

## **CRITERIA III: RESEARCH, INNOVATION AND EXTENSION**

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

**DATA COLLECTION YEAR FOR ASSESSMENT**

**2019-20**



# JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of United Nations Global Compact, New York

ISO 9001:2015 Quality Certified

Dated: 07<sup>th</sup> August, 2019

## **NOTICE FOR WORKSHOP**

This is to inform all the students of **BBA-V A&B (Morning & Evening)** Semester to attend the Guest Lecture organized as per details given as under:

**Date/Day** : 09<sup>th</sup> August, 2019 (Friday)

**Speaker** : Mr. Joseph Reich, Ms. Saishree Singal  
and Ms. Yasmin Siddiqui  
Corporate Trainers, USA

**Timing** : 12:10 PM to 02:00 PM

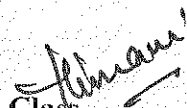
**Topic** : Personality Development & Career Planning

**Venue** : JIMS –VK Auditorium

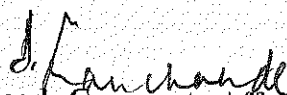
**Coordinator** : Dr. Himani Gupta, Dr. Shruti Bhuttani  
Ms. Sanjna Aggarwal & Mr. Vipul Singh

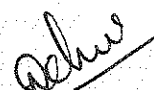
**to arrange**

**Note:** : All the students must be dressed in Formals.

  
Class  
Co-ordinator

  
Manager - Legal  
and Corporate Affairs

  
Head- Corporate Affairs

  
HOD  
(Mgmt.)

  
Director

# Jagannath International Management School

## Vasant Kunj, New Delhi-110070

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### REPORT

#### Session on "Personality Development & Career Planning" (Friday, August 9, 2019)

**Event Category:** Workshop

**Topic:** Personality Development & Career Planning

**Date:** 9<sup>th</sup> August, 2019

**Time:** 12.00pm – 2.00pm

**Venue:** Auditorium, JIMS, VK

**Resource Person(s) with Designation and Organization:** Mr. Joseph Reich and Ms. Yasmin Siddiqui, Corporate Trainers

**Beneficiaries with number:**

1. Faculty, Department of Management Studies – 4
2. BBA Students, [5<sup>th</sup> Semester (Morning + Evening)], JIMS, Vasant Kunj -83

**Faculty Coordinator:**

1. Dr. Himani Gupta, Associate Professor
2. Dr Shruti Bhuttani, Assistant Professor
3. CA Ms. Sanjana Aggarwal, Assistant Professor
4. Mr. Vipul Singh, Assistant Professor

**Learning Objective:**

1. To make students well informed about Personality Development & Career Planning
2. The way students will groom themselves.

**Report:**

The BBA department of Jims Vasant Kunj organised a workshop for its third year students in which the students were informed about how the students should prepare the resume and all sorts of things that should be kept in mind while applying anywhere. Our guest for the day Mr. Joseph Reich and Ms. Yasmin Siddiqui were felicitated by a planter and introduced himself to our students along with the a quick summary of the event. The students were made aware about how to bifurcate sections on a CV. The difference between a CV and Resume. How to formally write a mail? What are the dos and don'ts of writing a mail? What are the dos and don'ts of writing a CV/ RESUME? , How to ask for a letter of recommendation from any superior?

All our doubts were cleared in the query handling time which was allotted to the students. Most of the taboos and stereotypes were broken. Students got to know a lot of which as of today can use in their CV to stand out from the crowd

**Learning outcomes:**

1. Students get the information on different sections of CV, dos and don'ts of writing a resume.
2. Students well interacted to clear their queries on the topic

**Glimpses of the Event at Zoom App:**

*Students attending the Session on Personality Development & Career Planning*

  
Faculty Coordinator

  
Dr. Nidhi Gupta  
HOD – Department of Management Studies



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Dated: 19<sup>th</sup> August, 2019

## **NOTICE FOR WORKSHOP**

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

**Date/Day** : 20<sup>th</sup> August, 2019 (Tuesday)

**Speaker** : Mr. Nitin Goel  
Corporate Trainer

**Company** : Ministry of Higher Education, OMAN

**Timing** : 10:20 AM to 12:10 PM

**Topic** : Self-Management

**Venue** : JIMS –VK, Auditorium



**Coordinator to arrange** : Ms. Swati Mathur & Ms. Divya Gupta

**Note:** : All the students must be dressed in Formals.

  
Class  
Co-ordinator

  
Manager Legal  
and Corporate Affairs

Head- Corporate Affairs

  
HOD  
(Mgmt.)  
  
Director

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## **Report**

**Session on “Self -Management: Key to be Happy and Successful”**

**(Tuesday, August 20, 2019)**

**Event category:** Workshop

**Topic:** Self -Management: key to be happy and successful

**Date:** 20<sup>th</sup> August 19

**Time:** 10:20 am

**Venue:** Auditorium, JIMS VK

**Resourced person with designation and organization:** Mr. Nitin Goel, Corporate Trainer.

**Beneficiaries with number:**

1. Faculty, department of management studies -02
2. BBA Students (2<sup>nd</sup> semester- Morning), JIMS, Vasant Kunj - 93

**Faculty coordinator:**

1. Dr. Nidhi Gupta, Head, Department of Management Studies
2. Ms. Swati Mathur & Ms. Divya Gupta

**Learning objective:**

How to manage yourself

**Report:**

The workshop was a great success with Mr. Nitin Goel starting off with a small question “do we properly introduce ourselves?” and then giving students few tips on how to properly introduce yourself to others. He further went on and gave a definition of

management, that was “**MANAGE MEN Tactfully**” and elaborated that before managing others we have to manage ourselves, have the courage to change and should never criticize. He shared the mantra he used in his life, long ago, that was **HHW (Health, Hobby and Wisdom)** and focused on how important is to inculcate work life balance in one’s life, and also that learning never ends, every day we have to develop and learn something. The session ended with a beautiful quote “**if they can change, I can change, I will change.**”

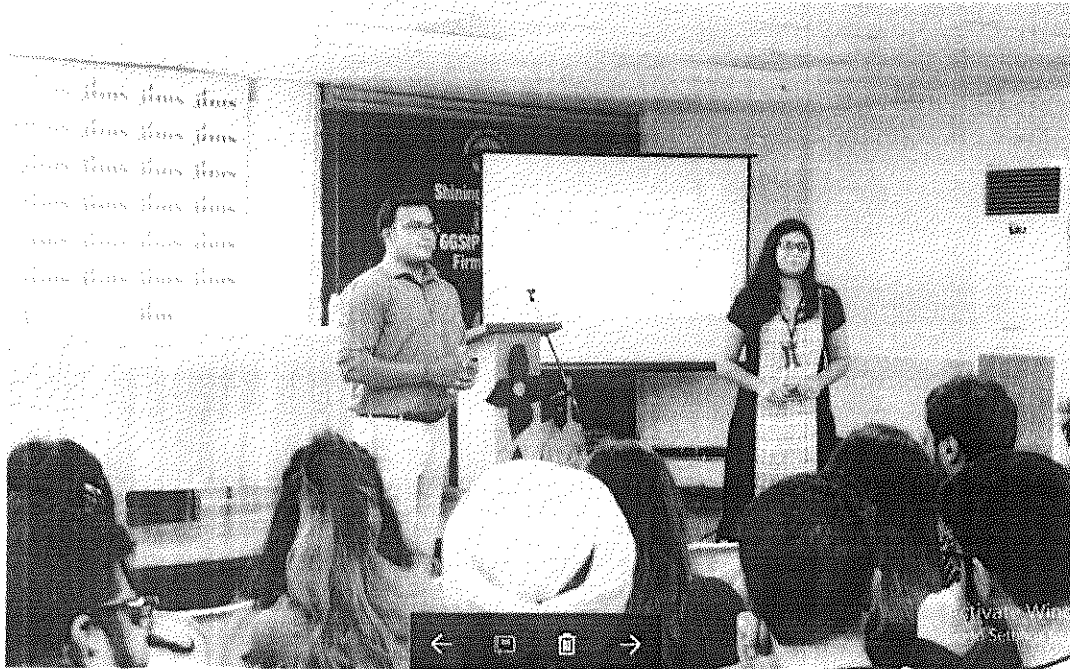
**Learning outcomes:**

1. Importance of maintaining a balance in our life.
2. Self introspection and self SWOT analysis are important and should be done regularly.
3. “Learning never ends”



*Guest Speaker Mr. Nitin Goel delivering the lecture.*





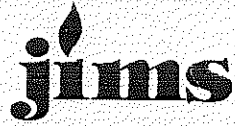
*Guest Speaker Mr. Nitin Goel answering the queries of the students.*

*[Handwritten signature]*

**Faculty Coordinator**  
**Name & Signature**

*[Handwritten signature]*

**Dr. Nidhi Gupta**  
**Head- Department of Management Studies**



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Dated: 26<sup>th</sup> August, 2019

## **NOTICE FOR WORKSHOP**

This is to inform all the students of **BBA-I A&B (Evening)** Semester to attend the Workshop organized as per details given as under:

**Date/Day** : 29<sup>th</sup> August, 2019 (Thursday)

**Speaker** : Ms. Bhawana Dhawan  
Head-HR & Admn. India (South Asia)

**Company** : United Biscuits Pvt. Ltd.

**Timing** : 01:15 PM to 03:15 PM

**Topic** : Growth of FMCG Sector and Consumer Durables:  
Prospects for Management Students

**Venue** : JIMS –VK, Auditorium

**Coordinator to arrange** : Ms. Prabhjot Kaur & Mr. P.K. Pandey

**Note:** : All the students must be dressed in Formals.

Class  
Co-ordinator

Manager - Legal  
and Corporate Affairs

Head- Corporate Affairs

HOD  
(Mgmt.)

Director

# **Jagannath International Management School**

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## **Report**

**Session on "Growth of FMCG Sector"**

**(Thursday, August 29, 2019)**

**Event category:** Workshop

**Topic: Growth of FMCG Sector and Consumer Durables: Prospects for Management Students**

**Date:** 29th August 2019

**Time:** 1:15 to 3:15 pm

**Venue:** Auditorium, JIMS VK

**Resourced person with designation and organization:** Ms. Bhawana Dhawan, Head - HR & Admin, India (South Asia), United Biscuits Pvt. Ltd.

**Beneficiaries with number:**

1. Faculty, Department of Management Studies -02
2. BBA Students (1<sup>st</sup> semester evening shift) – JIMS, Vasant Kunj- 99

**Faculty coordinator:**

1. Mr.Promod Pandey
2. Mrs.Suchitra

**Learning objective:**

How to manage yourself

**Report:**


The workshop was a great success with Ms. Bhawana Dhawan. she is a Leading HR function for UB India, as Senior HR - Manager. Ms. Bhawana is a key member, responsible for driving Country HR initiatives. Also, a key member of International HR team, responsible for driving global initiatives customized to local requirements. She started off with her

introduction "my name is Bhawana it means feelings" and then giving students few tips on how to properly introduce yourself to others. She further went on asked students to open a website it had a game, we had around 83 people active live on the game, we were displayed with questions on the board and we had to choose the correct option on our phones and the fastest answer users were displayed on the board . This game was meant to show how fast and competitive our environment is. We have to be fast, active and alert. This was one of her best trick to make us understand about the market being competitive and other games she asked if you were to prank with your boss how would you? All these games were amazing; all these had amazing lessons to teach. It was a fun type learning method. Students had an amazing, interactive and enlightening session with Ms. Bhavna Dhawan. A lot many students were inspired by her as a person.

**Learning outcomes:**

1. Importance being always alert, active and smart to survive within the competitive market.
2. "Being different"

  
Name & Signature  
Faculty Coordinator

  
Dr. Nidhi Gupta  
Head- Department of Management Studies



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Dated: 13 November, 2019

## **NOTICE FOR WORKSHOP**

This is to inform all the students of **BBA I A & B (Morning & Evening)** Semester to attend the Workshop organized as per details given below:

**Date/Day** : 14 November, 2019 (Thursday)

**Speaker** : Mr. Shamsheer Singh - Head, Investment & Analytical Research  
Mr. Anuj Gaur - Vice President  
Mr. Sudhanshu Singh - Academic Head  
Mr. Lalit Singhal - Senior Quant Trader

**Company** : IBBM, Noida

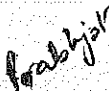
**Timing** : 12 NOON – 2:00 PM

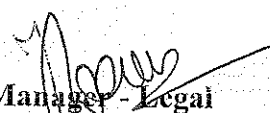
**Topic** : Financial Investment & Money Management

**Venue** : Auditorium

**Coordinators** : Dr. Manisha Gupta & Ms. Nisha Wadhwan  
Ms. Prabhjot Kaur & Mr. P.K Pandey

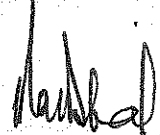
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Class  
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## **Report**

### **Session on “Financial Investment & Money Management”**

**(Thursday, 14<sup>th</sup> November, 2019)**

**Event category:** Workshop

**Topic:** Financial Investment and Money Management

**Durables:** Prospects for Management Students

**Date:** 14 November 2019

**Time:** 12 Noon

**Venue:** AUDITORIUM, JIMSS VK

**Resourced person with designation and organization:** Mr. Shamsher Singh – Head ,  
Investment and Analytical Research

Mr. Anuj Gaur – Vice President

Mr. Sudhanshu Singh – Academic Head

Mr. Lalit Singhal – Senior Quant Trader IBBM ,Noida

**Beneficiaries with number:**

1. Faculty, Department of Management Studies -02
2. BBA Students (1<sup>st</sup> semester- evening shift) – JIMS, Vasant Kunj - 201

**Faculty coordinator:**

1. Ms Prabhjot kaur
2. Mr. Pramod pandey

**Learning objective:**

- To know how can we develop an interest towards investment banking as a career
- To know the future prospects as a financial investor.

**Report:**


The workshop was a great success with Mr. Shamsheer Singh, Mr. Anuj Gaur, Mr. Sudhanshu Singh and Mr. Lalit Singhal, they told us that how important it is to have a knowledge regarding financial investment and money management. Investment banking is a very popular career option in a modern-financial corporate world. Investment banking is an area of the financial services industry that focuses on managing and increasing the financial assets of clients. Investment bankers help companies invest their assets with a view towards increasing the value of their portfolios. They primarily act as advisors and brokers, helping their clients identify and capitalize on great opportunities. They discussed about money management as well. In all they had amazing lessons to teach. Students had an amazing, interactive and enlightening session with all of them, lot many students were inspired by her as a person

**Learning outcome:**

- Students get to know about the line of investment banker
- They get to know how can they pursue it as a career



Faculty Coordinator



Dr. Nidhi Gupta

Head- Department of Management Studies



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Dated: 3 January, 2020

## **NOTICE FOR WORKSHOP**

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

**Date/Day** : 9 January, 2020 (Thursday)

**Speaker** : Mr. Kirat Singh Kalra  
Director

**Company** : Adroyt Pvt. Ltd

**Speaker** : Ms. Sallyann Della Casa, Harvard University  
Chief Identity Hacker

**Company** : Gleac Technologies Pvt. Ltd.

**Timing** : 11:00 AM to 1:00 PM

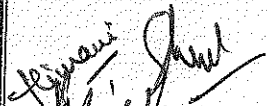
**Topic** : Employability Skills Assessment and Development Programme

**Venue** : JIMS -VK, Auditorium


**Coordinator** : Dr. Himani Gupta & Dr. Shruti Bhuttani  
Mr. Vipul Singh & Mr. Gaurav Bhardwaj

**to arrange**

**Note:** : All the students must be dressed in Formals.

  
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Co-ordinator

  
Manager - Legal  
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Head- Corporate Affairs

  
HOD  
(Mgmt.)

  
Director



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## Report

Session on "Employability Skills Assessment and Development Program"

(Thursday, January 09, 2020)

**Event Category:** Workshop

**Topic:** Employability Skills Assessment and Development Program

**Date:** 09 January, 2020

**Time:** 11.00am to 1.00pm

**Venue:** Jagannath International Management School, Vasant Kunj

### Resource Person(s) with Designation and Organization:

- Mr. Kirat Singh Kalra  
Director, Adroyt Pvt. Ltd.
- Ms. Sallyann Della Casa  
Chief Identity Hacker, GLEAC Technologies Pvt. Ltd.

### Beneficiaries with number:

1. Faculty, Department of Management Studies - 5
2. BBA Students (6<sup>th</sup> Semester A & B - Morning & Evening), JIMS, Vasant Kunj - 192

### Faculty Coordinator:

1. Dr. Nidhi Gupta, Head, Department of Management Studies
2. Dr. Himani Gupta
3. Dr. Shruti Bhuttani
4. Mr. Gaurav Bhardwaj
5. Mr. Vipul Singh

### Learning Objectives:

To teach students how they can assess their employability skill and further develop skills which helps them to grab better opportunities.

**Report:**

A workshop was organized on 09<sup>th</sup> January, 2020 for the 6th Semester students of BBA department in which, Mr. Kirat Singh Kalra and Ms. Sallyann Della Casa, discussed about employability skills. The following points were discussed:

- Behavior development: In today's continuously evolving world in order to count as a worthy individual one must continuously adapt to the surrounding environment. Thus behavior development of any person is a must to thrive in the competitive business world.
- Employability requirements: Communication skills forms 85% of the personality of an individual as per a research conducted by Harvard Business School. Thus soft skills, leadership skills, entrepreneurial skills etc form a major part of an individual. GLEAC provides certification for the skill development program. Students can participate in the program and can get certificate.
- GLEAC Platform: GLEAC is a digital behavior test platform that provides a self-behavior assessment test for an individual and providing a detailed behavior benchmark report inclusive of the traits that account as strengths and weakness of the person taking the test. GLEAC provides the platform to learn and evolve yourself through micro-behaviour development courses.
- Career mapping: GLEAC is a smart approach that helps individuals post the assessment to judge their weakness and to encourage individuals to practice to overcome them by the set of professional courses provided in this digital platform. This self-development platform holds the powerful AI-algorithm to judge the strengths of any person and guides them to choose profession that their strengths can cater for.

**Learning Outcome:**

- Tips for interview: Interactive discussion on how to tackle commonly asked questions by various MNC's.
- Scope of GLEAC for job seekers: The count of jobless graduates is increasing in India due to 50% reduction employment rate. Thus, to crack in such hard times, the personality development courses provided by GLEAC giving you a edge over competitors.
- Entrepreneurship skills: For innovators who choose to establish a startup or run their family business, GLEAC provides leadership skill development course as soft skills is the key element to succeed.
- Certification for higher skills: The GLEAC software offers CPD i.e., Continuous Personality Development which represents the score of a particular skill learned from GLEAC, it is certified by the British Council. Thus it aids as a bouns, adds a star in student's resume and turning them into the top 1% worthy individuals in the market.

The pictures of workshop is given below:



*Guest Speaker, Mr. Kiran Singh Kalra, interacting with students*



*Guest Speaker, Ms. Salyana Della Casa interacting with students*

*Gauri*  
**Faculty Coordinator**

*Nidhi*  
**Dr. Nidhi Gupta**  
**Head-Department of Management Studies**



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Dated: 10 January, 2020

## **NOTICE FOR WORKSHOP**

This is to inform that selected students of **BBA, BCA, BA(JMC)** Semester have to attend the Guest Lecture as per details given as below:

**Date/Day** : 15 January, 2020 (Wednesday)

**Speaker** : Dr. Sanjeev Gera and Dr. Dheeraj Bhargava

**Designation** : Senior Doctors

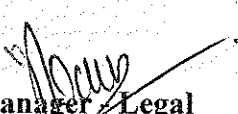
**Company** : BLK Hospital, New Delhi

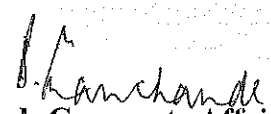
**Timing** : 12 NOON to 2 PM

**Topic** : Lifestyle Disorders amongst the youth

**Venue** : JIMS VK, Auditorium

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Director

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## Report

### Lifestyle Disorders amongst the youth

(15 Jan, 2020)

**Event Category:** Workshop

**Topic:** Lifestyle disorders amongst the youth

**Date:** 15 Jan, 2020

**Time:** 12 Noon to 2PM

**Venue:** Auditorium, JIMS, VK

**Resource Person(s) with Designation and Organization:** Dr. Sanjeev Gera & Dr. Dheeraj Bhargava, Senior Doctors, BLK Hospital, New Delhi

**Beneficiaries with number:** Selected Students of BBA - 39

**Faculty Coordinator:** Dr. Manisha Gupta

**Learning Objectives:**

- To learn about the disorders that are prevalent among the youth
- Remedies or solution for these disorders that can make life healthy


#### Report:


A special workshop was organized with the theme of lifestyle disorders amongst the youth. Dr. Sanjeev Gera and Dr. Dheeraj Bhargava, senior doctors of BLK hospital shared their insights with the students. They started their workshop with the discussing about the disorders like increasing stress and anxiety issues amongst the students due to high competition and changing lifestyle. They also shared how youth is spending more time on mobile and laptops that are making their eyes weaker. They discussed how youth is becoming more addicted towards alcohol and smoking which is causing serious health issues like damage of liver and lung cancer. They also discussed some case studies related to the incidence of heart attacks among youth. In the end they suggested changes in the lifestyle that are more important to adapt these days to have a healthy and peaceful life. They also suggested that youth should start yoga and meditation also to improve their mental hygiene.

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**Learning Outcome:**

1. Students learnt how the changing lifestyle is impacting their health and peace of mind.
2. Students learnt the remedies and solutions that are needed to adapt in order to have good health.

  
Name & Signature  
Faculty Coordinator

  
Dr. Nidhi Gupta  
Head- Department of Management Studies

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Date:- 15/01/2020

## NOTICE FOR Third Annual Intra-College Symposium

This is to inform all the students of BBA of all the semesters (Morning & Evening) that there is a Third Annual Intra-College Symposium organized by the department of Management Studies on 30<sup>th</sup> January'2020 on the theme **"Economic Slowdown and its impact on Core Industries"**

The sub-themes and details of presentation are given below:-

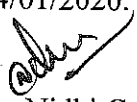
1. Economic Slowdown and its impact on Automobile Industry.
2. Economic Slowdown and its impact on Education Industry
3. Economic Slowdown and its impact on Infrastructure Industry.
4. Economic Slowdown and its impact on Health Care Industry.
5. Economic Slowdown and its impact on Telecom Industry.
6. Economic Slowdown and its impact on Coal Industry.
7. Economic Slowdown and its impact on Electricity Industry.
8. Economic Slowdown and its impact on Steel Industry.
9. Economic Slowdown and its impact on Refinery Products.
10. Economic Slowdown and its impact on Crude Oil Industry.
11. Economic Slowdown and its impact on Cement Industry.
12. Economic Slowdown and its impact on Natural gas Industry.
13. Economic Slowdown and its impact on Fertilizers Industry.

**Time :-** 10:00 AM onwards on 29<sup>th</sup> January'2020.

**Venue :** Auditorium

**Note :-** Each Team will be provided 15 minutes time slot for each presentation. Each Team consisting of two students .

Interested students are advised to give their names to the respective class coordinators by 24/01/2020.

  
Dr. Nidhi Gupta  
(HOD-Department of Management)

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## Notice for Intra-College Poster Making Competition

Date:- 15/01/2020

This is to inform all the students of BBA of all the semesters (Morning & Evening) that the Department of Management Studies is organizing its second annual Inter – Class Poster Making competition on the theme “Economic Slowdown” on 28th Jan ‘2020 from 12 P.M to 2 P.M .The sub-themes for making posters are given below:-

1. “Economic Slowdown and its impact on core Industries.
2. Inflation in an Economy.
3. Challenges and Problems in Agriculture.
4. Challenges in Micro, Small & Medium Enterprises.
5. Public Policies and its impact on Indian Economy.
6. Foreign Trade Investment /FDI/FII.
7. Jobless Growth /Unemployment.
8. Service Industry –Current Scenario.

10 entries will be shortlisted

Note: -

- Participants need to make handmade poster on A3 size drawing sheet.
- One Hour 30 minutes will be given to make the poster. ( 12 P.M to 1: 30 P.M)
- Participant need to bring their own material.
- Participants have to present their poster along with the short description (verbal) of the idea depicted by them in the poster. (1:30 P.M -2:00 P.M)
- Students can participate in a team of two/Individual.

Interested students are advised to give their names to the respective class coordinators by 24/01/2020.



Dr.Nidhi Gupta  
(HOD-Department of Management)



# Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of United Nations Global Compact, New York

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## Report on 3<sup>rd</sup> Intra –College Symposium & 2<sup>nd</sup> Poster Presentation

### Competition

(28<sup>th</sup> and 30<sup>th</sup> January 2020)

**Event Category:** INTRA-COLLEGE SYMPOSIUM AND POSTER PRESENTATION COMPETITION

**Topic/Theme:** "ECONOMIC SLOWDOWN AND ITS IMPACT ON CORE INDUSTRIES"

**Date:** 28<sup>th</sup> and 30<sup>th</sup> January 2020

**Time:** 10:00 A.M to 3:00 P.M

**Venue:** AUDITORIUM, JIMS VK

**Beneficiaries:** Students of Department of Management Studies. -222

**Faculty Coordinator:** Dr. Shruti Bhuttani / Ms. Anshu Punshi

#### Learning Objectives:

1. Better understanding of the economy and its impact on various industries.
2. To give a platform to students wherein they can express, exchange their understanding, views, findings and ideas on several themes allocated with everyone.
3. To give a platform to students to showcase their creativity and understanding and increases awareness about the topic and provide broad understanding.

#### Report:

The session was inaugurated by Dr.Ravi.K.Dhar ,Director ,JIMS VK who set theme of discussion by giving an introductory speech on the topic Economic slowdown and telling about its impact on the core industries. He in detail taked about the current issues in India with special reference to the economic slowdown. He also emphasized that Automobile sector being in decline need to be given more attention. He also highlighted that how economic slowdown is different from recession. Apart from Economic slowdown, he also put some light on demonetization and its impact on the several industries mainly telecom industry.

#### 1. Inter Class –Symposium

Intra-college Symposium was held on 30th January 2020 whereby the teams consisting of two students from each class participated and presented their views on the topic "Economic slowdown and its impact on core industries". There were a total 9 teams who participated in this competition with zeal and passion. The students were very enthusiastic in making the presentation at Symposium. It also highlighted the student's motivation in participating in Academic events. The students made excellent presentations explaining about what is economic

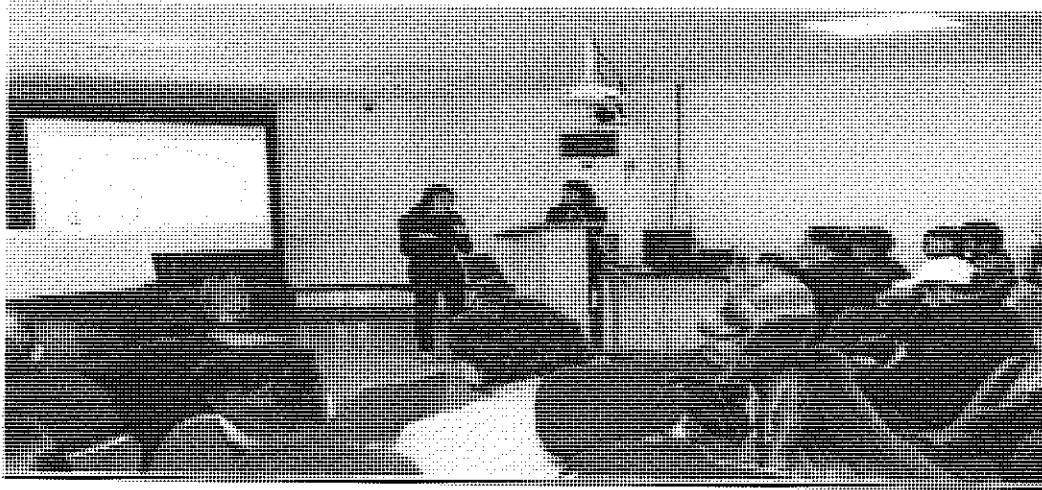
slowdown, the reasons behind the slowdown, its impact on core industries. The team which stood first presented on the impacts of slowdown on iron and steel industry. They shared their innovative ideas, sharing and exchanging the research, findings about the internal and external factors leading to the slowdown in that sector. Different teams talked about different industries like automobile industry, infrastructure industry, telecom industry, crude oil industry, iron and steel which is said to be as the backbone of all others industries. As the experience shared by students it reflected that such platform gives an opportunity to students to appear different from the others and gain recognition. The top three teams were honored with prizes along with a participation certificate given to all the participants. The jury consisted of three members. Dr.Suchitra Srivastava, Assistant Professor, Management Mr.Vipul Singh, Assistant Professor, Management Mr.Gaurav Bhardwaj, Assistant professor, Management. The criteria of judgment were content, communication and overall presentation.

### Winners of Intra College–Symposium (BBA)

S.No.	Name of Students	Class	Topic	Position
Team 1	Adhayan	BBA-4 <sup>th</sup> sem	Economic Slowdown and its impact on Iron And Steel Industry	Ist
	Maithily			
Team 2	Daksh	BBA-2 <sup>nd</sup> sem	Economic Slowdown and its impact on Steel Industry.	IInd
	Divyam Jain			
Team 3	Charu Thakur	BBA-6 <sup>th</sup> sem	Economic Slowdown and its impact on Automobile Industry	IIIrd
	Vidhi Juneja			



*Dr. Ravi. K. Dhar addressing students for the event symposium.*



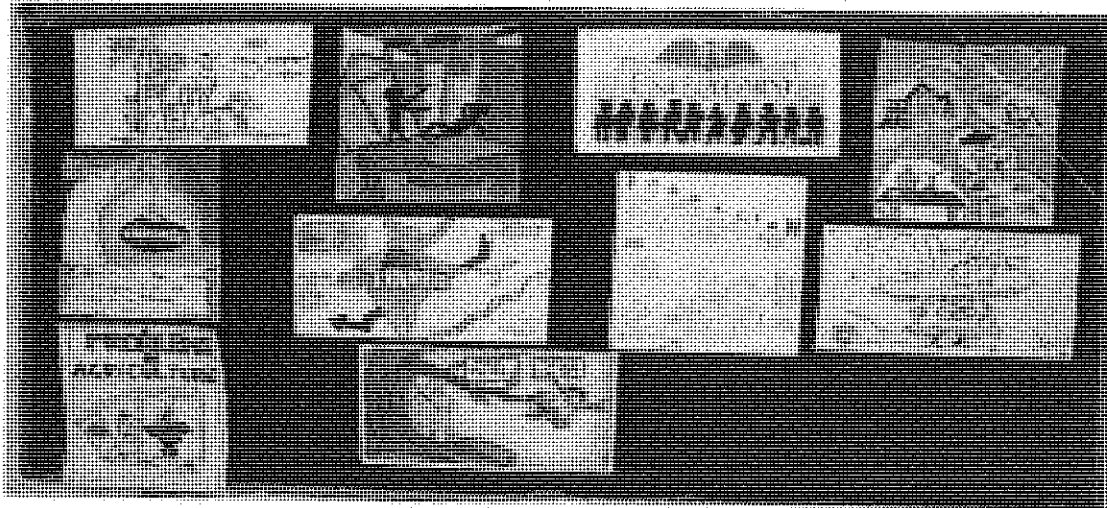
*Students Presenting their Presentations*

## **2. POSTER MAKING COMPETITION**

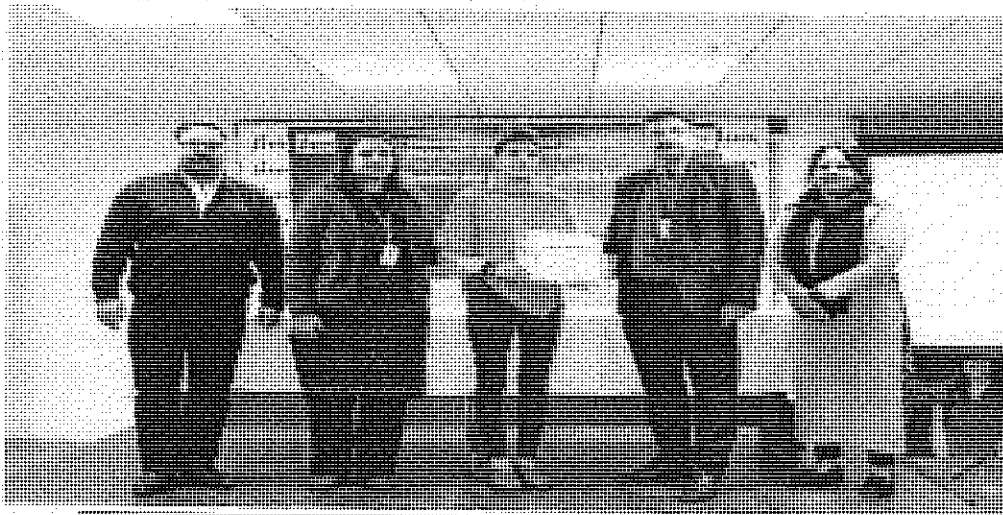
In poster making competition there was an individual or team participation where 10 teams participated and participants need to make handmade posters on A3 size drawing sheet, one hour 30 minutes was given to them to showcase their talent and make the posters and after that their posters are displayed on the notice board outside the auditorium. This activity gave a platform to the students to showcase their creativity and art skills based on their understanding of the theme of economic slowdown. It was a treat to watch the student's excitement and energy in presenting the posters to the Jury members during the competition. Out of 10 posters the best 2 were awarded with Prizes along with a participation certificate given to all the participants. The jury consisted of three members: Dr. Nidhi Gupta, HOD Management, Dr. Ashok, Assistant professor, Management and Dr. Suchitra Srivastava, Assistant Professor, Management. The criteria for judgment were: Neatness, Creativity and Clarity of Idea.

### **Winners of Poster Making Competition (BBA)**

S.No.	Name of The Students	Course	Class	Position
1.	Mehak Bakshi	BBA	IV-A(M)	1st
2.	Divyansh Mehak Pande	BBA	IV-B(M)	IInd



*Posters Prepared by students*



*Mehak Bakshi Receiving first Prize in Poster Making competition*

**Learning Outcome:**

1. Special talk enabled the students to learn about the economic slowdown and its impact on core industries and finding out the reason for the same and sharing it with others and increasing the awareness about the topic.
2. Symposium event gave an opportunity to students to present their views and ideas on several themes allocated and give their opinions.
3. Poster Making Competition provided a platform to students to showcase their creativity and understanding on economic slowdown by expressing creatively their ideas.

*Shruti*  
Name & Signature  
Coordinator

*Abhinav*  
Name & Signature  
Head-Department of Management Studies



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Dated: 03.02.2020

## **NOTICE FOR WORKSHOP ON CAREER PLANNING**

This is to inform all the students of **BBA-VIA&B (Morning & Evening)** Semester to attend the Workshop on Career Planning organized as per details given as under:

**Date/Day** : 4<sup>th</sup> February, 2020 (Tuesday)

**Speaker** : Ms. Gopika Kumar

**Timing-Shift-I** : 11.30 am to 1.00 pm.


**Timing-Shift-II** : 1.30 pm to 3.00 pm.

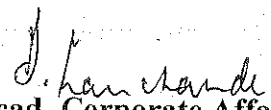
**Topic** : Career Planning

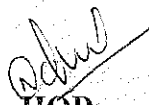
**Venue** : Auditorium, JIMS Vasant Kunj, New Delhi


**Coordinator** : Dr. Himani Gupta, Dr. Shruti Bhuttani  
**(To Arrange)** Mr. Gaurav Bhardwaj & Mr. Vipul Singh

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

  
Class  
Co-ordinator

  
Head- Corporate Affairs  
& Placement

  
HOD  
(Mgmt.)

  
Director

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## REPORT

Session on "Career Planning"

(Tuesday, February 04, 2020)

**Event Category:** Workshop

**Topic:** Career Planning

**Date:** 4<sup>th</sup> February 2020

**Time:** 11 am – 12 pm

**Venue:** Auditorium, JIMS, Vasant Kunj

**Resource Person(s) with Designation and Organization:** Ms. Gopika Kumar, Associate Professor, JIMS Kalkaji

**Beneficiaries with number:**

1. Faculty, Department of Management Studies - 4
2. BBA Students (6th Semester - Morning), JIMS, Vasant Kunj - 191

**Faculty Coordinator:**

1. Dr. Nidhi Gupta, Head, Department of Management Studies
2. Dr. Himani Gupta and Dr. Shruti Bhuttani,

**Learning Objectives:**

1. To make students well informed about Career Planning. The way students will groom themselves.

**Report:**

The BBA department of JIMS Vasant Kunj organized a workshop for its third-year students in which the students were informed about how they should prepare themselves for their future. Our guest for the day Ms. Gopika Kumar was felicitated by a planter. The students were made aware about the placement situation after college and what the companies look for in an interview. She opened the student's minds by talking about different career that can be opted by the students after their graduation. She also discussed about the need of life skills and the importance of knowing in the student's life.

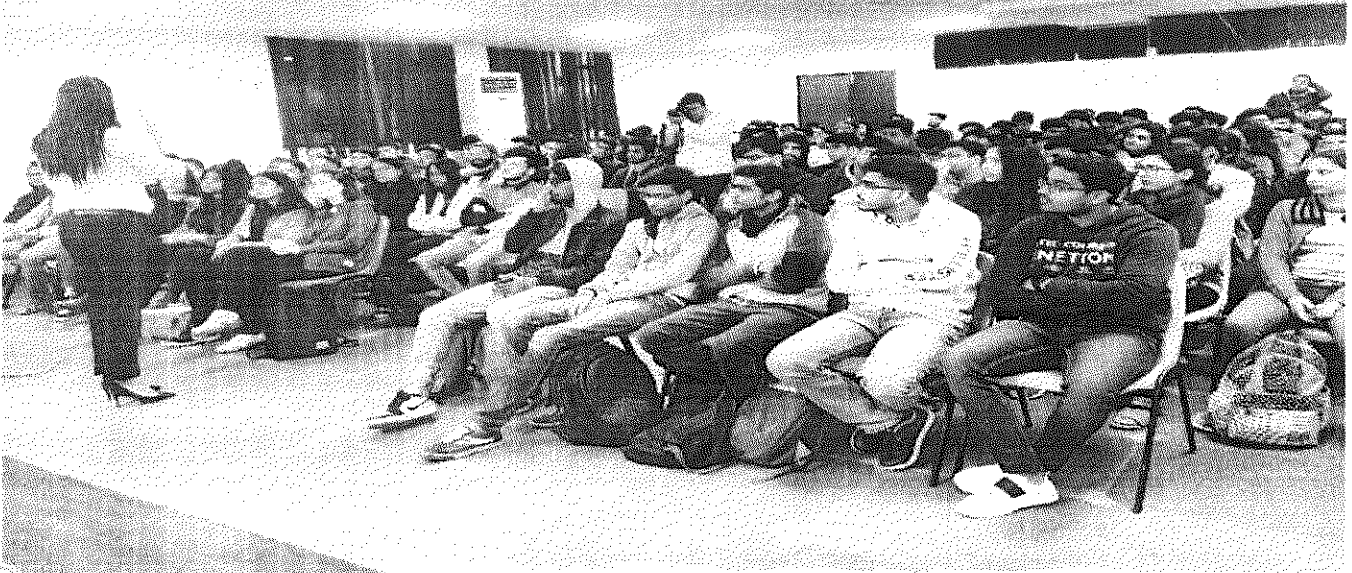
All the doubts were cleared in the query handling time which was allotted to the students. Most of the taboos and stereotypes were broken. Students got to know a lot which as of today can start to develop new skills to stand out from the crowd.

**Learning Outcome:**

- Students got the information on the importance of career planning and pursuing MBA.
- Students well interacted to clear their queries on the topic




*Guest speaker, Ms. Gopika Kumar interacting with the students*



*Guest Speaker, Ms. Gopika Kumar handling the student queries*

  
**Faculty Coordinator**  
**Name & Signature**

  
**Dr. Nidhi Gupta**  
**Head- Department of Management Studies**





# JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

Vasant Kunj, New Delhi-110070

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Dated: 4 February, 2020

## **NOTICE FOR WORKSHOP**

This is to inform the students of **BBA IVA & B (Evening)** Semester to attend the Guest Lecture organized as per details given as below:

**Date/Day** : 10 February, 2020 (Monday)

**Speaker** : <sup>ltd.</sup> ~~Mr.~~ Sunil Khorana (Ex. General Manager - Hero MotoCorp Ltd.)

**Designation** : Director

**Company** : Nexrbit HR Consultancy

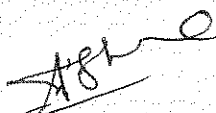
**Timing** : 2 PM to 4 PM

**Topic** : Campus to Corporate

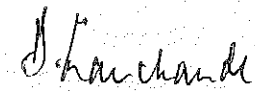
**Venue** : Auditorium


**Coordinators** : Ms. Sakshi Chhabra & Ms. Anshu Punshi

**Note:** : All the Students must be dressed in Formal

  
Class  
Co-ordinator

  
Manager / Legal  
and Corporate Affairs

  
Head- Corporate Affairs

  
HOD  
(Mgmt.)

  
Director

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## Report

### Session on "College to Corporate"

(Monday, February 10, 2020)

**Event Category:** Workshop

**Topic:** College to Corporate

**Date:** 10<sup>th</sup> February, 2020

**Time:** 2:00 pm - 4:00 pm

**Veuue:** Auditorium, JIMS, Vasant Kunj

**Resource Person(s) with Designation and Organization:** Mr. Sunil Khorana (Director of Nexrbit HR consultancy training Development) and Mr. Smarajit Baneerji

**Beneficiaries with number:**

1. Faculty, Department of Management Studies – 2
2. BBA 2<sup>nd</sup> Year Students - 90

**Faculty Coordinator:**

1. Ms. Sakshi Chhabra
2. Ms. Anshu Punshi

**Learning Objectives:**

1. To understand how to be a perfect candidate for a job
2. To understand the importance corporate behaviour and the changes.

**Report:**

The Jagannath International Management School , Vasant Kunj organized a workshop for the second year students of department of Management Studies ( BBA) on the date 10<sup>th</sup> February 2020 in college premises where Mr. Sunil Khorana (Director of Nexrbit HR consultancy training Development) and Mr. Smarajit Baneerji addressed the students on topic "COLLEGE TO CORPORATE".

The guest lecturer addressed the students with respect to the fact that students will be applying for corporate jobs in less than a year's time; be it summer internship or one's job after third year.

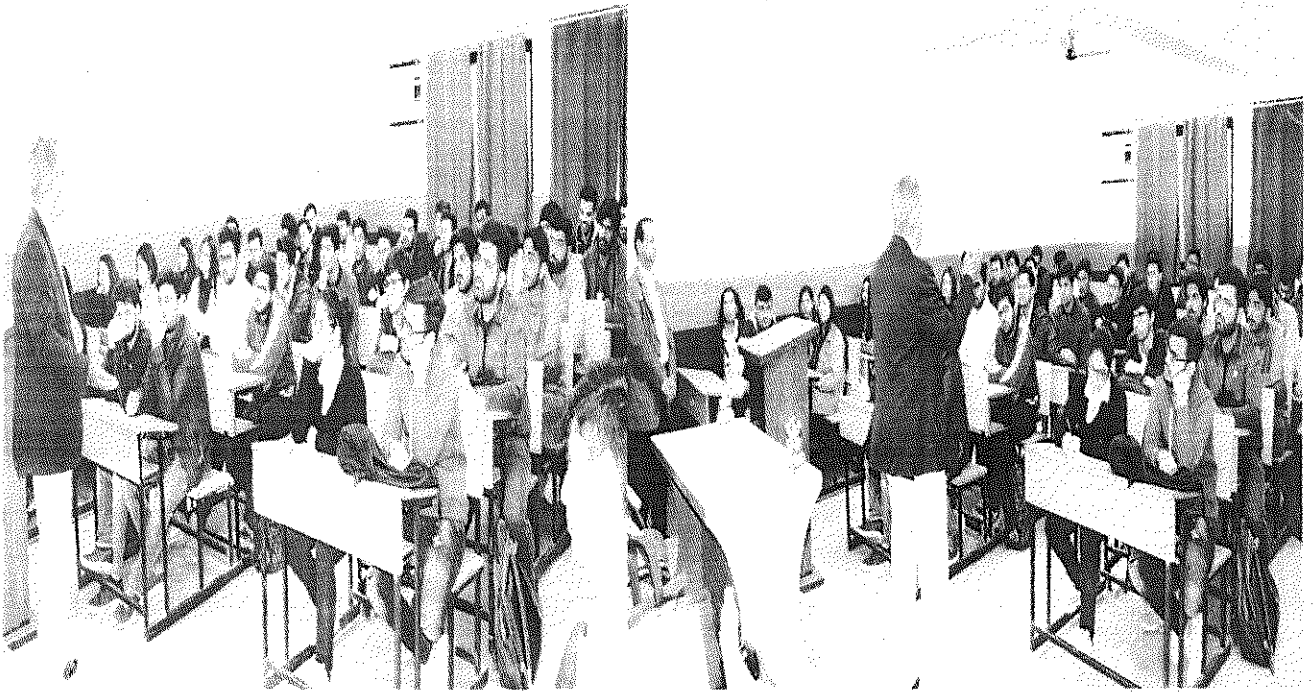
The workshop started with a very interactive approach which motivated the students to actively participate in the activities.

The lecturers commenced the 2-hour lecture by making the students realize what are the things that create a hurdle in our way to corporate world. They put pressure on the topic that as current youngsters' generation are not aware with anything outside the circle. Students need to be updated with each and every fact that's flying around.

From the assessors point of view, Smarajit sir told the students about what all can be the negatives in a candidate's group discussion or an interview. The example was set by creating a mock Group Discussion and a mock Personal Interview to show the students how things can go wrong even before the interview has started.

The faculty helped in realizing small mistakes made by students unintentionally but can cost a job or a lifetime opportunity.

In the end it turned out to be one of the most educative lectures because it served the right purpose at the right time.




*Guest Speaker, Mr. Sunil Khorana interacting with the students*

**Learning Outcome:**

- Career Guidance

  
Faculty Coordinator  
Name & Signature

  
Dr. Nidhi Gupta  
Head- Department of Management Studies



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Dated: 9<sup>th</sup> February, 2020

## **NOTICE FOR UNION BUDGET DISCUSSION 2020-2021**

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

**Date/Day** : 10<sup>th</sup> February, 2020

**Speaker** : CA Charanjot Singh Nanda

**Designation** : CJS Nanda & Associates

**Company** : CJS Nanda & Associates

**Timing** : 11:00 am to 1:00 pm

**Topic** : Union Budget Discussion 2020-2021

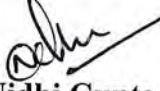
**Venue** : JIMS, Auditorium

**Coordinator to arrange** : Ms Suchitra Srivastava & Ms Divya Gupta

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

  
Class  
Co-ordinator

  
Manager - Legal  
and Corporate Affairs

  
Dr. Nidhi Gupta  
Head-Dept of Mgmt. Studies

  
Director

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Date: 12<sup>th</sup> Feb 2020

## Report on BUDGET DISCUSSION & ECONOMIC SURVEY ANALYSIS

(10<sup>th</sup> February 2020)

**Event Category:** INTRA-COLLEGE BUDGET DISCUSSION & ECONOMIC SURVEY ANALYSIS

**Topic/Theme:** " BUDGET DISCUSSION 2020"

**Date:** 10<sup>th</sup> February 2020

**Time:** 11:00 A.M to 1:00 P.M

**Venue:** AUDITORIUM, JIMS VK

**Beneficiaries:** Students of Department of Management Studies, Department of Information Technology and Department of Journalism and Mass Communication (**Budget Discussion:** 02 students from each Department / **Economic Survey:** 01 student from Department of Management Studies)

Total:- 149 students

**Faculty Coordinator:** Ms Suchitra Srivastava/Ms Divya Gupta

### Learning Objectives:

1. Better understanding of the budget and its relevance in the different development goals of the country.
2. To give a platform to students wherein they can analyze and express their views, highlight their understanding and interrogate the different objectives of the government pertaining to the different sectors of the economy.
3. To give a platform to students to gain a deeper insight about the budget and its relevance to the common man.

### Report:

The session commenced with the inaugural speech by Dr Nidhi Gupta, Head, Department of Management Studies. She highlighted the key events that grabbed the attention of the Nation during 2019-2020. It was followed by a speech by Dr. Ravi. K. Dhar, Director, JIMS VK who highlighted the importance and relevance of the budget. His valuable inputs included the impact

of the global economic scenario on the Indian economy and the Indian Rupee in particular. He highlighted how the US economy was controlling and regulating the economies of the other countries of the world. He cautioned against the economic crisis of the Latin American countries such as Venezuela and Brazil. He emphasized the need for focus on the allied sectors of agriculture to promote an inclusive growth of the economy. He upheld that importance of equitable distribution of wealth for the sustainability and stability of the economy. The Chief Guest of the Programme was Chartered Accountant Charanjot Singh Nanda. He presented his views, answered the queries of the students and delivered important take-aways for the students.

### **Intra College Presentation**

The Presentations began with the Economic Survey Report of 2019-20, presented by Piyush Gathania, BBA, Second Semester. He highlighted the different areas of concern such as the manufacturing, agriculture, medical facilities, food for all etc.

The Budget presentation were made by three teams, one from each Department . Each team consisted of two students .The first Budget presentation was given by the Department of Management Studies. The students, Sakshi Chabra and Saksham Agarwal of BBA spoke on manufacturing and service sector. The topics covered by them included the following:

- > **Manufacturing Sector**
  - Thrust-mobile and electronic manufacturing
  - Assemble in India plan-make in India
  - MSME start-up boost
  - Mixed bag for automotive& EV sector
  
- > **Service sector**
  - Wellness , water, and sanitation
  - Culture & tourism
  - Environmental & climatic change
  - Financial Sector
  - Indian Railways
  - Ports & waterways
  - Airports

The students, Jyotika Kumari and Hiten Sethi of the Department of Journalism and Mass Communication presented the key highlights pertaining to the mining sector and Agriculture & Allied sectors. The key highlights were as follows:

- > **Mining Sector**
  - What comes under mining sector
  - Importance of coal
  - Statistics of coal
  - Coal Indian-Organisation held by Govt.
  - Before v/s After Captive and Commercial Mining
  - National Mineral Policy 2019, its Benefits
  - Inclusions of other minerals

➤ **Agriculture & Allied sectors by**

- 16 point Action Plan
- Funds Allocation for Agricultural sectors
- Growth curve
- How low production dampened GDP figures

The students, Deepakshi and Manav Gupta of the Department of Information Technology Journalism and Mass Communication presented the key highlights pertaining to IT Sector . They covered the following:

- What union budget elaborates as expectations from the service industry
- IT related changes in union budget
- ITES – Informational Technology Enabled services
- Plans for Smart India & IT cities
- Industry, commerce, and investment Education & Skills
- Agriculture, Irrigation, & Rural Development
- Data Centre Parks
- Quantum Technology

The presentations of the students were followed by the discourse by the Chief Guest, Chartered Accountant Charanjot Singh Nanda. He gave his valuable inputs regarding the budget to the students in very simple and easily understandable manner. This was followed by discussions with the students. The Guest gave a patient hearing to the queries of the students. He advised the students to be mindful of their investments and savings. The programme concluded with Ms Divya Gupta proposing the vote of thanks.



***Dr Nidhi Gupta, HOD BBA,  
addressing the students***

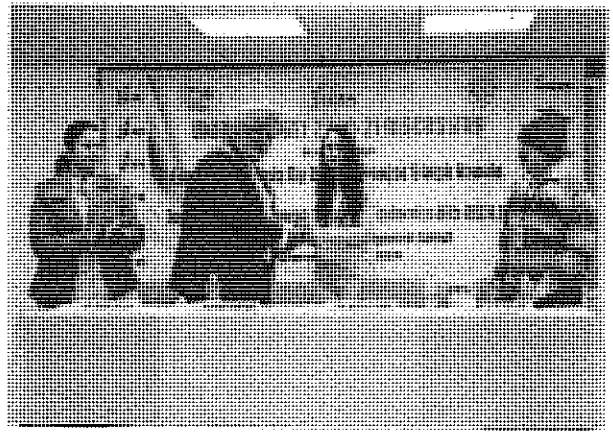


***Dr Ravi K Dhar, Director JIMS, VK,  
addressing the students***

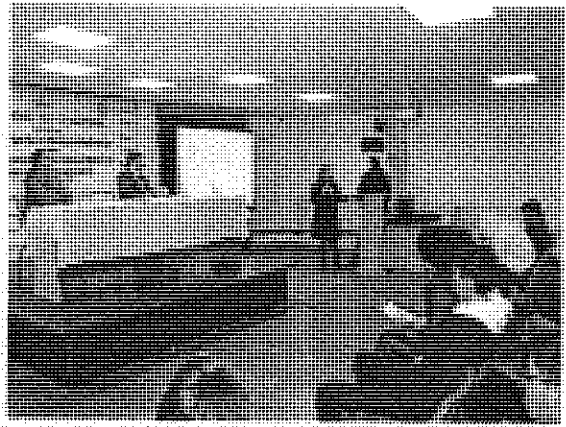
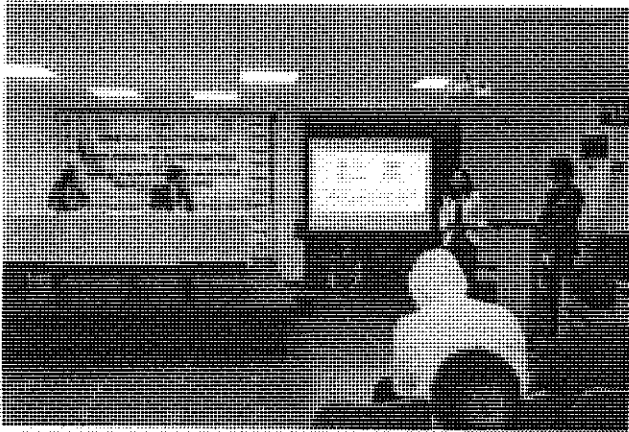




*Dr S K Dogra, Registrar, JIMS, VK,  
felicitating the guest*



*Student presenting a planter to the  
guest*



*Students making presentations*



*Student's query being answered by the expert*



### *Students receiving Certificates*

#### **Learning Outcome:**

1. Special talk by the expert enabled the students to understand the importance of the Union Budget and its impact on the different sectors of the economy.
2. The budget presentations highlighted the outlay pertaining to the different sectors. This enriched the knowledge of the students.
3. The Economic Survey Report gave a brief overview of the performance of the different sectors during 2019-20.

### **Resource Person Details**

S.No	Name	Designation with Company/Organization Name
1	CA Charanjot Singh Nanda.	Founder, CJS Nanda & Associates

*Charanjot Singh Nanda*  
Name & Signature  
Coordinators  
*[Signature]*

*[Signature]*  
Dr. Nidhi Gupta  
Head-Dept. of Management



DEPARTMENT OF MANAGEMENT STUDIES  
ORGANIZES

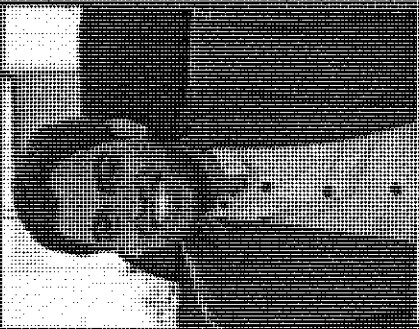
# WEBINAR

**Topic: Defining Fine Balance  
Between Teaching/Learning  
Process**

**Time: 5:00pm - 6:30pm**

**Date: June 4, 2020**

**Speaker: Mr. Nitin Akhade  
Consultant and Analyst**



MR. NITIN AKHADE | Emerging Technologies,  
Customised Energy Solutions

## ORGANISING COMMITTEE

**Dr. Nidhi Gupta**  
Head of Department  
Management Studies

**Dr. Himani Gupta**  
Event Coordinator



Join Zoom Meeting: <https://us04web.zoom.us/j/74002493773>  
Meeting ID: 740 0249 3773  
Password: 616161

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## REPORT

Session on “Defining Fine Balance between Teachings – Learning Process”

(Thursday, 4<sup>th</sup> June 2020)

**Event Category:** Webinar

**Topic:** Defining fine balance between teaching- learning process

**Date:** 04<sup>th</sup> June 2020

**Time:** 5 pm-6:30 pm

**Venue:** Zoom platform

**Resource Person(s) with Designation and Organization:**

Mr. Nitin Akhade, Consultant & Analyst Emerging Technologies, Customized Energy Solutions

**Beneficiaries with number:** 91 Attendees

**Faculty Coordinator:**

1. Dr. Nidhi Gupta, Head, Department of Management Studies
2. Dr. Himani Gupta

**Learning Objectives:**

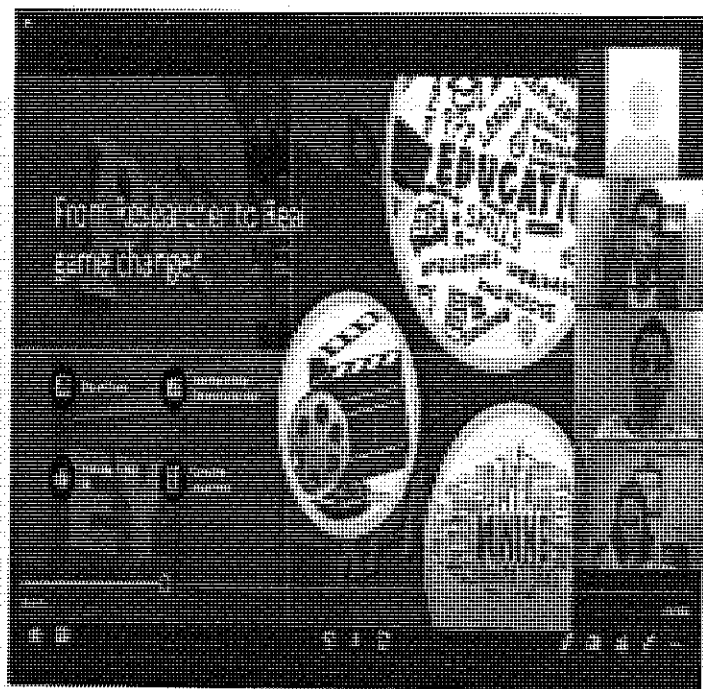
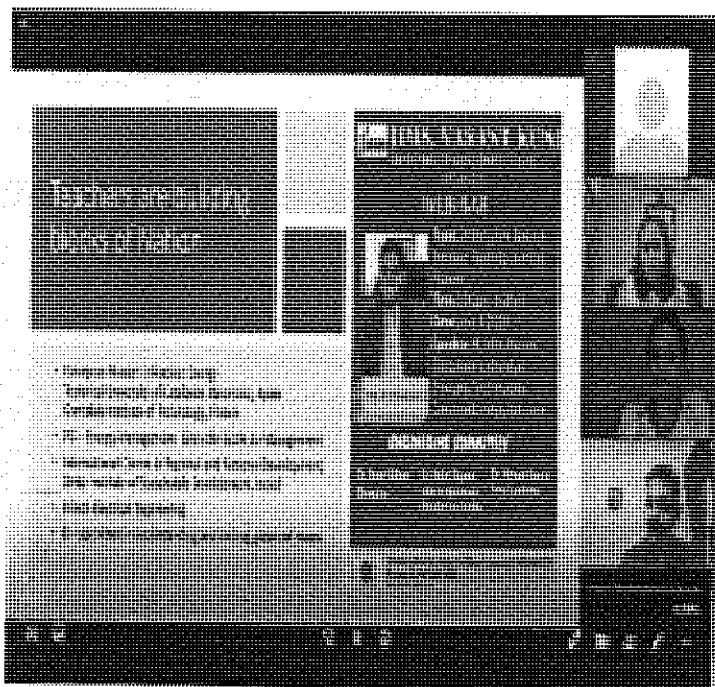
1. To enable the participants to adopt fine balance in teaching- learning process.
2. To train participants to adapt innovative teaching techniques

**Report:**

The BBA department of JIMS Vasant Kunj organized a webinar on the topic “Defining fine balance between teaching-learning processes” on June 4th, 2020. The speaker for the session was Mr. Nitin Akhade. The session started with the welcome address by Esteemed Director, Dr. Ravi K Dhar. He addressed the audience with the important message that teachers and students were following conventional teaching and learning process in the

comfort zone. However, with the emergence of coronavirus or COVID-19, the teaching and learning process is restructured. He added that change is very important & quoted the example of the success of the US economy.

Mr. Nitin Akhade started his session with positivity and enthusiasm. His session focused on balancing the teaching and learning process. He elaborated on the key points through which a teacher can improve the teaching learning process that is grip on theory, experimental learning, consulting assignment, and providing the industrial interface to the student. He emphasized on the importance of critical thinking & flipped classroom. He even emphasized on incorporating critical thinking in curriculum of graduation students. At the end, Mr. Akhade addressed all the queries of the attendees.



*Guest speaker interacting with the audience*

**Learning Outcome:**

- Participants got new ideas to improve self-development and teaching-learning process
- Attendees well interacted to clear their queries on the topic.

*H. H. H.*  
**Faculty Coordinator**

*Nidhi Gupta*  
**Dr. Nidhi Gupta**  
**HOD – Department of Management Studies**



# JIMS, VK

DEPARTMENT OF  
MANAGEMENT STUDIES

*organizes*

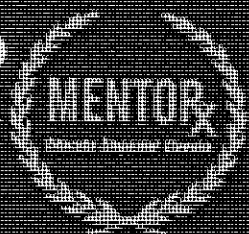
## NATIONAL WEBINAR



TOPIC: HOLISTIC LIVING DURING  
COVID AND POST COVID

**DR. ANJUMAN NAYAR**

Holistic Consultant Psychologist



**DR. RAVI K DHAR**

Director

**DR. NIDHI GUPTA**

Head of Department

**MS. JASMEET BAJAJ**

Event Coordinator

ZOOM ID: 875 6617 5927

Password: 0JuvRx

JUNE • 10 • 2020

MEET & GREET

3:00 pm - 4:30pm

DR. MUNISH JINDAL

DR. NANCY JUNEJA

# Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

## REPORT

Session on "Holistic Living during COVID and Post COVID"

(Wednesday 10<sup>th</sup> June 2020)

**Event Category:** Webinar

**Topic:** Holistic Living during COVID and Post COVID

**Date:** 10<sup>th</sup> June 2020

**Time:** 3 pm-4:30 pm

**Venue:** Zoom platform

**Resource Person(s) with Designation and Organization:**

Dr. Anjuman Nayar, Holistic Consultant Psychologist, Mentor X.

**Beneficiaries with number:** 106 Attendees

**Faculty Coordinator:**

1. Dr. Nidhi Gupta, Head, Department of Management Studies
2. Dr. Shruti Bhuttani, Assistant Professor, Department of Management Studies.

**Learning Objectives:**

1. To enable the participants to adopt and practice the holistic style of living in their daily life.
2. To train the participants to adapt positivity during and post COVID 19.

**Report:**

The BBA department of JIMS Vasant Kunj organized a webinar on the topic "Holistic Living during COVID and Post COVID" on June 10th, 2020. The speaker for the session was Dr. Anjuman Nayar. 100 participants participated with lot of enthusiasm to learn about the holistic style of living. The session started with the welcome address by Esteemed Director, Dr. Ravi K Dhar. He addressed the audience with an idea of living a holistic lifestyle which is a lot healthier than most styles of living. It basically means choosing to live life and heal body through natural remedies. With the emergence of coronavirus or COVID-19 pandemic, people have

return to a holistic way of life, which takes the whole being - body, mind and soul into consideration, rather than individual parts of the body. He added that paying attention to cleansing and daily hygiene is of utmost importance during the time when coronavirus is ranging. Improper daily hygiene can undermine the health in a number of ways. By daily washing, bathing and cleaning, we can remove impurities and keep ourselves free from infections.

Dr. Anjuman Nayar started her session with lot of positivity and enthusiasm. Her session begin with the discussion on the four aspects of wellbeing: physical, emotional, mental, and spiritual. A holistic health care approach takes into account all four aspects and focuses on how they work together to make us whole, and healthy, as a person. She also emphasized that every individual has their own definition of health .Therefore, Holistic lifestyle is also as unique as fingerprints, and there is no right or wrong way to approach holistic health. She also talked about the Aromatherapy which is very useful in calming the mind and reducing stress. She elaborated this by linking with some kind of exercise which is necessary for good health of body and mind. Her session also focused on building a positive mental attitude because mind and body are closely related. These days of Covid-19, we are all experiencing fear and anxiety. We have to train our minds towards positive thinking. A holistic way of life and attention to these common factors can help to revitalize the body, relax the mind and recharge the soul. It provides another lease of vitality to meet new challenges. At the end, Dr. Anjuman Nayar addressed all the queries of the attendee's. Overall, it was an interactive session where the queries and personal issues raised by the attendees were very well resolved. The session ended with a positive feedback obtained through an online link and issuing of E-Certificate to all the participants.





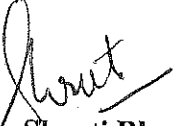
*Dr. Anjuman Nayar delivering the lecture.*




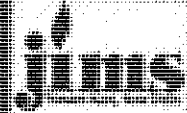
*Dr. Anjuman Nayar addressing the attendees.*

**Learning Outcome:**

1. Participants learned to adopt the holistic style of living in their daily life.
2. Attendees well interacted to clear their queries on the topic.

  
**Dr. Shruti Bhuttani**  
Faculty Coordinator

  
**Dr. Nidhi Gupta**  
HOD – Department of Management Studies



## XV National Conference

On

### "Sustainable Management Practices And Economic Slowdown In India"

#### CONCEPT NOTE

India's economic slowdown is the result of 'profound fear and distrust' among people who act as agents of economic growth. The tearing of our social fabric of trust is the fountainhead of our current economic malaise. Here, it is somewhat pointless to try and fit an economic slowdown into neat boxes labelled 'cyclical' or 'structural'. Both are likely to coexist at any point in time.

This conference is on this apt theme "Sustainable Management Practices and Economic Slowdown in India" to address the relationship between the unsustainable management practices and the economic slowdown in the economy.

#### OBJECTIVES:

Role of Sustainability Management Practices(SMP) in achieving high economic growth.

- To understand the reasons behind the Economic Slowdown in India
- The role of Government Agencies in implementing SMP
- To understand the role of MSMEs in the Economic Growth
- To create awareness among general public to develop their understanding and responses to Sustainability

#### ABOUT THE INSTITUTE

Jagannath International Management School at Vasant Kunj, New Delhi, was established in 2003. Ever since, the institute has focused on developing an identity of its own on the strength of academic performance of students, faculty research, collaboration with national and inter-national agencies and participation in Community - oriented sustainable development activities. Accredited by NAAC with 'A' grade and approved by the UGC under Section 2(f), the institute has been conducting three year degree programmes in Journalism, Information Technology and Management Studies. The institute is also a Participant Member of United Nations Global Compact (UNGC) and United Nations Principles for Responsible Management Education (UN PRME), New York, USA.

#### \*PUBLICATION OPPORTUNITY IN UGC CARE LISTED JOURNAL & BOOK

The selected papers will be published in UGC Care Listed Journal. Accepted papers/articles (full paper) will be published in the form of an edited book bearing ISBN No. by a publisher of International / National repute.

#### \*BEST PAPER AWARD

Best paper award will be given in each technical session.

#### \*LAST DATE TO SEND FULL PAPER

10th May, 2020



## CONFERENCE TRACKS

### Sustainable Management Practices in Marketing and SCM

- Green Marketing
- Sustainable Consumption Practices
- Sustainable Supply Chain management & Reverse Logistics
- Sustainable SCM Solutions in Retail Industry

### Sustainable Supply Chain Management & Reverse Logistics

- Sustainable Management Practices in HR
- Green HRM Practices
- Sustainable Talent Management and Acquisition
- HR Analytics for Sustainable Business
- Spirituality and Religious Practices in Sustainable Work Culture
- Artificial Intelligence in HR

### Sustainable Management Practices in Finance & Accounting

- Sustainable Micro-Finance & Rural Development
- Sustainable/Green Investing
- Sustainable Financial Performance & Accounting Practices
- Crypto Currency & Block Chain
- Digital Banking Practices, Paytm & E-wallet

### Sustainable Management Practices in Business Ethos, Corporate Governance & CSR

- Human values in Current Scenario
- Responsible Business Practices in Dynamic Scenario
- Management Ethos in 2021
- Social Responsibility in International Business
- Sustainability Practices in today's Environment Management

## SUB THEMES

- Gender and Regional Disparities in Growth
- Price Instabilities & Economic Volatilities- Inflation & Recession
- Shadow Economy
- Rising NPAs
- Banking Crisis and Growth Impact
- Climate Change & impact on Agriculture Sector
- Fiscal Policy for Growth Stabilization
- Tax Reforms and Ease of Doing Business
- Growth Implication of Goods & Services Tax
- Make in India, Skill India, Digital India, Smart Cities Initiatives
- Monetary Policy & Economic Stability
- Poverty, Inequality & Unemployment
- Corporate Social Responsibility and its impact on the social landscape
- Rural Credit, Rural Entrepreneurship and Inclusive Growth
- Infrastructure and Creation of New Opportunities

### Recently Added

### The Economic Impact of COVID-19

- Debt and International Finance
- Investment
- Trade and Environment
- E-commerce and Digital Economy
- Transport and Logistics
- Trade Trends and Regulations
- Global Unemployment
- Sectoral Impact

## SUBMISSION

- The process starts with the submission of full paper as per the given timeline.
  - Submit the manuscript to [conference\\_mgmt@jagannath.org](mailto:conference_mgmt@jagannath.org)
- For the details of submission guidelines please refer to the Institute website ([www.jimsd.org](http://www.jimsd.org)).

June 13, 2020  
Saturday

For Any Queries Kindly Contact:

Dr. Sartaj Khara 09891108075

Mr. Vipul Singh 09718082331

Dr. Shruti Bhuttani 09952655648

\* Additional 200\$ will be charged per author(max. Up to 3 participants)

REGISTRATION FEE\*  
Scholars: 200\$  
Academicians: 300\$  
Inv. Delegates: 1000\$

XV National Conference



on

**Sustainable Management  
Practices & Economic Slowdown  
in India**

June 13, 2020 | Saturday | Virtual Connect

# Jagannath International Management School

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## REPORT

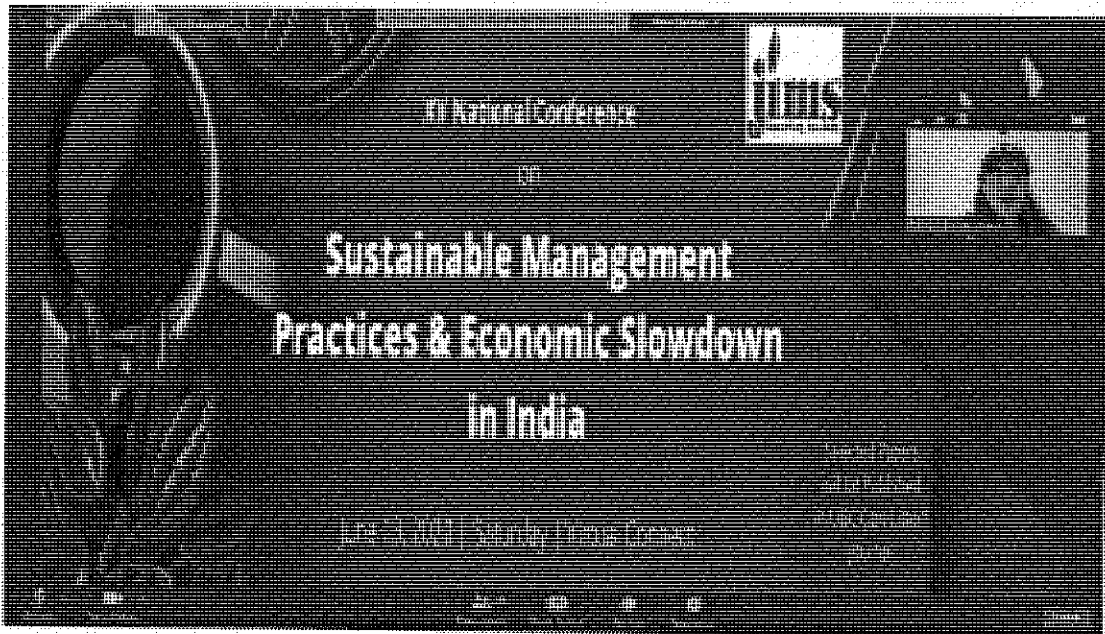
on

15<sup>th</sup> National Conference on

"Sustainable Management Practices and Economic Slowdown in India"  
held on 13<sup>th</sup> June, 2020 in Virtual Mode on Zoom App

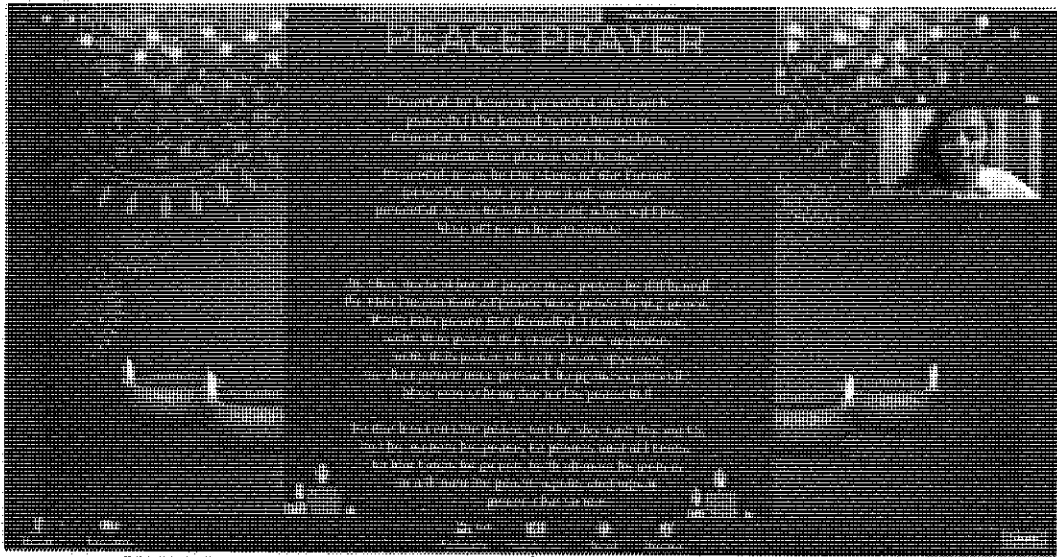
### Inaugural Session

The XV National Conference on "Sustainable Management Practices and Economic Slowdown in India" opened on a vibrant note on the 13<sup>th</sup> of June 2020. Dr Sartaj Khera, Assistant Professor, JIMS Vasant Kunj, welcomed all the dignitaries, guests, participants and students.



Dr. Sartaj welcoming everyone in the virtual conference

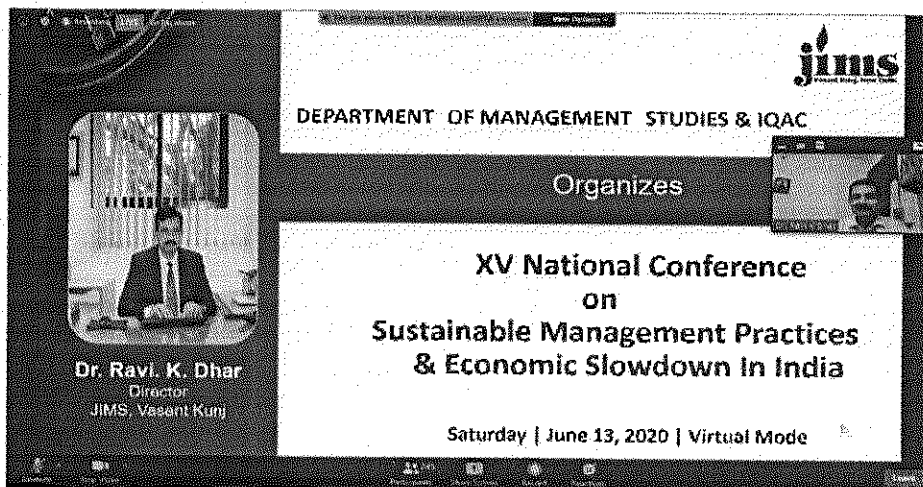
Vidhi Juneja of BBA (6<sup>th</sup> semester) sung peace prayer before proceeding with the conference. After that, Dr. Sartaj Khera, with a brief history of JIMS, its affiliations and its glorious achievements, she introduced the Charismatic persona of the Chairman, Dr Amit Gupta.



Vidhi Juneja, student of BBA (6<sup>th</sup> semester) singing Peace Prayer

#### **Welcome Address by Dr. Ravi K. Dhar, Director, JIMS, Vasant Kunj**

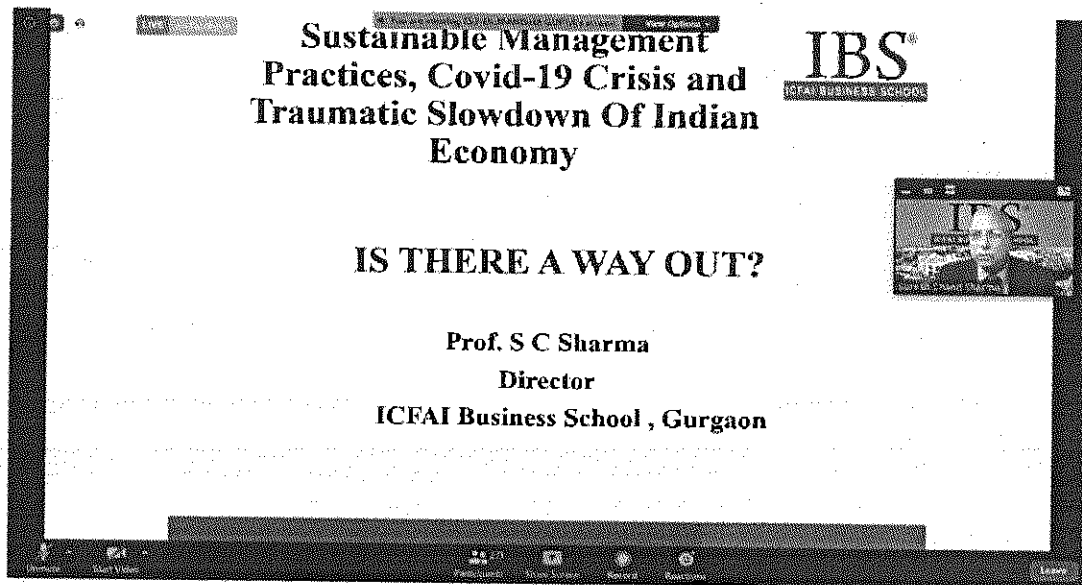
Dr Ravi K Dhar extended a warm welcome to the Chief Guest, and other guests through his welcome address. He welcomed the speaker and the audience along with the faculty of JIMS VK. He gave a short introduction on the topic, sustainable management practices and economic slowdown in India, and also talked about the situation of the world in the presence of COVID-19. He also talked about how the Indian economy is going through COVID-19 and what could be the long-term impact of it. The audience was left spellbound by his insights regarding sustainability and its relatedness with the laws of Physics, Economics, Architecture and the History of Civilizations.



**Dr. Ravi K. Dhar addressing the conference**

**Dr. S. C. Sharma, Director of IBS (Key Note Speaker)**

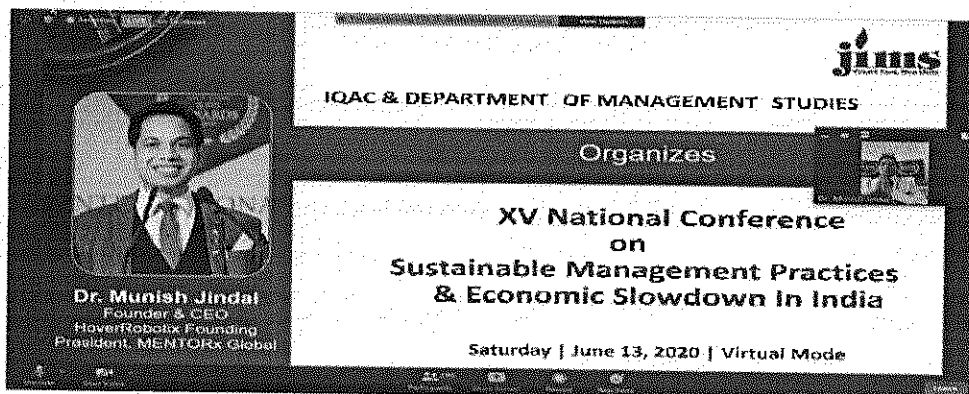
The Chief Guest, Dr S C Sharma, Director of IBS, Gurugram presented his views on sustainability. He elaborated upon the profoundness of the word 'sustainable.' According to him, sustainable models were those in which all the stake holders gained monetary benefits.



**Prof. S.C. Sharma addressing the conference**

**Dr Munish Jindal, Founder & CEO, HoverRobotix (Guest of Honor)**

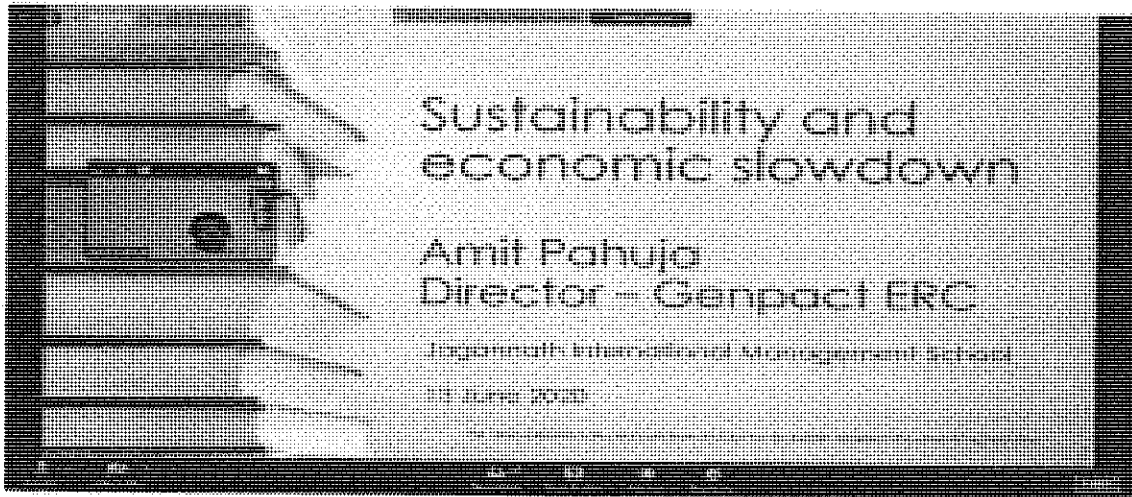
Dr Munish Jindal, Founder & CEO, HoverRobotix, spoke about the impact of Covid 19. According to him, the world economy was expected to recover by 2024. He motivated the students to remain positive in the time of crisis and enthused them to adapt to the requirements of the changing times. He motivated them to 'accelerate and adapt' and seek opportunities to build a sustainable and more resilient future. He guided them to 'learn to unlearn' and 'unlearn to learn.'



**Dr. Munish Jindal addressing the conference**

**Mr Amit Pahuja, Director-ERC (Guest of Honor)**

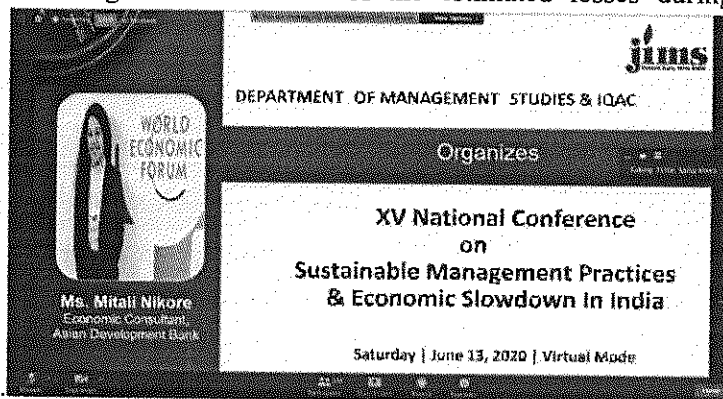
The next speaker, Mr. Amit Pahuja, Director-ERC, Genpact Enterprises Risk Consultant LLP, graced the audience with his meticulous analysis of the slowdown. He elaborated upon the manner in which the production and consumption cycle had been disrupted. He suggested the manner in which sustainability could be inculcated and included in the road to recovery of the economy.



**Mr. Amit Pahuja addressing the conference**

**Ms Mitali Nikore, Economist, Consultant, World Bank (Chief Guest)**

Ms. Mitali Nikore, Economist, Consultant, World Bank, enlightened the audience with the key dimensions of sustainability. She could not join the conference due to health emergency but sent her recorded message. She spoke at length about the labor force mobility and its consequences. She gave an overview of the estimated losses during the lockdown or



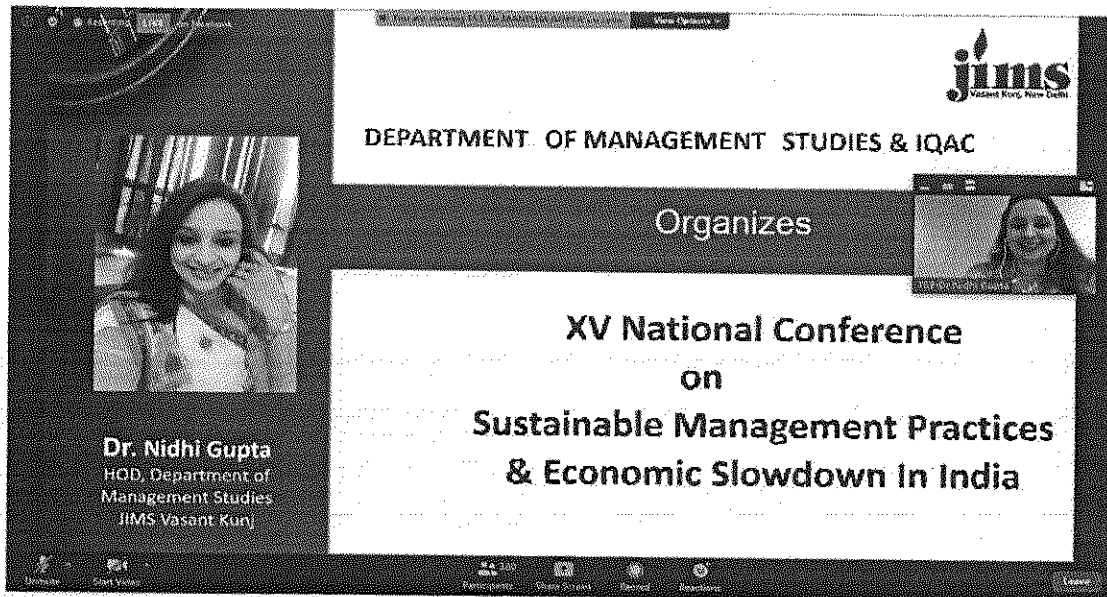
containment.

**Ms. Mitali Nikore addressing the conference**



**Dr Nidhi Gupta, Head of the Department of Management Studies, JIMS, Vasant Kunj**

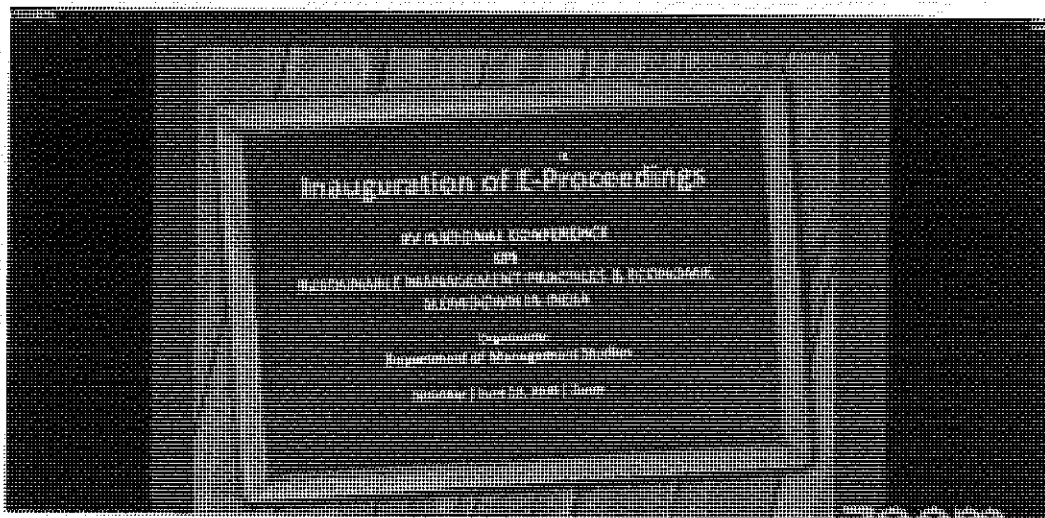
Dr Nidhi Gupta, Head of the Department of Management Studies, JIMS, Vasant Kunj, welcomed all the dignitaries, guests and participants. She enlightened the audience with her views that sustainability had to be driven by a purpose. She emphasized the importance of a 'New Leadership Mandate' to deal with the impending scenario post COVID-19.



**Dr. Nidhi Gupta addressing the conference**

#### **Conference Book Release**

Dr Nidhi Gupta, Head of the Department of Management Studies, JIMS, Vasant Kunj released the E-Proceedings of the XV National Conference on "Sustainable Management Practices and Economic Slowdown in India."



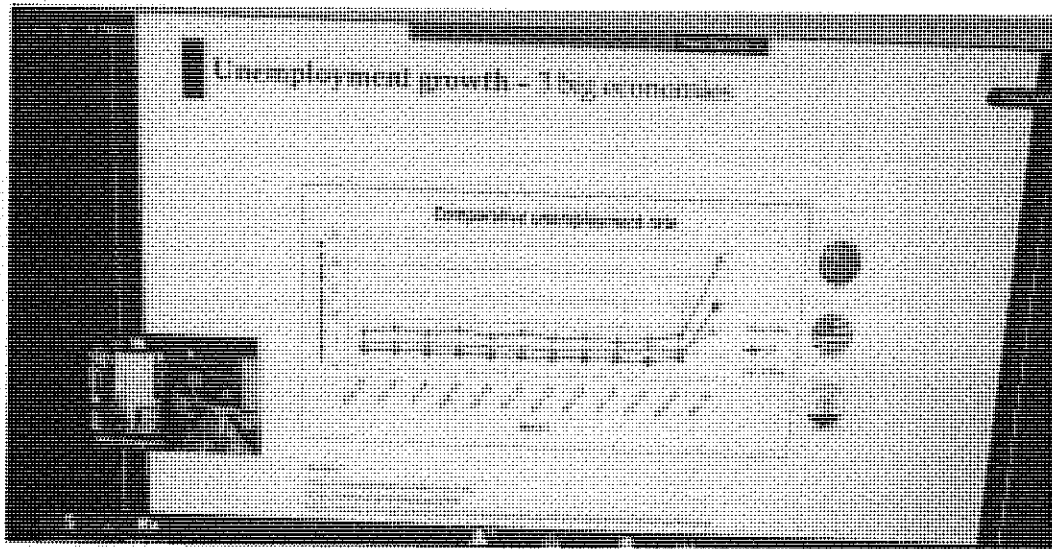
**Inauguration of E-Proceedings**

## **Technical Session I**

### **Sub theme of session I – Impact of COVID-19 on Indian Economy**

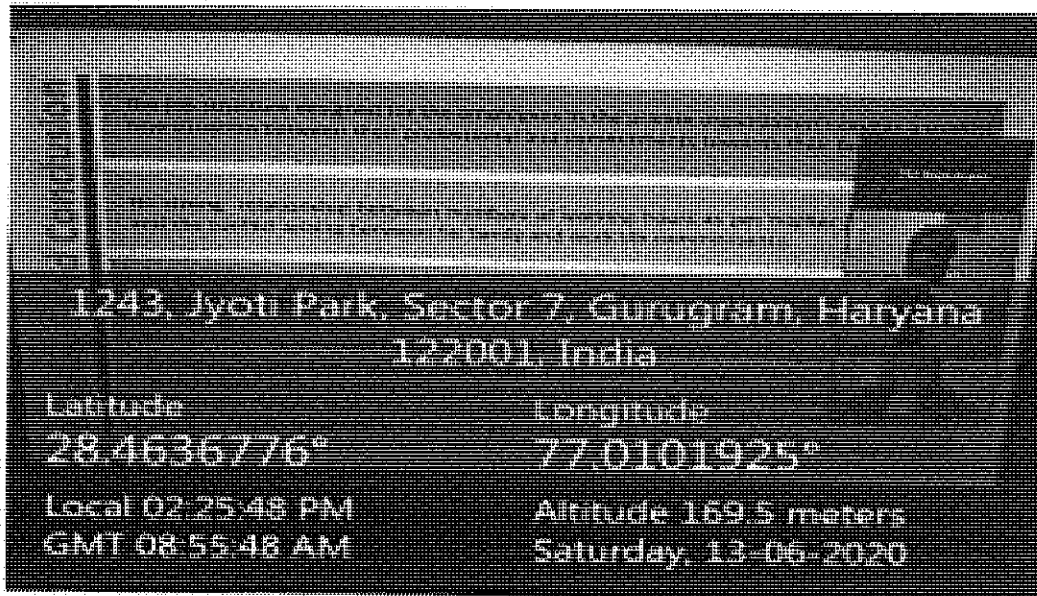
The Session was chaired by Dr. Teena Saharan, Associate Professor, Doon Business School, Dehradun, co –chaired by Dr Sartaj Khera, Assistant Professor, JIMS, Vasant Kunj and hosted by Dr Shruti Bhutani, Assistant Professor, JIMS, Vasant Kunj, Ms Nistha Monga, student of BBA (2<sup>nd</sup> semester) was the compère and Mr Vibhor Kataria, student was the co-host of the session.

The session consisted of nine presentations by Faculties and students Delhi University, Amity University, Gitarattan International Business School, JIMS etc. The session was very engaging with diverse topics such as ‘Anticipation of Consequences & Sectoral Impact of COVID19 – An Indian Outlook’, ‘Impact of COVID-19 on Consumer Behavior in India’, ‘Covid 19 and Global Unemployment Crisis’, ‘Impact of COVID-19 on Digital Payment Adoption’, ‘Students’ perception on the usage of various online apps used for taking online classes for their curriculum at school and college level during COVID-19’, ‘Indian Automobile Industry-Trials and Tribulations’ etc.



**Dr. Richa Gupta presenting her paper**

The queries by the chair, co-chair and the participants critically analyzed the intricate details of the various aspects of the research. It also provided new perspectives and direction for future research.

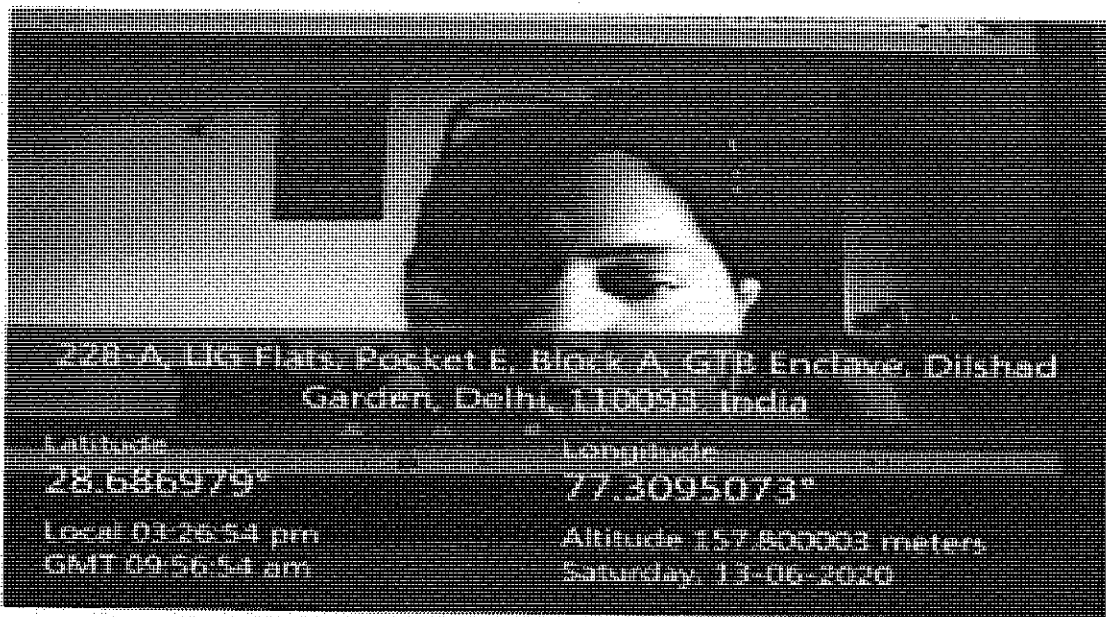


**Mr. Manish Tomar presenting his paper**

A paper was presented by Dr. Amarjeet and Mr. Ishaan Kapoor from for their paper titled 'Application of Sustainable Growth Model: A Case Study on Carlsberg Group'. Their study attempted to measure the sustainable growth for Carlsberg Group by using the model, which is primarily an extension of DuPont System. The DuPont System was based on return on equity of a firm, which was further decomposed into three components: net profit margin, total asset turnover and the equity multiplier. The extended DuPont System of financial analysis multiplies return on equity by the earnings retention rate to calculate sustainable growth. The study used the widely accepted sustainable growth model to assess the performance of Carlsberg. Their finding indicated that the Carlsberg Group was expected to grow at a rate of 48 percent. According to them, sustainable growth was the highest level of growth in sales that a company could achieve using internally generated funds only. The retention rate and sustainable growth rate for the company chosen for their study was stable from 2008 to 2017. The study was very significant in the current situation when the economies worldwide were struggling for survival amidst uncertainty.



**Ms. Sakshi Chhabra presenting her paper**



**Dr. Teena Saharan giving her final remarks at the end of Technical Session I**

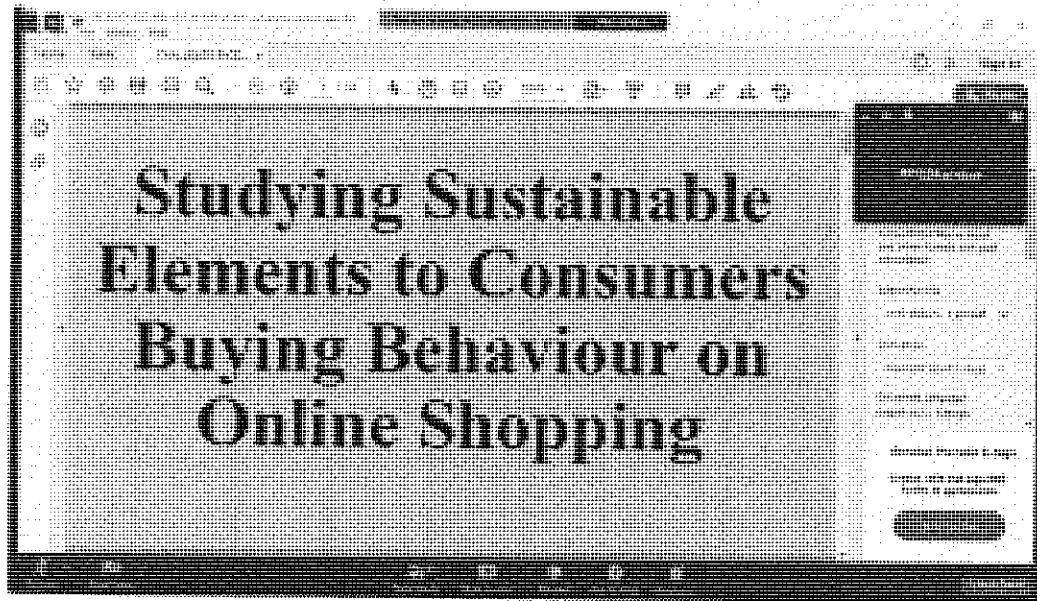
## Technical Session II

### **Sub theme of session II – Sustainable Management Practices and its impact on economy**

The Session was chaired by Dr. Richa Nangia, Associate Professor, K. R. Mangalam University, Gurgaon, co –chaired by Dr Himani Gupta, Associate Professor, JIMS, Vasant Kunj and hosted by Ms. Nisha Wadhwan, Assistant Professor, JIMS, Vasant Kunj, Ms. Vidhi Juneja, student of BBA (6<sup>th</sup> semester) was the compere and Mr Rishel Puri, student was the co- host of the session.

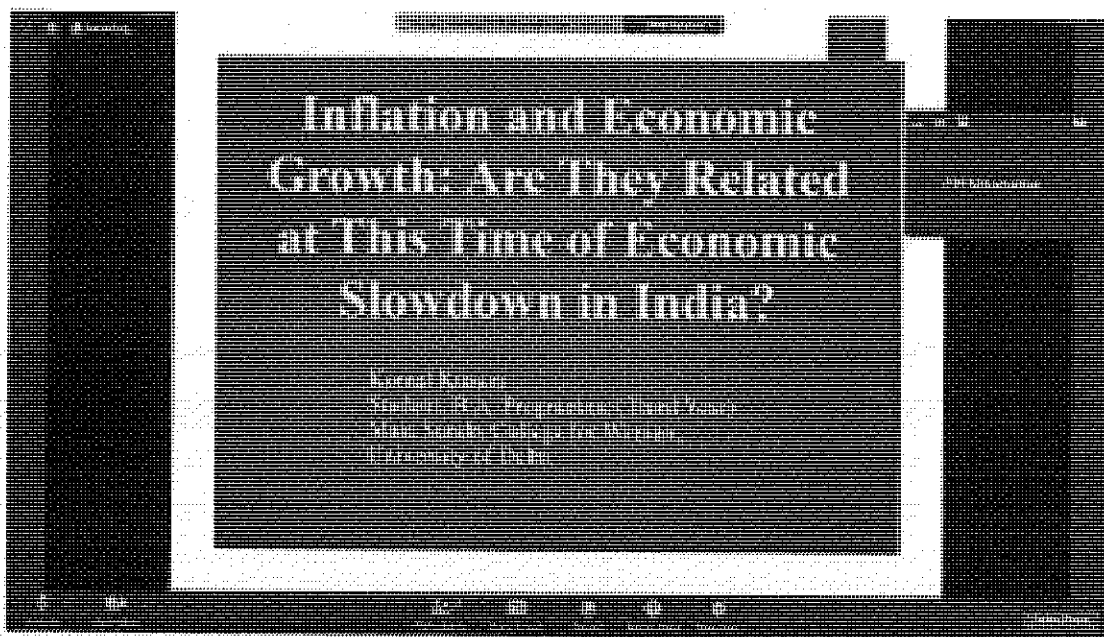
The session consisted of ten presentations by faculties and students of various colleges. The session was very engaging with diverse topics such as ‘Studying sustainable elements to consumer buying behavior on online shopping’, ‘Inflation and Economic Growth: Are They Related at This Time of Economic Slowdown in India?’, ‘A Study of Factors Describing Individual Outlook Towards Movies Based On Historical Events’, ‘Human values in current era’, ‘Assessment of Financial Literacy among University students’, ‘To Study The Impact Of E-Learning Towards The Learner’s Attitude In Current Education Industry’, ‘Sustainability Practices of Corporates: A Comparative analysis of Indian IT Industry’, etc.

The first paper was presented by Ms. Rashi Jain on “Studying sustainable elements to consumer buying behavior on online shopping,” co-authored by Dr. Smita Mishra, Ms. Swati Mathur. The objective was to analyze how online shopping influences consumers decision making process on whether to buy a product or not to buy a product. They collected the primary data with the help of questionnaires. The study was qualitative in nature.



**Ms. Rashi Jain presenting her paper**

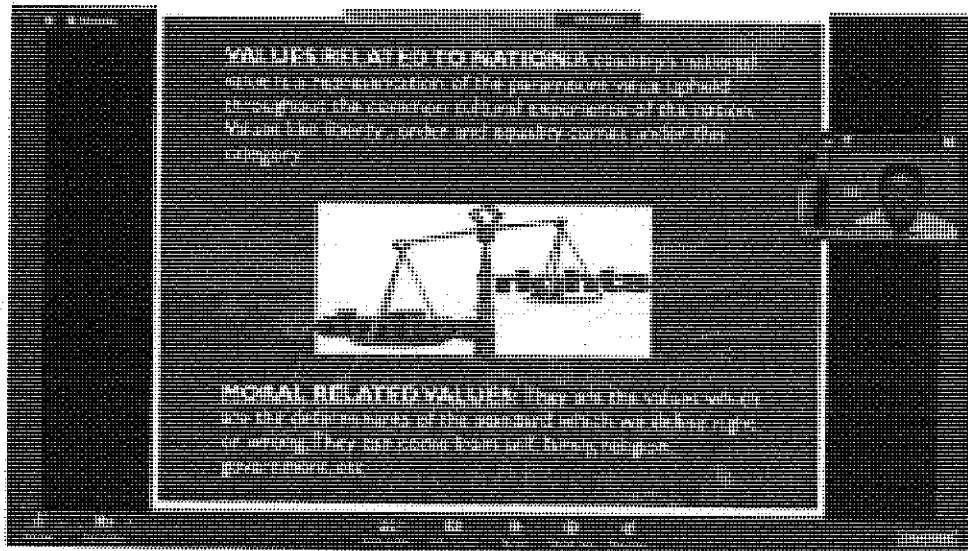
The second paper was presented by Ms. Komal Kusum titled "Inflation and Economic Growth: Are They Related at This Time of Economic Slowdown in India?" They tried to explore the relation between inflation and economic growth rate of India of last four years. The quarterly data was used for GDP growth rates and CPI for the study and used line graph and correlation. The results were that there exists a strong negative relation between economic growth rate and inflation rate in India.



**Ms. Komal presenting her paper**

The third paper was presented by Mr. Adish Jain and Ms Anisha Gupta will present the research paper titled "A Study of Factors Describing Individual Outlook Towards Movies Based on Historical Events" co-authored by Ms. Akanksha Upadhaya and Ms. Anisha Gupta. The study was conducted to review the impact of historical and patriotic movies on various people of the society of different age groups especially youth. In this recent scenario where people are free in lockdown due to COVID19 and cannot do any work, the usage of online apps have been increased like social media apps and many other online services like Netflix, Amazon Prime, etc.

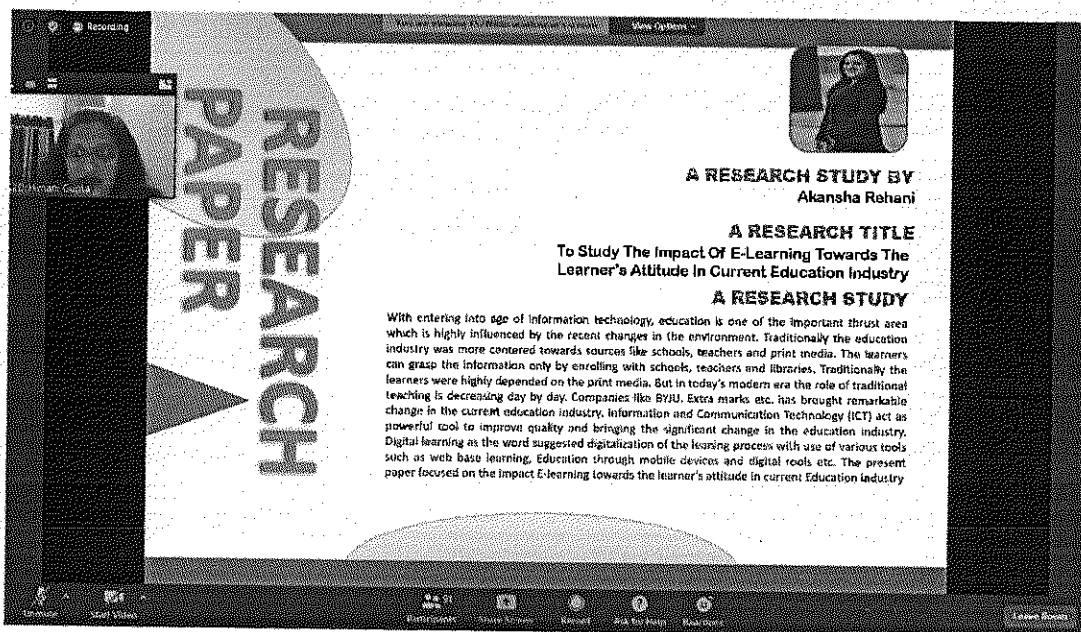
A paper titled as "Human Values in Current Era" authored and presented by Mr. Shubham Singh and co-authored by Dr. Madhu Verma. The research paper mainly focused on what actually is human value, does it exist in the present world, what are the essential human values, how has it evolved with time, what is the importance of value, need of preserving it and more. This paper gave a brief idea of the importance and application of human values in present time.



**Mr. Shubham Singh presenting his paper**

“Assessment of financial literacy among university students” was authored and presented by Ms. Vidhi Juneja and co-authored by Dr. Shruti Bhuttani. The paper revolved around the importance and awareness for financial literacy among university students. The financial literacy of the students was measured through a self-structured questionnaire formed using the OECD scale to suit the condition of Indian Universities.

Ms. Akansha Rehani presented her research paper titled “To study the impact of e-learning towards the learner’s attitude in current education industry”. The paper focused on the impact E-learning towards the learner’s attitude in current Education industry.

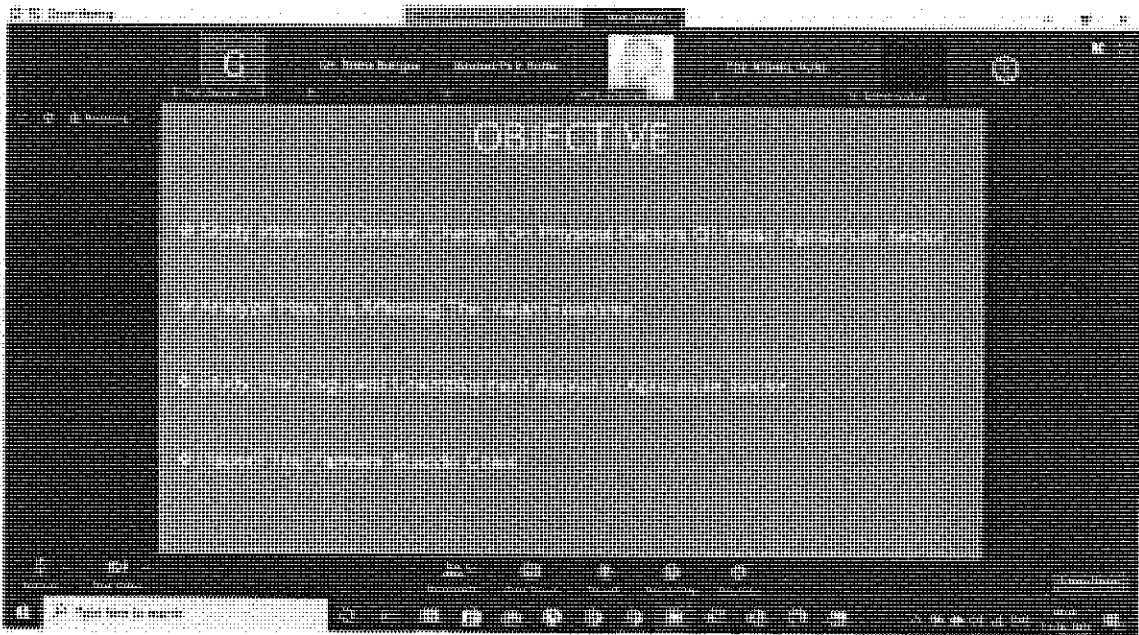


**Dr. Himani Gupta asking questions from Ms. Akansha Rehani**

The seventh paper was presented by Ms. Dakshita Trikha titled “Sustainability practices of corporates: A comparative analysis of Indian IT industry”, co-authored by Dr. Sartaj Khera. The paper explored sustainable practices accepted by the IT industry to save the environment.

Mr. Vishal Khullar presented the research paper titled “The Blockchain Phenomenon in Banking Industry” co-authored by Ms. Divya Gupta. The study was conducted to provide an alternative technology to the banking system so that data abstraction, data corruption and hacking can be removed permanently as well as the monopoly of big banks is removed. The alternative technology is called blockchain.

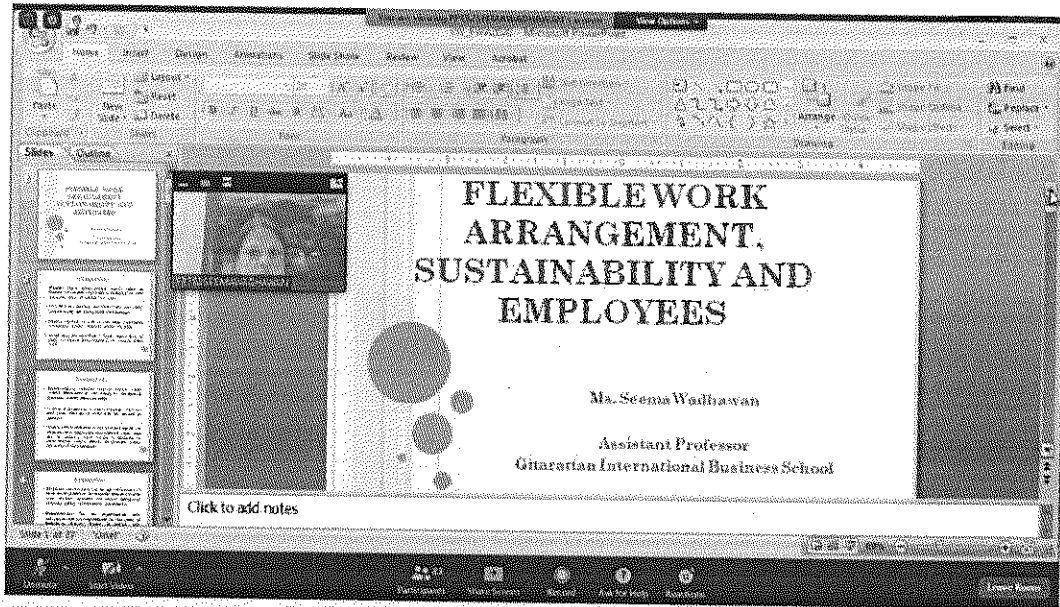
Mr. Gaurav Chauhan presented the research paper titled “Climate Change and Impact on Agriculture Sector” co-authored by Mr. Shiv Prakash Dewan & Mr. Gaurav Bhardwaj. The paper explored the phenomenon of climate change and how it is affecting the agriculture in India. The results showed that the climate change is causing unemployment in agriculture, farmer suicide as the Indian agriculture sector is totally depended on climatic conditions.



**Mr. Gaurav Chauhan presenting his paper**

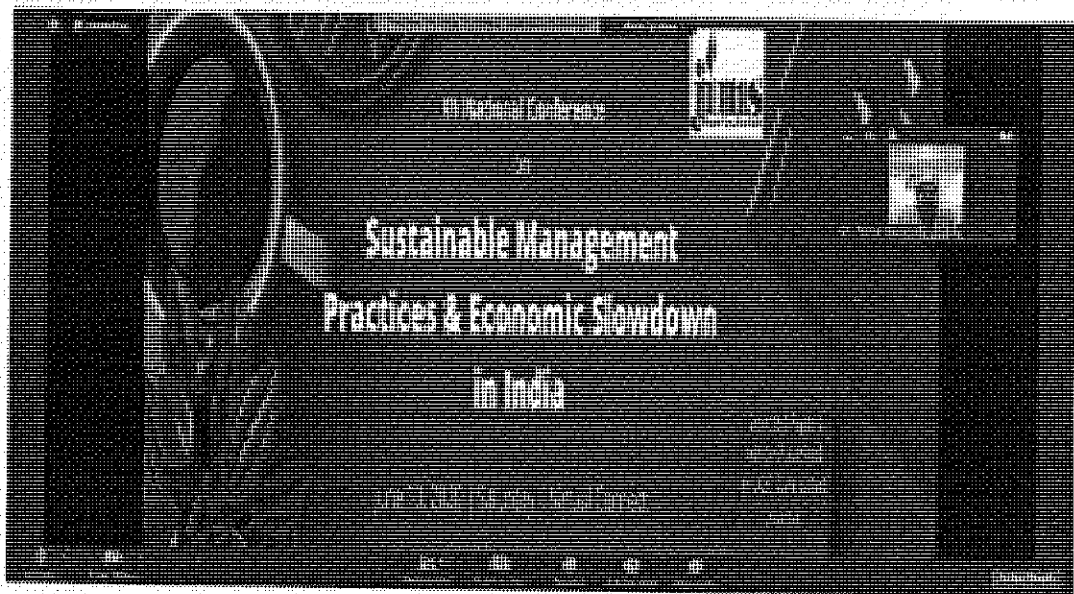
The last paper of technical session II was presented by Ms. Seema Wadhawan titled “Flexible Work Arrangement, Sustainability and Employees”. The study analyzed the effect of FWA (flexible work arrangement) as a factor of sustainability of individuals working in an organization. An empirical research in a survey form with a semi- structured questionnaire was conducted in IT sector organizations.





**Ms. Seema Wadhawan presenting her paper**

The technical session II was ended by the remarks of Dr. Richa Nangia. She praised the efforts of the students and faculties for presenting the good quality research papers. She also talked about how the COVID-19 will have long term impact on the economy.



**Dr. Richa Nangia giving her remarks after the end of technical session II**

### Technical Session III

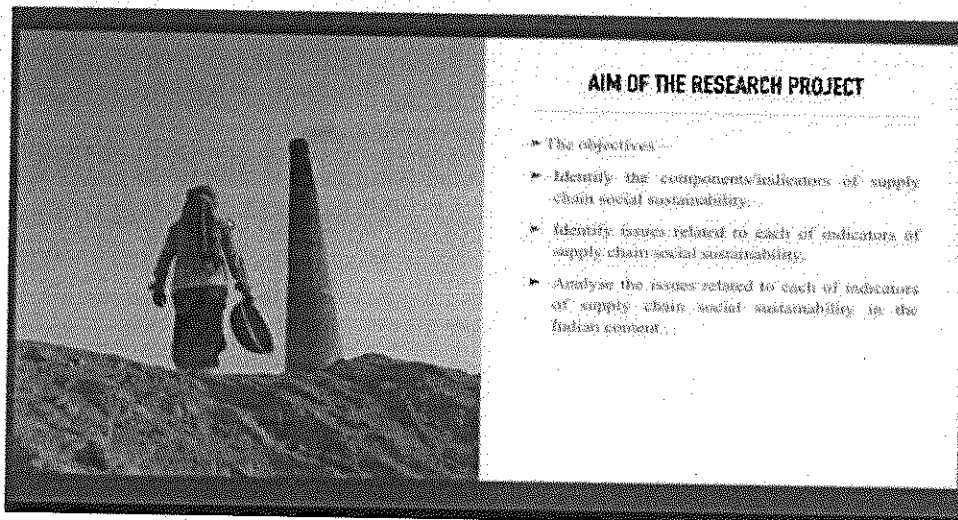
#### **Sub theme of session III – Sustainable Management Practices and its impact on economy**

The Session was chaired by Dr. Trishu Sharma, Director, Institute of Media Studies, Chandigarh University, co –chaired by Dr Nidhi Gupta, Head Department of Management, JIMS, Vasant Kunj. and hosted by Dr Manisha Gupta. Ms. Tamanna Bagga, student was the compere and Ms. Navita Kohli, student was the co- host of the session.

The session consisted of eight presentations by faculties and students of O.P.Jindal University, Jamia Hamdard, Shiv Nadar University, Rukmini Devi Institute of Advanced Studies, JIMS Jaipur etc. The deliberations in the session was very engaging with diverse topics such as ‘Role of Artificial Intelligence With Regard To Sustainable Complaints Handling In The Indian Banking Sector’, ‘Supply Chain Social Sustainability’, Radical Thinking in Energy Management - Energy Management System (EMS) Design and Implementation in an Integrated Iron and Steel Plant’, ‘Cause-Related Marketing: A tool of Sustainable Marketing’, ‘Sustainable consumption in transport: A study on factors influencing electric vehicle usage intention’ Social Good Through Cause Related Marketing’, Sustainability And Innovative Supply Chain Practices At Ikea’ etc.

Role of Artificial Intelligence with Regard to Sustainable Complaints Handling in The Indian Banking Sector by Ms. Veronica Madan & Dr. Shilpi Khandelwal. The research paper focused on examining the stipulated aspects with respect to the origin and role played by AI in the Indian banking sector pertaining to the complaints management mechanism. The paper was presented by Ms. Veronica Madan.

The paper, ‘Supply Chain Social Sustainability In India’ was presented by Ms. Priyanka Tulsian, the study highlighted the supply chain social sustainability parameters in the Indian context in comparison with the major developed countries (on the basis on GDP) and other South Asian countries (which come within a similar growth index as India) uncovering its true position. The results revealed that social sustainability in India is not only lacking in comparison with the major emerged economies but also most cases, its neighboring South Asian countries.



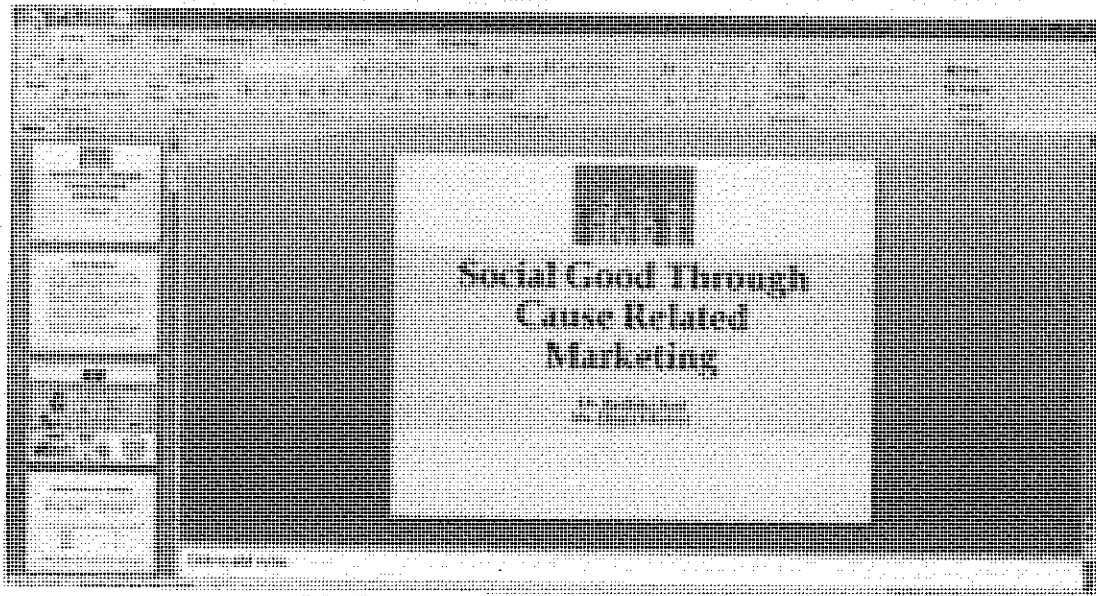
**Ms. Priyanka Tulsian presenting her paper**

'Radical Thinking in Energy Management - Energy Management System (EMS) Design and Implementation in an Integrated Iron and Steel Plant' was presented by Dr. Shesadev Nayak, the study was focused on energy management system to supply current and prognostic information about the energy turnovers in the production units for the people working at the power plant (which is a part of the integrated iron and steel plant), to enable better controlling and adaptation of the conversion and purchase of energy as Steel production is very energy intensive.

The research paper titled 'Cause-Related Marketing: A tool of Sustainable Marketing' was presented by Ms. Shrishti Bisht, the research presented an amalgamated groundwork for the methodical development of theory for effective CRM strategy as a tool of sustainable marketing practice. Cause-related Marketing (CRM) has emerged as a rewarding strategy in developing nations for both company and non-profit organizations and it has transformed the nature of corporate engagement with sustainability.

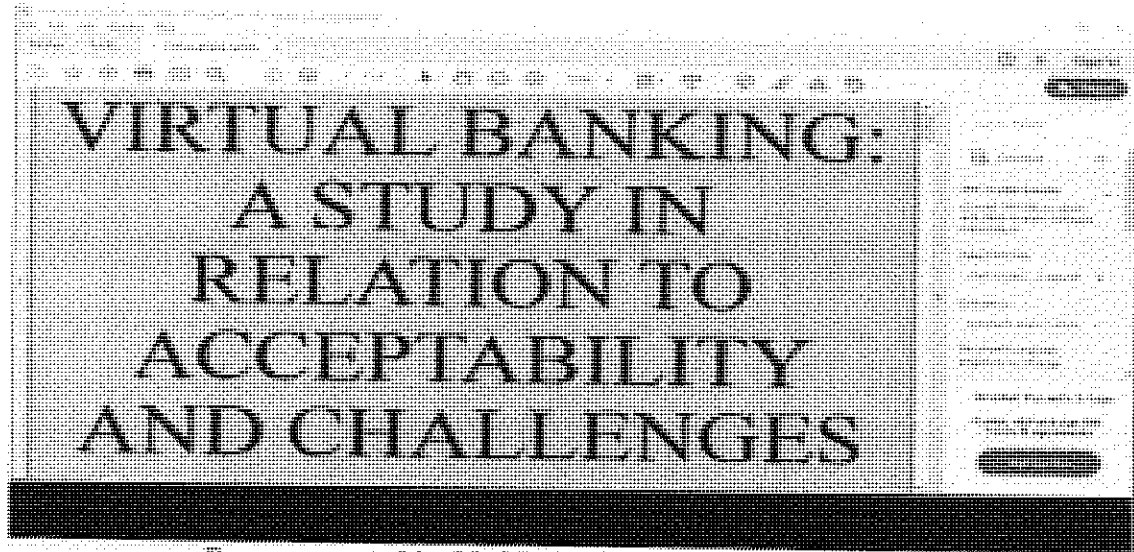
Mr. Saurabh Kumar presented the paper titled, 'Sustainable consumption in transport: A study on factors influencing electric vehicle usage intention' The study aimed to identify the determinants of the Indian consumer intention to use electric vehicles (EVs), identify the awareness level of Indian car consumer towards EVs and determines whether important issue like environmental concerns have any influential effects on consumer intention to use an EV.

'Social Good Through Cause Related Marketing' was presented by Ms. Dhriti Katyal, Social Good is purely how the largest number of people benefits for the greater common good. The purpose of this paper is to understand the factors influencing the Social Good which takes place while purchasing FMCG Products. The study employed factor analysis to test the proposed framework. A quantitative approach-based web survey was performed to collect the primary data from 178 young consumers of Delhi.



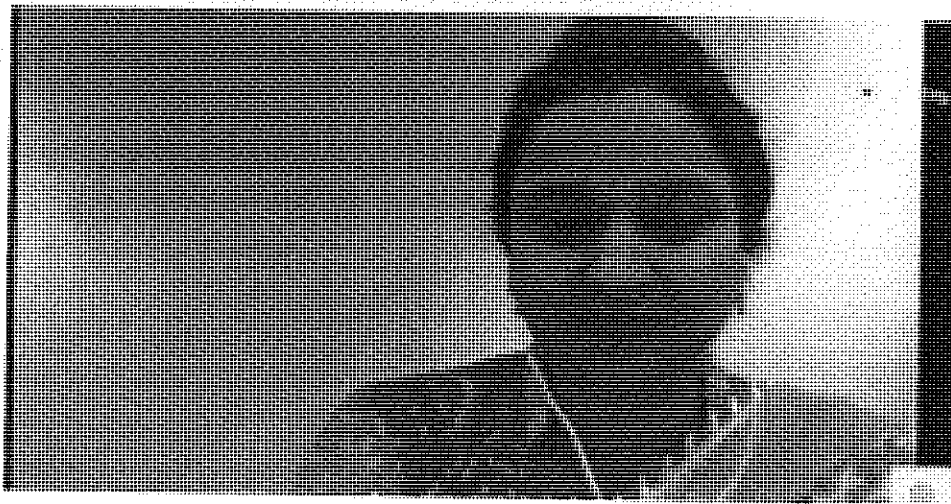
**Ms. Dhriti Katyal presenting her paper**

The Research paper titled, 'Sustainability and Innovative Supply Chain Practices At Ikea' was presented by Ms. Suhani Jain & Ms. Mansi Narang, their study focused on understanding the supply chain and quality management models of IKEA in detail and propose relevant suggestions and recommendations to improve the same. Through their research, they found that IKEA faces a few critical issues like delay in deliveries, poor communication with customers and problems related to refunds and damaged items upon delivery.



**Paper presented by Ms Megha Grover & Ms. Rashi Jain**

The remarks and observations from the Chair and Co-Chair were positive appreciation about the research methodology and the instruments used for data analysis. The paper presenters were able to handle the queries and highlight the important points of their research. There was motivation for broader application of the concepts and theories discussed during the deliberations. Overall the session was a good learning experience for all the participants and the paper presenters. According to the feedback of the paper presenters, the session and the conference was very well coordinated and organized.



**Dr. Nidhi Gupta asking questions from the paper presenter**

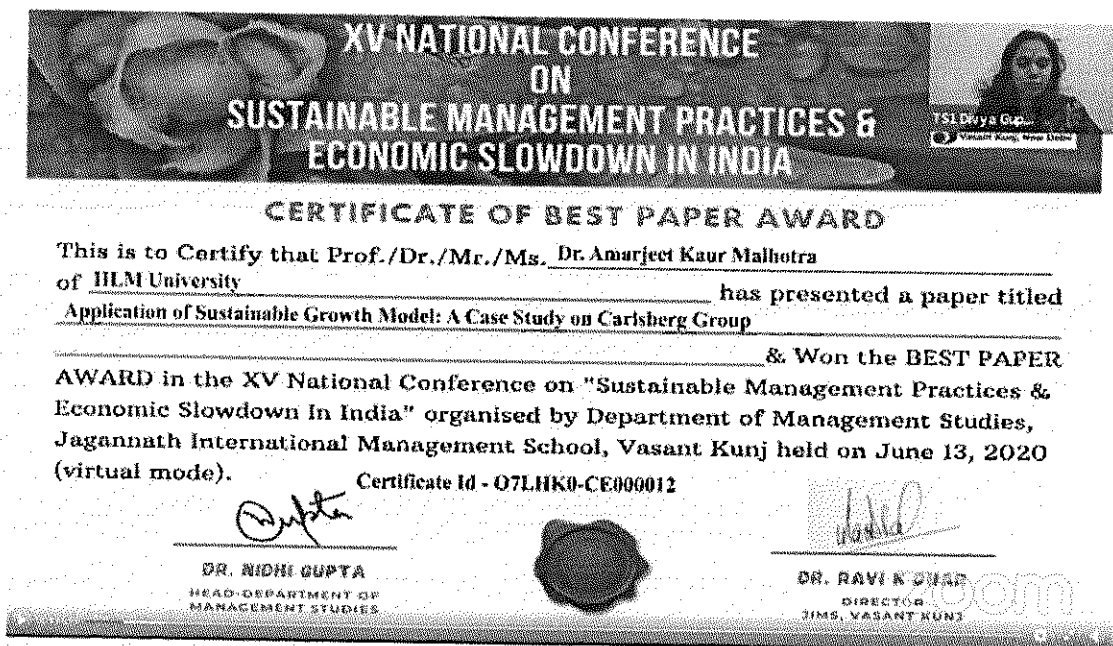
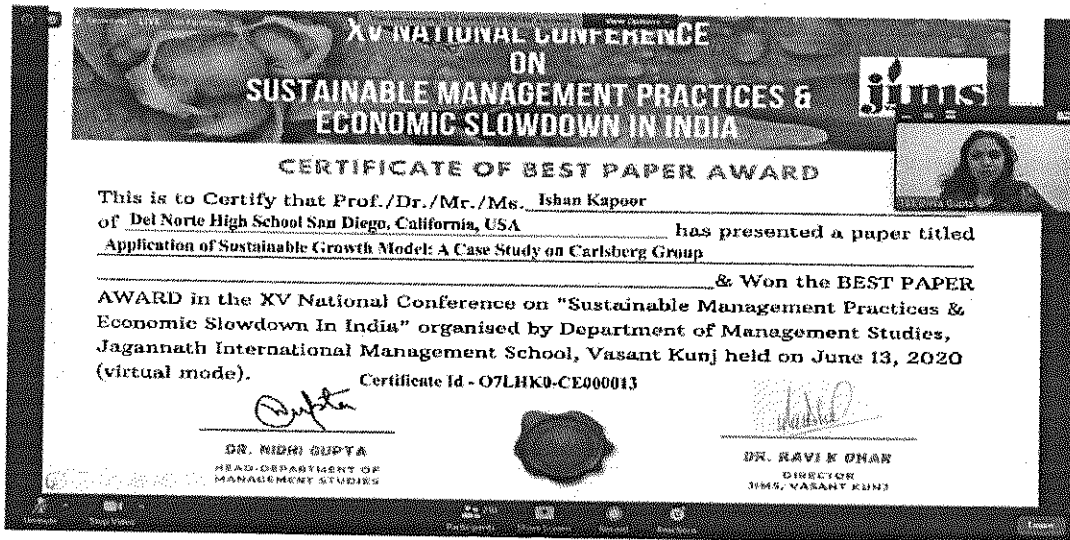
### Valedictory Session

The session was followed up by a Valedictory Session where Ms. Divya Gupta, Assistant Professor, JIMS, Vasant Kunj announced the first prize winners of the three technical session and Dr. Nidhi Gupta congratulated the first prize winners in all the three technical sessions.



**Ms. Divya Gupta announcing the first prize winners of all the three technical sessions.**

The first prize in first technical session was awarded to Dr. Amarjeet Kaur Malhotra and Ishan Kapoor. The title of the paper was “Application of Sustainable Growth Model: A Case Study on Carlsberg Group”.

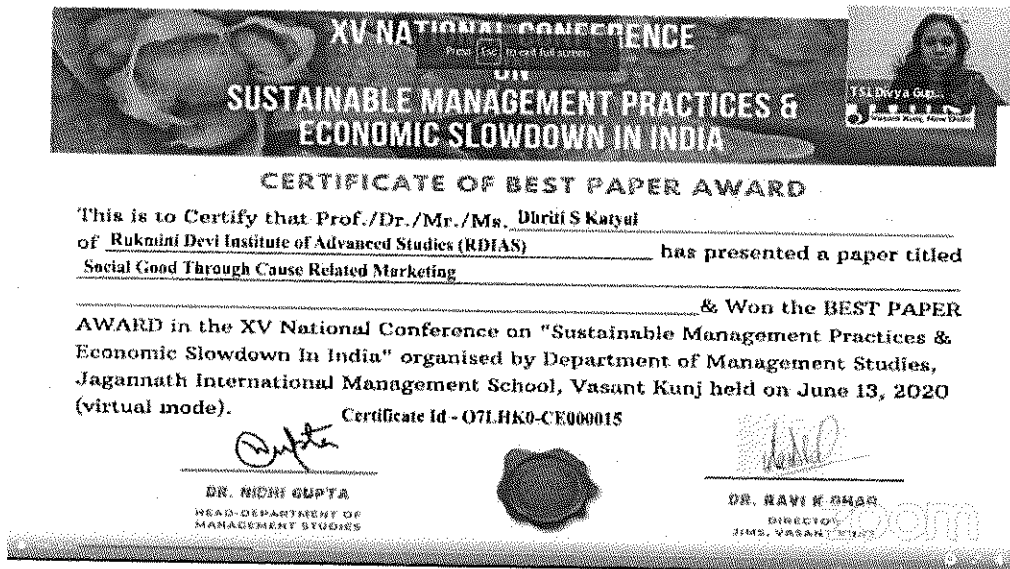


The first prize in technical session II was awarded to Ms. Seema Wadhawan. The title of the study was "Application of Sustainable Growth Model: A Case Study on Carlsberg Group".



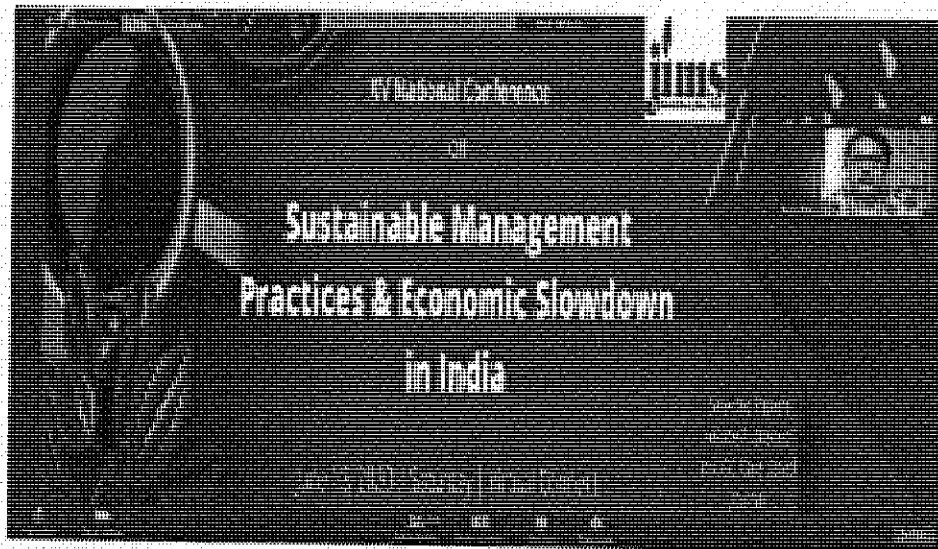
The first prize in technical session III was awarded to Ms. Radhika Soni & Dhriti S Katyal for her paper titled as "Social Good Through Cause Related Marketing".





### Vote of Thanks

After the Valedictory Session Ms. Anu Bhardwaj proposed the Vote of Thanks. She thanked all the guests for taking out time for the event, the organising committee, and the students coordinators for making the event lively.



**Ms. Anu Bhardwaj proposing the Vote of Thanks.**

**Highlight of the 15<sup>th</sup> National Conference:** The 15<sup>th</sup> National Conference of Management Department, JIMS, Vasant Kunj was conducted in virtual mode which was attended by more than 200 people. It was also broadcasted live on the official page of Jagannath International Management School, Vasant Kunj and received more than 1,000 views.



# Jagannath International Management School

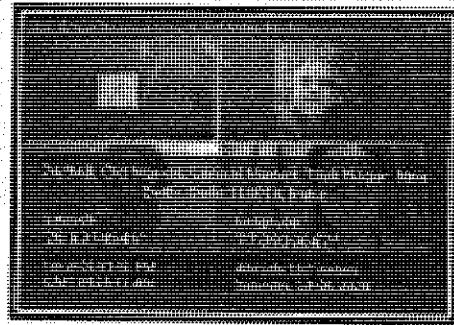
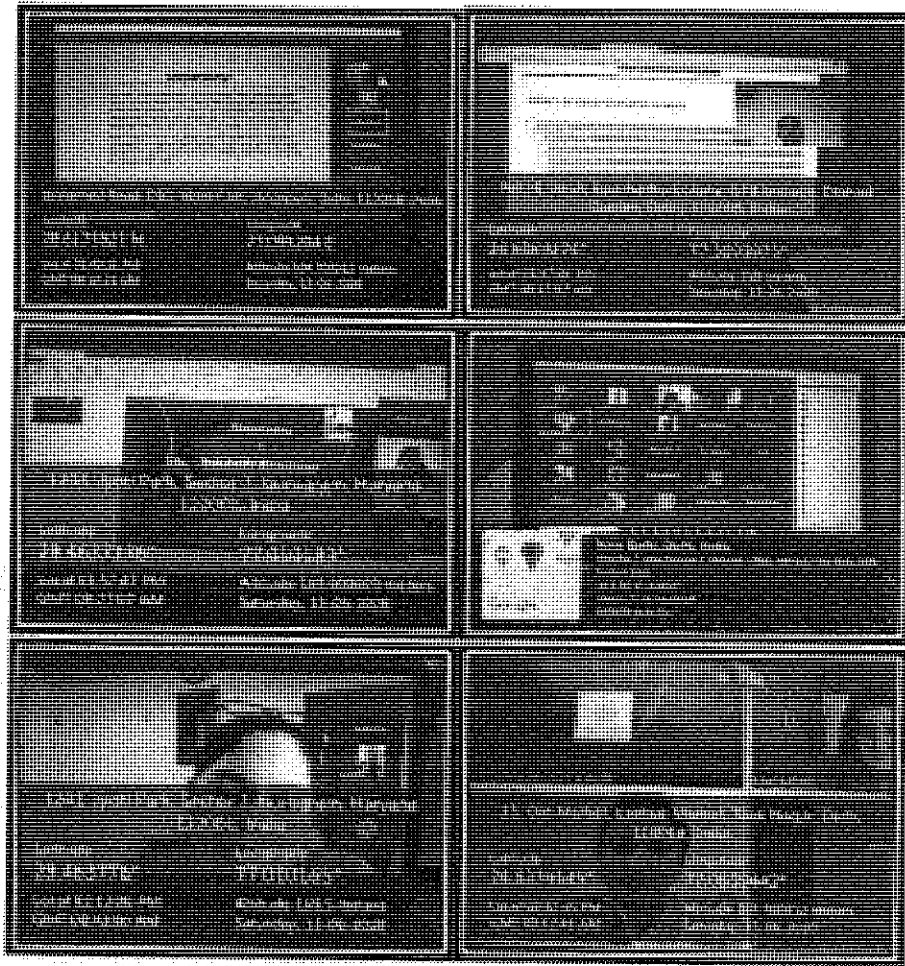
Vasant Kunj, New Delhi-110070

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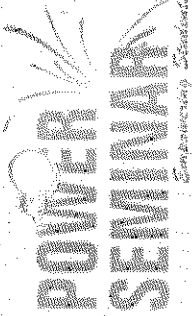
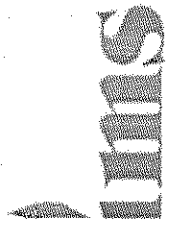
## Resource Person Details

S.No	Name	Designation and Company/Organization Name
1	Dr. S. C Sharma	Director IBS
2	Dr. Munish Jindal	Founder & CEO HoverRobotix , Founding President, MENTORx Global
3	Mr. Amit Pahuja	Genpact Enterprise Risk Consulting LLP, Director - ERC
4	Ms. Mitali Nikore	Economic Consultant with Asian Development Bank
5	Dr. Teena Saharan	Associate Professor, Dept. of HR & OB, Doon Business School, Dehradun
6	Dr. Richa Nangia	Associate Professor, K. R. Mangalam University, Gurgaon
7	Prof(Dr.) Trishu Sharma	Director, University Institute of Media Studies, Chandigarh University
<b>Number of Participants-222</b>		

Few Glimpses of 15<sup>th</sup> NATIONAL CONFERENCE



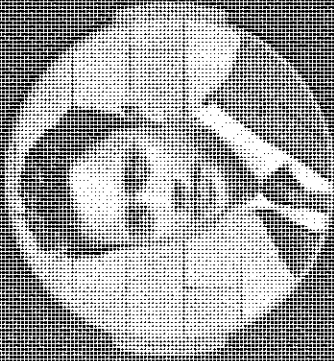
**Dr. Nidhi Gupta**  
**Head- Department of Management Studies**



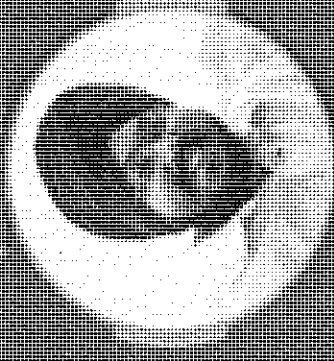
INSTITUTION'S INNOVATION COUNCIL  
Organises

National Seminar on

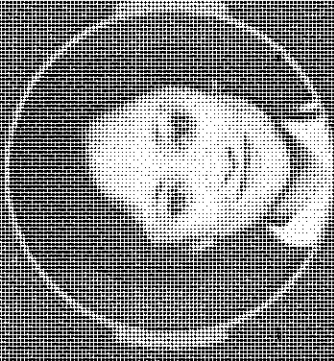
# Innovation & Entrepreneurship



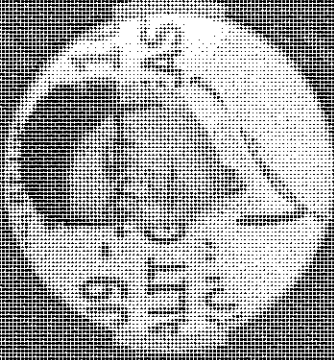
Anjali Kumar  
Noida



Ishmeet Singh  
Gurgaon



Prity Khastgir  
Delhi



Saumyaji Guha  
Rajasthan

02 Nov 2019 | Jagannath International Management School, OCF, Vasant Kunj, New Delhi



# **Jagannath International Management School**

**Vasant Kunj, New Delhi - 110070**

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

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## **National Seminar**

on

## **Innovation and Entrepreneurship**

by

**Mr. Ishmeet Singh**

(GetCertified.Pro)

**Ms. Prity Khastgir**

(TCIS)

**Mr. Saumyajit Goha**

(PadUp Vanture)

Date: 2<sup>nd</sup> November 2019

Time: 10:00 AM onwards



**Event Category:** National Seminar

**Topic:** "NATIONAL SEMINAR ON INNOVATION & ENTREPRENUERSHIP"

**Date:** 2<sup>nd</sup> Nov 2019

**Time:** 10:00 AM-1:00 PM

**Venue:** Online, Zoom Platform

**Resource Person(s) with Designation and Organization:**

- Mr Anjani Kumar , Xecute Hub
- Mr. Ishmeet Singh, GetCertified.Pro
- Ms. Prity Khastgir, TCIS
- Mr. Saumyajit Goha, PadUp Venture

**Beneficiaries with number:**

1. 264 Participants students of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> year BCA Department JIMS, Vasant Kunj

**Report**

JIMS Vasant Kunj organised seminar on the topic innovation and entrepreneurship for the students and faculty members of Jagannath International Management School (JIMS), Vasant Kunj on 2nd November, 2019. The Seminar was attended by 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> year BCA Department Students.

The objective of the seminar was to tell the students more and more about innovations and entrepreneurship. The resource persons Mr. Ishmeet Singh, Ms. Prity Khastgir, Mr. Saumyajit Goha reflected their profound knowledge on the topic.

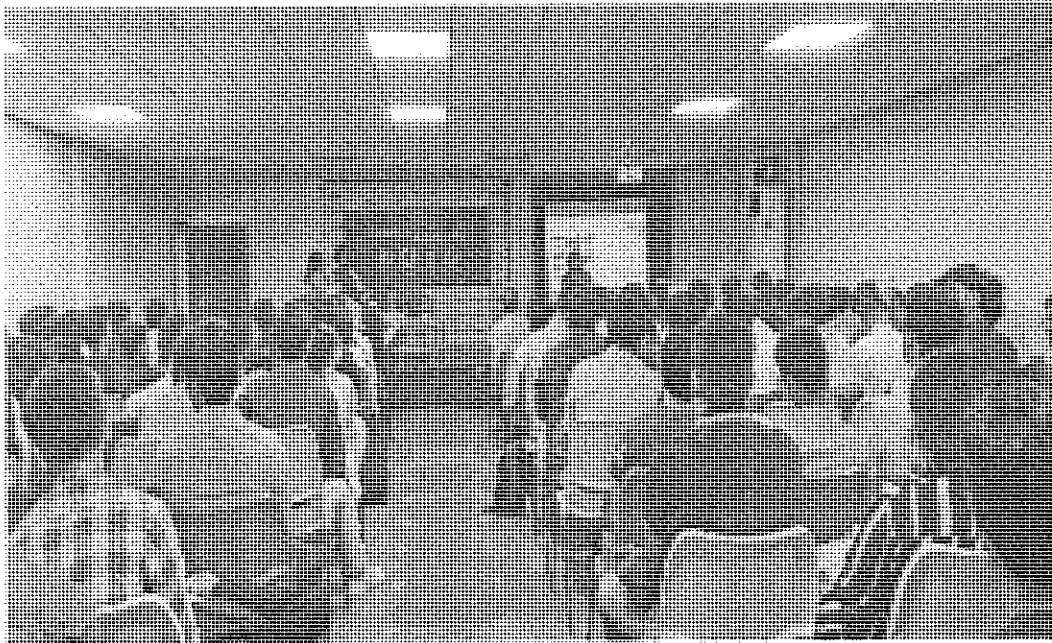
The first speaker **Mr Saumyajit Goha**, GetCertified.Pro and the second speaker, **Ms Priti Ghastgir**, TCIS gave the audience a speech on innovations and ideas. They told us about a lot of start-ups and major causes of start-up failures. The Seminar was conducted with the main goal to enlighten students with innovative mindset. Seminar was started with emphasis on importance of entrepreneurial skills, even in jobs as companies want innovative minds. Then, the major cause of startup failure was discussed focusing on factors like poor management, obsolete ideas etc. A video was then shown featuring S-oil, a South Korean based oil company and their innovative idea of solving parking problem using balloons as parking space indicators. The former was backed by example of SONY Company which went from selling rice cookers to pocket radios showing the skills to adapt with market and technology. Then some myths about an entrepreneur's personality were discussed. It was followed by case studies of famous innovators like Bill Gates and Mark Zuckerberg. The Seminar concluded with a Microsoft produced video showing current transformations in technologies.

The third speaker, **Mr Ishmeet Singh**, PadUp Vanture shared his learning and experiences with us. He guided us and motivated us to give our 100% in whatever work we do. He gave us beautiful examples to help us understand everything in a better way. He tried to prepare us better for the real world. All the three speakers are excelling in their respective careers. They shared their experiences about how they started journey and how they deal with their failures in day to day life. The students got highly motivated and got a much clear-vision about the terms Innovation and Entrepreneurship.

The program came to an end with a speech given by our respected Director Dr Ravi K Dhar and a vote of thanks Dr Meenkashi Narula to all the dignitaries



Mr. Ishmeet Singh during the session with students at Auditorium of JIMS,

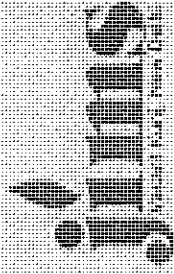
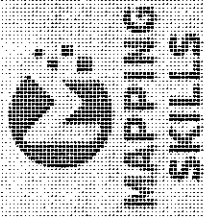


BCA students attending the session on Innovation and Entrepreneurship at Auditorium of JIMS, VK

#### **LEARNING OUTCOME FROM THE PARTICIPANT**

- Overall it was a great learning experience. The most important lesson we learned was that success and failure are all part of life and we should not get disheartened by failure, instead we should keep on trying to achieve our goals.
- The speakers made students understand what innovation and ideas are and how to execute an idea in a nice way. In short, we gained a lot of knowledge from the seminar.

**Dr. Meenakshi Narula**  
**Head-Dept. of Information Technology**

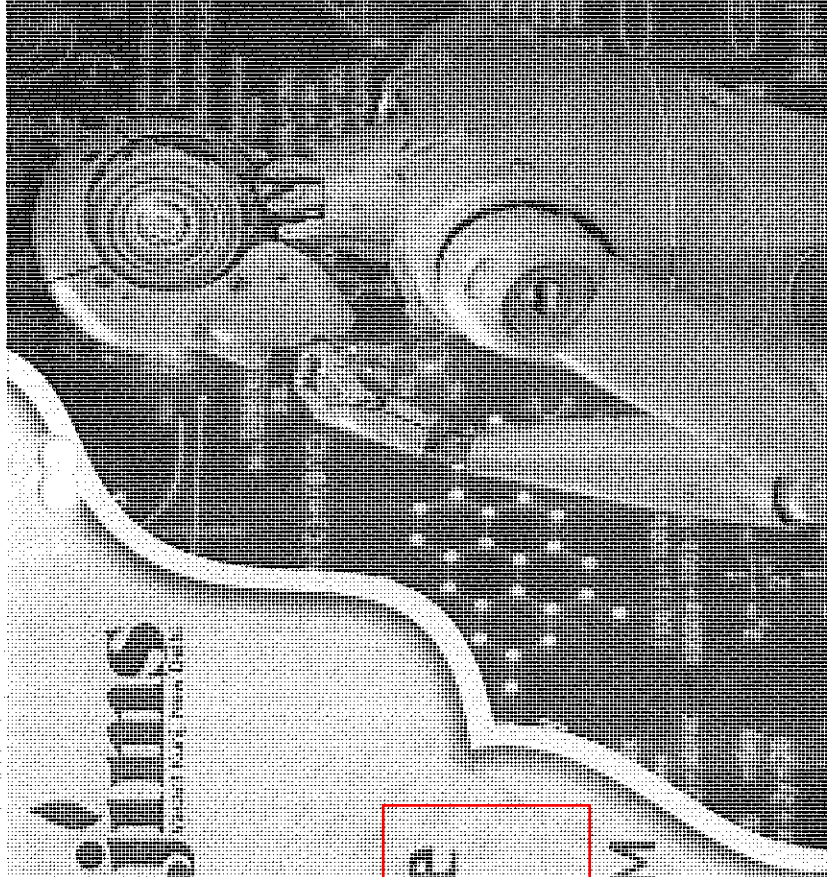


Webinar

on

# Artificial Intelligence & Deep Learning

23RD APRIL 2020 AT 11:00 AM



**CHIEF PATRON**

**MR. RAVI K. DHAR, PHD (DIRECTOR)**

**PATRON**

**PROF. (DR.) MURUGESH NARAYAN (HEAD, DEPARTMENT OF INFORMATION TECHNOLOGY)**

**COORDINATOR**

**MS. SUSHMITA JAYARAMAN (MANAGER, CORPORATE AFFAIRS)**

**TRAINER**

**MR. NITHY SANKRISHNA (EXPERT-MAPPING SKILLS)**

**ORGANIZED BY**

**JIGNATH INTERNATIONAL MANAGEMENT SCHOOL**

**VASANT KUNJ, NEW DELHI-70**



# Jagannath International Management School

**Vasant Kunj, New Delhi-110070**

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Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

## REPORT

“Webinar on Artificial Intelligence & Deep Learning”

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**Event Category:** Webinar

**Topic:** “Artificial Intelligence & Deep Learning”

**Date:** 23<sup>rd</sup> April, 2020

**Time:** 11:00 AM-1:00PM

**Venue:** Online

**Resource Person(s) with Designation and Organization:**

1. Mr. Nitin Srivastav, Expert, Mapping Skills

**Beneficiaries with number:**

1. BCA-(I & II Shift) JIMS, Vasant Kunj ---100

**Faculty Coordinator:**

1. Dr. Harsha Ratnani, Class coordinator, BCA-II-M
2. Ms Garima Saini, Class coordinator, BCA-II-E
3. Ms Sushmita Jaipurkar, Manager, Corporate Affairs, JIMS, Vasant Kunj

**Learning Objectives:**

1. To know how to begin career in Artificial Intelligence.
2. Detailed information on Deep Learnings.
3. Information on Python language

**Report:**

Department of Information Technology, JIMS, VasantKunj organized the webinar for BCA-II semester students of I & II Shift students on “Artificial Intelligence & Deep Learning” which was

taken by **Mr. Nitin Srivastav, Expert at Mapping Skills**. He guided the students on how should they begin their career in Artificial Intelligence and Deep Learning. He also introduced different types of library in Python language. The lecture was attended by around 100 students and was of great learning experience to them.

**MAPPING SKILLS** **jims**  
**Webinar on Artificial Intelligence & Deep Learning**  
**23RD APRIL 2020 AT 11:00 AM**

**CHIEF PATRON**  
**MR. RAVI K. DHAR, PHD (DIRECTOR)**

**TRAINER**  
**MR. NITIN SRIVASTAVA (EXPERT-MAPPING SKILLS)**

**PATRON**  
**PROF. (DR.) MEENAKSHI NARULA (HEAD, DEPARTMENT OF INFORMATION TECHNOLOGY)**

**COORDINATOR**  
**MS. SUSHMITA JAIPURIAR (MANAGER, CORPORATE AFFAIRS)**

**ORGANIZED BY:**  
**JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL**  
**VASANT KUNJ, NEW DELHI-70**



Students Attending the session by Mr Nitin Shrivastav, Expert, Mapping Skills During the Webinar



Students asking queries to Mr Nitin Shrivastav, Expert, at the end of Webinar

### Learning Outcome:

1. The student participants learned about how library available in Python can be used to work in field of Artificial Intelligence.
2. Student interacted with the speaker and learned how they can start their career in Artificial Intelligence.
3. The webinar has given of how AWS and other cloud platform are being used by big companies.
4. The webinar was enriching in terms of understandings the current methods and ways of Artificial Intelligence.

Ms Garima Saini  
Coordinator

Dr Meenakshi Narula  
Head-Dept. of Information Technology



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

VASANT KUNJ, NEW DELHI-110070

Department of Information Technology  
Chennai

ONLINE NATIONAL CONFERENCE

ON

INFORMATION TECHNOLOGY &  
INNOVATION ECOSYSTEMS

IN THE YEAR

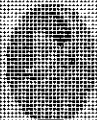
2020

2020

in association with



ACADEMY



Dr. C. Siva Lakshmi  
Asst. Professor, Anna



Dr. Suresh Babu  
Faculty, Panna Veterinary



Dr. A. V. Aravind  
Assistant Professor, COTLA



Dr. Raksha Mahapatra  
Associate Professor, DTU



Mr. Anand Sankar  
Faculty, Tatyasaheb Kore

REGISTRATION 10:00 AM - 11:30 AM

TECHNICAL SESSION I 11:30 AM - 1:00 PM

TECHNICAL SESSION II 1:00 PM - 4:00 PM

Faculty

Dr. Neenakshi Nair  
Head, Department of Information Technology

Dr. Lakshmi Prasad (Assistant Professor)

Dr. Havas Parmar (Associate Professor), 9540034999

Mr. Deepak Sharma (Assistant Professor), 9873600339



For Registration Email to:  
jimsconference.vi@jagannath.org

# A Report On

**JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL**  
VASANT KUNJ, NEW DELHI-110070

**Department of Information Technology**

**ONLINE NATIONAL CONFERENCE**  
ON  
**INFORMATION TECHNOLOGY &  
INNOVATION ECOSYSTEMS**  
(NOTIE 2020)

SATURDAY, MAY 23, 2020  
10:00 AM - 4:00 PM

ACCREDITED BY NAAC

## **Jagannath International Management School**

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)  
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## A Report On

The image shows the cover of a report. At the top left is the JIMS logo with the tagline 'Jagannath International Management School'. To the right of the logo, the school's name and address are printed: 'JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL, VASANT KUNJ, NEW DELHI-110070'. Below this, it says 'Department of Information Technology, Organizer'. The main title of the conference is 'ONLINE NATIONAL CONFERENCE ON INFORMATION TECHNOLOGY & INNOVATION ECOSYSTEMS (INIE 2020)'. The date and time are listed as 'SATURDAY, MAY 23, 2020, 10:00 AM - 5:00 PM'. On the left side of the central text area, there is an illustration of a lightbulb. At the bottom, it states 'In collaboration with' followed by the logos of 'IIMT' and 'ACADEMY'. The entire cover has a decorative border of arrows pointing inwards.

JIMS  
Jagannath International Management School

JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL  
VASANT KUNJ, NEW DELHI-110070

Department of Information Technology  
Organizer

ONLINE NATIONAL CONFERENCE  
ON  
INFORMATION TECHNOLOGY &  
INNOVATION ECOSYSTEMS  
(INIE 2020)

SATURDAY, MAY 23, 2020  
10:00 AM - 5:00 PM

In collaboration with

IIMT ACADEMY

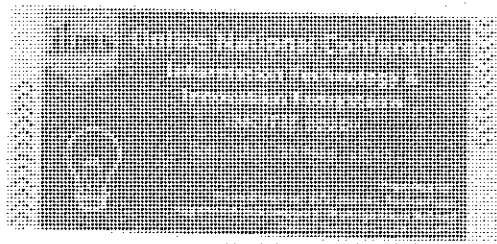
# Jagannath International Management School

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ISO 9001:2015 Quality Certified



## NCITIE 2020 Report



**Event Category:** Online National Conference

**Topic:** "Information Technology and Innovation Ecosystems "

**Date:** 23rd May 2020

**Time:** 10:AM PM-5:00 PM

**Venue:** Online, Zoom Platform

### **Resource Person(s) with Designation and Organization:**

1. **Dr. K. Vijaya Lakshmi**, Vice President Society of Development Alternatives(DA) and Winner of National Award for Women's Development (2007)
2. **Mr. Saumyajit Guha** Vice President, PadUp Ventures Pvt Ltd.
3. **Mr. Aman Sanduja**, Co-Founder, Zubi Infortechna, Mr. Shikhar Garg; Digital Marketing Expert, Mapping Skills
4. **Dr Ruchika Malhotra**, Associate Profesor, Delhi Technical University, Delhi
5. **Dr Naresh Kumar**, Associate Professor, Maharaj Surajmal Institute , Delhi
6. **Dr A K Mohapatra**, Associate Professor, IGDTUW
7. **Dr Ravi K Dhar**, Director, JIMS, VK

**Beneficiaries with number:**

1. 278 Participants including students of JIMS, Vasant Kunj

**Learning Objectives:**

1. To gain and share knowledge about innovative advancements and research in the field of Information Technology
2. To participate in an interactive session with Industry Experts Academic experts
3. To exchange and collaborate with other researchers and academic experts for various new research

## *NCITIE 2020 Report*

On 23<sup>rd</sup> May 2020 Department of Information Technology, Jagannath International Management School, Vasant Kunj in collaboration with ICT Academy, an initiative of the Government of India in collaboration with the state Governments and Industries and Guru Gobind Sing IndraPrastha University, Delhi organized an Online National Conference on Information Technology and Innovation Ecosystems (NCITIE2020) on Zoom Online Platform. The conference which was earlier scheduled for 14<sup>th</sup> March and had to be forcibly postponed and held online due to Covid19 Pandemic Complete Lockdown in Delhi-NCR. It was an initiative taken for the enhancement of knowledge of its faculty, researchers from industry and academia along with the students in respect of recent advances and innovative trends in the field of Information Technology. The conference was attended by around 278 participants and around 24 papers were presented on the virtual platform.

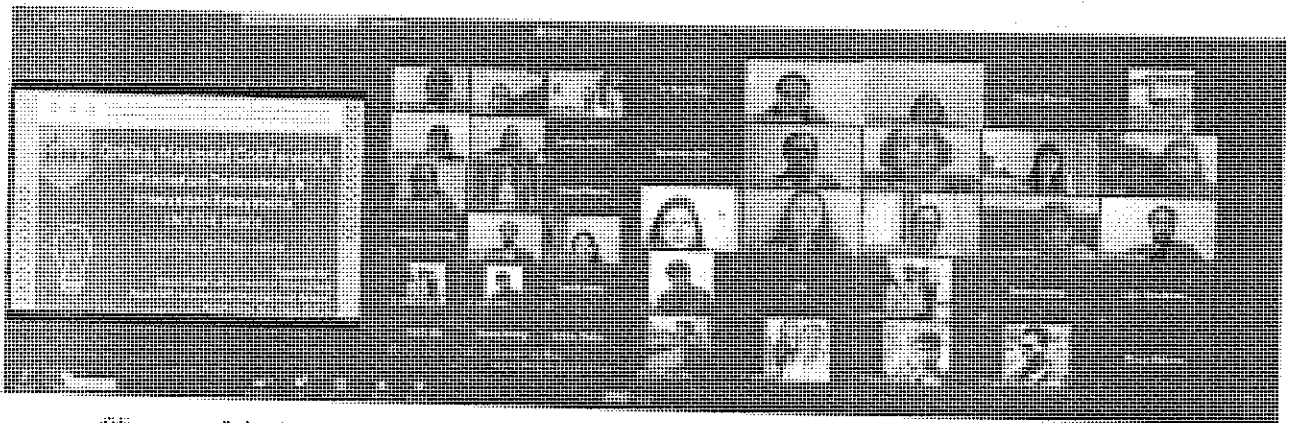
### *Conference Objective*

In the todays age and time Information Technology has revolutionized daily lives of individuals and organizations, as we all observed during this pandemic lockdown too. Digital Communications, Social Media, Smart Devices, Online Shopping, Online Meetings and Cloud Computing are just a few examples of the change that we've seen. We can expect even greater transformation with the rise of the Big Data, Internet of Things, Artificial Intelligence and Blockchain Technology.

Today, it's impossible to achieve optimal marketing, sales, customer support, business planning, management, monitoring and growth without flexible IT solutions that allow for innovation, which the world has seen already and applied too during these hard times. The whole world has been able to fight this emotional trauma in isolation of their homes only due



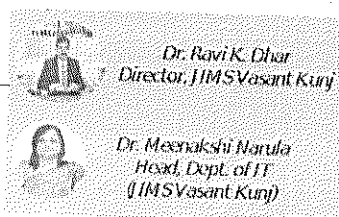
to the best use of all above mentioned technologies as per their requirement on various virtual platforms.



Glimpses of the inaugural ceremony of the event on ZOOM platform for the Online Conference

All this was possible due to Innovation and Entrepreneurship, which are the two important pillars of economic growth of any country. India also needs to develop and nurture these two strengths as it progresses towards becoming a knowledge-driven and Atam-nirbhar economy. The Innovation Ecosystem consists of business participants, start-ups, small scale enterprise academia, technical and other support services agencies, and the individuals that drive results.

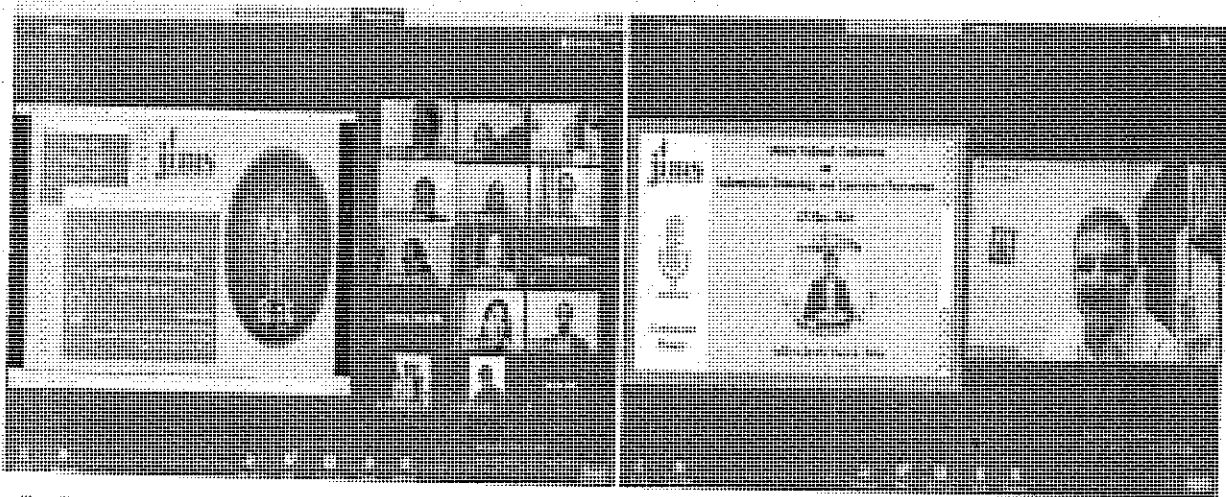
The conference has been organized under flagship of Our Institute **Jagannath International Management School, Vasant Kunj** which is a synonym to perseverance for success and believes that Information, Innovation, Knowledge and Entrepreneurship are driving factors for which we need to organize platforms for people to come and meet often towards becoming a knowledge-driven economy in these COVID hit hard time. This conference was a step further in this direction. We had attempted to bring people of high intellect to examine and understand the transformation across the world of Information Technology with the rise of the technologies like Big data, Internet of Things, Artificial Intelligence, Machine Learning and Block Chain Technology. Our online conference had welcomed and accepted conceptual and empirical papers, highlighting the application of Information Technology and Innovative solutions for organizations as well as individuals in the current scenario.



To make this a success story, we had amongst us, a galaxy of experts to speak upon core areas of their expertise on the virtual platform of our conference NCITIE2020. We had been privileged to be joined by our **respected Director Dr. Ravi K Dhar** along with the dignitaries **Dr. K. Vijaya Lakshmi**, Vice President Society of Development Alternatives(DA) and Winner of National Award for Women's Development (2007) as our Keynote Speaker, **Mr. Saumyajit Guha** Vice President, PadUp Ventures Pvt Ltd. and **Mr. Aman Sanduja**, Co-Founder, Zubi Infortechna, as our Guest Speaker for the inaugural session, followed by **Dr Ruchika Malhotra**, Associate Profesor, Delhi Technical University, Delhi and **Dr Naresh Kumar**, Associate Professor, Maharaj Surajmal Institute , Delhi as our session chair and co-chair for **Technical Session 1**, along with **Dr A K Mohapatra**, Associate Professor, IGDTUW and **Dr Meenakshi Narula**, Convener and Head, Department of Information Technology, JIMS , VK as our session chair and co-chair for **Technical Session 2** for this **Online National Conference on Information Technology and Innovation Ecosystem**. The Inaugural session was followed by Technical Session 1 and 2 where as many as **24 paper presenters** from various colleges presented their papers and it was being attended by 100 around participants.

### Inaugural Session

The Inaugural session started sharp at 10.00am as per schedule in which we seced the blessings of Maa Saraswati, the goddess of knowledge and arts, for helping us all to absorb the free flow of knowledge and wisdom shared during the session. It was followed by the welcome address by **Dr. Ravi K Dhar, Director, JIMS, VK** who motivated all the attendees with his thought-provoking insights and raised the enthusiasm of all the students and paper presenters too.



Dr. Ravi K Dhar, Director, JIMS, VK during the Inaugural session on ZOOM platform for participants during his session

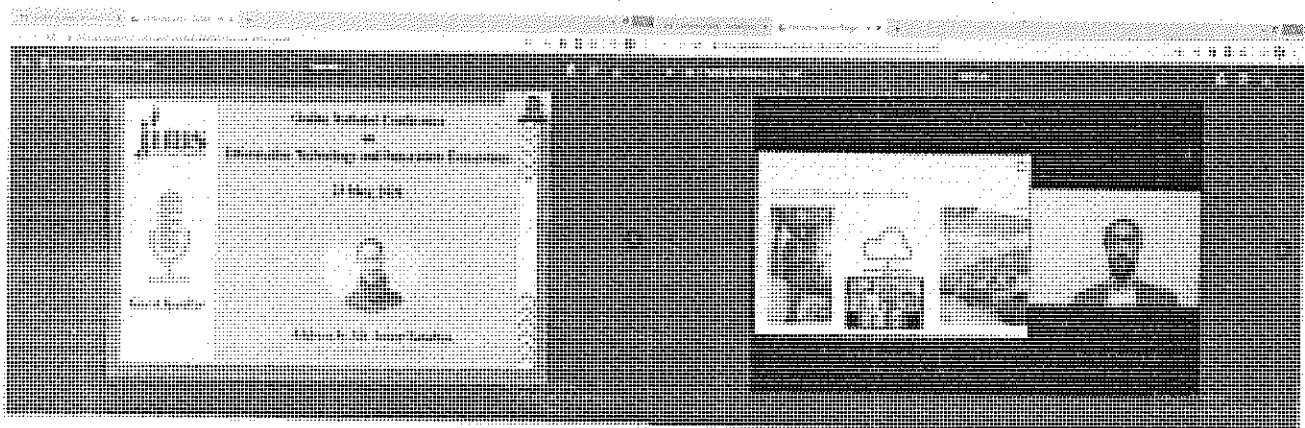
The session moved further by a valuable Keynote Speech taken by **Dr K VijayaLaxmi**, Vice President of Development Alternatives Groupa and Winner of National Award for Women's Development (2007) responsible for technology innovation and research at the Group. A chemist by training, her main focus and achievements are in the area of water quality

management, associated with development and application of innovative technologies that address the problems of women. Ma'am gave an **inspiring presentation**, from her years of research, depth of understanding of water issues, and insisted on need of Innovative Software / Hardware based IT Solutions with such depth and intriguing way inspiring many of the aspiring students and researchers.



by Dr K VijayaLaxmi, Vice President of Development Alternatives Groupa and Winner of National Award for Women's Development (2007) taking session on ZOOM platform for participants during his session

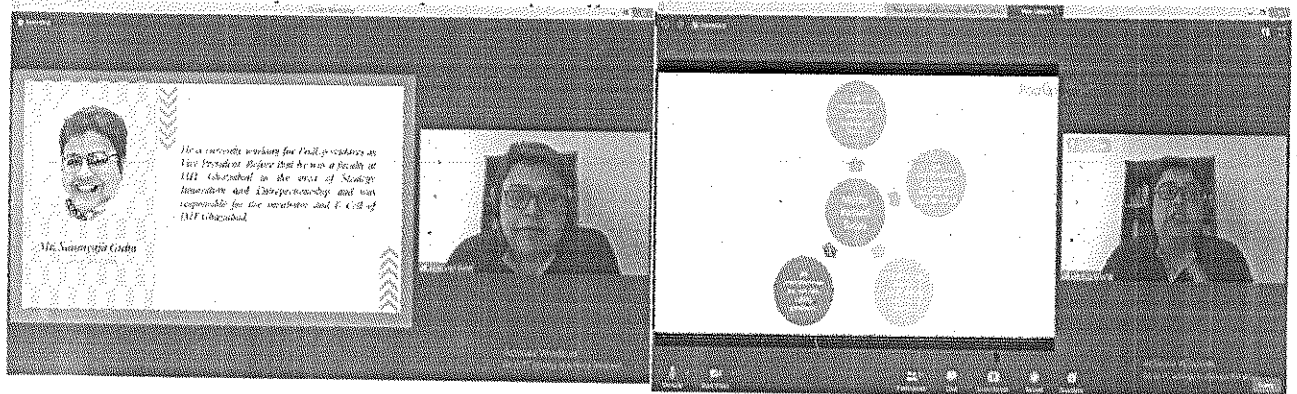
The next in this session we had a privilege to be joined by **Mr Aman Sanduja, Co founder Zubi Infortech**. Mr Sanduja is an emerging technology leader and an entrepreneur who has co-founded three companies. He has taught 5000+ students and professionals on blockchain and digital assets across Southeast Asia. Mr Sanduja is a professor on UPgrad, a TEDx speaker and also on the board of Times groups, Bennett University. Mr Sanduja highlighted and raised the interest of all attendees on the platform for innovations in the field of Block Chain Technology. It was a very useful session to know how much more we can achieve in this field.



Mr Aman Sanduja, Co founder Zubi Infortech addressing participants during his session

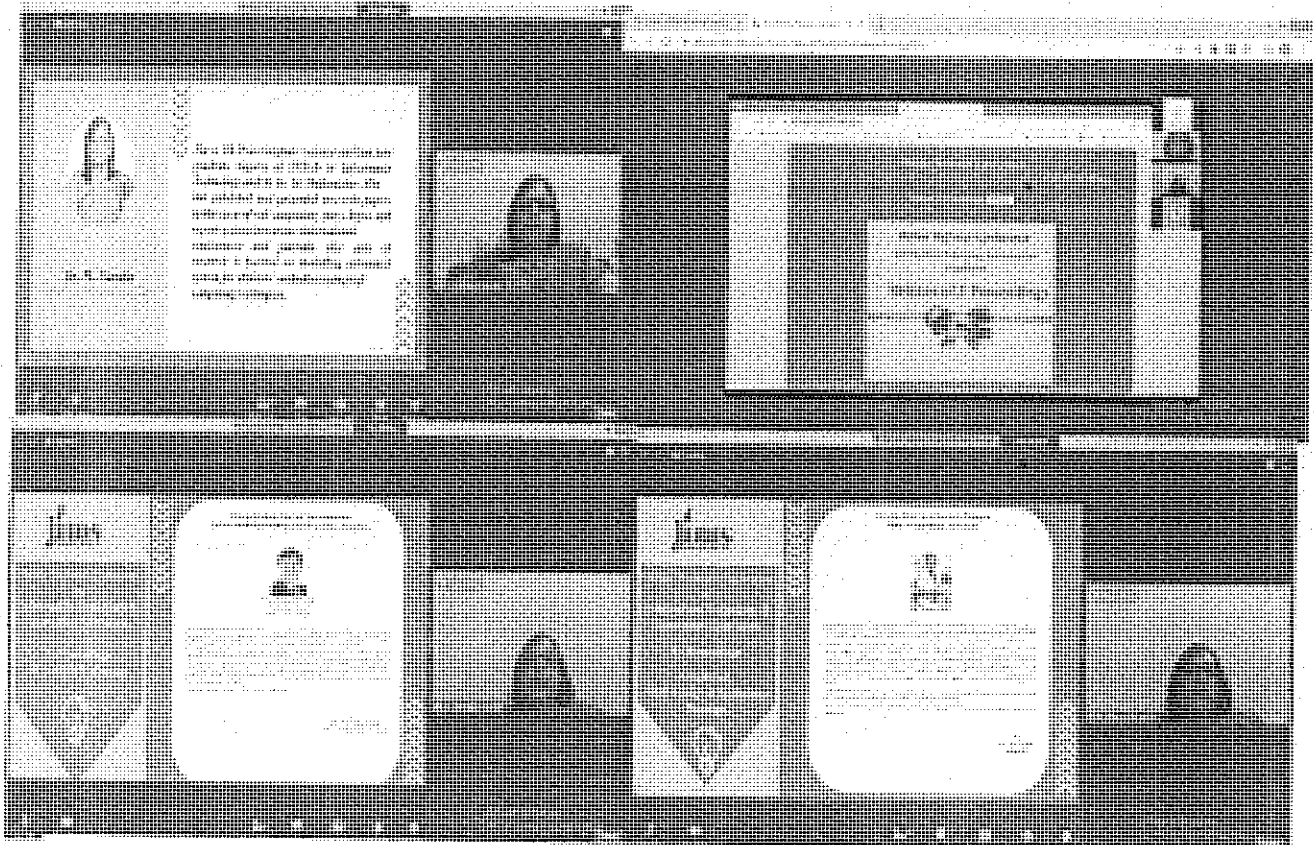
The next in the guest list we had **Mr Saumyajit Guha, VICE President at PadUp Ventures Pvt Ltd, Gurgaon, Haryana, India**. Mr Saumyajit holds an MBA in Entrepreneurship & Innovation from Exeter University and have over 19+ years of experience. He is currently working for PadUp ventures as Vice President. Before that he was a faculty at IMT Ghaziabad in the area of Strategy Innovation and Entrepreneurship and was responsible for the Incubator

and E Cell of IMT Ghaziabad. Mr Guha has an expertise to guide startup ventures and how one can establish a new venture and what all challenges a startup faces in the beginning and how



Mr Saumyajit Guha, VICE President at PadUp Ventures Pvt Ltd, Gurgaon, Haryana, India taking session on ZOOM platform for participants during his session

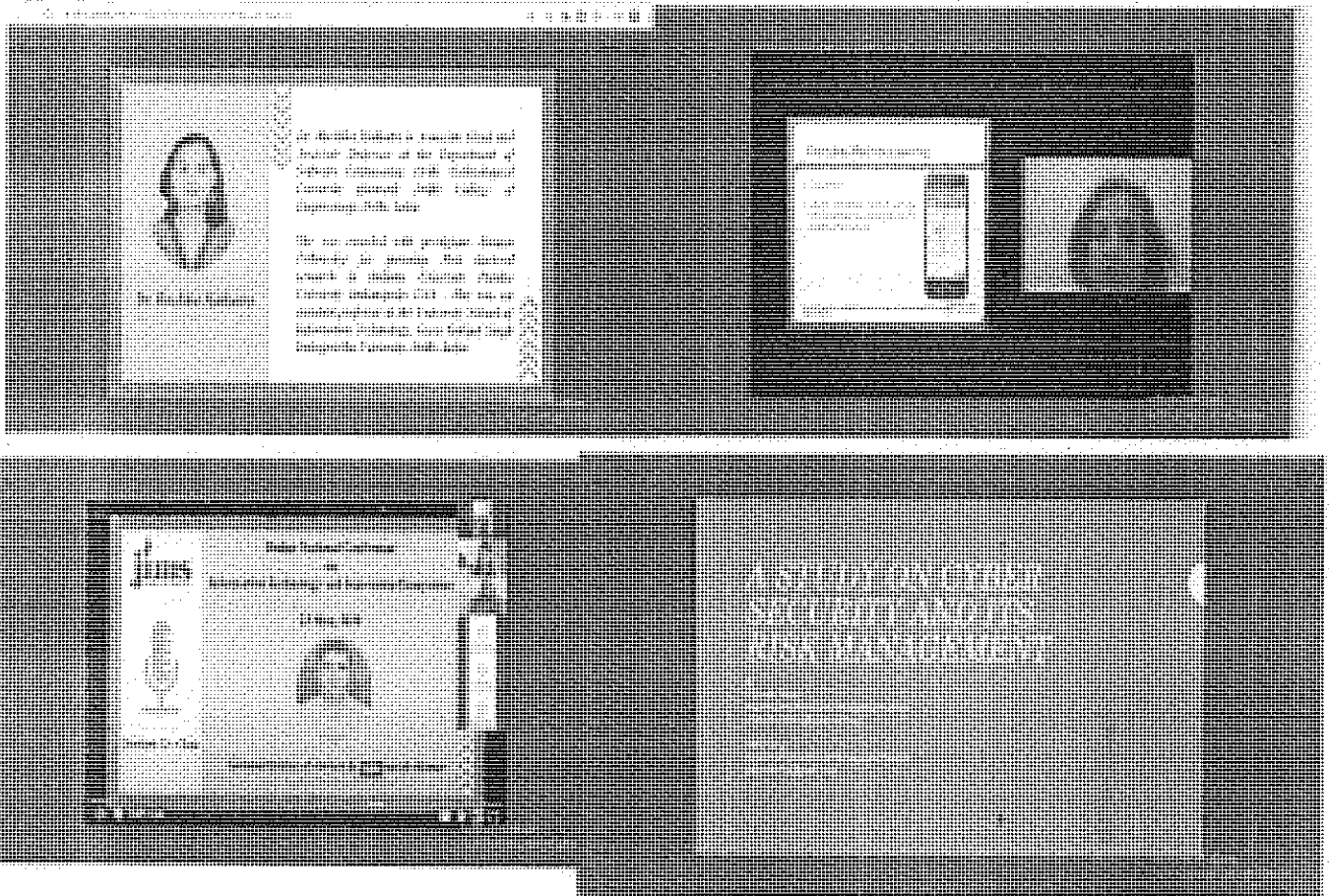
At the end of the inaugural session, **Dr. Meenakshi Narula**, Head of Department of Information Technology, did the online inaugural of conference proceedings along with conveying the messages of all dignitaries who could not share the virtual platform at that moment followed by Vote of Thanks for the Inaugural Session.



Dr Meenakshi Narula during Vote of Thanks ceremony of the session

## Technical Session-1

The Technical Session-I started with a very useful session on Machine Learning taken by **Session Chair Dr. Ruchika Malhotra, Associate Professor, Delhi Technological University, Delhi**. This session was **Co-Chaired by Dr. Naresh Kumar, Associate Professor, MSIT, New Delhi**. In this session there were around 11 research papers on various upcoming research in various field of IT were presented followed by Question Answer after each paper presentation.



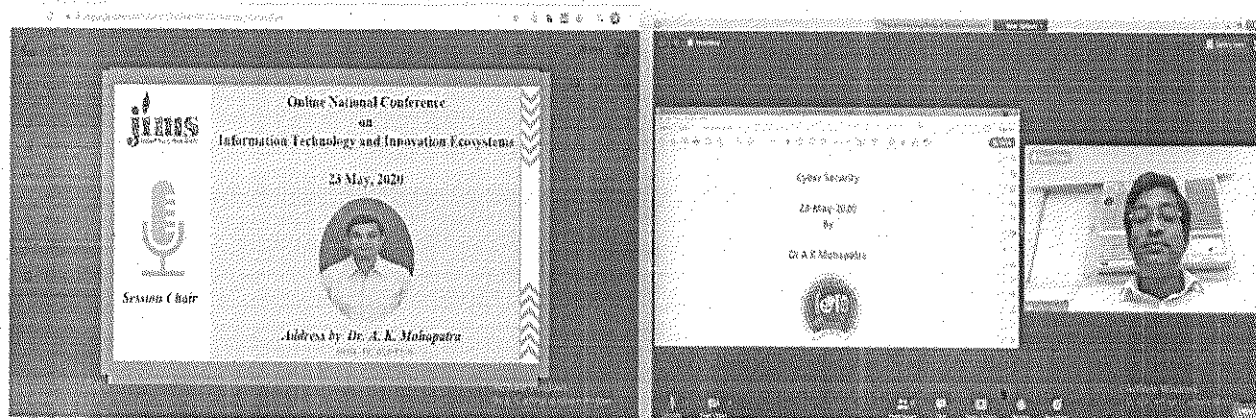
Dr. Ruchika Malhotra, Associate Professor, Delhi Technological University, Delhi the session chairperson and Co-Chair of the session Dr. Naresh Kumar, Associate Professor, MSIT, New Delhi.along with session Best Paper presentation of Technical Session -I

Technical Session 1 (12:00 Noon to 02:30 PM)	
S No	Paper Title
1	<i>Crop Prediction System Using Machine Learning</i> by Ayush Kathpalia, Nitya Rakhra, Simran Sabharwal, Vishal Chauhan
2	<i>A Study on Cyber Security and its Risk Management</i> by Priyanka Rattan & Nikhil Garg
3	<i>Development of Data Mining Algorithm for Giving the Loan in Banks</i> by Priyanka Gautam
4	<i>Automatic Identification of Rolling Stock Using RFID Technology</i> by Arpana Chaturvedi & Pawan Kumar
5	<i>Government AI Readiness: A Revolution in Public Service Delivery</i> by Poonam Malik & Kavita
6	<i>Digital Marketing-Alternative Way to Come up with Information Technology in Today's Society</i> by Ruchi Singhal
7	<i>A Study of Artificial Intelligence and a Prospective Measure Concerning Jobs in Future</i> by Anisha Tandon & Aditya Kumar
8	<i>Wildlife Trafficking: A Tale of Poached Animals</i> by Kirti Sharawat & Saloni Chauhan
9	<i>Major Security Models and Privacy Issues Surrounding IOT Healthcare Sector in India</i> by Divya Sharma, Javalkar Dinesh Kumar & Garima Saini
10	<i>Cloud Migration: Security &amp; Risk Factors</i> by Anisha Tandon, Mamta Madan & Meenu Dave
11	<i>A Study on Internet of Things (IOT) Security Issues and Solutions</i> by Shalu Tandon & Prateek Parashar

In this session the jury comprising of **Dr Ruehika Aggarwal**, Session Chair and **Dr Naresh Kumar**, Session Co-Chair awarded the paper presented by **Ms. Priyanka Rattan and Mr Nikhil Garg**, JIMS, VK titled "A Study on Cyber Security and Its Risk Management" as the Best Track Paper of this session. The session ended with vote of thanks by **Mr Deepak Sharma**, JIMS, VK. The session was followed by 30 minutes Lunch Break given to all attendees.

## Technical Session-2

The Technical Session-2 started with an informative session on “Cyber Security” taken by **Session Chair Dr. A. K. Mohapatra**, who was Head of Dept. of IT in IGDTUW and is presently on deputation in Delhi Police as Chief Technical Officer. He earned his PhD in IT from GGSIP University and M.Tech in Computer Science from ISM, Dhanbad. It was indeed an interesting and very useful session. This session was **Co-Chaired by Dr. Meenakshi Narula, Head, Department of Information Technology, JIMS, VK**. In this session there were around 13 research papers on various upcoming research streams in various field of IT were presented followed by Question Answer after each paper presentation.

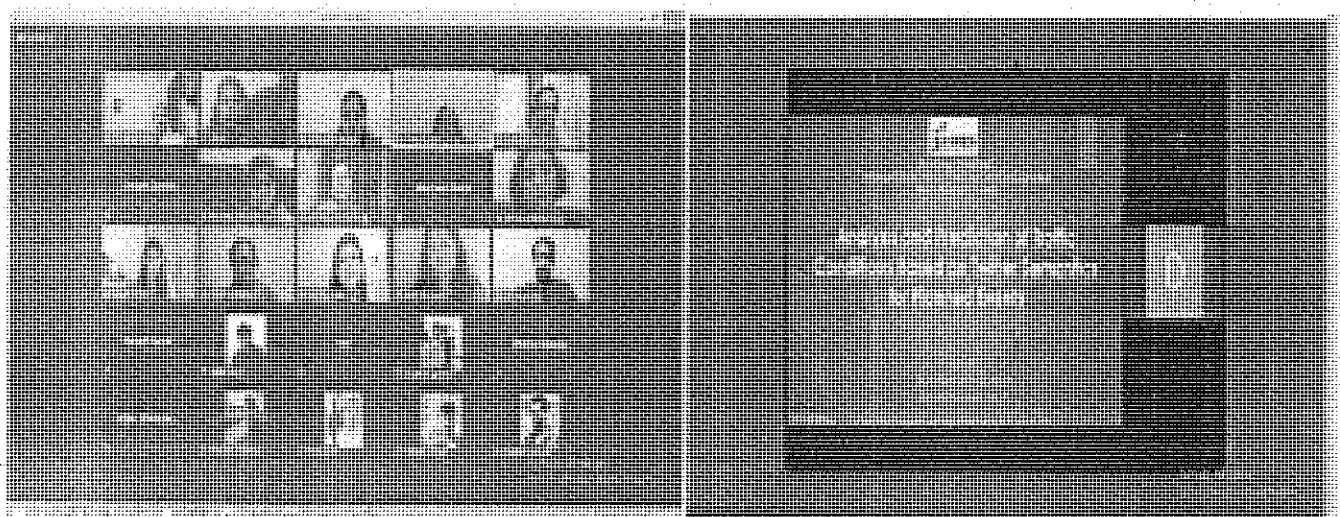


Session Chair Dr. A. K. Mohapatra during Paper presentation of Technical Session -II

<b>Technical Session 2 (3:00 Noon to 6:30 PM)</b>	
S No	Paper Title
1	<i>Adaptation of the SB Tool for Sustainable Assessment of Buildings in India</i> by Diksha Chadha
2	<i>OTC Derivatives Reporting: A New Opportunity in the Reconciliation Process using Blockchain Technology</i> by Sovit Khurana
3	<i>Data Hiding and Encryption Techniques Based on DNA Sequencing</i> by Seema Sharma, Neha Goel & Mitanshi Rustagi
4	<i>Information Privacy &amp; Ethics in IT</i> by Lovely Sangahi, Megha Gupta & Kanwalpreet Kaur
5	<i>Analysis and Prediction of Traffic Conditions Based on Twitter Semantics for Planned Events</i> by Harsha S Ratnani & Siddharth Kumar
6	<i>IoT and Smart Cities: Technology, Applications &amp; Challenges</i> by Snehlata, Aryan Jain, Manoj Singh Adhikari & Shivam Wadhawan

7	<i>Significance of Artificial Intelligence in the Field of Healthcare</i> by Sonali Sharma & Hardik Vohra
8	<i>Multi-Model Approach of HCI</i> by Nida, Megha Gupta, Divya
9	<i>A Review of Vanets Evolution, Challenges and its Applications</i> by Prerna Ajmani, Garima Saini & Priyanka Rattan
10	<i>A Novel Hybrid Approach for Hindi Keywords Extraction</i> by Harsha S Ratnani & Himanshu Kr. Jha
11	<i>Meta Search Engine using Universal Sentence Encoder</i> by Naresh Kumar & Deepak Sharma
12	<i>Implementation and Performance Evaluation of Automated Algorithmic Trading System</i> by Meenakshi Narula & Divisha Rohatgi
13	<i>A Study of Network Threats and Counter Measures to Ensure Security</i> by Anisha Tandon, Eshika Agarwal & Muskan Chhonker

In this session the jury comprising of **Dr. A K Mohapatra**, Session Chair and **Dr Meenakshi Narula**, Session Co-Chair selected the paper presented by **Dr. Harsha Ratnani** and **Mr. Siddharth Kumar**, JIMS, VK titled "*Analysis and Prediction of Traffic Conditions Based on Twitter Semantics for Planned Events*" as the Best Paper of this session. The session ended with vote of thanks by **Dr Shalu Tandon**, JIMS, VK.



Paper presenter and organizing committee members during end of the ceremony along with Best Paper presentation of Technical Session -II







## ONLINE SEMINAR

POST-COVID E-COMMERCE BOOM - BUILD,  
LAUNCH AND GROW A PROFITABLE ONLINE STORE

Friday, July 3, 2020 AT 03.30 PM

Resource Persons

Mr. Mukteesh Sharma

Mr. Shikhar Garg

Co-ordinator

Dr. Anil Kumar

Dr. Anil Kumar

Dr. Anil Kumar



# Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

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Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

## Online Seminar

on

# Post-Covid E-Commerce Boom-Build, Launch & Grow A Profitable Online Store

by

**Mr. Mukteesh Sharma**

(Digital Marketing Trainer, Mapping Skills)

**Mr. Shikhar Garg**

(Digital Marketing Expert, Mapping Skills)

Date: 3<sup>rd</sup> July 2020

Time: 3:30 PM onwards

The banner features the JIMS logo on the left and the Mapping Skills logo on the right. The central text reads: 'ONLINE SEMINAR', 'POST-COVID E-COMMERCE BOOM - BUILD, LAUNCH AND GROW A PROFITABLE ONLINE STORE', 'Friday, July 3, 2020 AT 03:30 PM', and 'Resource Persons: Mr. Mukteesh Sharma, Mr. Shikhar Garg'. At the bottom, it lists the affiliation to JIMS and the accreditation by NAAC.

**Event Category:** Online Seminar

**Topic:** "Post-Covid E-Commerce Boom-Build, Launch and Grow a Profitable Online Store"

**Date:** 3<sup>rd</sup> July 2020

**Time:** 3:30 PM-5:30 PM

**Venue:** Online, Zoom Platform

**Resource Person(s) with Designation and Organization:**

1. Mr. Mukteesh Sharma; Digital Marketing Trainer, Mapping Skills
2. Mr. Shikhar Garg; Digital Marketing Expert, Mapping Skills

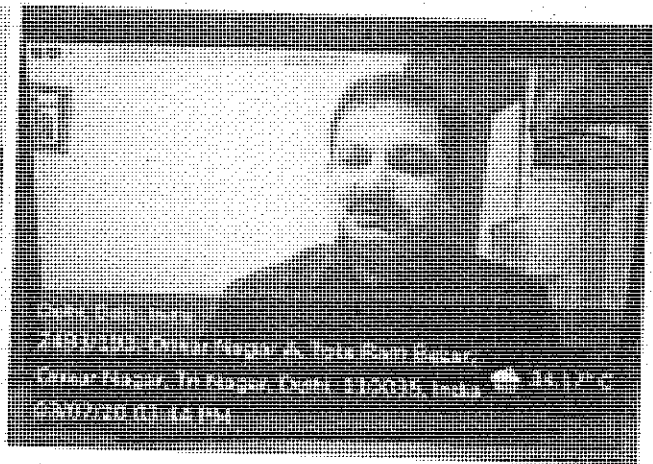
**Beneficiaries with number:**

1. 208 Participants including students of JIMS, Vasant Kunj

**Learning Objectives:**

1. To gain knowledge about Post-Covid online marketing.
2. To participate in an interactive session with Industry Experts.

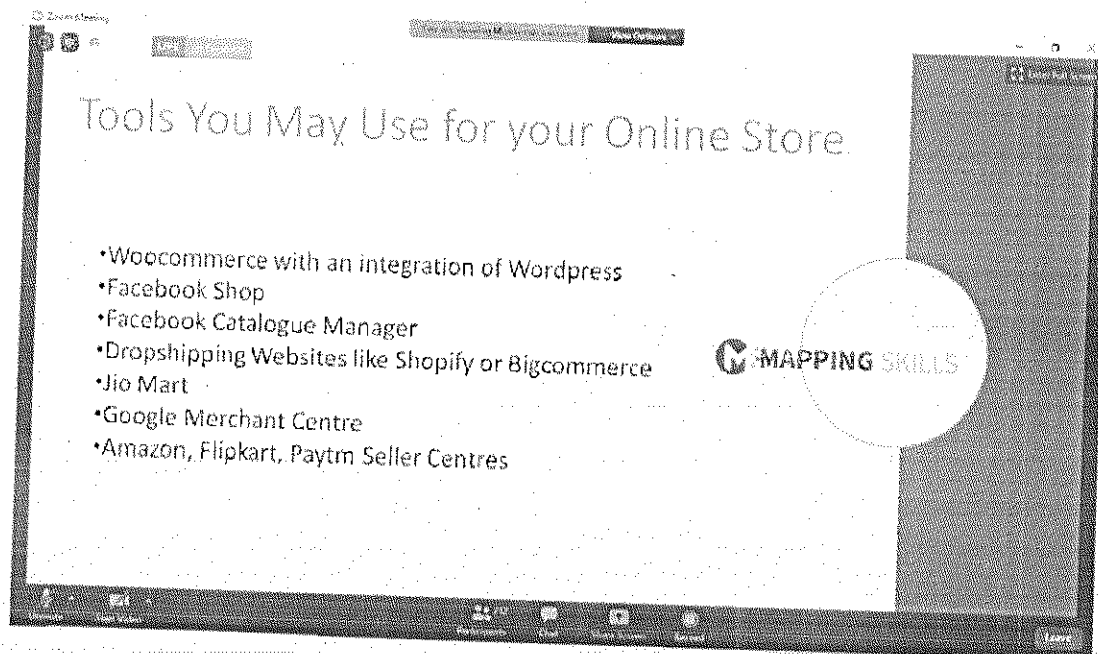
Department of Information Technology, JIMS, Vasant Kunj organized an online seminar on "Post-Covid E-Commerce Boom-Build, Launch and Grow A Profitable Online Store" which was lead by Mr. Mukteesh Sharma, Digital Marketing Trainer at Mapping Skills and Mr. Shikhar Garg, Digital Marketing Expert at Mapping Skills. The objective of the online seminar was to tell the students more and more about e-commerce. The resource persons Mr. Mukteesh Sharma & Mr. Shikhar Garg reflected their profound knowledge on the topic.



Dr Ravi K Dhar during the welcome address to the participants of online seminar on ZOOM platform

The event started by our respected Director Dr. Ravi K Dhar and keynote introduction to e-commerce world. Our first speaker Mr Mukteesh Sharma started with main objective to explain about targeting customer on different categories and using online e-commerce tools according to it. He enlightened the students about the practicality of digital marketing. He told the audience about various tools of marketing, modes of getting the target audience through various sources and much more. He also

told about how to start an online store, budget and services to be used, etc. Later he discussed about effects on e-commerce. He explained in detail to cost and process that is needed to build online e-commerce website. Mr. Mukteesh practically showed audience to build google-ad and Facebook marketing page that can be used as tools to expand business in online era. Speaker has introduced to us about using of keywords and how it helps to expansion of business. Mr. Mukteesh ended with explanation on customer behaviour and behaviour of panic buying of essential item in Covid-19, which helped audience to understand which product is needed more or less according to market. He shared many practical knowledge's and has been informative session.

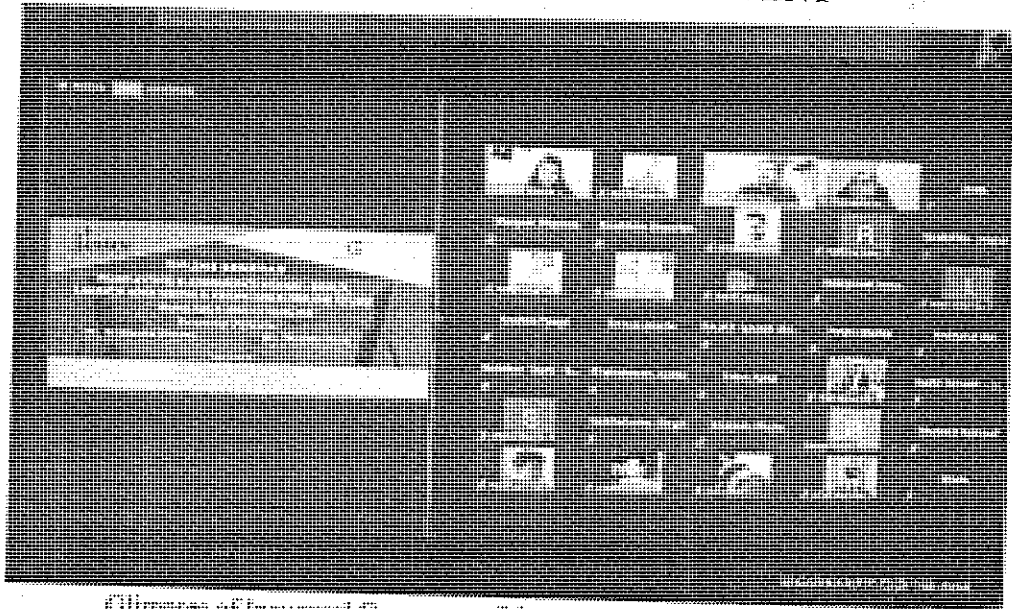


Glimpses of session of the online seminar

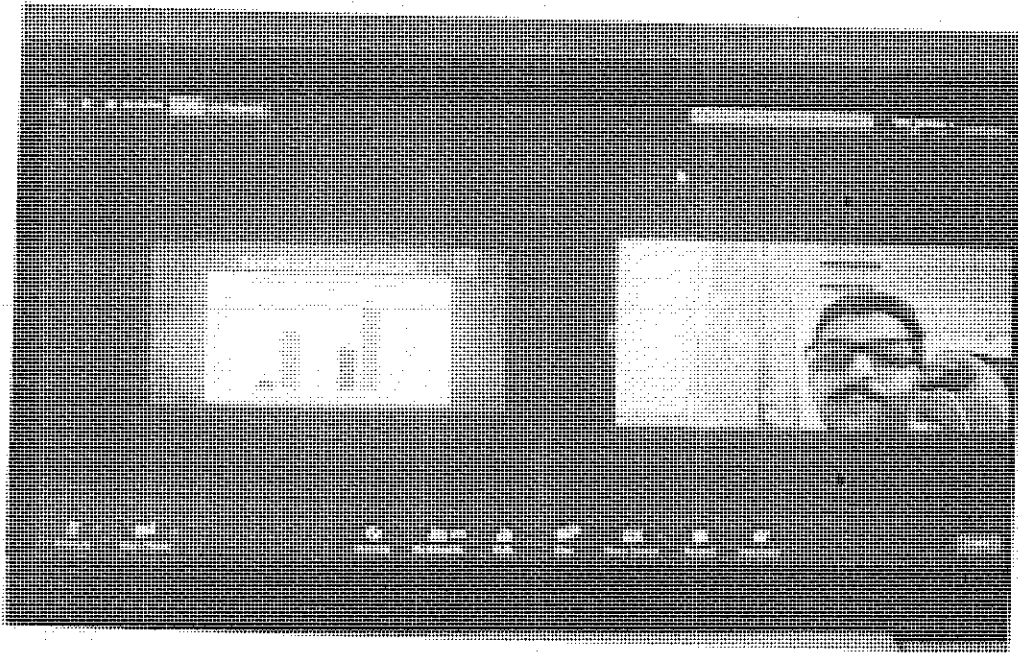
Mr Shikhar Garg shared his learning and experiences with us. Mr. Garg also discussed about current trends and effects of e commerce through various graphs via google searches and recordings, which he used to make his research paper. He guided and shared his research, which he has done about google searching trends and how it changes. He also explained about sector that are online market beneficial in Covid-19. Mr. Garg shared trends of Google search Ad click and its shift in current year. Mr. Shikhar ended with taking about changes in financial search Ad performance. It has been interesting & very deep insight on topic.

The session ended with an interaction between the audience and the speakers with a variety of questions asked by students as well as the faculty members of JIMS too. Overall, it was quite a wonderful experience having such wonderful speakers along with us. Then the program ended with vote of thanks ceremony by **Dr Meenakshi Narula**, Head, Department of Information Technology.

## SOME GLIMPSES FROM THE EVENT



Glimpses of Inaugural Ceremony of the online seminar on ZOOM platform



Mr Shikhar Garg while giving the online seminar on ZOOM platform



Dr Meenakshi Narula during Vote of Thanks ceremony along with the Anchors Ms Sonali and Ms. Garima Saini on ZOOM Platform

### **LEARNING OUTCOME FROM THE PARTICIPANT**

Overall, it was a great learning experience.

1. The participants learned about on which basis they should target audience on e-commerce and process for selecting keywords.
2. The speaker also gave them brief information how google searching works and its effect on online marketing.
3. They came to know about steps and cost that is needed to setup an e-commerce portal and website.

**Dr Meenakshi Narula**  
**Head-Dept. of Information Technology**



# JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

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## NOTICE FOR WORKSHOP

20<sup>th</sup> February, 2020

This is to inform all the students of BA(JMC) VI (M) Semester Batch: 2017-20 to attend the Workshop organized as follows :

Date/Day : 25<sup>th</sup> February, 2020 (Tuesday)

Speaker : Ms. Kavita Rajput

Designation : Freelancer

Timing : 10:00 am to 12:10 pm

Topic : Communication Barriers & Stress Management

Venue : T3

Dress Code : Formal (Strictly)


Coordinator : Ms. Garima Malhotra  
(To Arrange)

Faculty : Mr. Anish Saxena

  
MANAGER-CORPORATE  
AFFAIRS & PLACEMENTS

  
CLASS CO-ORDINATOR

  
HOD-BA(JMC)

  
DIRECTOR



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Date: 25.02.20

## Workshop Report

**Topic:** Communication barriers and stress management

**Date:** 25<sup>th</sup> Feb, 2020

**Time:** 10:00AM-12:10PM

**Venue:** T3

**Resource Person(s) with Designation and Organization:** Ms. Kavita Rajput, Freelancer  
(Soft skill trainer)

**Beneficiaries with number:** 31

**Faculty Coordinator:** Ms Garima Malhotra

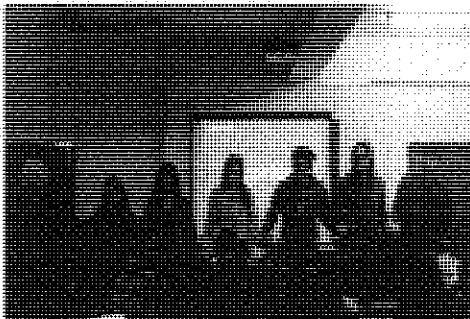
**Learning Objectives:**

1. To underline the nuances of barriers in communication
2. To impart the correct practices of managing stress both personally and professionally.

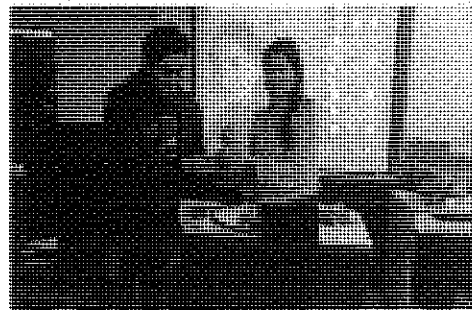
**Learning Outcome:**

1. The students understood the effective communication process
2. The students learnt the basic tips of managing stress positively.

**Report:** Department of Media & Communication Studies has organized a guest lecture for sixth semester students on **Communication barriers and stress management**. The students learnt the importance of effective communication and techniques of stress management.

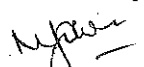


Students participating in the workshop



Ms. Kavita being felicitated by the student

  
Coordinator

  
Head-Dept. of BA(JMC)