



REPORT

AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives

Date: 22nd July – 28th July 2026

Maharaja Agrasen Institute of Management Studies, GGSIP University

AICTE TRAINING AND LEARNING ACADEMY, PUNE

ATAL Faculty Development Program on “AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”

6-Days

Faculty Development Program

on

“AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”

22nd July - 28th July, 2026

Expert Speakers

	At MRU, Dr. Prinima Gupta is handling the responsibility as Director Doctoral Program, PG Programs coordinator and also working as coordinator of Research Program in DoCST. She has done her Ph D in 2013. Dr. Prinima has published more than 45 research papers in Journals of International & National repute and Conferences. She worked with various Journals and Conferences as reviewer of the paper and a lifetime member of the Indian Society of Technical Education. She is currently guiding 04 Ph.D. research scholars and 04 Ph.D degrees are awarded under her guidance. In 2023 she got esteemed Academic Excellence Karmasu Kaushlam award by MRU. Dr. Prinima has been deeply involved in the academic realm, particularly in overseeing doctoral programs.
	Dr. Alpna is an accomplished academician and researcher in the field of Computer Science and Engineering, with nearly a 10yrs of experience in teaching, research, and academic leadership. Currently serving as an Assistant Professor at Amity School of Engineering & Technology, Amity University, Gurgaon. She specializes in Artificial Intelligence, Data Science, Machine Learning, and Deep Learning. She earned her Ph.D. from Jawaharlal Nehru University (JNU), where her research focused on developing novel methods for coal characterization using microscopic image analysis.
	Dr. Bharat Bhushan is an Associate Professor of Department of Computer Science and Engineering (CSE) at School of Engineering and Technology, Sharda University, Greater Noida, India. For the four consecutive years (2021 to 2024), Stanford University (USA) listed Dr. Bharat Bhushan in the top 2% scientists list. He received Doctorate Degree (PhD Computer Science and Engineering) in 2021 from Birla Institute of Technology, Mesra, India. He earned numerous international certifications such as CCNA, MCTS, MCITP, RHCE and CCNP. He has published more than 200 research papers in various renowned International Conferences and SCI indexed journals.
	Ms. Rashi Aggarwal is an Assistant Professor at Maharaja Agrasen Institute of Management Studies (MAIMS), affiliated with Guru Gobind Singh Indraprastha University (GGSIPU), Delhi. She holds an MCA degree and has qualified the UGC-NET in Computer Science. With over 15 years of combined experience in academia and industry, she has been actively engaged in teaching, research, and mentoring students in the areas of Data Analytics, Business Analytics, Artificial Intelligence, and Machine Learning.

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	CA. Samir Aggarwal is a Chartered Accountant with over 20+ years of experience across Controllership, FP&A, MIS Automation, Fund Raising & Compliance for Indian and international organisations across industries from Information Technology, Financial Services, Education to textile. Known for transforming finance functions, Samir brings a unique blend of strategic vision, technological insight, and hands-on expertise in modern financial management. A Fellow Member of ICAI and a NISM Certified Research Analyst, Samir also has a keen interest in equity investing. Sameer has led large-scale initiatives in financial dashboarding, real time MIS automation, zero based budgeting, tax structuring, and transfer pricing advisory. With strong grounding in statutory audit, tax compliance, internal control strengthening, and governance, Samir ensures organisations remain compliant, audit-ready, and future-focused.
	Dr. Arpita Manchanda is a multidisciplinary professional at the intersection of mental health, spirituality, and holistic well-being, blending academic rigor with real-world therapeutic impact. With a PhD in HealthCare & Management, from Faculty of Management Studies (FMS), University of Delhi, and her bachelors in physiotherapy (BPT), she brings a uniquely integrative lens to understanding human behavior, emotional resilience, and workplace well-being. Her talks go beyond motivation—they are mindset-shifting, body-aware, and soul-connecting experiences that help individuals break free from stress cycles, emotional burnout, and internal blocks.
	Dr. Ajay Kumar Chauhan stands as the visionary behind the pioneering concept of offering comprehensive research and data science consultancy through “Research Shiksha.” His illustrious journey includes the role of Director FPM at UBS, Mumbai, where he garnered invaluable experience. Widely regarded as an international consultant in quantitative methods, his expertise is sought after by prestigious institutions globally. A distinguished visiting faculty member at esteemed institutions like MDI, IMT, NMIMS, IIFT, and NIT, Dr. Chauhan’s impact on the academic realm is profound. His earlier association with IMT-Ghaziabad as a full-time faculty
	Piyush Singh is a seasoned AI, and FinTech Consultant, Trainer, and Advisor with nearly two decades of experience in product and project leadership, consultancy, strategic alliances, and business transformation. Extensive expertise in digital payments, financial inclusion, lending, data privacy, and emerging technologies like blockchain, AI, and Open Banking. Adept at innovation-driven strategy development, product management, and training professionals across industries. Founder of DigitalMSME.Com and Author: MSMEs, Let's Go Digital

The schedule of the workshop was as below-

Schedule of FDP

ATAL Faculty Development Program on “AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”

The AICTE Training and Learning (ATAL) Academy Faculty Development Programme was successfully inaugurated at Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi. The programme brought together distinguished academicians, researchers, industry experts, faculty members, and participants from various institutions across the country, including Dehradun, Kurukshetra, and Panipat.

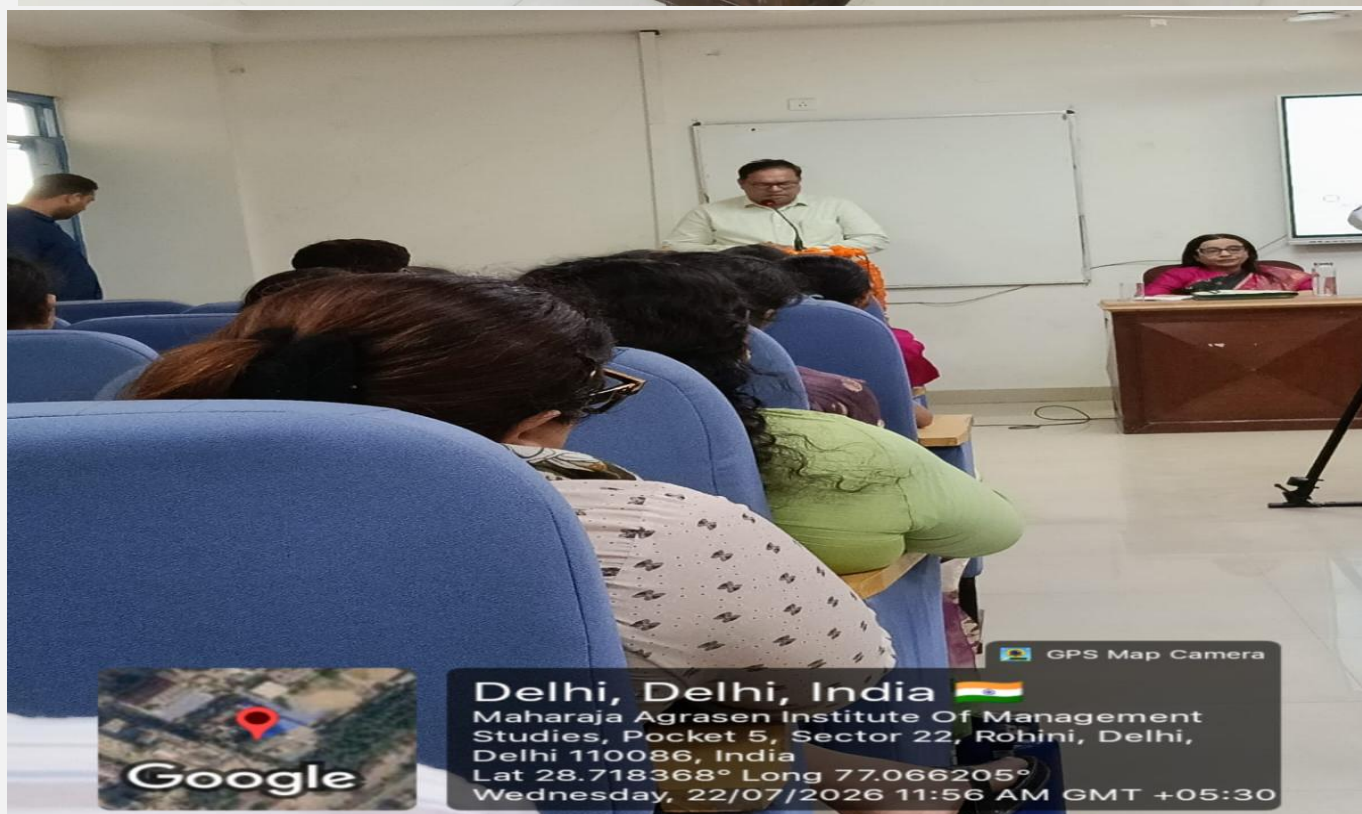
The event commenced with a warm welcome to all dignitaries, followed by the traditional Lighting of the Ceremonial Lamp, symbolizing the triumph of knowledge over ignorance. A sapling presentation ceremony was also organized to honor the Hon'ble Founder Chairman, Dr. Nand Kishore Garg Ji, promoting the message of sustainability and environmental responsibility.

During the inaugural session, it was highlighted that MAIMS was selected by the AICTE-ATAL Academy due to its strong academic vision, quality research culture, excellent institutional infrastructure, and proven capability to organize national-level academic programmes. This recognition reflects the institute's commitment to innovation, faculty development, and excellence in higher education. The gathering was addressed by the Programme Coordinator, Prof. (Dr.) Manoj Verma, and the Director, Prof. (Dr.) Rajni Malhotra Dhingra, who emphasized the significance of continuous learning, interdisciplinary research, and collaboration between academia and industry.

The inaugural session concluded with a Vote of Thanks delivered by Ms. Meenakshi Gupta, Assistant Professor, expressing gratitude to the dignitaries, resource persons, organizers, participants, and all stakeholders whose contributions ensured the successful commencement of the Faculty Development Programme.

Overall, the programme marked a significant milestone for MAIMS, reinforcing its commitment to academic excellence, research, innovation, and professional development while providing a valuable platform for knowledge sharing and collaboration.

ATAL Faculty Development Program on “AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”



ATAL Faculty Development Program on “AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”

List of Participants

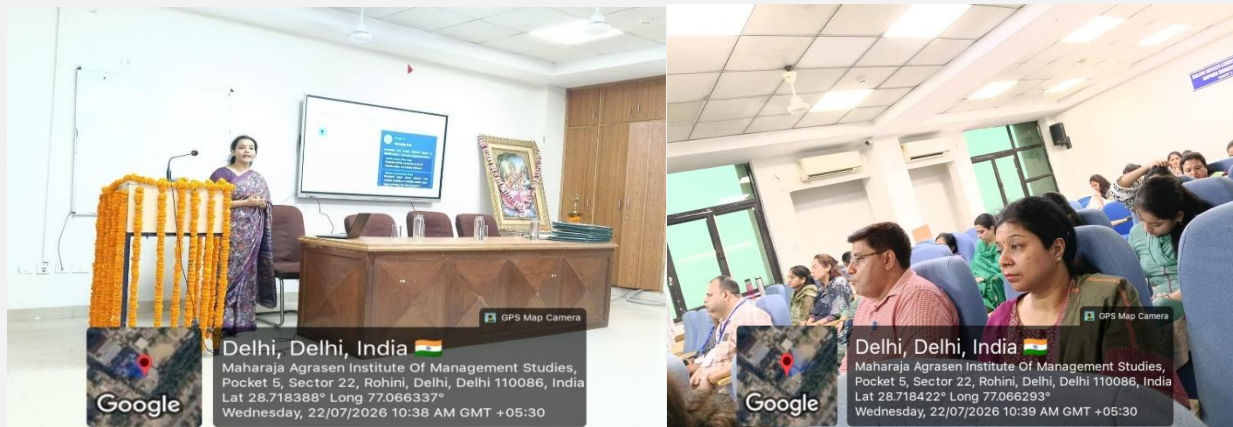
Name	status	Institute Name	Designation
Mrs. Sakshi Anand	Approved	Maharaja Agrasen Institute of Management Studies	Assistant Professor
Mrs. Anu Goyal	Approved	MAIMS	Assistant Professor
Ms.Neetu Bansal	Approved	Maims	Assistant Professor
Dr. Farzil Kidwai	Approved	Maharaja Agrasen Institute of Technology	Assistant Professor
Dr. Usha Nair	Approved	Maharaja Agrasen Institute of Management Studies	Associate Professor
Miss KAMNA VAID	Approved	Maharaja Agrasen Institute of Management Studies	Assistant Professor
Mr. Amit Yadav	Approved	Banarsidas Chandiwal Institute of Professional Studies	Assistant Professor
Mr. Amit Vyas	Approved	V.V.P .Engineering College	Assistant Professor
Dr. SHALLU AGGARWAL	Approved	Maharaja Agrasen Institute of Management Studies	Faculty members of the AICTE approved institutions
Mrs. Preeti Tiwari	Approved	Rukmini Devi institute of advanced studies	Assistant Professor
Mrs. Neha Aggarwal	Approved	Banasthali University, Rajasthan	Research scholars
Dr. Nisha Jindal	Approved	Maharaja Agrasen Institute of Management Studies, Delhi	Assistant Professor
Dr. Sushila Gupta	Approved	Maharaja Agrasen Institute of Management Studies	Assistant Professor
Dr. neelam sharma	Approved	Maharaja Agrasen Institute of Technology, Rohini, New Delhi	Assistant Professor
Dr. vinny sukhija	Approved	G V M institute of technology and management	Assistant Professor
Mrs. Raman Joshi	Approved	Jagan Institute of Management Studies	Faculty members of the AICTE approved institutions
Dr. Monica Sharma	Approved	Maharaja Agrasen Institute of Management Studies	Associate Professor
Dr. Shivani	Approved	MMIM, Maharishi Markandeshwar (Deemed to be) University	Assistant Professor
Mr. ANIL KUMAR GUPTA	Approved	KALKA INSTITUTE FOR RESEARCH AND ADVANCED STUDIES	Assistant Professor
Mrs. Sujata Ketan Gaikwad	Approved	Alard College Of Engineering Pune	Assistant Professor
Mr. Ashwini Kumar	Approved	Institute of Technology and Science	Assistant Professor
Dr. Pinky Bahuguna	Approved	Swami Rama Himalayan University	Assistant Professor
Mrs. Himanshi Garg	Approved	Maharshi Dayanand University, Rohtak	Research scholars
Mr. Varun Goel	Approved	Maharaja Agrasen Institute of Technology, Delhi	Faculty members of the AICTE approved institutions
Mrs. Ankita Bansal	Approved	Mana Uthtan Society	Industry Bureaucrats/Technicians/ Professionals
Dr. Sarita Bansal Garg	Approved	Maharaja Agrasen Institute of Management Studies	Faculty members of the AICTE approved institutions
Dr. SATVIR SINGH DESWAL	Approved	MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY, DELHI	Faculty members of the AICTE approved institutions
Mr. Yashh Varshney	Approved	GLA University, mathura	Student
Mrs. Simran Chhabra	Approved	Maharaja Agrasen Institute of Management Studies	Assistant Professor
Miss Pooja Rana	Approved	University of Delhi	Research scholars
Miss Navya Gupta	Approved	GLA University	Student
Dr. Shridul Gupta	Approved	Maharaja Agrasen Institute of Management Studies, Delhi	Associate Professor
Miss Sanjana Deswal	Approved	Maharaja Agrasen Business School	Faculty members of the AICTE approved institutions

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Dr. Deepak Dagar	Approved	MAIMS	Faculty members of the AICTE approved institutions
Dr. Jyoti Gupta	Approved	VIPS-TC	Assistant Professor
Dr. Aina Gupta	Approved	Maharaja Agrasen Institute of Management Studies	Faculty members of the AICTE approved institutions
Dr. Pooja Gupta	Approved	Maharaja Agrasen Institute of Management Studies	Assistant Professor
Dr. Anurag Kushwaha	Approved	Dev bhoomi Uttarakhand University	Assistant Professor
Dr. Gaurav Kumar	Approved	JECRC College	Assistant Professor
Mrs. Rashi Aggarwal	Approved	Maharaja Agrasen Institute of Management Studies	Assistant Professor

ATAL Faculty Development Program on “AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”

Day 1



Day 1 – 22 July 2026 (Wednesday)

Session 1: Dr. Prinima Gupta

To begin our academic journey, we were privileged to have Dr. Prinima Gupta, Professor at Manav Rachna University. An experienced academician and researcher, she brought significant expertise in machine learning and data analytics. Her session on **"EDA + ML Pipeline on Kaggle Competition Data"** provided participants with practical insights into exploratory data analysis and the development of effective machine learning workflows.



Session 2: Dr. Alpana

Our next expert was Dr. Alpana, Assistant Professor at Amity University. She brought extensive experience in data analytics and statistical computing. Her session on **"Data Analytics and Visualization using R Programming"** enabled participants to explore powerful techniques for analyzing and visualizing data using one of the most widely used analytical tools. The session provided valuable practical insights into data analysis, visualization, and statistical computing using R Programming.

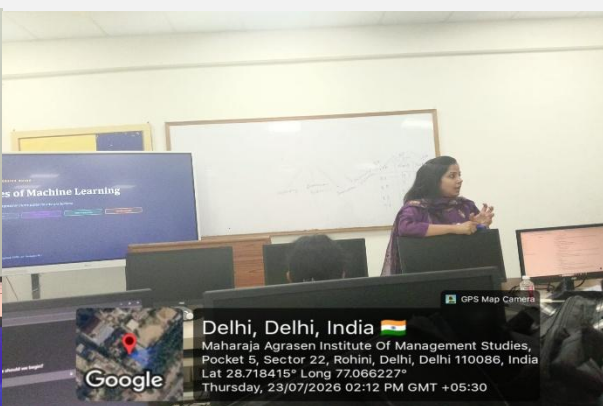
ATAL Faculty Development Program on "AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives"

Day2



Session 3: Dr. Bharat Bhushan

We were honoured to welcome Dr. Bharat Bhushan, Associate Professor at Sharda University. A distinguished researcher with numerous high-quality publications, he guided the participants through the session titled **"Journal Selection to Publication: Differentiating and Writing High-Quality Research and Survey Papers."** The session helped researchers understand the publication process, differentiate between research and survey papers, and enhance their academic writing and manuscript preparation skills.



Session 4: Ms. Rashi Aggarwal

We were pleased to welcome Ms. Rashi Aggarwal, an accomplished expert in Machine Learning and Data Analytics. She conducted an engaging session on "Machine Learning and Clustering." During the session, she introduced participants to the fundamental concepts of machine learning, with a special focus on clustering techniques and their practical applications. Through interactive demonstrations and hands-on exercises, participants explored how clustering algorithms can be used to identify patterns, group similar data points, and derive meaningful insights from datasets. The session enhanced participants' understanding of unsupervised learning techniques and their relevance in data-driven decision-making and real-world analytical applications.

Day 3



Session 5: CA Sameer Aggarwal

We were delighted to welcome CA Sameer Aggarwal, Co-Founder of NEXASSURE AI Pvt. Ltd. With his expertise in Artificial Intelligence and fraud detection technologies, he delivered an insightful session on **"Implementation of Latest AI Techniques for Detecting Fraud in Documents and Images."** The session provided participants with valuable insights into cutting-edge AI applications for detecting fraud in documents and images, highlighting their significance in enhancing security, authentication, and fraud prevention across various domains.



Session 6: Dr. Arpita Manchanda

Our next speaker was Dr. Arpita Manchanda, Assistant Professor at MAIMS. She delivered an inspiring session on **"Embracing Wholeness: Integrating Body, Mind and Spirit."** This interactive session highlighted the importance of holistic well-being, enabling participants to understand the significance of maintaining balance and productivity in both their academic and professional lives.

Day 4



Session 7: Dr. Ajay Chauhan

We were privileged to welcome Dr. Ajay Chauhan, Director of Research at Shiksha and a renowned expert in research methodology. He delivered an insightful session on **"Leveraging AI Tools for Qualitative Research: From Data Collection to Insight Generation."** The session demonstrated how Artificial Intelligence is transforming qualitative research practices, streamlining data collection and analysis, and enhancing the overall efficiency and quality of research.



Session 8: Dr. Ajay Chauhan

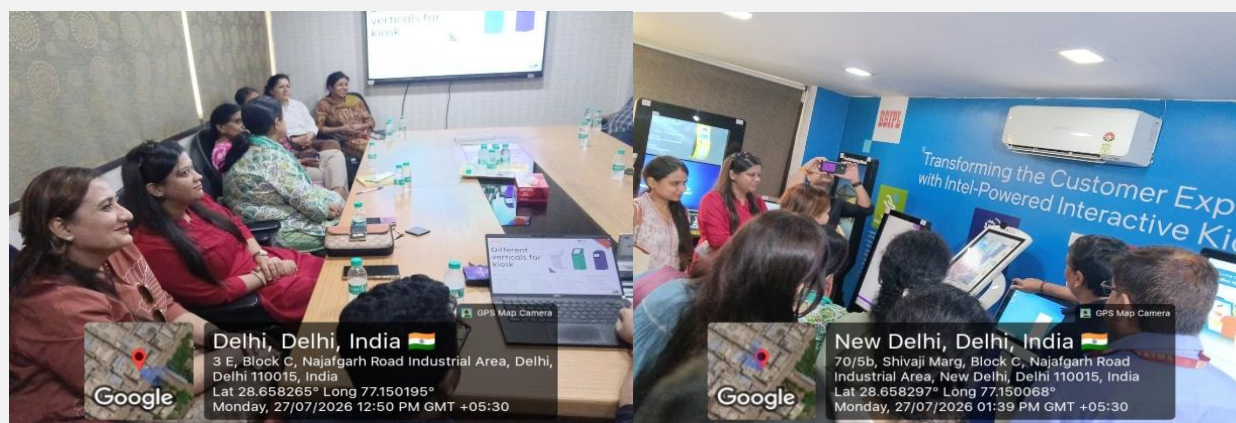
Continuing with his expertise, Dr. Ajay Chauhan conducted a session on **"AI for Image Data Analytics, Classification and Prediction."** During this session, participants explored modern Artificial Intelligence techniques used for image processing, computer vision, classification, and predictive analytics across diverse application domains. The session provided practical insights into the growing role of AI in solving real-world image analytics problems.

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Day 5 – 27 July 2026 (Monday)

Industrial Visit

The day's schedule included an Industrial Visit, which provided participants with an opportunity to experience the real-world applications of Artificial Intelligence and Machine Learning in industry. This experiential learning activity bridged the gap between theoretical concepts and practical implementation, enabling participants to gain valuable exposure to industry practices and emerging technologies.



Reflection & MCQ Session

Following the industrial visit, participants engaged in an MCQ assessment and a Reflection Journal activity to consolidate their learning and reflect on the key concepts explored throughout the Faculty Development Programme. These activities helped reinforce their understanding of the sessions and encouraged them to critically evaluate their learning outcomes and future applications.

Day 6: 28 July 2026 (Tuesday)



Session 9: Mr. Piyush Singh

In the concluding technical session, **Mr. Piyush Singh** discussed '**AI as a Researcher Enabler: Ethics and Reality.**' This session explored the responsible use of AI in research, highlighting ethical considerations, emerging opportunities, and practical realities of AI-assisted research.



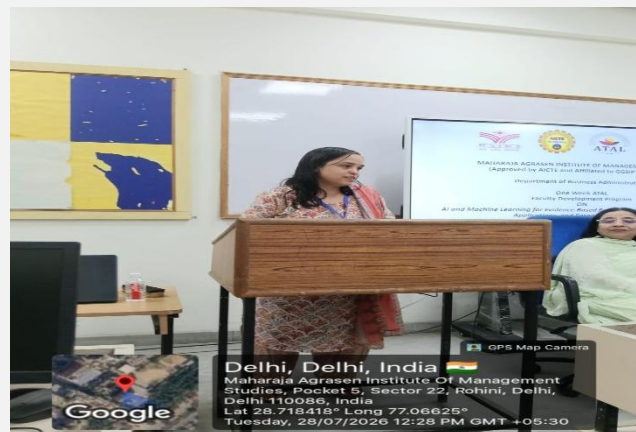
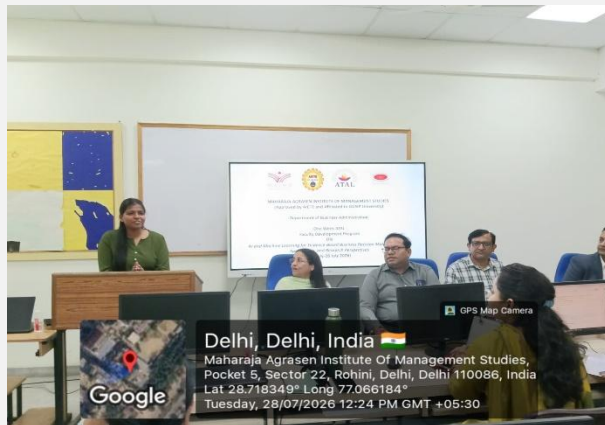
Session 10: Mr. Piyush Singh

Continuing his insightful deliberations, Mr. Piyush Singh conducted the second session on "AI as a Researcher Enabler: Ethics and Reality." During this session, he explored the transformative role of Artificial Intelligence in modern research while emphasizing the importance of its responsible and ethical use. He discussed the opportunities and practical realities of AI-assisted research, including its applications in literature review, data analysis, content generation, and research productivity. The session also highlighted the ethical challenges associated with AI, such as bias, transparency, plagiarism, data privacy, and academic integrity, encouraging participants to adopt AI as a responsible research enabler rather than a replacement for human expertise and critical thinking.

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Valedictory Session

As we concluded this enriching Faculty Development Programme, we expressed our heartfelt gratitude to all our distinguished experts, participants, coordinators, and the organizing team. We hoped that the knowledge, skills, and experiences gained during these sessions would inspire innovative research and evidence-based decision-making. We thanked everyone for making this Faculty Development Programme a grand success.



Facilities Given to Outstation Participants

The participants from the outstation were given free accommodation in the guest house of the institute. All three major meals (Breakfast, Lunch and Dinner) with high tea were provided to the candidates. The candidates were also given TA as per the AICTE norms.



Section D: Additional Feedback

Which session(s) did you find most beneficial? Why?

35 responses

- All
- All the Sessions
- all sessions was good and knowledgeable, but leveraging AI tool in research was best
- All are very good
- leveraging AI tools for Quailtative research
- AI techniques
- Journal Selection, Research Techniques and Qualitative Research
- Implementation of machine learning
- Ai related tools
- Research based session by Dr.Bharat Bhushan.
- Bharat Bhushan Sir's Session
- All sessions
- Session 4 as it belongs of my area
- Bharat Bhushan
- All sessions were very informative
- Session of Dr. Bharat Bhushan as he provided insights for research.
- Leveraging AI Tools for qualitative Research: From Data Collection to Insight Generation.
- Dr. Bharat Bhushan's session

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Dr. Bharat Bhushan session was the most beneficial. His session on "Journal Selection to Publication: Differentiating and Writing High-Quality Research and Survey Papers" was highly informative and practical.

All the sessions

Session taken by Dr. Bharat Bhushan

Qualitative research as it is the latest area where researches are getting published.

Leveraging AI Tools for qualitative Research: From Data Collection to Insight Generation

Machine learning and AI tools, it added to my knowledge.

Ai

Rashi mams session as implementation of maths n Statistics in machine learning algorithms were very interesting 👍

ATAL Faculty Development Program on “AI and Machine Learning for Evidence-Based Business Decision Making: Models, Applications and Research Perspectives”

It was a great Initiative by ATAL Academy. I am thankful to AICTE for giving me this The Faculty Development Programme was a remarkable learning experience and a highly successful initiative under the AICTE Training and Learning (ATAL) Academy. We expressed our sincere gratitude to AICTE and the ATAL Academy for providing us with the opportunity to organize this offline Faculty Development Programme for faculty members at no cost and also providing us with the funds for conducting the same.

The programme received an overwhelming response, with a large number of registrations from faculty members representing diverse institutions and disciplines across the country. The enthusiastic participation and active engagement of the attendees throughout the sessions reflected the relevance and quality of the programme.

We were deeply encouraged by the positive feedback and numerous compliments received from the participants regarding the overall planning and execution of the FDP. The well-structured schedule, insightful technical sessions, expert resource persons, interactive discussions, practical hands-on activities, and seamless coordination were highly appreciated. Participants found the sessions informative, engaging, and directly applicable to their teaching, research, and professional development.

The successful completion of this Faculty Development Programme was made possible through the dedicated efforts of the organizing committee, coordinators, resource persons, volunteers, and participants. We believe that the knowledge, skills, and research perspectives gained during this programme will continue to contribute to evidence-based decision-making, innovative research, and excellence in higher education. We once again express our heartfelt gratitude to AICTE and the ATAL Academy for their continued support and look forward to organizing many more such impactful academic initiatives in the future.

YouTube and Social Media Coverage

The sessions and important proceedings of the FDP were documented through video recordings and made available on YouTube, enabling participants and other interested faculty members to revisit the sessions for learning, knowledge enhancement, and future reference. In addition, the FDP received social media coverage through posts highlighting the sessions, resource persons, key activities, and important moments of the programme, thereby enhancing its outreach and visibility among the academic community.

YouTube Video Link: <https://youtu.be/rlvZLWhJGkg?si=MauHQs-ceqDjiJhz>

The social media coverage also helped disseminate information about the FDP, its objectives, expert sessions, and outcomes to a wider audience beyond the participating faculty members.

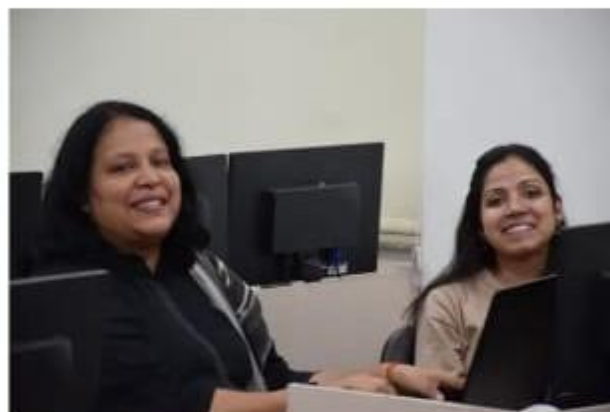


Mains Delhi IN

24 Jul • 🌐



☀️ AICTE ATAL Faculty Development Programme – Day 3 Highlights ☀️...see more





Maims Delhi IN is with Anu Goyal and 8 others.

23 Jul • 🌐

A Proud Milestone for MAIMS! 🌟

It was a privilege to be part of the AI...see more

