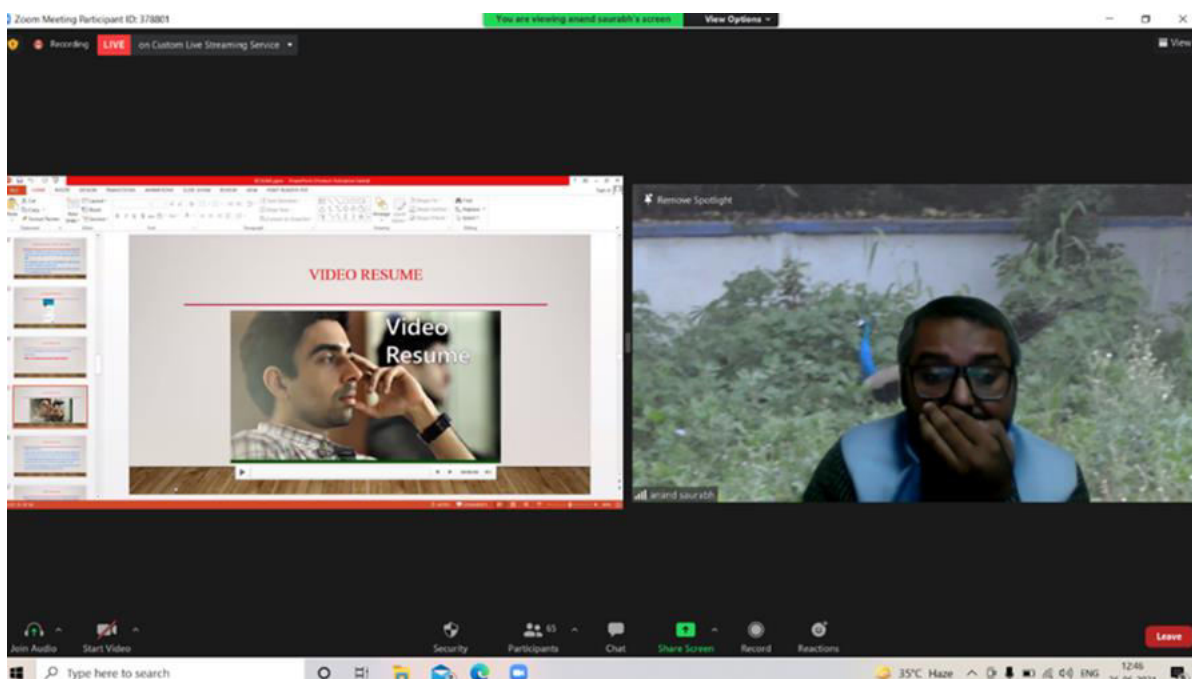
103 students of department of Journalism attended the event. Ms. Shefali Ahuja, Assistant Professor, MAIMS, presented the vote of thanks. *"Experience matters the most"* with this she concluded her speech.


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



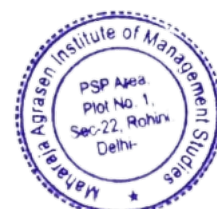


Resource Person Mr Anand Saurabh, Broadcasting Officer and APRO, Directorate of Public Relations, Ministry of Defence, IIS Topper (UPSC) throwing light on the Info-Graphic Resume to participants held on June 26, 2021.



Resource Person Mr Anand Saurabh, Broadcasting Officer and APRO, Directorate of Public Relations, Ministry of Defence, IIS Topper (UPSC) highlighting about video Resume to the participants conducted on June 26, 2021.

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Under the Aegis of IQAC, MAIMS

Presents,
An Interactive Workshop

CONSTRUCTING CAREER: Resume Building and Interview Skills Enhancement

Date: 26th June, 2021

Mr. Anand Saurabh
Broadcasting officer and APRO,
Directorate of Public Relations,
Ministry of Defence.

Event Convenor: Ms. Shifali Ahuja
Credits: Team Training and Placement Cell

Collage of the event held on June 26, 2021.

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