

CRITERIA III: RESEARCH, INNOVATION AND EXTENSION

3.1.3: NUMBER OF SEMINARS/CONFERENCES/ WORKSHOPS CONDUCTED BY THE INSTITUTION

DATA COLLECTION YEAR FOR ASSESSMENT

2016-17



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

NAAC Accredited and ISO 9001:2008 Quality Certified

10th September, 2016

NOTICE FOR WORKSHOP

This is to inform all the students of BBA-IIIA&B (Morning) Semester to attend the Workshop being organized as per details given as under:

Date/Day : 14th September 2016 (Wednesday)

Speaker : Ms. Anita Tiwari, Head-HR

Company : Telenor India


Timing : 9:00 am – 11:00 am

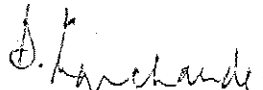
Topic : "Time Management & Team Management".

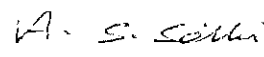
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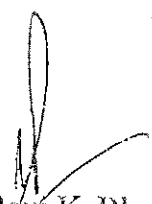
Venue : Auditorium (Basement)

Faculty Coordinators : Dr. Himani Gupta & Ms. Anisha Tandon


Class Co-ordinator/
Manager-Legal & Corporate Affairs


Prof. B. Manchanda
(Head- Corporate Affairs)


Dr. A.S Sethi
(HOD-Mgmt.)


Dr. Ravi K. Dhar
(Director)

Jagannath International Management School

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Doc No. : JIMS/VK-1/ACAD/F/14

Guest Lecture Audit

Sl. No	Course / Batch	Name of Guest Speaker	Designation	Company Name	Date of Guest Lecture
1	BBA-IIIAB-Morning (Batch: 2015-2018)	Ms. Anita Tiwari	Head -HR	Telenor India	14 th September (Wednesday)

Sl. No	Parameters	Feedback by Faculty	Feedback by Students
		Marks (Out of 5)	Marks (Average of 5 Students) (Out of 5)
1	Knowledge of the subject	5	4.2
2	Interactive approach	4	3.8
3	Content	4	3.6
4	Personality	4	3.8
5	Industry Relevance	4	3.8
Total		21	19.2
Percentage		84%	76%

Name & Signature of Attending Faculty:

Anita Tiwari
14/9/16

Name & Signature of Class Coordinator:

Anita Tiwari
Anita Tiwari

HOD/Prog. Coordinator:

[Signature]



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DATE: 19/10/2016

NOTICE FOR WORKSHOP

This is to inform all the students of BBA-VA&B (Morning) Semester to attend an Workshop organized as under:-

Date/Day : 21/10/2016 (Friday)


Speaker : Ms. Radhika Patil
Corporate trainer

Timing : 10:20 am to 12.10 pm.

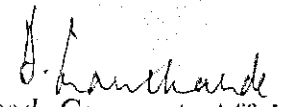
Topic : What are prospective employers looking for?
Pre-interview; What to do before the interview.

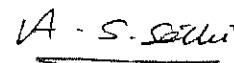
Room No. : S-5


Faculty Coordinators : Ms. Karnica Tanwar & Ms. Smriti Dua


Class
Co-ordinator


Manager-Corporate Affairs


Head- Corporate Affairs


HOD
(Mgmt.)


Director

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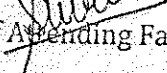
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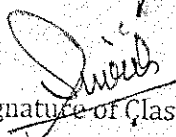
Doc No. : JIMS/VK/ACAD/F/14


Guest Lecture Audit

Sl. No	Course / Batch	Name of Guest Speaker	Designation	Company Name	Date of Guest Lecture
1.	BBA VB (M)	Ms. Radhika Patel	Corporate Trainer	Freelancer	21/10/16

	Parameters	Feedback by Faculty	Feedback by Students
		Marks (Out of 5)	Marks (Average of 5 Students) (Out of 5)
1	Knowledge of the subject	5	4
2	Interactive approach	5	4
3	Content	4	4
4	Personality	5	5
5	Industry Relevance	5	5
Total		24	22
Percentage		96%	88%

Name & Signature of Attending Faculty:  SMRITI DUA

Name & Signature of Class Coordinator:  SMRITI DUA

HOD/Prog. Coordinator: 



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Date: 25th October, 2016

NOTICE FOR WORKSHOP

This is to inform all the students of BBA-VA&B (Evening) Semester attend a Workshop organized as follows:-

Date/Day : 26th October, 2016 (Wednesday)

Speaker : Ms. Alpana Chaturvedi

Designation : General Manager

Company : BigSpring Pvt. Ltd., New Delhi

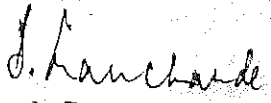
Timing : 2.00pm to 4.00 pm

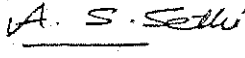
Topic : "Interviewing Skills"

Venue : Room No. S-3

Faculty Coordinators : Dr. Sartaj Khera & Ms. Shruti Bhuttani


Class Co-ordinator /
(Manager Legal & Corporate Affairs)


(Head- Corporate Affairs)


(HOD-Mgmt.)


(Director)

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Doc No. : JIMS/VK/ACAD/F/14

Guest Lecture Audit

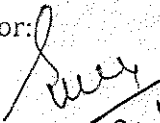
Sl. No	Course / Batch	Name of Guest Speaker	Designation	Company Name	Date of Guest Lecture
1.	BBA	Alpana Chaturvedi	General Manager	Big Spring Pvt Ltd	26 th Oct/16

Sl. No	Parameters	Feedback by Faculty	Feedback by Students
		Marks (Out of 5)	Marks (Average of 5 Students) (Out of 5)
1	Knowledge of the subject	5	4
2	Interactive approach	4	4
3	Content	4	4
4	Personality	4	4
5	Industry Relevance	4	3
Total		21	19
Percentage		84%	76%

Dr. Santaj Wera
Name & Signature of Attending Faculty:



Name & Signature of Class Coordinator:


26/10/16


HOD/Prog. Coordinator:



Jagannath International Management School

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Dated: 13th February, 2017

NOTICE FOR UNION BUDGET DISCUSSION 2016-2017

This is to inform all the students of **BBA IV & VI A & B (Morning & Evening)** Semester to attend the Union Budget Discussion organized as per details given as under:

Date/Day : 14th February, 2017, (Tuesday)

Speaker : Mr. R.K. Mittal & Mr. Bharat Bandhu

Designation : Chartered Accountant

Company : Ericsson

Timing : 10:45am to 12:40pm

Topic : Union Budget Discussion 2016-2017

Venue : JIMS, Auditorium

Coordinator to arrange : Dr. Shruti Bhuttani

Note: : All the students must be dressed in formals.

Class
Co-ordinator

Manager (Legal
and Corporate Affairs)

Dr. A.S. Sethi
Head-Dept of Mgmt. Studies

Director

Jagannath International Management School

OCF, Pocket-9, Sector-B, Vasant Kunj, New Delhi – 110070

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Report on Union Budget Discussion on 14th Feb 2017

The Union Budget Discussion was organized by the Department of Management on 14th Feb 2017 at JIMS, Auditorium. The session was attended by 77 students of IV semester and VI semester and faculty members of the management department.

The speakers for the Union Budget Discussion were Professor R.K.Mittal, Director Development at GGSIP University and CA Bharat Bandhu, Head of Business Control at Ericsson, Gurgaon.

The discussion began with an introduction by the HOD, Dr. Avtar Singh Sethi, he addressed the highlights of the Union Budget and the reasons why it was called a unique Budget, Prof. R.K.Mittal talked about the theoretical framework and public policy implications of the budget, the relationship between the macro variables and their role in the growth of the economy and the methodology of preparing the Budget. CA Bharat Bandhu in his detailed graphical presentation covered details on allocations of the budget in various sectors and whether it could be called a good budget or not, He also covered tax structure revisions and GST and highlighted the industry implications of the budget. He presented interesting insights on the education sector and the global status of the Indian Economy, covering Ease of Doing Business Survey and Global Investments in India.

The session concluded with a 15-20 minutes Q & A session where the students queries on Real and Nominal GDP, Niti Aayog, Demonetisation, etc

Overall the session was informative, interactive and a learning experience for the students as well as the faculty members.

The session started at around 10:45 am and concluded by 12:40 p.m as per the scheduled time.

Resource Person Details

S.No	Name	Designation and Company/Organization Name
1	Professor R.K.Mittal	Director Development, GGSIP University
2	CA Bharat Bandhu	Head of Business Control, Ericsson, Gurgaon

A.S. Sethi
(HOD-Management)

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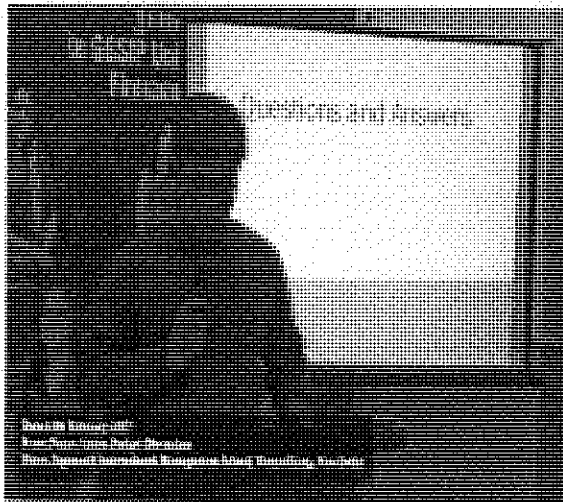
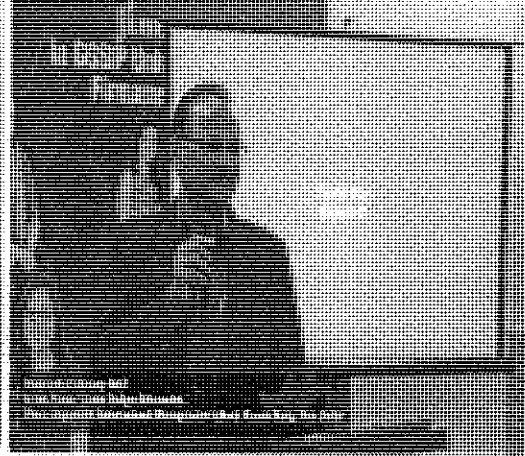
Grade 'A' accredited by NAAC and ISO 9001:2008 Quality Certified

Recognised u/s 2(f) by UGC

Date: 14th February 2017

Event Name: Union Budget Discussion

Place: Jagannath International Management School, Vasant Kunj, New Delhi



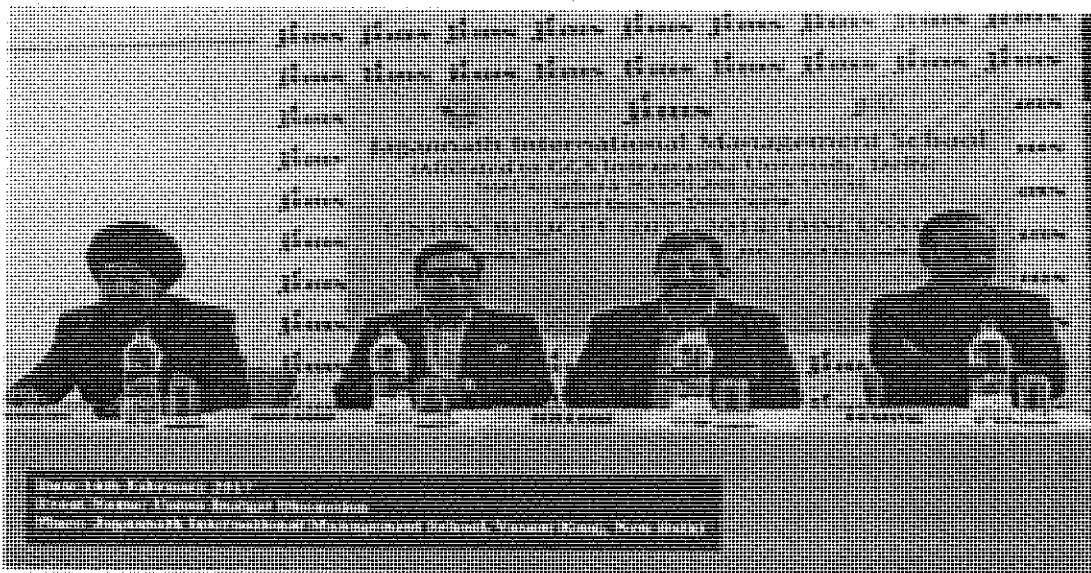
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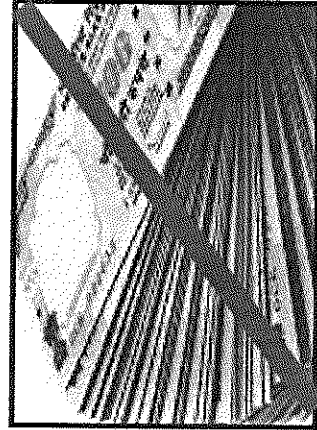
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A. S. Saini

Thursday, March 09, 2017



Organised By

Department of Management Studies,

JIMS, Vasant Kunj

at Multipurpose Hall, India International Centre (IIC)

Max Mueller Marg, New Delhi

Past International Conferences / National Seminars

The institute has organised six international conferences and five National Seminars in the past, with participation from industry/academia from India and abroad. The details are as follows:

- * 11th National Seminar on "Powering the Indian Economic Success Story: Challenges and Opportunities held at Deshmukh Auditorium, India International Centre, Max Mueller Marg, New Delhi, on March 16, 2016
- * 10th National Seminar on "Start-Off of Start-Ups in India: Challenges & Opportunities" held at Deshmukh Auditorium, India International Centre, Max Mueller Marg, New Delhi, on April 8, 2015
- * 9th National Seminar on "Organised V/s Unorganised Retail: Finding The Balance" held at India International Centre (IIC), Max Mueller Marg, New Delhi on March 31, 2014.
- * 8th National Seminar on Interrogating the Paralysis in the Manufacturing Sector in India held at India International Centre, Max Mueller Marg, New Delhi on March 25, 2013.
- * 7th National Seminar on Public Management and Corporate Governance: Bridging the Great Divide held at India International Centre, Max Mueller Marg, New Delhi on January 10, 2012.
- * 6th International Conference on Post Recessionary Economy Movers and Moulders of the Changing World, held at India International Centre, New Delhi on March 17-18, 2011.
- * 5th International Conference on Revisiting Management Practices in Post Global Recessionary Scenario, held at The Grand, New Delhi on March 12-13, 2010.
- * 4th International Conference on Global Economic Meltdown: Challenges & Opportunities for the Emerging Economies, held at India International Centre, New Delhi on February 26-27, 2009.
- * 3rd International Conference on Reinventing Management and the rise of Asian Tigers held at ICSSR Seminar Complex, New Delhi on March 14-15, 2008.
- * 2nd International Conference on New Media & Citizens Right to Privacy held at ICSSR Seminar Complex, New Delhi on January 11-12, 2008.
- * 1st International Conference on Brand India & Global Business Initiative held at SCOPE Convention Centre, New Delhi on March 23-24, 2007.

Organising Committee

Patron	Dr. Amit Gupta Chairman, JIMS
Seminar Mentor	Prof. (Dr.) Ravi K. Dhar Director, JIMS
Seminar Director	Prof. (Dr.) Avtar Singh Sethi Head-Dept. of Management Studies
Seminar Chair	Dr. S.K. Dogra Registrar, JIMS, Vasant Kunj
Seminar Co-ordinators	Dr. Ashok Sharma (Associate Professor) Mr. Vipul Singh (Assistant Professor) Dr. Sartaj Khera (Assistant Professor)

Jagannath International Management School

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OCE Pocket-9, Sector-B, Vasant Kunj, New Delhi - 110070
Ph. 011 - 40619300, Fax: 011 - 40619333, Email: jimsvk@jagannath.org.
web site: www.jimsd.org



Management Department

The Department of Management studies under the mentorship of Dr. Avtar Singh Sethi has won many laurels for the Institute. The students have excelled in every field of academics, sports, cultural, music and co-curricular activities organised by various prestigious universities like Delhi University, GGSIPU and Amity University.

The Department is proud to have a gold medalist in academics bestowed by GGSIPU on Varsha Kumari (Batch 13-16).

The strength of the department is the team of highly qualified and experienced faculty members who are engaged in mentoring and teaching students; writing blogs; presenting research papers in various national and international conferences and publishing them in reputed journals.

About JIMS

Jagannath International Management School (JIMS), affiliated to GGS Indraprastha University, New Delhi, was set up in 1997 by a registered Society for imparting quality education in Management, IT, Journalism and Mass Communication. In the 20 years of its existence as an academic leader, the JIMS Group of Educational Institutions, has been assiduously promoting innovation in pedagogy, human resource requirements of the industry and community outreach.

JIMS has been consistently ranked among the top 10 leading management institutes of GGS Indraprastha University. It is one of the premier management institutes in Delhi/NCR with accreditation from NAAC, 'A' Grade, University Grants Commission, Govt. of India and 'A+' Grade certification from the State Fee Regulatory Committee of the Govt. of Delhi.

About the Seminar

India is now at an interesting cusp with the advent of Demonetisation and subsequent digitization. The implications are both short term and long term for the economy

Demonetisation has had an impact on consumption, foreign investors and production. Whether the effect was good or bad is a matter of debate and what will be the future outcome of such a bold move by the government, only time will tell.

It is, however, too early to say which all sectors of the economy are impacted and to what extent. It is widely believed that in India, the share of cash in the volume of consumer transactions is 98% as compared to 55% in the U.S., 48% in the U.K., 90% in China and 86% in Japan. Most of the cash transactions are in rural India.

This seminar will further our understanding about the impact of Demonetisation on the major sectors of economy and the public at large. The seminar will assay a panoptic survey of implications of demonetisation on Indian business, industry, final consumers and households.

Sub Themes

- ▶ Demonetisation & Corruption
- ▶ Demonetisation & Remonetisation
- ▶ Demonetisation & Business & Industry
- ▶ Demonetisation & Rural Economy
- ▶ Demonetisation & Digitisation
- ▶ Demonetisation & the Formal Economy

Programme Schedule

Registration	0900 Hrs
Inaugural Session	1000 Hrs
Tea	1100 Hrs
Technical Session - I	1130 Hrs
Lunch	1335 Hrs
Technical Session - II	1430Hrs
Vote of thanks	1635 Hrs
High tea	1700 Hrs

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Report - 12th National Seminar on "Demonetization & Indian Economy"

The 12th National Seminar on "Demonetization & Indian Economy" was held on 9th March, 2017 at Deshmukh Auditorium, India International Center (IIC), New Delhi.

Number of Beneficiaries: 308

Inaugural Session

This session started with felicitation of all the dignitaries with a bouquet of flowers and was followed by Saraswati Vandana and Lightning of lamp.

Dr Ravi K Dhar, Director, JIMS, Vasant Kunj extended a warm welcome to the Chief Guest. Dr. Dhar began his address by highlighting the various accreditations and top ranking awarded to JIMS Vasant Kunj along with the latest achievement i.e. NAAC "A Grade" accreditation. He also mentioned that JIMS, Vasant Kunj has been approved under 2(f) UGC Act and will be applying for 12(B) UGC Act which will help JIMS Vasant Kunj to come at par with best undergraduate college in India.

He addressed the topic of demonetization and its impact on Indian economy. According to him, people are not rational towards the concept of demonetization. He also quoted Prof Amartya Sen and discussed his views on demonetization. He mentioned people tend to get emotional towards such moves and some where there reactions becomes irrational

He concluded his address by highlighting that such seminars are important for students as it add value to them.

Dr. Avtar Singh Sethi, HOD, BBA, introduced the theme of the seminar. He highlighted the achievements of BBA Department and also mentioned the achievements of students in different felids of sports, cultural, music and other co-curricular activities like debate, presentations, business plan and many others. According to him, demonetization is a very bold step that this government has taken. As per him demonization was done for three main reasons i.e. to keep a check on black money, to check counterfeit money and terrorism and to have a digital India.

He also shared some interesting facts like 98% of the transactions in India is in cash (which is highest in the world) and also mentioned that after demonetization, India have 400 cr of fake currency as compare to 1400 cr (before demonetization). As per him demonetization is a big achievement and if implemented well we will have a new and powerful economy. He also mentioned that we may or may not support demonetization, but demonetization is not enough, we also need lots of reforms and policies that can make this move successful.

The session was chaired by Shri Harsh Vardhan, Senior Editor. He shared his views on government perspective towards demonetization

As per him India has always been a follower of all the economic reforms and has never taken any reform. Since it's the first time ever that India has done something own its own and is not influenced

from any other economy, so our economists Prof Amartya Sen and Dr. Manmohan Singh have problems and issues with it.

He also shared some interesting data about Indian economy and as per him after demonetization there is 0.8% growth in Agriculture, 4.4% agricultural economic growth, Excise collections have gone up by 31%. He also mentioned that during the process of demonetization 60,000 bank accounts were deposited with 2,00,000 rupees and all these accounts are under scrutiny of the IT department.

He argued that fact that as per reports 40% people working in urban areas have moved to agriculture after demonetization whereas reports say that the growth in agriculture after demonetization is just 4.4%

He mentioned that Indian economy is growing through reforms and is expected to grow at 7.7% however Indians need to trust the government and its moves. As per him FDI is still an important agenda.

As per him India is the most trusted nation among all the BRICS Nations and this is advantageous for India and its growth.

He concluded that with demonetization society is moving, growth is happening and hence GDP will increase, honest will be valued. So, India is in the hands of Good leaders.

Dr. Barah initiated the discussion after the Keynote speaker. His topic was Impacts of Demonetisation on agriculture. He started his talk with the details of agriculture sector as agriculture sector is quite big in our country but it has not been given much importance. Policy makers in our country do not consider their contribution while making the policies. The number of masses decide whether a decision is good or bad. If large number of people is going to be affected by a certain decision that number must be considered while taking that decision.

He also emphasized on the timing of Demonetisation decision. Every decision has its temporal and long term impacts. He also discussed the types of monetary transactions usually carried out by the farmers .While discussing the small and marginal farmers he told that there is bad impact of demonetisation on small farmers as small farmers usually carry out cash transactions but Cash less digitized transaction economy would be better for agriculture sector as per World Bank estimate 1% GDP can be saved by digitizing current cash based subsidies alone.

Dr. S.C Sharma, in his discussion stated the bad impacts of Demonetisation on the business sector. He started his discussion with real estate sector. According to Dr. Sharma money to economy is like blood to body and demonetisation has affected the flow of money. He strengthened his view by quoting the various examples of daily life which got affected due to demonetization. He said during Demonetisation days, all the money was with the banks and people were standing the long queues to get their money exchanged at the banks. On the other side, bankers were demanding lakhs to exchange crores of black money. Markets were silent. No monetary transactions were being carried out. For few weeks, malls, shopping complexes and markets did not have customers. There was a hue and cry everywhere regarding cash.

Dr. Sharma also discussed about the kind of problems which business persons had to face during Demonetisation. He told about the problems of which people had faced while exchanging their money at the banks as well as the problems of small scale industries.

He concluded his talk by mentioning the Shashikant Sharma's statement on Demonetisation. He told that Shashikant Sharma declared that there will be CAG audit on Demonetisation. This audit will calculate the expenditure which took place to print new currency.

Ms. Bharti presented her views regarding Demonetisation and discussed its good impacts. According to Ms. Bharti, Demonetisation has opened the ways for implementation of cash less economy. During Demonetisation days people were unable to carry out cash transactions and they had to do cash less transactions using different online applications and mobile applications.

Demonetisation has also strengthened the 'Digital India' dream of Prime Minister Narendra Modi. Digital India move is to serve the citizens, by providing them various services technologically or electronically. These services come under ICT i.e. Information Communication and Technology. ICT means providing services to citizens through Internet, Radio and through hardware and software. The usage of ICT enables the digitalized use of resources and infrastructure by providing training to the users. Different services can be used anywhere and anytime by citizens through ICT. Digital India mission will empower the society digitally and will make way for knowledge society. Unique identity, High speed Internet for all, Digital authentication of citizens, Digital lockers is part of Digital India. It requires the Service centres in rural India and there are 1,37,000 centres till date. Cloud computing too will help in implementing e-governance and services on demand.

Ankur Bhatnager, Vice President of Skytran spoke on the topic "Impact on Start Up Ecosystem and Business in General. He started with definition of Business. He defined business as a place where wealth gets created not on the banks, financial institutions and government organisations. Government organisations and Business are two different entities It is important to understand the relationship between government and businesses to understand the impact of demonetization.

He summarised the understanding of word business with explanation of freedom in business. Government has a strong influence on the actual availability of these freedoms .Assumption is that freedoms of the individuals must be restricted for the common good Generally, government actions that increase freedom need to be supported and those that reduce freedom need to be opposed

He stated that the need for demonetization aroused mainly due to existence of black money in the market. Demonetization was implemented to curb the "Black" money .Money on which tax hasn't been paid, Going Cashless or Less cash, Fake currency /Terrorism and Corruption.

Mr. Suramrit Singh, Business development Associates, Amazon spoke on Demonetization and its impact on the youth and E-commerce.

He stated the move of demonetization was to remove the corruption, Black money and Terrorism but it has positively impacted a digital economy. While it is important to consider the plight of the local vendors ,retailers or a small business owner who ended up losing business due to demonetization.

He also emphasized the impact of demonetization on E-commerce industry. Working in the in industry of online business he disclosed the real figures what actual happened in term of data. There was a reduction in sales. It negatively impacted The cash on delivery sale. Immediately after demonetization there was a fall of 30 % in sale while later roughly sales increased by 15%.Cash on Delivery Ban also resulted in large number of return orders.

According to the study done two years ago, by PayU India the 40 % of the cash on delivery sales happens through black money.

He stated that From 9th November Amazon refrained from accepting the Cash on delivery. 70 % of online shoppers in India were interested in cash on delivery method while purchasing high value products. This resulted a decline in gross merchandise value for short term in long term it is in benefit of ecommerce firms as it will reduce their overhead cost and various types of risk involved in COD delivery.

Another E commerce player, flipkart limited the COD to below the value 1000 due to the sudden announcement of demonetization. Flip kart in fact replaced the cash on delivery method to swap a card on delivery method. Flipkart along with snap deal started offering heavy discounts on online payment methods.

Snap Deal an E-commerce rival of bigger players like Amazon and Flipkart too faced the heat of Demonetization drive. The company has restricted the cash transaction for buying products to Rs.2000. The company also provided 10 % discount on Several credit and Debit Cards.

He ended up with a quotation "Money is not a bad thing ,but the greediness is .The greed for money brings about evil in the world .People are bought with huge sums of money for political or social reasons".

Dr. Ashwini Mahajan, Professor , PGDAV college ,DU Spoke on the topic Demonetization and its impact on economy . He stated that the impact of demonetization was short term while in long term it has marginal impact. He also stated that for long run it is somewhere beneficial and in interest of people only.

He started with impact of demonetization in different sectors of economy:

- Overall hiring was down during that time, as managers seek to protect revenue/profit targets. Sectors where hiring was most hit were retail, consumer goods, real estate, infrastructure, logistics (for ecommerce especially), auto consumables, and building products.
- Hiring by mobile wallet and fintech companies gone up, though.
- FMCG sales dropped 20-30% in November. At store levels, impulse buys like snacks, biscuits were hard hit, as were personal care items, Nielsen data shows
- Insiders say there's a 40%-plus drop in enquiries and sales across key markets of Mumbai, Delhi, Bengaluru and Pune. Deals in secondary market came to a standstill.
- At the retail level, sales for cars without waiting period was down 30-50%. Sixty to 65% of entry level motorcycle sales happened in rural markets where cash is king. Tata Motors posted a 17% decline in commercial vehicle sales in November.
- Flight bookings dropped drastically in days after demonetisation. Recovered somewhat later. Offline travel agents, who took cash, badly hit. Flights to small towns, where cash payments are the norm, were badly hit.
- For the online retail market, gross merchandise value (GMV) of players fell by 40-50% in first few weeks after demonetisation, in the middle of their biggest quarter for sales. But the boost to digital payments (100% jump in transactions) has led industry to hope for a bright medium term. Also, grocery and food delivery set-ups are doing better since they sell essential items. Some saw new customer orders jump to 25%, from the usual 15-16%.

He ended with the talk about the latest goods and services tax (GST), whose objective is to replace all taxes levied by the federal government and the states with one central tax. The GST is scheduled to come into effect by April or — at the latest — by September. Although both houses of Parliament

have approved the bill and the President has signed off on it, a GST Council is now squabbling over the details, which could delay implementation.

He hoped that “any impact on economic activity and GDP will be temporary, and the long-term benefits such as an increase in cashless activity will be more permanent.”

Mr. Ankur Gupta, Manager, Fusion Buildtech spoke on the topic “Consequences of demonetization on the real-estate sector.” He first introduced the various types of real estate. He discussed types as Residential, Commercial, Institutional & Industrial. Among residential he categorized the followings :Plots, Flats, Independent Houses, Group Housing etc. Among commercial following has been categorized: Plots, Shops, Offices, Mall, Studios. Among Institutional: Schools, Hospital, community centre, Sports Complex etc. Industrial: Industry Plots. He divided the real estate market into the two as primary and secondary.

Then he spoke on the properties of real estate. He discussed about Opaque Market, Huge Cash Component, Strong emotional value involved and Safe Investment. Then, he spoke on the various factors that impact your real estate purchase decision, the return on investment .The Returns are high if held for a long period. Then, he told about the common conceptions about real estate which deals in cash. He also discussed that wining a legal case against the builders is an herculean task.He told the following true facts about real estate. Most of the builders are under huge debts, Profit margins are relatively low, Real estate is still a sector and not an industry. Builder get loans at abnormal rates. Most of the sector is unorganised and not professionally managed. Builder will be last person to raise legal issues. Cash is not demanded but paid by the buyer.He told the following effects of demonetization on real estate:

Impact on Sellers (Primary Market),

- Low Sale Volumes
- Bank Finance loans will constitute 80% of the values
- Maximum Deals to be registered

Impact on Buyers (Primary Market)

- Easy Booking Amount
- Bank Finance loans will constitute 80% of the values
- Home Loan Interest on the decline.
- Higher terms for loans, reduced EMI
- Market Value= Transaction Value= Book Value

Transparency in the Market.

- Discounts/ Freebies are at a all time high.
- Govt Schemes to help first time buyers.
- He concluded by quoting certain facts & figures of real estate sector like:
- Supply of properties posted by owners take a dip by 11%
- Asking Price from owner segment drop by 4%.
- 7% of buyers have shifted from Buying to Renting
- Primary Market remains unchanged.
- Housing Loans have been increased by 5% despite sales slowing down by almost 30%
- Average size of the new unit launched reduce by almost 15-30%

- The Real estate sector was growing at a healthy rate of 16% in the first two quarters, however it dropped by almost 44% in the fourth quarter.

Prateek Misra, Graduate Trainee, Godrej Interio spoke on the topic "THE EFFECT OF DEMONETIZATION ON RETAIL."

He introduced Demonetization as the act of stripping a currency unit of its status as legal tender. Demonetization is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit.

He spoke on the Effects of demonetization on retail categories like Salty snacks, Chocolates, Biscuits, Sparkling drinks, Juices/fruit drinks, Toilet soaps, Hair dyes, Mobile phones, PC's, Durable Goods & Gold.

The findings after analyzing the data are that Demonetization has had an effect on Shopkeepers, Paytm and Cheques, Credit Time, Footfall & Spending Power.

He also spoke on the impact of demonetization on Digital Payments. In case of Quick Service Restaurants, although 60%-70% of the transactions are currently in cash, the impact is likely to be moderate due to the low ticket size of purchases and high likelihood of patrons adapting to plastic money. It is expected that there will be a limited impact to be caused on the food and grocery retail sub-segment, given the non-discretionary nature of purchases in this segment, since the buying cycle for the current month would have been largely influenced.

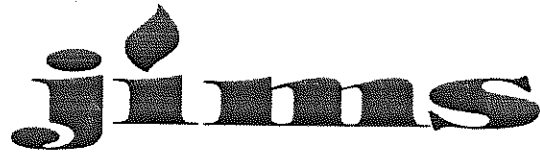
In his concluding remarks, he said that initially the demonetization effects on market were painful but this also instigate the shopkeepers and consumers to adopt cashless means such as paytm, debit card use, internet banking to buy goods. By adopting the cashless means the economy will be sound in coming time and Indian Economy will get benefits of early and hassle free transactions. Demonetization effect will be positive in the coming time for Indian Economy. Indian consumers will strives to learn new ways of cashless transactions. By adopting the cashless means certainly there will be a check on black money.

Mr. Vipul Singh, Faculty of Management, proposed the vote of thanks. He conveyed his deepest thanks and regards to the speakers for setting the tone of the Seminar

A.G. Singh
(HOD-Management)

Resource Person Details

S.No	Name	Designation and Company/Organization Name
1	Mr. Harsh Vardhan Tripathi	(Senior journalist)
2	Dr. B.C. Barah	Chair Professor,NABARD
3	Dr. S.C.Sharma	Director, IBS Gurugram
4	Dr.Bharti Dogra	Associate Professor,IGNOU
5	Mr.N. V Subramanian	Consultant,Founder-Nujam
6	Mr. Suramrit Singh	Business Development Associate,Amazon
7	Dr.Ashwini Mahajan	Professor, PGDAV College(DU)
8	Mr. P. Kannan	Vice President, Kotak Mahendra
9	Mr.Ankur Gupta	Manager,Fusion Buildtech
10	Mr. Prateek Misra	Graduate Trainee,Godrej



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NOTICE WORKSHOP

Date: 03rd October, 2016

This is to inform all the students of BCA- I Semester (II Shift) to attend a Workshop organized as follows:-

Date/Day : 07.10.2016 (Friday)
Speaker : Mr. Rahul Gupta, Senior Consultant
Company Name : Shree Tech Solutions
Topic : Cyber Security
Timing : 10:30 am - 11:30 am
Coordinator : Ms Shweta Ohri (To Arrange)
Venue : Auditorium (Basement)

Class Co-ordinator

Corporate Manager

Head (IT-Dept.)

Director

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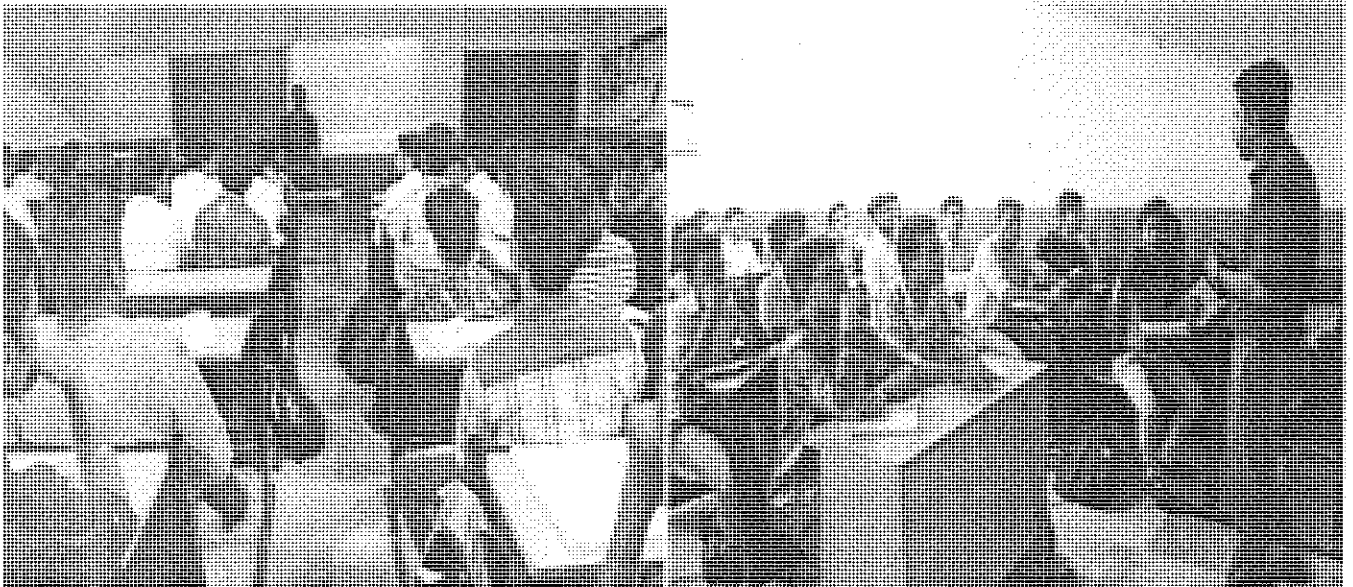
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WORKSOP ON "Cyber Security"

Department of Information Technology, JIMS, Vasant Kunj organised Workshop on " Cyber Security " on 7 Oct 2016 from 10:30am- 12.30am at JIMS, Vasant Kunj.

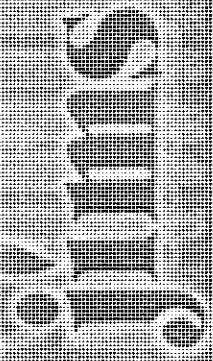
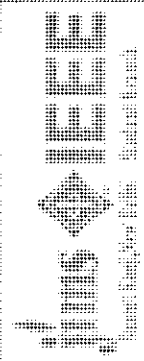
Mr. Rahul Gupta, Sr. Consultant, Shree Tech Solutions took the two hour's session on Cyber Security with 55 Participants of BCA-I-E JIMS, Vasant Kunj

The workshop gave student's knowledge on types of Hacking and Hackers. They learned the various ways about Information Gathering & Attacks. They were demonstrated how hackers gather information from these social media and accounts and commit crimes. They were give hands-on understanding of tools for Google Hacking, Windows Hacking & Security (Key loggers), Trojans, Foot printing, Virus & Worms. Students learned and applied the Web Browser and Smartphone Security methods during the session. They were also demonstrated the tools used for Identity Theft. The session ended with demo on how to report Cyber Crimes. Overall it was a very interesting workshop and kept all participants glued till the end.



Mr. Rahul Gupta, Sr. Consultant, Shree Tech Solutions at JIMS Vasant Kunj with BCA-I-E students

Dr. Meenkashi Narula,
Head-Department of Information Technology



NATIONAL SEMINAR

BIG DATA ANALYTICS: CHALLENGES AND OPPORTUNITIES

Saturday, 15th October 2016

Indian International Centre

Max Mueller Marg, New Delhi

Organised by

Department of Information Technology
Jagannath International Management School
Vasant Kunj, New Delhi

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Report on NATIONAL IT SEMINAR 2016 “Big Data Analytics: Challenges and Opportunities”

Department of Information Technology of JIMS Vasant Kunj organized the sixth **National Seminar** on “**Big Data Analytics: Challenges and Opportunities**” on 15th Oct’2016 from 9.30 am-1.00pm at **India International Centre, Maxmuller Marg, New Delhi**. Around **250 students** from various semesters of BCA from Vasant kunj and Lajpat Nagar campuses attended the event with full enthusiasm and learning spirit. The Seminar had eminent speakers having the expert knowledge on BIG Data Analytics from industry and academia.

The event started with the warm welcome address by **Dr. Ravi K Dhar, Director JIMS, Vasant Kunj** followed by the opening session by the Guest of Honor **Dr. Amit A Nanavati, Senior Technical Leader For Cognitive Automation Solutions, IBM Research Lab**. *Dr. Nanavati* covered a session on “**SNAZZY: Large Scale Social Network Analysis**”. The focus of his session was to highlight the change in data collection over last 20 years and increase in scope of predictive data analytics in Telecomm Industry. The session was very intriguing which kept all audiences captivated till the end.

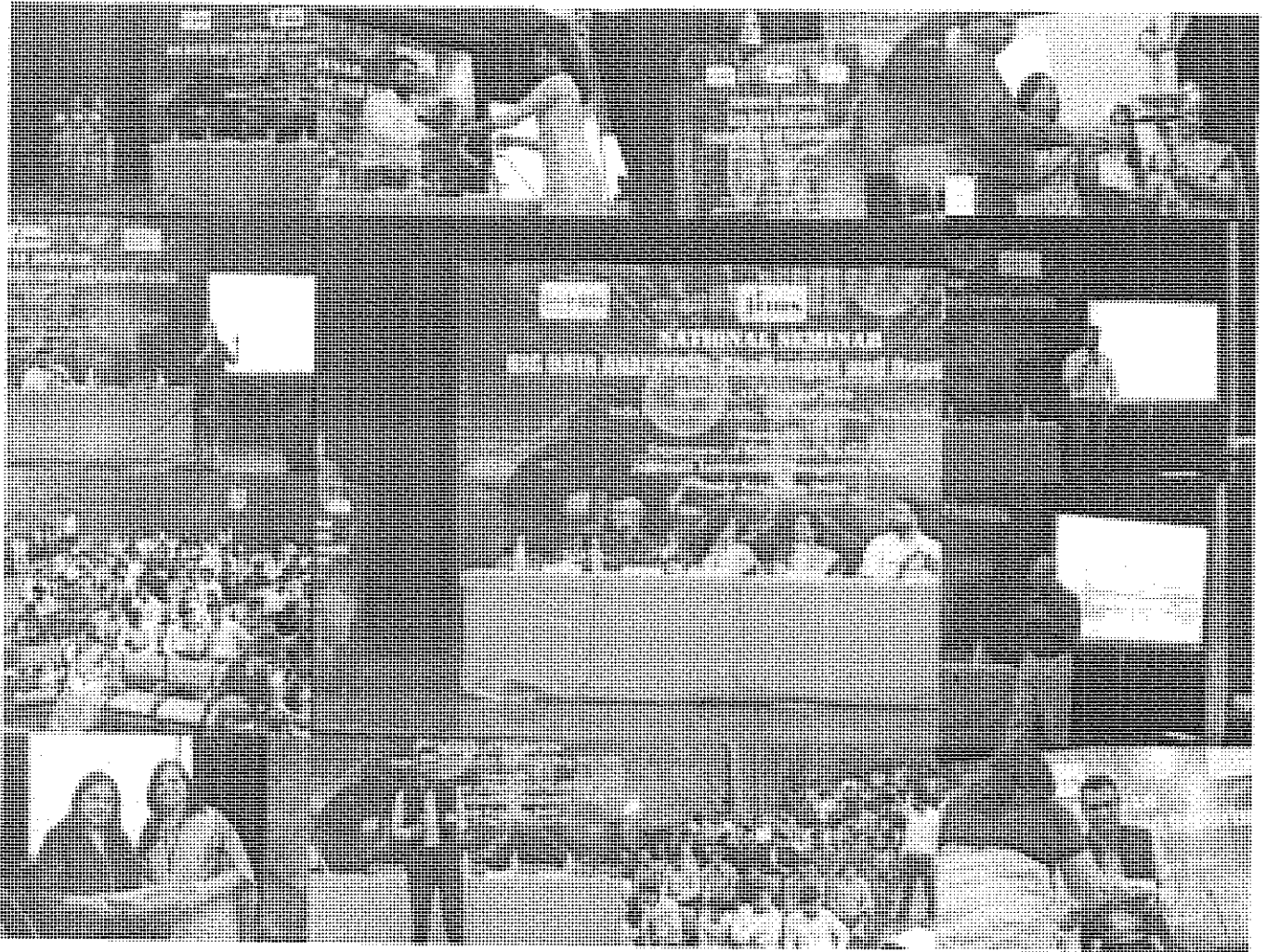
The next session of *Ms. Rakhi Saxena* from **Deshbandhu College, Delhi University**, on “**Big Data: Social Network Approach Tools & Algorithms Available**” was focused mainly on graph theory, tools and algorithms being used for analysis of Big Data for Information diffusion, Clique finding, Influential node finding, large network analysis etc. Her session ended with brief overview of available Tools for big data analysis in industry like Gephi, Pajek, Jung, iGraph, Hadoop, Neo4j, Giraph, Spark, R etc.

Mr Harmeet Singh, Project Lead from Walmart Inc. took the discussion forward with next session on “**Big Data Challenges and Opportunities**”. He discussed about structured and unstructured data, use of big data analytics on popular SNS, Credit Card transaction, RFID systems, TRP analysis etc. He also explained 3V’s volume, velocity and variety of BIG Data. The session was concluded with a wonderful video graphic insight on Big Data collection and analysis.

The next session by *Mr. Rajesh Dhuddu, Senior Vice President Quattrro Processing Services* on “**Big Data: Science Driving New Age World**” kept everyone glued to their seats. He highlighted the trends in Transformation of Online Marketing, Customer Services, Medical Surgeries, Fraud Management, Digital Trends, Big Deals in Retailing, Law enforcement by Crime hot Spot Prediction. He also discussed the key applications driving the adaption of Big Data such as Internet of Things (IoT), Artificial Intelligence & Machine Learning - Robo Advisers and Cognitive Analytics.

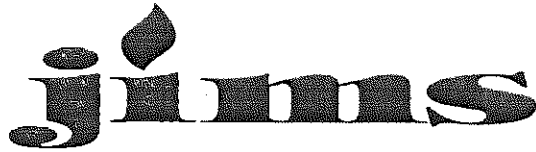
The seminar was successfully concluded with Vote of Thanks to the eminent guests, students and faculty members by **Dr, Meenakshi Narnia, Head Department of Information Technology, JIMS, Vasant Kunj** followed by lunch.

All the sessions were very useful for the students and faculties as it provided the great learning experience and knowledge exposure to them along with future scope and opportunities in the industry.



Glimpses of guests during the session at IIC, New Delhi

Dr. Meenakshi Narula
Head, Department of Information Technology



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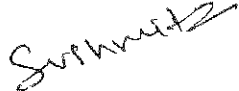
NOTICE WORKSHOP

Date: 25th January 2017

This is to inform all the students of BCA- II Semester (I & II Shift) to attend a Workshop organized as follows:-

Date/Day : 31.01.2017 (Tuesday)
Speaker : Dr. Anup Gridhar, Ph.d Cyber Security
Company Name : Sedulity Groups
Topic : Cyber Security Threats
Timing : 11:00 am- 01:00pm
Coordinator : (To Arrange)
Venue. : Auditorium (Basement)


Class Co-ordinator


Manager
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WORKSOP ON "CYBER SECURITY THREATS"

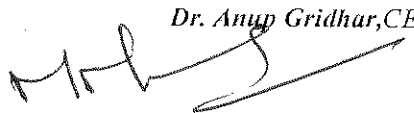
Department of Information Technology, JIMS Vasant Kunj Organised Workshop on "CYBER SECURITY THREATS " on 31 Jan 2017 from 11:00am- 1.00pm at Jims, Vasant Kunj

Dr. Anup Gridhar (PhD, Cyber Security),CEO, Sedulity Groups took the workshop which was attended by **95** Participants of BCA-II-M & BCA-II-E JIMS, Vasant Kunj

This workshop introduced participants to the fundamentals of cyber security as well as how to do online work safely. Such as how to secure your personal information, conduct online activities, use of webcams and public Wi-Fi. The workshop also took participants through the main features of online scams, social engineering techniques and phishing activities. They were being told How to spot the difference, identify errors on emails from fake companies or recognise phishing strategies. Students were also given hands-on session on common tools and techniques to safeguard their data and identity as well how to identify other cyber threats.



Dr. Anup Gridhar,CEO, Sedulity Groups with students at JIMS, Vasant Kunj


Dr. Meenakahi Narula
Head-Department of Information Technology



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NOTICE WORKSHOP

Date: 23rd March 2017

This is to inform all the students of BCA- II Semester (I & II Shift) to attend a Workshop organized as follows:-

Date/Day : 24.03.2017 (Friday)

Speaker : Ms. Bela Bhatia, Associate Director


Company Name : EY

Topic : Preparation for Interview & Resume Writing


Timing : 12:00 noon- 02:00 pm

Coordinator : (To Arrange)

Venue. : Auditorium (Basement)


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WORKSHOP ON "Preparation for Interview & Resume Writing"

Department of Information Technology, JIMS Vasant Kunj organised Workshop on "Preparation for Interview & Resume Writing " on 24th March 2017 from 12:00noon- 2.00pm at Auditorium , JIMS, Vasant Kunj

Ms. Bela Bhatia, Ex-Head, Associate Director, EY. She took the workshop for 90 student participants of BCA-II-M & E JIMS, Vasant Kunj.

During the workshop students were encouraged to share their Resumes and then they were told how to make it free of grammatical errors and how to make it in a standard format preferred by employers. They were also told how to improve their interview skills by conducting mock interviews during the session in respect of relevant position they would like to apply for and then providing feedback on their performance. Some tips on formal Dressing and Handshake Etiquettes were also demonstrated to them. Overall it was a great learning experience for all the participating students.



BCA students during the workshop at JIS, Vasant Kunj

Dr. Meenakshi Narula

Head – Department of Information Technology



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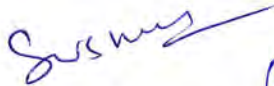
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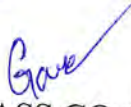
NOTICE FOR WORKSHOP

August 24, 2016

This is to inform all the students of BA(JMC) V (Morning) Semester Batch: 2014-17 to attend the workshop organized as follows:

<u>Date/Day</u>	:	26 th August, 2016 (Friday)
<u>Speaker</u>	:	Ms. Poonam Kumar
<u>Designation</u>	:	Senior Sub-Editor
<u>Company</u>	:	BW Businessworld Online
<u>Timing</u>	:	09:00 AM – 11:00 AM
<u>Topic</u>	:	The New Media Job Prospects
<u>Room No.</u>	:	T-3
<u>Coordinator</u> (To Arrange)	:	Ms. Garima Malhotra
<u>Faculty</u>	:	Ms. Himani Joshi


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Doc No. : JIMS-VK/ACAD/F/14

Workshop Audit Report - August, 2016

S. No	Course / Batch	Name of Speaker	Designation	Company Name	Date of Workshop
1	BA(JMC) : V (M)	Ms. Poonam Kumar	Senior Sub editor	Business World Online	26th August 2016

S. No	Parameters	Rating Scale	Marks (*25) By Students	Marks (*5) By Faculty	Total (*30)
1	Knowledge of the subject	Excellent (5)	21	4	25
2	Interactive approach	Very Good (4)	16	3	19
3	Content	Good (3)	16	3	19
4	Personality	Average (2)	19	4	23
5	Industry Relevance	Below Average (1)	16	3	19
Total			88	17	105
Percentage			70%	68%	70%


Dr. Neeru Johri
HOD -BA(JMC)



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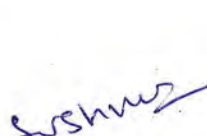
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NOTICE FOR WORKSHOP


August 27, 2016

This is to inform all the students of BA(JMC) I (Evening) Semester Batch : 2016-19 to attend the Workshop organized as follows :

<u>Date/Day</u>	:	29 th August, 2016 (MONDAY)
<u>Speaker</u>	:	Ms. Richa Gupta
<u>Designation</u>	:	Professional Counselor
<u>Company</u>	:	Freelance
<u>Timing</u>	:	02:00 PM – 4:00 PM
<u>Topic</u>	:	Psychological-social challenges faced by people working In the field of mass communication
<u>Room No.</u>	:	T-1
<u>Coordinator</u> <u>(To Arrange)</u>	:	Ms. Aakanksha Sharma
<u>Faculty</u>	:	Ms. Shikha Kukreja/ Ms. Priyam Ghosh


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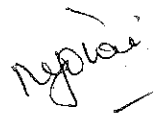
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Doc No. : JIMS-VK/ACAD/F/14

Workshop Audit Report - August, 2016

S. No	Course / Batch	Name of Speaker	Designation	Company Name	Date of Workshop
1	BJMC: I (E)	Ms. Richa Gupta	Professional Counselor	Freelance	29th August, 2016

S. No	Parameters	Rating Scale	Marks (*25) By Students	Marks (*5) By Faculty	Total (*30)
1	Knowledge of the subject	Excellent (5)	24	4	28
2	Interactive approach	Very Good (4)	22	4	26
3	Content	Good (3)	22	4	26
4	Personality	Average (2)	23	4	27
5	Industry Relevance	Below Average (1)	24	4	28
Total			113	20	135
Percentage			90%	80%	90%


Dr. Neeru Johri
HOD -BA(JMC)



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NOTICE FOR WORKSHOP

September 03, 2016

This is to inform all the students of **BA(JMC) I (Morning) & I (Evening)** Semester Batch: 2016-19 to attend the seminar organized as follows:

- Date/Day** : 03rd September, 2016 (Saturday)
- Speaker** : Ms. Nandita Chibber
- Designation** : National Programme Head, Non-Metro
- Company** : 92.7 BIG FM
- Timing** : 10:30 AM – 03:00 PM
- Topic** : Socio Cultural Configuration of India
- Room No.** : Auditorium
- Coordinator** : Ms. Shikha Kukreja
(To Arrange)
- Faculty** : All BA(JMC) Faculties


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Doc No. : JIMS-VK/ACAD/F/14

Workshop Audit Report - September, 2016

S. No	Course / Batch	Name of Guest Speaker	Designation	Company Name	Date of Guest Lecture
1	BA(JMC) : I (M) & (E)	Ms. Nandita Chibber	National Programme Head, Non Metro	92.7 BIG FM	3rd September, 2016

S. No	Parameters	Rating Scale	Marks (*25) By Students	Marks (*05) By Faculty	Total (*30)
1	Knowledge of the subject	Excellent (5)	25	4	29
2	Interactive approach	Very Good (4)	25	4	29
3	Content	Good (3)	24	4	28
4	Personality	Average (2)	22	4	26
5	Industry Relevance		22	4	26
Total			118	20	138
Percentage			94%	80%	92%

Neeru
Dr. Neeru Johri
HOD -BA(JMC)



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NOTICE FOR WORKSHOP

September 12, 2016

This is to inform all the students of BA(JMC) I (Morning) & I (Evening)
Semester Batch : 2016-19 to attend the Workshop organized as follows :

<u>Date/Day</u>	:	14 th Septemebr, 2016 (Wednesday)
<u>Speaker</u>	:	Ms. Aparna Mahiyaria
<u>Designation</u>	:	Gender Expert, Ex-Gscash, JNU & Ph.D. Scholar
<u>Company</u>	:	University of Exeter, UK
<u>Timing</u>	:	12:05 PM – 2:10 PM
<u>Topic</u>	:	Workshop on Gender
<u>Room No.</u>	:	Auditorium
<u>Coordinator</u> <u>(To Arrange)</u>	:	Ms. Priyam Ghosh
<u>Faculty</u>	:	Ms. Priyam Ghosh, Ms. Aakanksha Sharma

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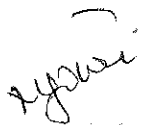
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Doc No. : JIMS-VK/ACAD/F/14

Workshop Audit Report - September, 2016

S. No	Course / Batch	Name of Speaker	Designation	Company Name	Date of Workshop
1	BJMC: I (E)	Ms. Aparna Mahiyaria	Gender Expert, Ex-Gscash, JNU & Ph.D Scholar	University of Exeter, UK	14th September 2016

S. No	Parameters	Rating Scale	Marks (*25) By Students	Marks (*5) By Faculty	Total (*30)
1	Knowledge of the subject	Excellent (5)	24	4	28
2	Interactive approach	Very Good (4)	25	4	29
3	Content	Good (3)	23	4	26
4	Personality	Average (2)	25	4	29
5	Industry Relevance	Below Average (1)	24	4	28
Total			121	20	140
Percentage			97%	80%	93%


Dr. Neeru Johri
HOD -BA(JMC)



Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

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NOTICE FOR WORKSHOP

September 14, 2016

This is to inform all the students of BJ(MC)-V (Morning) Semester Batch : 2014-17 to attend the Workshop organized as follows :

<u>Date/Day</u>	:	15 th September, 2016 (Thursday)
<u>Speaker</u>	:	Ms. Vibha
<u>Designation</u>	:	Trainer & Life Coach
<u>Company</u>	:	Freelance Consultant
<u>Timing</u>	:	10:00 AM – 01:00 PM
<u>Topic</u>	:	Workshop on Gratitude
<u>Room No.</u>	:	Auditorium
<u>Coordinator (To Arrange)</u>	:	Ms. Garima Malhotra
<u>Faculty</u>	:	Ms. Garima Malhotra / Ms. Himani Joshi

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CLASS CO-ORDINATOR

HOD (BJMC)

DIRECTOR

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Doc No. : JIMS-VK/ACAD/F/14

Workshop Audit Report - September, 2016

S. No	Course / Batch	Name of Speaker	Designation	Company Name	Date of Workshop
1	BJMC: V (M)	Ms. Vibha	Trainer & Life Coach	Freelance	15th September, 2016

S. No	Parameters	Rating Scale	Marks (*25) By Students	Marks (*5) By Faculty	Total (*30)
1	Knowledge of the subject	Excellent (5)	23	5	28
2	Interactive approach	Very Good (4)	23	5	28
3	Content	Good (3)	20	5	25
4	Personality	Average (2)	22	5	27
5	Industry Relevance	Below Average (1)	22	5	27
Total			110	25	135
Percentage			88%	100%	90%


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HOD -BA(JMC)



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NOTICE FOR WORKSHOP

October 19, 2016

This is to inform all the students of **BA(JMC) I (Evening)** Semester Batch : 2016-19 to attend the Workshop organized as follows :

- Date/Day** : 21st October, 2016 (Friday)
- Speaker** : Ms. Mukti Chowdhary
Designation : Advocate- on Record
- Company** : Supreme Court of India
- Timing** : 03:05 PM – 05:15 PM
- Topic** : “Resource Person for Judicial Activism”
- Room No.** : T-1
- Coordinator** : Ms. Aakansha Sharma
(To Arrange)
- Faculty** : Ms. Shikha Kukreja / Ms. Kriti Singh


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Doc No. : JIMS-VK/ACAD/F/14

Workshop Audit Report - August, 2016

S. No	Course / Batch	Name of Speaker	Designation	Company Name	Date of Workshop
1	BJMC: I (E)	Ms. Mukti Chowdhary	Advocate on Record	Supreme Court of India	21st October, 2016

S. No	Parameters	Rating Scale	Marks (*25) By Students	Marks (*5) By Faculty	Total (*30)
1	Knowledge of the subject	Excellent (5)	24	4	28
2	Interactive approach	Very Good (4)	19	4	23
3	Content	Good (3)	18	4	22
4	Personality	Average (2)	18	4	22
5	Industry Relevance	Below Average (1)	22	4	26
Total			101	20	121
Percentage			81%	80%	81%


Dr. Neeru Johri
HOD -BA(JMC)



Jagadish International Management School
Vasant Kunj, New Delhi

Department of Communication Studies

11th NATIONAL SEMINAR

Radio as People's Mass
Media in Post-Liberalized
India

26th October 2016

Manch Auditorium, JIMS

New Delhi

Jagannath International Management School

Vasant Kunj, New Delhi - 110070

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

NAAC Accredited and ISO 9001:2008 Quality Certified

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Department of Communication Studies

**Report on
11th National Seminar
Radio as People's Mass Media in Post Liberalized India**

Department of Communication, Jagannath International Management School (JIMS), Vasant Kunj, affiliated to Guru Gobind Singh Indraprastha University, New Delhi and accredited by NAAC, Bangalore, organized the 11th National Seminar on '**Radio as Mass Media in Post Liberalized India**' on October 26, 2016 at Manch auditorium, Indian Institute of Mass Communication (IIMC), Aruna Asaf Ali Marg, New Delhi.

The objective of the seminar was to sensitize students to the prevailing trends in Radio as Mass Media in Post Liberalized India.

The key speakers were, Mr. Rajiv Shukla, Deputy Director General, All India Radio (AIR), Dr. R Sreedher, Expert, Community radio, Ms. Shrinkhala Sahai, Content Manager & Radio Jockey (RJ), Radio Gandharv, Ms. Akriti Jakhmola, RJ, Radio Nasha and Mr. Rahul Makin, RJ, Radio Fever 104 FM. The seminar commenced with the welcome of the distinguished speakers followed by the lighting of the lamp.

Dr. Ravi K. Dhar, Director JIMS Vasant Kunj presented the welcome address. He welcomed the guests on the behalf of the Hon'ble Chairman, Dr. Amit Gupta and warmly greeted the audience. He briefly introduced the illustrious panelists to the students and highlighted the JIMS vision and its holistic approach towards education. He also spoke about the various educational institutions under the JIMS flagship and the strides has taken in the recent years. He also apprised the audience about the recent second cycle of the National Assessment and Accreditation Council (NAAC), which was held in JIMS Vasant Kunj, New Delhi and the word of appreciation bestowed by the NAAC members.

Stating students as the major stakeholders, he explained them how they are the brand ambassadors of JIMS. Furthermore, while accentuating the appositeness of the seminar, he reiterated that it is the nonpareil way to communicate to the student those information, which otherwise cannot be communicated during the classroom teaching. Subsequently, he threw light on the need of a citizen's right to communicate and accessibility of communication medium to them, thus providing more meaning to the right to expression. He spoke of the need to break the confinement of public debates, which are taking place in the intellectual class, and to be communicated to the policy maker and integrated in the public policy making. He underscored the relevance of citizen's ideas in public policy making, where the accessibility of media plays a crucial role.

Highlighting the role of the media and its capability to revolutionize public sphere and democracy, he discussed the Nehruvian and Gandhian models of democracy. He also spoke about the technological changes and effects of post liberalization on the radio. Talking about the radio in the present context, he applauded the understanding of present government and the emphasis it lays on the community radio. To conclude, he said that we need to strengthen the radio, which has continuously endeavored to encourage people's participation and ensured the citizen's right to communicate in public.

Mr. Rajiv Kumar Shukla, Deputy Director General, AIR. He spoke on the topic, "Contribution of AIR as Public Broadcaster and its challenges." He shared the 'thought provoking subject' by recalling his college life during the time of emergency. He narrated the fascinating journey behind the evolution of the AIR, from pre to post independence and various phases, till date. The journey which began with the private initiative by the Bombay Presidency Radio Club (1927), passed the phase of the Indian State broadcasting service (1930), christened as AIR (1956), coming of *Yuv-Vani* (1969), Frequency Modulation (FM) (1977), its survival through bureaucratic challenges, liberalization phase, which helped it to come out of the shadow of the monopoly, to *Prasar Bharti*, Act (1990,) AIR on-line Information Service on Internet (1996), Direct to Home (DTH) Service of AIR (2004), AIR 'News on Phone' Service (2010) and now digitalization.

Recalling the history of radio at the time of independence, the distinguished speaker told that the AIR in all these years has tried to give expression to different voices. Highlighting the radio's contribution during the time of independence and immediately after that period, when we had only six radio stations, he said that radio was a powerful instrument to promote the idea of democracy within the country. This was further promoted by the democracy committed leader and also the first Prime Minister of India, Pt. Jawaharlal Nehru. As a leader, he was totally committed to the freedom of the press.

He said that, radio, as the public broadcaster has a glorious past, which worked in building the understanding of the democracy within the people of newly independent India. It was an era, which was difficult for democracy to survive, with feudalism, poverty, illiteracy, lack of understanding of the Westminster system, were a few of many big challenges before the country. Although our history has examples of democracy, but Westminster system was new to

us. He also spoke about contribution of great leaders like Dr. Bhimrao Ramji Ambedkar, Sardar Vallabhbhai Patel, Maulana Abul Kalam Azad, Shyam Prasad Joshi, Jayaprakash Narayan etc. But he said the most important contribution done was by the 'people of India' because they actively participated in the setting up the democracy in the country. In the process to familiarize people with the cherished goal of democracy, radio as a public broadcaster, made its foundation on three principles, which are: to inform, to educate and to entertain. AIR undertook a massive campaign, to educate people so that they can give parliamentary democracy a chance. The journey till now has been a great experience. The people of India have proven their maturity in bringing the change and AIR played a significant role in making people partners in the process of democracy. He also told how AIR has been tirelessly working to educate the countrymen on scientific temperament, political integration, cultural, sociological and emotional integration etc.

He recalled Nehru's 'unity in diversity' statement apposite for the understanding of a highly complex structure of India. He spoke about the diversity in form of languages, with 22 official languages enshrined in the Eighth Schedule to the Constitution of India, English as 23rd language and thousands of dialects. And within this fascinating diversity, AIR has acted as a thread, which binds it all.

AIR has played a crucial role in bringing emotional and social integration within the country. It has been the development partner in the growth activities of the nation. It has facilitated in breaking down old and outdated concepts, infusing modernity in the society, helped in removing social biases, and the story has continued in the aiding nation building process till now.

He further spoke of FM stations, and said that local radio station were the precursor of community radio. He also mentioned how AIR has strived to include population in the making of the programs. Furthermore, he said that due to government policy and the commitment by AIR members, despite being a monopoly it had got many rewards and recognition both at the national and international level. Citing the latest example of AIR's 'Diary of a Tiger' by Mr. Abhinay Srivastava, which has recently won the first prize in the Community Service Announcement category of the prestigious Asia-Pacific Broadcasting Union (ABU) awards.

He also spoke how AIR reached far-flung places where private player doesn't venture. He also told how AIR is transforming itself with the changing time and technology and keeping itself up-to-date. Underscoring the importance of content and presentation style, he said that AIR has always strived to be original and is becoming more intimate and friendly to the listener. It is trying to make interpersonal bonding with the listeners.

While talking about the private players, he said that the competition has helped the AIR to grow and there is an enormous scope of healthy competition, common linkages, the scope of discussion and together they all can strive for the common good. Further, he spoke about public broadcaster's ethics, which is paramount for AIR i.e., to be non discriminatory and its continuous endeavor to represent every Indian citizen, irrespective of caste, region, gender, etc., which is a gigantic task.

He also highlighted the role of AIR in disaster management, where the radio proved itself as the most important medium of communication. Where TV and Internet can give up, the radio stands in most of the situation. He also told how AIR has Standard Operating Procedures (SOP) laid down in all stations, so that at the disaster it can play a crucial role. He narrated the examples of the disastrous floods of Kosi in 2008, devastating floods and landslides of Uttarakhand in 2013, catastrophic floods of Jammu and Kashmir in 2014 and told how due to AIR continuous efforts, people during the disaster were kept informed and families were reunited. The speaker also spoke about the new challenges like global warming, environmental issues, food security, water and sanitation, drinking water importance, etc. He concluded his talk with the quote, "speak truth to power so that power be truthful."

Dr. R Sreedher, media professional & Community Radio expert. He presented his views on the topic, "Redefining the purpose and regulation of community radio by Dr R Sreedher, Expert, Community Radio." Dr. R Sreedher is one of the pioneers for having started the community radio movement in India for empowering the marginalized. He has been instrumental in promoting community radio as a tool of community empowerment. He started with his personal experience in AIR and underscored the freedom of innovation, which he experienced during his

AIR days. He told how the autonomy, is the very foundation of AIR. He narrated the evolution of AIR and took the audiences through the journey of various technologies of AIR, from FM to digital radio.

He spoke about Supreme Court judgment by Justice P.B. Sawant and Justice S. Mohan in 1995 stating that the 'airwaves or frequencies are a public property.' He also spoke about the *Prasar Bharati* (Broadcasting Corporation of India) Act, 1990. He discussed about the political participation is building the environment where radio can flourish and the challenges which it faced. One of the examples discussed by the speaker was that under the leadership of former PM Atal Bihari Vajpayee, one-frequency was reserved for the social sector. This was given to education *Gyan Wani* FM radio station was launched in 2001. This step became a precursor to the Community Radio. However, the fate of *Gyan Wani* was sealed in 2014 and it was discontinued. In 2002 came the Community Radio policy for education.

He gave another example where the community radio played a crucial role during a disaster. On December 26, 2004 the Indian Ocean earthquake was followed by the devastating tsunami. This was one of the deadliest natural catastrophes in the history of mankind. During the disaster, a group of students of Anna University used the college community radio for people to share their personal experience, which was later archived in BBC. Anna FM was also the first campus "community" radio station of the aforementioned university.

He also spoke about how community radio has a huge potential to cover any area with minimum resources. In the journey, which was commenced during the National Democratic Alliance (NDA) saw changes in the United Progressive Alliance (UPA). The Community Radio was given to non-governmental organization's (NGO) and agriculture also. Community Radio is given free of cost theoretically, but it has its own set of challenges. He also spoke about the changing trends in radio brought by the changes in technologies. He stressed that the term 'radio' needs to be revisited as different gadgets like mobile and audio tools have replaced the radio set. Therefore, there is a need for a new terminology to replace the term radio.

He also spoke about Community Radio in other counties, which work on one/woman show and volunteer participation. He also emphasized on the students participation in Community radio. It

is a one medium, which gives lots of freedom of expression and motivated students to use Community radio available in JIMS. He further said that the Community radio also provides lots of opportunities and can link up with national development programs like Skill India and it can be connected with the Apps and Internet. He concluded by encouraging students to combine skills and make a new communication through narrow casting and bring new knowledge to the community with the power of community radio. Dr. Neeru Johri presented the token of appreciation to the distinguished guest.

Ms. Shrinkhala Sahai, Content Manager & RJ, Radio *Gandharv* (the first 24-hour Hindustani classical music radio station in India, WorldSpace Satellite Radio), spoke on the topic, "Co-creation of content to reshape the democratic communication." The speaker took the radio's history in India to the next level and threw light on the satellite radio, podcasting and web radio. She told students about the mood music, various formats of developing content and functioning of various radio stations with different genres dedicated to listeners.

She also spoke about the satellite model of radio, which is working, on subscription rather than advertisement. In 2004, one of the main challenges faced by the satellite model of radio was subscription fee, i.e. to pay for radio, where the listeners were in habit to have free radio.

She further highlighted the twists in the broadcasting technology, the challenge of the times lapse, digital quality brought by satellite radio, etc. Moreover, the different form of content format was another revolution happened in the satellite radio. She also made students aware about the power of Podcasting. It is like audio blogging. It is an audio show, which can be downloaded. Narrating podcasting journey in Indian context, she said that podcasting has come in a big way in India in past five six years. She further spoke about the changing listeners pattern, from old radio centers to web radios. Here one can choose one's own music option and play, thus demarcating the airwaves also.

Ms. Akriti Jakhmola, RJ, *Radio Nasha*, spoke about the "Challenges of content and sustainability of private FM Radio Stations." She stimulated the young audience with her witty interactions. She spoke about the radio as power, its surprise element, radio jockey as a career and content writing application. She emphasized on the "out of the box" thinking. She spoke

about the relevance of research in the making of the content. She spoke about the creative writing, lateral thinking, sunshine factor, out of the box content, hook content etc.

Mr. Rahul Makin, RJ, Radio Fever 104 FM. He spoke about the "FM Radio and Public Broadcasting challenges." The speaker was well received by the students with lots of enthusiasm. He shared his journey in radio with the students. He told how radio, which is seldom seen as an underrated medium, is actually a powerful agent of change. Radio has an unlimited scope as it enables to create a theater in the minds of listeners. In television, where the audience is confined with the presentation of TV content, the radio on the other hand gives unlimited scope of imagination. He spoke about the amount of efforts, which goes behind the making of the program. He underscored on the change which radio can initiate by the radio programs.

Dr. Neeru Johri on behalf of JIMS family, thanked the speakers, Dr. Amit Gupta, Esteemed Chairman, JIMS group of institutions, Dr. Ravi K. Dhar faculty members. Staff, support staff, IIMC and the students.

The seminar deliberated on the learnings, challenges, sustainability issues and content innovations in Radio during the post liberalization in India. The key focus of the national seminar was to focus on the issues like, redefining the purpose and regulation of community radio, co-creation of content to reshape the democratic communication, funding and sustainability of Radio, community Participation in Radio and FM Radio and Public Broadcasting challenges.

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HOD, BA(JMC)