CRITERIA III: RESEARCH, INNOVATION AND EXTENSION

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

DATA COLLECTION YEAR FOR ASSESSMENT 2020-21



Live webinar

INDRAJEET PRASAD

Scholarships and admissions abroad

12TH AUGUST 2020 8:30 PM - 09:30 PM IST



Tanuna & Co.



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
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REPORT

Session on "Scholarships and Admissions abroad"

Event Category: Online Webinar

Topic for Event: Scholarships and Admissions abroad

Date: 12th August, 2020

Venue: Zoom

Time: 08:30 pm - 09:30 pm

Beneficiaries with number: 80

Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the Event: Mr. Indraject Prasad

Learning Objectives:

• To understand the various scholarship opportunities abroad

• To understand the higher education opportunities abroad



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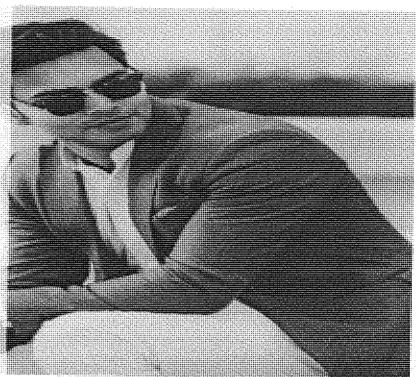
INDRAJEET PRASAD

Scholarships and admissions abroad

13TH AUGUST 2020 8:30 PM - 09:30 PM 18T



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Paster of the Event, Career Talks: Scholarships and Admissions abroad



Indrajeet Prasad handling students queries regarding admission options abroad

Indrajeet Prasad, an award-winning junior scientist at CERN, mentors Indian students to find the best opportunities abroad. He motivated students by sharing his experience on how not having colossal financial support doesn't mean you cannot reach zenith as it is all about endeavouring prime of your niche. He explained the ground reality to clear the haze in the minds of students and resolved their queries and issues on the subject of studying abroad.

Adayayan Karki

President-Ecell, JIMS, Vasant kunj

Dr. Nidhi Gupta Head (Department of Management)



Live webinar

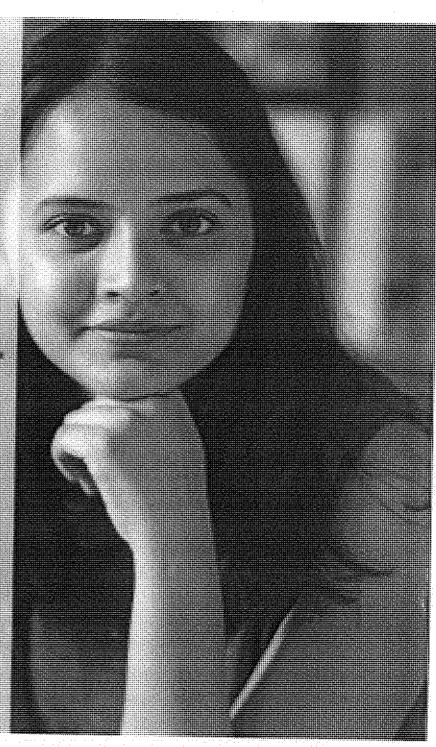
ASHITA SINGHAL

The future of women entrepreneurship & Craftsmanship

14TH AUGUST 2020 3:00 PM - 04:00 PM IST



Taruna & Co.



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REPORT

Session on "The future of Women Entrepreneurship and Craftmanship"

Event Category: Online Webinar

Topic for Event: The future of Women Entrepreneurship and Craftmanship

Date: 14th August, 2020

Venue: Zoom

Time: 03:00 pm - 04:00 pm

Beneficiaries with number: 85

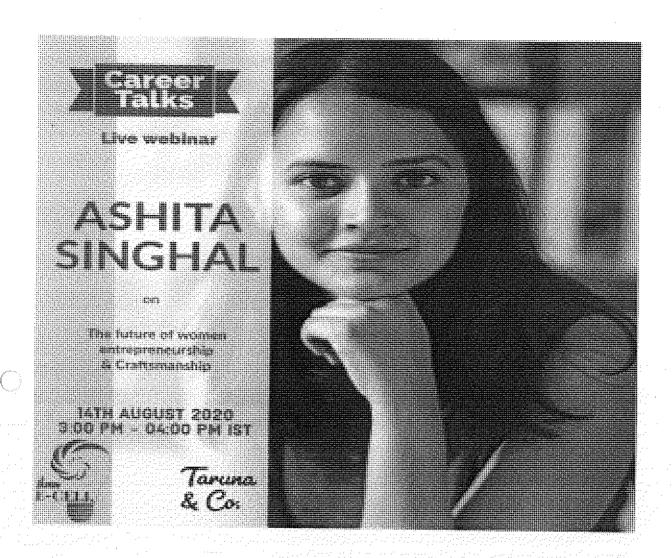
Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the Event: Ms. Ashita Singhal

Learning Objectives:

- To understand the future scenario of Women Entrepreneurship
- To understand about the future scenario of Women Craftmanship



Ashita Singhal, founder of Studio Paiwand and an international award winner for her sustainable business concept, addressed students about her passion and importance of sustainability and women entrepreneurship. It was an enthralling and empowering session where the social entrepreneur made it a point to empower women and pave way to sustainable fashion and environment.

Adhyayan Karki

President-Ecell, JIMS, Vasant kunj

Dr. Nidhi Gupta Head (Department of Management)



Live wether

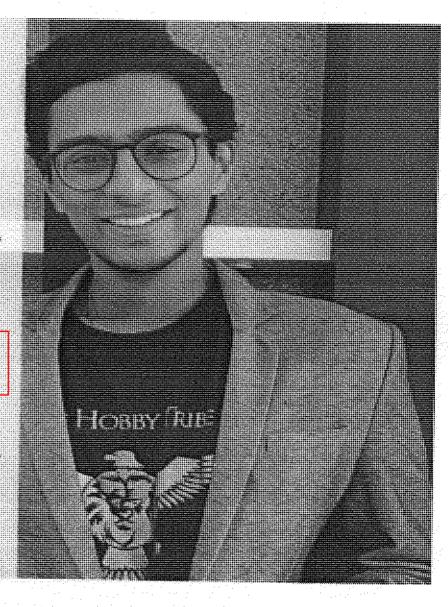
JOSHUA Salins

Turning your hobbies into a career

16TH AUGUST 2020 4:00 PM - 05:00 PM IST



Taruna & Co.



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REPORT

Session on "Turning your hobbies into Career"

Event Category: Online Webinar

Topic for Event: Turning your hobbies into Career

Date: 16th August, 2020

Venue: Zoom

Time: 04:00 pm - 05:00 pm

Beneficiaries with number: 90

Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

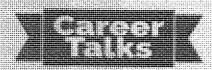
Student Coordinator: Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the Event: Mr. Joshua Salins

Learning Objectives:

• To understand how to turn the hobbies into career option

Joshua Salins, founder of Hobby Tribe, with a mission to not only create a culture throughout India that revives around the importance of engaging hobbies within daily lifestyles but also taking up the social responsibility of nurturing hobbies within the underprivileged by providing free workshops. It was, indeed, a synergetic session that set forth the future of entrepreneurship in India and how start-ups are the way to bridge employability gaps existing in our country.



Live webinar

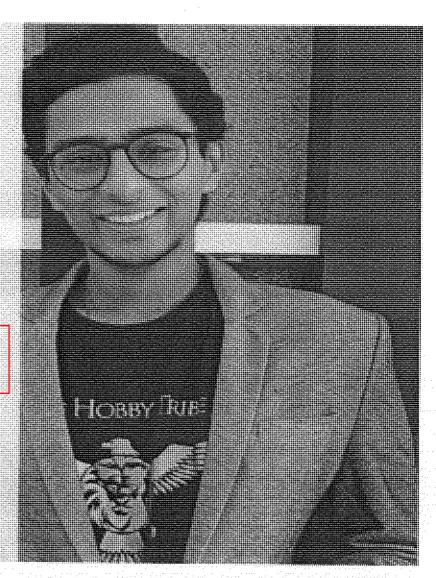
JOSHUA SALINS

Turning your hobbies into a career

16TH AUGUST 2020 4:00 PM - 05:00 PM IST



Taruna & Co:



Adhyayan Karki President-Ecell, JIMS, Vasant kunj

Dr. Nidhi Gupta Head (Department of Management)



Live webinar

VEDANG PATEL

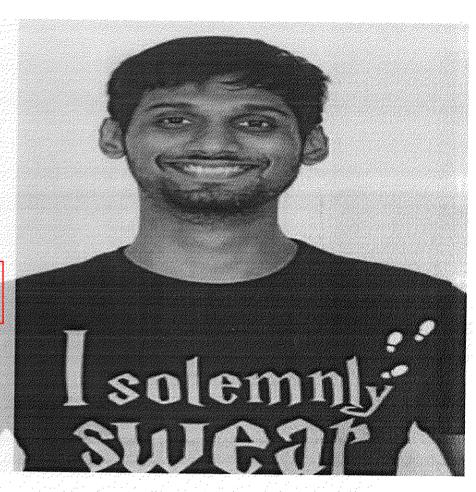
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Initiating careers in times of pandemic as young adults

18TH AUGUST 2020 4:00 PM - 05:00 PM IST



Taruna & Co.



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REPORT

Session on "Initiating careers in times of pandemic as young adults"

Event Category: Online Webinar

Topic for Event: Initiating careers in times of pandemic as young adults

Date: 18th August, 2020

Venue: Zoom

Time: 04:00pm - 05:00pm

Beneficiaries with number: 85

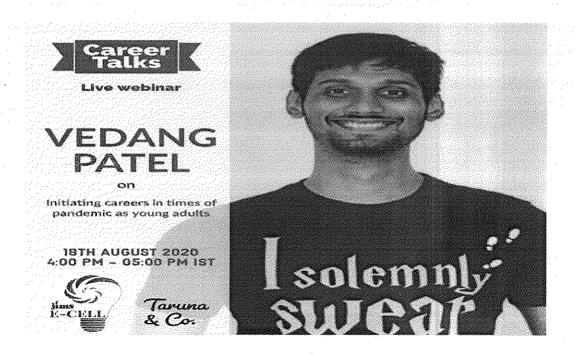
Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the Event: Mr. Vedang Patel

Learning Objectives:

• To understand about the career opportunities available in the pandemic phase





Vedang Patel addressing the students on career options in the pandemic

Vedang Patel, one of the founders of a revolutionary e-commerce start-up TheSouledStore, gave a brief into his experience in establishing a zero cash burn and profit from day one online business of pop-culture merchandise. He inspired students to explore opportunities and open doors to new market places and unique offerings. It was a fun and informative session for aspiring entrepreneurs.

Adhyayan Karki

President-Ecell, JIMS, Vasant kunj

Dr. Nidhi Gupta Head (Department of Management)



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NEHA DIMRI

131

Careers related to social entrepreneurship & Sustainability

20TH AUGUST 2020 4:00 PM - 05:00 PM IST



Taruna & Co:



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REPORT

Session on "Careers related to Social Entrepreneurship and Sustainability"

Event Category: Online Webinar

Topic for Event: Careers related to Social Entrepreneurship and Sustainability

Date: 20th August, 2020

Venue: Zoom

Time: 04:00 pm - 05:00 pm

Beneficiaries with number: 80

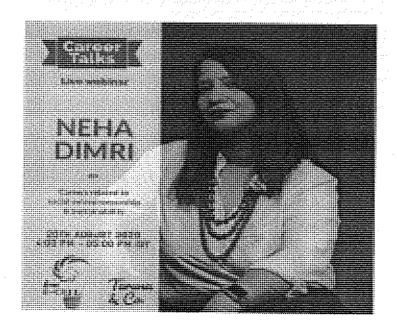
Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the Event: Ms. Neha Dimri

Learning Objectives:

- To understand about the career opportunities related to Social Entrepreneurship
- To understand about the career opportunities related to Sustainability



Neha Dimri, a fashion sustainability expert with more than 15 years of experience in the fashion retail industry is known for her profound research papers at International conferences on Social entrepreneurship and Sustainability gave a galvanising talk on the importance of sustainable business concepts and encouraged students towards the path of sustainable fashion and entrepreneurship.

.Learning Outcome:

- 1. To aid in the out of the box thinking for innovation.
- 2. To appreciate challenges and practical problems faced by entrepreneurs and ways to find solutions.



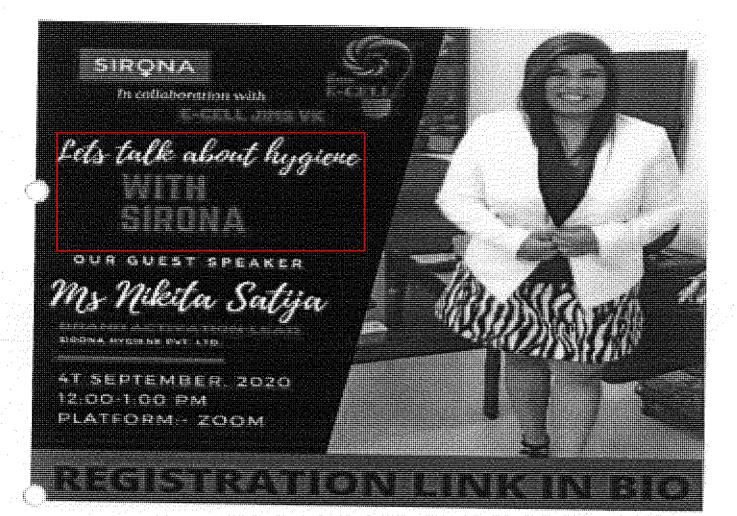
Interactive session with Fashion and sustainability expert, Neha Dimri

Overall, it was a very enlightening experience for the participants.

Adhyayan Karki

President-Ecell, JIMS, Vasant kunj

Dr. Nidhi Gupta Head-Department of Management



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Report

SIRONA-Let's talk about hygiene

Event Category: Workshop

Topic: SIRONA-Let's talk about hygiene

Date: 04/09/2020

Time: 12:00 PM- 01:00 PM

Venue: Zoom Meeting Room

Resource Person(s) with Designation and Organization: Mrs. Nikita Satija, Brand activation-lead,

Sirona Hygiene Pvt. Ltd.

Beneficiaries with number: 344 students of BBA, BCA & BAJMC

Faculty Coordinator: Mr. Vipul Singh

Student Coordinators: - Adyanan Karki(President-E-Cell) and Team E-cell

Learning Objectives:

- 1. To understand the importance of personal hygiene
- 2. To understand the process and steps to maintain hygiene

Report:

Entrepreneurship Cell of JIMS Vasant Kunj in collaboration with the award-winning Brand, Sirona Hygiene Pvt. Ltd. organized a women health & hygiene awareness webinar addressing women hygiene issues that are not adequately addressed in our country and even, considered taboo. It is important to spread awareness amongst the younger generation about menstruation and that, there are no labels to such a natural process of a women's body.

It was a very informative and interactive session; our Guest Speaker Mrs. Nikita Satija, is an advocate of promoting good intimate and menstrual hygiene as well as the issues faced by women due to the stigma persisting in the society about, "Periods".

There were great insights on how important it is for entrepreneurs to take up social initiatives for the betterment of the society, as Sirona contributes towards the women health and intimate hygiene needs of Sex Traffic Workers in India.

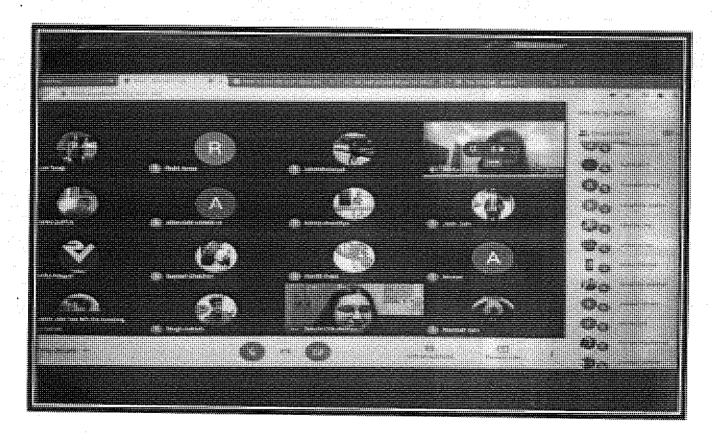
The webinar received great response and active participation, where a lot of queries regarding Women health issues were addressed. The webinar highlights how essential it is to break the silence and normalize "menstruation".

The Organization launched a Campus Ambassador Program for the students attending the webinar, providing them with the opportunity to work together with them on this vision.

.Learning Outcome:

- 1. Better understanding of the hygiene issues particularly related to women.
- 2. How problem areas can be converted into an opportunity like Sirona

Photographs



Miss Nikta Satija addressing the audience on the pertinent topic. Other participants attending the session.



Ms. Nikita Satija making the presentation on the topic.



Probing the problem area and looking at it in a holistic manner.

Adhyayan karki

President-Ecell, JIMS, Vasant kunj

Dr. Nidhi Gupta

Head (E-Cell)

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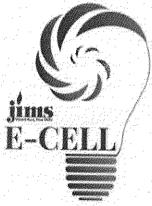
IN COLLABORATION WITH

SPAKER

MR. PRAFFUL GARG

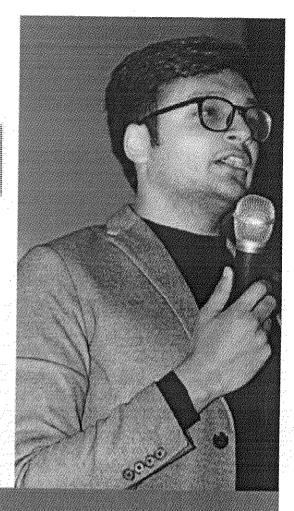
FOUNDER AND CEO
BOOKMYPG & YOUNITY

REX- Karmaveer GYLC Award 2019 by UN Raised Angel Funding at the age of 21 3.5+ Years Experience in Sales





INSIGHTS ON STARTUP: FROM IDEA TO EXECUTION



Jagannath International Management School Vasant Kunj, New Delhi-110070

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REPORT

"Start-up: From Idea to Execution"

Event Category: Workshop

Date: 10th September 2020

Venue: Zoom

Time: 5 PM onwards

Beneficiaries with Number: 181

Faculty Coordinator: Mr. Vipul Singh

Student Coordinator: Adhyayan Karki

Guest Speaker: Mr. Prafful Garg, CEO & Founder of Younity & BookmyPG

Topic for the Event: Insights on Startup: From Idea to Execution

Learning Objectives:

- 1. To provide students a platform to make connections and receive great internship opportunities to grow in their areas of Interest.
- 2. Students can learn and enhance their knowledge about vibrant startup ecosystem and be more aware of the how-dos of entrepreneurship.

Poster for the Event:



E-CELL JIMS VK

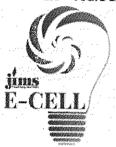
IN COLLABORATION WITH

SPEAKER

MR. PRAFFUL GARG

FOUNDER AND CEO

REX- Karmaveer GYLC Award 2019 by UN Raised Angel Funding at the age of 21 3.5+ Years Experience in Sales



TO SEPTEMBER, 2020
INSIGHTS ON STAFFUP
FROM IDEA TO EXECUTION
5-6 PM

Report:

Entrepreneurship of JIMS Vasant Kunj organized a savvy session in collaboration with Younity on 10th September 2020 via electronic medium. In this advent of Covid 19, our Guest speaker, Mr. Prafful Garg acknowledged the queries of young entrepreneurs about the how-dos of getting started in the world of entrepreneurship and Start-ups. It was a very interactive and informative session. The webinar received a very positive response and indeed, was a successful webinar event.



Prafful Garg interacting with participants.

Younity not only offered an insightful session on building a start-up but also, unlocked internship opportunities in 7 domains for the students of JIMS, Vasant Kunj.

Learning Outcome:

- 1. Students were able to learn and understand about Start-ups & how to execute their ideas in a proper manner as well as what to expect during Covid 19 crisis.
- 2. Students were offered paid internship opportunities, thus, a chance to work with the ever-growing PAN India student community and grow into their respective areas of Interest.

Faculty Coordinator

Dr. Nidhi Gupta

Head(E-Cell)



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

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Dated: 2nd November, 2020

NOTICE FOR WORKSHOP

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

Date/Day

: 3rd November, 2020, (Tuesday)

Speaker

: Dr. Sanjiv Mittal

Designation

: Professor

Company

: USMS, GGSIPU, Delhi, Also Coordinator of

Entrepreneurship Development Cell of USMS.

Timing

: 12.00 Noon to 2.00 pm

Topic

: Entrepreneurship Opportunities post COVID-19

Venue

: Online, Zoom

Coordinator

: Mr. Vipul Singh

to arrange

We may pay an honorarium of ₹5000/-

Mr Vipul Singh

Dr. Nidhi Gupta Head-Dept. of Mgmt. Studies

Director

Jagannath International Management School

Vasant Kunj, New Delhi-110070

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

Online Entrepreneurship Workshop

Date: 3rd November, 2020

Venue: Zoom

Time: 12 PM Onwards

Beneficiaries with number: 317

Faculty Coordinator: Ms. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Adhyayan Karki

Guest speakers for the Event: Dr. Sanjiv Mittal

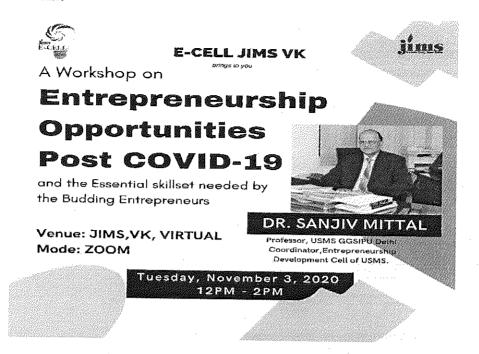
Topic for Event: Workshop on "Entrepreneurship opportunities post COVID 19 & the essential skillset needed by the Budding Entrepreneurs"

Learning Objectives:

- The primary objective of entrepreneurship education is to develop all essential entrepreneurial skills of the students in order for them to meet entrepreneurial success.
- Discuss and make students understand the emergent forms of entrepreneurship and identify specialized types of "impact-driven" enterprises and opportunities post Covid 19.
- The workshop helps define the term disruptive innovation and how it creates new markets and value networks.

Dr. Sanjiv Mittal explained all the students beautifully about the need of entrepreneurship in India and motivated them to not get obscured by the new challenges of the "new normal" post pandemic rather, look it as an opportunity use it to their advantage and kick start their minds to bring out new innovative ideas to the table.

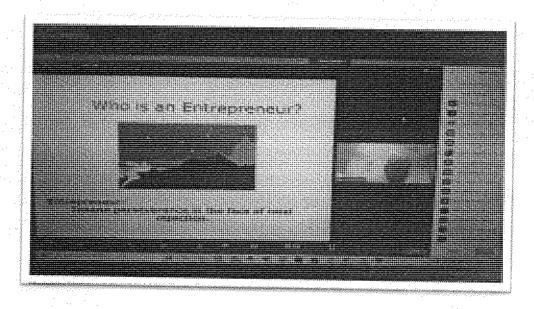
Poster for the Event:



Report:

Entrepreneurship Cell of JIMS, Vasant Kunj organised an insightful and highly influential online workshop session with Dr. Sanjiv Mittal, Professor at USMS, GGSIPU Delhi & Coordinator, Entrepreneurial Development Cell of USMS discussing upon the new doors of opportunities post Covid 19 & the skills all budding entrepreneurs need to acquire for entrepreneurial success.

It was a very informative and highly motivating session which received an overwhelming response by students.



Dr. Sanjiv Mittal addressing the participants



Our guest speaker also, made students aware of the necessary skills required in the entrepreneurial world in order to survive and succeed. It was a great online workshop that guide students to the right path and enhanced their existing knowledge.

Learning Outcomes:

- Students master oral and visual presentation skills and establish a foundation of confidence in the skillset necessary for budding entrepreneurs.
- Students were made aware of the opportunities of the new emerging market post Covid 19 and understand the nature of the new environment.
- Students were able to identify their personal attributes that enable best use of the entrepreneurial opportunities.

Faculty Coordinator

Dr. Nidhi Gupta

Head-E-Cell



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

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Dated: 11th December, 2020

NOTICE FOR WORKSHOP

This is to inform all the students of <u>BBA-Vth SemsterA&B</u> (Morning & Evening) Semester to attend the Workshop organized as per details given as under:

Date/Day

: 12th December, 2020, (Saturday)

Speaker

: Mr. Deepak Sharma

Designation

: Corporate Trainer, HR & Career Consultant

Company

: Deep Success Mantra

Timing

: 12 noon to 2 pm

Topic

: Interview Skills and Group Discussion (Mock)

Venue

: Virtual Zoom

Coordinator

: Ms. Swati Mathur & Ms. Divya Gupta

to arrange

Ms. Anshu Punshi & Ms. Sakshi Chhabra

Note:

: All the students must be dressed in Formals.

Class

Co-ordinator

Manager Legal and Corporate Affairs HOD

(Mgmt.)

Director

Jagannath International Management School

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Report

Skill Enhancement Workshop on "Interview Skills and Group Discussion" (Saturday, December 12, 2020)

Event category: Skill Enhancement Workshop

Topic: Session on "Interview Skills and Group Discussion"

Date: 12th December, 2020

Time: 11:00 p.m. - 1:00 p.m.

Venue: Online on Zoom Platform

Resource Person(s) with Designation and Organization: Mr. Deepak Sharma, Founder and president Deep Success Mantra Services

Beneficiaries with number:

- 1. Faculty, Department of Management Studies (3)
- 2. BBA Student (5th Semester), JIMS, Vasant Kunj 84

Faculty Coordinator:

- 1. Dr. Nidhi Gupta, Head, Department of Management Studies
- 2. Ms. Jasmeet Bajaj, Head, Placement Cell
- 3. Ms. Divya Gupta

Learning Objective:

- 1. Main objective was to enhance success at interviewing, things you need to do before, during and after the interview.
- 2. To grow confidence and to learn how to improve GD and interview skills.

Report:

Jagannath International Management School Vasant Kunj Guru BBA department has arranged guest lecture on the topic "Interview Skills and Group Discussion" for students of Final year on 12th December 2020. This lecture was conducted by Mr. Deepak Sharma Founder and president Deep Success Mantra Services. The lecturer started with introducing him, and gives details about Group Discussion and personal interview that how you have more power and control than you think and you may not be able to control events entirely, but you can control your responses to them while attending group discussions and personal interviews. He goes on to talk about the importance of grabbing every opportunity that comes on your way so to present yourself and to do something creative. The suggestions given during lecture sessions are as follows:

- i) Self-evaluation
- ii) Before the interview:
 - a) Research about the company
 - b) Practice Interviews
 - c) Dress Professionally
 - d) Arrive Early
- iii) During the interview:
 - a) First Impression (only in 30 seconds)
 - b) Smile
 - c) Body Language
 - d) Speak Clearly
 - e) Listen Before answering
 - f) Be truthful

Then he goes on to talk about the importance of being interactive and After that guidance has been given for Group Discussion (G.D) He also told us about some of the ways to overcome the fear of attending personal interviews.

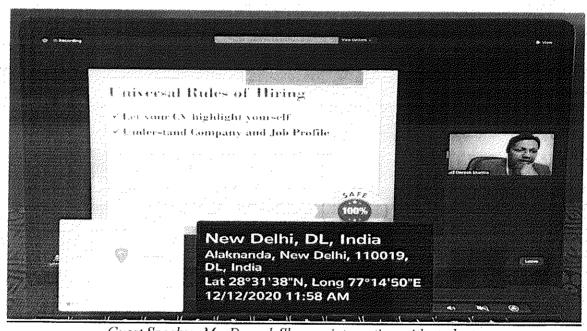
The session aimed at informing students about the advantages of having good communication skills and being interactive so to deal with any interview and group discussions. Students participated with enthusiasm and those who faced any issue were guided by Mr. Deepak Sharma. At last, a mock Group Discussion and Interview has been conducted with the students for better

understanding. The session was informative and did aware the students. The session ended with a vote of thanks.

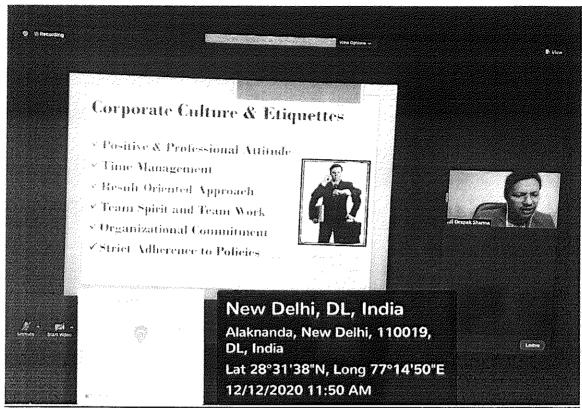
Learning outcomes:

- 1. Better understanding of the subject
- 2. Helpful in developing a creative mindset and focusing on improving communication skills.
- 3. Enlightened on the insights of art and techniques of handling the personal interviews.

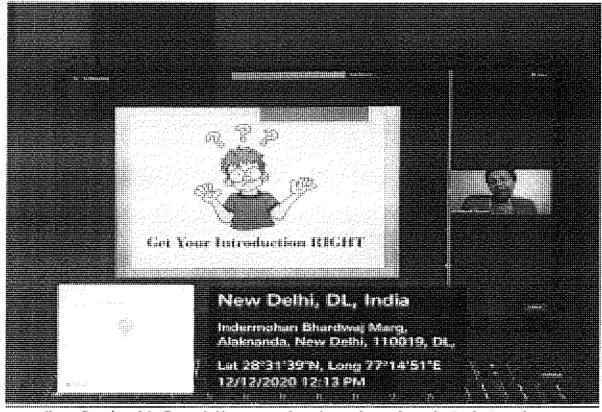
Glimpses of the Event at Zoom App



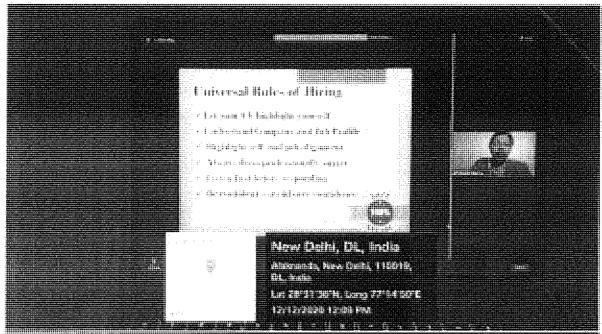
Guest Speaker, Mr. Deepak Sharma interacting with students



Guest Speaker, Mr. Deepak Sharma guiding the students about Corporate Etiquettes



Guest Speaker, Mr. Deepak Sharma guiding the students about the Right Introduction



Guest Speaker, Mr. Deepak Sharma talking about Hiring Process

Faculty Coordinator

Dr. Nidhi Gupta

Name & Signature

(Divya Gupta)

Head- Department of Management Studies



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

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Dated: 03rd January, 2021

NOTICE FOR WORKSHOP

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

Date/Day

: 04th January, 2021, (Monday)

Speaker

: Ms. Ajita Saxena

Designation

: Ex. Director Marketing

Company

: McDonald's

Timing

: 2pm to 3pm

Topic

: Why Management professionals are needed more than

ever in a post COVID world

Venue

: Virtual Zoom

Coordinator

: Mr. Gaurav Bhardwaj & Ms. Sonia Gandhi

to arrange

Note:

: All the students must be dressed in Formals.

Class Condinator

Manager Legal and Corporate Affairs HOD

(Mgmt.)

Director

Jagannath International Management School Vasant Kunj, New Delhi-110070

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Report

Guest Lecture on "Management Professionals are needed more than ever in Post COVID World"

(Monday, January 04, 2021)

Event Category: Guest Lecture

Topic: "Management Professionals are needed more than ever in post COVID world"

Date: 04th January, 2021

Time: 2.00pm to 3.00pm

Venue: Conducted via Zoom App (Online session)

Resource Person(s) with Designation and Organization: Ms. Ajita Saxena, Ex-director

marketing, Mc Donald's

Beneficiaries with number:

- 1. Faculty, Department of Management Studies 3
- 2. BBA Students (1st Semester Evening), JIMS, Vasant Kunj 86

Faculty Coordinator:

- 1. Ms. Jasmeet Kaur Bajaj
- 2. Mr. Gaurav Bhardwaj
- 3. Mr. Sonia Gandhi

Learning Objectives:

Why are management professionals needed more than ever in the Post COVID World?

Report:

A guest lecture was organized on 04th January, 2021 for the 1st Semester students (evening batch) of BBA department in which, Ms. Ajita discussed why management professionals are

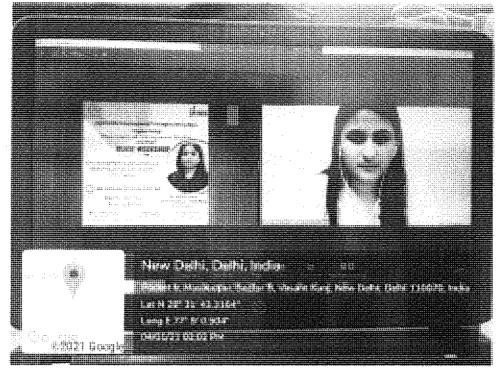
needed more than ever required in the Post COVID World. She discussed about V-Shaped recovery and how it is helpful to overcome crisis. The students were advised on how personal connection with the audience helps a business to grow. She focused on four main objectives of management; Change Management, Crisis Management, Resilience and Tech exposure. A survey was discussed during the lecture which emphasized the skill required for the next five years which showed that there is a 67% growing demand of Managing strategy and Innovation. She discussed that how crisis emerging due to competition, changing government policies or natural crisis can affect a business growth. She also discussed the most famous case study of 'Baba ka Dhaba' which was affected due to lockdown, Shree Shakti enterprises Pvt Itd and Homescape by Workshala. Thus, she gave a solution to think in different directions and look for positive opportunities.

Over all it was a great lecture indeed and the students really enjoyed it. Everyone was motivated on how to manage the unseen crisis and bring new ideas by utilizing already existing resources. Towards the end we also had a question answer session for students who had a few more queries related to jobs in the market and how should they go about it considering the current scenario.

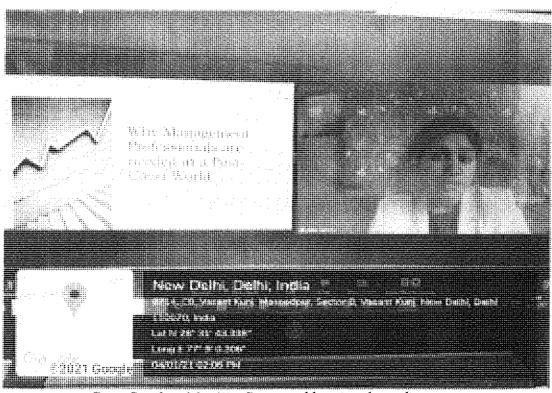
Learning Outcome:

- Requirement of management professionals in post COVID world
- V-shape recovery for Indian Economy
- Responsibilities of management professionals towards the changing business environment
- Skills in demand for the next 5 years

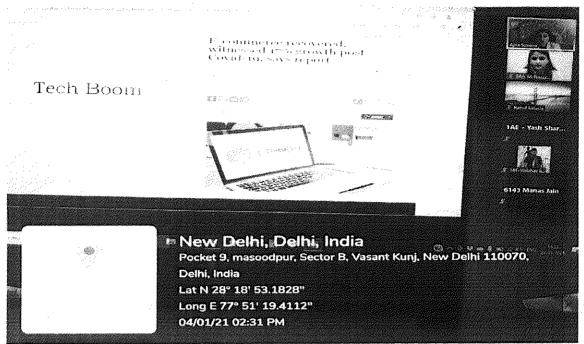
The pictures of Guest Lecture are given below:



BBA student welcoming and introducing the Guest Speaker, Ms. Ajita Saxena



Guest Speaker, Ms. Ajita Saxena addressing the audience



Guest Speaker, Ms. Ajita Saxena interacting with the students



Guest Speaker, Ms. Ajita Saxena motivating and guiding with the students

Faculty Coordinator

Name & Signature

Dr. Nidhi Gupta Head- Department of Management Studies



Jagannath International Management School Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
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Dated: 10th February, 2021

Director

NOTICE FOR UNION BUDGET DISCUSSION 2021-2022

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

<u>Date/Day</u> : 11th February, 2021

Speaker : Dr. Deepak Tandon & CA Harsh Biyani

Designation: Professor, IMI & CA

Company : IMI & PWC

Timing : 12:00 Noon to 3:00 pm

<u>Topic</u>: Union Budget Discussion 2021-2022

<u>Venue</u> : JIMS, Auditorium

Coordinator : Dr. Nidhi Gupta, Dr. Meenakshi Narula, Ms. Sonia Gandhi,

Mr. Gaurav Bhardwaj & Mr. Vipul Singh

to arrange

Co-ordinator

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

Manager - Legal

and Corporate Affairs Head-Dept of Mgmt. Studies

Dr. Nidhi Gupta

Vasant Kunj, New Delhi-110070

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

Session on "Union Budget Discussion 2021-2022" Thursday, 11th February, 2021

Event Category: Seminar

Topic: Union Budget Discussion 2021-2022

Date: 11th February, 2021

Time: 12.00 pm to 3.00 pm

Venue: Conducted via Zoom App (Online session)

Resource Person(s) with Designation and Organization: Dr. Deepak Tandon, Professor, IMI, New Delhi and CA Harsh Biyani, PWC

Presenters: BA(JMC) – Samarth Misra and Shaurya Bhatnagar BBA- Ojas Sharma and Parika Saini BCA- Shivangi Chaudhary and Atul Kumar Tiwari

Beneficiaries with number:

- 1. Faculty Members of, Department of Management Studies 15
- 2. Students of BBA, BCA, BAJMC [1st Semester A&B (Morning + Evening), JIMS, Vasant Kunj 365

Faculty Coordinator:

- 1. Dr. Nidhi Gupta
- 2. Dr. Meenakshi Narula
- 3. Ms. Sonia Gandhi
- 4. Mr. Gaurav Bhardwai
- 5. Mr. Vipul Singh

Learning Objectives:

- To understand the Impact of Union Budget 2021-2022 on different sectors.
- To facilitate the learning of various macroeconomic factors affecting the Economy
- To answer some fundamental questions related to Union Budget Mechanism and Its implementation

Report:

A guest lecture was organized on 11th February, 2021 for the 1 year students in which, Dr. Deepak Tandon and Mr. Harsh Biyani discussed about the budget as a new ray of hope. Dr. Deepak himself being a professor at IMI shared a personal bond with the students and teachers here. He talked about the six pillars of Union budget 2021-2022. He gave the students an insight about how different sectors i.e. Financial Capital, Health and Wellbeing, Innovation and R&D etc are benefited from this budget. Dr. Deepak actively demonstrated this budget as the Ease of Living Budget for the particular reason for circumstance as it opened different opportunities for the society. He talked about budget as a step towards AtmaNirbhar Bharat.

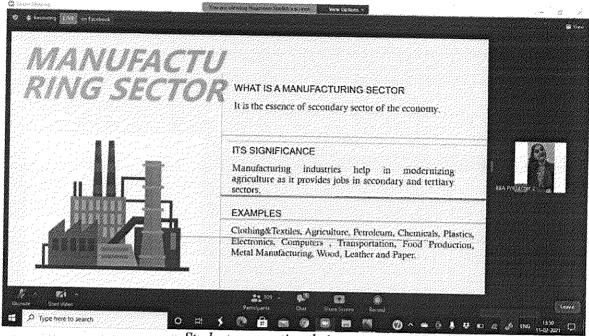
Mr. Harsh Biyani talked about how Union Budget 2021 brings a paradigm shift for India's economy. He said that the Budget proposals for this financial year included a slew of hikes in customs duty to benefit Make in India, proposal to disinvest two more PSBs and a general insurance company, and numerous infrastructure pledges to poll-bound States. Fiscal deficit stands at 9.5% of the GDP, and is estimated to be 6.8% in 2021-22. Personal income tax slabs remain as it is. It was a very interactive session where students were free to ask their questions to Mr. Harsh and their queries were very well answered.

Over all it was a great lecture indeed and the students really enjoyed it. Moreover, Students from different departments also presented their views about this budget and gave an insight into the entire budget. I m sure everyone understood the union budget and how the government will be operating expenditure in the upcoming year. Towards the end we also had a question answer session for students who had a few more queries related to deficit, education sector and how Budget 2021-22 will help in improving the economy of India.

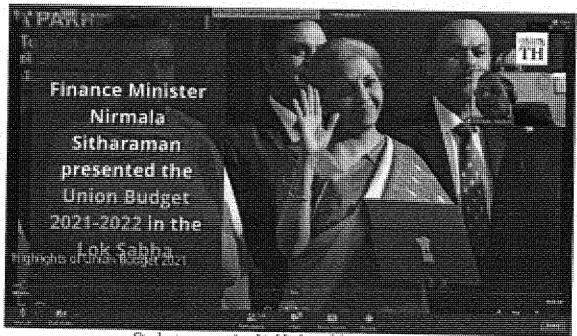
Learning Outcome:

- Students got the opportunity to learn about how Union Budget has impacted different sectors and how new schemes and policies are beneficial for the "AtmaNirbhar Bharat".
- The students were able to deepen their understanding of the Union Budget as a means of Fiscal Policy

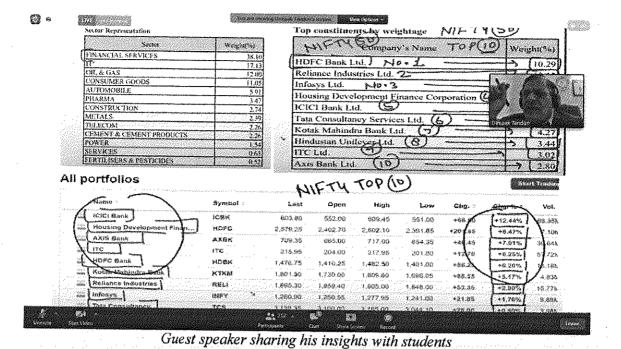
The pictures of Guest Lecture are given below:



Students presenting their presentations



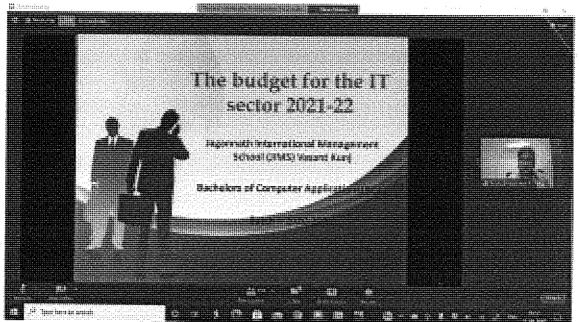
Students preserving highlights of the Cinion Budget



• Professional State of Contract Digital Taxation Equalisation levy - A step towards taxing digital economy Equalisation Levy (EL) classica? Rate of 2% of the consideration received or receiveble. Retrospective amendments from April 1, 2020 Definition of e-commerce supply and services rationalised ВУ ел в-солителсе орегата Online sale of goods and online provision of services to include the following online activities Acceptance of offer for sale A person resident in India A person who feet Placing of purchase order A person who buys goods & services using IP address in India (H&M)

A person who is a non-resident and undertakes Acceptance of the purchase order Payment of consideration; or Supply of goods or provision of services, partly or wholly Sale of advertisement targeting customer in India Amount of consideration chargeable to EL clarified - Does (Alibhb) (Alibhb) (Customer accessing advertisement through IPs located in India (Google) not include Royalty or FTS DOMESTICAL PROPERTY SE Type here to search O 대 🗲 🐧 🛍 📾 🧶 📾 🛤 🥬 🔶 ^ 🌣 후 호 환 와 제 등 Ve Hu Rus

Guest speaker sharing his insights with students



BCA stadents shoring the provisions made towards IT sector in the Coton Badons.

Mr. Vipul Singh Assistant Professor

Ms. Sonia Gandhi Assistant Professor Dr. Nidhi Gupta (Head- Department of Management Studies)

Vasant Kunj, New Delhi-110070

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Notice for Intra-College Poster Making Competition

Date: - 17th Feb 2021

This is to inform all the students of BBA of all the semesters (Morning & Evening) that the Department of Management Studies is organizing its **Third Annual Inter-Class Poster Competition on** "Impact of COVID-19 Pandemic on Business and Management Functions in various sectors" on 25thFeb2021 for students of BBA. The sub-themes for making posters are given below:-

Impact of COVID-19 Pandemic on Business and Management Functions in various sectors:

- 1. Real Estate
- 2. Hospitality
- 3. Medicines and Health care
- 4. Supply Chain Management
- 5. Retail
- 6. Information Technology
- 7. Travel and Tourism
- 8. Economy and Politics
- 9. Event and Entertainment
- 10. Automobile
- 11. MSME
- 12. Education

Note: - Interested students have to make a poster on A3 size drawing sheet on 25thFeb 2021 on online Zoom portal .For Submission students will upload the same in the shared link. Participants have to present their poster along with the short description (verbal) of the idea depicted by them in the poster on 26thFeb2021 on Zoom Portal.

Students can participate individually. Three best posters will be given a prize and certificate on the day of the symposium on 26th Feb '2021.

Later Participants also need to submit the respective handmade poster in college by 3rdMarch2021 to the faculty coordinators Dr.Shruti Bhuttani/Ms. Priyanka Attri, Assistant Professor-Management.

Dr. Shruti Bhuttani(Assistant professor- Management.)

Ms. Priyanka Attri(Assistant professor- Management)

Dr. Nidhi Gupta (HOD-Management)

Faculty Coordinators

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
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Notice for Intra College SYMPOSIUM

Date:- 17/02/2021

This is to inform all the students of BBA of all the semesters (Morning & Evening) that there is a **Fourth Annual Intra College SYMPOSIUM** organized by the department of Management Studies on 26thFeb 2021 on the theme "Post Covid Challenges on Life and Livelihoods"

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

- 1. Economic Impact of COVID
- 2. Social and Livelihood impact of COVID
- 3. COVID: shared responsibility at Global Perspective
- 4. Advancement in technology due to COVID
- 5. Social and cultural changes due to COVID
- 6. Healthcare Management and during and after COVID
- 7. Change in Education Scenario due to COVID
- 8. Agricultural changes due to COVID
- 9. Social media intervention in COVID
- 10. Pandemic as opportunity: innovation and growth in uncertain times.
- 11. COVID-19 Pandemic and its impact on Real Estates Sector
- 12. COVID-19 Pandemic and its impact on MSME.

Time:-10:00 AM onwards on 26th Feb 2021.

Venue: Online Zoom Portal

Note: - Each Team will be provided a 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 22/02/2021.

Dr. Shruti Bhuttani(Assistant professor- Mgmt.)

Ms. Priyanka Attri(Assistant professor- Mgmt.)

Dr. Nidhi Gupta (HOD-Deapartment of Management)

Faculty Coordinators

Vasant Kunj, New Delhi-110070

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Report on 4th Intra –college Symposium and 3rd Poster Presentation Competition (25th and 26th February 2021)

Event Category: Intra-College Symposium and Poster Presentation Competition

Topic/Theme: "POST COVID CHALLENGES ON LIFE AND LIVELIHOOD"

Date: 25th and 26th February 2021

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

Venue: Zoom meeting online, JIMS VK

Beneficiaries: 156 students of BBA

Faculty Coordinator: Dr. Shruti Bhutani

Learning Objectives:

1. Better understanding of the challenges that people have faced post COVID challenges on life. .

- 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 Post COVID challenges and telling about its impact on the life and dustries. He in detail talked about the current issues in India with special reference to the post COVID life. It was indeed a great start for the session, Dr. Dhar sir motivated the students to begin with the competition.

1. POSTER MAKING COMPETITION

In poster making competition there was an individual participation where 11 students participated. Participants made handmade posters on A3 size drawing sheet on 25th February, two hours was given to them to showcase their talent and make the posters followed by screening of the final posters. The round one was conducted on zoom video meeting call. This activity gave a platform to the students to showcase their creativity and art skills based on their understanding of the theme of impact of Covid. 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 11 posters the best 6 were awarded in Round 2 held on 26th February with Prizes along with a

participation certificate given to all the participants. The jury consisted of members: honourable judges Mr. Gaurav Bharadwaj and Ms. Anshu Punshi faculty of management ,JIMS VK for the poster making has shared the results with us On the basis of judgment criteria Creativity , balance, colour combination ,idea and concept , originality.

Winners of Poster Making Competition (BBA)

| S.No. | Name of The Students | Course | Class | Position |
|-------|----------------------|--------|-------|----------|
| 1. | Umama Akif | BBA | Sem 1 | 1st |
| 2. | Muskan gupta | BBA | Sem 1 | 2nd |

2. Inter Class - Symposium

Intra-college Symposium was held on 26th February 2021 whereby the teams consisting of two students from each class participated and presented their views on the topic "Post COVID challenges on life and livelihood". There were a total 15 teams who participated in this competition with zeal and passion. We received online registrations and in the competition we had 15 teams presenting for which we divided in 3 breakout rooms being 5 teams in each.

Each breakout room was assigned with panel of jury

JUDGE GROUP A - Ms. SWATI, MS. NISHA JUDGE GROUP B - Mr. VIPUL, Ms. DIVYA JUDGE GROUP C - Ms. POOJA Ms. Sonia

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 the scenario of today, its impact on life and livelihood. They shared their innovative ideas, sharing and exchanging the research, findings about the internal and external factors impacting livelihood. Different teams talked about the impact on it's different sectors and life's. 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.

Our judges concluded with the results on the basis of presentation style, clarity. Tone and speed, language, content.

The top three teams were honoured with prizes along with a participation certificate given to all the participants.

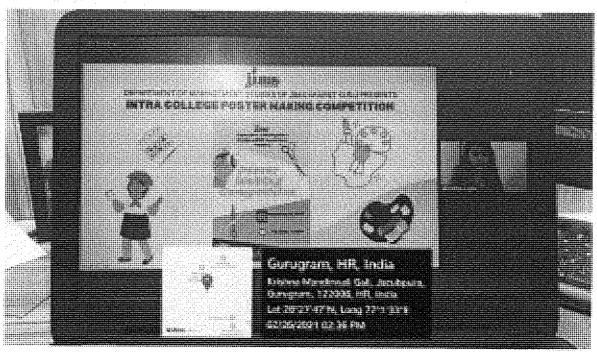
Winners of Intra College-Symposium (BBA)

| S.No. | Name of Students | Class | Topic | Position |
|-----------|---------------------------|----------|---------------------------|----------|
| Team | Kashish | BBA- 1st | Changing in Education | |
| 1 | Risha | sem | Scenario due to Covid -19 | Ist |
| T | Shruti bhatia | DD 4 4/1 | Economic Impact: Post | |
| Team 2 | Anirudh Singh BBA-4th sem | | Covid -19. | IInd |
| Team | Bharat Taneja | BBA- 1st | Global Responsibility: | - |
| 3 | Idenya Bashambhu | sem | Post Covid-19 | IIIrd |

Learning Outcome:

- 1. Special talk enabled the students to learn about the impact that Covid 19 brought with itself. It was just not a mere crisis. This was a pandemic faced by world all together. It's impact on sectors, businesses, livelihood 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 post Covid challenges by expressing creatively their ideas.

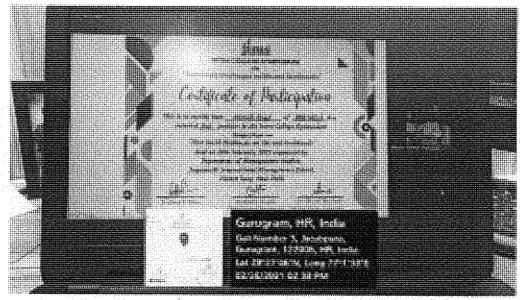
Glimpses from the event:



Nishtha Mogha, a student of BBA- 2nd year was the anchor of the event.



Dr. Ravi K Dhar, Director at JIMS, Vasant Kunj, facilitating the participants.



Anirudh Singh from BBA-2nd year secured 2nd position in Intra-College Symposium.

Dr. Shruti Bhuttani Faculty Coordinator

Dr. Nidhi Gupta Head-Department of Management Studies









Session on

Business Model Canvas

with Mr. Hemant Shrivastava





SOCIOCHARGE®

HEMANT SHRIVASTAVA

Founder of Sociocharge An Alumnus of HT Kharagpur



Date: 22nd March 2021 (Monday)

Time:12:15 p.m. to 1:15 p.m.

Jagannath International Management School Vasant Kunj, New Delhi-110070

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

Mentoring Session & Competition: BUSINESS MODEL CANVAS

Event Category: "Online Workshop & Offline competition"

Topic for Event: "Business Model Canvas"

Date: 22nd March, 2021

Venue: Zoom & Offline (at campus)

Time: 12:15 PM Onwards

Beneficiaries with number: 443

Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Adhyayan Karki & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the Event: Mr. Hemant Shrivastava

Learning Objectives:.

- Discuss and make students understand the basic idea how to make a pitch deck for the start-up and what are the basic requirements needed while making it.
- Teach how to make a raw base with the help of a business model canvas, as it is the actual base used for making the pitch deck for the start-up.
- The session helped guide students on their journey to entrepreneurship and business while making them aware of the business model canvas as well trends.

Report:

Entrepreneurship Cell of JIMS, Vasant Kunj organised an insightful and highly influential online mentoring session with Mr. Hemant Shrivastava, founder of Sociocharge An alumnus of IIT Kharagpur on Business Model Canvas.

It was a very informative session which received an overwhelming response by students as Mr. Hemant Shrivastava shared his valuable knowledge on how to prepare for a business pitch, make better investment choices and much more with the help of business model canvas. He briefly explained what exactly a business model canvas is and ways to develop it and it's key elements.

This session really helped all the students to understand and learn how essential the business model is in pitching the start-up initially. He gave insights on how we can build a base and pitch the investors for the start-up with the help of canvas.

Our guest also explains that the Business model has a Product-facing side which focuses on resources, activities, partners, and costs, and that is really what is going on behind closed doors. On your other side, the Market-facing side focuses on who customers are, what you deliver to them, how you deliver it to them, and how you maintain your relationship. And, at the bottom of it, how we can create revenue from your customers.

It was a great online session where our mentor guided the students and enhanced their existing knowledge.

We also conducted an offline competition of Business Model Canvas, where we got a total of 16 participants among them Shivam, Ayushi and Deekshant won the competition, since their BCM was the best of all the other participants.





Session on

Business Model Canvas with Mr. Hemant Shrivastava





HEMANT SHRIVASTAVA

Founder of Sociocharge An Alumnus of HT Kharagpur



Date:22nd March 2021(Monday) Time:12:15 p.m. to 1:15 p.m.

BUSINESS CANVAS MODEL: COMPETITION (Offline)

DATE: 28 March, 2021

Time: 11AM - 02PM

Venue: Offline (at Campus)

Event Category: "Offline Competition"

Avenue of Service: Professional development

Beneficiaries with number: 28

Participants: 16

Faculty Coordinator: Dr. Nidhi Gupta -Head of Department (BBA), Mr. Vipul Singh (Faculty management department), Mrs. Shikha Kukreja (Faculty of journalism)

Student Coordinator: Adhyayan Karki & Team E-Cell (JIMS Vasant Kunj)

Judges For The Event: Dr.Nidhi Gupta, Mr.Vipul Singh, Mrs.Shikha Kukreja

Report:

Entrepreneurship Cell of JIMS, Vasant Kunj conducted an offline competition of Business Model Canvas, where we got a total of 16 participant team among them Shivam, Ayushi and Deekshant from BA(JMC)-M(1) won the competition, since their BCM was the best of all the other participants.

The winning team presented the model named "AYU: Artificial You User". The model proposed AI from reducing human efforts by writing articles in under 20 minutes. It would have one time license fee life time support and price is cheaper than the annual salary of an employee doing the same task. The AI could also build POC and help non-AI COMPANIES integrate AI. The model mentioned all key partners, resources, activities, cost structures, revenue streams and customer segments along with the idea.

It was a very enlightening event fueled with energy and all the students participated enthusiastically. Students were able to identify their personal attributes that enable best use of the entrepreneurial opportunities and pitched their business ideas ahead.

The session began with the welcome speech by Nishtha and extending a warm welcome to the faculty coordinators.

The session then was forwarded by the business model pitch session well explained by Anirudh Singh and Shiv Prakash deewan.

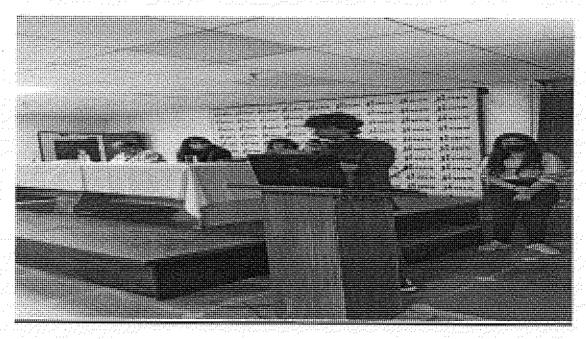
The overall handling of the event was taken care by Shruti and Anish.

It was indeed an informative session. The students were eager to know and had plenty of their queries in respect with business canvas model was attended by the E-cell team. The participants presented their Business models and the reviews on the same were well communicated to the participants for the enhancement. The 'Business model canvas' event was a huge success.

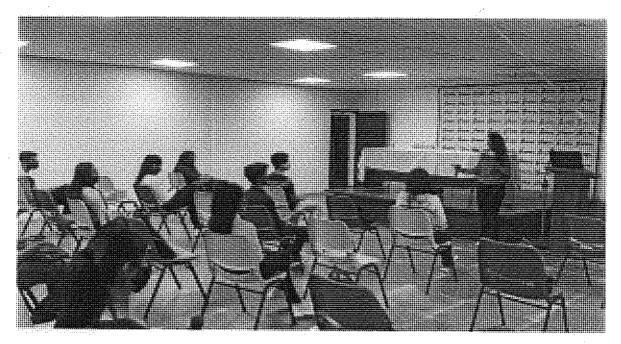
Learning Outcomes:

- Students were made aware of the skills necessary for being a successful entrepreneur and learned about various useful preparation tips for the same.
- Students were able to identify their personal attributes that enable best use of the entrepreneurial opportunities and how to pitch and plan their business ideas ahead

PHOTOGRAPHS



Students being briefed about the Business Model



Students query being handled regarding business model rules

It was a success event, all the students participated enthusiastically.

MrlVipul Singh,

Faculty Coordinator

Dr. Nidhi Gupta

(Head E-Cell)



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

14

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
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Dated: 16th May, 2021

NOTICE FOR WORKSHOP

This is to inform all the students of **BBA**, **BCA** & **BA**(**JMC**) Semester to attend the Guest Lecture organized as per details given as under:

Date/Day

: 18th May, 2021, (Tuesday)

Speaker

: Ms. Sunaina Rekhi, Health and Lifestyle Coach

Mr. Dipanshu Giri, Robotics Engineer

Dr. Jyoti Kapoor, Psychiatrist Ms. Preeti Singh, Founder

Company

: Yoga Representative, UN,

Founder Lunar Astro,

Manasthali,

Sattva Nation, Moderator

Timing

: 12:00pm

Topic

: Workshop on Holistic Wellness

Venue

: Virtual Zoom

Coordinator

: Dr. Shruti Bhuttani & Ms. Swati Mathur

to arrange Ms. Priyanka Attri

Note:

: All the students must be dressed in Formals.

Class

Co-ordinator

Manager Tegal and Corporate Affairs

Dr. Nidhi Gupta Head-Dept of Mgmt. Studies Director

Vasant Kunj, New Delhi-110070

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Report on Holistic Wellness Session

(Tuesday, May, 18th, 2021)

Event Category: Workshop

. Topic: Workshop on Holistic Wellness

Date: 18th May 2021

Time: 12:00 p.m.

Venue: Online on Zoom Platform

Resource Person with Designation & Organization:

- Ms. Sunaina Rekhi (Health and Lifestyle Coach, Yoga representative, UN)
- Mr. Dipanshu Giri (Robotics Engineer, Founder Lunar Astro)
- Dr. Jyoti Kapoor (Psychiatrist, Founder Manasthali)
- Ms. Preeti Singh (Founder, Sattva Nation, Moderator)

Beneficiaries with number: 480 Students, BBA, BCA and BJMC Students of all the semesters.

Faculty Coordinator:

- 1. Dr. Nidhi Gupta, Head, Department of Management Studies
- 2. Adv. Jasmeet Bajaj, Manager Corporate Affairs
- 3. Dr. Shruti Bhuttani, Assistant Professor
- 4. Ms. Swati Mathur, Assistant Professor
- 5. Ms. Priyanka Attri, Assistant Professor.

Learning Objective:

- 1. Importance of Mental and Physical Health.
- 2. Dimension of Wellness.
- 3. Stress Management and how it affects us subconsciously.

Report:

The BBA department of JIMS, VK had organized a workshop on "Holistic Wellness Session" for the students of BBA department, online on Zoom Platform. The guests were Ms. Preeti Singh, Moderator, Founder of Sattva Nation; Dr. Jyoti Kapoor, Psychiatrist, Founder of Manasthali; Ms. Sunaina Rekhi, Health and Lifestyle Coach, Yoga Representative and Mr. Deepanshu Giri, Spiritual Coach, Founder of Lunar Astro.

The webinar started with the introduction given by our honorable director sir, Dr. Ravi K. Dhar. He talked about how important it is to be mentally and emotionally stable in today's tough time. Then, it was further taken upon by Dr. Jyoti Kapoor, who is a senior consultant psychiatrist with over 15 years of experience in this field. She talked about the Dimensions of Wellness, i.e Physical, intellectual, emotional, social, spiritual, vocational, financial, and environmental dimensions. Then, she focused on how to achieve wellness, and also talked about mental health and disorders, and the factors that could cause mental distress. She even threw light on stress management and time management, and how and why they are important in our lives; and when to seek help. She ended by saying that 'Mental Health is a journey and not a destination'.

Then Ms. Sunaina Rekhi, who is a wellness expert, therapist, and Health and Lifestyle Coached the webinar into action. She taught us some breathing exercises and also told that stretching helps in releasing stress. She also mentioned that meditation is one thing that helps to combat stress in a peaceful manner. She ended her session by saying, "amidst this tough situation of covid-19, if one cannot hug their loved ones, give yourself a tight hug and always love yourself." The last 20 minutes were taken by Mr. Deepanshu Giri, who is a robotics engineer, astrologist and a spiritual coach. He mentioned that if one has bad combinations in his chart, one should not be sad about it, rather feel motivated that there is a lot of struggle, which will certainly lead to success. He also mentioned that one should read autobiographies of famous personalities, and said that they also had lots of struggles in their lives, and one can definitely learn from their struggles. He ended up by saying, "Ridicule or Insult is a price which crazy people pay for excellence and immortality"

Ms. Preeti Singh, the founder of Sattva Nation and today's moderator helped us understand the importance of mental health by summarizing all the important points given by our guests.

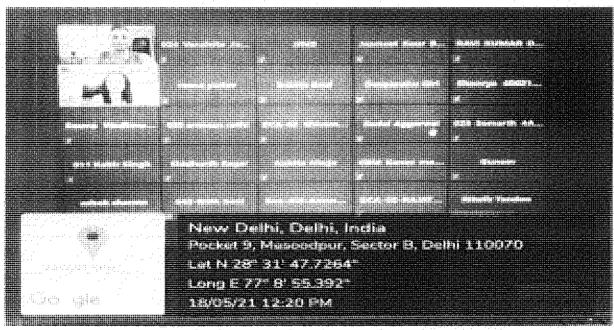
The session was very interactive and intriguing and students participated enthusiastically. The spectators gained a lot from our guests. The session ended with a vote of thanks by Ms. Vanshita Joshi.

It was indeed an interactive, interesting and informative session.

Learning outcomes:

- 1. How to understand our mental health state.
- 2. Mental Health Disorder.
- 3. Warning Sign of Mental Health disorder.
- 4. Stress Relief yoga poses.
- 5. How to leave our comfort zone.

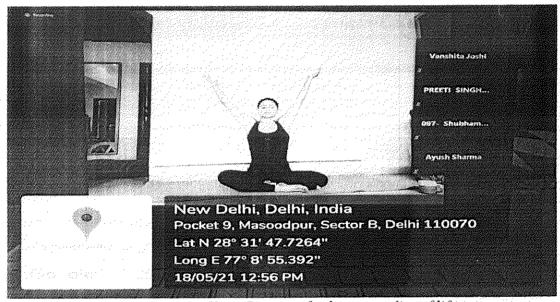
Glimpse of the Event at Zoom App:



Students attending the guest lecture



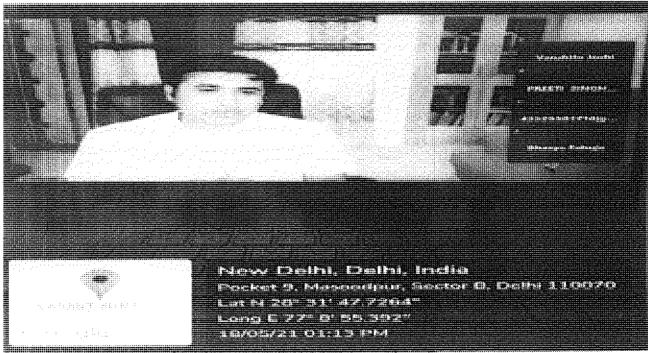
Speakers interacting with the audience



Demonstrating Yoga Postures for better quality of life



Ms. Jyoti Kapoor Interacting with the audience



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Ms.Priyanka Attri Faculty Coordinator Dr. Nidhi Gupta Head,Department of Management Studies

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

on

17th International Conference "Management Strategies: Retrieval, Resilience & Remodelling in Post COVID World" on 22-5-2021

Event category: International Conference

Topic: Management Strategies: Retrieval, Resilience & Re-modelling in Post COVID World

Date: 22nd May, 2021

Time: 09.00 AM to 8:00 PM

Venue: Zoom, JIMS VK

No. of Beneficiaries: 582 (including Zoom meeting & YouTube)

Inaugural Session

The XVII International Conference on "Management Strategies: Retrieval, Resilience & Re-modelling in Post COVID World" opened on a vibrant note on the 22nd of May, 2021. Dr.

Seema Wadhawan & Ms. Diyya Gupta of JIMS Vasant Kunj, welcomed all the dignitaries, guests, participants and students. This time the International Conference was jointly organized by the IQAC & Department of Management Studies, JIMS, Vasant Kunj.

Ms. Divya Gupta with Dr. Seema introduced the participants with a brief history of JIMS, its affiliations and its glorious achievements. They also introduced to the achievements of Department of Management Studies and its Prabhandhan Club.

After that, they proceeded with the Lightening of lamp to seek the blessings of Goddess Saraswati.



Dr. Seema Wadhawan & Ms. Dhya Gupta welcoming the guests and paper presenters in the International Conference



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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 also welcomed the guest speakers, faculty members as well as the audience to the 17th International Conference. He gave a short introduction on the topic Management Strategies: Retrieval, Resilience and Remodeling in the post covid world. He said, "The world is facing such calamities and catastrophes, but none have been so great so as to crush the spirit of life and wilt under its attack, and every time such attack has happened, there has been blossoming and fluorescence all around, ie, every adversity is a sign of transition." He mentioned that this conference is a great testimony to the indomitable spirit of human kind to withstand any onslaught; natural or artificial. The audience was left spellbound by his insights, on the management strategies.





Dr. Dhar addressing the audience

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 COVID-19 has made the management of the organizations to be clear to be resilient and provide opportunities to remodel their strategies and sustain in this pandemic. She said, "We are at a time where organization's goals and people's purposes must align to survive; this is how change works. This will lead to new opportunities for businesses to reinvent themselves and decipher new models of growth and sustenance." She also mentioned that this conference will witness research work of scholars and academic experts, and thoughts of distinguished experts across the globe.





Dr. Midhi Gupta addressing the audience

Technical Session 1

Sub Theme: Post COVID Era Impact on Workforce and Workplaces

Session Chair: Dr. Richa Nangia, Associate Professor, KR Mangalam University Session Co-Chair: Dr. Seema Wadhawan, Associate Professor, JIMS, Vasant Kunj

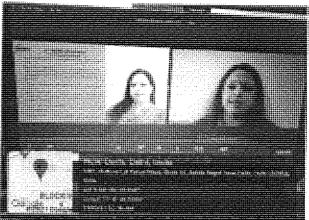
The Session was hosted by Ms. Vanshita Joshi, student of BBA (4th semester) and Mr. Vibhor Kataria, student of 6th semester was the co-host of the session. The session coordinator was Ms. Swati Mathur, Assistant Professor, JIMS, Vasant Kunj.

The session consisted of eleven paper presentations by faculties and students of various colleges. The session was very engaging with different topics such as "An Empirical Investigation of the Relationship between Personality Traits and Fashion Consciousness among College going Students in India", "Post COVID Era Impact on Workforce and Workplace Work from Home", "Impact of COVID-19 on Social Recruiting", "Impact of Covid-19 on Stress Level of Employees at Workplace", etc.



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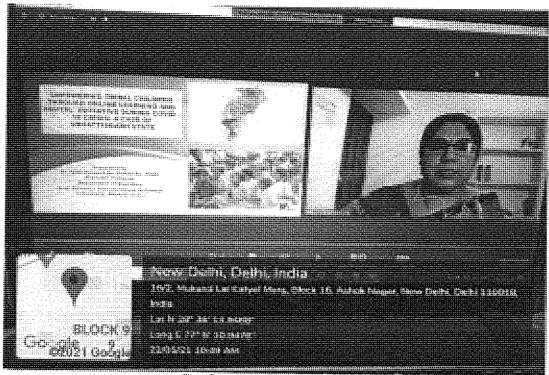
Dr. Richa Nangia & Dr. Seema Wadhawan, Session Chair & Co-Chair of TS-1 respectively

The first paper was presented by Dr. Madhu Sharma & Uznain, titled, "Post COVID Era Impact on Workforce and Workplace Work from Home". Their paper discussed about the work from home and how it has become very common for offices specially in IT related companies. Because of the latest technology such as internet, Computer, information technologies, which have facilitated working style. Meanwhile digital learning platform has surpassed traditional educational methods is also significant change after the COVID-19 virus crisis. Working at home has been transformed, teaching styles and working styles of many professionals. As a result, no scientific data exists about how professionals 'job efforts are affected by operating as WFH. But consensus is that the COVID-19 pandemic has certainly triggered a rise in depression and anxiety among those who work from home.



Mir. Uzmashi presenting her papea

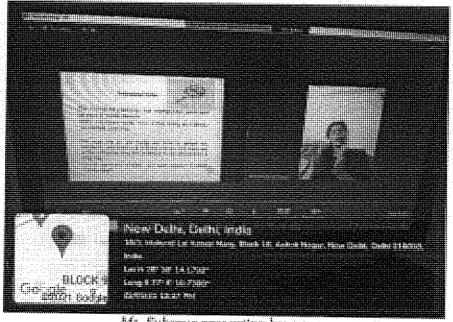
The second paper was presented by Dr. Jyoti Verma & Dr. Sambit Kumar Padhi titled, "Empowering Tribal Children Through Online Learning and Digital Initiative During Covid - 19 Crisis: A Case of Chhattisgarh State" Their paper discussed the challenges students are facing due to COVID-19 as they have shifted from class room teaching to online learning. The study was specific to tribal children and explained the various steps taken by the Chhattisgarh government.



Dr. İyoti presenting her paper

The third paper was presented by Dr. Prabhjot Kaur, Mr. Piyush Sharma & Mr. Rajat Mohan titled, "Stress Management Analysis among Youth during COVID-19". Their paper discussed about how people suffer from mental stress during COVID period and lockdown which was imposed by Indian Government, what are the causes of stress occurring in varying age group of people, and what kind of stress they suffered.

The fourth paper was presented by Ms. Sukanya Kumari & Dr. Sunita Verma titled, "Impact of Covid-19 on Stress Level of Employees at Workplace". Their paper discussed about what challenges are being faced by employees as they are working from home and handling home affairs at the same time.



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The fifth paper was presented by Ms. Urvashi & Dr. R. P. Sharma titled, "Recruitment & Selection Process Study with Analysis on FMCG firm Dabur India in North Region". Their paper studied about the recruitment & selection process of a famous Plant Dabur India. They studied it by the use of online multiple-choice questionnaire and used the selected employees to fill this form. After collecting the data, different methods are used for recruiting & selection of different types of employees. Responses from Four locations are received and analyzed. Different plants have different way of selecting employees. So, it is always useful to case study in these types of plants.

The sixth paper was presented by Ms. Pratibha & Dr. Rupali Arora titled, "Linking Human Resource Management Practices with Employees' Intention to Stay- Evidence from Indian IT Sector". The aim of their study is to investigate the impact of HRM practices on employees' intention to stay. Their study was conducted on a sample of 394 respondents working in IT sector in Northern region of India. A conceptual framework was proposed considering Social exchange theory (SET) as a base to analyze the proposed relationships. To analyze the data, structural equation modeling technique was employed by using Smart PLS software. The results revealed that recruitment and selection, training and development, employment security, compensation and rewards and performance appraisal practices have a significant impact on employees' intention to stay in the organization.

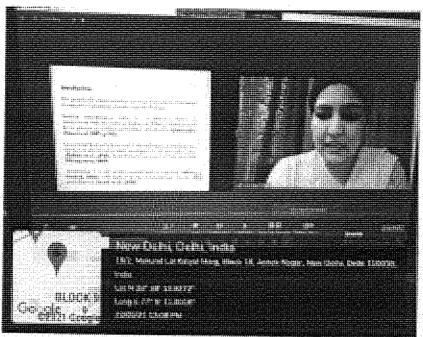
The seventh paper was presented by Ms. Medha Gupta & Dr. Rupali Arora titled, "Managing Workforce Challenges Amid COVID 19 Crisis". Their paper focuses on workforce challenges faced by the organisations thereby highlighting how resilience helps the employees to bounce back from the adversity. The paper also discussed the importance of e-training, e-leadership and need for work life balance among the employees. They also discussed some of these issues, with a particular emphasis on the effects of COVID-19 for human resource management (HRM) as employers help their employees cope with and adapt to their current work climate.

The eighth paper was presented by Prof. Sushmitha Abhishek Rao titled, "The Impact of Post COVID -19 on employees Workforce- With special reference to the Manufacturing Industry". The paper discussed how the pandemic has affected the workforce in the manufacturing industry, what problems they are facing.



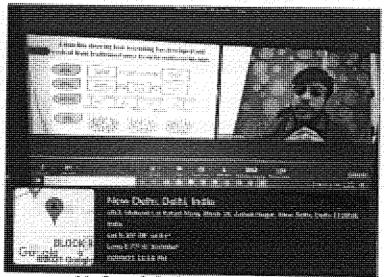
Dr. Sooms eaking the questions from the paper presenters

The ninth paper was presented by Aarush Shokeen, Dr. Anshu Lochab & Dr. Poonam Khurana titled, "An Empirical Investigation of the Relationship between Personality Traits and Fashion Consciousness among College going Students in India". They used a standard questionnaire to get the responses from the college students in Delhi. The age group of the students were between 25-39 years of age. The results revealed that all the personality traits were found to be significantly associated with fashion consciousness.



De Araba presenting ber pagaer

The tenth paper was presented by Mr. Rounak Goel, Ms. Simran Tyagi & Ms. Pooja Madaan titled, "Impact of COVID-19 on Social Recruiting". They discussed how the COVID has changed the method of recruitment both for the employees and the employer. Now Social networking sites are emerging as an effective medium for candidate to find jobs as per their qualification.



Mr. Bowwak Goel presenting his paper

The last paper in the first technical session was presented by Ms. Suman Dahiya & Ms. Rupa Rath titled, "Talent Management in A Post COVID World: Reimagining the Landscape of Talent." The objective of the paper was to embark upon the challenges faced by organizations to manage talent and the strategies to retain the best talent. The COVID-19 pandemic has hit all businesses with almost the same magnitude but the repercussions are varied. While some companies found it easy to transform digitally and revive their operations without a glitch, others are still having a tough time switching to the digital mode of working.

The technical session was ended with the remarks of session chair & co-chair. Both praised the efforts of the paper presenters and thanked the organisation for organising the international conference.

Technical Session 2

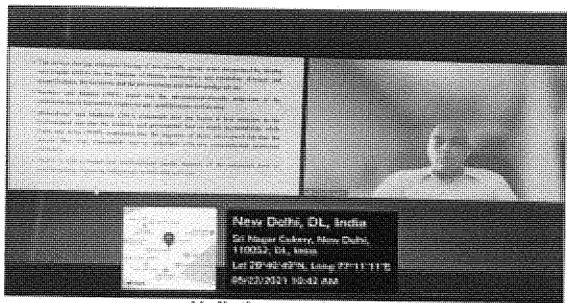
Sub theme of session: Post COVID Era Impact on Marketing Activities

Session Chair: Dr. Nimit Gupta, Professor, School of management and liberal studies -The North Cap University, Gurugram, India

Session Co-Chair: Mr. Vipul Singh, Assistant Professor, JIMS, Vasant Kunj

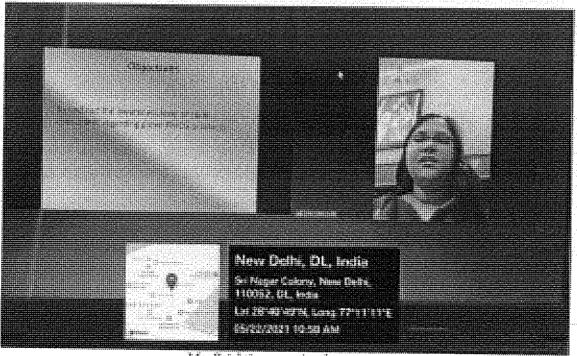
The Session was hosted by Ms. Shruti Bhatia student of BBA (4th semester) and Mr. Rishel Puri, student was the co-host of the session. The session coordinator was Ms. Sonia Gandhi, Assistant Professor, JIMS, Vasant Kunj. The session consisted of ten paper presentations by faculties and students of various colleges, out of which nine presentation took place as Ms. Nirmal Mehra was not able to present. The session was very engaging with diverse topics such as "Green Marketing Attributes and Their Impact on Consumer Perception towards Eco-friendly Products", "Consumer Behavior Shifts Caused by COVID 19 Pandemic", "A Study on Customers Shifting to Online Dealings and Changing Marketing Strategies: 2015-2021", "Intersection of Battle and Marketing Strategies from Tribal Warfare in Southern Africa: A Qualitative Study Using Thematic Analysis", "Post Covid Era Impact on Marketing Activities" etc.

The first paper was presented by Dr. Kapil Kumar, Assistant Professor, BPS Mahila Vishwavidyalaya Khanpur Kalan on Green Marketing Attributes and Their Impact on Consumer Perception towards Eco-friendly Productsipat. This research was conducted with the intent of analysing India's key green marketing approaches and their effect on the perception of consumers. In order to foster optimistic social attitudes towards green marketing, the report offers valuable guidance for the development of successful strategy for eco-friendly products by businesses.



Mr. Kapil presenting his paper

The second paper was presented by Ms. Srishti, Research Scholar, IMSAR, Maharishi Dayanand University, Rohtak on Awareness of Rural Consumers Regarding Green FMCG Products: A Study on Bhiwani District coauthored by Dr. Sunita Bhartwal, Associate Professor, Department of Management, CBLU, Bhiwani. The research paper illustrates Going green is one of the solutions for dealing with the problem of deterioration of environment. The occurrence of COVID-19 also making consumers more and more aware regarding the negative effect of non-green products on health and environment. The main objective of this study was to find out the awareness level of rural consumers regarding green FMCG products.



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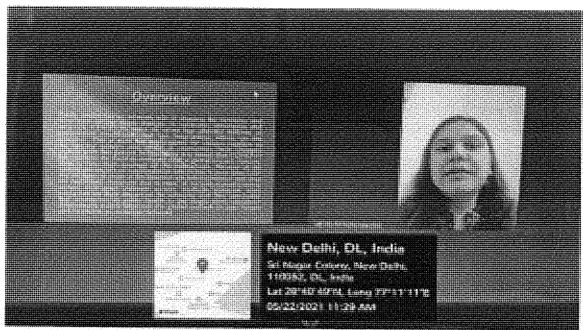
The third paper was presented by Mr. Abhishek, Research Scholar, Department of Management, Baba Mastnath University, Rohtak on A Study based on the Data Analysis of Consumer Behavior on Soft Drinks made by Coca-Cola in North India Region. This work mainly presents an analytical study on consumer behaviour on soft drinks

related to coca-cola India plant. The study was held in the 4 region of India which are Chandigarh, Ambala, Rohtak and Nabipur. Data was collected by the survey and some important observations are concluded. Out of 310 respondents 59.67% respondents are male and 40.32% are female respondents were participated in this survey. The survey is based on age, qualification and area of residence. Maximum male in this region is in favour for stop unhealthy practice in soft drink companies by government. It covers mainly four areas in North region and analysis is done on basis of respondent's score.



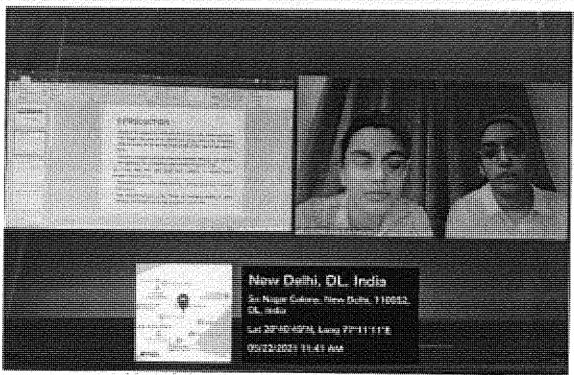
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The Fourth paper presented was by Dr. Ritika Malik, Assistant Professor, Bharti Vidyapeeth University, New Delhi on Consumer Behavior Shifts Caused by COVID 19 Pandemic, co-authored by Ms. Ritika Aggarwal, Research Scholar, Shri JJT, University. In this study it is stated that COVID-19 has changed the lives of everyone with a global impact, because of the closure the impact on employability rate is much more than GDP decline rates as most of the business are labor intensive and thus are negatively impacted due to close of various manufacturing sectors and other different sectors. Multiple scenarios were evaluated for their impact on the economy and they concluded that investment in public health is the single most important determinant which improves the global outlook in near future and its effects on consumer behavior.



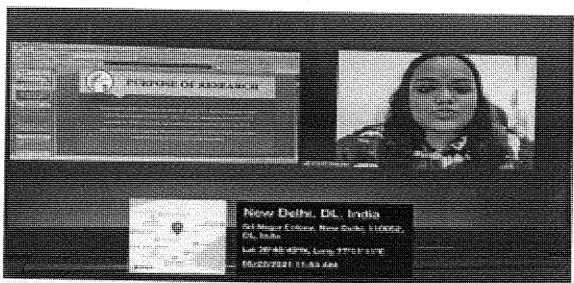
Ms. Aitika presenting har pagas-

The Fifth paper was presented by Ms. Anshula Singh, Student, IITM, New Delhi on A Study on Customers Shifting to Online Dealings and Changing Marketing Strategies: 2015-2021, co-authored by Ms. Anushka Singh, Student, IITM, New Delhi. This research paper studies the customer shift to online dealings and changing marketing strategies particularly from 2015 to 2021. Customers are becoming tech savvy and are preferring online shopping rather than offline shopping. There are several reasons behind this shift like Government plans to make people aware of financial inclusion, demonetization, covid pandemic and so on.



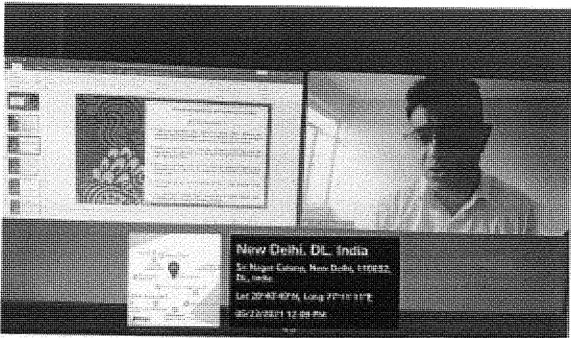
Mr. Anahula and Anushka Singh presenting the paper

The sixth paper presented by Ms. Bhargavi Maheshwari, Student, Department of Management & Commerce, Manav Rachna University, Gurugram on A Study on Post COVID- 19 Era Impact on Social Media Marketing, co-authored by Dr. Pragati Chauhan, Associate Professor, Department of Management & Commerce, Manav Rachna University, Gurugram. This study carries out the impact and a drastic change in overall marketing techniques post Covid. After a year of uncertainty, it has become a necessity to look at the facts and examine what has changed post covid19. This study also examines the nature and types of customer behavior and new competitors in the social media market post Covid.



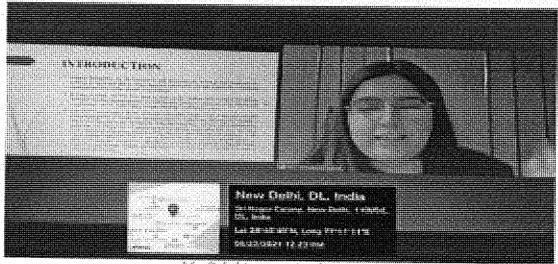
Als. Phorgani Makahmani propenting dan pagar

The seventh paper presented Mr. Debapriyo Nag, Research Scholar, Department of Management JJT University Jhunjhunu Rajasthan on Intersection of Battle and Marketing Strategies from Tribal Warfare in Southern Africa: A Qualitative Study Using Thematic Analysis, co-authored by Dr. C.L. Sharma, Professor Department of Management JJT University Jhunjhunu Rajasthan and Dr. Neeraj Saxena, Associate Professor Department of Management Debre Tabor University, Ethiopia. The author here draws a parallel between the war tactics used by Shaka Zulu with that of the modern Marketing and Strategy concepts in today's business world. Although the battle ground has changed it is very much the same, concepts of Strategy and marketing used in today's context to attract the consumer and thus garner market share for the product/services. It also shows that even if things change over the years at the basic or fundamental level, they are still the same.



Mr. Debapripo Nag presenting the paper

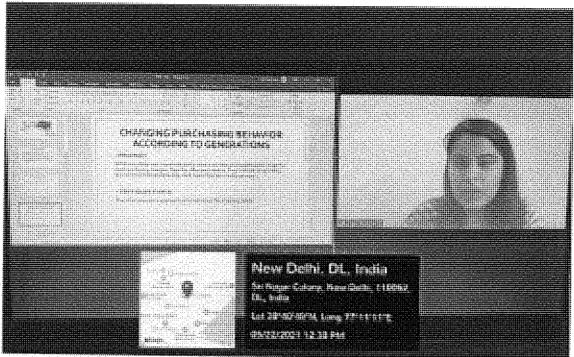
The Eight presented by Ms. Sakshi Chhabra, Student, JIMS, Vasant Kunj, New Delhi on Post Covid Era Impact on Marketing Activities, co-authored by Ms. Sonia Gandhi, Assistant Professor, JIMS, Vasant Kunj, New Delhi. In this paper authors have reviewed the associated advertising literature and show that recessionary intervals might also additionally offer possibilities for entrepreneurs to develop their brand's marketplace percentage with the proper advertising-blend spending management.



Ma. Sakahi presenting her paper

The last paper of technical session -2 is by Ms. Drishti Arora, MBA Student, DTU, Delhi University, New Delhi on Impact of Covid on Online Shopping, co-authored by Dr. Shruti Bhutani, Assistant Professor, JIMS, Vasant Kunj, New Delhi. The primary goal of this research is to determine whether the coronavirus is forcing people to buy online and whether they will continue to shop online after the pandemic has passed. The unexpected lockdown has a major effect on Indian online shopping and marketing patterns. This paper also seeks to ascertain how online shoppers respond to their shopping behaviour during the Covid-19 period in terms of perceived

benefits. It also intends to focus on various issues and perspectives in online marketing as a result of COVID-19.



Ms. Crishel presenting the page.

The technical session II was ended by the remarks of Dr. Nimit Gupta. He praised the efforts of the students and faculties for presenting the good quality research papers. He also talked about how the marketing is on three pillars i.e, creation, communication and delivery. Discussed different aspects and future research topics related to marketing.

Technical Session 3

Sub Theme: Post COVID Era Impact on Information Technology and Digital Currency

Session Chair: Dr. Manish Kumar Srivastava, Dy. General Manager - IT, NTPC LTD

Session Co-Chair: Dr. Shruti Bhutani, Assistant Professor, Department of Management Studies, JIMS, Vasant Kunj

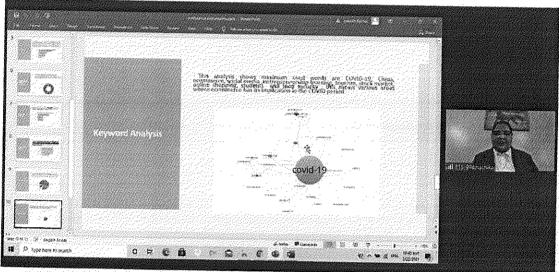
The session was coordinated by Ms. Nisha Wadhawan and the student in-charge was Ms. Navita Kohli, and student coordinators were Mr. Abhinn Moudgil and Mr. Ritik Arora.

Dr. Manish Kumar Srivastava is a specialist in various fields like Telecommunications and IT Infrastructure, AI, Audit and Security, etc. A Technical Member in ICAI, he has authored various research papers and has chapter publications in reputed journals and books. Dr. Shruti Bhutani has a rich teaching experience of 11 years, having authored a number of research papers in National and International reputed journals.

The session consisted of ten presentations by faculties and students of reputed institutions across India. All ten presentations were very intellectually stimulating and revolved around interesting topics like 'Impact of COVID 19 on Ecommerce: A Bibliometric Analysis', 'Preliminary Analysis of Impact of Covid-19Pandemic on School Education of Girl in Rural India', 'To Study Effectiveness and Skill of Primary Teachers on Online Teaching and Learning DuringCovid-19 Pandemic Period: A Case Study In Pune', 'Impact of COVID-19 Pandemic on

Undergraduate and Postgraduate Students in Indira College of Commerce and Science, Pune', 'Analysis of Fraud in The Indian Banking Sector: A Study of Yes Bank and Canara Bank', 'An Analysis of the Perception of Higher Education Students towards E-Learning and Traditional Learning', 'The Scenario of Knowledge Management, along with the Model of E-governance for Enhancement of Professional Education in Higher Educational Institutions' etc.

The paper 'Impact of COVID-19 on Ecommerce: A Bibliometric Analysis', presented by Dr. Rupinder Katoch, Ms. Anushika Nayek and Mr. Lokesh Kumar, Mohammad Asif, found out that the maximum research on the topic is done by USA, China and UK, in that order. The study also focused on the implication of the pandemic for online shopping, online learning business and Bitcoin usage. Unusual behaviour of consumers in online shopping and an imbalance in the amount of research work by developing and developed countries were other conclusions of the paper.



Ms. Anushika presenting her paper

The second paper, titled 'Preliminary Analysis of Impact of Covid-19 Pandemic on School Education of Girl in Rural India' was presented by Ms. Sammi Kumari, Ms. Ambika Sangwan and Ms. Poonam. The paper hypothesized that rural areas have been more adversely affected by the pandemic, and that the girls in rural areas have lost the access to education as a result due to measures like the lockdown.

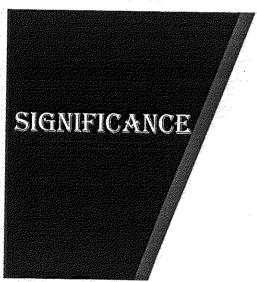
'To Study Effectiveness and Skill of Primary Teachers on Online Teaching and Learning During Covid-19 Pandemic Period: A Case Study In Pune' was presented by Dr.Janardan Pawar, Dr.Ashvini Shende, and Mrs.Sarika Thakare. The study showed how effectively teachers have used ICT and online platforms for teaching. It also showed how teachers and schools are trying to connect with students virtually, and also determined whether students had the facilities to access online education



Dr. Ashvini presenting her research paper

Next, the paper, 'Impact of COVID-19 Pandemic on Undergraduate and Postgraduate Students in Indira College of Commerce and Science, Pune' was presented by Dr. Janardan Pawar, Ms. Sarita Byagar and Mrs. Madhavi Avhankar. It studied the major problems faced by students during the pandemic, and also suggested recommendations to resolve the same.

The paper titled Analysis of Fraud in The Indian Banking Sector: A Study of Yes Bank and Canara Bank' was presented by Ms. KashishKarkra and Dr. Priya Vij. The paper aimed to understand the main causes why frauds that lead to fraud, as well as the steps that can be taken to prevent the same, so that trust can be regained in the banking system. The study also focused on the impact on the stock market because of both frauds, as well as the measures taken to recover from the same.



- After so many frauds happening people lost their faith in banks.
- This study the aims to analyse the recent frauds happening in Indian banking system.
- Understand the main causes that lead to fraud and the appropriate steps to take to prevent this type of fraud from occurring in the future.
- To regain the trust in the banking system.



Ms. Kashish presenting her paper

'An Analysis of the Perception of Higher Education Students towards E-Learning and Traditional Learning' was the title of the paper presented by Dr. Priyanka, Dr. Deepti Sinha and Mr. Derick Joy. The study found out that the factors influencing exploration in e-learning were online responsiveness of the teacher, students' workload and technologies deployed, while those influencing exploration in traditional learning were the learning environment, teacher's characteristics and learning resources.

INTRODUCTION

- The development of the web, cloud innovation, and portable use of learning devices in the current situation has become the new norm.
- The utilization of e-learning (electronic learning) has been extending wings in each area and setting out many open doors.
- The education market has altogether evolved in the course of recent years and e-learning has arisen as a significant contributor to the advancement of the education sector.

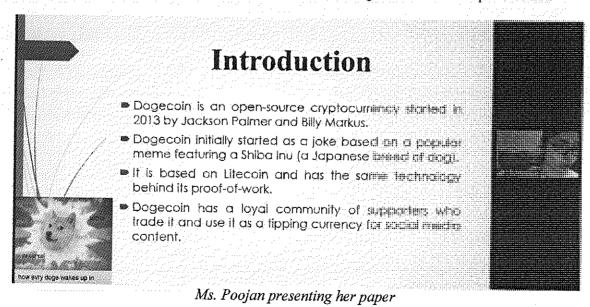


Dr. Priyanka presenting her paper

Dr. Gaurav Jindal presented the paper on 'The Scenario of Knowledge Management, along with the Model of E-governance for Enhancement of Professional Education in Higher Educational Institutions'. The paper revolved around the conceptual framework of Knowledge Management practices in different B-schools and universities, also studied the e-governance model and its impact on professional education.

The paper, 'Millennial Approach to Blended Study: A Study on the Effectiveness of E-learning Mode', presented by Ms. Nimmy George and Mr. Binso P John, aimed to study the benefits of the online mode of learning and to analyse the perceptions of e-learning caried by both students and teachers. The study showed how students prefer the e-learning mode and also included recommendations for the instructors.

'The Curious Case of Dogecoin: A Case Study on the Meme Cryptocurrency', presented by Ms. PoojanBathla and Mr. Deep Biswas, explained the working of Dogecoin, and answered crucial questions like the factors that led to its emergence as a major cryptocurrency and whether it is a good investment option or not.



Ms. Akanksha Thakran and Dr. Seema Wadhawan presented the last paper, titled 'Role of Transformational Leadership on Employee Performance Amid COVID-19 Crisis'. The paper showed a significant relationship between transformational leadership and employee performance. Key traits of the leader, like problem solving, energy etc. were identified as variables, and these traits were found to contribute significantly.

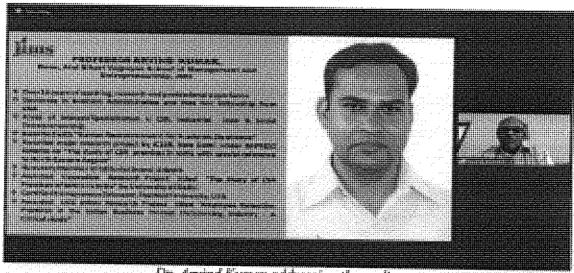
The Chair and the Co-Chair were impressed with the amount of hard work put in all the presentations. The paper presenters were able to handle the queries well and highlight the important points of their research. The panel also focused on the importance of covering all aspects and making a concise and well curated presentation. Overall, the session was thought provoking and covered a diverse set of topics.

Technical Session 4

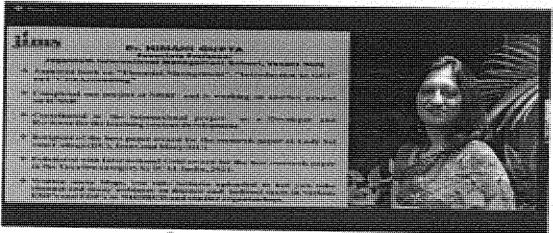
Sub Theme: Post COVID ERA Impact on Economy & Finance

Session Chair: Prof. Arvind Kumar, Professor and Dean, Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME), JNU

Session Co-Chair: Dr. Himani Gupta, Associate Professor, JIMS VK.



Dr. Arrind Kamar addressing the godiness



Dr. Himani Gupta, session co-chair

The session consisted of eleven presentations by Faculties and students from Delhi University, Amity University, JIMS, etc. The session was very engaging with diverse topics such as 'Exploring Opportunities for MSMES in India Post Covid 19: Role of Cost and Management Accountants, 'Decomposition of International Economic Linkages among top five GDP holder Countries', 'Stock Markets after the Spread of COVID-19, To compare and contrast economic impact due to covid -19 on Primary, Secondary and Tertiary sector' etc.

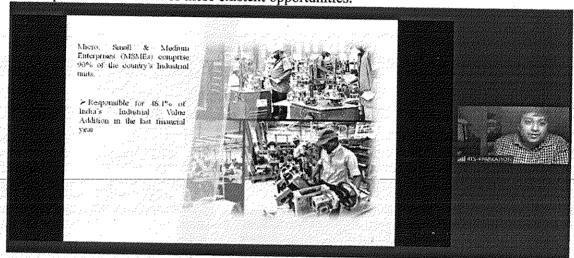
The queries by the chair, co-chair and the participants critically analyzed the intricate details of the various

aspects of the research. It also provided new perspectives and direction for future research.

The first paper was presented by Dr. Madhu Agarwal Agnihotri, Assistant Professor, Department of Commerce, St. Xavier's College Kolkata and Arkajyoti Pandit, Assistant Professor, Department of Commerce, St. Xavier's College (Autonomous), Kolkata on Exploring Opportunities for MSMES in India Post Covid 19: Role of Cost and Management Accountants

The research paper highlighted the challenges faced and can be faced by MSMEs during and after the lockdown phase respectively. It also analyzed how MSMEs could overcome these challenges by using the existent revival and financial opportunities in the economy and how Cost and Management Accountants (CMAs) can help the

MSMEs make optimum utilization of these existent opportunities.



Arkajyoti Pandit presenting his paper

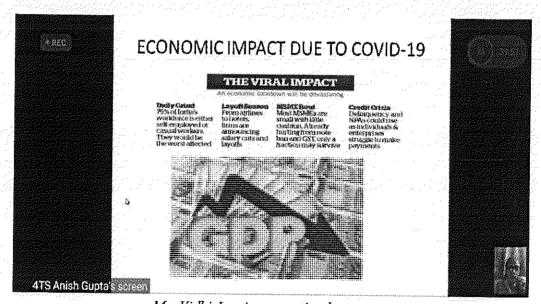
A paper was presented by Ms. Priyanka, Guest Faculty of Commerce Department of Evening Studies - Multi Disciplinary Research Center Panjab University Chandigarh and Ms. Gurpreet Kaur, Junior Research Fellow University Business School Panjab University Chandigarh on 'Decomposition of International Economic Linkages among top five GDP holder countries' Stock Market after the spread of COVID-19. The study attempts to investigate the international economic linkages between Indian stock market and stock market of selected countries during pandemic period.

The objective of the study was completed with the help of daily closing index data collected during 01 February, 2020 to 31 March, 2021. The results of the study indicated that Indian stock market was co- integrated with other developed countries stock markets in long run, and there existed a significant unidirectional relationship with stock indices of USA, Japan and Germany.



Ms. Overrost Kaus presenting her paper

The third paper was presented by Ms Vidhi Juneja, Student Christ University Bengaluru and Dr. Shruti Bhutani, Assistant Professor JIMS Vasant Kunj titled 'To compare and contrast economic impact due to covid -19 on Primary, Secondary and Tertiary sector'. The paper focused on the economic impact due to Covid-19 on primary, secondary, and tertiary sectors. The GDP chart comparison was made between the years 2019-20 and 2020-21. Financial highlights and the economic impact were covered and various policy measures were also discussed in the paper.



Ms. Vidhi Juneja presenting her paper

A paper was presented by Deepmala Jasuja, Assistant Prof. Amity University Mr. Sachin Rohatgi on 'Mapping Environmental, Social & Governance (ESG) Investing- A Bibliometric Analysis'

The research article attempted to map the ESG investing and illustrate current trends, developments and future research avenues using bibliometric coupling in VOS Viewer software using Elsevier Scopus database. It answered several questions like 'which document received highest citations, most occurred keywords, who are the most influential authors, prominent countries working in the area of ESG.' It also indicated the current trends

& future research avenues in this domain. The research was notable for academicians as they can navigate the literature on ESG and find a new array of topics.



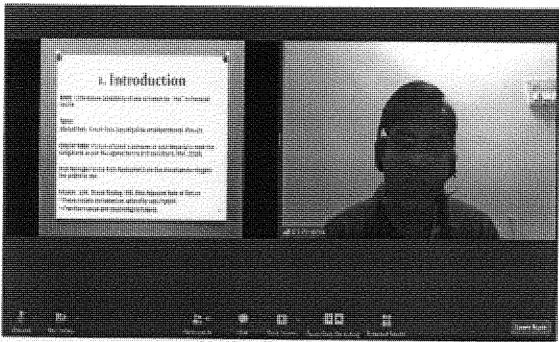
Mx. Dunjameda Jasajia presenting her payeer

The next paper was presented by Ms. Nazreen Sheikh, Student BBA Jagannath International Management School Vasant Kunj Mr. Deep Biswas, Assistant Professor JIMS Vasant Kunj The research paper mainly focused on the aggregate theory and explained how Aggregation Theory is crucial to the success of any business which is looking to make it big on the internet.



Ms. Nazrean Sheikh presenting her paper

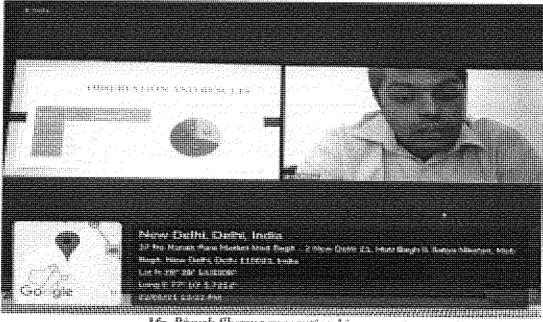
The sixth paper was presented by Dr. Sunil Kumar, Assistant Professor, Department of Commerce Deen Dayal Upadhyaya College, University of Delhi and Vipin Kumar Meena (Corresponding Author), PhD Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi on' Application of Behavioral Finance in Risk Management: A Review by Using Prisma Framework'



Mr. Pipin Kumar Maena presenting his paper

A paper was presents by Piyush Sharma, Student BBA Student, Department of Management Studies, JIMS Vasant Kunj and Ms Anshu Punshi, Assistant Professor JIMS Vasant Kunj on 'Study of Awareness of Start-Up India Scheme and its Effectiveness in Financial Inclusion'.

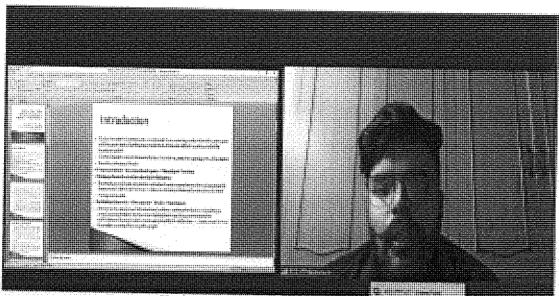
The research paper attempted to measure how much start-up companies were contributing to our economy, which countries were getting more benefits of financial inclusion and how many women were utilizing the benefits of start-up scheme. But schemes were not enough to generate employment because start-up and (MNC) did want to set up their factories in rural area due to low profits and the peoples' preference of multinational companys' (MNC) product or services due to the quality, after sales service and brand value.



Mr. Pipark Sharma presenting his paper

The next paper was presented by Yashaswie Mehra, BBA Student, Department of Management Studies, JIMS Vasant Kunj on 'Post Covid-19 Era Impact on Financial Markets - Bond Market'. The paper mainly focused on the impact of lockdown on financial markets as financial markets have a direct relationship with Economies. Also, the influence of Governments and Central Banks on Bond Markets and their steps taken by these authorities during pandemic in order to save these markets from crashing

They also discussed more about Bond Market, and its implications and relationship with other Financial Markets and Economies. Relationship between Central Banks, Governments and Bond.



Kasdusewie Medera presenting his paper

The ninth paper was presented by Smita, Student BBA Jagannath International Management School Vasant Kunj and Ms. Priyanka Attri, Assistant Professor JIMS Vasant Kunj on 'Marketing in the Era of COVID-19'.

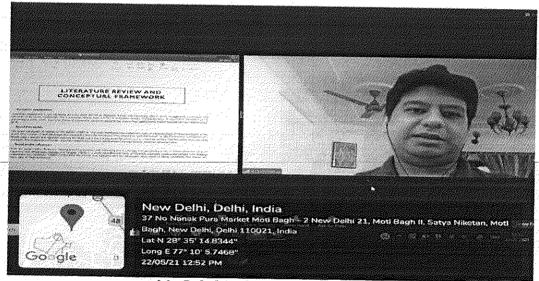


Ms. Smita presenting her paper

The next paper was presented by Dr. Nilima Thakur, Assistant Professor Jagannath Institute of Management Science, Ms. Archi Garg Research Scholar School of Management Science Apeejay Stya University and Ms. Priya Diwan on 'An Exploratory Study: Impact of Marketing Communication on Reverse Logistics on Post Pandemic (Covid 19)'

The research paper focused on the role of marketing communication channels and tools on the reverse logistics industry. Leading influx of returns with rise in E-commerce in supply chain, reverse time is higher than forward time. It was an exploratory paper based on primary and secondary research methods via interview, journals, blogs and internet articles.

The last paper was presented by Mr. Rahul Jaitly on 'Leveraging Social Media Influencers for Customer Engagement and Brand Perception'. The study examined the perceptions of agencies for opting social media influencers and their role in customer engagement and brand awareness. For this purpose, the study also assessed different methods adopted by these influencers for influencing customers using a systematic review. Findings of the study indicated customer's perception and attitude are much influenced via these influencers since they are more capable of communicating to a niche segment.

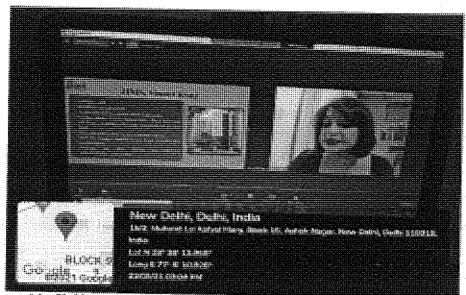


Mr. Rahul Jaitly presenting his paper

Conclusion: The remarks and observations from the Chair and Co-Chair were positive appreciation about the research methodology and the instruments used for data analysis. They praised the efforts of the students and faculties for presenting the good quality research papers. The paper presenters were able to handle the queries and highlight the important points of their research. 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.

Afternoon Session

The afternoon session was started at 3pm in which galaxy of experts participated and spoke on various topics. The host of the session was Ms. Shikha Kukreja, Assistant Professor, JIMS, Vasant Kunj. The session started with welcoming of the guests and the audience.



Ms. Shikha Kukreja welcoming the allatinguished govern di mullense

Takeaways from the speech of Dr. Ravi K. Dhar, Director, JIMS Vasant Kunj

Dr. Ravi K Dhar extended a warm welcome to the Chief Guest (Mr. Rohit Khosla), Guest of Honour (Prof. Philip Kotler), and other guests through his welcome address. He welcomed all eminent speakers and the audience along with the faculty of JIMS VK. He discussed the Theme of the Conference i.e., "Management Strategies: Retrieval, Resilience, and remodelling in a post covid world" as a need of an hour for every business, every educational institute and everyone. He also talked about how health infrastructure has failed miserably as this development is not with social orientation. In India, we coined the concept Dharma for this situation as dharma is a law of balance as it is not always about the gain of an individual but It is about a gain of everyone, if the society will gain then the benefits will automatically be passed on the individuals. He has also talked that in this pandemic the situation is not very rosy for everyone, the element of empathy is missing and there is a need to understand our social responsibility as a person or business. He discussed if UN Sustainable Development goals were achieved at the right time in the right direction, then the situation could be better and more different for many nations irrespective of their GDP's and Development, as people are suffering from a lack of basic health care facilities like beds, ventilators, oxygen cylinders, medicines, etc. It's the right time for the nations to take necessary steps for the development of the public health sector.





Dr. Ravi K. Dhar addressing in the afternoon session

Takeaways from the speech of Dr. Nidhi Gupta, Head- Department of Management Studies, JIMS Vasant Kunj

Dr. Nidhi Gupta extended a hearty welcome to each and every one present in the International Conference. She talked about the thought behind choosing this theme for this conference. As per her, the prevailing situation made us analyze and realize the responsibility as a premium management institute to set the platform which offer and welcome the needful management strategies which in turn assure the retrieval resilience and re-modelling in the business domain post COVID. She also talked about how the pandemic has completely transformed the ways in which an enterprise work and how the organizations have adopted new measures to work in this pandemic. She also discussed that an organization's change management is the key tool to discover new ways to lead, build resilience and develop strong prediction skills to manage this transformation and enabling employees adapt to the new normal. She focused on the need employee well-being and safety, educating and supporting employees in managing the crisis and creating awareness about precautions, regulatory compliances, and then comes Business continuity with employee safety through remote working, empowered virtual teams, and customer support for emergency services. She also said that the business models should take this as an opportunity to come up with new ideas which supports new working style as per the current situation. She also focused on honing digital skills and an improved infrastructure is necessary for the economy.



Dr. Nidhi Cigrta addressing the audience

Takeaways from the Eminent Speakers

Munish Jindal, Founder & De HoverRobotix, Founding President, MENTORx Global Topic: "AI Driven Processes".

An MBA, CPA and PhD. Holder in Robotics and Artificial Intelligence. Before going into the technical information about the AI Driven Processes, he presented an example of Google assistant highlighting both – the pros & cons of Artificial Intelligence.

To give an understanding about the Most Frequently used Artificial Intelligence Technologies such as: Machine Learning, Image Analysis, Virtual Assistants, Predictive Analytics, Natural Language Processing, Self-Driving Technologies, Robotics; he showed and discussed about many live examples from around the world; which include Amazon Robots Kiva, Robotic Dog 'Spot' sent out for trials by US robotics company Boston Dynamics – works on solar energy, can work 24x7 and doesn't need special or extensive care, was seen patrolling in a park in Singapore to insure social distancing amongst the citizens visiting the park, Sophia – the (Realistic) Humanoid citizen of Saudi Arabia and many more.



Dr. Manish findal addressing the audience about the scape of M



Dr. Martish arawering the questions of the students

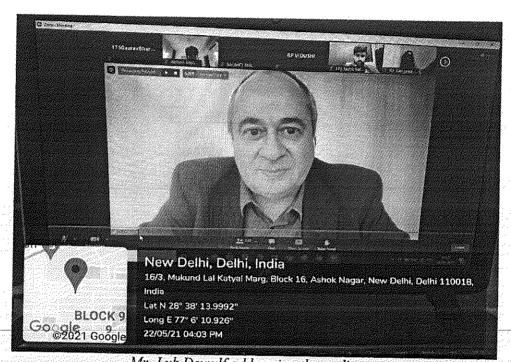
To conclude he answered some questions from the students regarding AI consumer-based data and its disadvantages as well as about employment opportunities; which he answered that we humans are making robots and AI so we need human force also who will do the maintenance and robot handling part. As per him, AI will not have any negative impact on labor force. Coming to the leakage of data through AI, he said that there is a limit to share the data on internet. We can restrict ourselves from sharing personal information on various social media platforms. In the end he emphasized to be more creative and innovative and don't stop learning.

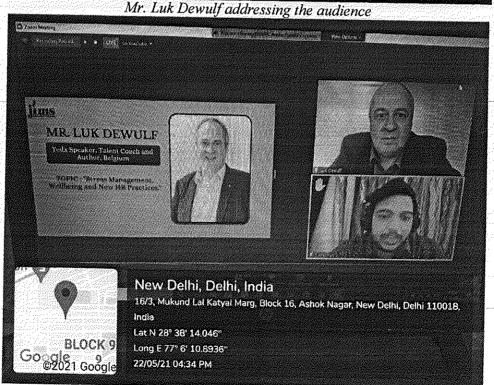
Mr. Luk Dewulf, Tedx Speaker, Talent Coach and Author, Belgium

Topic: "Stress Management, Wellbeing and New HR Practices".

In this contemporary society, stress has become an inescapable part of our lives. Mr. Luk Dewulf gave a lecture on "Stress Management, Well Being and New HR Practices". He differentiated positive and negative self-esteem. He beautifully explained the terms 'burn out', 'depression', 'exhausted' and 'stress'. He further

remarkably talked about the three characteristics of 'Busy bee', 'Error Eagle', and 'Yes Trooper' that can turn out to be an evil combination for one's body. Mr. Luk Dewulf discussed the seven phases of feelings and how they are related to ones work and personal life. He used an example of slave and master to support his point. He elaborated that when a slave fights with his master, he proves his own point. Moreover, he gave an insight on how talent and flow are interrelated. Flow helps to work hard without making us feel tired. It makes us feel relaxed and highly motivated at the same time. The speaker explained that when people work based on their talent, they can achieve great results.





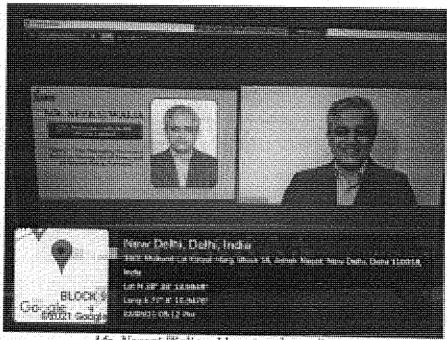
Mr. Luk Dewulf answering the questions of the students

In post COVID era, Mr. Luk Dewulf guided about investing in ourselves and to choose companies accordingly. He explained how happy, satisfied and talented employees can achieve high results which can be beneficial for a company. In the end, he talked about his ongoing research about an instrument to measure flow. Mr. Dewulf mentioned that it could measure how stress hormone is under control and dopamine (happiness hormone) is released when someone is working with a flow. Towards the end there was a question answer session for students who had a few more queries related to the post covid working strategies. It was indeed an interactive and informative session.

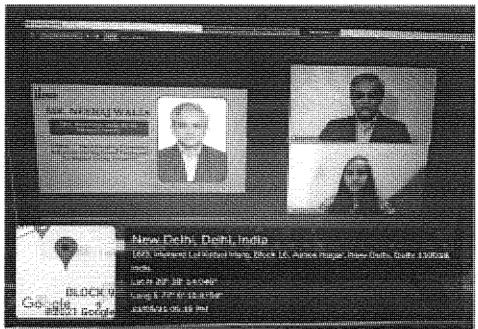
Mr. Neeraj Walia, CEO, Mont Blanc India Pvt. Ltd.

Topic: "The Changing Consumer Behaviour during COVID times and its impact going forward"

Mr. Walia started his address with two motivational quotes and starts explaining how the consumer behavior has changed during this time of pandemic by a wonderful example and a story of person. He discussed how the families are caught up in their home, the professionals are working from home and handling the home affairs also at the same time. The home has become a new workplace for professionals. Then he talked about supply chain and availability of goods, private labels and how companies grab opportunities and how consumer shifts to different things. He also told us about how to utilize our time and use our time for our own development.



Mr. Newsey Watte addressing the andrence



Mr. Norral Walle encounting the executions of the alegens

Mr. Neeraj used an example of Amazon fresh to demonstrate companies adapt itself quickly to the needs of the consumers and in changing business environment. He mentioned how lockdown and an increase of work load among people further lead to an increase in the sales of certain goods like dishwasher, etc. He discussed the rise of fear about health among the people because of information overload through different social media websites. He discussed how the companies are also shifting from cash transactions to cashless transactions in pandemic. He also emphasized on increase in subscription of media platforms like OTT and internet usage has increased. Then he explains CRM briefly and why companies should take safety seriously and how important is to know your customer.

In the end he talked about some good points like how the nature healed during lockdown period and why we have to prioritize nature and new channels, contactless transactions, omni channels, new operating models. He ended his speech by a beautiful quote "No darkness lasts forever and even there, there are stars".

Dr. Viola Edward De Glanville,

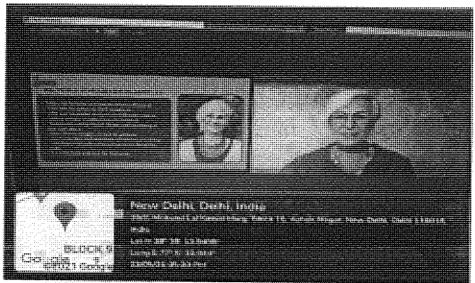
Partner & Executive Director at Creative Women Platform, CEO, Co-owner at GRIT. Academy, CEO

& Dreathwork Cyprus & Co-owner at Kayana Breathwork Cyprus

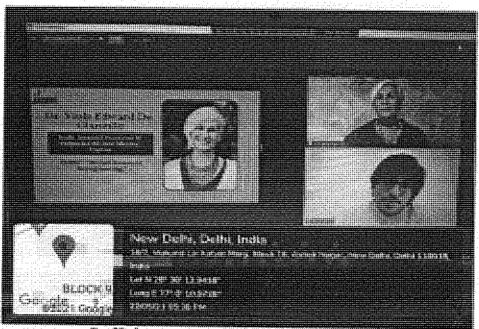
Topic: "Human Resource Reengineering"

Dr. Viola Edward started by stating the definition of "Health" which is given by World Health Organisation in 1946 as a holistic concept and as a state of complete Physical, Mental and Social well-being and not only the absence of disease. She then mentioned how important it is for a person to connect with self and knowing the bright side of self and dark side of self. She continued by saying that when we breath we are alive and when we are alive, we have infinite possibilities to transform.

She later mentioned how Leaders and Managers can include in their training information about "Emotional intelligence and Mental Fitness and also said how important it is for workers to be joyous in work and be socially engaged.



Dr. Field addressing the audience



Dr. Phola assessmenting the questions of the students

She also urged everyone to change perfection with excellence and also talked about the book "ORIGINS" by Amin Maalouf and quoted him by saying "A tree needs roots, a human being doesn't" and gave her own example by saying how she migrated 3 times and how hope is the last thing we can lose. She then mentioned her 30 years of experience in human behaviour has a coach and said that best of a currency for a person is his inner resources. She then told everyone about the book she wrote in 1999 titled "Breath in the rhythm of success". .She concluded by mentioning how women had been effected in their small business and how we can Re-engineer by starting by ourselves and urged everyone to include mental fitness in their lives.

Mr. Sanjay Bhan,

Head- Global Business Hero MotoCorp Ltd.

Topic: "Global Business Strategy of Automobile Companies"

He started the session greeting everyone present in the session. The first thing he talked about how people have adapted the new normal of this ongoing pandemic. He also talked about how we are we living in new reality where stability is the volatility, certainty is the uncertainty and the list goes on and on. He then continued and elucidated about the growing concern for healthcare round the globe and India as well. He then discussed the ways in which automobile sector is dealing in this new era that is by adapting digital leap. He also threw light on trending applications in the market. According to Mr. Bhan, it is a giant leap for automobile companies to actually embrace the new normal. The session came to an end and one of the students, asked the question, what would be his take on bigger vehicles like Bus, trucks in the context of electrical vehicles? Would they also be converted into Electric Vehicles? Is that feasible? To which he replied positively that would be better if we move to electrical vehicles as they are environment friendly and we get the technology, there would be no reasons why shouldn't we shift to electric vehicles.



Mr. Samue Bhan addressing the qualience



Mr. Saryay Bhan talking about the global strategies of Automobile industry

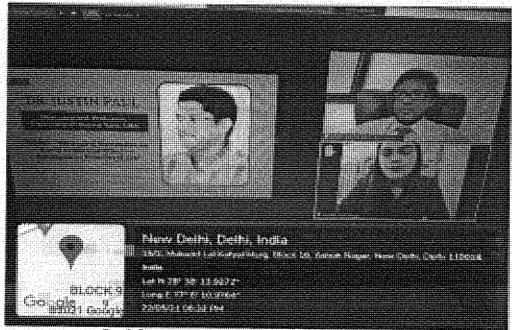
Prof. Justin Paul, Professor,

University of Puerto Rico, San Juan, PR, USA & Distinguish Professor, IIM Kozhikode, Kerala & SIBM, Editor in Chief, International Journal of Consumer Studies (A Rank- ABDC Australia)
Topic: "Managing Businesses in COVID Crisis and Effective Strategies in Post COVID Era"

He started the session on a very positive note and quoted "Covid-19 is a ray of challenges and opportunities" and how important it is to manage ourselves and our businesses strategically, diplomatically and sincerely. He then suggested about how global economy is expected to shrink and labour-intensive industries will face more challenges. The highlight of this session what his seven P's of new Business plans as the old ones are not very affecting anymore. We need to rewrite and rethink our traditional ways of businesses so that it will be easy to manage the businesses in the new era. He also motivated students and said that there is a solution to every problem we face provided you have the thought process, dedication and determination to achieve success. One of the students asked him about the strategy for start-ups and small businesses so that they can make profit even in this COVID crisis. He winded up the session by answering the question in his own way that is performance is the function of potential, process, path, pace and problems and one should always prepare the business plan properly.



Prof. Justin Paul addressing the audience



Prof. Justin answering the questions of the students

Chief Guest of the International Conference- Mr. Rohit Khosla, Executive Vice President-Operations, Indian Hotels Company Limited Topic: "Impact of COVID on IHCL and their survival strategy"

He presented his views on management strategies in a post COVID world. He showed a video on Indian Hotels Company Ltd. (IHCL) which is a part of TATA Group. He talked about how IHCL moved from a branded house to a house of brands. He showed various statistics how IHCL is hit by COVID and how it is now back with reset strategy which included initiatives like revenue excellence, effective asset management and financial prudence. He told that this resulted in quarter wise recovery. He also informed the audience how IHCL also contributed to social work by converting its hotels into temporary COVID Isolation wards and providing hospital beds, ventilators and free meals. He also talked that no permanent employee has been fired due to pandemic and only the contractual employees are terminated.



Mr. Robit Khasta astrossing the audience

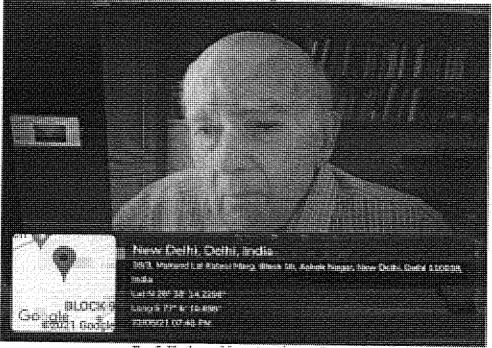
Key Note Speaker- Prof. Philip Kotler, Father of Modern Marketing Topic: "Company Leadership & Responsibility"

The most awaited time came, when the Guest of Honour, Professor Philip Kotler, who is also known as the Father of Modern Marketing, was invited in the conference to give insights on the Management Strategies. He started by talking about Peter Drucker, who is the father of Management. Then, He talked about Larry Finch, CEO of Black Rock Group, and quoted him "Society is demanding that companies, both private and public, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to the society" he also mentioned the public companies that take stand, like Starbucks, Nike, and Unilever. He also talked about Klaus Schwab, CEO of World Economic Forum,

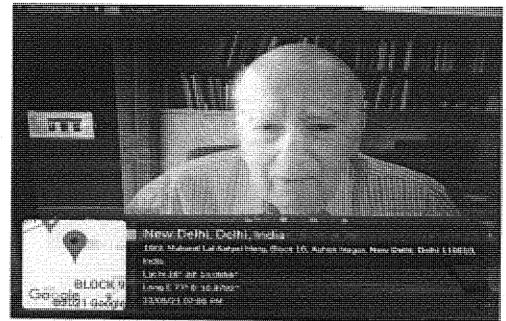
and told about Shareholder capitalism, which is all about rewarding the investors, shareholders, owners. Profit should go to the one who invested the money and hold the stock. He even mentioned that the best way to predict future, is to create it. He also talked about brands, that Brands should be active, show purpose, and hence action. He spoke about the book 'Firms of Endearment', by Raj Sisodia, David B Wolfe and Jagdish Seth, wherein they studied about the top 25 companies that consumers describe as companies they love. These companies had more happy and motivated employees, happy and loyal customers, innovative and profitable suppliers, and environmentally healthy communities. He possessed extensive knowledge on each of the subjects and also had a great sense of humour, which made it way more interesting for the audience. The participants were very eagerly listening to him. He ended by saying, "Within 5 years, if you're in the same business you are in now, you're going to be out of that business."



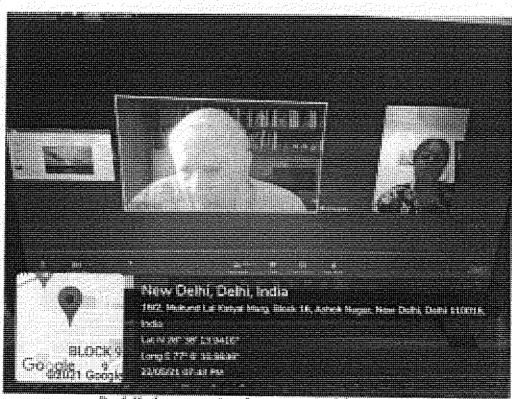
Prof. Korler addressing the audience



Prof. Korter addressing the audience



Prof. Kother addressing the medicina

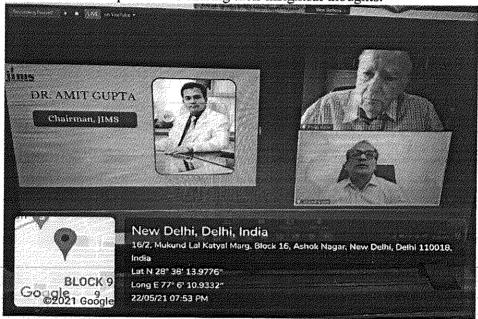


Prof. Kather answering the quantions of the analonce

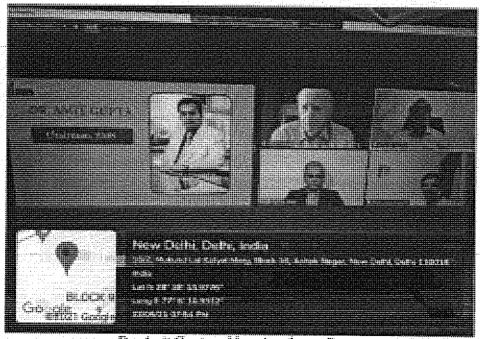
Address by Dr. Amit Gupta, Chairman, JIMS, Vasant Kunj

The conference ended with a speech by Dr. Amit Gupta, Chairman, JIMS. Honoured with many national and international awards. Dr. Gupta is an eminent educationist, outstanding scholar and terrific sportsperson. He was also bestowed the title of "Man of the Year" for the

outstanding contribution to the development of education in India. Dr. Amit Gupta focused on the things that the pandemic has taught us and gave recommendations on what the way forward should be from an organisational point of view. He talked about the importance of innovation and resilience, an entrepreneurial mindset, imbibing a sense of value amongst employees and rethinking our approach to crisis. He also focused on identifying opportunities that the pandemic has provided. Emphasis was placed on prioritising well-being of all individuals. He thanked all the eminent leaders present for sharing their insightful thoughts.



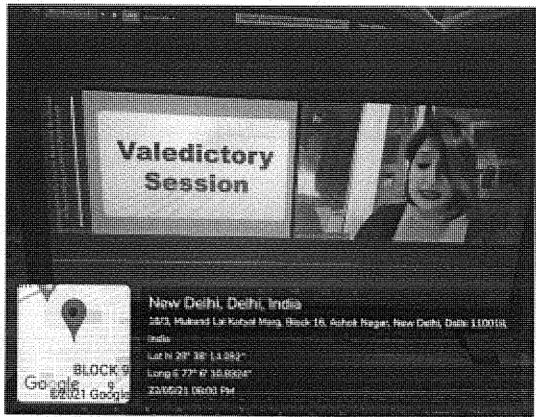
Dr. Amit Gupta addressing the audience



Dr. Amir Gapia addressing the audience

Valedictory Session

The session was followed up by a Valedictory Session where the host, Ms. Shikha Kukreja, Assistant Professor, JIMS, Vasant Kunj announced the first prize winners of the four technical sessions.



Mir. Shilliha avecourseding the Best Popear Areands for exact Tinclosical Secrious

The "Best Paper Award" was awarded in each technical session. The details are given below:

| Technic | Name of Autor | The state of the second | Title of the Paper |
|---------------|-----------------------|--|--|
| al Session | | Author/s | |
| 1 | Aarush Shokeen | Dr. Anshu Lochab, Dr. Poonam Khurana | An Empirical Investigation of the Relationship between Personality Traits and Fashion Consciousness among College going Students in India |
| 2* | Mr. Debapriyo Nag | Dr. C.L. Sharma, Dr Neeraj Sharma | Intersection of Battle and Marketing Strategies from Tribal Warfare in Southern Africa: A Qualitative Study Using Thematic Analysis |
| | Ms. Sakshi Chhabra | Ms. Sonia Gandhi | Post Covid Era Impact on Marketing Activities |

| 3 | Ms. Akanksha Thakran, | Dr. Seema Wadhawan | Role of Transformational Leadership on Employee Performance Amid COVID-19 Crisis |
|---|--------------------------|--------------------|--|
| 4 | Ms. Priyanka | Ms. Gurpreet Kaur | Decomposition of International Economic Linkages among top five GDP holder Countries' Stock Markets after the Spread of COVID-19 |

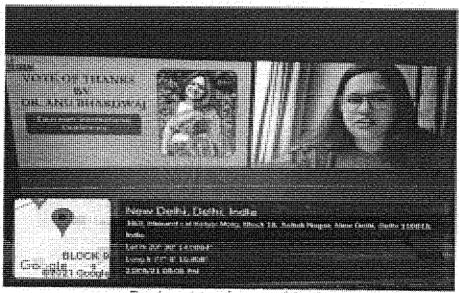
^{*}Two Papers were awarded the 'Best Paper Award' in Technical Session 2

Vote of Thanks by Dr. Anu Bhardwaj, Convener of International Conference

After the Valedictory Session Dr. 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.

She also thanked our Partners who have given us the wings of support to conduct this big event:

- Confederation of Indian Industry CII and YOUNG INDIANS our (STRATEGIC PARTNER).
- KOLONI GIGS, YOUTH DELHI and CAMPUSLLY our (MEDIA PARTNER)
- INSIGHT ONE as our STUDENT OUTREACH PARTNER) and
- TOSSIDO our (SPONSOR)



Dr. alou garding the right of thanks

Note: The afternoon session was live streamed on YouTube also which has more than 1.5k views. The link is: https://www.youtube.com/watch?v=lbXfCB9HLOo&t=323s

Report Coordinator

Dr. Nidhi Gupta (Head- Department of Management Studies)

Resource Person Details

| S. No. | Name | Designation with Company/Organization Name |
|--------|----------------------------------|---|
| 1 | Dr. Munish Jindal | Founder & CEO HoverRobotix Founding President, MENTORx Global |
| 2 | Mr. Luk Dewulf | Tedx Speaker, Talent Coach and Author, Belgium |
| 3 | Mr. Neeraj Walia | CEO Montblanc India |
| 4 | Dr. Viola Edward De Glanville | Partner & Executive Director at Creative Women Platform CEO, Co-owner at GRIT. Academy CEO & Co-owner at Kayana Breathwork Cyprus |
| 5 | Mr. Sanjay Bhan | Head- Global Business Hero MotoCorp Ltd. |
| 6 | Justin Paul | Professor, University of Puerto Rico, San Juan, PR, USA & Distinguished Professor, IIM, Kerala & SIBM Editor-in Chief, International Journal of Consumer Studies (A Rank- ABDC Australia) |
| 7 | Mr. Rohit Khosla | Executive Vice President-Operations Indian Hotels Company Limited |
| 8 | Prof. Philip Kotler | Father of Modern Marketing |
| 9 | Dr. Arvind Kumar | Professor, JNU |
| 10 | Dr. Manish Srivastava | Manager, NTPC |
| 11 | Dr. Nimit Gupta | Professor, Northcap University |
| 12 | Dr. Richa Nangia, | Associate Professor, KRMU |

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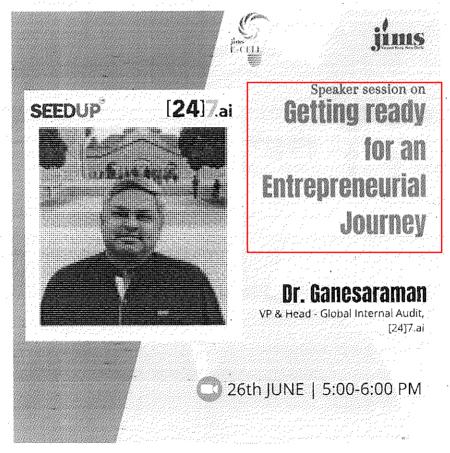
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Speaker Session on Getting Ready for an Entrepreneurial Journey

Poster for the Event:



Date: 26th June, 2021

Ohr

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REPORT

Session on "Getting ready for an Entrepreneurial Journey"

Date: 26th June, 2021

Venue: Zoom

Time: 5 PM Onwards

Event Category: "Speaker Session on Getting Ready for an Entrepreneurial journey"

Beneficiaries with number: 45

Faculty Coordinator: Dr. Nidhi Gupta, Head of Department (BBA)

Student Coordinator: Anirudh Singh, Nishtha Mogha & Team E-Cell, JIMS Vasant Kunj

Guest speakers for the event: Dr. Ganesaraman, Vice President & Head at Global

Internal Audit.

Topic for Event: "Getting ready for an Entrepreneurial journey"

Learning Objectives:

- Discuss and make students understand the basic idea about entrepreneurial agendas and it's ecosystem model.
- To acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.
- 3. The session helped guide students on their journey to entrepreneurship and business while making them aware of the business model canvas as well trends.

Report:

Entrepreneurship Cell of JIMS, Vasant Kunj organised an insightful and highly influential online mentoring session with Dr. Ganesaraman, Vice- president and head at Global internal audit.

It was a very informative session which received an overwhelming response by students as Dr. Ganesaraman shared his valuable knowledge on how to prepare for a business pitch, make better investment choices, startup lifecycle stages and much more with the help of business model canvas. He briefly explained what exactly entrepreneurship is and it's ecosystem model.

This session really helped all the students to understand and learn how essential the business model is in pitching the start-up initially. He gave insights on how we can build a base and pitch the investors for the start-up with the help of canvas.

Our guest also explains that starting and operating one's own business has been becoming an interest area for individuals from different stock of life.

Therefore entrepreneurs should acquire desired knowledge, skills, and competencies that would enable them to become confident entrepreneurs who are capable of creating innovative important business ideas.

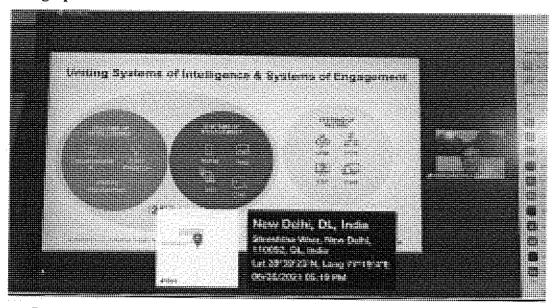
On your other side, the seven sources of innovation that provides us with a purposeful way to search for opportunities as well as mitigate risks. The first four sources of innovation are symptoms of something that has already occurred, or can easily be implemented with little effort.

It was a very enlightening event fueled with energy and all the students participated enthusiastically. Students were able to identify their personal attributes that enable best use of the entrepreneurial opportunities and pitched their business ideas ahead.

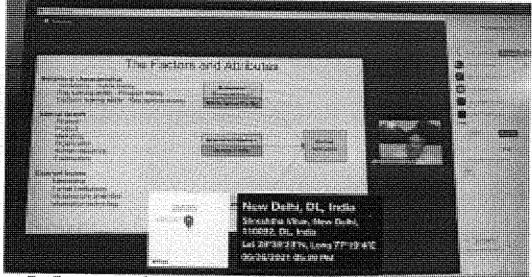
Learning Outcomes:

- 1. Students were made aware of the skills necessary for being a successful entrepreneur and startup opportunities. They also learned about various useful preparation tips for the same.
- 2. Students were able to identify their personal attributes that enable best use of the entrepreneurial opportunities and how to pitch and plan their business ideas ahead.

Photographs of the event:



Dr. Ganesaraman sharing his wisdom on systems of intelligence and engagement



Dr. Gamesaraman discussing about factors and attributes relevant for start-ups

The event was a huge success, empowering participants with substantial knowledge of entrepreneurial culture and building an innovative startup.

Mr.Vipul/Singh,

Mrs.Shikha Kukreja

(Coordinators)

Dr.Nidhi Gupta

(Head E-Cell)







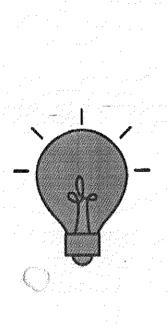


Institution's Innovation Council organizes A Workshop by

Mansee Saxena, Founder of The Creative Genie



On 29th October, 2020 (Thrusday) at 12:00 noon through Zoom Platform







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Institution's Innovation Council Event Report

WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY

By

Ms. Mansee Saxena

(Founder of Creative Genie)

Date: 29th October 2020

Time: 12:00 pm







Institution's Innovation Council organizes

A Workshop by

Mansee Saxena, Founder of The Creative Genie
ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY

On 29th October, 2020 (Thrusday) at 12:00 noon
through Zoom Platform







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Event Category: Workshop

Topic: "ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY"

Date: 29 October 2020

Time: 12:00 pm

Venue: Online, Zoom

Resource Person(s) with Designation and Organization:

1. Ms. Mansee Saxena, Founder of Creative Genie

Beneficiaries with number:

1. 305 Participants including students & faculty of JIMS, Vasant Kunj

Learning Objectives:

1. Innovative approach to work.

2. The way an entrepreneur evaluates every aspect of something he have

Report:

The Institution's Innovation Council of JIMS, Vasant Kunj organized a Workshop for the students of BCA, BBA and BAJMC on "Entrepreneurship and Innovation as Career Opportunity" which was taken by Ms. Mansee Saxena, Founder of Creative Genie. She explained the students how a good entrepreneur uses his/her intellect to see every aspect of the assets have in hand by quoting examples from the stories of McDonalds, Google etc. She also talked about how companies like Google uses strategies, giving their employees perks like a Nice Work Environment and Free Food over there for them so as to cultivate creative thinking skills which would further reap out good results for the organization. The workshop was attended by 305 students & faculty members and was an immense learning experience for them.

The speaker conducted an activity called "Creative problem solving" in which the speaker asked the students to make a sentence which come to their mind after reading the given word this activity was done to check how much interesting the people are, the only motive was to think as many as thoughts from the single word given just to freshen up the thinking every time to form a new sentence. The main motive to conduct the workshop was to check and ensure the entrepreneurship area of participant as the workshop itself is about the innovation as a career opportunity so to be more innovative you must know the every other possible way to solve the problems.

And after explaining the idea of entrepreneurship and innovation, the speaker conducted second activity, which was to "Interpret the image". The students were given with 2 images which they have to combine and form new sentences.

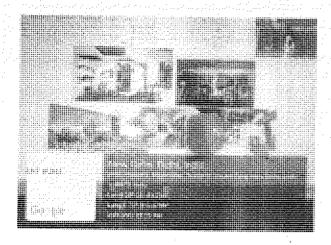
Students in the end realized that they made many attempts and every next sentences was more innovative then the previous one, and this was the main motive of the speaker to let the innovative things out from each and every students.

LEARNING OUTCOME:

The participants learnt about the importance of creative thinking skills.

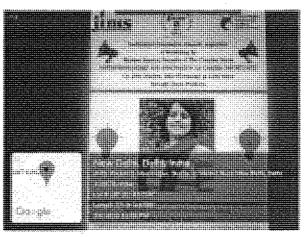
- 1. Speaker has talked about strategies used by companies like McDonalds and Google.
- 2. Students came to know about how to choose the right area for them to dive in.
- 3. Participants came to know about the 3 stage process, i.e. starting from creative thinking to Invention and then finally Innovation.
- 4. Speaker talked about how most of the people just waste their time and energy thinking about great ideas but never try to implement any of those.
- 5. Speaker has taken many examples to show how different people have different kinds of approaches that can be applied in achieving an objective.
- 6. The workshop ended with questions asked by the students and faculty members to speaker and turned out to be an informative and helpful workshop for budding entrepreneurs.

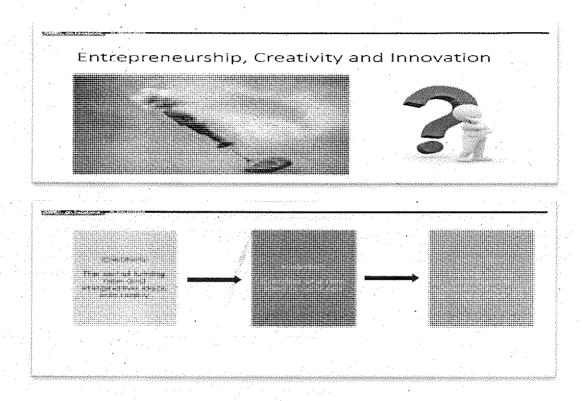
SOME GLIMPSES FROM THE EVENT











Ms. Anisha Tandon

Innovation Activity Coordinator

Dr. Meenakshi Narula

IIC Convenor







(GOVERNIMENT OF INDIA) INNOVATION CELL MINDIS

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Institution's Innovation Council

Organizes

Session by Prof. T C James, President, NIPO & Visiting Fellow, RIS

G

IDENTIFYING INTELLECTUAL PROPERTY COMPONENT AT THE EARLY STAGE OF INNOVATION STH NOVEMBER, 2020 (THRUSDAY) AT 11:00 AM





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Institution's Innovation Council Event Report

Identifying Intellectual Property Component at an Early Stage of Innovation

By

Prof. T C James

(President, NIPO)

Date: 5th November 2020

Time: 11:00 am







MHRD'S INNOVATION CELL IGOVERNMENT OF INDIA.

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Institution's Innovation Council Organizes

Session by Prof. T C James, President, NIPO & Visiting Fellow, RIS

IDENTIFYING INTELLECTUAL PROPERTY
COMPONENT AT THE EARLY STAGE
OF INNOVATION

5TH NOVEMBER, 2020 (THRUSDAY) AT 11:00 AM



Event Category: Webinar

Topic: "Identifying Intellectual Property Component at an Early Stage of Innovation"

Date: 5th November 2020

Time: 11:00 am

Venue: Online, Zoom

Resource Person(s) with Designation and Organization:

1. Prof. T C James, president, NIPO & Visiting Fellow, RIS

Beneficiaries with number:

1. 280 Participants including students & faculty of JIMS, Vasant Kunj

Learning Objectives:

- 1. Introduction to Innovation.
- 2. Intellectual Property Rights components
- 3. Importance of IPR

Report:

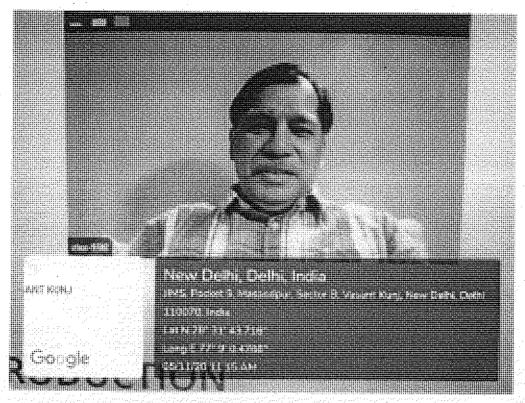
Institution's Innovation Council (IIC) of JIMS, Vasant Kunj organized an online Session for students on the topic "Intellectual Property Rights Components" which was taken by Prof. T C James, President NIPO, Visiting Fellow, RIS. He Guided the students about how innovation can be converted into commercial gains through IPR protection. He also discussed about some of the major IPR components like patents, copyrights, trademarks etc. It was a very insightful and inspiring session and 280 participants attended the session including students and faculties.

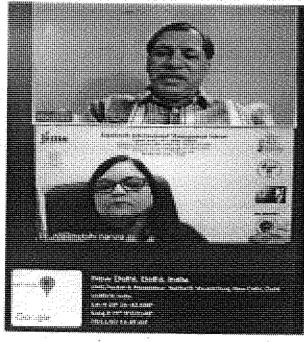
LEARNING OUTCOME:

- 1. The participants learnt about the importance of innovation.
- 2. Speaker talked about how innovation can be converted to commercial gains through IPR protection.
- 3. Students came to know about different IPR components with examples.
- 4. Participants came to know about different copyrights with the help of examples.
- 5. Speaker talked about different types of trademarks and its importance.
- 6. Speaker has also talked about IP laws and also about different Intellectual Property Offices in India.

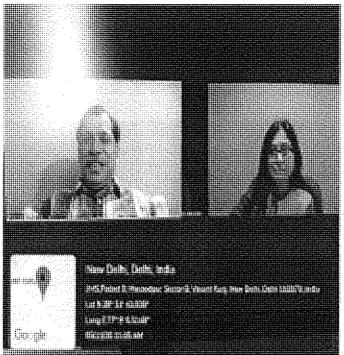
7. Session ended with question asked by participants to speaker and was very informative and eye-opening session on innovation.

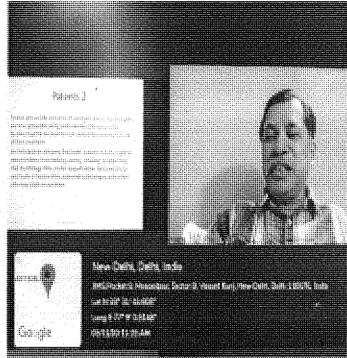
SOME GLIMPSES FROM THE EVENT











Juny

Ms. Anisha Tandon
Innovation Activity Coordinator

Dr. Meenakshi Narula IIC Convenor



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NOTICE FOR WORKSHOP

Date: 18th November, 2020

This is to inform all the students of BCA III & V (M & E) to attend a Workshop organized as follows:-

Date/Day

19th November, 2020 (Thursday)

Speaker

Mr. Gaurav Arora, Alumni

Designation

Founder & Managing Director

Company Name:

Redknot Marketing Solutions & Kagaz Media

Entertainment

Topic

"Entrepreneurship and Development Phases"

Timing

11:15 AM onwards

Coordinator

Dr. Harsha Ratnani (Shift-I) & Ms. Garima Saini (Shift-II)

Ms. Sonali Sharma (Shift-I) & Ms. Snehlata (Shift-II)

(To Arrange)

Room No.

Virtual

Class Co-ordinator

Manager

(Corporate Affairs & Placements)

Head (IT-Dept.)

Director









Institution's Innovation Council presents Workshop

on

Entrepreneurship/Development Phase

NOV

19

2020

THURSDAY

Mr. Gaurav Arora

FOUNDER & MANAGING DIRECTOR REDKNOT MARKETING SOLUTIONS AND KAGAZ MEDIA ENTERTAINMENT

Jagannath International Management School

Vasant Kunj, New Delhi-110070

[Affiliated to Guru Gobind Singh Indraprastha University, New Delhi]

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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
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Institution's Innovation Council Event Report

"WORKSHOP ON ENTREPREUNERSHIP AND DEVELOPMENT PHASES"

Date: 19 November 2020

Time: 11:15 Am onwards









Institution's Innovation Council presents Workshop on

Entrepreneurship Development Phase





Mr. Gaurav Aror

FOUNDER & MANAGING DIRECTOR - REDKNOT MARKETING SOLUTIONS AND KAGAZ MEDIA ENTERTAINMENT

Jagannath International Management School
Vasant Kunj, New Delhi-110070
(Affiliated to Cure Cobind Singh Indiaprestha University, New Delhi
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Grade 'A' accredited by NAAC & ISO 9001:2015 Quality Certified

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REPORT

"Workshop on Entrepreneurship and Development Phases"

Event Category: Workshop

Topic: "Entrepreneurship and Development Phases"

Datc: 19th November 2020

ime: 11:15 am to 2:15 pm

Venue: Zoom Platform

Resource Person(s) with Designation and Organization: Mr. Gaurav Arora, Founder & Managing Director-Redknot Marketing Solutions and Kagaz Media Entertainment and a JIMS Vasant Kunj Alumni

Beneficiaries with number: 300

Faculty Coordinator: Dr. Harsha Ratnani and Ms. Garima Saini

Learning Objectives:

1. To understand the meaning of entrepreneurship from an experienced personality.

2. To learn about the practical and technical modes of entrepreneurship.

3. To imbibe the values necessary for entrepreneurship and its' development.

Report:

Institution's Innovation Council of JIMS Vasant Kunj organized a workshop for the students of BBA, BCA, and BA(JMC) programs. The workshop was taken by Mr. Gaurav Arora, Founder & Managing Director-Redknot Marketing Solutions and Kagaz Media Entertainment and a JIMS Vasant Kunj Alumni, on the topic "Entrepreneurship and Development Phases." The workshop took off with Mr. Arora being introduced to the students and greeted by the faculty on behalf of the institution. The discussion initiated with a comparison between the times of rigid jobs and businesses to the present-day scenario of start-ups and flexibility. Heavy weightage was given to the necessities for an aspiring entrepreneur such as dreaming big and the value of scalability. The prime point of the discussion was the difference in exposure that is clearly visible in today's date.

Technological advancement, market and stocks, advertisement and even journalism were talked about. The speaker then took some time to tell students about his own journey starting from the time of his graduation from JIMS Vasant Kunj to entering the field of advertising and to eventually adopting entrepreneurship. A short-animated video clip about entrepreneurship and development was shown to the students. Soon after showcasing the video the students were asked to write down about the start ups they knew of, after which students were asked to take the stage and briefly elaborate upon their personal views and insights regarding the chosen start ups and the future prospects they could possibly think of. Following the activity, the speaker then analysed the student's inference regarding different start ups of different fields and provided students with an insightful overview.

Speaker concluded, following the interactive activity, with the elements that form an entrepreneur of which some were-

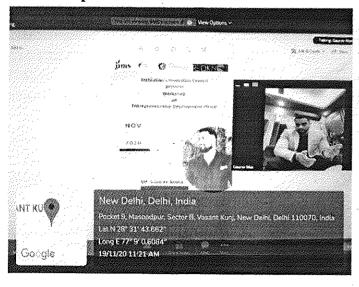
- 1. Idea
- 2. Dedication
- 3. Commitment
- 4. Belief
- 5. Risk-Taking

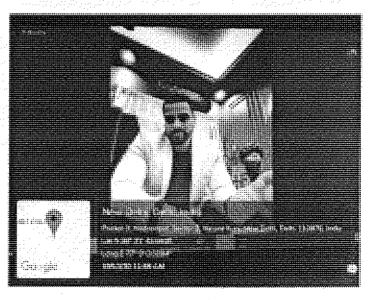
The workshop ended with a quick but complete Q&A session where students asked questions regarding the topic to the speaker. All the questions were addressed with valuable information and new knowledge. The workshop turned out to be fruitful. The workshop was put to an end with hope for more such worksho that would prove to be beneficial for the young and developing minds of the students.

Learning Outcome:

- 1. Participants learned about the present-day scenario in the context of stipends, income, entrepreneurship, and market & stocks.
- 2. They also got to know more about the transition from a time period to another which gave a boost to the technological and infrastructural advancements and eventually lead to a significant increase in opportunities and difference in exposure.
- 3. Students got to know of the important values and factors that are extremely efficient but necessary for adopting the field of entrepreneurship.

Some Glimpses of the Event







Ms. Anisha Tando

Ms. Anisha Tandon Innovation Activity Coordinator 711/2020

Dr. Meenakshi Narula IIC Convenor











Virtual Power Seminar on EMPLOYABILITY SKILLS

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Zoom ID: 918 2259 2761 Passcode: UMSVKIT

Jagennath International Margaement School

Event Category: Online Seminar

Topic: "ONLINE SEMINAR ON EMPLOYABILITY SKILLS FOR THE FUTURE"

Date: 28th Nov 2020

Time: 10:00 AM-1:00 PM

Venue: Online, Zoom Platform

Resource Person(s) with Designation and Organization:

 Ms. Mugdha Jain (Human Resources, IGDP Global Noida)

2. Mr. Karthik (Manager, HCL Technologies Chennai)

3. Mr. PK Tripathi (General Manager HR, Bajaj Energy)

Beneficiaries with number:

1. 300 Participants including students of JIMS, Vasant Kunj

Learning Objectives:

- 1. To gain knowledge about Employability Skills.
- 2. To participate in an interactive session with Industry Experts.

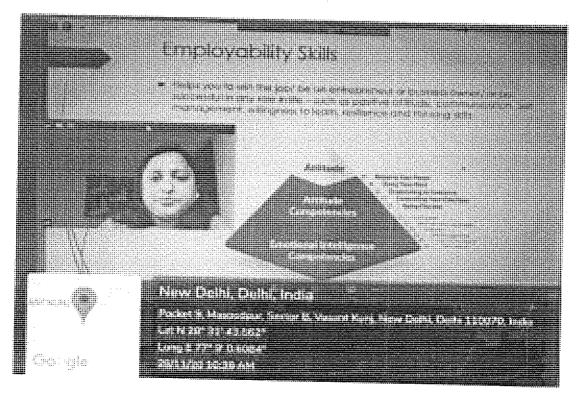
Report

Department of Information Technology, JIMS, Vasant Kunj organised online seminar on Employability Skills for the future. The seminar started with Inaugural soeech by Dr Ravi K Dhar, Director, JIMS, Vasant Kunj



Dr Havi K Dhar, Director, JIMS, VK addressing the participants and welcoming the guests during the event Inaugural On ZOOM

Our first Guest (Ms Mugdha) focused on certain points like Employability skills during challenges faced in the current world, 5 D's which will help in reaching success which can be used as strategy on development of an organisation reaching its full potential and Final criteria - Find the Dream/goal and implement it.



The Next Guest Mr. Kartik shared his views about the whole plot of the term "Employment" along with answering the queries raised by the fellow students. He provided his knowledge for turning the Skills adapted into practical use where he also focused on the concept of acquiring a role model / mentor in one's life. He also quoted that "English is a language, not a knowledge". He aware student about handling stress & kept views on "Out of the box" idea.

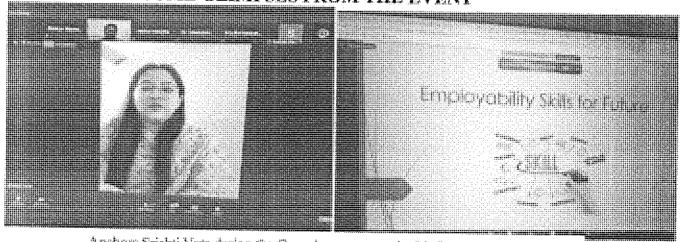
Mr. Kartik has given many real-life examples, which can be implied by students for improvement.



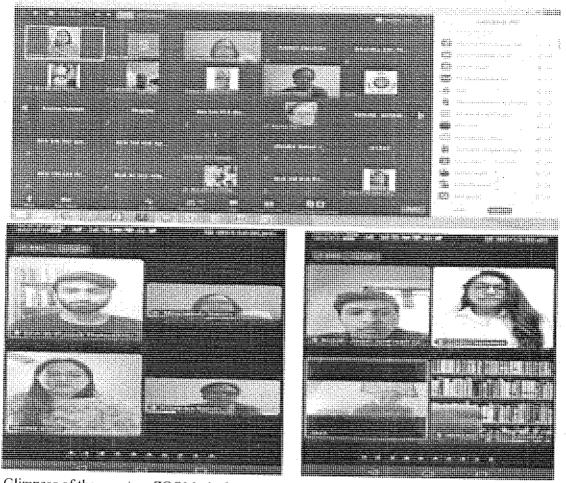
Guest Mr. Kartik sharing his views with participants

The Next Guest Mr. PK Tripathi shared his views on life example that are useful in day-to-day life in corporate. He told student about how they can practice small things in their early education life which would help them in good corporate employee. Mr Tripathi told about daily small activities that can be performed by students to learn newthings in innovative way.

SOME GLIMPSES FROM THE EVENT



Anchors Srishti Vats during the Ques Answers round with the guests



Glimpses of the event on ZOOM platform with anchors Srishti Vats and Keziah during Vote of Thanks by Dr Meenakshi Narula, Head, Department of Information Technology

Ms. Anisha Tandon
Innovation Activity Coordinator

Dr. Meenakshi Narula Head, Department of Information Technology



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IT Seminar Report

QUANTUM MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

By

Mr. Ashish Jain (Data Scientist, Infosys Ltd)

Mr. Ram Kumar Balasubramanyam (Cloud Architect, CMS IT, Gurugram)

Mr. Satish Villa (Director Operations, NerdPine Solutions Pvt Ltd)

Date: 6th March 2021

Time: 10:00 AM

Report



Event Category: Virtual Seminar

Topic: "Quantum Machine learning and Artificial Intelligence"

Date: 6th March 2021

Time: 10:00 am

Venue: Online, Zoom

Resource Person(s) with Designation and Organization:

- 1. Mr. Ashish Jain (Data Scientist, Infosys Ltd)
- 2. Mr. Ram Kumar Balasubramanyam (Cloud Architect, CMS IT, Gurugram)
- 3. Mr. Satish Villa (Director Operations, NerdPine Solutions Pvt Ltd)

Beneficiaries with number:

1. 245 Participants including students & faculty of JIMS, Vasant Kunj

Learning Objectives:

- 1. To introduce students with the concept of Quantum Machine learning and Artificial
- To show benefits of what future quantum technologies can provide to machine learning
- To make students aware of jobs and career scopes in the field of Quantum Machine learning and Artificial intelligence

Report:

Department of Information Technology, JIMS, Vasant Kunj organized an Online Seminar for BCA students of I-II (Morning & Evening) Shift students on "Quantum Machine learning and Artificial intelligence" which was taken by:

- Mr. Ashish Jain (Data Scientist, Infosys Ltd)
- Mr. Ram Kumar Balasubramanyam (Cloud Architect, CMS IT, Gurugram)
- Mr. Satish Villa (Director Operations, NerdPine Solutions Pvt Ltd)

Speakers were experienced professionals in their respective fields. The session started with Mr. Ravi Kumar Dhar expressing his valuable thoughts regarding machine learning and its social impacts, to the participants. After that, Mr. Ram Kumar Balasubramanyam introduced participants with Quantum Machine learning. He talked about algorithms and its components in Machine learning. Participants learnt about Quantum Machine learning through diagrams and graphics which were provided by the speakers. Questions were asked by participants in between the lecture which made the whole lecture more interactive.

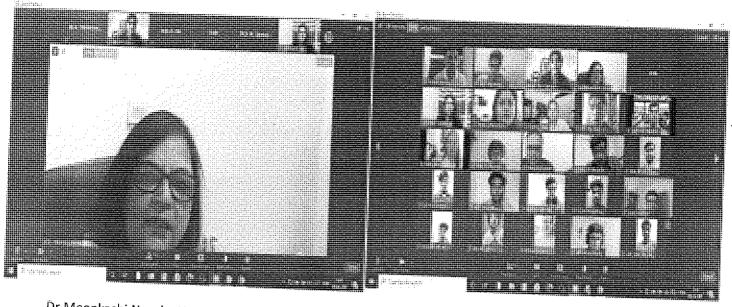
Mr. Satish Villa then took the stage. The speaker informed students about Artificial Intelligence and its practical use in organizations or in society. The speaker also answered some questions which were asked by the participants. After Mr. Villa ended his lecture, Mr. Ashish Jain joined the session. Mr. Jain emphasized on gaining the basic knowledge on Quantum Computing.

The session ended with question answer round and was really appreciated by all the audiences.

SOME GLIMPSES OF THE SEMINAR



Chur Arichhem Russa Burgger und Kuziah, Dr Ravi K Dhar, Director, JIMS, VK, Mr. Ram Kumar Balasubramanyam (Cloud Architect, CMS IT, Gurugram), Mr. Ashish Jain (Data Scientist, Infosys Ltd), and Mr. Satish Villa (Director Operations, NerdPine Solutions Pvt Ltd) top to bottom during the seminar on ZOOM platform



Dr Meenkashi Narula, Head, Dept. of Information Technology giving the vote of thanks to the distinguished guests along with event participants on ZOOM

LEARNING OUTCOME:

- The participants learnt about the working of Machine Learnings. The three components of ML algorithm- Representation, Evaluation and Optimization.
- They also learnt about the concept of Quantum Superposition where a quantum system can exist in multiple states concurrently and other facts and figures regarding the Quantum system. Speaker put some examples to showcase the benefits of Quantum computing.
- They also came to discover the fundamental properties of Quantum computing: superposition, interference and entanglement along with Artificial Intelligence and how it helps machine/computer to work in a more realistic manner.

May

Dr. Meenakshi Narula (Head of Department of Information Technology)



Dr.Harsha Ratnani harsha.ratnani@jagannath.org

Fwd: Login Details for Power Seminar: " Quantum Machine Learning & Quantum Artificial Intelligence" on 6th March 2021.

Dear Student,

It gives us immense pleasure to inform you that Department of Information Technology is organising VIRTUAL POWER SEMINAR on "Quantum Machine Learning & Artificial Intelligence" on 6th March 2021. It is mandatory for all the students of BCA to attend the same. Kindly login at 9.30 AM.



Date: 6th march, 2021 Time: 10:00 Am to 1:00 Pm Details to join are as follows:

Zoom Meeting URL https://zoom.us/j/91898880221?pwd=WUdtcjk4dTBqeGRqdzcrNDVXQ1kxZz09

Or Join through Zoom Meeting ID: 918 9888 0221 Passcode: JIMSVK

With Best Regards,

Prof.(Dr.) MEENAKSHI NARULA Head. Department of Information Technology & Controller Of Examinations, Jagannath International Management School Vasant Kunj, New Delhi-110070. (Affiliated to Guru Gobind Singh Indraprastha University, Delhi) NAAC Accredited and ISO 9001: 2008 Quality Certified Office Phone: 011-40619323 E-mail ld: hodbca.vk@jagannath.org Visit us at: www.jimsd.org Follow us on Facebook: www.facebook.com/jimsd.vk

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Linkedin: www.linkedin.com/pub/jims-vasant-kunj/80/522/bb4



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NOTICE **WORKSHOP**

Date: 15th March, 2021

This is to inform all the students of BCA VI (M & E) to attend the Workshop organized as follows:-

Date/Day

16th March, 2021

Speaker

Mock GD & Interview

Company Name:

JIMS, Vansant Kunj

Topic

"Workshop on Mock GD & Interview"

Timing

12.00noon- 02:00pm

Coordinator

Ms. Sonali Sharma (Shift-I)

Ms. Snehalata (Shift -II) (To Arrange)

Room No.

Online on Zoom

Class Co-ordinator

Head (IT-Dept.)

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REPORT "Workshop On Mock GD and Interview"

Event Category: Workshop

Topic: "Workshop on Mock GD & Interview"

Date: 16th, March, 2021

ime: 12.00 PM to 2.00 PM

Venue: ZOOM

Resource Person(s) with Designation and Organization:

Ms. Nidhi Chauhan, Chief Learning Officer, myAthena Prolearn Pvt. Limited

Beneficiaries with number:

BCA-V-M, JIMS, Vasant Kunj ----47 BCA-V-E, JIMS, Vasant Kunj ----43

Faculty Coordinator:

Ms. Sonali Sharma, Class Coordinator –BCA-VI-M Ms. Snehlata, Class Coordinator –BCA-VI-E

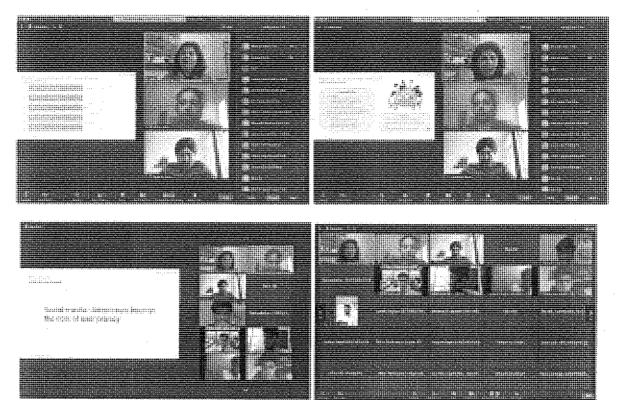
Learning Objectives:

- 1. To prepare effectively for GD.
- 2. Developing effective communication skills during interview
- 3. To learn about presentation skills
- 4. Important points to remember while participating in GDs

Report:

Department of Information Technology, JIMS, Vasant Kunj organized workshop Ms. Nidhi Chauhan was invited to give take hands-on session with the students on "Mock GD & Interview". She demonstrated skills required to perform the good group discussions and how the students can prepare more effectively and efficiently to crack interviews. She conducted the mock GD with students where she first set the rules related to GD and various evaluation parameters to evaluate every participant. The participants then participated in the GD in groups.

She also showed them various tips which can help students in leaving an impact during GD followed by a discussion over do's and don't's during GD. It was very informative lecture. This helped each participant to improvise their skills during the workshop



Ms.Nidhi Chauhan, Chief Learning Officer and Mr Gurwinder Singh, my Athona Proloum Pvt. Limited during the online workshop on ZOOM with students of BCA-6-M & E

Learning Outcome:

- 1. Students who attended the workshop learned about the technique of effective communication.
- 2. They got to know many things about how to enhance their soft skills and how to prepare for GD.
- 3. Mock GD helped in gaining practical knowledge

Ms. Sonali Sharma Coordinator

Dr. Meenakshi Narula Head-Dept. of Information Technology 





Meeting ID : 944 6526 1095



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Institution's Innovation Council Event Report

Intellectual Property Rights (IPRs) and IP management for Start-up by

Ms. Samhita Choudhary (DGM and IPR Head DS Group)

Date: 23rd June, 2021

Time: 12:00 pm









Institutions Innovation Council (IIC)
And

Internal Quality Assurance Cell (IQAC)

Organises Webinar on

Intellectual Property Rights (IPRs) and IP management for Start-up

By Honourable Speaker



Ms. Samhita Choudhary
DGM (Legal) and IPR Head
DS Group

Date : 23rd June, 2021 Time : 12:00 PM VIA: (ZOOM

Meeting ID: 944 6526 1095 Password: IICSESSION

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Event Category: Online Webinar

Topic: "Intellectual Property Rights and IP management for Start-up"

Date: 23rd June, 2021

Time: 12:00 pm

Venue: Online, Zoom

Resource Person(s) with Designation and Organization: Samhita Choudhary DGM and IPR

head, DS Group

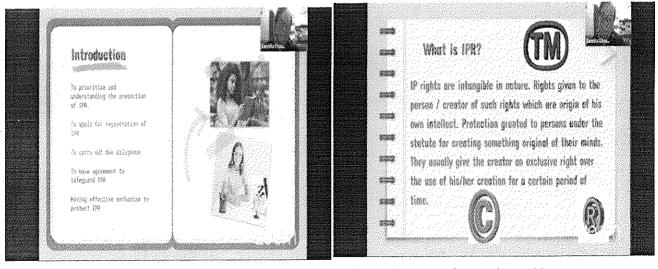
Learning Objective:

To make students aware of the use of Intellectual Property Rights, its types and importance in startups.

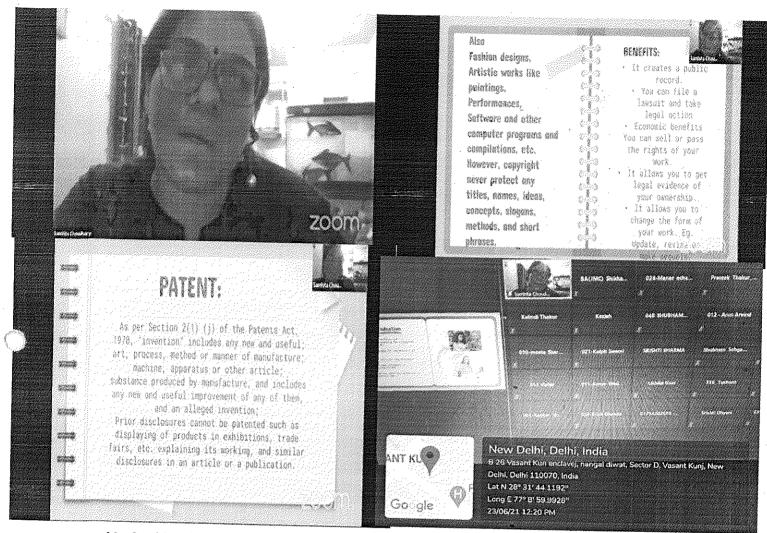
Report:

Institutions Innovation Council organized a webinar for students on "Intellectual Property Rights and IP management for Start-up" which was taken by Ms. Samhita Choudhary DGM and IPR head, DS Group on 23rd June 2021 at 12 PM on Zoom Platform. Speaker started with the explanations of trademark, patent, copyright and its benefits, designs, reliefs and talked about the importance of IPR in start-ups. Speaker also addressed participants with an interactive presentation. The session ended with speaker answering the questions and doubts of students.

Some Glimpses of The Event



Ms Samhita Choudhary explaining students about IPR during the webinar



Ms. Samhita Choudhary explaining to students about Patents and taking their queries IPR during the webinar session

Learning Outcome:

- 1. Students learnt about the various ways to grab the best opportunities available.
- 2. Students also got aware about the advantages/ disadvantages of starting a business and role of IPRs in it.
- 3. Students were able to understand now the power one has over its own PATENT on any product or idea as well as Intellectual Rights implementation process.

Ms. Anisha Tandon
Innovation Activity Coordinator

Dr. Meenakshi Narula IIC Convener



Science of Spirituality

in association with

JIMS, Vasant Kunj

invites you to an online workshop

EMPOVER & TRANSFORM PERSONATHROUGH MEDITATION

TUESDAY, SEPTEMBER 14, 2021 | 12 NOON

Register at: https://bit.ly/2XfYTE6

Platform: Zoom Free session for all!

For queries, please contact: 9811358156, 9953494402, 9711711144
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REPORT

"Online Workshop on Empower and Transform Personal Through Meditation"

Event Category: Meditation Workshop

Topic: "Empower and Transform Personal Through Meditation"

Date: 14th September,2021

Time: 11:50AM -1:00 PM

Venue: Virtual, Zoom

Resource Person(s) with Designation and Organization:

 Mrs. Manju Soni, Learning and development officer, Australia, Science of Spirituality

Beneficiaries with number:

All Semester Students of BBA, BCA, BJMC JIMS, Vasant Kunj ----350

Faculty Coordinator:

Dr. Harsha Ratnani

Learning Objectives:

- The workshop was about meditation and they told that we should do meditation regularly it calms our senses and helps us to focus on our goals and they also mention something about our chakras that yoga and meditation activates our chakras.
- To enlighten students with power of yoga and meditation
- To encourage more n more youth to follow the path of meditation and keep themselves stress free and be more creative

Report:

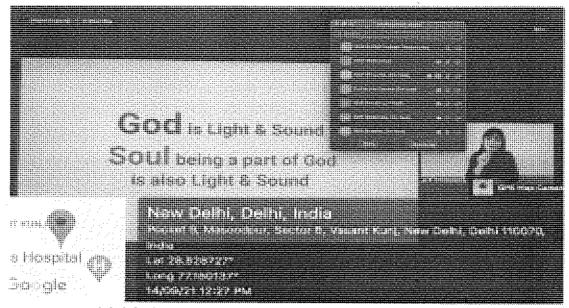
Meditation" which was taken by Mrs. Manju Soni, Learning and development officer, Australia, company: Science of Spirituality. Through the medium of this guest lecture she described the significance of meditation in our busy lives that how we can feel relaxed through meditation.



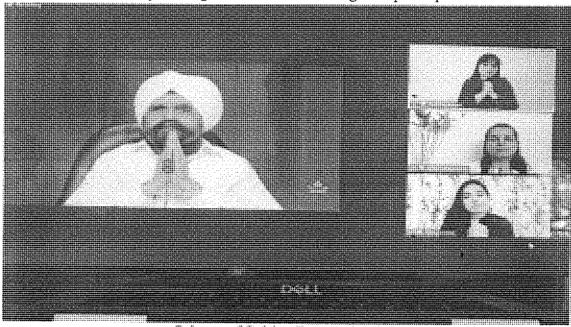
10 min Meditation Session



Ms Manju during the Session



Ms Manju during the Session interacting with participants



Science of Spirituality Meditation Comp

Learning Outcome:

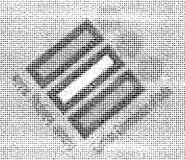
- Participants learnt about the term MEDITATION in depth from Ms Manju and also about the various factors and components that affects ones liv.
- * Participants learnt about the golden factors that one can use to overcome problems in his/her life which was very much abosrbed due to effect of beautiful phrases used by her that contained deep meaning.
- ❖ The 10-minute meditation session conducted during the workshop also lead to short term relaxation or peace within all attendees of the workshop.

Dr Harsha Ratnani Coordinator

Dr Meenakshi Narula Head-Department of Information Technology

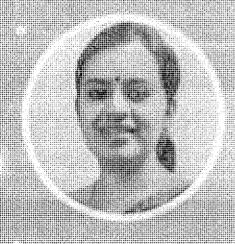




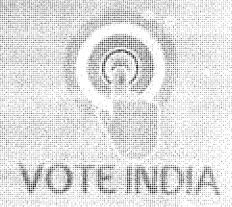


SYEER CAMPUS AMBASSADORS FOR JACABRATH INTERNATIONAL MANAGEMENT SCHOOL.

INVITE YOU TO A WORKSHOP ON

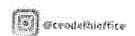


DR. ANKIIA CHAKRAVARIY IIIS DISTRICT MAGISTRATE. DISTRICT SOUTH



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL VASANT KUNJ

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VOTER AWAREENESS & REGISTERATION PROCESS WORKSHOP REPORT

Topic: Voter Awareness & Registration Process

Date: September 28, 2021

Time: 3:00 PM

Venue: Zoom Meeting

Resource Person (s) with Designation and Organization:

- Dr. Ankita Chakravarty, IAS, District Magistrate, South Delhi, Election Commission of India
- Mr. Naveen Gossain, Sub-Divisional Magistrate, South Delhi, Election Commission of Delhi
- Mr. Ved Parkash Singh, Assistant Electoral Registration Officer, Mehrauli, Election Commission of India.

Faculty Coordinator

- Dr Neeru Johri , Head, Head—Department of Journalism & Mass Communication
- Dr Meenakshi Narula, Head Department of Information Technology

Beneficiaries

• 250 students from BCA, BBA and BA(JMC) attended the workshop

Report

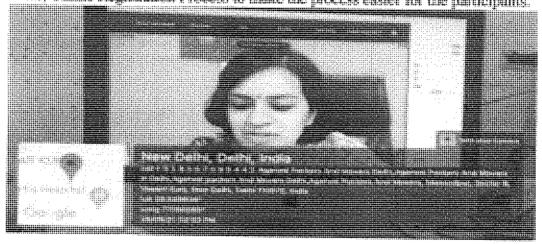
Launched under the flagship program by the Election Commission of India SVEEP, i.e. the Systematic Voters' Education and Electoral Participation, Jagannath International Management School, Vasant Kunj witnessed one of the most important events held via Zoom accommodating students from all three departments BBA, BCA and BJMC along with the faculty members, the workshop welcomed chief guests from the Election Commission of India to converse and spread awareness amongst the younger generation. The workshop Conducted by the SVEEP Campus Ambassadors Harshada, and Manish for Jagannath International Management School, Vasant Kunj as a part of the Youth Festival.

Beginning with the workshop on Voters Awareness and Registration Process, the chief guests of the event were firstly welcomed by faculty member and an incredible host for the event, Ms. Neha Singh, Dr Ravi K. Dhar, Director, Jagannath International Management School, Vasant Kunj, Dr. Neeru Johri, Head of Department for Media and Communication Studies. The dignitaries Dr. Ankita Chakravarty, IAS,

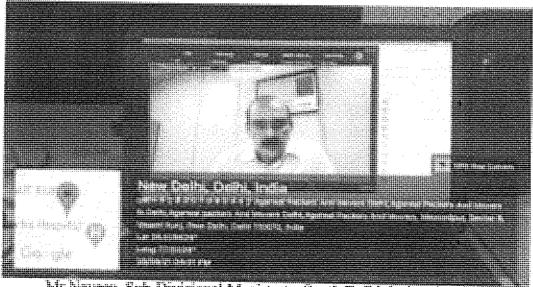
District Magistrate, South Delhi; Mr. Naveen Gossain, Sub-Divisional Magistrate, South Delhi and Mr. Ved Parkash Singh, Assistant Electoral Registration Officer (AERO), Mehrauli joined all participants for the workshop.

Dwelling deeper into one of the core parts of the workshop, Dr. Dhar firstly addressed the audience, emphasizing on the importance of young citizens, such as all the students, educating themselves about their voting rights, the importance of exercising them and making informed decisions. He gracefully welcomed Dr. Ankita Chakravarty, thanking her again for taking time to have an interaction with the students. Proceeding further with the workshop, Dr. Ankita, marked the importance of making active decisions as citizens of age in choosing the next Government/ Member that represents them. Dr. Ankita, also familiarized the participants with the easy process of registering online for a new Voter ID, or correction in an already existing Voter ID. She explained and demonstrated in detail about the registration forms that one needed to visit for the particular application via online medium, but also offline, by visiting their constituency office for submission of hard copy of the aforementioned form.

Campus Ambassadors Harshada & Manish, followed by Mr. Naveen, took the initiative of continuing with the help of a detailed presentation about the SVEEP, their duties and aims as the Campus Ambassadors, Online Registration Process to make the process ensure for the participants.

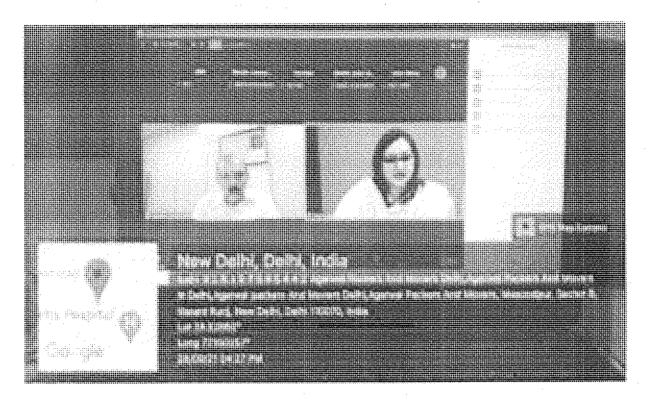


Dr. Ankita Chakravarty, SDM, IAS



Mr Navecu, Sub-Divisional Magistrate, South Delhi during the Session,

Moving towards the completion of the workshop, Mr. Naveen Gossain answered a number of queries asked by the students relating to registering themselves as Voters. Dr. Neeru Johri further expressed her gratitude of having such learned and experienced people to interact with the students of Jagannath International Management School, Vasant Kunj.



Mr Naveen & Ms Neha Singh, Taking queries from students during session

Learning Objective:

- The workshop spread awareness amongst students about the importance of enrolling into electoral roll;
- It gave students a brief idea about registering for a Voter ID via E lection Commission of India's online application portal.
- It also made students understand the Importance of exercising their voting rights

Dr Meenakshi Narula

Head – Department of Information Technology

Dr Neeru Johri

Head-Department of Journalism

& Mass Communication











VIRTUAL POWER SEMINAR ON

ROLEOF

ROBOTIC PROCESS AUTOMATION IN MODERN TECH WORLD

30 OCT 2021 - 10:00 AM - 01:00 PM



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Alok Tripathi



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Hosted Ey

Jacannat's International Munagement School Vasant Kunj, New Delhi-110070

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Vasant Kunj, New Delhi-110070

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Report On

Virtual Power Seminar

On

Role of Robotic Process Automation In Modern Tech World



Date: 30th October 2021

Time: 10:00 am -01:00 pm

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

Event Category: Virtual Seminar

Topic: "Role of Robotic Process Automation In Modern Tech World"

Date: 30th october 2021

Time: 10:00 am - 01:00 pm

Venue: Online, Zoom

Moderator:

Dr. Meenakshi Narula, Hod-IT, JIMS VK

Resource Person(s) with Designation and Organization:

- Anurag Upadhyay, Digital Transformation Consultant Intelligent Automation RPA & AI PwC India.
- Prakash Narayanan, Head of Automation Cyient Digital Cyient
- Alok Tripathi, Founder & CEO, RPA Tech
- Nidhi Chaturvedi, Senior RPA Specialist Citrix

Beneficiaries with number:

- BCA-Sem-III & Sem-V(M & E shift) Students -233
- Others n Faculty 17

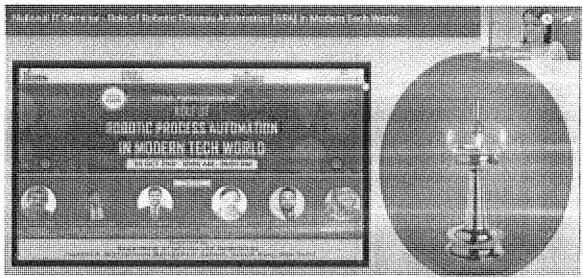
Objective:

- This seminar course will give our students an overview of robotic process automation (RPA) technology.
- They will learn the characteristics, benefits, risks, and challenges of RPA. Along with learning about the RPA landscape, how RPA is transforming businesses, and how it is affecting accounting and finance professionals.
- The sessions will also provide an overview of how to get started with various training and courses available for RPA fresher's which are job ready

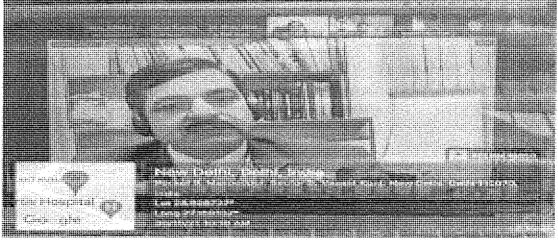
Report:

Department of Information Technology, JIMS Vasant Kunj in collaboration with ICT Academy organized a virtual Power Seminar for BCA-III & V semester students of I and II shift students on "Role of Robotic Process Automation in Modern Tech World".

The seminar began with a Sarasvati Vandana followed by an introduction of RPA and ICT Academy given by Ms. Sonali Sharma, Faculty JIMS, VK, which was followed by welcoming and motivational session given by our honorable director sir Dr. Ravi K Dhar. He addressed the guests with his words of wisdom. He told everyone about the relevance of the topic and the significance of robotics, machines and automation in high risk jobs like mining. He also mentioned that it is very important for the students of IT to get knowledge of this area of specialization in order to get exposed to different dimensions of jobs.



Glimpses of inaugural ceremony Saraswati Vandana



Dr. Ravi K Dhar, Director, JIMS, VK addressing audience in IT Seminar.

We were joined by Kamlesh Kumar Singh, ICT Academy at the start of the session for introducing all our esteemed guest welcome and briefly sharing the mission and vision of ICT academy towards. The next session was then taken by **Mr. Anurag Upadhyay**, **Pwc India**. He is a Digital Transformation Consultant in Intelligent Automation cum Business Analyst at PwC India with more than 8 years of experience in Strategy, Consulting and Implementation across different industries such as Banking BPS, Government and Health care.

- He Initialized by explaining role of RPA in modern tech world
- He explained what robotic process automation is: that it's the process for automating manpower work so that work and data is more reliable and errorless.
- Then he introduced the term IA. How artificial intelligence and RPA can be smartly get into work that is INTELLIGENCE AUTOMATION.
- The way he expressed the need for RPA was very appealing as the live examples and processes he explained was showing that automation is genuinely required for smart work. Where we can exclude manpower.
- Finally he described that how to start our career in RPA: Scope for RPA, RPA tools, RPA positions, Learning portals and academics, Career advancements
- He explained roles as:
 - 1. RPA developer
 - 2. RPA business analyst
 - 3. Process consultant
 - 4. Project manager
 - 5. Solution architecture
 - 6. Implementation manager



Glimpses of session taken by Mr. Anurag Upadhyay

After Mr Upadhyay Mr. Prakash Narayana, Head of Automation, Cyient Digital and an RPA trainer in Banking Sector. He took the session on RPA - Role of RPA in Tech World.

He started the session with explaining the definition i.e., humans are mimicked by the bots. People, technology and process are being the best to each other and giving the best output. Then gave a small introduction about the types of bots. Attended bot and Unattended bot.

He shared his view point with students and convinced them that automations have taken a great height in a few years. By saying that now RPA automations can run on Mac, windows, Linux and not restricted, It has voice recognition, Coding skills are not heavy etc. He also guided students on suitable and not suitable candidates for RPA, Followed by leading RPA tools in the market e.g., Open bots and Work fusion specially in Banking.

Mr Narayanan concluded the session by talking about Intelligent automation frameworks and a case study related to this topic. After the presentation a questionnaire round was held in which all audiences actively participated. Overall it was a very informative session.



Glimpses of session taken by Mr. Prakash Narayana, Head of Automation, Cyient Digital

The next session was conducted by Mr. Alok Mani Tripathi, Founder and CEO of RPA Tech. He started with explaining what Robotics is. After that he discussed some examples like creation of robotic cars and furthermore he also talked about voice based assistants and presented some of the logos and gave the audience 30 seconds to recognize the logos and the logos were of Cortana, Siri, IBM and Gmap.

He also discussed partially automated with examples like banking software and how humans interact with digital stuff. He proceeded his presentation with explaining that RPA and AI are different from automation as RPA's are not intelligent as they typically work on human instructions therefore, if RPA combined with AI then it becomes intelligent.

- Atlast he discussed the future of RPA
- By predicting that there will be more focus on ease and coverage.
- He predicted many things like camouflaging as an AI tool, The fight will be on capabilities of development studio, more support will be on unstructured input, Enhancing support of traditional programming and lastly he talked about ease of deployment.
- After the presentation a questionnaire round was held in which teachers and students actively participated.



Glimpses of session taken by Mr. Alok Mani Tripathi, Founder and CEO of RPA Tech

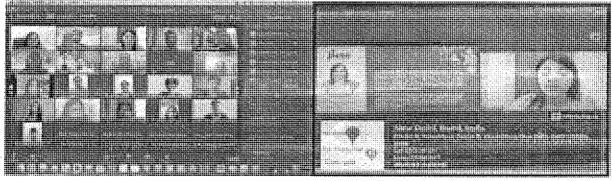
The last session of the day was taken by Ms Nidhi Chaturvedi, Senior RPA specialist Citrix and Uipath Approved and Certified RPA Trainer. In this concluding presentation Ms. Nidhi Chaturvedi, gave a virtual representation of RPA in action. She showed the working demo of how Uipath developed code works on desktop. She ran a few UI automations which depicted auto-fillup on a website, through an automated robot. The records were inserted through an excel sheet to the main platform, which showed the usefulness of the automation for less human effort in various departments where data input is required to be inserted manually. The automation extends its reach to PowerPoint as well, the automation begins with a click of a button using a software and reads the content. from the excel sheets or content platform. It runs multiple windows at once and does all the manual additions to the files itself, making the manual work reduced to minimal.

Ms. Chaturvedi highlighted the vision that entails humans having not to do the manual work like enlisted above. She discussed the growth of RPA in the environment we live in ,as it's the need of the future and a hot key for career opportunities. Ms. Chaturvedi presented the charts which depicted the major bust of career opportunities in the field of RPA and the stats on how it's only growing bigger. Courses to learn about the field and how to go about starting the journey was one of the hot topics of discussion. The importance of getting certified and standing out during the job lookout was displayed to the students, especially the ones graduating soon. Post the conclusion UiPath (the acting portal) was put in the spotlight in reference to the university.



Glimpses of session taken by Ms Nidhi Chaturvedi, Senior RPA specialist Citrix and Uipath Approved and Certified RPA Trainer

The last but not the least the seminar ended with vote of thanks by Dr Meenakshi Narula., Head Department of Information Technology. The seminar was very much appreciated by all the audience whether faculty or students and was very successful.



Glimpses of Closing Ceremony of Seminar



Dr. Meenakshi Narula, Head , Department of Information technology , JIMS, VK during Vote of Thanks

Learning Outcome

- Recognize what RPA is.
- Identify processes suitable for RPA.
- Recognize how RPA is transforming businesses.
- Indicate the business value of RPA.
- Identify key considerations in getting started as a fresher with RPA.

Name & Signature Coordinator

Name & Signature Head-Dept. of Information Technology



Vasant Kunj, New Delhi-70

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NOTICE WORKSHOP

Date: 8th November, 2021

This is to inform all the students of BCA III (M & E) to attend the Workshop organized as follows:-

Date/Day

9th & 10th November, 2021

Speaker

SVEEP Campus Ambassador

Company Name:

JIMS, Vansant Kunj

Topic

"Workshop on Voter Registration Process"

Timing

9.00am -10.00am & 1.00pm - 02:00pm

Coordinator

Ms. Prityanks Rattan (Shift-I)

Ms. Kajol Rana (Shift-II)

(To Arrange)

Room No.

F2 & Online on Zoom

12

Class Co-ordinator

Head (IT-Dept.)

Director



Jagannath International Management School Vasant Kunj, New Delhi- 110070

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Workshop on Voter Registration Process

Event Type: Workshop

Topic: Voter Registration Process

Date: 9 & 10 Nov 2021

Time: - 9-10 am(M) & 1-2 pm (E)

Venue: Zoom Meeting & F2, Jagannath International Management School

Resource Persons:

SVEEP Campus Ambassadors, JIMS Vasant Kuni

Beneficiaries

BCA-III(M) & BCA-III(E) ----110 students BCA-V(M) & BCA-V(E)----10 Students

Coordinator:

Dr Meenakshi Narula, Head , Department of Information Technology

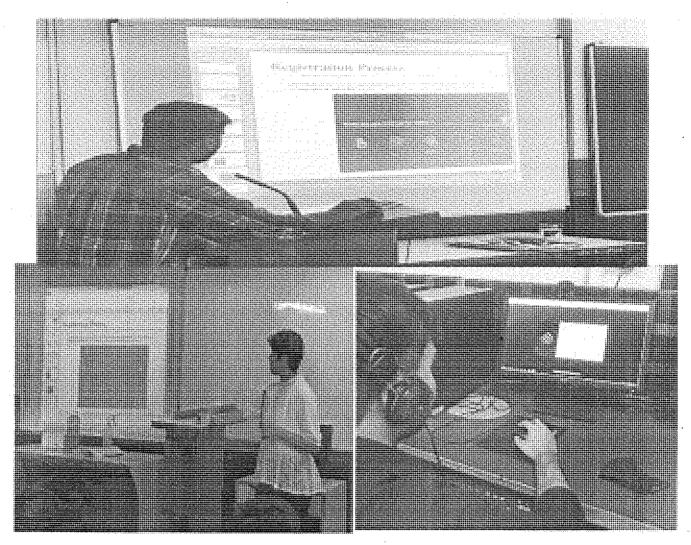
Learning Objective:

- To spread awareness about the importance of holding a Voter ID Card to students, as well as the faculty.
- To show and tell the process of enrolling as a voter via the NVSP portal.
- To explain the tracking process of a Voter ID application.

Report:

To register the new voters and to make students aware about the process a workshop was conducted by Systematic Voters Education and Electoral Participation program Ambassadors, JIMS, Vasant Kunj. The campus ambassadors Manish and Harshada started an online and offline registration drive accommodating students from all three departments—BBA, BCA and BJMC along with the faculty members. In BCA the drive was held on 9 and 10 November for all students of BCA –III (Shift-I&II) in two sessions. Ten students from BCA-V those not having the Voter-Id also attended the session

The drive was conducted for students both offline with Covid-19 protocols, and online. It continued to remain in effect till December 2021 and accommodated 120 students from the Department of BCA, on November 9, 2021- November 10, 2021(shifts: M & E) With the help of PowerPoint presentation on ZOOM, the SVEEP campus ambassadors visited every class and demonstrated the process of enrolling as a voter.



Glimpses of the session taken by SVEEP campus ambassadors in online & offline on 9 & 10 Nov 2021 for BCA students

Learning Outcomes:

- The Voter ID Card Registration was understood by the students
- The students were able to resolve the queries on the tracking process of a Voter ID application
- Also the students filled the form and were guided within the session through NVSP portal

Dr Meenakshi Narula

Head, Department of Information Technology







Dr. Pranjal Kumar Phukan

Children III Courainati Research Park

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11.45 am Onward

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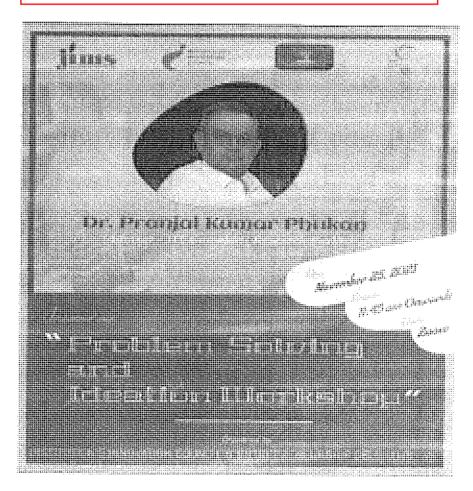


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Institution's Innovation Council Event Report

PROBLEM SOLVING AND IDEATION NOVEMBER 25, 2021



Event Category: Start up businesses

Topic: Session on Problem solving and ideation Workshop

Date: November 25, 2021, Thursday

Time: 12 noon

Venue: Online Platform (Via Zoom)

Beneficiaries of the event: 225, Students of JIMS Vasant Kunj from all courses. Faculty Coordinators:

1. Ms. Sonia Gandhi

- 2. Mr. Vipul Singh
- 3. Dr. Seema Wadhawan
- 4. Dr. Nidhi Gupta (Head, E- Cell)

Student Coordinator:

- 1. Anirudh Singh (President)
- 2. Nishtha Mogha (Vice- President)

Learning Objectives: how to solve problems while starting up your business and its ideation.

Report:

The Institutions Innovations Council of JIMS Vasant Kunj organized a session on "Problem solving and ideation" on November 25, 2021 and the speaker for the event was Mr. Pranjal Kumar Phukan and the faculty members Mr. Vipul Singh, Mrs. Sonia Gandhi and Dr. Seema Wadhawan were also present.

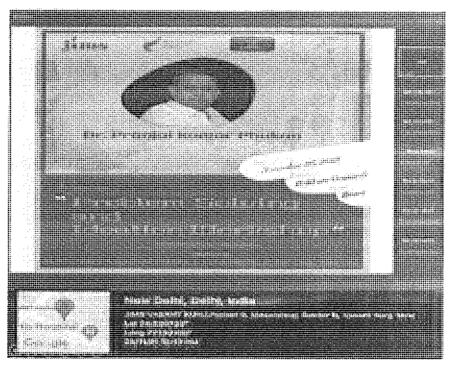
The host started the session by welcoming sir and by telling the audience about his educational qualifications and achievements. Mr. Pranjal Kumar then thanked the host for his brief introduction and without any delay he started to share his screen with his well prepared presentation for the students. The main theme of the presentation was around problem solving; its process, techniques, steps and the main concept of ideation and its importance in an entrepreneur's life. The presentation was very informative with all kinds of graphs and diagrams which made it even more captivating. Sir even gave real life examples to make students understand the session in a better way. Sir winded up the session with a very useful quote and asked the host to carry forward. Then students were asked to put forward their doubts and fill the feedback form.

Learning Outcomes:

Students learned the art of solving problems and moving ahead while starting up their own business.

Overall it was a fruitful and informative event.

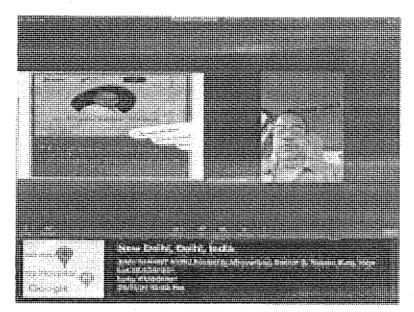
The pictures of the session are given below:



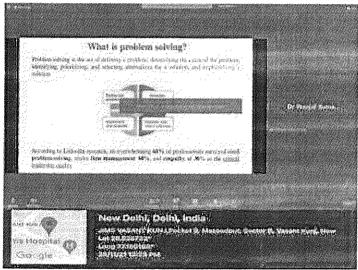
A session with Mr. Pranjal Kumar Phukan.



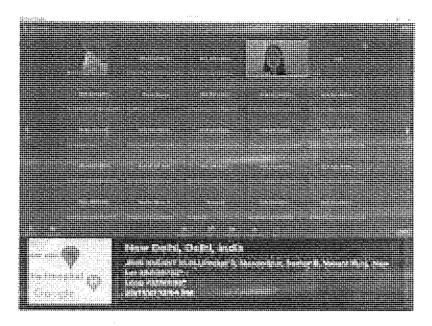
Host introducing the guest.



Sir explaining the topic.



PPT with graphs and diagrams.



A number of students attended the event.

Dr. Anisha Tandon

IIC Innovation Coordinator

Dr. Meenakshi Narula

IIC Convenor



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

Vasant Kunj, New Delhi-110070

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NOTICE FOR WORKSHOP

11th September, 2020

This is to inform all the students of **BA(JMC) III (E)** Semester Batch: 2019-22 to attend the Workshop organized as follows:

<u>Date/Day</u> : 14th September, 2020 (Monday)

Speaker & : Ms. Olga Dycheva, Head of Sputnik Hub, India

<u>Designation</u>: Mr. Mikhail Konrad, Head of Foreign language Services

Company : Sputnik News Agency and Radio

<u>Timing</u>: 12:30 pm to 02:00 pm

<u>Topic</u>: Multimedia for news agencies: What is it like?

<u>Coordinator</u> : Mr. Anish Saxena (To Arrange)

Faculty : Mr. Anish Saxena

Twenty Transmission

MANAGER-CORPORATE
AFFAIRS & PLACEMENTS

Covshuis

CLASS CO-ORDINATOR

HOD-BA(JMC)

DIRECTOR

Vasant Kunj, New Delhi - 110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
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Date: 14 Sept, 2020

Workshop Report

Topic Multimedia for news agencies: What is it like

Date: 14 Sept. 20

Time: 12.00 PM -1:30 PM Venue: Online (Zoom)

Resource Person(s) with Designation and Organization: Ms Ogla Dycheva

Beneficiaries with number: 46

Feedback Percentage: Good (Above 85%)

Faculty Coordinator: Mr. Anish saxena

Learning Objectives:

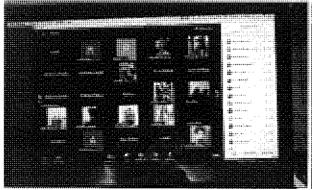
1. To understand the basic methods of current cenerio of News Agencies

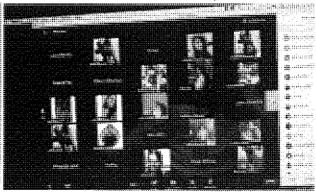
2. To understand the ways to come out with news agencies workout during covid 19.

Report: Department of Media & Communication Studies has organized a guest lecture on Multimedia for news agencies: What is it like. The students learnt about the ways to come out with current Scenario of News agencies. He also makes them understand about the basic ways to come out with news agencies workout during covid 19.

Learning Outcome:

- 1. To understand the basic methods of current scenario of News Agencies
- 2. To understand the ways to with news agencies workout during covid 19.





Students attending the session

Cordinator

Head-Dept. of BA(JMC)





Post CoViD-19 Media & Communication Scenario



Prof. Sanjay Dwivedi DG, HMC



Sh. Par kaj Pachauri Founder & Editor-in-chief, GoNews



Mr. Alexei Orlov Chief, Sputnik Radio (Russian Version)



Sh. Umesh Upadhyay President & Director Media, Reliance Industries Ltd.



Mr. Pankaj Kumar Sharma Senior Assistant Editor Times of Oman



Ms. Olga Dycheva Head of Sputnik Hub. India











Sam to Register:



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Date: 05/12/2020

Department of Media and Communication Studies

Media Seminar Report

Topic: Post Covid-19 Media and Communication Scenario

Date: 05-12-2020

Time: 09:30 AM to 03:30 PM

Venue: Online (Zoom)

Resource Person(s) with Designation and Organization: Professor Sanjay Dwivedi, DG, IIMC; Ms. Olga Dycheva, Head of Sputnik Hub, India; Mr. Alexei Orlov, Chief Sputnik Radio (Russia Version); Mr. Umesh Upadhyay, President & Director Media, Reliance Industries; Mr. Pankaj Kumar Sharma, Senior Assistant Editor, Times of Oman and Mr. Pankaj Pachauri, Founder and Editor-in-Chief, Go News

Beneficiaries: 205

Faculty Co-ordinator: Ms. Shikha Kukreja

Learning Objectives:

- 1. To understand the challenges faced by media sector during and beyond Covid-19
- 2. To understand the communication during the post Covid-19 period

Report:

The Department of Media and Communication Studies organized an International Media Seminar on the topic, "Post Covid-19 Media and Communication Scenario" on 5th December, 2020. The guest speakers included eminent professionals from the media and communication industry in national and international pursuit.

Prof (Dr.) Ravi K. Dhar, Director, JIMS, Vasant Kunj delivered the welcome address by mentioning "To understand the scenario it is important to discuss the pre and post COVID. I believe that even during the Pre Covid the media industry scenario was in a ferment." He further mentioned the historically important shifts for media and journalism. Dr. Dhar welcomed the panelists and presented them his gratitude and thankfulness.



Prof. (Dr) Ravi K. Dhar delivering the welcome address

Keynotes from the eminent speakers:

Professor Sanjay Dwivedi, DG, IIMC delivered his speech by welcoming the esteemed panelists and the students of Jagannath International Management school. He expressed happiness over working with students passing out from JIMS after receiving a well-rounded education. He explained the impact of Covid- 19 and considered it a blessing in disguise as the world figured out new ways to communicate and expand, Covid exacerbated the formulation of the digital world that was a farfetched dream earlier. He enumerated on the most used phrase "am I audible". He spoke about how the media worked towards a stronger tomorrow by facilitating education and information. The newness of digital media was also elaborated upon, and how it's giving a voice to the voiceless. He called it a free medium. Digital media has allowed ordinary men to raise their voices and be one in the face of law and society. He further explained the qualities required for becoming a good journalist.

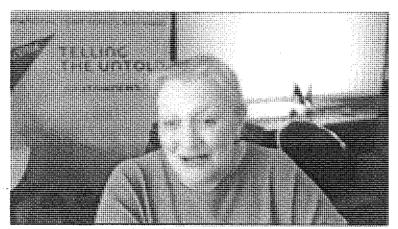


Prof. Sanjay Dwivedi

Ms. Olga Dycheva, Head of Sputnik Hub, India- Ms. Dycheva commenced by reintroducing audience about Sputnik. Sputnik is a modern news agency whose products

include newsfeeds, websites, social networks, mobile apps, radio broadcasts, and multimedia press centers.

Sputnik's headquarters is located in Moscow. Regional offices are located in key regions and countries around the world. The agency covers global political and economic news targeting an international audience. She emphasized that all of us are looking for new ways and methods to find out more gripping content. At this time of the year, we are pretty good with the Covid-Related topics, and not exactly about figures affecting different countries, or maybe what's the update on new treatments, or what's going on in hospitals. It's about things that have Covid in their heart but also have a lot of other spheres within them. This year with assumptions and the largest coverage and most quoted radio station in Russia, the team hopes to be on Number 1, last year the team was Number 3. Moscow has around 54 FM stations adding to it AM Stations, Digital stations podcasts, for about the market is huge. She further elaborated that Covid has turned beneficial to the agency even though it is horrible and has done quite a huge damage around the globe. Every story related to coronavirus has been proved to give great insights to the radio stations & news agencies.



Ms. Olga Dycheva

Mr. Alexei Orlov, Chief Sputnik Radio (Russia Version) began with mentioning that, Russia & India both countries are there under the Top 5 most influenced/suffering countries from coronavirus. The wave from the span of January to November told us the amount of traffic different websites received for the news content around the globe. The first peak for the same was March & April when coronavirus was a new thing to hit in the countries around the globe. For media, it was the most vulnerable time, the demand for the news content felled during June & July because till that time people were quite familiar with the pandemic and the virus. And now when the cases again started to rise during fall i.e., September to November there's a rise in the content again. There's a 2nd wave in Russia for consuming content, and it is definitely the best time for media houses in Russia. He further emphasized that radio would definitely lose its share as we all are entering towards the digital paradigm. We'll probably have fewer radio stations in 3 or 5 years as FM stations are too expensive and digital stations are next to nothing. And this trend would be witnessed in many European countries not recently to be seen in the US as public radio stations are still very common there.



Mr. Alexei Orlov

Mr. Umesh Upadhyay, President & Director Media, Reliance Industries, started his note by mentioning that recent years have been a defining time for the media industry. Talking from the perspective of COVID-19 he praised media for keeping the world connected even after being isolated in various parts of the world. He continued speaking on how this pandemic has given a boost to digital media platforms, so much so, that the use of physical papers is seen as a sign of suspicion, and many countries have either reduced or regulated the consumption of news and other media through a hard copy. He further took his address towards the importance of 'Media Consumption' and the issue of 'right media consumption.' Mr. Upadhyay mentioned core examples of accountability on social media platforms. He also talked about instances when global social media platforms have differed from the law of the land. He stressed the need to take care of a phenomenon where social media platforms become bigger than the law of the land. Putting forth his idea of solutions to the issue, he mentioned that "We need to analyze the pattern of media freedom vs sensitivity of the people." He phrased certain examples which he emphasized as an act of misuse of media freedom for-profit motive and quoted them against the freedom of expression, ARTICLE 19 in the constitution of India.

He answered various questions by the participants and concluded by saying that social media content regulation is needed and our nation needs a system for the same where stakeholders can be held accountable for creating a better media consumption experience for everyone along with holding the law of land at the top-respected position.



Mr. Umesh Upadhyay

Mr. Pankaj Kumar Sharma, Senior Assistant Editor, Times of Oman, also joined virtually from Oman. Mr. Sharma began with his regarding words to other guest speakers and Dr. Dhar and the participant students presenting his gratitude towards this event.

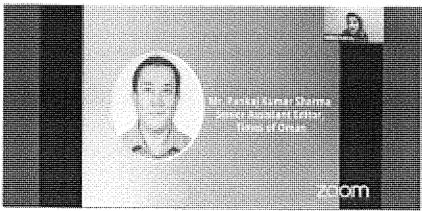
He began by mentioning Mr. Umesh Upadhyay's address on 'freedom of expression' and emphasized the need to have laws where facts of 'what one speaks on media platforms' shall be constituted.

Mentioning an example, he shared with everyone, 'How Social media has helped expose lies of fatless information?' as the need for digital media.

Later, he enlisted the key changes that have occurred after the digital revolution; comparing the time when newspapers were made manually to when computers came. (*The time of 1999-2000*)

He then shared with everyone that the stages of pre and during COVID news information and its consumption have changed. He also mentioned that news consumption in Oman has transferred from hard newspapers to completely digital due to COVID-19.

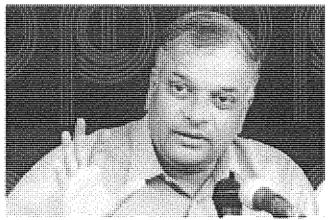
"I think everything that used to be consumed for news information has now shifted online and this is the future too, probably." Mr. Pankaj mentioned aspiringly.



Mr. Pankaj Kumar Sharma

Mr. Pankaj Pachauri, Founder and Editor-in-Chief, Go News began his talk by expressing his views on the pandemic, while the world proved its integrity maturity, and commitment by uniting. He further expressed his amazement at the creation of the vaccine in a short span and discussed its distribution. His talk revolved around the role and responsibility of the media in these tough times. He discussed the qualms in the public health fund and the lack of resources in the country. He spoke about the barrage of news, all kinds, coming in around the vaccine.

People's faith in the vaccine will be bolstered by presidents taking it on live television. He spoke about CSP, critical analysis of reporting, which was done for media people. He enumerated how the media needs to be careful about reporting adverse events around the vaccine as they may create panic in the masses. He stressed on the importance of sources for journalists, as there is a plethora of news available. Misinformation around the vaccine would lead to mass decry and they need to be avoided as said by Mr. Pachauri. He also spoke about the role of digital media in creating a conducive environment in the new normal and propagating the need for a mask. He also spoke about the reliability factor of the media.



Mr. Pankaj Pachauri

The seminar concluded with Professor Dr. Ajitabh, HOD, Media and communications, JIMS Greater Noida who presented vote of thanks to the distinguished speakers, participants and students, mentors and researchers. He further thanked Mr. Amit Gupta, Chairman; Dr. Ravi K. Dhar, Director; Dr. Neeru Johri HOD, Media and Communication Studies, and all the faculty members at JIMS, Vasant Kunj.

Learning Outcome:

- 1. Participants learnt about the effects of Covid-19 pandemic on media sector
- 2. Participants understood how Covid-19 impacted the communication scenario

Head-Dept. BA(JMC)





Department of Media & Communication Studies

ORGANISES

International Media Seminar

ON

Post COVID-19 Pandemic: Challenges Faced & Sustainability of Various Sectors



28TH MAY, 2021 (FRIDAY), 9:30 AM - 2:00 PM



Mr. Alexie Orlov Chief (Russian Language) Soutnik Radio



Mr. Bikas Singh VP & National Head-Corporate Affairs, OYO



Ms. Smita Sharma Independent Journalist, & contibuting Editor, India Ahead



Mir. Klarsia Magsi Seriusi Stratogy Calactor, Indontained



Mr. Vinit Mishra Director, Technology Consulting, Ernst & Young LLP

HEDIA PARTMERS











JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL VASANT KUNJ, NEW DELHI

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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

Date: 28/05/2021

<u>Department of Media and Communication Studies</u> <u>Media Seminar Report</u>

Topic: "Post Covid-19 Pandemic: Challenges faced and Sustainability of Various Sectors"

Date: 28-05-2021

Time: 9:30 AM to 1:30 PM

Venue: Online (Zoom)

Resource Person(s) with Designation and Organization: Mr. Vinit Mishra, Director, Technology Consulting, Ernst & Young LLP, Mr. Bikas Kr. Singh, VP & amp; National Head-Corporate Affairs, OYO, Mr. Kartik Mani, Senior Strategy Director, Interbrand, Ms. Smita Sharma, Independent Journalist; Contributing Editor, India Ahead, Ms. Olga Dycheva, Head of Sputnik Hub (India), Mr. Alexei Orlov, Chief, Sputnik Radio (Russian Version),

Beneficiaries with number:239

Faculty Coordinator: Ms. Shikha Kukreja

Learning Objectives:

- 1.To understand the challenges faced by sectors due to COVID-19
- 2. To understand the various sustainability issues faced by sectors during the post covid-19 period

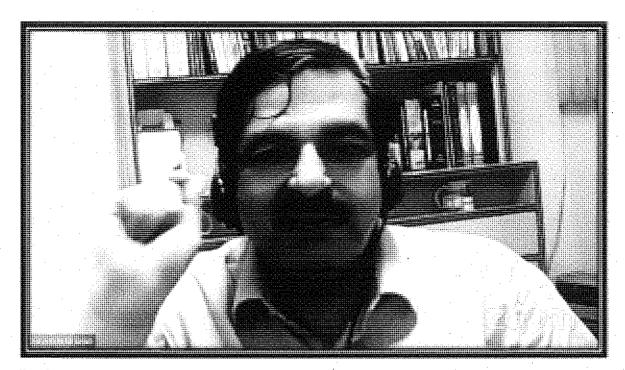
The Report

The Department of Media and Communication Studies organized an International Media Seminar on May 28th May, 2021. The theme of the Seminar was: "Challenges faced and Sustainability of Various Sectors" in the Post COVID scenario. In light of the ongoing second wave of the Pandemic, the seminar was held online, via Zoom. Industry experts across sectors graced the seminar with their virtual presence. A comprehensive list of Speakers is detailed in the schedule below.

The International Media Seminar was also live streamed YouTube platform https://youtu.be/z5ZT-A6UXbQ

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

Dr. Ravi.K. Dhar in his passionate welcome address sought to highlight issues surrounding what he termed "Institutionalized media" and COVID 19. He began by speaking of the Free flow of authentic information on COVID 19 and its prevention. He mentioned that media influencers were often guilty of peddling disinformation. The other issue he outlined was that of checking disinformation. Mischievous elements as he called them, were clearly spreading disinformation about vaccination and complicating things further. Institutional Media as he called them were guilty of not living up to professional standards, probably due to competitiveness or due to lack of funding. He spoke of the role of Independent Media, and that they probably played a greater role in serving people than the institutionalized media. Dr. Dhar delved into the sectors that remained unaffected through the pandemic- The IT and the Pharma sectors. He also reminded us that the Hospitality sector was probably the worst impacted, which employs people from the unorganized sector also. Nearly 70-80% people in India fall under this sector.



Prof. Dr. Ravi. K. Dhar delivering the welcome address

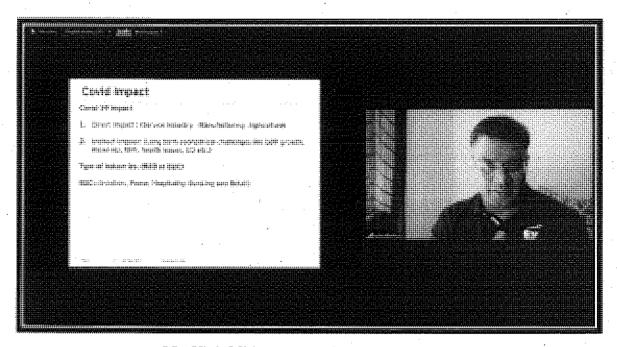
Dr. Dhar went on to speak of the indiscriminate and knee jerk use of lockdown measures and the Ad Hoc way in which they were implemented and the fact that the measures were implemented keeping the organized corporate sector in mind. This he said was a great disservice to the majority of people in the country. Unfortunately, the Institutionalized media has been more into fear mongering and panic selling, he said, which is unfortunate.

Key Takeaways from the Eminent Speakers

Mr. Vinit Mishra, Director, Technology Consulting, Ernst & Young LLP Spoke on Digital Transformation

Mr. Mishra began by appreciating and endorsing Prof. Dhar's opinion about COVID impacting the unorganized sector. He led with a disclaimer that he is from the Power sector and his examples during the session might stem from there. We need to understand the impact, direct impacts he said. The paucity of medical infrastructure and that the impact on the service sector were apparent. He quoted an article where it claimed that 17 crore jobs were affected. And nearly 45% of employees took a salary hit. The agricultural sector was

also impacted. While most of us received uninterrupted power supply, the supplier was unable to recover costs. In general, the industry was also affected with Non-Performing Assets on the rise and landing costs growing. While on the other hand IT was able to sustain the hit and grow as well. He spoke of the indirect impacts as well, like economic challenges (-10% was the GDP was the country. Indirect impacts were NPAs, Health Issues, EQ (Emotional Quotient) GDP etc. Major Impacts were felt in B2C industries like Aviation, Power, Hospitality, Banking and Retail. However, in the Retail industry E-commerce has helped grow the segment during the Pandemic. Customer outreach via E commerce (chatbots etc.) increased and the importance of digital grew. Basic digital infrastructure helped change Business Models.



Mr. Vinit Mishra, addressing the students

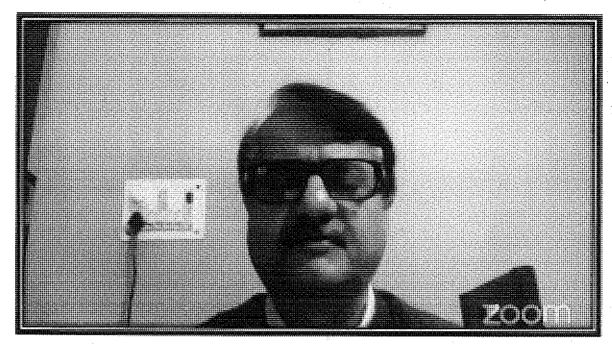
He helped the students to understand that just like the physical newspaper has been rendered redundant by news apps so to has physical shopping been replaced by its online version. He reiterated the importance of creating a digital infrastructure which could lead to the modern workplace. He spoke of how he himself has been working remotely and it has not impacted productivity. Customer outreach and communication is also important to maintain, he said. He mentioned how preventive asset management is also managed by the right Digital infra. In addition, one may use digital to Leverage Technology for revenue protection. Revenue collection in Delhi for the power sector were 80% while in other cities were less (30%). Mr.

Mishra mentioned that the future is AI (Artificial Intelligence), Analytics, ML (Machine Learning) and e – vehicles being tested by Apple and Tesla. Answering the questions from students, he spoke of cryptocurrency and entrepreneurship. He also enlightened us that we are already habituated to the digital way of doing things, which might be not easy to give up. And on the downside, he missed out on the human interactions of the office atmosphere. Leverage Technology was his final advise to the students and also to read "The Professional" by Subroto Bagchi.

Mr. Bikas Kr. Singh, VP & amp; National Head-Corporate Affairs, OYO spoke about, Post COVID pandemic and trends in Hospitality Industry

Began by admitting how the hospitality industry was caught unawares and the Global collective wisdom couldn't prepare them for what is happening. He encapsulated the present situation by declaring that Adversity is the best teacher, and the scenario was unprecedented. He mentioned that sectors are interdependent and don't function in Silos. "The New Normal" is the perfect outlook, its not negative, were not calling it abnormal. Saluting the irrepressible human spirit, he said its human nature to bounce back. The Lockdown was a great boon for the technology industry. He quoted the example of Lenovo and the Telecom industry and the urgent need for gadgets to make WFH possible. It was a win win situation for both, as it provided people a solution to their WFH problems. He also opined that the Aviation and Hospitality sector were the worst hit. However, he said, they fought back and went out and asked the government for considerations. They also came up with new revenue models. Like for example OYO came up Quarantine facilities for people who wanted to quarantine themselves out of home. They also provided residences for Medical and Healthcare professionals. He recounted for the students, trends in the hospitality industry after the first wave. People were scared to step out but eventually wanted to. And when they did, they needed sanitised and safe places to go to. People didn't want to use public transportation and they didn't want big hotels. They would prefer to drive down to a destination close by, and as Approximately 6-8 km away. For example, we are in Delhi so we saw our hotels in Shimla Mussoorie Manali etc. running at full capacity. In fact, the Occupancy rate was much more than the pre-covid times. OYO is a global company; it is an international company and they have something called the OYO vacation homes the OYO vacation homes are retreats and individual houses and these reached full capacity during the covid time. The important thing

to do over here, he said is to invest and create a SOP's (Standard Operating Procedures). For all hotels he said they introduced something called the "sanitized stays" and in addition they started "Sanitized before your eyes" this was imperative to instil confidence in the customer.



Mr. Bikas Kr. Singh addressing the students

Everything in OYO is now technology-based whether to understand the customer, it is AI based (Artificial Intelligence). For example, what your preferences are where you would book at what price point would you let a booking go or at what price point could you book a hotel, so while it is beneficial for the customer it is also beneficial for the partners of the people who owned the hotels are called Hotel partners. Some of our hotels also carry tag that says vaccinated where all the staff has been vaccinated for the safety, he declared.

Mr. Bikas said that he believes that while the world knows us as a hospitality company it is actually a tech driven company with more than 900 HT ians working in India offices alone.

He also spoke about the diversified revenue model which were backed by Tech.

Mr. Bikas also declared that technology is the common thread that runs through most sectors. He also it's says that their HR practices are really good and calls OYO a front Runner in HR best practice. They have in fact declared a midweek holiday and a 4-day work week.

Mr. Bikas also spoke about the communication strategies that OYO has employed and the shift in communication tonality that has taken place recently where there is no direct

advertising of the product or product specs but and indirect connect with the consumer allowing them to feel special and allowing them to feel cared by the brand.

He said he is extremely hopeful of a good future for the industry and for his brand.

He concluded by saying that the brand is investing in the safety of the consumer and also communicating that very same thought.

He answered questions on domestic tourism by the students. And spoke very highly about domestic tourism calling at a gold mine, a lifeline and underrated.

Mr. Kartik Mani, Senior Strategy Director, Interbrand

spoke about "Post COVID pandemic-Impact on COVID on Brands & Drands amp; how they are thriving?"

Mr. Karthik started out by referencing the pandemic and the adjustments one has had to make over the last couple of years. His presentation slides also mirrored the new normal on the cover of TIME magazine. He spoke about how the pandemic has brought about an unprecedented change in our lives and the fact that we now interact with products and services in a different way. Mr. Karthik use the metaphor of stones piled one on top of the other with the bottommost one representing life, the one above that representing experiences and finally the topmost representing economics as a result of which when the bottommost experience is a shift so does the topmost level. It's important for brands and strategy to shift their businesses their brands their strategy in sync with the consumers life. Larger lifeshifts will force brands and businesses to rethink and reevaluate themselves. Some brands had business models in place that made them naturally ready for the changing environment make the most of it for example Healtheare and Pharmaceutical brands they continue to thrive because we became conscious and cautious about our health and wellbeing. The OTT platforms were only source of entertainment we had access to. Platforms like Disney Hotstar Voot not just maintained and sustain their growth the actually grew. Digital service providers try to ensure that we continue to live our lives uninterrupted for example the likes of Zomato and swiggy and other apps that allow us to live our lives through digital platforms. Zoom is a great example is the platform by using right now it provided unlimited access and not just for work.



Mr. Kartik Mani addressing the audience

Usage of zoom has gone up making it one of the most valuable brands today. But not all brands were suited to change, he said, they needed to take on situations and this is where he went back to the metaphor of life experiences and brand economics and bring it to shift your point of view are taking into consideration is the life-changing strategy and economics examples. He spoke about how a life style change during the pandemic has given rise to certain strategy changes even for big brand and cosmetic companies for example.

He disclosed that cosmetic companies have sounded the death knell for a Cosmetic like the lipstick which will now be in the part of the face that remains permanently covered by the mask. Therefore, be cosmetic companies are now focusing on the exposed parts of the face and body and marketing products related to them. In addition to these, 11 new product categories that have risen from the need to work from home one needs to be comfortable in clothing for work from home, and brand such as Ganni I have given rise to an entire range of clothing which makes you feel comfortable while working from home.

With the life outside home having become nonexistent redefining the life in doors they are socializing and entertaining themselves and exhibiting passions and hobbies in those they also work out in doors this could also have an implication about how people evaluate their

home spaces. This has made really state brands re-evaluate their and the terminology of nonexistent previous years that is 1 BHK 2 BHK and now being changed to suit the new needs. Mr. Karthik also spoke about how real estate brands are now having to furnish micro spaces within homes to a lot for entertainment or cater for work from home areas of work out areas. Mr. Karthik spoke about the burgeoning product category within real estate and the need for urban villages. These will be self-contained microcosms of the world that we live in today and they would be self-sufficient. About how brands are playing up the empathy angle now and the millennial caregivers a concept with millennials are finding meaning in caring for others beyond power and achievement. He also spoke about how brands are now using the sustainability plank to is appear more attractive to the millennial customer who has suddenly gained the conscience. Brands like Patagonia are now attractive more than ever before. Mr. Karthik said that now experience is going collective how there are now Netflix parties and watch parties being held and the entire movie theatre experience is now virtual and well within your own homes. And adding to this even music concerts are now live and virtual, Boiler need to collectively meetup has gone virtual and we are able to speak to each other via platforms like zoom, the one sense that has been relegated to the background is the sense of smell. Mr. Karthik spoke about a perfume Mr. maker in London that has come up with candles that smell like popcorn or the local pub or cinema hall so that you don't miss out on that sensory experience. Mr. Manish spoke about how design has taken on a new meaning in the pandemic era and how there are touchless surfaces being designed or gadgets being designed so that one can avoid contact. During the pandemic some companies which themselves are brands focused on people and company is like Asian Paints increased the salary of the employees to boost morale. So did companies like Capgemini. And more recently Mr. Ratan Tata announce that employees who lost their lives during the pandemic would continue to receive salaries which would go to the families still their retirement age. Companies like Accenture worked as almost HR aggregators and go betweens by provided a platform for people who were out of work and companies that was looking for people to employ. This goes a long way in building the Accenture brand. These are all examples quoted by Mr. Karthik to prove that brands have changed their behavior and strategy during the pandemic. These brands have walked the talk and have altered their behavior as per their promises made. On the other hand, brands like American Eagle Ann Taylor and anthropology claim that they would not cut salaries but went ahead and did it anyway. Show the impact on brand loyalty of these brands would be severe. Adapting to thrive is very important for brand managers for marketing managers, product managers. You can do that your business, for

example move to the digital platform. What business is good re-imagine like IKEA did. Where they launched promotion where in consumers could send back old furniture in exchange for new furniture and this was more than just a promotion it spoke about IKEA's philosophy on sustainability. The other thing that companies have done is reimagine and repurpose, for example General Motors repurposed there manufacturing of automobiles during the pandemic to manufacture ventilators.

Mr. Karthik also indicated that he wasn't very sure whether they would ever be a going back to the way things work before the pandemic, since it was exactly that way of life that led us to where we are today. He also stressed on the need for consumer centricity and consumer research, in the Q&A session. He Insisted that if brands don't live up to their brand promise, then it will be a short-lived journey. He also spoke about data security and the recent WhatsApp controversy. In the queue initiation answering a question on trends in post covid advertising Mr. Karthik spoke about the need to speak about people's lives and the prominence of that Idea. He stressed on the need for employee management and a strong HR. In the future he stated expectation management would be required especially if someone is a victim of the pandemic. Is stressed on the need for a digital Detox and on the need for conversation.

Ms. Smita Sharma, Independent Journalist; Contributing Editor, India Ahead, spoke about "Post COVID pandemic-Life in News Channel".

Smitha agreed with Mr. Karthik about the necessity for Digital Detox and mentioned that some of us might suffer from FOMO. She mentioned that one way communication seems to be the trend with even world leaders releasing press releases on social media. Smitha then asked permission to go bilingual in the session. Smitha very thoughtfully requested the audience a moment's silence for all those journalists who risked their lives to bring us news. She also stressed on the need to reinvent oneself in the face of adversity. She encouraged students to focus on developing their skill sets and use of Technology and make the best of the adversity. He mentioned that journalist and journalism students must focus on the primary job which is of storytelling and of asking questions to those who are in power. The focus she said should be on our duty and responsibility of asking questions to those in power. She enlightened the students on the problem of revenue models within newsrooms and was very blunt in mentioning that student should not come with rose tinted glasses newsroom's Real

world. She also mentioned when she asks students why they want to enter the journalism field they declare that they want to be anchors and that should be a reality check that you don't just get up one day and become a Rajdeep Sardesai and a Barkha Dutt. She asked Students to be prepared for hard work and cut throat competition in the real world. He spoke about how a lot of good work is being done across media not just the mainstream media. She spoke about how corporate advertising had reduced for media outlets and that the government sometimes used that as an arm-twisting tactic. She Insisted that the journalism field it was H.R. intensive, And it was impossible to do to journalism virtually and hence the Newsroom had to adapt into shift or create team that would take turns functioning. Having said that while the desk people and the editors were able to work from home some people was still required in The Newsroom and especially the reporters had to go out in the field. In the Q&A session Smitha mentioned that content was all important and packaging was secondary. She was also very clear in mentioning that it is now impossible to suppress news and eventually information does find an outlet. She also warned against journalists attempting to become the news instead of covering it. She recounted her own story where she done a project on thalassemia which enabled her entry into IIMC. And the project work that she had done at IIMC enabled her entry into Doordarshan... The lesson she says here is to continue to do good work.

Answering a student's question Smitha declared that reporting from home is ok for the time being but should not become a permanent feature. Smitha said that she had great respect and appreciation for people who actually putting their lives on the line who was sitting outside covid hospitals counting the number of bodies for visiting crematoriums putting their lives at risk. She also insisted that students must keep their goals and ideals in the right perspective and warned against the wrong kind of role models. Just because someone is a big name does not make them right, she said.



Ms. Smita Sharma

She advised future journalists and the students that she addressed to work hard sweat it out and make a name for yourself before you start distributing your opinion. In response to a student's question shed light upon the info demic that plagues us in addition to the ongoing pandemic. Fake news and disinformation she said, are to be watched out for and one should check once sources carefully. Another problem with fake news she said was that governments for using it against journalists instead of cracking down on the people spreading it.

On the subject of free press Smitha mentioned that it was something to vie for and it is not so much reality for most journalists. Having said that she also mentioned that free press has to be a responsible press and not part of a media Circus. She also mentioned that the definition of nationalism and Patriotism need to be care carefully looked at to understand freedom of press. She advised journalists to not convert themselves into party spokespeople or government PRO's. She stressed on the need to be multilingual and be proficient in many languages. Grooming is essential, she declared.

Ms. Olga Dycheva, Head of Sputnik Hub (India) Introduced Sputnik & Alexei Orlov

Ms. Dycheva, in her brief speech by expressing the request to meet Ms. Smita from the previous session and discuss on challenges in The Newsroom and free press. She introduced Sputnik and Mr. Alexei Orlov.



Ms. Olga Dycheva addressing the audience

Mr. Alexei Orlov, Chief, Sputnik Radio (Russian Version), spoke about "Post Covid-19 pandemic and Life in Newsroom"

Mr. Alexei spoke about how life last year how to be flexible. While radio as a medium is already flexible, this year we have been at our most flexible. He said that there is less panic now then there was this time last year and the pandemic has taught us that no one in the office is indispensable anyone can catch the virus. He mentioned that out of his team of 75 only 15 members went to office and the rest of them work from home and this did not affect productivity. The differences between last year and this year is that once the people come back to work, they can be virtually no social distancing as The Newsroom is a very closed area of work. Another problem we faced this year was of vaccination Moscow was one of the first cites to start mass vaccinations and yet 5-6 months down the line only 10% of the population has been vaccinated. Also, those who get vaccinated think they are Immortal and refused to wear masks. So, the idea of who are what is safe is varied. He spoke about two of the employees at Sputnik one of whom fell ill two months after taking the vaccination and the other has Fallen ill for the second time. He also spoke about how they are confident that they can face up to any challenges since they are not losing audience and visitors to the website. In terms of themes last year was all about covid and they saw two growth waves throughout the year in terms of audience traffic which were largely consistent. And in terms of content this year was more diverse and people don't want to hear as much about covid as they did last year and the reason for that is they are a little more relaxed than they were last year when the panic set in, as most of them already have the antibodies or have survived covid.



Mr. Alexei Orlov addressing the audience

So now things are different there are varied pieces of Information and themes from all spheres of life, he said, from the shooting in Moscow two months ago to announcement of meeting of the presidents of Russia and the US in 2 weeks to the more recent airplane incidents that took place. He declared that they were trying to explore fresh angles but normalising things can be a little painful. The other thing that's knew during this year would be adopted in The Newsroom very well, are applications like Zoom are now outdated and the other applications are better with more features of reporters using mobile phones to disseminate news. He also quoted how they are trying to explore new formats and one of ideas was, for example the background in the studio is Lime green, this is for celebrity interviews and it is a fresh Outlook. Also, there's a new format show that they were exploring where journalists are sitting in a bar sipping cocktails and discussing the learnings from news of the week. Mr. Alexei concluded by saying that he hoped that this year would be better and more interesting and challenging and he hoped that he does not have to lose any more people. Spoke about how they are better prepared now to deal with exigencies and can work through Nights. He mentioned the delicate state of Russian economy and the fact that they are making an effort to bring an economic experts to have that dialogue.

Dr. Ajitabh was introduced and thanked by Dr. Neeru Johri

Dr. Neeru Johri, HOD - BA(JMC), Managing Editor-Mass Communicator Incharge, Community Radio-JIMS, Vasant Kunj 90.4 MHz

Dr. Neeru Johri declared the workshop as mission accomplished because of the the competency of the speakers that were there in the seminar.



Dr. Neeru Johri addressing the audience

She also extended her gratitude to Olga from Sputnik and reiterated the wonderful relationship that JIMS Vasant Kunj and she personally share with Olga and Mr. Alexei.

Dr Neeru Johri declared that Dr. Ravi Dhar who is an able leader not just for the institute but specifically for the department, has always been a guiding force. She also spoke about how the seminar went off seamlessly with timelines being adhered to. She also expressed her gratitude to her team members and specifically for Dr Ajithab from the Greater Noida campus. Dr Ajitabh, she mentioned not just offered backend support but was extremely instrumental throughout the seminar. Dr. Johri also declared that he has learnt a lot since last year from everybody including her colleague and students. She also spoke about the speaker's coming from diverse fields and expressing their opinions very precisely and in depth and this she said would benefit students who have viewed the seminar. She thanked all the speakers and exhorted the students to learn from whatever has been spoken about today. In conclusion she wished, that when this kind of seminar was next held it would be in the physical space

and all would be right with the world. She also made up early to all the students to get themselves vaccinated.

Learning Outcome:

- 1. The participants were able to understand the challenges faced by sectors due to COVID 19
- 2. To beneficiaries were able to recognize the innovation strategies employed by organisations for survival and sustainability

Name & Signature

Coordinator

Name & Signature

Head-Dept. of BJMC

Name & Signature

Director



Jagannath International Management School Vasant Kunj, New Delhi-110070

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NOTICE FOR WORKSHOP

17th June, 2021

This is to inform all the students of **BA(JMC) IV (M&E)** Semester Batch: 2019-22 to attend the Workshop Lecture organized as follow:

<u>Date/Day</u>: 18th June, 2021 (Friday)

Speaker : Mr. Nimish Kapoor

Designation : Scientist 'E' and Head, Publications Division and Science

Film Festival Division

Company : Vigyan Prasar, Department of Science & Technology, GOI

Timing : 10:00am to 12:00 noon

Topic : Fake News and Fact Verification with technical support of

Google News Initiative India Training Network

Coordinator : Ms. Shikha Kukreja & Mr. Anish Saxena

(To Arrange)

Faculty: Mr. Anish Saxena & Ms. Neha Saxena

Zoom ID : 811 0315 5862

JShwit

Password : 408414

MANAGER-CORPORATE AFFAIRS & PLACEMENTS CLASS CO-ORDINATOR

HOD-BA(JMC)

DIRECTOR

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

Date:18.06.21

Department of Media and Communication Studies

Workshop Report

Topic: Fake News and Fact Verification with Technical Support of Google News Initiative India Training

Network

Date: 18th June 2021

Time: 10:00 am-12:00 pm Venue: Zoom meeting

Resource Person (s) with Designation and Organization: Scientist 'E' and Head, Publications Division and

Science Film Festival Division, Vigyan Prasar, Department of Science and Technology

Beneficiaries: 107

Faculty Coordinator: Ms. Shikha Kukreja

Learning Objectives:

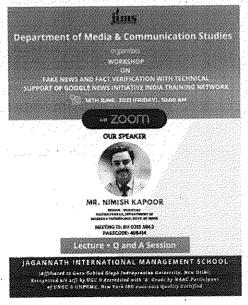
1. To make students learn about facts verification.

2. To make students learn how to identify and cross check fake news with the help of Google Technical Support

Learning Outcome:

- 1. Students got a fair understanding of how to identify authenticity of the news.
- 2. Students got to know about different tools to verify facts.

Report: The Department of Media and Communication Studies, JIMS Vasant Kunj organized an online Fake News And Fact Verification With Technical Support Of Google News Initiative India Training Network workshop on 18th June 2021 for the students of 2nd year. The session was conducted by Mr.Nimish Kapoor.



After the Question and Answer Session, Ms. Shikha Kukreja ended the session by giving her insights on the workshop.

Learning Outcome:

- 1. Students got a fair understanding of how to identify authenticity of the news.
- 2. Students got to know about different tools to verify facts.

विश्वसनीय स्रोत जिन्हें आप करने के . लिए उपयोग कर सकते हैं :



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Fake news identification

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How to identify Visual Clues

Coordinator

HOD, BA(JMC)



Vasant Kunj, New Delhi-110070

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NOTICE FOR WORKSHOP

25th August, 2021

This is to inform all the students of **BA(JMC) III (M&E)** Semester Batch: 2020-23 to attend the Online Workshop organized as follows:

Date/Day

27th August, 2021 (Friday)

Speaker

Mr. Nimish Kapoor

Designation

Scientist 'E'

Company

Vigyan Prasar, Department of Science and Technology

Govt. of India Sector - 62, Noida

Timing

09:30 to 11:30 am

Topic

Fact Verification

Coordinator

Ms. Ruchi Goel & Ms. Tanvi Dahiya

(To Arrange)

Faculty

Ms. Sanyogita, Ms. Priyanka & Ms. Ruchi Goel

Zoom ID

853 1125 6446

Password

shout

502536

MANAGER-CORPORATE AFFAIRS & PLACEMENTS

CLASS CO-ORDINATOR

HOD-BA(JMC)

DIRECTOR

Vasant Kunj, New Delhi-110070

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Date:27.08.21

Department of Media and Communication Studies Workshop- Report

Topic: Fact Verification **Date**: 27th August 2021 **Time**: 09:30 am-11:30 am **Venue**: Zoom meeting

Resource Person(s) with Designation and Organization: Mr. Nimish Kapoor, Scientist 'E'

Vigyan Prasar, Sector-62, Noida

Beneficiaries: 89

Faculty Coordinator: Ms. Tanvi Dahiya & Ms. Ruchi Goel

Learning Objectives:

1. To make students learn about facts verification.

2. To make students learn how to identify and cross check fake news with the help of Google Technical Support

Report: The Department of Media and Communication Studies, JIMS Vasant Kunj organized an online Fact Verification workshop with Technical Support Of Google News Initiative India Training Network workshop on 27th August 2021 for the students of 2nd year. The session was conducted by Mr.Nimish Kapoor.

In the workshop Mr. Nimish Kapoor taught the students how to check whether the news is authentic or fake. He taught about different tools which are used to verify facts. It was an interactive session as the students asked their doubts and questions and the speaker Mr. Nimish Kapoor cleared all the doubts thoroughly.

Learning Outcome:

- 1. Students got a fair understanding of how to identify the authenticity of the news.
- 2. Students got to know about different tools to verify facts.



Fake news Verification

Mr. Nimish explaining how to identify fake news

Coordinator

HOD, BA(JMC)



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NOTICE FOR WORKSHOP

20th September, 2021

This is to inform all the students of **BA(JMC)** V (**M&E**) Semester Batch: 2019-22 to attend the Workshop organized as follow:

<u>Date/Day</u>: 22nd September, 2021 (Wednesday)

<u>Speaker</u> : Mrs. Neha Singh <u>Designation</u> : Assistant Professor

Company : JIMS, VK-I

Timing : 12:00 to 1:00 pm

Topic : Soft Skill & HR Etiquettes

Coordinator : Ms. Shikha Kukreja & Mr. Anish Saxena

(To Arrange)

Faculty: Dr. Sunny Gupta & Ms. Tanvi Dahiya

Zoom ID : 520 369 2053

Password: Ju6h9Y

MANAGER-CORPORATE AFFAIRS & PLACEMENTS

CLASS CO-ORDINATOR

HOD

DIRECTOR

Vasant Kunj, New Delhi-110070

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Date: 22/09/2021

Department of Communication & Media Studies

Workshop Report

Topic: Soft Skills & HR Etiquettes

Date: 22/09/2021

Time: 12:00-02:00 PM Beneficiaries: 114

Speakers and Designation: Ms. Neha Singh, Assistant Professor, JIMS, VK

Learning Objectives:

1. To understand the importance of Soft Skills

2. To understand the impact of appropriate HR Etiquette

Report:

The Department of Media & Communication Studies, conducted a workshop on "Soft Skills & HR Etiquettes" on September 22, 2021 via Zoom by faculty member—Ms. Neha Singh, Assistant Professor, Department of Communication & Media Studies. This workshop was organized with the aim of equipping 3rd year students with the requisite skills that will enable them to appear for job interviews with ease. The skills discussed and imparted during the workshop will help the students prepare for an interview, and overcome any hesitation with respect to how they might present themselves.

Followed by the introduction, Dr. Neeru Johri, HOD, Department of Journalism and Media communication addressed the participants and emphasised the significance of this workshop for the students.

Beginning with an example of how Humility is all important, especially for students who are about to walk into the corporate sector, the speaker emphasized a number of factors that one should keep in mind. Beginning with the importance of having a 'Learner Attitude' while joining the work force, as a new recruit. The importance of Saying Yes! To every task assigned was emphasized.

The media industry is not subject to traditional timings and a flexibility to adapt to these timings becomes essential to have a thriving career in the industry.

Before the interview takes place its imperative that one completes a thorough background research on the Company one were going to join, and keep abreast of the socio economic milieu, specifically with respect to the industry in question. The importance of always being polite, keeping your body language and attire professional, and maintaining eye-contact with the individual asking questions, were discussed.

Appropriateness of formal language was emphasized. The speaker used real life examples to illustrate how one can answer frequently asked questions, by interviewers. The speaker also provided solutions to tricky questions used to trip up interviewees.

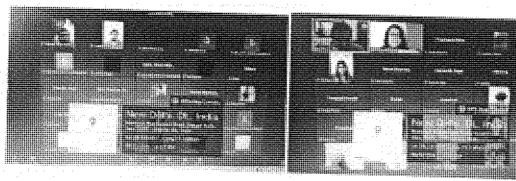
The speaker also attempted to equip the interviewees with etiquette of Online Interviews. When provided with details of the interview, one should familiarize themselves with the online platform where it shall take place, beforehand. If one is conversant with Zoom and the interview is being held on Microsoft Teams, the candidate should familiarize oneself with the new platform in question.

Choosing an appropriate location with little or no ambient noise, in addition to not having a disturbing background is important.

The workshop concluded with a Q&A session with the participants asking questions related to salary and other relevant details.

Learning Outcome:

- 1. The students were much better equipped to handle job interviews and are not likely to get blindsided by tough questions being asked.
- 2. The students learnt the significance of appropriate body language, verbal language skills and maintaining the right attitude through their careers.



Ms. Neha Singh interacting with the participants

How



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NOTICE FOR WORKSHOP

16th November, 2021

This is to inform all the students of **BA(JMC) IV (E)** Semester Batch: 2019-22 to attend the Online Workshop organized as follows:

Date/Day

: 17th November, 2021 (Wednesday)

Moderator

Ms. Neha Singh

Designation

Assistant Professor

Timing

02:00pm to 4:00 pm

Topic

Gizmo Bazaar

Coordinator

Ms. Neha Singh

(To Arrange)

Faculty

Ms. Neha Singh, Ms. Shruti Chopra Joshi

Zoom ID

965 7094 8394

Password

A4u6R9

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HOD-BA(JMC)

DIRECTOR

Jagannath International Management School Vasant Kunj, New Delhi-110070

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Department of Media and Communication Studies

Workshop Report

Topic: Gizmo Bazaar Date: November 17, 2021 Time: 2.00 – 4.00 PM Venue: Zoom Meeting

Resource Person with Designation and Organization: Ms. Neha Singh, Assistant

Professor, JIMS, VK

Beneficiaries with number: 59

Faculty Coordinator: Ms. Shruti Chopra Joshi

Learning Objective:

1. To provide students a wider platform for presenting their ideas, thus enhancing their entrepreneurial skills.

- 2. To enable learning of how to get the maximum output during group tasks.
- 3. Importance of exercising their researching skills.

Report: The Gizmo Bazaar kicked off with the idea of a futuristic hands-free coffee machine, which will not only memorize your order, but also make the drink for you by just swiping your hand in-air over the device. The second group brought forward the idea of a Dream-preserving pillow called "Pursukoon" pillow, which means "peace". The basis of this idea was the on-going development in the technology that would enable users to keep an eye at the dreams of individuals. Furthermore, their idea was to help the users to know about their nightmares.

The third group brought in the idea of a 3d Hologram Projection Band, which would give its users the real-life experience of any structure or a building all over the globe, right onto their wrists. The product would make use of the Hologram technology and Spatial Mapping technology in a compact way.

Another entry brought in the idea of prosthetics that would move the same way as natural limbs do. For people with amputation who have prosthetic limbs, one of the greatest challenges is controlling the prosthesis so that it moves the same way a natural limb would. The idea was to have developed a new strategy that could offer much more precise control of prosthetic limbs. Magnetomicrometry (MM) can provide fast and accurate muscle measurements in human beings. It could also be used to improve the muscle control achieved

with a technique called Functional Electrical Stimulation, which is now used to help restore mobility in people with spinal cord injuries.

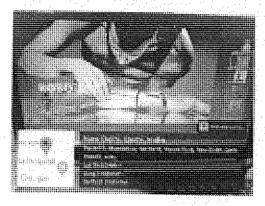
Another innovative idea went with the name of "Scooch case", a very well chosen label for a futuristic suitcase. The product was "Scooch case"- a light weighted travel bag with its exceptional features.

An AI Hair Dresser, called "Cutsmart" was next on the cards. As the name suggests, the AI used in this product helped customers get the perfect haircut and hair care they wished for. The hairstyle pod worked on a unique image scanning tech, which allowed it to scan the pictures provided as a input for the desired haircut. The hairstyle pod came with its very own app also called "Cutsmart"— which has a very simple interface, wherein all a person had to do was to give the picture as an input and simple information such as your hair, skin type and face shape.

The ideas were based on existing and futuristic technology, the products were designed in such a way that they tackled problems which haven't been dealt with yet.

Learning Outcome:

- 1. The students learnt how to get the maximum output during group tasks
- 2. The students learnt the importance of exercising their researching skill
- 3. The students learnt the importance of enhancing their entrepreneurial skills.



Cutting Edge Tech

Coordinator

Futuristic Tech

:UTSMART

HOD, BA(JMC)