



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

Monday, October 16, 2017

Circular

Subject: TALK ON “THE PREPARATION FOR COMPETITIVE EXAMS”

Name of the Event	TALK ON “THE PREPARATION FOR COMPETITIVE EXAMS
About the Event	MAIMS is going to organize a talk session on “The Preparation for Competitive Exams” on October 19, 2017 where an eminent personality Mr. Sunny Tanwar is being invited to lead the talk. A Talk is being organized to impart knowledge on auditing and enhance students’ career prospects. The talk will encompass experimental seminars, simulations, case studies, practical insights, and other mind-stimulating activities. The guest speaker for the day will be Mr. Sunny Tanwar who is a Chartered Accountant at NSKT & CO LLP.
Day & Date	Thursday, October 19, 2017
Time	11:00 am
Venue	Mini Audi, MAIMS
Participants	Students of MAIMS and other Institutes on invite
Faculty Coordinators	Dr. Sunita Tank, Placement Officer, MAIMS Ms. Preeti Bansal, Faculty, BBA, MAIMS
Key Points	The organizing team will prepare all the documents/report as per NAAC requirements.

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


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





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REPORT

TALK ON “THE PREPARATION FOR COMPETITIVE EXAMS”

October 19, 2017

Resource person- Mr. Sunny Tanwar, CA, NSKT & CO LLP

No. of Attendees- 82

MAIMS organized a talk session on “The Preparation for Competitive Exams” on October 19, 2017 where an eminent personality **Mr. Sunny Tanwar** was invited to lead the talk.

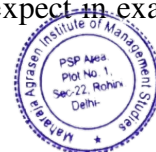
The program began by invoking the blessings of God followed by the Deliverance of Welcome Address by Faculty Coordinators of the event **Dr. Sunita Tank and Ms. Preeti Bansal** and then proceeded to presentation of a memento to the esteemed speaker as a token of respect. A Talk was organized to impart knowledge on auditing and enhance students’ career prospects. The talk encompassed experimental seminars, simulations, case studies, practical insights, and other mind-stimulating activities. The guest speaker for the day was Mr. Sunny Tanwar who is a Chartered Accountant at NSKT & CO LLP.

The speaker was then invited to deliver the lecture, which was spread across two sessions with a break in between. The speaker served as a ray of optimism for the students by ushering in the success stories of successful candidates. Before elaborating on the main subject of the lecture, he explained the placebo effect which served as an appetizer before the main course. He also drew inspiration from the words of Graham Ford and Wright Brothers to motivate the students.

Followed by the bouts of motivation, the speaker stressed on the intricacies of it, such as the Qualifications, Number of Attempts, Reservations, Cut-off marks and the total number of services which comes under it. He also elaborately discussed on the Exam Cycle which takes an entire year to complete. He made the inquisitive students learn how to apply for the exam. He passed on a list of sources to refer for preparation to the staff members from whom the students could collect. The students listened vividly when he explained the marking system for the exam. He instructed the students to follow the three R’s- Read, Revise, Recollect, required to succeed in the exams. He wanted the students to stick to the basics and be consistent in whatever endeavor they undertook.

At the end of first session, for the second session, a spot test was conducted for the participants. The test so conducted gave a practical experience to the participants of what they would expect in exam

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halls. This further elevated experience of them to have a sturdy preparation of their exams. Total of 82 students attended the session and had an interactive and enriching experience.

Faculty Coordinators

Dr. Sunita Tank

Ms. Preeti Bansal



Resource Person Mr. Sunny Tanwar, CA, NSKT & CO LLP getting felicitated by Prof. M.K Bhatt, Director, MAIMS during a Talk on "The Preparation for Competitive Exams" held on October 19, 2017



A token of gratitude being presented to Resource Person Mr. Sunny Tanwar, CA, NSKT & CO LLP



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Tel. Office: 8448186947, 8448186950 www.maims.ac.inThursday, 1st March, 2018**Circular****TRAINING PROGRAM FOR HIGHER EDUCATION**

Name of the Event	Training Program for Higher Education
About the Event	MAIMS is organizing a two week training program for the final year students pursuing BBA, BA (Economics) and B.Com to train the students with respect to higher education in management and allied fields. The training shall take place on every Thursday and Friday from 2:00 P.M to 4:00 P.M. in the college premises.
Resource Person	Ms. Sanam Sharma , Assistant Prof., Dept. of Business Administration Ms. Riya Sharma, AsAssistant Prof., Dept. of Business Administration
Day & Date	Thursday, 15th March 2018- Friday, 29th March, 2018
Time	2:00 P.M. to 4:00 P.M
Venue	Seminar Hall, Block 7
Participants	Students of MAIMS and other Institutes on invite
Faculty Coordinators	<ul style="list-style-type: none">● Dr. Bharti Chaudhary, Assistant Prof., Department of Business Administration, MAIMS● Dr. Charu Mohla, Assistant Prof., Department of Business Administration, MAIMS
Key Points	<ul style="list-style-type: none">● Certificates will be awarded to all the participants

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TRAINING PROGRAM FOR HIGHER EDUCATION

15th March 2018- 29th March, 2018

Resource Person- Ms. Sanam Sharma, Assistant Professor, Dept. of Business Administration and Ms. Riya Sharma, Assistant Professor, Dept. of Business Administration
No. of Participants- 38

MAIMS has a history of aiding students in achieving their aspirations and realizing their full potential. In order to equip students with the necessary skills and knowledge to succeed in the highly competitive world, MAIMS conducted a two-week training program from 15th March 2018- 29th March, 2018, specifically designed for final-year students pursuing BBA, B.Com, and BA (Economics). The aim of this program was to assist students in their preparation for upcoming competitive exams like CAT and GMAT. By preparing and obtaining an MBA the students will not only be equipped with valuable knowledge, skills, but also gain experience that can benefit their career growth and personal development.

The inaugural ceremony of the Training Program was held on 15th March 2018. The occasion was graced by the presence of Prof. (Dr.) M. K. Bhat, Director MAIMS who addressed the gathering and encouraged the students to pursue higher education, particularly something as lucrative as an MBA. The training program was coordinated by Dr. Bharti Chaudhary and Dr. Charu Mohla, Faculty, Department of Business Administration. The students were fortunate to receive insightful knowledge and expertise from resource persons Ms. Sanam Sharma, Assistant Professor, MAIMS and Ms. Riya Sharma, Assistant Professor, MAIMS who generously shared their experiences. The sessions were divided into four categories namely, verbal ability, data interpretation, logical reasoning and quantitative analysis. Each session involved the method of content delivery, followed by a quiz at the end of the week.

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Students attending Training Program for Higher Education held from 15th March 2018 to 29th March, 2018

A total of 38 students registered and successfully completed the training program. The entire training program was conducted over a period of three weeks including six sessions.

With each week the students showed significant improvement in their approach towards the problems. It was a highly educational training program that not only helped students clarify their questions about the ensuing examinations, but also helped them better prepare for the exams they will face in the future.

The faculty coordinators were:

- Dr. Bharti Chaudhary, Assistant Prof., Department of Business Administration, MAIMS
- Dr. Charu Mohla, Assistant Prof., Department of Business Administration, MAIMS


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Monday, 12th March, 2018

Circular

WORKSHOP FOR HIGHER EDUCATION MASS COMMUNICATION

Name of the Event	Workshop for Higher Education: Mass Communication
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) is delighted to introduce a workshop for Higher Education in Mass Communication, aiming to prepare students for pursuing higher education in journalism. The workshop is intended to cover crucial topics such as study skills, time management, research methods, critical thinking, and academic writing. The program will take place ensuring that students have ample time to learn and apply the concepts covered.
Resource Person	<ul style="list-style-type: none">• Dr. Umesh Chandra Pathak, Department of Journalism and Mass Communication• Ms. Shefali Ahuja, Department of Journalism and Mass Communication
Day & Date	3 rd April 2018 to 16 th April 2018
Time	2:30 P.M to 4:00 P.M.
Venue	Block 7, Seminar Room
Participants	Students of MAIMS and other Institutes on invite
Faculty Coordinators	<ul style="list-style-type: none">• Ms. Nidhi Chaudhry, 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.

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WORKSHOP FOR HIGHER EDUCATION IN MASS COMMUNICATION

Date- 3rd April 2018 to 16th April 2018

Resource Person- Dr. Umesh Pathak, Department of Journalism and Mass Communication and Ms. Shefali Ahuja, Department of Journalism and Mass Communication

No. of Participants- 28

MAIMS has consistently strived to provide a platform for students to achieve their aspirations and excel in their future pursuits. To this end, a workshop for Higher Education in Mass Communication was organized from 3rd April 2018 to 6th April 2018 for the Bachelor of Journalism and Mass Communication, BA(JMC) students. The primary objective of the workshop was to prepare the students with the necessary skills and knowledge required for pursuing higher education in the field of journalism.

The workshop aimed to develop an understanding of opportunities for higher education in the field of media management, media ethics and responsible journalism, enhance investigative journalism skills, develop multimedia reporting skills for digital media, and provide insights into various fields of journalism and career opportunities. The inaugural session of the workshop held on 3rd of April 2018. All the faculty members of the department of journalism with the students participated in the inauguration. The sessions were held for about two hours every day.


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Students interacting with Resource person- Dr. Umesh Pathak during the workshop on higher education in Maas Communication held during April 3, 2018 to April 16, 2018

Ms. Nidhi Chaudhry of the Department of Journalism and Mass Communication at MAIMS, was the faculty coordinator for the workshop. The workshop included aptitude tests, interactive sessions, group discussions, and more.

28 students enrolled and participated in the workshop. The workshop culminated with the valedictory ceremony which was held on 16th April 2018. During the valedictory, a few students shared their experience of the workshop and appreciated the efforts of the resource persons.

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

The faculty coordinators were:

- Ms. Nidhi Chaudhry, Assistant Professor, Department of Journalism and Mass Communication, MAIMS

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Friday, August 18, 2017

Circular

Subject: Pre-Placement Talk with Concentrix

Name of the Event	Pre-Placement Talk with Concentrix
About the Event	MAIMS has always been the stepping stone for the students whom are over the years are ready for them to spread their wings and fly high in the future. In pursuance to such goal, The Pre-Placement Talk is going to be organized for the final year students by Concentrix.
Day & Date	Tuesday, August 22, 2017
Time	11:00 am
Venue	Mini Auditorium
Participants	Final year students of all the departments , MAIMS
Faculty Coordinators	Ms. Preeti Bansal (Assistant Professor) MAIMS Ms. Kamna Vaid (Assistant Professor) MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

Prof. (Dr.) M. K. Bhat
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Pre-Placement Talk with Concentrix

Date- August 22, 2017

Resource Person- Mr. Varun Shrivastava, Concentrix

No. of Attendees- 262

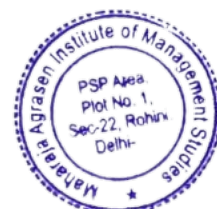
Maharaja Agrasen Institute of Management Studies constantly endeavors to assist and expose the students in their future pursuits. To chase the same aim, Pre Placement talk was organized for final year students which focused on current industry concepts as well as training for placement. Pre-Placement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

The talk was organized by Concentrix on August 22, 2017 which is a leading name in the industry to prepare the young minds to the competition of outside world. The inspiring talk which filled the students with confidence and enthusiasm took place at Mini Auditorium. The session was handled by **Mr. Varun Shrivastava** (varun.Shrivastava2@concentrix.com).

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 **262** 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. Varun Shrivastava, Concentrix addressing the students during Pre-placement talk held on August 22, 2017

The Faculty Coordinators for this event were:

Ms. Kamna Vaid (Assistant Professor)

Ms. Preeti Bansal (Assistant Professor)


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Friday, September 08, 2017

Circular

Subject: Pre -Placement with AMAZON

Name of the Event	Pre -Placement with AMAZON
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived for a successful future of its students. The belief that the future belongs to those who believe in the beauty of their dreams, a pre placement talk is going to be organized by Amazon.
Day & Date	Tuesday, September 12, 2017
Time	11:00 am
Venue	Mini Auditorium
Participants	Final year students of all the departments , MAIMS
Faculty Coordinators	Dr. Sunita Tank (Placement Officer) MAIMS Ms. Kamna Vaid , Faculty, MAIMS
Key Points	The organizing team will prepare all the documents/report as per NAAC requirements.

Prof. (Dr.) M. K. Bhat
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Pre -Placement with AMAZON

Date- September 12, 2017

Resource Person- Mr. Saurabh Agarwal, Amazon

No. of Attendees- 221

Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived for a successful future of its students. The belief that the future belongs to those who believe in the beauty of their dreams, a pre placement talk was organized by Amazon on September 12, 2017 in Mini Auditorium.

The Pre placement talk was headed by the speaker **Mr. Saurabh Agarwal** (Saurabh.agarwal12@gmail.com.) 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 students got an insight during the interactive session of Placement Talk to not only gain better understanding of the Company and whether they fit better in roles so offered but also interact with the speaker to clarify their cloudy thoughts regarding it.

The talk saw enthusiastic participation from total **221** students who had come prepared with their in depth research and hence left an overall great impression on the speaker as well.


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Resource person Mr. Saurabh Agarwal, Amazon addressing the students during the pre-placement talk held on September 12, 2017

The Faculty Coordinators for this event were:

Dr. Sunita Tank (Placement Officer)

Ms. Kamna Vaid (Assistant Professor)


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Friday, September 22, 2017

Circular

Subject: WORKSHOP -ENHANCING ENTREPRENEURIAL SKILLS IN VIDEO PRODUCTION

Name of the Event	WORKSHOP -ENHANCING ENTREPRENEURIAL SKILLS IN VIDEO PRODUCTION
About the Event	In order to provide a practical exposure to its students MAIMS will be conducting a seminar in collaboration with BSE Institute limited (Wholly on subsidiary of BSE) on February 8, 2018. The session will be conducted by Prof. Sanjeev Das, Senior Faculty, BSE Institute Limited. The session's theme will be on financial instruments (like derivatives, shares), stock indices, stock trading, history of NSE ,BSE, Dow Jones, NASDAQ and other features of financial trading.
Day & Date	Tuesday, September 26, 2017
Time	11:00 am
Venue	Apeejay Institute of Mass Communication, Dwarka
Participants	BA (J&MC) 3 rd semester students of MAIMS
Faculty Coordinators	Mr. Bharat Banga, Faculty, MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

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WORKSHOP -ENHANCING ENTREPRENEURIAL SKILLS IN VIDEO PRODUCTION

September 26, 2017

Resource Person- Mr. Rajeev Panda, Mr. N.K Suri and Mr. Naveen Gautam, Apeejay Institute of Mass Communication

As an integral part of academic curriculum, a one day workshop on Multi-Camera Production was organised at Apeejay Institute of Mass Communication, Dwarka for the students of BA (J&MC) 3rd semester students on Tuesday, September 26, 2017. Mr. Bharat Banga, Faculty, MAIMS, coordinated the entire lecture cum workshop as a part of their subject Basics of Video Camera, Light and Sound. Total of 55 students participated in the workshop.

Mr. Rajeev Panda, Assistant Professor, Apeejay Institute of Mass Communication facilitated the visit to the studio along with the series of lecture before the commencement of the workshop. During this visit students get acquainted with the technical aspects by way of handling the Equipments and their industrial operations.

Mr. Panda during his lecture informed student about the pre-production techniques along with the studio work culture in multi-camera production.

The workshop begins with the division of students in groups by Prof Panda for the smooth functioning of studio production. Six groups were formed for the studio production. The topic of the Multi-Camera production was allocated according to students area of interest for group project.

Mr. N.K Suri provided on-hand training to the group about the usage of lights in studio production. This will enhance the students' skills in terms of operations of studio lighting in Multi-Camera Production.

With the advent of online editing Mr. Naveen Gautam guided the batch with the PCR operations in which students of Journalism and Mass Communication learnt about online editing, sound mixing, VTR and VTP operation.

Lastly the production was taken place by the group of students in which students participated and acted actively as an Anchor, Guests, Cameraman, Producer, Online Editor, Sound Mixer and VTR and VTP controller.

This entire workshop provided a platform for our students to get on the job practical exposure about the multi cam production which will enhance their professional skills according to the prevailing market.

Mr. Om Prakash and Mr. Mathew extended their full support during the entire workshop.


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At the end of the workshop students got acknowledged and appreciated with the participation certificates.

Faculty Coordinator

Bharat Banga, Assistant Professor, MAIMS

Photo Courtesy: **Ishmeet Singh Bedi**



Students of MAIMS participating and learning at Apeejay Institute of Mass Communication, Dwarka during Workshop -Enhancing Entrepreneurial Skills In Video Production held on September 26, 2017

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Friday, September 29, 2017

Circular

Subject: Pre-Placement Talk with GENPACT

Name of the Event	Pre-Placement Talk with GENPACT
About the Event	MAIMS has always been the stepping stone for the students whom are over the years are ready for them to spread their wings and fly high in the future. In pursuance to such goal, The Pre-Placement Talk is going to be organized for the final year students by Genpact on October 4, 2017.
Day & Date	Wednesday, October 4, 2017
Time	11:00 am
Venue	Main Auditorium
Participants	Final year students of all the departments , MAIMS
Faculty Coordinators	Ms. Preeti Bansal , Faculty, MAIMS Ms. Kamna Vaid , Faculty, MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

Prof. (Dr.) M. K. Bhat
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Pre-Placement Talk with GENPACT

Date- October 4, 2017

Resource Person- Mr. Charanjit Singh, Genpact

No. Of Attendees- 343

MAIMS has always been the stepping stone for the students whom are over the years are ready for them to spread their wings and fly high in the future. In pursuance to such goal, The Pre-Placement Talk was organized for the final year students by Genpact on October 4, 2017 in Main Auditorium. The Pre-Placement talk was headed by Mr. Charanjit (charanjit.singh@genpact.com) wherein the session provided the recruiter as well as the student a platform to interact with each other to gauge the synergy between student's goals and recruiter's requirements. An hour long pre placement talk involved the speaker instilling the values that the recruiter is looking for and fueling their dreams with confidence and success. It was indeed a very informative talk wherein the students not only cleared their doubts about the future prospects in the field but also helped them prepare better for the interviews they are about to face in future. The talk saw the presence of **343** students. The speaker resolved all queries related to higher studies or placement, salary packages and in the end, motivated them to study well, constantly work on their soft skills and participate in extracurricular activities for personality development.

Faculty coordinators: Ms. Preeti Bansal (Assistant Professor) & Ms. Kamna Vaid (Assistant Professor)



Students attending Pre-Placement talk headed by Resource Person Mr. Charanjit. Genpact on October 4, 2017


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Thursday, October 4, 2018

Circular

Subject: VIDEO EDITING WORKSHOP FOR ENTREPRENEURS

Name of the Event	VIDEO EDITING WORKSHOP FOR ENTREPRENEURS
About the Event	The event will set high standards of training & practical exposure for Video editing teaching and training. The event will include with a mixed baggage of take aways from proud, inspiration. The Content will be covered on the tips Like- sequencing, logging, mixing, SFX, Colour Correction of Good Video Editing.
Day & Date	Tuesday, October 9, 2018
Time	12:00 noon
Venue	Video Editing lab, MAIMS
Participants	BA (J&MC) 3 rd semester students of MAIMS
Faculty Coordinators	Mr. Vijay Pal Singh, Faculty, BAJMC, MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

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


Director
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Sector 22, Rohini, Delhi-86



VIDEO EDITING WORKSHOP FOR ENTREPRENEURS

Date- October 9, 2017

Resource person- Mr. Amit Goel, Senior Video Editor NCERT


No. of Participants- 21

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies organized a workshop on October 9, 2017. This workshop was organized for the 3rd semester, second-year students as a part of their Video Editing lab under the guidance of faculty coordinator Mr. Vijay Pal Singh. Mr. Amit Goel, Senior Video Editor NCERT interacted with students and inspired them to make best Video Editing. Prof. (Dr.) Vinita Gupta, HOD, Department of Journalism and Mass Communication appreciated the efforts and was inspiration behind the whole event. 21 students of BA(JMC) 3rd Semester were attended the Video editing Workshop. Everyone enjoyed and learned the tips Like- sequencing, *logging*, *mixing*, *SFX*, *Colour Correction of Good Video Editing*. The event did set high standards of training & practical exposure for Video editing teaching and training. The event concluded with a mixed baggage of take aways from proud, inspiration.

Faculty Coordinator: Mr. Vijay Pal Singh



Students attending Video editing Workshop under the guidance of Mr. Amit Goel, Senior Video Editor, NCERT


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Mr. Amit Goel, Senior Video Editor, NCERT interacting with students during the workshop on video editing workshop for entrepreneurs held on October 9, 2017



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Friday, October 06, 2017

Circular

Subject: RADIO PRODUCTION WORKSHOP FOR ENTREPRENEURS

Name of the Event	RADIO PRODUCTION WORKSHOP FOR ENTREPRENEURS
About the Event	Mr. Santosh Dwivedi, Programme Executive, News Service Division, All India Radio, New Delhi will be interacting with students to make Good Radio Programme. The students will learn the Radio Programme Format, Audio Editing, use of Microphone, Audio Mixing, console Operation etc. The event will set high standards of training & practical exposure for Video editing teaching and training.
Day & Date	Tuesday, October 10, 2017
Time	11:00 am
Venue	BAJMC Lab, MAIMS
Participants	BAJMC 3 rd semester students of MAIMS
Faculty Coordinators	Mr. Vijay Pal Singh, Faculty BAJMC, MAIMS
Key Points	The organizing team will prepare all the documents/report as per NAAC requirements.

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


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RADIO PRODUCTION WORKSHOP FOR ENTREPRENEURS

Date- October 10, 2017

Resource person- Mr. Santosh Dwivedi, Programme Executive, News Service

Division, All India Radio

No. of Attendees- 28

The Department of Journalism & Mass Communication, Maharaja Agrasen Institute of Management Studies organized a workshop on October 10, 2017. This workshop was organized for the 3rd semester, second-year students as a part of their Radio Production lab under the guidance of faculty coordinator Mr. Vijay Pal Singh. Mr. Santosh Dwivedi, Programme Executive, News Service Division, All India Radio, New Delhi interacted with students and inspired them to make Good Radio Programme. Prof. (Dr.) Vinita Gupta, HOD, Department of Journalism and Mass Communication appreciated the efforts and was inspiration behind the whole event. 28 students of BA(JMC) 3rd Semester attended the Workshop. Everyone enjoyed and learned the Radio Programme Format, Audio Editing, use of Microphone, Audio Mixing, console Operation etc. The event did set high standards of training & practical exposure for Video editing teaching and training. The event concluded with a mixed baggage of take aways from proud, inspiration.


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Students of MAIMS with Resource Person Mr. Santosh Dwivedi, Programme Executive, News Service Division, All India Radio during Radio Production Workshop for Entrepreneurs held on October 10, 2017


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Mr. Santosh Dwivedi guiding students regarding Radio production



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Friday, October 13, 2017

Circular

Subject: ADVERTISING CAMPAIGN WORKSHOP FOR ENTREPRENEURS

Name of the Event	ADVERTISING CAMPAIGN WORKSHOP FOR ENTREPRENEURS
About the Event	With the aim to provide deep insight of the field of advertising, the Department of Journalism and Mass communication, BA(JMC), Maharaja Agrasen Institute of Management Studies, Rohini is going to organize a one –day workshop on October 16, 2017 on the topic “Advertising Campaign for Entrepreneurs” for Final year students as a part of their subject “Advertising Practices” curriculum. The workshop will be conducted by Mr Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney.
Day & Date	Monday, October 16, 2017
Time	11:00 am
Venue	BJMC VI Sem Classroom
Participants	BA (J&MC) Final year students of MAIMS
Faculty Coordinators	Ms. Shifali Ahuja , Faculty, BAJMC, MAIMS
Key Points	The organizing team will prepare all the documents/report as per NAAC requirements.

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


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ADVERTISING CAMPAIGN WORKSHOP FOR ENTREPRENEURS

Date- October 16, 2017

Resource Person- Mr Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney

No. of Attendees- 48

With the aim to provide deep insight of the field of advertising, the Department of Journalism and Mass communication, B.A (JMC), Maharaja Agrasen Institute of Management Studies, Rohini organized a one –day workshop on October 16, 2017 on the topic “Advertising Campaign for Entrepreneurs” for Final year students as a part of their subject “Advertising Practices” curriculum.

The workshop was conducted by Mr Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney. Mr. Utkarsh is a notable alumnus of BA(JMC), MAIMS from 2011 batch. He worked for the brands like Red Bull, HDFC Life, KTM, Vespa, Flipkart, Shoppers stop, Digital India and many more. It was organized by Ms Shifali Ahuja, subject expert of MAIMS. During the workshop, Mr Utkarsh provide the industrial exposure of advertising field about how to make an advertising campaign live. He started with the process of brain mapping to idea generation to media planning and at last advertising effectiveness.



Resource person Mr. Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney interacting with students

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*Students participating in brainstorming activities organized by Mr. Utkarsh Mehta
Senior Media Executive, Dentsu Webchutney*

Mr. Mehta also organized brainstorming activities of preparing taglines and slogans for different brands. He divided the entire strength of students into groups and made them work on how to prepare a creative brief for different product, services and even for social cause. He continued his session with how to live the campaign with the optimum utilization and planning of media. The workshop was attended by 48 students of final year with full zeal and enthusiasm. It was really great for the students to have their senior as an expert from the industry.



*Resource person Mr Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney with
participants and faculty members*

Faculty Coordinator- Ms. Shifali Ahuja , Assistant Professor

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Friday, January 12, 2018

Circular

Subject: Pre-Placement Talk with Confluence Solutions

Name of the Event	Pre-Placement Talk with Confluence Solutions
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) has always strived to secure the future of student and come to their aid at every step of the way. In motivation of the same, a Pre-Placement Talk will be organized for the final year students by Confluence Solutions.
Day & Date	Tuesday, January 16, 2018
Time	11:00 am
Venue	Seminar room, Block 7
Participants	Final year students of all the departments , MAIMS
Faculty Coordinators	Dr. Bharti Chaudhary , Faculty, MAIMS Ms. Neetu Agarwal, Faculty, MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

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


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Pre-Placement Talk with Confluence Solutions

Date- January 16, 2018

Resource person- Mr. Mudit Singhal, Confluence Solutions

No. of Participants- 153

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 Confluence Solutions on January 16, 2018 in Seminar room, Block 7.

To help the students become industry ready, the Pre-Placement Talk was headed by **Mr. Mudit Singhal** (mudit.Singhal4032@gmail.com). An hour-long talk involved sessions about Resume writing, Views about Interview, Key for a successful interview, communication skills, body language and so on. An interactive session where the students were provided ample opportunity to ask all their doubts from the speaker proved to be a great success when a new confidence instilled in the students was observed.

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 **153** students.



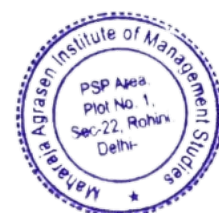
Students attending pre-placement talk headed by Mr. Mudit Singhal, Confluence Solutions on January 16, 2018

The Faculty Coordinators for this event were:

Dr. Bharti Chaudhary (Assistant Professor)

Ms. Neetu Agarwal (Assistant Professor)

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Monday, February 5, 2018

Circular

**Subject: BOMBAY STOCK EXCHANGE FOR ENTREPRENEURS:
HOW TO BECOME BROKER?**

Name of the Event	BOMBAY STOCK EXCHANGE FOR ENTREPRENEURS: HOW TO BECOME BROKER?
About the Event	In order to provide a practical exposure to its students MAIMS will be conducting a seminar in collaboration with BSE Institute limited (Wholly on subsidiary of BSE) on February 8, 2018. The session will be conducted by Prof. Sanjeev Das, Senior Faculty, BSE Institute Limited. The session's theme will be on financial instruments (like derivatives, shares), stock indices, stock trading, history of NSE ,BSE, Dow Jones, NASDAQ and other features of financial trading.
Day & Date	Thursday, February 8, 2018
Time	11:00 am
Venue	Seminar Hall, MAIMS
Participants	Students of MAIMS and other Institutes on invite
Faculty Coordinators	Ms. Sumati Kohli, Faculty, Department of Commerce, MAIMS
Key Points	The organizing team will prepare all the documents/report as per NAAC requirements.

Prof. (Dr.) M. K. Bhat
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SEMINAR ON BOMBAY STOCK EXCHANGE FOR ENTREPRENEURS: HOW TO BECOME BROKER?

Date of the event- February 8, 2018

Resource Person- Prof. Sanjeev Das, Senior Faculty, BSE Institute Limited

No. of Participants- 72

Maharaja Agrasen Institute of Management Studies, Rohini, Delhi has over the years carved a niche for itself among the management institutions of the country. Today it stands as one of the best institutions of Guru Gobind Singh Indraprastha University, Delhi. In order to provide a practical exposure to its students MAIMS recently conducted a seminar in collaboration with BSE Institute limited (Wholly on subsidiary of BSE) on February 8, 2018.

The session was conducted by Prof. Sanjeev Das, Senior Faculty, BSE Institute Limited. The session lamented on financial instruments (like derivatives, shares), stock indices, stock trading, history of NSE ,BSE, Dow Jones, NASDAQ and other features of financial trading. Total of 72 students attended the seminar.

The session was followed by a short objective type test. The top three meritorious students were Kapil Bhakoo, Anubhav Jain, Shubham Gupta and they were awarded scholarships and certificates by BSE. The scholarship was given for the flagship program of BSE, i.e., Global Financial Markets Professional. The students of MAIMS showed great enthusiasm and put up relevant queries, thereby made the session a huge success. Their eagerness to learn more on financial marketing/ instruments of finance and other aspects of management was quite evident by their queries on the subject and through their contribution in the session.

Faculty Coordinator- Ms. Sumati Kohli


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Resource Person Prof. Sanjeev Das, Senior Faculty, BSE Institute Limited addressing the students at Seminar on Bombay Stock Exchange for entrepreneurs: How to become broker? held on February 8, 2018


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Friday, February 16, 2018

Circular

Subject: Pre- Placement talk with Om Trans Logistics Ltd

Name of the Event	Pre- Placement talk with Om Trans Logistics Ltd
About the Event	Maharaja Agrasen Institute of Management Studies (MAIMS) constantly strives for holistic development of students. In the same spirit, A Pre-Placement Talk will be organized for the final year students by Om Trans Logistics Ltd. on February 21, 2018.
Day & Date	Wednesday, February 21, 2018
Time	11:00 am
Venue	Mini Auditorium
Participants	Final year students of all the departments , MAIMS
Faculty Coordinators	Ms. Preeti Bansal, Faculty, BBA, MAIMS Dr. Sunita Tank (Placement Officer) MAIMS
Key Points	The organizing team will prepare all the documents/report asper NAAC requirements.

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Pre- Placement talk with Om Trans Logistics Ltd

Date- February 21, 2018

Resource Person- Mr. Deepak, Manager-HR, Om Trans Logistics Ltd

No. Of Participants- 147

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 Om Trans Logistics Ltd. on February 21, 2018 in Mini Auditorium.

The Pre-Placement talk was headed by **Mr. Deepak, Manager-HR**. He delivered an inspiring two-hour long session and 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 skills essential for Personal Interview, SWOT (Strength Weakness Opportunity Threat) Analysis, Aptitude Building, Resume Writing, Personal Grooming etc.

The talk received an overwhelming response as the students registered in numbers were as high as **147**.

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


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Resource Person- Mr. Deepak, Manager-HR, Om Trans Logistics Ltd addressing the students during Pre placement talk held on February 21, 2018

Faculty Coordinators for this event were:

Dr. Sunita Tank (Placement Officer)

Ms. Preeti Bansal (Assistant Professor)


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