

CRITERIA VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

**6.3.3: AVERAGE NUMBER OF PROFESSIONAL DEVELOPMENT /
ADMINISTRATIVE TRAINING PROGRAMS ORGANIZED BY THE
INSTITUTION FOR TEACHING AND NON TEACHING STAFF DURING THE
LAST FIVE YEARS**

DATA COLLECTION YEAR FOR ASSESSMENT

2018-19



Jagannath International Management School

Vasant Kunj, New Delhi - 110070

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

Grade 'A' accredited by NAAC and ISO 9001:2015 Quality Certified

Recognised u/s 2(f) by UGC


Dated: 1st December, 2018

NOTICE FOR FDP

This is to inform all the faculties of BBA to attend the Internal FDP organized as per details given as under:

- Date** : 03 to 17 December, 2018
- Speaker** : BBA Internal Faculty
- Timing** : 12:00 pm to 02:00 pm
- Topic** : Sustainable Development Goals
- Venue** : Conference Room, JIMS, Vasant Kunj
- Coordinator to arrange** : Dr. Sartaj Khera, Assistant Professor


Faculty Coordinator


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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Participant of United Nations Global Compact, New York

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Faculty Development Program

on

Sustainable Development Goals

(3rd to 17th December 2018)

A Report

Compiled by

Dr. Sartaj Khera

Organized by:

Department of Management Studies

An over view of SDG's

The global community, after dedicated and consistent efforts over the last year, has developed an agenda that promises to address the concerns of human development for all while ensuring the health of the planet and its ecosystems. In September 2015, the post 2015 UN Development Agenda, comprising of 17 Sustainable Development Goals (SDGs) and 169 interlinked Targets within these Goals will be adopted, replacing the Millennium Development Goals (MDGs).

In line with these SDG's an effort was made by the BBA department to conduct FDP from 3rd December to 17th December. The aim was to impart knowledge to all the faculty members about these goals and to discuss researchable areas related to these goals. The details of the sessions have been captured in the report.

G 1: No Poverty & SDG 2: Zero Hunger.

By

Dr. Shruti Bhutani (3/12/2018)

(Assistant Professor)



Dr. Bhutani spoke about two goals i.e. ending poverty and zero hunger. As far as End poverty is concerned, the SDGs are a bold commitment to finish what we started, and end poverty in all forms and dimensions by 2030. This involves targeting the most vulnerable, increasing access to basic resources and services, and supporting communities affected by conflict and climate-related disasters. Actions taken by current government to eradicate poverty Swachh Bharat Mission, Ujjawala Yojna , The MUDRA Yojna.

Zero Hunger: Globally, the proportion of undernourished people in developing regions has fallen by almost half since 1990, from 23.3% in 1990-1992 to 12.9% in 2014-2016. As per FAO estimates, 2017 saw the third consecutive rise in world hunger, with the absolute number of undernourished people i.e. those facing chronic food deprivation increasing to 821 million. Action that can be taken to solve the problem of Hunger: Fighting for the food waste etc. Some of the Suggested Research Topics include: Awareness of the missions such as swacch bhara,ujwala yojna,mudra yojana among people etc.

SDG 4: Quality Education & SDG 5: Gender Equality

By

Dr. Sartaj Khera (4/12/2018)

(Assistant Professor)



Dr. Sartaj Khera gave an overview on the two sustainable goals. She spoke on quality education giving facts about the world facing an alarming education crisis. Only 1 in 12 young people in low-income countries are on track to gain secondary level skills. Sustainable Development Goals (SDGs) aim to secure leader-level political commitment to the social, political and economic importance of investing in a full cycle of quality early-childhood, primary and secondary education. A video was shown to the faculty members on Malala Yousafzai (UN Messenger of Peace) "Financing the Future: Education 2030". A few topics were proposed topics for research for instance: Discrepancy between the number of schools and teachers vis a vis population growth etc.

The next goal discussed was Gender equality. The growing problem of gender inequality was highlighted with emphasis on need to provide women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes. This will fuel sustainable economies and benefit societies and humanity at large.

The presentation ended on proposed topics of research like Discrimination and violence against women and girls in India etc.

SDG 11: Sustainable Cities and Consumption

by

Dr. Satish Kumar Dogra (5/12/2018)

(Professor & Registrar)



Dr. Dogra spoke on sustainable or eco cities. They are defined as cities which reduce the inputs of energy, water and food and also reduce the outputs of heat, water and air pollution. These cities have the consideration for social, economic, environmental impact and resilient habitat for existing populations, without compromising the ability of future generations to experience the same. The governments struggle to accommodate the rising population in the cities. Making cities safe and sustainable means ensuring access to safe and affordable housing, and upgrading slum settlements.

The most important advantage of a sustainable city is that it follows such a development path that allows for an integral and long-term development without compromising future generations. By promoting sustainable development, cities become healthy, viable communities for citizens. A good quality of life, natural open spaces, reduced waste, equality, access, lower crime, sense of community, clean air and water quality, and environmental diversity are just a few beneficial characteristics of sustainable cities. The most important advantage of a sustainable city is that it follows such a development path that allows for an integral and long-term development without compromising future generations.

There is also a need to ensure sustainable consumption and production patterns. This includes educating consumers on sustainable consumption and lifestyles, providing them with adequate information through standards and labels and engaging in sustainable public procurement, among others. The case for sustainable urban development can be made in terms of inter-linked economic, social, and environmental benefits. Economically the benefits include agglomeration economies, lower infrastructure costs and reduced congestion cost while reducing carbon emissions and other environmental pressure.

Environmental science is all about finding ways to live more sustainably, which means using resources today in a way that maintains their supplies for the future. Environmental sustainability doesn't mean living without luxuries but rather being aware of your resource consumption and reducing unnecessary waste. For this we must Reduce household energy

use, eat locally, plant seeds, recycle, resell and donate items, save water, rely less on cars and purchase fair-trade products.

In order to understand the concept of Sustainable Cities and Consumption, we can undertake, through our students, the research in the following areas:

1. Solid waste disposal methods in Delhi and their efficiency.
2. Reasons for heavy migration to Delhi from neighboring states: Ways to reduce migration.
3. Factors for growing slums in Delhi and their role in making the Delhi city dirtier.
4. NGOs educating the people of Delhi for ill-effects of pollution.
5. Ways to make Delhi a smart city.
6. Green buildings in Delhi & how to develop more such buildings. Why?
7. How to create more urban forestry to tackle pollution in Delhi.

SDG 12: Sustainable Production and Consumption

By

Ms. Anu Bhardwaj (6/12/2018)

(Assistant Professor & Programme coordinator)



Ms. Anu Bhardwaj, presented her views on Sustainable Development Goal 12: Sustainable Production and Consumption. She explained both terms as: Sustainable Production is the creation of goods and services using processes and systems that are: non-polluting, conserving of energy and natural resources, economically viable, Safe and healthful for workers, communities and consumers and Sustainable consumption is the use of products and services that have a minimal impact on the environment so future generations can meet their needs. Countries are committed to make fundamental changes in the way that their societies produce and consume goods and services. She added that Governments, international organizations, the business sector and other non-state actors and individuals must contribute to changing unsustainable consumption and production patterns, including through the mobilization, from all sources, of financial and technical assistance. She also proposed some research areas under this theme. Some of them are waste management, pollution, sustainable tourism, alternate energy sources, sensible consumption, educating people for sustainable production and consumption and including in countries education policy.

SDG 8-Decent Work and Economic Growth

By

Mr. Vipul Singh (7/12/2018 & 10/12/2018)

(Assistant Professor)



Mr. Singh explained that according to the UN: Roughly half the world’s population still lives on the equivalent of about US\$2 a day. And in too many places, having a job doesn’t guarantee the ability to escape from poverty. This slow and uneven progress requires us to rethink and retool our economic and social policies aimed at eradicating poverty.

The UN has defined 12 Targets and 17 Indicators for SDG 8. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these Targets are achieved. Below we quote the original text of all Targets and show the data on the agreed Indicators.

Target 8.1: Sustainable Economic Growth

Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries.

Target 8.2: Diversify, innovate and upgrade for economic productivity

Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.

Target 8.3: Promote policies to support job creation and growing enterprises

Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

Target 8.4: Improve resource efficiency in consumption and production

Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.

Target 8.5: Full employment and decent work with equal pay

By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

Target 8.7: End modern slavery, trafficking, and child labour

Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.

Target 8.8: Protect labour rights and promote safe working environments

Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Target 8.9: Promote beneficial and sustainable tourism

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Target 8.10: Universal access to banking, insurance and financial services

Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

Target 8.A: Increase aid for trade support

Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-related Technical Assistance to Least Developed Countries.

Target 8.B: Develop a global youth employment strategy: By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization.

SDG 17: Strengthen the Means of Implementation and Revitalize the Global Partnership for Sustainable Development

By

Dr. Ashok Sharma (11/12/2018)

(Associate Professor & Programme coordinator)

Dr. Sharma spoke on how a successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the centre, are needed at the global, regional, national and local level. The following are the targets to achieve this goal: Finance; Technology; Capacity building; Trade; Policy and institutional coherence; Multi-stakeholder partnerships and Data, monitoring and accountability.

SDG 14: Life Below Water & SDG 15: Life On Land

By

Ms. Divya Gupta (12/12/2018)

(Assistant Professor)



Ms Divya Gupta spoke on life below water and life on land. The world's oceans – their temperature, chemistry, currents and life – drive global systems that make the Earth habitable for humankind. Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Careful management of this essential global resource is a key feature of a sustainable future. Marine protected areas need to be effectively managed and well-resourced and regulations need to be put in place to reduce overfishing, marine pollution and ocean acidification.

LIFE ON LAND: Forests cover 30.7 per cent of the Earth's surface and, in addition to providing food security and shelter, they are key to combating climate change, protecting

biodiversity and the homes of the indigenous population. By protecting forests, we will also be able to strengthen natural resource management and increase land productivity.

SDG 7: Affordable and Clean Energy & SDG 8: Decent Work and Economic Growth

By

Dr. Himani Gupta (13/12/2018)

(Associate Professor)



Dr. Gupta spoke about sustainable development being the need of the hour. What can we do for our mother earth? From shifting our focus from the schedule put out for the day to actually getting into the shoes to work for development. Sun, a source for lifetime is one of the assets we could count on, then why not focus on the ways to use this resource efficiently. Even the wind that blows all day long, the breeze, it can also be a source which could help benefits poor. Windmills instilled near slums provide a constant energy supply to debriused areas. We have millions of cows in our country, cow dung is widely used for biogas production. The installation of pipes for biogas supply is working on a large scale to meet the needs of the poor. Another option could be becoming a technology freak. Nowadays technological advances are on the peak as we encounter a new automobile model and mobiles each day. Improving the communication facilities for the people unaware about this aspect of technology, innovating and creating jobs in call centres and other fields for the underprivileged can help a lot in making them cross the poverty barrier.

SDG 13: Climate action and SDG 16: peace, justice and strong institutions

By

Ms. Sanjana Aggarwal (14/12/2018)

(Assistant Professor)



Ms Aggarwal spoke on climate action and peace, justice and strong institutions. There is a need for climate action as the year 2017 was one of the three warmest on record and was 1.1 degrees Celsius above the pre-industrial period. An analysis by the World Meteorological Organization shows that the five-year average global temperature from 2013 to 2017 was also the highest on record. The world continues to experience rising sea levels, extreme weather conditions (the North Atlantic hurricane season was the costliest ever recorded) and increasing concentrations of greenhouse gases. This calls for urgent and accelerated action by countries as they implement their commitments to the Paris Agreement on Climate Change. SDG-16 is about promoting peaceful and inclusive societies for sustainable development provide access to justice for all and build effective, accountable and inclusive institutions at all levels. Reducing violent crime, sex trafficking, forced labour, and child abuse are clear global goals. SDG 16 also targets universal legal identity and birth rights, ensuring the right to a name and nationality, civil rights, recognition before the law, and access to justice and social services. With more than a quarter of children under 5 unregistered worldwide as of 2015, about 1 in 5 countries will need to accelerate progress to achieve universal birth registration by 2030.

SDG 3: Good Health And Wellbeing & SDG 6: Clean Water And Sanitation

By

Dr. Manisha Gupta (17/12/2018)

(Assistant Professor)



Dr. Manisha Gupta taking a session on Good Health and Wellbeing, Clean Water, and Sanitation

Dr. Gupta spoke of good health and well-being along with need for clean water and sanitation.

Goal 3 “Ensure healthy lives and promote well-being for all at all ages”. By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births. By 2030, end preventable deaths of new born and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births. Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

Goal 6: “Ensure availability and sustainable management of water and sanitation for all”. By 2030, achieve universal and equitable access to safe and affordable drinking water for all. By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations. Support and strengthen the participation of local communities in improving water and sanitation management.

A.S. Sethi

Head- Department of Mgmt. Studies

Manisha Gupta
Director

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Sustainable Development Goals

List of Internal Participants

S. No.	Name of the Participant	Period of the Event	Venue
1	Dr. S. K. Dogra.	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
2	Dr. A. S. Sethi	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
3	Prof. Bhushan Manchanda	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
4	Dr. Hakimuddin Khan	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
5	Dr. Ashok Sharma	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
6	Ms. Anu Bhardwaj	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
7	Dr. Himani Gupta	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
8	Dr. Sartaj Khera	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
9	Ms. Divya Gupta	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
10	Ms. Poonam Malik	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
11	Ms. Prabhjot Kaur	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
12	Ms. Kanika Chaudhary	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
13	Ms. Meenakhi Chopra	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
14	Ms. Anisha Sharma	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
15	Ms. Smriti Dua	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
16	Ms. Sakshi Chhabra	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
17	Ms. Taanika Arora	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
18	Ms. Raghvir Kaur	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
19	Mr. Vipul Singh	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
20	Mr. Rajvinder Singh	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
21	Ms. Anshu Punshi	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
22	Ms. Suchitra Srivastava	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
23	Ms. Sanjana Agarwal	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
24	Ms. Shruti Minocha	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
25	Dr. Manisha Gupta	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
26	Ms. Nisha Wadhawan	3 rd to 17 th December, 2018	JIMS, Vasant Kunj
27	Mr. P. K. Pandey	3 rd to 17 th December, 2018	JIMS, Vasant Kunj

Verified by-

A.S. Sethi

Head of the Department

Department of Management Studies

JIMS, VasantKunj

About JIMS

Established in 2003 as an affiliated college of Guru Gobind Singh Indraprastha University, Delhi, the institute has made rapid strides in the area of imparting higher quality education at the undergraduate level to emerge as one of the topmost colleges of the university. The college has been awarded the highest grade, A, not only by the joint Assessment Committee of the University and the Govt. of NCT of Delhi but also by the University Academic Audit Committee. To cap it all, the institute has also been awarded A Grade by the National assessment and Accreditation Council, Bengaluru. Apart from these government recognitions and accreditations, the institute has also fared exceedingly well in the estimation of non-governmental Third Party assessing agencies. The college has been adjudged as the topmost college for media education by the Global Human Resource in 2015, as the 5th Best College in India for IT education by Global Human Resource Development Centre in 2018 and as the 26th Best Institute in the country for Management education.

About the Department

The department of Management Studies under the mentorship of Dr. Nidhi Gupta has won many laurels for the institute including a Gold Medal in academics and 5 Gold medals in I P University Sports tournaments and many more achievements. The students have excelled in the field of academics, placements, Internship, sports, cultural, music and co-curricular activities organised by various prestigious Universities like Delhi University, GGSIPU and Amity University.

About the Programme

In today's era, it is difficult for both academia and industry to avoid the term 'research'. Due to the persistent efforts of researcher, we are experiencing a giant leap in this century. The recent technological advances have increased a teacher's responsibility in getting trained in specific tools for analysing the data. This programme has been designed to provide clear guidelines on how to undertake research as well as highlights the realities of undertaking research, including more common pitfalls. Looking at these requirements of research, JIMS, Vasant Kunj, has planned to organize this Faculty Development Program on Open Source Statistical Package R.

OBJECTIVES

To provide the researcher with an understanding of R Programming Language and Statistics. The learning outcomes include details about steps and statistics involved in simple research as well as of advanced levels through the use of R and R tools.

WHO CAN PARTICIPATE

Faculty Members/Research Scholars/Industry, Delegates/Students

PEDAGOGY

- Class room sessions inclusive of lectures, discussion, presentation, case studies and experiential exercises accompanied with laboratory sessions*
- Individual exercises.*

One week FDP on DATA ANALYSIS USING STATISTICAL PACKAGE



27 MAY- 1 JUNE 2019

ORGANISED BY

DEPARTMENT OF MANAGEMENT STUDIES

JAGANNATH INTERNATIONAL MANAGEMENT
SCHOOL, VASANT KUNJ, DELHI

(Affiliated to GGS Indraprastha University, New Delhi)
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OCF, POCKET 9, SECTOR B, VASANT KUNJ
NEW DELHI-70

Resource Persons

Dr. Ranjit Kumar Paul, PhD, FNAAS

Dr. Ranjit Kumar Paul is a scientist at ICAR-IASRI. He was a visiting Scientist at Department of Economics, South Dakota State University, USA. He has published more than 120 research papers in national and international journals of repute. He is an elected fellow of National Academy of Agricultural Sciences (NAAS). He is recipient of NAAS Young Scientist award in Social Sciences, young scientist award from Indian Society of Agricultural Statistics (ISAS), young scientist award from Society for Application of Statistics in Agriculture and Allied Sciences (SASAA). He has also received ICAR Lal Bahadur Shastri Outstanding Young Scientist Award in Social Sciences. He has guided three MSc students in Agricultural Statistics and presently guiding two PhD students in the discipline of Agricultural Statistics.

Dr. Himadri Shekhar Roy

Dr. Himadri Shekhar Roy is working as a scientist at ICAR-IASRI in the division of Statistical Genetics. He has completed his M.Sc. and Ph.D. from ICAR-IARI, New Delhi. He qualified ICAR-JRF (Junior Research Fellowship) in 2011 and also qualified ICAR-NET (National Eligibility Test). He is actively involved in research as well as teaching the post graduate students of IARI, New Delhi. He has published several research papers. Presently he is handling three research projects.

Dr. Soumen Pal

Dr. Soumen Pal is working as a scientist at ICAR-IASRI. Presently working in the area of development of Web Portal, Mobile Application and Statistical Modeling which includes designing, code construction, deployment and management of projects. He has published several research papers. He has also written a number of popular articles.

Topics to be covered

- Introduction to R and R Studio Descriptive
- Statistics{ [Mean, Median, Mode, Standard Deviation, Skewness, Kurtosis]}
- Graphical Representation
- Normality Testing of the data
- Hypothesis Testing: An Introduction
- Parametric Testing [One Sample T Test, Independent Sample t Test, Dependent Sample t Test, One Way ANOVA, Two Way ANOVA
- Correlation Analysis
- Non – Parametric Testing [Chi square test, Runs Test etc]
- Regression Analysis [Simple and Multiple Regression Analysis]
- Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) with R
- Time Series Analysis

How To Register

Limited seats only. Registration will be done on first come first served basis. Please find the registration fee details below. The registration fee includes Registration kit, lunch and High tea.

Registration Type	Registration Fee
Early Bird Registration (Till 4th May, 19)	2000/-
Registration till due date (Due Date 22nd May, 19)	2500/-

Please note the following Bank Details for Payment. Payments can be made through RTGS/NEFT transfers.

Bank Name: HDFC

Branch Name: New Delhi, Vasant Kunj

Account Name: Jagannath International Management School

Account No: 02731000035293

Account Type: Saving Account

IFSC Code: HDFC0000273

Payment can be made through **Paytm wallet**. Kindly contact for details.

Organising Committee

PATRON Dr Amit Gupta Chairman, JIMS	FDP MENTOR Dr. Ravi. K. Dhar Director, JIMS	FDP DIRECTOR Dr. Nidhi Gupta HOD, Management Studies
CONVENER Dr Himani Gupta Associate Professor	CO-CONVENER Dr. Manisha Gupta Assistant Professor	CO-ORDINATORS Ms Nisha Wadhawan Ms Anshu Punshi Ms Divya Gupta

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REPORT of FDP on Data Analysis using open Source Statistical Package ‘R’.

From 27th May to 1st June’ 2019 at JIMS Vasant Kunj, New Delhi.

A one week faculty development programme on “Data Analysis using open Source Statistical Package R ” was organized by Department of Management Studies of Jagannath International Business School ,Vasant Kunj, New Delhi from 27th May to 1st June,2019.The FDP aimed to provide opportunities to faculty members, research scholars and post graduate students to enrich their teaching skills and research in the field of data analysis using statistical package “R”.

The FDP was attended by 45 participants consisting of 15 internal faculties and 30 external participants from different institutes like Delhi University, Delhi Technical University , Amity University, K.R. Mangalam University, Vivekanand Institute of Management Studies, Lalita Devi Institute of Management Studies, GL Bajaj Institute of Management and Research , Junior Research Fellows from DRDO, New Delhi.

Inaugural Session

The inaugural session began by inviting Dr.Soumen Pal , Guest Speaker of the day, Dr.S.K.Dogra , Registrar, JIMS and Dr.Nidhi Gupta, HOD-Department of Management Studies ,JIMS on the stage followed by a short introduction of the FDP topic. Thereafter the guests along with Registrar and HOD-Department of Management Studies were welcomed with planters.



Dr. Soumen Pal (Guest Speaker) , Dr.S.K.Dogra (Registrar, JIMS,VK) and Dr. Nidhi Gupta(HOD-Department of Management Studies , JIMS ,VK)



Welcoming Dr.Soumen Pal and Dr.S.K.Dogra with planter



Dr. Soumen Pal, Dr.S.K.Dogra and Dr.Nidhi Gupta lighting the ceremonial lamp.

Welcome Address by Dr. S.K. Dogra, Registrar, JIMS, Vasant Kunj



Dr. S.K. Dogra addressing the participants

Dr S.K.Dogra extended a warm welcome to the Chief Guest and participants through his welcome address. He gave a short introduction of the topic of the FDP and statistical package “R” used in analyzing data.

He emphasized that economy of every country is data driven and there are lots and lots of data which get collected in Census conducted every 10 years in India .He also stated that during the election time, several data at several levels of state to district to locality gets collected. To analyze this data effectively there is a need to have an understanding about a powerful software such as “R “

He ended his note by extending his warm wishes to all the participants.

Welcome address by Dr. Nidhi Gupta , HOD ,Department of Management Studies, JIMS ,VK



Dr. Nidhi Gupta welcoming the participants.

Dr.Nidhi Gupta started with a very enlightening and thought provoking quote “ The Capacity to learn is a gift ,the ability to learn is a skill, the willingness to learn is a choice”. She talked about the structure of 6 days FDP being framed in a manner that would benefit both the basic research work as well as advanced research work. She thanked the entire team of faculties for their invaluable efforts and willingness to contribute beyond their comfort zone to make the FDP a success.

She wished all the participants a happy learning.

1st Day of FDP (27/05/2019)

Dr. Soumen Pal , (Resource Person)

Dr .Soumen Pal has done his PhD in Agricultural Statistics from Bidhan Chandra Krishi Vishvidyalaya ,West Bengal. He is currently working as a scientist with Division of Computer Application at ICAR-Indian Agricultural Statistics Research Institute, Pusa.



Dr. Soumen Pal delivering lecture.

Dr.Soumen Pal spoke on “R” as a programming language and software environment for statistical analysis, graphics representation and reporting. He told that R was created by Ross Ihaka and Robert Gentleman at the University of Auckland, New Zealand, and is currently developed by the R Development Core Team. He also told that R is freely available under the GNU General Public License, and pre-compiled binary versions are provided for various operating systems like Linux, Windows and Mac.

In this session the participants were taught about the different data types and their uses in R. He demonstrated the export and import of data and gave brief about different functions in R . He also gave an overview of basic statistical tools such as mean ,median ,mode ,standard deviation ,skewness and kurtosis.

2nd Day of FDP (28/5/2019)

Dr.Kaustav Aditya, (Resource Person)

Dr. Kaustav Aditya is a scientist working with Division of Sample Surveys at ICAR-Indian Agricultural Statistics Research Institute, Pusa New Delhi. He has handled several projects as a principal investigator and principal co –investigator .Some of the renowned projects are Small Area Estimation for Skewed Data, A Study on Calibration Estimators of Finite Population Total for Two Stage Sampling Design, Pilot Study for Estimation of Seed, Feed and Wastage Ratios of Major Food Gains (Sponsored by Central Statistical office (CSO),MOSPI, Govt. of India) etc.



Dr.Kaustav Aditya delivering lecture

Dr.Kaustav Aditya delivered an informative lecture on “ Exploratory Data Analysis and its application in software R”. He spoke about the parametric and non parametric test and their relevance. He explained the different test of significance based on Z , t ,Chi Square and F Distributions along with their applications. He also gave a hand on experience of these tests using the software R. He taught how to create graphs of the given data and to conduct the normality test on it. He also taught how to impute the missing data.

3rd Day of FDP (29/5/2019)

Dr. Ranjit Paul, (Resource Person)

Dr.Ranjit Paul has done his PhD in Agriculture Statistics from Indian Agricultural Statistics Research Institute. He is also a NET qualified with JRF in Mathematical Science. He was awarded Young Scientist Award by Society for Applications of Statistics in Agriculture and Allied Sciences (SASAA) in March 2016.He has received several awards and academic honors and is currently working as a scientist with Indian Agricultural Statistics Research Institute (IASRI). He has been elected as Fellow of National Academy of Agricultural Sciences since 1st January 2018.

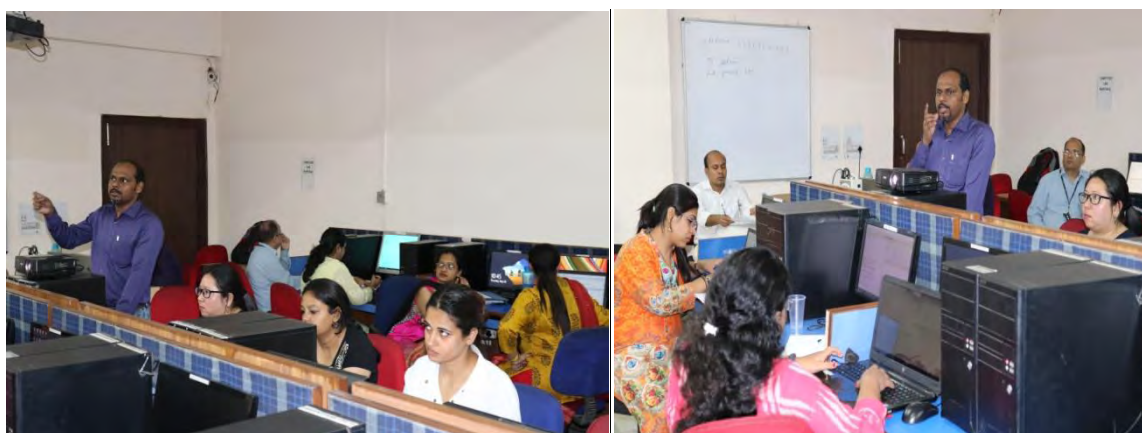


Dr. Ranjit Paul delivering lecture

Dr. Ranjit Paul began the day three of FDP by explaining the difference between the statistical model and mathematical model. He explained the different steps in modeling, viz. identification, estimation, validation and prediction. In this session the participants were skilled with the concept of correlation analysis followed by regression analysis. He also gave the list of assumptions in regression model. He demonstrated the method of fitting a model by forward, backward, Stepwise (a combination of forward and backward) .He also gave a brief about the packages developed by him.

4th Day of FDP (30/5/2019)

Dr. Ranjit Paul, (Resource Person)



Dr. Ranjit Paul delivering lecture

Dr. Ranjit Paul started the session on the fourth day by explaining the concept of estimations and validations in detail. He elaborated how to carry out estimations and validations using R.

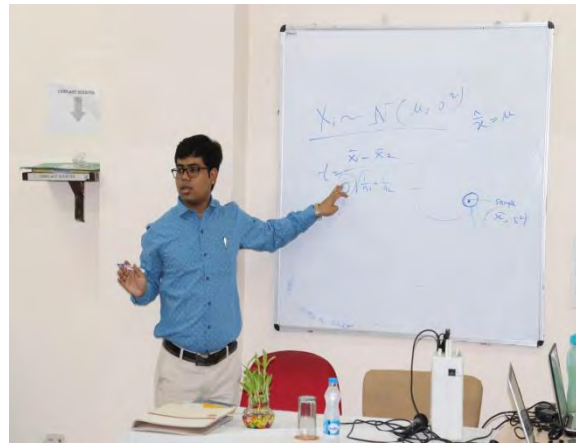
He gave an overview of the Time Series and the application of ARIMA model ,the parameters used and assumptions made by the model. He has also explained how to fit an ARIMA model to data and use it to make forecasts. Further , he elucidated the concept of logistic regression where the dependent variable is nominal and the independent variables are continuous. He has also thrown the light on the conceptual model of ANOVA .

The session came to an end with the clarification of doubts of each and every participant for better understanding and hand on experience of the software.

5th Day of FDP (31/5/2019)

Dr. Himadri Shekhar Roy, (Resource Person)

Dr. **Himadri Shekhar Roy** is working as a scientist with Division of Statistical Genetics, Indian Agricultural Statistics Research Institute, Pusa, New Delhi since October, 2016 .He has done his PhD in Agricultural Statistics from Indian Agricultural Research Institute, New Delhi. He is currently working a Principal Investigator on several projects. He has publications in several national and international journals to his credit.



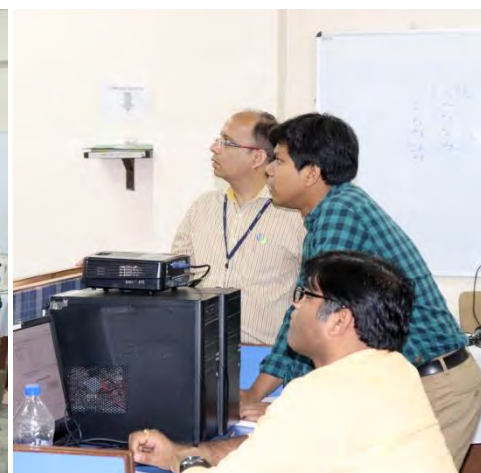
Dr. Himadri Shekhar Roy delivering lecture

Dr. Himadri Shekhar Roy started session with the explanation of the concept parametric and non parametric test. Under the parametric test he covered the topics such as Z-test, t test ,One way ANOVA while under non parametric test the topics covered were as follows Wilcoxon Rank Sum Test, Kruskal –Wallis ,H test ,Kolmogorov, Smirnov test etc. In this session participants gained hands on experience of these test on software R. He demonstrated the application of Cluster Analysis under the purview of Multivariate Data analysis.

6th Day of FDP (1/6/2019)

Dr.Mrinmoy, (Resource Person)

Dr.Mrinmoy Roy has completed his PhD from Indian Agricultural Research Institute, New Delhi , in Agricultural Statistic. He is currently working as a scientist with Indian Agricultural Statistics Research Institute, Pusa, New Delhi. He is also an Advisory committee member of M.Sc. and Ph.D. students of PG School at IARI .His areas of research interests include Statistical and Time Series modeling, Technology Forecasting, Machine Learning, Bootstrap etc. He has publications in several national and international journals to his credit.



Dr. Mrinmoy Ray delivering lecture

Dr. Mrinmoy Ray commenced the session introducing the topic SEM. He explained the widespread application of SEM in the present times. He clarified how the relationships shown in the SEM model represented the hypotheses of the researcher. He elaborated upon the use

of Confirmatory Factor Analysis (CFA). The concept of reliability and validity was explained in a very simple manner to have an understanding of its application in the preliminary stage of research. He has also thrown light on the topic such as Mediation in SEM.

VALEDICTORY SESSION:

The honourable personalities present in this occasion were Dr.Mrinmoy Roy ,resource person; Dr.S.K.Dogra Registrar JIMS ,VK; Dr. Nidhi Gupta , HOD ,Department of Management Studies, JIMS ,VK and Dr Himani Gupta ,Convener of FDP .

Dr.S.K.Dogra summarized the program and appreciated all the speakers , participants and the department for organizing FDP . The program was ended with vote of thanks by Dr.Himani Gupta and distribution of participation certificate to all the participants by Dr.S.K.Dogra and Dr.Nidhi Gupta.



Certificate Distribution to participants

OUTCOME :

All the sessions were very much informative. The discussed areas were of great benefit to the participants as the topics match with the current research domain. Participants were enlightened with the most updated software R used in the research in the present times. This in turn would help in enhancing the quality of research.



A photograph of participants and organizing committee of FDP

Name & Signature
Faculty Coordinator

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)

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

Participant of United Nations Global Compact, New York

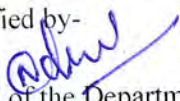
ISO 9001:2015 Quality Certified

FDP on Data Analysis using Open Source Statistical Package 'R'

List of Internal Participants

S. No.	Name of the Participant	Period of the Event	Venue
1	Dr. Nidhi Gupta	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
2	Dr. Ashok Sharma	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
3	Dr. Himani Gupta	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
4	Dr. Manisha Gupta	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
5	Dr. Shruti Bhutani	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
6	Mr. Vipul Singh	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
7	Ms. Nisha Wadhawan	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
8	Ms. Suchitra Srivastava	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
9	Ms. Divya Gupta	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
10	Ms. Anshu Punshi	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
11	Ms. Sanjana Aggarwal	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
12	Ms. Prabhjot Kaur	27 th May to 1 st June, 2019	JIMS, Vasant Kunj

Verified by-


Head of the Department

Department of Management Studies

JIMS, VasantKunj

Jagannath International Management School

Vasant Kunj, New Delhi-110070

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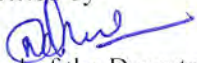
ISO 9001:2015 Quality Certified

FDP on Data Analysis using Open Source Statistical Package 'R'

List of External Participants

S. No.	Name of the Participant	Period of the Event	Venue
1	Richa Aggarwal	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
2	Ajoy Kumar Banerjee	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
3	Anand Rai	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
4	Dr. Dhirgha Sharma	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
5	Kapil Mohan Garg	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
6	Abhinav Kataria	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
7	Vipin Kumar Meena	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
8	Bhupender Kumar	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
9	Dawa Doma Sherpa	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
10	Dr. Manisha Gupta	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
11	Dr. Shruti Gill	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
12	Dr. Asheetu	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
13	Bhavika	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
14	Sandhya Banik	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
15	Dr. Dayal Sandhu	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
16	Sayema Ahmed	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
17	Dr. Sarika Boora	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
18	Dr. Gauri Dhingra	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
19	Nandini Sharma	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
20	Shikha Sharma	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
21	Neha Grover	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
22	Bhawna Mukariya	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
23	Meenakshi Bansal	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
24	Kirti Sharma	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
25	Rijul Saxena	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
26	Aarushi Narang	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
27	Divya Rastogi	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
28	Manju Chhatre	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
29	Subh Priya Pal	27 th May to 1 st June, 2019	JIMS, Vasant Kunj
30	Farheen Meraj	27 th May to 1 st June, 2019	JIMS, Vasant Kunj

Verified by-


Head of the Department

Department of Management Studies

JIMS, VasantKunj

Jagannath International Management School

Organizing Committee

- Dr. Amit Gupta Chairman,
JIMS Group of Institutions
- Dr. Ravi K. Dhar Director, JIMS, Vasant Kunj
- Dr. Neeru Johri Head, Dept. of Comm.
Studies, JIMS, Vasant Kunj

Glimpses of earlier Faculty Development Programmes

jims

Jagannath International Management School
Vasant Kunj, New Delhi



Department of Communication Studies
organises

Faculty Development Programme

on

**“Changing Paradigms in
Teaching Communication”**

May 11-16, 2018

Jagannath International Management School

(Affiliated to GGS Indraprastha University, New Delhi)

Grade 'A' accredited by NAAC & Recognized under section 2(F)
by UGC New Delhi ISO 9001: 2008 Quality Certified

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

Phone: 011 - 40619300, Fax: 011 - 40619333

email: jimsvk@jagannath.org

website: www.jimspd.org

Faculty Development Programme on “Changing Paradigms in Teaching Communication”

With the evolution of ICTs, media is moving from broadcasting to narrowcasting, mystifying to demystifying and massifying to de-massifying. Mass media has converted itself from passive one way communication channel to multi-way interactive communication channels, content creators to content distributor on multiple platforms, distinct media to redefining media boundaries. In traditional scenario media had fixed periodicity but new media has blurred the time constraints. We are moving from editor mediated news organizations to non-mediated decentralized media. From sacred edit space to sponsored content every then and now; new media scene is creeping into media scenario.

Against this backdrop, media teachers need to acquaint themselves with new techniques, teaching methodologies and new tools to excite and sustain the cognitive curiosity of students. Therefore, **Department of Communication Studies, Jagannath International Management School** is organizing a week long FDP on ‘**Changing Paradigms in Teaching Communication**’ on May 20 - May 26, 2018.

The FDP will deliberate on the following;

- Dynamics of Communication
- Marketing Strategies in the wake of Digital Platforms
- Introduction to Research Methodologies
- Critical Appreciation of Cinema as a Text, Discourse and Narrative
- Significance of Language & Literature in Teaching Communication

About JIMS

Jagannath International Management School (JIMS), Vasant Kunj was established in 2003 as Jagannath Institute of Communication and Design (JICD). Consequent upon certain structural changes because of the changes in the regulatory environment, the Institute was renamed as JIMS in 2006. Besides, in this year the Institute added two bachelor's degree programs in Business Administration and Computer Applications to the already running Bachelor's Degree Program in Journalism.

The Institute has since then grown manifold, with creditable achievements in University Examinations results and Placements. As a result of these achievements, the institute has been ranked among the top most institutes of GGS IP University by the Government of NCT of Delhi and other Third Party Agencies. The Institute also enjoys the distinction of being



the first Undergraduate College in the NCT of Delhi to have been accredited by NAAC, an autonomous body under the University Grants Commission, Govt. of India. The institute has recently been approved by the University Grants Commission under section 2(B).

The topmost media school of the university as per Clare HT Media School Survey 2013, Best Journalism and Mass Communication College Award by CAGR Survey 2015, 12th topmost private business school in the country as per Mainline Media Survey 2013 as reported in North East Sun magazine, the third best undergraduate Business School of the university as per MBAUniverse.com B-school Survey 2013, and has been ranked 19th in Indian Business Journal B school Placement Survey 2014.

Registration - 11th May 2018 from 9:30 to 10:00 AM

Session I (10:00 - 12:30 AM)	Session II (01:00 - 04:30 PM)
<p>Day one - 11th May 2018</p> <p>Topic: "Dynamics of Communication" Mr. Shyam Banerjee Art Curator, Writer, Lyricist, Advertising Professional & Film Maker</p>	<p>Day one - 11th May 2018</p> <p>Topic: "Report Writing & Documentation" Dr. Neeru Johri Head, Department of Media & Communication Studies, JIMS, Vasant Kunj, Delhi</p>
<p>Day Two - 12th May 2018</p> <p>Topic: "Critical Appreciation of Cinema Text, Discourse and Narrative" Mr. Vijay S. Jodha Eminent Writer, Photographer & Film Maker</p>	<p>Day Two - 12th May 2018</p> <p>Topic: "Critical Appreciation of Cinema Text, Discourse and Narrative" Mr. Vijay S. Jodha Eminent Writer, Photographer & Film Maker</p>
<p>Day Three - 14th May 2018</p> <p>Topic: "Fake News and Relevance of Fake News in Current Media Scenario" Mr. Vishnu Shankar Senior Journalist & Media Consultant</p>	<p>Day Three - 14th May 2018</p> <p>Topic: "Significance of Language and Literature in Teaching Communication" Dr. Ravi K. Dhar Director, JIMS, Vasant Kunj, Delhi</p>
<p>Day Four - 15th May 2018</p> <p>Topic: "How to Write a Research Paper" Dr. Kiron Bala Associate Professor, JIMS, Vasant Kunj, Delhi</p>	<p>Day Four - 15th May 2018</p> <p>Topic: "Fundamental for Writing Bibliography & References for Research Project & Papers in Digital Era" Dr. Sumit Narula Associate Professor, Amity School of Communication, Greater Noida</p>
<p>Day Five- 16th May 2018</p> <p>Topic: "Introduction to Research Methodologies" Dr. Kiron Bansal Associate Professor, School of Journalism and New Media Studies, IGNOU</p>	<p>Day Five- 16th May 2018</p> <p>Topic: "Advertising Digital Age" Mr. Punit Singh Vice President, Strategy & Digital Integration, Multinational Linux</p>



Department of Communication Studies
Jaganath International Management School
Vasant Kunj, New Delhi

Faculty Development Programme
on
Changing Paradigms
in Teaching
Communication

11th-16th May 2018

A TRUE VISIONARY

“I see things and you say Why? But I dream of things that never were and say Why not?”

— George Bernard Shaw



Shri Jagannath Gupta
(1950 - 1980)

Also a true visionary...who dared to dream!
He lives no more but his dreams live on...and on!

JIMS (Rohini)	1993
JIMS (Kalkaji)	1997
JIMS (Vasant Kunj)	2003
JIMS (Jaipur)	2003
JIMS (Greater Noida)	2008
Jagannath University (Jaipur)	2008
Jagannath University (Bahadurgarh)	2013

And more dreams to come!

Faculty Development Programme on “Changing Paradigms in Teaching Communication”

Department of Communication Studies, Jagannath International Management Studies, Vasant Kunj affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi organized one-week Faculty Development Programme (FDP) from 14th to 19th May, 2018 on the theme “Changing Paradigms in Teaching Communication”. The focus of the FDP was on offering multi-faceted training to the faculties in enhancing their knowledge to respect of recent advances and changing trends in communication and media industry in tune with the changed syllabus of Guru Gobind Indraprastha University of BA(JMC) in 2018.

Objectives:

1. To equip the participants with knowledge of diverse areas from field of Communication and Media Industry.
2. To equip participants with some of the new areas incorporated in the curriculum of GGSIPU.

Methodology:

To achieve the above-stated objectives, faculty development programme was designed to be interactive and therefore, conducted through Genuine Contact Methodology (GCM). The highlight of GCM methodology is to respect and treat each participant as a unique individual in her/his contribution and learning. The methodology also focuses on tapping the energies of the participants as the speaker and listener. The FDP was facilitated by Professor (Dr) Neeru John, Head, Department of Communication Studies, JIMS, Vasant Kunj, New Delhi. Dr John welcomed the participants and started the inaugural session with the introduction of the participants through an activity. They were asked to look at their palms and reflect on how the lines on their palms connected to their profession and any two things they wanted the group to know about them. Each day was divided into two sessions and all the sessions were designed in a manner where the experts shared their learnings, experiences, which was followed by discussion and answering of the queries / questions. FDP had a combination of experts from both the academia and the industry to deliberate on different themes. All days in the week-long FDP opened with transcripts also known as “Morning News” and concluded with the Closing Circle with feedback / learning’s by the participants. The FDP concluded with certificate distribution to the participants.

Registration for FDP was based on first come first serve basis and number of seats was restricted to 20, including the external participants. There were 03 participants from colleges / institutes across Delhi. The registration fee was Rs.1200/-.

The participants were asked to choose a partners and there reflect on their thoughts and each introduce the other.

11th May, 2018
Session I

DAY 1 11th May, 2018
Session II

DAY 2 12th May, 2018
Session I

Session I

...ee, an curator, writer, lyricist, advertising
...film maker spoke on the topic "Dynamics of
...". He shared his experiences on how creativity
... could lead to success and innovations. He
... all kinds of communication works ranging from
... article to making of a big budget film requires
... could be cultivated by being focused and
... his work by doing research and exploring the
... s. He elaborated it through a quote by Buddha
... explore gathers honey".

... alongwith Ms. Rurnadas Gupta also talked
... s of communication through his outstanding
... ers and conceptualizer of the award winning
... ablika, a unique enlightenment park near Pane-
... temmaya Mission. He also stressed upon the
... of courage, consistency and observation which
... as things into simple mechanism or can convert
... into complex mechanism. He said, "Never be
... ribbon and always try to beat-out yourself." He
... session by quoting Mark Twain that the "Key
... confidence and Ignorance." And we require only
... in our lives and work to carve out a niche for

Dr. Neeru Johri

Dr. Neeru Johri, Head, Department of Communication Studies
spoke on the topic "Report Writing and Documentation".
She started her session with showing of small film based
on compilation of photographs based on a research project.
She elaborated on the importance of documentation as a
reference point for exploring and showcasing the work done
by any department/organization. It is important to document
all the events /activities done by the department which can
be referred at any point of time.



Mr. Vijay S. Jodha

Mr. Vijay S. Jodha eminent writer, photographer and film
maker spoke on the topic "Critical Appreciation of Cinema
as a Text, Discourse and Narrative". Mr. Jodha helped the
participants to understand the language, narrative and
different critical approaches of cinema through examples from
India as well as world cinema. The examples included 1915
American silent epic drama film 'The Birth of a Nation' directed
by D.W. Griffith. American mystery drama film by Orson Welles
'Citizen Kane' (1941) Nation, Francis Ford Coppola's 'The
Godfather' (1972) and Ramesh sippy's 'Sholey', American
satirical western comedy film 'Blazing Saddles' (1974) to
name a few. He discussed the famous Baptism scene where
the war between the rival group and the complete victory
for the corleone family. He gave an example of 'Montage'
from the film 'Battleship Potemkin' (1925) to explained how a
series of shots are edited into a sequence to create a powerful
impact. He also talked about a sequence from the film 'The
Good, The Bad and The Ugly', to bring in the debates around
perspectives involved in the process of film production. The
session engaged participants critically and aesthetically with
the film as a medium.



3 14th May, 2018 Session I

DAY 3 14th May, 2018 Session II

DAY 4 15th May, 2018 Session I

DAY 4 15th May, 2018 Session II

Shankar, senior journalist and media consultant, presented the topic of "Fake News and Relevance of Fake Media Scenario". Mr. Shankar discussed the issues including circulation of fake news online in the 58th US Presidential elections in 2016. Research Agency (IRA) in Russia. He further showed how the IRA widely exploited social media like Facebook, Twitter and Tumblr by spreading fake news and propaganda in the garb of organic content. He stressed on understanding the workable system of communication which is based on verbal- either spoken or written, and non-verbal communication. He co-related the language and literature with the stage of ideation- what, how and why. He explained 'Connotative and Denotative' as significant way of describing the meanings of words. He further elaborated Connotative as broad display of positive and negative relations that most words logically carry with them, whereas denotative refers to the accurate, truthful definition of a word that can be found in any vocabulary book. He emphasized on stylistic categories like formal, informal, slang, colloquial and its implication in verbal communication. He said that in teaching communication, language or literacy learning is inseparable from literature and it's a responsibility of a teacher to acknowledge and impart knowledge among the students accordingly. He also touched upon discourse on democracy analysis and did critical assessment on types of concentrated power conceived and practiced in various contemporary nations.

Dr. Ravi K Dhar

Dr. Ravi K Dhar, Director, JIMS, Vasant Kunj, spoke on the topic "Significance of Language & Literature in Teaching Communication". He began his session by explaining the contextual meaning of language and its essence in structured teaching communication. He stressed on understanding the workable system of communication which is based on verbal- either spoken or written, and non-verbal communication. He co-related the language and literature with the stage of ideation- what, how and why. He explained 'Connotative and Denotative' as significant way of describing the meanings of words. He further elaborated Connotative as broad display of positive and negative relations that most words logically carry with them, whereas denotative refers to the accurate, truthful definition of a word that can be found in any vocabulary book. He emphasized on stylistic categories like formal, informal, slang, colloquial and its implication in verbal communication. He said that in teaching communication, language or literacy learning is inseparable from literature and it's a responsibility of a teacher to acknowledge and impart knowledge among the students accordingly. He also touched upon discourse on democracy analysis and did critical assessment on types of concentrated power conceived and practiced in various contemporary nations.

He concluded by saying that it's the Literature that plays a pivotal role in developing, supporting and sustaining literacy and language learning among the students, as its applicability and meaningfulness will result in their overall growth.

Dr. Kiran Bala

In the first session Dr. Kiran Bala, Associate Professor, JIMS, Vasant Kunj, spoke of the topic on "how to write a research paper". Dr. Bala discussed about the differences between a number of research terms which are similar to research paper i.e. term paper, working paper, poster presentation, article and dissertation. She guided the participants about the structure of a research paper. She also talked about the different steps involved in writing a paper. In the end of the session, she focused on the significance of bibliography and references in a research paper.

Dr. Sumit Narula

Dr. Sumit Narula, Associate Professor, Amity School of Communication, Gwalior (MP) introduced the fundamentals for writing bibliography and references for the research project and papers in digital era. He said that a proper and appropriate bibliography, references writing are big and important task for researchers. But today in digital era, there are a number of solutions like ORCID & CREATIVE COMMONS etc. Through this a researcher can easily manage this tough task with a few clicks. He also emphasized on the citation of research work. He said that today citation of published research work is more important than huge number of publication. While talking about the up-coming mid-age crisis for media educators and researchers, he updated the participants about the need of data journalism, integrated marketing communication and digital media ecology.



5 16th May, 2018 Session I

DAY 5 16th May, 2018 Session II

Associate Professor, School of Journalism and Mass Communication, IGNOU, spoke on the topic "Introduction to Research Methodologies". In this session she talked about various research methodologies and provided a comprehensive overview of a range of qualitative and quantitative research methods and methodologies. She talked about the qualitative research methodologies at length and the queries of the participants, comparison of qualitative and quantitative methods, triangulation of methods, research tools and techniques.

Mr. Punit Singh
Vice President, Strategy & Digital Integration, MullenLowe Lintas. Mr. Punit spoke on the topic "Advertising in the Digital Age". He shared that there has been a massive change "Advertising Digital Age" in the media sector specifically, online media in the last 15 years that has contributed to the way we communicate today. Citing examples from advertising campaigns of British Airways, Share a Coke India & Pakistan, Donald Trump and TEAME tea etc., he said that "most of the advertising online is based on 'pull' rather than 'push' marketing strategies, particularly in advertising, people do not remember facts, they remember stories".

Sharing the mantra to make an ad go viral online, Mr. Punit highlighted a few key points to be kept in mind, quality of content, based on hot trends, 100% shareable and use of emotional appeal. He also shared data from recent studies on the changes brought about in consumer-behaviour due to Internet and social media. He added that the digital era has added a cultural shift wherein people do not like human interaction anymore, "concepts of prime time TV with family over dinner table have become extinct. Now with Internet enabled smartphones and tablets at, any hour of the day has become an individual-specific prime time whenever you want"



EXPERTS

Shyam Banerjee
Writer, Composer and Conceptualizer



Shyam Banerjee has been closely involved with the advertising and design industry for over three and a half decades. He has produced and directed almost 50 short films and multimedia AVs and acclaimed for using photographic images creatively as a powerful tool to tell stories. His work has taken him deep into different parts of India. His coffee table book 'Hindu Gods and Temples' is an international bestseller. Shyam Banerjee is also one of the Designer and Conceptualizers of the award winning Swanubhooti Vatika, a unique enlightenment park near Pune-Lonavala. Having worked with the Indian National Trust for Art and Cultural Heritage, and the development sector in India he has designed exhibitions and installations and is also closely associated with the audio-visual and music industry.

Mr Punit Singh
Vice President, Strategy & Digital Integration, MullenLowe Lintas



Punit has over 12 years of experience in branding, marketing and communications, working with some of the top brands and organisations, he has gained experience both international and domestic markets conceptualising and executing branding and marketing strategy, framework and campaigns. His work has been recognised at global, regional and national levels.

Dr Ravi K. Dhar
Director, JIMS, Vasant Kunj



Dr. Ravi K. Dhar, Director JIMS Vasant Kunj, is Doctorate in English from the North-Eastern Hill University, Shillong and Master of Journalism and Mass Communication from Himanchal Pradesh University, Shimla. He started his career as a lecturer in English at North-Eastern Hill University, Shillong. He has taught English and Journalism at Punjab Agricultural University, Ludhiana and the Ethiopian Civil Services University, Addis Ababa.

Dr. Dhar has published papers in English Literature, Education and Mass Communication, apart from presenting papers in conferences at Stockholm, Bangkok and Chunchoon. He has published three books, Media in the Swirl (2012) in Mass Communication, Indian Management: Theory and Practice (2010) in Management and Orphans of the Storm, a novel. He has also been awarded Poesie India Award for contribution to Peace and Understanding.

Dr Kiran Bala
Associate Professor, JIMS, Vasant Kunj



Dr Kiran Bala is an Associate Professor in Communication Studies in New Delhi. Her Doctoral work 'Journalistic Works of Khushwant Singh: An Analysis of Themes and Treatment' is an important document in journalistic studies. As far as her other qualifications are concerned she has done M.Sc (Mass Comm), M. A. (English), PGDBM and UGC (NET)

EXPERTS

Mr Vijay S Jodha

Director, Author and Photographer



Mr. Vijay Jodha has 25 years of experience in print and audio-visual media covering writing, research, film and photography. He has produced four books and his projects have been showcased in galleries, museums and festivals worldwide. He studied film making at New York University and has worked with directors Ang Lee and Mira Nair. His films have been broadcast in over 200 countries and on 75 channels including Discovery, PBS, BBC and CNN.

Vijay's projects have received over seventy honours in 24 countries including U.K. Environment Film Fellowship Award; grants from premier institutions like Sundance, Eurovision, ITVS International and Gates Foundation. Two of his books and three of his films are archived in the U.S. Library of Congress; and his eight-year long project about ageing in India was listed in Limca Book of Records as India's biggest-ever social communication project of its kind. Another project, on gender empowerment has been archived at Open Society Archives (OSA) Budapest - World's premier repository of archival holdings related to human rights. Indian Confederation of Non-Government Organizations has honoured Vijay with Media Citizen Award for using media to facilitate social change.

His specialties are photography books and exhibitions; directing and producing a variety of commercial and noncommercial/non-profit oriented films and television programs for theatrical, broadcast and internal (nonbroadcast) purposes for media companies, international organizations, corporate and non-profit bodies.

Dr Sumit Narula

HOI- Director, Amity University, MP



Dr Sumit Narula is a Ph.D. in Electronic Media and Conflict Resolution from Panjab University, Chandigarh. He is presently working as Director/Head of Institution in Amity School of Communication Studies in Amity University, Madhya Pradesh.

He has got three masters and two Post-Graduate diplomas to his credit. He is presently doing his D.Litt./ Post Doctorate in Social and Peace Building with special reference to India. He has published four books on Mass Communication/

Journalism and several national and international research papers in journals. He has also been to Dubai, Slovenia and Amsterdam for his research work and paper presentations. He is also been to UK, Leicester to attend the 2016 IAMCR Conference on travel grant. The core areas for his research are New Media/Convergence Media, Media Research Print Media, Electronic Media, etc. He is also the elected Board Member ACS representing Asia since 2012. He is also the Member ISOC since 2011, Member EROGMAS since 2009 and Member ISA since 2010.

He is also the invited Editor of the journal of the special issue entitled: "Advertising and Public Relations: Challenges and Implications" to be issued in August 2016 organized by OMICS Group based in USA. He is also reviewer of AEJMC since 2010 and IAMCR since 2013. He is also the Member of Editorial Board of International Research Journal of Journalism and Mass Communication. He is also the Member of

Editorial board of the journal SHIV SHAKTI INTERNATIONAL JOURNAL IN MULTIDISCIPLINARY AND ACADEMIC RESEARCH (SSIJMAR) (ISSN 2278 - 5973) experiences of reconciliation in Fiji after the decade of military coups.

Parathasarathi currently serves on the Board of the Centre for Internet & Society (Bangalore), and on the International Advisory Board of the India Media Centre, University of Westminster (London)

EXPERTS

Dr Kirron Bansal

Associate Professor, SOJNMS



Dr Kirron Bansal, (Associate Professor, SOJNMS) has more than two decades of experience in media education and research. She joined IGNOU as Lecturer in Communication, Electronic Media Production Centre. Prior to that, she worked with the Centre for Women's Studies & Development (CWSD), BHU.

She has been involved in designing and developing academic programmes and conducting research and training activities on media and communication. She has launched an academic programme- Post Graduate Diploma in Audio Programme Production and is developing an MA in Journalism & Mass Communication (ODL). Her areas of specialisation are Media Research, Development Communication and Media & Gender Studies.

She has been awarded four gold medals for her various academic achievements, including the first gold medal for best research paper by IGNOU in 2004. She has presented research papers in various international conferences at Glasgow; UNESCO, Paris and Syracuse University, USA and has a number of publications to her credit in prestigious national and international journals.

Mr Vishnu Shankar

Journalist, Content Curator



Mr. Vishnu Shankar chose journalism as his calling 29 years ago and has worked in TV, print, digital and radio news and infotainment in India and abroad.

He started his journalism with the Times of India, Delhi edition. His next call was BBC London, where he spent 12 years broadcasting about world affairs in South Asia and about South Asian affairs to the world.

His exposure to TV, radio and internet at the BBC encouraged him to return to India briefly to set up BBC Hindi TV News in the 1995 before he went back to resume his duties at BBC World Service in 1998.

In the new millennium, he returned to India and worked with Zee News as an Editor successfully handling diverse responsibilities over a six year period. In 2009, he joined NewsX as News Director and helped lend efficiency, professionalism and a renewed focus on news to the fledgling Channel's efforts.

In 2011, he decided to break out on his own as a media consultant collaborating with like-minded entities for solutions in the fields of content, media ethics and editorial training and advice on launching TV and digital platforms, especially news and infotainment channels both in India and abroad. He has helped launch two TV channels in Africa - in South Africa and Rwanda - advising and train

EXPERTS

Prof (Dr) Neeru Johri

Head, Department of Communication Studies, JIMS, Vasant Kunj



Dr. Neeru Johri, Head, Department of Communication Studies JIMS Vasant Kunj blends of more than two decades of experience both in academics and industry. She has done her Doctorate in Social Science from Ranchi University, Post Graduation in Modern Indian History from Delhi University and Post Graduate Diploma in Public Relations from Bhartiya Vidya Bhavan.

She has taught at Department of Journalism and Mass Communication, Ranchi University, Mass Communication and Video Production Department, St Xaviers College, Prabhat Khabar Institute of Media Studies and IGNOU, all in Ranchi. She was a Guest Faculty with Sri Krishna Institute of Public Administration, Ranchi.

She also has experience of working in the social sector for more than a decade in areas of Behavior Change Communication and Policy Formulation related to Maternal Child Health Nutrition and Delaying Age of Marriage in Jharkhand with both the Government and International Organizations like UNICEF, USAID, DFID, and Intra-health International. She has contributed actively in designing of Training Modules on Life Skills for Adolescent Girls, Reproductive Health, Counseling, and Skilled Birth Attendant.

She has also been a Compeer with AIR & Doordarshan. She is also a certified Trainer in Genuine Contact Training Methodology.

Dr. Neeru Johri is also the Managing Editor of Mass Communicator, International Journal of Communication Studies.

Participants

1. **Dr Neeru Johri**
HOD, BA(JMC), JIMS, Vasant Kunj
2. **Dr Kiran Bala**
Associate Professor, BA(JMC), JIMS, Vasant Kunj
3. **Mr Anish Saxena**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
4. **Ms Shikha Kukreja**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
5. **Ms Sanyogita Choudhary**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
6. **Ms Garima Malhotra**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
7. **Ms Geetika Vashishtha**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
8. **Ms Chhavi Bakaria**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
10. **Mr Sushil Yati**
Assistant Professor, BA(JMC), JIMS, Vasant Kunj
11. **Dr Harshwardhan**
Assistant Professor, BLS Institute
12. **Ms Shruti**
Assistant Professor, Technis Institute Advanced Studies



Mr. Anish Saxena, Assistant Professor, BA(JMC) JIMS shared that his whole experience was "Awesome". He learned about many new facets of research and communication.



Ms. Garima Malhotra, Assistant Professor BA(JMC) JIMS shared that this FDP was a great learning experience for me. I felt enriched in gaining knowledge on topics like digital marketing, fundamentals of research and changing trends in news delivery. For me, each session of fdp was meaningful, interesting and relevant in our current teaching scenario.



Ms Sanyogita Phogaat, Assistant Professor, BA(JMC) JIMS shared that it was a fantastic experience for her. She is looking forward for more such opportunities to hone her research skills.



Ms. Shruti, Assistant Professor, BA(JMC) TIAS, shared that she was benefitted from this FDP greatly and will implement all newly learned skills in her teaching.



Ms Chhavi Bakaria, Assistant Professor, BA(JMC), JIMS, shared that it was great learning experience and gained new insights into subjects like advertisements and Digital marketing.



Mr Sushil Yati Assistant Professor, BA(JMC), JIMS, The programme exposed us to various aspects of teaching paradigms and provided a comprehensive range of research patterns & Methodologies.



Ms Jhimil Sarkar, Assistant Professor, BA(JMC) JIMS shared that it was great learning for her professionally and academically.



Dr Harshwardhan, Assistant Professor, BA(JMC), BLS Institute shared that he gained tremendously from this FDP in terms of knowledge and skills regarding new trends in communication.



Ms. Shikha Kukreja, Assistant Professor, BA(JMC), JIMS shared in the field of academics, one has to be a keen learner and this FDP was a complete package of both theoretical and practical knowledge. The best thing about the FDP was, interdisciplinary. I got an exposure to many new areas which can be easily applied during course of my teaching learning process.



Mr Sunny Gupta Assistant Professor, BA(JMC), JIMS, shared that he has lot of new things during this FDP. During this FDP, a range of activities that were perceived to help us in improving our professional skills those are vital for carrying out their teaching & research in media education.



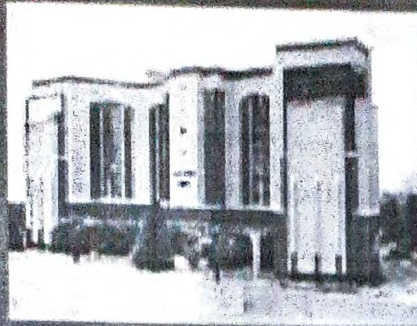
Ms Geetika Vashishtha, Assistant Professor, BA(JMC), JIMS, shared that attending FDP was an enriching experience for me. It helped in understanding subjects like Advertising and Research better. It encouraged me in improving my teaching skills and teaching pedagogy.



Jagannath Gupta Memorial Educational Society



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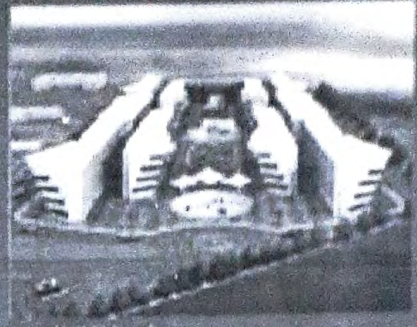
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Jagannath University

Wazirpur Extension, Sector - 10, Vasant Kunj, New Delhi



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Jagannath International Management School

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DEPARTMENT OF COMMUNICATION STUDIES

FDP on "Changing Paradigms in Teaching Communication"

11th to 16th May 2018

Venue: JIMS Vasant Kunj

Sl.No	Name of Participant	11/05/2018 Friday	12/05/2018 Saturday	14/05/2018 Monday	15/05/2018 Tuesday	16/05/2018 Wednesday
1	Dr. Neeru Johri	Net	Net	Neerav	Neerav	Neerav
2	Ms. Garima Malhotra	Garima	Garima	Garima	Garima	Garima
3	Mr. Anish Saxena	AS	AS	AS	AS	AS
4	Ms. Sanyogita Choudhary	Sanyogita	Sanyogita	Sanyogita	Sanyogita	Sanyogita
5	Ms. Shikha Kukreja	Shikha	Shikha	Shikha	Shikha	Shikha
6	Ms. Geetika Vashishata	Geetika	Geetika	Geetika	Geetika	Geetika

7	Ms. Chhavi Bakaria	Chhavi	Chhavi	Chhavi	Chhavi	Chhavi
8	Mr. Sunny Gupta	Sunny	Sunny	Sunny	Sunny	Sunny
9	Mr. Sushil Yati	Sushil	Sushil	Sushil	Sushil	Sushil
10	Ms. Jhimli Sarkar	Jhimli	Jhimli	Jhimli	Jhimli	Jhimli
11	Ms. Anuradha	Anuradha	Anuradha	Anuradha	Anuradha	Anuradha
12	Harshwardhan Pandey varshan pandey	Harsh	Harsh	Harsh	Harsh	Harsh
13	Ms. Shurti Sharma	Shurti	Shurti	Shurti	Shurti	Shurti
14	Dr. Upasana Khurana	Upasana	Upasana	Upasana	Upasana	Upasana
15	Priyanka Sharma	Priyanka	Priyanka	Priyanka	Priyanka	Priyanka
16	Yash Vats	Yash	Yash	Yash	Yash	Yash
17	Devashish Tandon devashish	Devashish	Devashish	Devashish	Devashish	Devashish
18	Dr. Rajni Rathi	Rajni	Rajni	Rajni	Rajni	Rajni
19	Dr. Kamaljeet Kaur	—	—	—	—	—
20						