



# Maharaja Agrasen Institute of Management Studies

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

## Skill Enhancement Course on Basics of Industrial Research and Analysis

March– August 2021

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





**Department of Economics**  
in association with  
**Arthanomics Club**

**Under the Aegis of**  
**IQAC & MACS**

**Skill Enhancement**  
**Certificate Course**  
**on**

**Basics of Industrial**  
**Research and Analysis**

**MARCH 01 - AUGUST 31, 2021**



**Maharaja Agrasen Institute of Management Studies**

(Established by Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University, Delhi

Recognized U/s 2(f) of UGC & Bar Council of India

ISO 9001:2015 Certified Institution [www.maims.ac.in](http://www.maims.ac.in)

Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086 India (Est. 2003)

Office Phone: 8448186947

Courses offered: BBA, B.Com (H), B.A. Eco. (H), BA (JMC), BALLB & BBALLB

**Highlights**

- 30 hours online training via gmeet
- Industrial research analysis and report writing
- Industry – An essential component of economy
- Industrial Data Search
- Data Preparation and Presentation for analysis

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Latest by February 20, 2021



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

## About the Department of Economics

The Department of Economics at MAIMS was established in 2017 and introduced BA (H) Economics Programme. The vision of the department is to impart theoretical and applied knowledge of economics to students so that they can understand socio-economic problems at regional, national and international level for inclusive development of society. The department has also launched its Bi-annual Peer Reviewed Journal, “MAIMS Economic Journal” in January 2020. The department has well qualified and experienced faculty.

## About the Skill Enhancement Certificate Course

Industrial research means the planned research or critical investigation aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services.

An industry analysis report is a document that evaluates a given industry and the companies involved in it. Often included as part of a business plan and policy document, an industry analysis report seeks to establish how your company can gain an advantage in an industry by understanding the industry's history, trends, competitors, products, and customer bases. In addition, this type of report allows investors, bankers, customers and policy makers to understand the nitty gritty and drivers of growth of an industry.

Since industry analysis reports often form part of a business plan and are intended to indicate how a company can maximize its profits, it is very important to understand how an industry report is made. An industry analysis is not simply a research report; all the information should be provided with an aim to position the company / industry for its success.

**Duration of the course: 30 hours (March 2021 – August 2021)**

## Objective of the Course

The Skill Enhancement Certificate Course “Basics of Industrial Research and Analysis” aims at imparting theoretical and practical knowledge on preparation of an industrial research report which proves to be a useful document for industrialists, policy makers and all other stakeholders to take appropriate decisions.

## Course Outcomes

After completion of the course, participants will be able to:

- CO 1:** understand the classification and importance of an industry in an economy.
- CO 2:** analyse key performance indicators of an industry and extract industrial data
- CO 3:** extract industrial data from various database such as International, National, State and Local.
- CO 4:** evaluate the industrial data and present it graphically using software.
- CO 5:** develop industrial research report by analysing infographics of industry.

# Who Should Join the Course?

This Skill Enhancement Certificate Course would be beneficial for students, researchers and academicians for enhancing their research and analysis skills primarily on industrial research.

A certificate will be provided to the participants who successfully complete the course.

## Contents of the Course

<b>Lecture No.</b>	<b>Details of topics with sub topics</b>
	<b>Module 1: Industry – An essential component of economy</b>
1	Industry and Economy
2	Industrial growth in India and developing countries
3	Classification of Industries
	<b>Module 2: Industrial Data Search</b>
4	Data: Importance, Types and Key performance indicators
5	Industrial Data base: A survey (Paid as well as open access database)
6 -7	Extraction of key performance indicators: International Database, National Database, State / Local Database
	<b>Module 3: Data Preparation and Presentation for Analysis</b>
8	Data preparation through excel
9	Graphical representation of data
10	Continuous Assessment 1
	<b>Module 4: Industrial Analysis and Research Report</b>
11	Purpose of Industrial Research and key considerations
12	Infographic of Industry
13	SWOT Analysis PEST Analysis
14-15	Structure of Industrial Research Report
16-17	How to do Industrial Research: Step 1 – Identify Research Sources Step 2 – Developing a framework for the analysis Step 3 – Writing the Analysis
18-19	Analysis of Financial Statements
20-27	Statistical Analysis of Key Performance Indicators of Industry and related government policies
28	Continuous Assessment 2
29 - 30	Writing an Industrial Research Report on a select industry

  
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# Evaluation of the Course

- Continuous Assessment I (in the form of MCQ Test)
- Continuous Assessment II (in the form of MCQ Test)
- Industrial Research Report and Presentation

**Note:** All those participants having minimum 80% attendance and have completed all the three assessments will be provided with certificate of completion.

**Total seats of the course: 100 (First Come First Serve Basis)**

MAIMS	70
MAIT	10
MAU	10
Other Colleges	10
TOTAL	100

## Registration & Payment Details

- **Last Date for Registration:** February 20, 2021
- **Registration Fee:** ₹ 300/-

## Modes of Payment

Through IMPS/NEFT	
Account Holder's Name	MAIMS Cultural Society (MACS)
Bank Name	Union Bank of India
Bank Account No.	604202010000826
Account Type	Savings Account
IFSC/NEFT Code	UBIN0560421
Paytm No.	9650132640 (Diksha Goel)
<i>UTR/Ref. No. &amp; screenshot of payment to be uploaded for completing the payment</i>	

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## Resource Person



**Dr. Sanjay Kumar Mangla,**  
**Associate Professor & Head, Department of Economics, MAIMS, Delhi**  
*M.A. (Gold Medalist), M.Phil., Ph.D., UGC-NET in Economics*

Dr. Mangla is a research professional with 11+ years of experience in academia and policy research on issues related to cross-functional areas of economics, international trade, and public policy.

Currently, he is working as Associate Professor and Head, Department of Economics,

Maharaja Agrasen Institute of Management Studies, Delhi, India. Prior to this, he served the Confederation of Indian Textile Industry, Delhi (India) as an Economist and the Centre for International Trade, Economics, and Environment, CUTS International Jaipur (India) as a Fellow. He also worked in academia for eight years (2009-17) where he taught courses in economics, international trade, and quantitative methods to management and economics students.

Dr. Mangla completed M.A. (Gold Medalist), and M.Phil degrees in economics from MD University, Rohtak and Kurukshetra University, Kurukshetra respectively. He holds a Ph.D. degree in economics with the specialization in trade, productivity and public policy from Jamila Millia Islamia University, New Delhi. He has also qualified UGC-NET examination in economics.

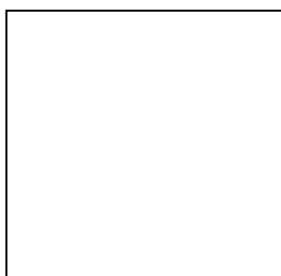
Dr. Mangla has completed several funded projects. He worked on company and industry/market/country-level data for issues related to economics, trade, public policy, and market research. Additionally, he has a good working knowledge of statistical and econometric software packages such as SPSS, Eviews, and STATA and national/international database on economic and trade indicators such as CMIE, CEIC, WITS, ASI, ITC, IMF, UNCTAD Stat etc.

Dr. Mangla has written more than 25 research papers published and presented in various journals/conferences of repute. He has also organized many International Conferences and Workshops. He also writes for newspapers and magazines on trade and economic issues worldwide and particularly for India.

In September 2017, He was awarded 'Trade Facilitation Innovation Award' by UN-ESCAP and Asian Development Bank for his case study on India's Customs Clearance Facilitation Committee during its Trade Facilitation Forum held in Yogyakarta (Indonesia).

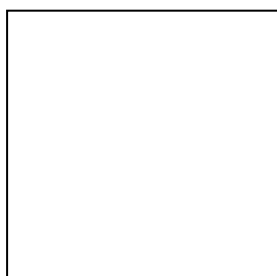
## Course Coordinators

### Convener



Dr. Sanjay Kumar Mangla  
Associate Professor & Head  
Department of Economics

### Co-Conveners



Ms. Nikita Jain  
Assistant Professor  
Department of Economics



Ms. Diksha Goel  
Assistant Professor  
Department of Economics

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### Contact Details

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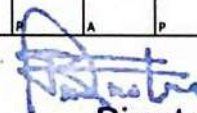
Value Added Course on: Basics of Industrial Research and Analysis (Batch I)

S.No	Name	Enrolment No.	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date
			3-1-2021	3-3-2021	3-5-2021	3-10-2021	3-12-2021	15/3/2021	7-5-2021	7-7-2021	7-9-2021	7-12-2021	14/7/2021	16/7/2021	26/7/2021	28/7/2021	8-9-2021	18/8/2021	20/8/2021	25/8/2021	27/8/2021	30/8/2021
1	Aaditya Gupta	00114701720	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
2	Aaryaman Jain	00214701720	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
3	Aastha Aggarwal	00314701720	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
4	Aatrey Singh	00414701720	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
5	Abhijeet Solanki	00514701720	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
6	Abhimanyu Kumar	00614701720	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
7	Abhishek Kumar Gupta	00714701720	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P
8	Abhishek Singh	00814701720	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
9	Adarsh Agarwal	00914701720	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P
10	Adarsh Kumar Pandey	01014701720	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
11	Agam Nagpal	01114701720	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
12	Agrim Goel	01214701720	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
13	Aman Kumar Gupta	00414701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
14	Ayush Gupta	00814701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
15	Bhavya Tyagi	02514701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
16	Deepak Sehrawat	35661101720	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
17	Dev Singal	35761101720	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P

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18	Hitesh Krishana	01114701719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
19	Jayesh Jindal	00714701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
20	Jeena Bajaj	35861101720	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
21	Kevin Kapoor	02414701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
22	Kushagra Goyal	35961101720	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
23	Lakshay Talreja	02914701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P
24	Madhur Gupta	50161101720	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
25	Manan Narula	00614701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P	P
26	Manav Jindal	36214701720	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P
27	Manika Arora	36061101720	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
28	Manisha Chhailwal	00514701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
29	Manvi Jain	01214701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P
30	Mohak Mittal	00114701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
31	Naman Aggarwal	36161101720	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P	P
32	Naman Jain	36314701720	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P	P
33	Palak	36261101720	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
34	Parth Kumar	36361101720	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
35	Pranjal Sharma	02714701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P
36	Prithvi Kumar	00314701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
37	Rishabh Gupta	36461101720	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P



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38	Rink Goyal	02614701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
39	Riya Jain	02314701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P
40	Sahil Kam	07014701718	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
41	Sanyam Kapoor	36414701720	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
42	Saransh Sharma	36561101720	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
43	Sarthak Mangla	36661101720	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
44	Shashwat Goel	36761101720	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
45	Shivam Gulati	36861101720	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	A	P	P	P
46	Sojat Jain	36514701720	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
47	Tanmay Batra	02814701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
48	Tushar Sharma	36614701720	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
49	Vanshika Sharma	00914701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
50	Varsha Kucheria	36714701720	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
51	Vasundhara Chaudhary	01014701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
52	Vikash Singh	03014701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
53	Vrinda Bhasin	00214701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P
54	Yash Bhageria	36814701720	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
55	Vishesh Vatri	03214701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
56	Anurudh Goel	03314701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
57	Aditya Mehra	03514701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P

  
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58	Abhat Gupta	03414701719	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
59	Anupam Bhargava	07414701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
60	Aryan Jain	06314701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
61	Bhavika Atrey	04314701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
62	Chanchal	04014701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
63	Chinsha	04514701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
64	Devansh Gupta	07914701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
65	Devbrat Singh	04714701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
66	Dhanishtha Rai	07714701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
67	Dhruv Gupta	08214701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
68	Dryansh Katana	07514701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
69	Dryanshu Goyal	04214701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
70	Gurveen Kaur	07614701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
71	Hamza Hussain	04114701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
72	Ishan Bhardwaj	07214701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
73	Jai Garg	05414701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
74	Kanan Gupta	06514701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
75	Kanishka Dhasmana	08014701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
76	Keshav Aggarwal	06114701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
77	Khushi Khatri	06914701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P

  
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78	Kahatij Gupta	04414701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
79	Manav Banga	05914701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P
80	Mandeep Singh	05314701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
81	Mansi	06214701719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P
82	Mansi M Jawandhrya	06614701719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
83	Mayank Mehta	08314701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
84	Muskan Khemka	06014701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P
85	Nikita Gupta	07314701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
86	Parth Arora	03714701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P
87	Parv Mittal	03814701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
88	Pranav Kalra	04614701719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P
89	Priyanshu Joshi	04914701719	P	P	P	A	P	P	P	P	A	A	A	P	P	P	P	P	P	P	P	P
90	Rahul Aggarwal	05514701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P
91	Raj Parmar	07814701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P
92	Rajul Gupta	05114701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
93	Rishabh Jindal	05614701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P
94	Rishita Jain	07114701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
95	Rizul Tiwari	03614701719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P
96	Sarthak Sodhi	05814701719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
97	Saumya Karan	05014701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P

  
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98	Shruti Aggarwal	03914701719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P
99	Tanmay Sharma	06814701719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
100	Tanvi Gupta	06714701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P



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Value Added Course on: Basics of Industrial Research and Analysis (Batch II)

Value Added Course on: Basics of Industrial Research and Analysis (Batch II)																						
S.No	Name	Enrolment No.	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date	Date
			2-2-2021	03-Apr	03-Jun	03-Sep	03-Nov	13/3/2021	16/3/2021	18/3/2021	20/3/2021	23/3/2021	25/3/2021	07-Jun	07-Aug	07-Oct	13/7/2021	15/7/2021	20/7/2021	17/8/2021	24/8/2021	31/8/2021
101	Tanya Kashyap	05214701719	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	
102	Vaishali Garg	08414701719	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
103	Vats Khanna	08114701719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	
104	Yagnesh Chopra	04814701719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	A	P	P	
105	Yukti Bansal	06414701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	
106	Yukti Singh Rana	07014701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	
107	Yashi Harit	08514701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	
108	Abhinav Kumar Dubey	01661101719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	
109	Aditya Dhama	01961101719	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	
110	Anushka Sharma	02461101719	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
111	Arjun Singh	09914701719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	
112	Aryanman Tomar	02561101719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	
113	Ashutosh Jadoun	09314701719	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	
114	Atul Sharma	08814701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	
115	Ayush Gupta	03361101719	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	
116	Charmie Sethi	10314701719	P	P	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
117	Chirag Arora	02961101719	P	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	

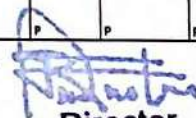
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118	Divyam Banal	02861101719	P	P	P	A	P	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P
119	Gary Chand	11114701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
120	Garvit Sahu	09814701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
121	Harkirat Singh Narula	11514701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
122	Ishan Chaturvedi	02761101719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
123	Kashika Khandelwal	09414701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
124	Kaushal Jain	09514701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
125	Keshav Lalhna	10514701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
126	Kunhaan Mendiratta	11314701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
127	Madan Kumar	09114701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
128	Malabika Jena	03261101719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
129	Manraj Singh Handa	11214701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
130	Mansi Goyal	09014701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
131	Mayank Sahoo	11414701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	P	A	P	P	P
132	Mohammad Ibrahim Tauseem	09614701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
133	Mohit Aggarwal	03061101719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
134	Nikhil Kumar	02161101719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
135	Pragya Khurana	11014701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
136	Prakhar Dwivedi	10714701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P

  
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137	Pulkit Pacherwal	10914701719	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
138	Ridhima Gupta	08714701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
139	Rishabh Gupta	10214701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
140	Rishabh Jain	10114701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
141	Sahil Ahuja	03161101719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
142	Shashwat Kapoor	09714701719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
143	Shaurya Sakhuja	10614701719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
144	Shiva Sachdeva	09214701719	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
145	Shivangi Negi	08914701719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
146	Shubham Gupta	10414701719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
147	Sirjan Singh Kathuria	01761101719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
148	Soumorup Banerjee	02061101719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
149	Uttkarsh Gupta	10814701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
150	Vaishali Mittal	02361101719	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
151	Vasu Singhal	01861101719	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P	P
152	Vighnesh Kashyap	10014701719	P	P	A	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
153	Vishal Louhria	02261101719	P	P	P	P	P	P	P	A	A	A	P	P	P	P	P	A	P	P	P	P
154	Yash Gosain	02661101719	P	P	P	A	P	P	P	P	A	A	P	P	P	P	P	P	P	P	P	P
155	Yogesh Gupta	08614701719	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
156	Aditya Gera	35261102418	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P



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

**Under the Aegis of IQAC  
Skill Enhancement Certificate Course  
Basics of Industrial Research & Analysis  
March-August 2021**

### **Report**

**Date** : 1<sup>st</sup> March 2021-31<sup>st</sup> August 2021  
**Programme** : Skill Enhancement Certificate Course  
**Topic** : Basics of Industrial Research & Analysis  
**Convenor** : Dr. Sanjay Kumar Mangla  
**Faculty Coordinators:** Ms. Nikita Jain, Ms. Diksha Goel & Dr. Gaurav Aggarwal  
**Time Period** : March 01, 2021 – August 31, 2021  
**Total Hours** : 30  
  
**Time** : 3:00 PM to 4:30 PM  
  
**Venue** : GMeet

**Number of Beneficiaries : 156**

**Number of Batches : 2 ( 100+56)**

Research is essential to explore unknowns allows to view the world from different perspective. To groom the research aptitude of our students before they enter the industry as professionals, Department of Economics, Maharaja Agrasen Institute of Management Studies under the aegis of IQAC organized *Skill Enhancement Certificate Course on Basics of Industrial Research and Analysis*.

  
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The Skill Enhancement Certificate Course “Basics of Industrial Research and Analysis” aimed at imparting theoretical and practical knowledge on preparation of an industrial research report which proves to be a useful document for industrialists, policy makers and all other stakeholders to take appropriate decisions. It was a 30 hours training program on industrial research, analysis and report writing. It includes Industrial Data Search and Data Preparation and Presentation for analysis.

The convener of the program was Dr. Sanjay Kumar Mangla Associate Professor & Head, Department of Economics. The Co conveners were Ms. Nikita Jain, Assistant Professor, Department of Economics and Ms. Diksha Goel, Assistant Professor, Department of Economics. The resource person were internal faculties of Department of Economics as well as external speakers were called upon to deliver the lecture. Dr. Satyendra Pratap Singh, Professor, Alliance School of Business, Alliance University delivered few lectures on financial ratios which helps to analyse the performance of industry.

With the blessings of our founder Chairman, Dr. Nand Kishore Garg Inauguration of Skill Enhancement Certificate Course took place on Monday, March 1, 2021, 3:30 PM – 4:30 PM in both online and offline mode. The occasion saw the presence of some esteem dignitaries including Chief Guest - Prof. (Dr.) Neelam Sharma, Director, MAIT, Guest of Honour – Prof. (Dr.) S. S. Deswal, Dean (Academics), MAIT, Prof. (Dr.) S. K. Garg, Director General, MAIMS, Dr. Ravi Kumar Gupta, Director, MAIMS and Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi. The event started with the introductory Remarks by Ms. Diksha Goel followed by presentation by Ms. Nikita Jain about the Course and Profile of Participants.

Hon'ble. Prof. (Dr.) S K Garg joined us on Zoom and welcomed all eminent guests. In his speech he elaborated on importance of industrial research for critical investigation aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services. Further, Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS gave a short message extending his warm wishes for successful completion of course and well appreciated the efforts taken by department for offering the course to students.

Moving ahead, our Guest Speaker – Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi address the gathering with her vast experience in Industry. She mentioned that an industry analysis report is a document that evaluates a given industry and the companies involved in it. Often included as part of a business plan and policy document, an industry analysis report seeks to establish how your company can gain an advantage in an industry by understanding the industry's history, trends, competitors, products, and customer bases. The Programme concluded up with the Vote of thanks by Dr. Gaurav Aggarwal, Associate Professor, MAIMS. In his speech, he urged the participants to take the course with due seriousness and attend all the classes regularly.

In total 156 students registered for the course. They are from different courses like B.A. (H) Economics, BBA and B. Com. All the participants successfully completed the course. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of two continuous

  
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assessment & industrial report at the end of course. The classes of the course began from April 11, 2021 and continued till August 24, 2021. The content of the course includes:

Module 1: Industry – An essential component of economy

Module 2: Industrial Data Search

Module 3: Data Preparation and Presentation for Analysis

Module 4: Industrial Analysis and Research Report

In the first module, participants were taught the importance of industry as an essential component of economy. It further focused on understanding the classification and importance of an industry in an economy. In second module, the participants were taught to analyse key performance indicators of an industry and extract industrial data from various databases such as International, National and State and Local. In the third module, the participants were able to learn evaluating the industrial data and present it graphically using MS Excel. Finally in last module, students were taught how to write industrial research report by analysing infographics of industry.

The course went in all success with great learning experience for participants as well as for resource persons. Such courses provide expert guidance to students & helps them in building their resume. It gives them an edge over others when it comes to working in the corporate world. It helps the students in acquainting themselves with fundamentals of research and data analysis.

### **Three toppers of the Course:**

- |                  |             |
|------------------|-------------|
| 1. Dev Singhal   | 35761101720 |
| 2. Tushar Sharma | 36614701720 |
| 3. Divyam Bansal | 02861101719 |

  
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## Sample Certificate:

### Basics of Industrial Research and Analysis



  
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