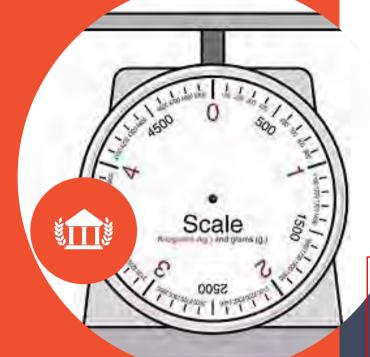
# CRITERIA VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

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 2019-20



## ABOUT THE E-FDP

Jagannath International Management Institute is organising an E-FDP on scale development which will include basics of scale selection, EFA, CFA, validity and reliability testing of scale. Uncertain times create new opportunities for learning, with this moto we have ventured into an E-FDP for academicians and researchers' scholars.

Register: https://forms.gle/

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# E-FACULTY DEVELOPMENT **PROGRAMME**



ON

**MEASUREMENT SCALE DEVELOPMENT VALIDATION** 



# 12 Hours Program

10:00 AM - 12:00 PM

FEES:

300 RS RESEARCH SCHOLAR

500 RS FACULTY

DR. SARTAJ KHERA

Resource Person Recipient of Jagdish N Seth Best Thesis Award.

BIMTECH





### **Resource person**

Dr Sartaj Khera is currently working as an Assistant Professor at JIMS, Vasant Kunj. She holds a Doctrate of Philosophy. in Management from Mohanlal Sukhadia University, Udaipur in association with BIMTECH, Greater NOIDA. She is the recipient of the prestigious

Jagdish N. Sheth Best Thesis Award for 2016, BIMTECH. With over 10 years of experience in academics, she has published research papers in various ABDC and SCOPUS indexed journals. She has been conducting in house FDP's and was the Faculty Resource person in Regional Level Marketing Workshop organised by Office of the Development commissioner (Handicrafts), Ministry of Textiles, Govt. of India in 2018.

#### **Contact Details**

Dr. Nidhi Gupta, FDP Convener Contact Person:

Ms.Anshu Punshi - Assistant Professor (9667293276)

Ms. Prabhjot Kaur - Assistant Professor (9818517245)

TIME LINE TOPICS COVERED **TIMINGS** DAY 1 DATE:01/07/20 OVER **VIEW OF SCALE** DEVELOPMENT 10.00 AM-12.00 DAY 2 DATE:02/07/20 EFA 10.00 AM-12.00 PM DAY 3 DATE:03/07/20 PRACTICAL SESSION OF EFA 10.00 AM-12.00 PM DAY 4 DATE: 04/07/20 CFA 10.00 AM-12.00 PM DAY 5 DATE:05/07/20 PRACTICAL SESSION OF CFA .00 AM-12.00 PM 6 DATE: 06/07/20 VALIDITY AND RELIABILITY TESTING 10.00 AM-12.00 PM



## Who can participate?

Research scholars and faculty members from various universities, higher education level institutions within India and abroad are eligible to participate in the FDP.

## **Pedagogy**

A blend of theoretical and practical sessions will be delivered through Zoom app. The participants will be apprised of the theoretical background before venturing into the hands on application on the software's.

## **Certificate of Participation**

A certificate of participation will be provided to all those who participate on all days of the FDP, fill the feedback forms and complete the assessment form at the end of the FDP.

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# Report of E-FDP on "Measurement Scale Development & Validation" (01st July to 06th July' 2020)

A 12-hour (6 days) E-FDP (faculty development programme) on "Measurement Scale Development & Validation" was organized by Department of Management Studies of Jagannath International Management School, Vasant Kunj, New Delhi from 01<sup>st</sup> July to 6<sup>th</sup> July, 2020. This time the FDP was organised in virtual mode because of coronavirus pandemic. The department used the zoom platform for facilitating the e-FDP. The FDP aimed to provide opportunities to faculty members, research scholars and corporates to enrich their teaching skills and research in the field of data analysis using confirmatory factor analysis.

The resource person for the 12-hour E-FDP was Dr. Sartaj Khera, Assistant Professor, Jagannath International Management School, Vasant Kunj, New Delhi. She holds a Doctrate of Philosophy in Management from Mohanlal Sukhadia University, Udaipur in association with BIMTECH, Greater Noida. She is the recipient of the prestigious Jagdish N. Seth-Best Thesis Award for 2016, BIMTECH. With over 10 years of experience in academics, she has published research papers in various ABDC and SCOPUS indexed journals.

The FDP was attended by 37 participants consisting of 17 internal faculties and 20 external participants from different institutes like Vivekanand Institute of Management Studies, JIMS-Rohini, Rukmini Devi Institute of Advanced Studies, Nirma University, Chitkara University, Sharda University, Delhi University, GLA University, Lovely Professional University, Amity University, Christ University, Jagannath University, Guru Gobind Singh Indraprastha University, College of Applied Sciences Nizwa Sultanate of Oman, etc.

#### **Inaugural Session**

Vidhi Juneja of BBA (6th semester) welcomed the participants of E-FDP. After that, she gave a brief introduction of JIMS, its affiliations and its glorious achievements and introduced Dr. Ravi K Dhar, Director, JIMS and Dr. Nidhi Gupta, Head of the Department of Studies, JIMS.



Vidhi Juneja welcoming the participants

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

Dr. Ravi K Dhar extended a warm welcome to the participants through his welcome address. He emphasized that knowledge sharing is a very sacred duty for teachers as we share more knowledge with others, it multiplies. He also talks about due to the adverse situation of coronavirus pandemic; the institute has organised the FDP in virtual mode which shows the way for sustainability in changing global scenario. He said that, this time period is the period of self-development, creativity and evolution to prepare ourselves for the future.

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



Dr. Dhar addressing the participants

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

Dr. Nidhi Gupta welcomed the participants to the first ever virtual FDP by the department of management studies, JIMS, Vasant Kunj. She broadly talks about the main objective of e-FDP which are:

- > To enhance the research capabilities of faculties and enable them to use research tools for data analysis.
- > To provide real time experience where the participants can use the data and use the tools in various statistical software like SPSS.

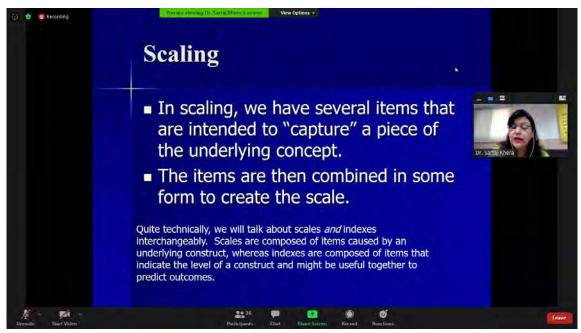
She wished all the participants a happy learning.



Dr. Nidhi Gupta addressing the participants

#### 1<sup>st</sup> Day of FDP (01/07/2020)

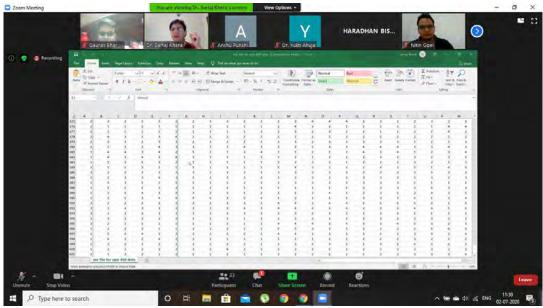
The first day of E-FDP started with overview of Scale Development. She introduced the concepts of scale in the research and the need for scale. Moving on to the next concept she defines the scaling and how it is graphically depicted. She also explained the participants about unidimensional and multi-dimensional scaling and gave practical examples so that participants can understand it easily. The next topic explained by her was Constructs which is very important for research point of view. She explained the reflective and formative constructs in detail. After discussing these concepts, she introduced the process of scale development to the participants. She explained its various stages and associated major issues with each stage. The first day of E-FDP was theoretical in nature where participants gets introduced with the basic concepts. In the end, Dr. Sartaj answered the queries of the participants regarding constructs and scaling.



Dr. Sartaj Khera explaining the concepts of Scaling to the participants

#### 2<sup>nd</sup> Day of FDP (02/07/2020)

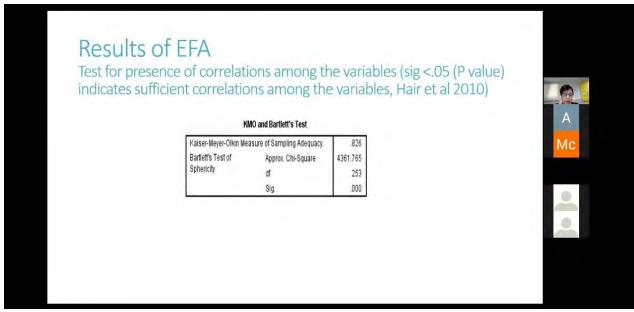
She delivered an informative lecture on "Exploratory Factor Analysis" (EFA) and its application in software like SPSS Amos. In this session the participants were taught about the different data types and their uses. She spoke about the various tests and their relevance. She explained the different tests along with their applications. She taught how to develop measurement scale of the given data. She also taught the basics of scale selection. In this session, the participant Dr. Chanchal Jain (Assistant Professor), Prestige Institute of Management and Research, Indore raised few queries which were resolved by the resource person in a very simple way which was easily understood by the participant. At the end of the session, she gave the task of reading some books on research methodology as the next day"s assignment. The resource person gave some books recommendations for this and few books were also shared in the form of softcopy for easy reference of the participants. She also shared her email id with the participants for any kind of queries and doubts regarding the session.



Dr. Sartaj Khera guiding the participants with the practical in Excel

#### 3<sup>rd</sup> Day of FDP (03/07/2020)

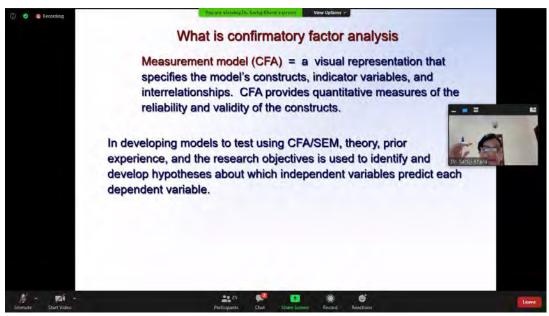
The topic of the third day of E-FDP was "Practical session on EFA (Exploratory Factor Analysis)". She started with background on socialism and some examples on socialism agents and identifying the scale items. She shared the results of EFA with the participants. She taught the method to the participants with the help of statistical software SPSS. She discussed the cross-loading criteria with the participants for their better understanding. She guided the participants to make the Scree plot diagrams in the SPSS for the respective dataset. The participants asked their questions related to the practical demonstration of the EFA.



Dr. Khera sharing the results of EFA

#### 4th Day of FDP (04/07/2020)

Dr. Sartaj Khera the Resource Person, commenced the fourth day of EFDP by delivering the lecture on "Confirmatory Factor Analysis" (CFA) and its application in software like SPSS Amos. She began the session by telling the difference about the EFA and CFA. She explained the widespread application of SEM in the present times. She clarified how the relationships shown in the SEM model represented the hypotheses of the researcher. She elaborated upon the use of Confirmatory Factor Analysis (CFA). In this session, the participants were skilled with the different types of Covariance and Multivariate applications, which can be there among various data sets. She talked about the basic concepts, applications and programming of SEM. She referred to the participants a book on Structural Equation Modeling (SEM) with AMOS software, authored by "Barbara M. Bryne". Mr. Nitin Goel, Lecturer, College of Applied Sciences, Nizwa Sultanate of Oman asked few questions which were readily answered by the resource person. The session came to an end with the clarification of doubts of each and every participant for better understanding.

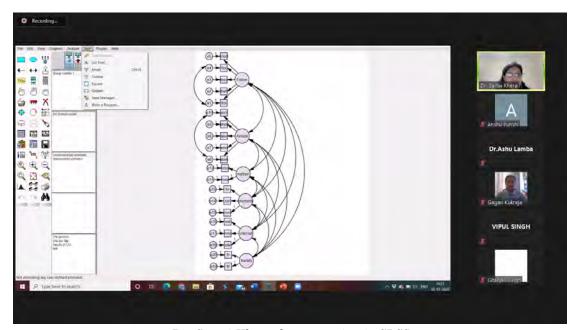


Dr. Khera teaching the CFA model to the participants

### 5<sup>th</sup> Day of FDP (05/07/2020)

The fifth day of EFDP was started by the resource person by taking introduction of the external participants. After few had given their introduction, the session started. The concept of CFA was explained in a very simple manner to have an understanding of its application in the preliminary stages of research, especially by research scholars who are going to submit their thesis, so that they would be better equipped with the knowledge of this area. She also gave hands on experience of these tests using the software SPSS Amos. This software enables the researchers to more easily use structural equation modeling (SEM) to test hypotheses on complex variable relationships and gain new insights from data. She told that this software is freely available backed by IBM. She also showed her own research publications, thesis work and how to cite them. She herself asked each and every participant regarding practicality involved and whether the participants were able to move at the same pace as of her, so that nobody should be left behind in the practical session. She enhanced the

research capabilities of faculties and research scholars by enabling them to use the research tools effectively for data analysis. She delivered a blend of theoretical and practical session. A theoretical background was given before venturing into the hands-on application on the software. In this session, participants gained hands on experience of CFA on the software. She demonstrated the application of CFA. Participants were enlightened with the most popular statistical software SPSS Amos used in the research in the present times. This in turn would help in enhancing the quality of research. Therefore, this practical session held was indeed beneficial for all of us.

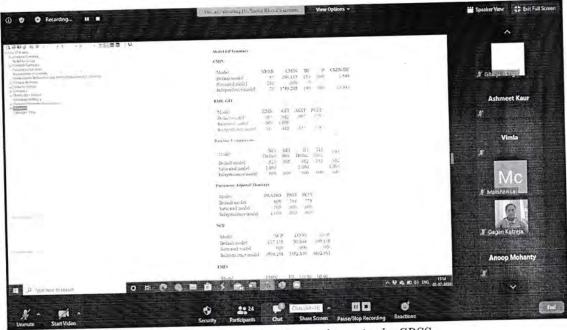


Dr. Sartaj Khera demonstrating in SPSS

#### 6<sup>th</sup> Day of FDP (06/07/2020)

The last day of the E-FDP was on the topic of "Validity and Reliability Test". She explained the participants Cronbach's Alpha in detail. After that, she moved to the topic of Validity and described the face and content validity, criterion validity and construct validity. The next topic she discussed was reliability test. She also explained the limitations of Cronbach's alpha. She explained the formula for the Composite/Construct reliability which the researchers can use in their research. Some participants asked their doubts and Dr. Sartaj Khera provided solutions to them.

The last day of E-FDP was ended with vote of thanks given by Dr.. Sartaj Khera. The participants were provided with a feedback link to the google form and after filling up the form they were able to generate their e-certificate of participation.



Dr. Sartaj explaining the workings in the SPSS

#### Outcome:

All the sessions were very much informative. The discussed areas were of great benefit to the participants. The department received positive feedback from the participants. The E-FDP helped the participants in enhancing the quality of research.

Name & Signature

**Faculty Coordinator** 

Dr. Nidhi Gupta

Head-Department of Management Studies

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#### Internal List of Participants for

## E-FDP on Measurement Scale Development and Validation (EFA & CFA)

(01 July to 6 July 2020)

S.No	Faculty Name	Institute Name
1	Anshu Punshi	Jagannath International Management School, Vasant Kun
2	Prabhjot kaur	Jagannath International Management School, Vasant Kun
3	Gaurav Bhardwaj	Jagannath International Management School, Vasant Kun
4	Dr Manisha Gupta	Jagannath International Management School, Vasant Kun
5	Divya Gupta	Jagannath International Management School, Vasant Kun
6	Vipul Singh	Jagannath International Management School, Vasant Kun
7	Sakshi Chhabra	Jagannath International Management School, Vasant Kun
8	Swati Mathur	Jagannath International Management School, Vasant Kun
9	Nisha wadhawan	Jagannath International Management School, Vasant Kun
10	Dr. Nidhi Gupta	Jagannath International Management School, Vasant Kun
11	Anu Bhardwaj	Jagannath International Management School, Vasant Kun
12	Dr. Ashok Sharma	Jagannath International Management School, Vasant Kun
13	Mr. Pramod Pandey	Jagannath International Management School, Vasant Kun
14	Dr. Himani Gupta	Jagannath International Management School, Vasant Kun
15	Dr. Sartaj Khera	Jagannath International Management School, Vasant Kun
16	Ms. Suchitra Srivastava	Jagannath International Management School, Vasant Kun
17	Shruti Bhuttani	Jagannath International Management School, Vasant Kun

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#### **External List of Participants for**

#### E-FDP on Measurement Scale Development and Validation (EFA & CFA)

(01 July to 6 July 2020)

S.No	Faculty Name	Institute Name
1	Nitin Goel	College of Applied Sciences, College of Applied Sciences MOHE, Sultanate of Oman
2	Anoop Mohanty	Lovely Professional University
3	Vimla	GGSIPU
4	Madhavi Kapoor	USMS, Guru Gobind Singh Indraprastha University
5	Dr.Ashu Lamba	Vivekananda Institute of Professional Studies
6	Makkhan Lal	Kumaun University
7	Priyanka Khurana	Jagannath University
8	Ashmeet Kaur	Vivekananda Institute of Professional Studies
9	Jyoti Arora	Delhi University
10	Garishma Gulyani	Vivekananda Institute of Professional Studies
11	Dr. Chanchala Jain	Prestige Institute of Management & Research, Indore
12	Dr. Gagan Kukreja	Ahlia University Bahrain
13	HARADHAN BISWAS	USMS, GGSIP University,
14	Gitanjali Singh	GLA University
15	priyanka gupta	Vivekananda institute of professional studies
16	Madhurima Ganguly	Heritage Business School
17	Neetika Singh	Sharda University
18	Mr. S. K. Suman	Amity university







# One Week Faculty Development Programme on

# Effective Teaching Techniques & E-Content Creation 23<sup>rd</sup> to 28<sup>th</sup> December 2019

Organized by

Internal Quality Assurance Cell (IQAC)
& ICT Academy

Jagannath International Management School Vasant Kunj, New Delhi - 110070



#### Schedule of session of FDP on "Effective Teaching Techniques and E-Content Creation"

1 message

Registrar Vk <registrar.vk@jagannath.org>

Sat, Dec 21, 2019 at 2:47 PM

To: Director General <directorgeneral.kj@jagannath.org>, director kalkaji <director.kj@jagannath.org>, Director's Greater Noida <director.gn@jagannath.org>, "Director.ljp Director.ljp" <director.ljp@jagannath.org>, "FACULTY BBA.VK" <facultybba@jagannath.org>, "FACULTY BJMC.VK" <facultybjmc@jagannath.org>, "FACULTY BCA.VK" <facultybca@jagannath.org>

Dear All,

Please find attached herewith the schedule of sessions with topics for all the days of the FDP from 23rd to 28th December 2019(with 25th December as off day) on "Effective Teaching Techniques and E-Content Creation" from 10:00am to 4:00pm in JIMS, Vasant Kunj at OCF, Pocket-9, Sector-B, Vasant Kunj, New Delhi-110070.

With regards

Dr. Satish Kumar Dogra Professor (Management & Marketing) & Registrar, JIMS Vasant Kunj, New Delhi-110070

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Faculty Development Programme Dec. 2019 Schedule.doc

40K

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# One week FDP on "Effective Teaching Techniques and E-Content Creation" $23^{rd}$ – $28^{th}$ December 2019

<u>Day 1:</u>	December 23, 2019 (JIMS, Vasant Kunj) in Room S-2
Session 1	1000 Hrs – 0100 Hrs(with Tea Break at 11:30am for 15 minutes)
Topic:	E-content Creation and the various softwares available"
Speaker:	Mr. Ashish Mehta, Chief Executive Officer, TrainingFirst
<b>Session 2</b>	1400 Hrs – 1600 Hrs
Topic:	Dynamism in Teaching-Learning
Speaker:	Dr. Ravi K. Dhar, Director, JIMS, Vasant Kunj
<b>Day 2:</b>	December 24, 2019 (JIMS, Vasant Kunj) in Room S-2
Session 3	1000 Hrs – 0100 Hrs(with Tea Break at 11:30am for 15 minutes)
Topic:	Case Study Creation and Analysis
Speaker:	Prof.(Dr.) A.K.Dey, Chairperson, CMCD, BIMTECH
Session 4	1400 Hrs – 1600 Hrs
Topic:	Flipped Classroom Evaluation Methodology
Speaker:	Mr. Deepak Sharma, IQAC Coordinator, JIMS, Vasant Kunj
Day 3	December 26, 2019 (JIMS, Vasant Kunj) in Room S-2
Session 5	1000 Hrs – 0100 Hrs(with Tea Break at 11:30am for 15 minutes)
Topic:	Communication Skills (Verbal Communication)
	Decoding the Unspoken Sound (Non-Verbal Communication)
Speaker:	Trainer from ICT Academy
Session 6	1400 Hrs – 1600 Hrs
Topic:	Personality Traits
•	Understanding Students (Educational Psychology)
Speaker:	Trainer from ICT Academy
Day 4:	December 27, 2019 (JIMS, Vasant Kunj) in Room S-2
Session 7	1000 Hrs – 0100 Hrs(with Tea Break at 11:30am for 15 minutes)
Topic:	Teaching Techniques
Speaker:	Trainer from ICT Academy
Session 8	1400 Hrs – 1600 Hrs
Topic:	Six Domains of Effective teaching
Speaker:	Trainer from ICT Academy
<b>Day 5:</b>	December 28, 2019 (JIMS, Vasant Kunj) in Room S-2
Session 7	1000 Hrs – 0100 Hrs(with Tea Break at 11:30am for 15 minutes)
Topic:	Creativity & Creative Teaching
Speaker:	Trainer from ICT Academy
Session 8	1400 Hrs – 1600 Hrs
Topic:	Technology Intervention
g 1	TOTAL 1

Trainer from ICT Academy

Speaker:

### VasantKunj, New Delhi - 110070

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# One Week Faculty Development Program "Effective Teaching Techniques& E-Content Creation"

(23<sup>rd</sup> December - 28<sup>th</sup> December 2019)

**Event Category**: Faculty Development Programme

**Topic/Theme:**Effective Teaching Techniques & E-Content Creation

**Date:**23<sup>rd</sup> December to 28<sup>th</sup> December 2019

Time: 10:00 A.M to 4:00 P.M Venue: S2, JIMS, Vasant Kunj Number of Participants: 35

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

- Mr. Ashish Mehta, Elearning Expert, Training First, New Delhi.
- Dr. Ravi K. Dhar, Director, JIMS, VasantKunj
- **Dr. A K Dey, Professor,** Chairperson, CMCD, South Asian Journal of Business &Mgmt. Cases, Sage Publication
- Mr. Antony, Trainer, ICT Academy

IQAC JIMS, Vasant Kunj in Collaboration with ICT Academy organized a FDP on Teaching Techniques from 26<sup>th</sup> to 28<sup>th</sup>December 2019.

#### **Day 1: 23<sup>rd</sup>Dec 2019 (Monday)**

The Session began with the felicitation of guest speaker by offering them a planter. The session was inaugurated by Dr. S.K. Dogra, Registrar and M. Narula, HOD, Department of Information Technology, JIMS, VasantKunj.



Ms. Garima felicitating Mr. Ashish Mehta

Dr. Ravi K. Dhar, Director JIMS VasantKunj welcoming the Guest

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On Day 1, the morning session was taken by Mr. Ashish Mehta, E-learning Expert, Training First, New Delhi. The theme of the session was "Blended Learning". The focus of the session was on how to make class room teaching more and more beneficial for the students by making use of techniques such as active learning, interactive learning, engaged learning and blended learning. The trend nowadays is towards skill development personalized online courses – SPOCS which included blended as well as Flipped class learning technique, in which the teachers have to follow 4 step cycle of Concept, Activity, Practice And Evaluation. Mr. Ashish also covered brief overview of various platforms of LMS which are trending in market as well as being provided The Training First organization for E-Content development. These paid content development tools are used for analytics and evaluation too if required. Overall the session was very informative and it ended up with vote of thanks by Dr.MeenakshiNarula, Head, Dept. of Information Technology.

On Day 1, the evening session was taken by Dr. Ravi K.Dhar, Director JIMS, VasantKunj on Dynamism in Teaching-Learning which was focused on the Academic Skills which were basically reading and writing. The Basic idea was to move from the Teacher led to student led instruction to facilitate deeper learning.

The student centric approach was part instruction and part self-learning. And the new role of the teacher is to improve the independency of the students. If we look at the Nature of Knowledge, and the various paradigms, it can be divided into the following:

Space	Thought	Logic
Local	Particular	Inductive
Global	General	Deductive

These patterns are evident in the society as well as nature, through these patterns there emerges generalization.

#### Theories → Law → Principles

In Science the laws are exact but in Social Science there are always assumptions. Entire Science is based on inductive logic.



Dr. Ravi K. Dhar delivering the lecture on Dynamism in Teaching-Learning

Again coming back to the Reading Skills and Comprehension. The local skills can be enhanced by Intensive Reading (In depth) and for enhancing the Global Skills there is a requirement of Extensive Reading on a macro level. There is a need to move from the normal reading to Eye Reading which enables one to read more in less time. As in a book there are two things the Unknown and Known

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.Known blends with unknown and it becomes very easy to understand and increase knowledge. So we can start by reading novels and then move to domain based or higher order books.

Learning needs to be a continuous exercise. If we take the example of Precise writing, the main idea will be either in the beginning or middle or end.

A Book can be reduced to a single sentence, rest all is elaboration. As most of the time there is a only a single idea expressed in a book.

These ideas were conveyed by Dr. Ravi K. Dhar in a very interesting and motivating manner, the entire audience which composed of faculty members from the three Departments of Management, IT and Mass Communication.

The Audience was enthralled with his presentation of the ideas on Teaching and Learning.

#### **Day 2: 23<sup>rd</sup>Dec 2019 (Tuesday)**

On Day 2, the sessions were taken by Dr. A.K.Dey, Professor BIMTECH, Greater Noida. He appraised the faculty on Why a Case is Accepted for Publication?



Dr. Sartaj Khera felicitating Dr. A.K. Dey

Dr. A.K. Dey delivering the lecture

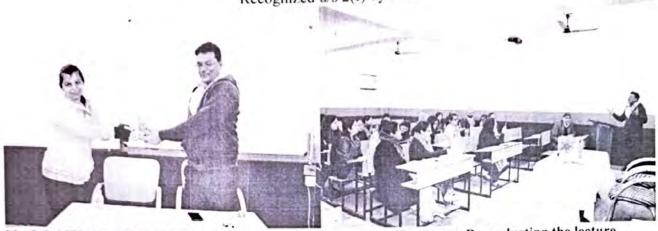
The faculty members were first given a brief on what is a case study and then how case study teaching is useful for students. The lecture progressed on to common issues of using case studies in classroom teaching. The difference between teaching and research cases was discussed next. The selection of a right case study for a course holds a key to providing a broad perspective to a student. Then the tasks which entail in writing a good case study were deliberated. The discussion progressed with steps on identifying the right audience for the case study, specifying teaching, learning and assessment objectives, deciding upon the characters to whom you will give a voice and writing a draft of a closing paragraph. Finally, how to write a teaching note was discussed. Tips were also given to the faculty on how to evaluate a case, types of Cases, presence of a protagonist, Dilemma, and how to link theory to a case study along with dimensions of Case Selection. Overall the case study lecture was very effective and faculties asked a lot of questions to clear their doubts on case study writing and teaching in classrooms.

### Day 3: 26<sup>th</sup> Dec 2019 (Thursday)

On day 3, the whole day session was taken by Mr. Antony, ICT Instructor, started with his session on Teaching Techniques. Under which hos first session was on "**Listening and Communication Skills**". During the session the faculty was taught the significance of Spoken words, Visual Images, Written words and Body Language.

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Ms. SakshiChabra felicitating Mr. Antony B.

Mr. Antony B. conducting the lecture

During this session he took three activities to teach us active communication, communication barriers and listening skills in which all the faculty members participated with great enthusiasm. He also trained faculty in Voice & Accent Neutralization Techniques. The session ended up with great tips given by him to all faculties to grab attention of students in the class.

#### Day 4: 27th Dec 2019 (Friday)

On day 4, the whole day session was taken by Mr. Antony, ICT Instructor. The session was on Attitude, Creative Thinking and Presentation Skills. During the pre-lunch session significance of the Effective Content Delivery, Conversation Manner, Proper Topic Introduction, Accurate Reading. Clarity of Instructions. Convincing Powers, Illustration, Visual Aids, Voice Modulation and Empathy were discussed in detail along with examples and experiences shared by many faculty amongst the audience. The post lunch covered great tips on effective presentation skills

### Day 5: 28th Dec 2019 (Saturday)

On day 5, the session was taken by Mr. Antony, ICT Instructor on Stress Management and Overall Effective Teaching Techniques. The session on Stress Management was followed by many activities for managing and assessing the stress. During this session few psychometric tests were also shared by the instructor with the faculty. The session then was concluded by him on Efficient Teaching Skills.

The FDP was then concluded by Dr.MeenakshiNarula, Head, Dept of Information Technology followed by Vote of Thanks by Prof.(Dr.) Satish Kumar Dogra, Registrar, JIMS, Vasant Kunj.

(IQAC Coordinator)

# Jagannath International Management School Vasant Kuni, 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

## One Week FDP on "Effective Teaching Techniques and E-Content Creation" 23rd – 28th December 2019

List of Participants

S. No.	Name	Affiliation	Venue
1	Dr. Ravi K Dhar		JIMS, Vasant Kunj
2		JIMS, Vasant Kunj	
	Dr. S.K. Dogra	JIMS, Vasant Kunj	JIMS, Vasant Kunj
3	Dr. Meenakshi Narula	JIMS, Vasant Kunj	JIMS, Vasant Kunj
4	Dr. Neeru Johri	JIMS, Vasant Kunj	JIMS, Vasant Kunj
5	Dr. Nidhi Gupta	JIMS, Vasant Kunj	JIMS, Vasant Kunj
6	Prof. B. Manchanda	JIMS, Vasant Kunj	JIMS, Vasant Kunj
7	Dr. Ashok Sharma	JIMS, Vasant Kunj	JIMS, Vasant Kunj
8	Dr. Hakimuddin Khan	JIMS, Vasant Kunj	JIMS, Vasant Kunj
9	Dr. Himani Gupta	JIMS, Vasant Kunj	JIMS, Vasant Kunj
10	Dr. Sartaj Khera	JIMS, Vasant Kunj	JIMS, Vasant Kunj
11	Ms. Suchitra Srivastava	JIMS, Vasant Kunj	JIMS, Vasant Kunj
12	Ms. Anu Bhardwaj	JIMS, Vasant Kunj	JIMS, Vasant Kunj
13	Ms. Anisha Sharma	JIMS, Vasant Kunj	JIMS, Vasant Kunj
14	Ms. Nisha Wadhawan	JIMS, Vasant Kunj	JIMS, Vasant Kunj
15	Mr. Vipul Singh	JIMS, Vasant Kunj	JIMS, Vasant Kunj
16	Dr. Shruti Minocha	JIMS, Vasant Kunj	JIMS, Vasant Kunj
17	Ms. Divya Gupta	JIMS, Vasant Kunj	JIMS, Vasant Kunj
18	Mr. Pramod Kumar Pandey	JIMS, Vasant Kunj	JIMS, Vasant Kunj
19	Ms. Prabhjot Kaur	JIMS, Vasant Kunj	JIMS, Vasant Kunj
20	Ms. Anshu Punshi	JIMS, Vasant Kunj	JIMS, Vasant Kunj
21	Mr. Deepak Sharma	JIMS, Vasant Kunj	JIMS, Vasant Kunj
22	Ms. Sonali Sharma	JIMS, Vasant Kunj	JIMS, Vasant Kunj
23	Ms. Priyanka Rattan	JIMS, Vasant Kunj	JIMS, Vasant Kunj
24	Ms. Kirti Shrawat	JIMS, Vasant Kunj	JIMS, Vasant Kunj
25	Ms. Shalu Tandon	JIMS, Vasant Kunj	JIMS, Vasant Kunj
26	Dr. Harsha Ratnani	JIMS, Vasant Kunj	JIMS, Vasant Kunj
27	Ms. Snehlata	JIMS, Vasant Kunj	JIMS, Vasant Kunj
28	Ms. Garima Saini	JIMS, Vasant Kunj	JIMS, Vasant Kunj

S. No.	Name	Affiliation	Venue
29	Mr. Anish Kishor Saxena	JIMS, Vasant Kunj	JIMS, Vasant Kunj
30	Ms. Sanyogita Chaudhary	JIMS, Vasant Kunj	JIMS, Vasant Kunj
31	Ms. Priyanka Tyagi	JIMS, Vasant Kunj	JIMS, Vasant Kunj
32	Ms. Shruti Chopra Joshi	JIMS, Vasant Kunj	JIMS, Vasant Kunj
33	Ms. Ruchi Goel	JIMS, Vasant Kunj	JIMS, Vasant Kunj
34	Mr. Gaurav Bhardwaj	JIMS, Vasant Kunj	JIMS, Vasant Kunj
35	Ms. Jasleen Rana	JIMS, Kalkaji Campus	JIMS, Vasant Kunj

Total: 35 Participants[34(Internal) + 1(Extern

(10AC Coordinator)

#### ABOUT JIMS

Established in 2003 as an attituded college of Guiu Gabind Sirgh Incircultation of the University. Delhi, the institute has made rapid strides in the paied of importing quality higher education of the undergraduate level to emerge as one at the topmost colleges of the university. The college has been awarded the highest grade not only by the Joint Assessment Committee of the University and the Govt. of NCI of Delhi but also by the University Academic Audit Committee, successively for the less over 5 years. Besides, the State Fee Regulatory Committee of the Govt. of NCI of Delhi has also awarded the institute +A, the highest grade, for its quality systems. To cap it all, the institute has also been awarded A Grade by the National Assessment and Accreditation Council, Bengaluru.

#### ABOUT FDP

There is heightened importance of research and research methods in mode and communication studies. The emerging practices in academics of well as social science and Mass Communication require a new lens to reeting a clear picture. The pace with which the industry landscape is changing, it is very important for the academic practitioners to update themselves about these changing trends. Therefore the sessions of one week faculty development programme have been designed to incorporate the changing trends in mass communication research that can be acproved in both academic teaching and research. The FDP will provide a platform for academicians and researchers for brainsforming and discussing the recent trends in mass communication research.

#### OBJECTIVE.

To enable porticipants (from all disciplines of social sciences) learn about recent frends in mass communication research





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# FACULTY DEVELOPMENT PROGRAM

Changing Trands in Communication Research
(27/16 May 2011)

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# Department of Media & Communication Studies

Jaganath International Management School Vasant Kunj, New Delhi

Faculty Development Programme

on

Changing Trends in Communication Research

# A TRUE VISIONARY

"You 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 (Robini)	= 1993
JIMS (Kalkaji)	1997
JIMS (Vasant Kunj)	= 2003
JIMS (Jaipur)	= 2003
JIMS (Greater Noida)	2008
Jagannath University (Jaipur)	2008
Jagannath University (Bahadurgar	h) = 2013

And more dreams to come!

# Faculty Development Programme on "Changing Trends in Communication Research"

Department of Media & Communication Studies, Jagannath International Management School, Vasant Kunj affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi organized one week Faculty Development Programme (FDP) from 27<sup>th</sup> May to 2<sup>nd</sup> June, 2019 on the theme "Changing Trends in Communication Research". The focus of the FDP was on offering multi-faceted training to the faculties in enhancing their knowledge with respect to recent advances and changing trends in communication research in tune with the changed syllabus of Guru Gobind Singh Indraprastha University of BA(JMC) in 2019.

#### Objectives:

1. To equip the participants with knowledge from 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, the faculty development programme was designed to be interactive and therefore was conducted through Genuine Contact Methodology (GCO). The highlight of GCO methodology is that it respects and treats each participant as a unique individual in her/his contribution and learning. It focuses on tapping the energy of the participants as speakers and listeners.

The FDP was facilitated by Professor (Dr.) Neeru Johri, Head, Department of Media and Communication Studies, JIMS, Vasant Kunj, New Delhi. Dr. Johri welcomed the participants and started the FDP with self-introduction by the participants, who were asked to look at their palms and reflect on how the lines on their palms connected to their profession. They were also asked to share any two things they wanted the group to know.

There was one session each day and all the sessions were designed in a manner where the experts shared their learning/experiences, which was followed by discussion and answering of the queries.

FDP had a combination of experts from both the academia and the industry to deliberate on different themes. Every day, in the week-long FDP, opened with transfer-in also known as "Morning News" and concluded with the "Closing Circle" with feedback/learning by the participants. The FDP concluded with certificate distribution to the participants by with Dr. Ravi K Dhar, Director, JIMS.

Registration for FDP was based on first come first serve basis and number of seats was restricted to 20, including external participants. There were 28 participants from colleges/institutes across Delhi. The registration fee was Rs.1500/-.

# 27<sup>th</sup> May, 2019

# Session I

# Dr. Jaishri Jethwaney

In the inaugural session, Dr. Jaishri Jethwaney, Visiting Professor at the Institute for Studies in Industrial Development (ISID) in its Media and Communications Division and Project Director for ICSSR, spoke on the topic: "Research in Public Relations." Keeping an interactive approach, Dr. Jethwaney stressed on the relevance of research in public relations. She helped the audience understand public relations as a vital tool in measuring communication objectives to achieve organizational effectiveness.

During the session, she elucidated the difference between public relations, propaganda and publicity. She also explained the use of Public relations research which guides the development of communication objectives, helps in evaluating the impact of public relations activities and thus supports organizational objectives and stakeholder relationships. "PR is all about perception and image management," she concluded.

The discussion was followed by a Q&A session, in which Dr. Jethwaney answered various queries of participants regarding the planning implementation of public relations strategies and tactics to achieve organizational success.







# 28" May, 2019 Session II

# Mr. Vijay S. Jodha

In this session, Mr. Vijay S. Jodha, writer, photographer and filmmaker, held a fascinating discussion on the importance of photography. In the beginning Mr. Jodha spoke about different types of photographs with respect to their social and cultural perspectives.

He then explained how photographs and movies can help in understanding various challenges in a society. He illustrated how the social issues can be depicted through the photographs. He took the examples of Anand Patvardhan's movies that initiated social change, which led to changes in the laws of the country. He also took examples of leading international photographers in the field of Photo Journalism. He explained the technique of storytelling and narratives with the help of the photographs of Great Depression by leading photographers of the era - Jack Delano, Marion Post Wolcott, Jordon Parks, Arthur Rothstein, Dorothea Lange, and Walker Evan. He picked up various social issues like World War - II, migrant families, poverty in U.S., partition and refugees.

He discussed in detail about his project 'Ageless Mind and Spirit' where he used the technique 'environmental portrait', propounded by Arnold Newman that describes the context of the picture.









# 29<sup>th</sup> May, 2019

# **Session III**

## Prof. Ashok Gaba

Prof. (Dr.) Ashok Gaba, eminent researcher and communication faculty with more than 25 years of research experience in India and abroad, spoke on the need of statistical methods and software in communication research. He shared information on various research techniques through the use of Statistical Package for the Social Sciences (SPSS) software.



Prof. Gaba explained how SPSS is used by researchers for complex statistical data analysis. He said the software is used by market researchers, health researchers, survey companies, government marketing researchers, education entities, organizations, data miners and researchers of several other disciplines for processing and analyzing of survey data.

He stressed on how SPSS can help faculties improve the quality of their research papers and get international publications. He then demonstrated the use of the software by solving a practical problem scenario.

He answered several queries of the participants regarding the application of SPSS in various research tests like Chi square, T-Test, Z-Test.





# 30<sup>th</sup> May, 2019

# **Session IV**

#### Dr. Shikha Rai

Dr. Shikha Rai, Assistant professor, School of Journalism and New Media Studies, IGNOU, held a session on content analysis method of research. She said that content analysis is a systematic, objective, qualitative/quantitative, quasi-experimental research method, which can be used to study trends occurring over long periods of time.

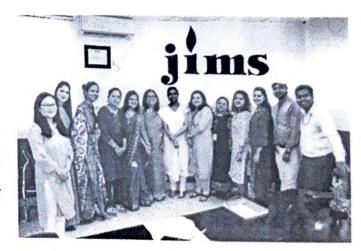
Dr. Rai explained how content analysis can be used to test hypotheses. During the interactive session, she asked the faculty participants to name several topics of research, following which she suggested valuable changes in them.

She discussed the steps involved in content analysis method like formulating research questions, defining population, selecting sample for study, defining units of analysis, constructing categories of the content, establishing a quantification system and conducting a pilot study etc.

She also talked about the limitations of the method. She said that content analysis alone cannot serve as a basis for making statements about the effects of content on an audience.









# JAY 5 31° May, 2019

# **Session V**

## Dr. Ravi K Dhar

Dr. Ravi K Dhar, Director, JIMS, Vasant Kunj, held an insightful session in which he spoke on "Textual analysis". He explained the meaning significance of text. He said text is what an author writes, what he/she wants the readers to understand and make out the intended meaning. Any text needs to have a basis to be understood as intended by the author because if it does not, then mere text is subjected to varied interpretations and conclusions.

He stressed on the relativity text shares with time, that is, the meaning of the text is never static, it changes with the time in which it is read and interpreted accordingly.

Dr. Dhar also impressed upon the importance and uniqueness of symbols; how they are iconic, orthographic and phonemic and how it helps create map of the world.

The session was wrapped up stating the importance of text. Dr. Dhar said that the act of omission and commission on the part of the creator of the text is very communicative and has the capacity of transposing limitations of the author across its audience.









# 1<sup>st</sup> June, 2019 Session VI

### Dr. O.P. Dewal

The session was facilitated by Dr. O.P. Dewal, an expert with 30 years of experience in Radio and Television, who has worked as Joint Director at the Consortium for Educational Communication, UGC and Deputy Director at the Electronic Media Production Centre, IGNOU. He has also worked as Transmission Executive in All India Radio.

Dr. Dewal spoke on the importance of research in programme production of radio and the need of radio connectivity to masses. He began the session with a brief history of radio and FM in India, citing various examples.

He said that researchers should work in areas like revenue model of radio, language of radio programmes, community radio and sustainable development and new changes in the programming policy of radio programmes. He stressed on the constant need to upgrade knowledge, for which research is the only scientific tool.

Dr. Dewal also talked about the revolution in radio after Prime Minister Narendra Modi's Mann Ki Baat programme.







# 2<sup>nd</sup> June, 2019

# Session VII

## Dr. Pradeep Krishnatray

The last day of the FDP was based on communication research and public health. The Pradeep facilitated by Dr. Was session researcher and eminent Krishnatray. communication faculty and strategic planner, having more than 25 years of research experience in India and abroad. Presently he is working as Director of Research and Strategic Planning at Johns Hopkins Bloomberg School of Public Health.

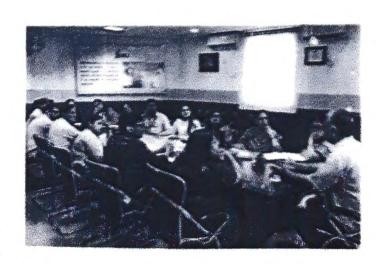
Dr. Krishnatray started the session by establishing the need of research in public health sector using common examples. Keeping an interactive approach, he explained various terminologies related to public health, government policies and their ground realities. He said that in India people are still fighting against several taboos.

Dr. Krishnatray emphasized on conceptual clarity and explained terms like NSSO, IMR, MMR and others related to the issue of public health. He also explained how a researcher can find data from government sources that will help understand the growth and change of various parameters in the public health sector in India









# Participants:



1. Dr Neeru Johri

HOD, BA(JMC). JIMS, Vasant Kunj

2. Dr Manish Srivastava

Associate Professor, BA(JMC), JIMS, Vasant Kunj

3. Mr Anish Saxena

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

4. Ms Sanyogita Choudhary

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

5. Ms Shikha Kukreja

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

6. Ms Garima Malhotra

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

7. Mr Sunny Gupta

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

8. Ms Shruti Chopra

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

9. Ms Priyanka Tyagi

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

10. Ms Priyanka Gandhi

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

11. Ms Ruchi Goel

Assistant Professor, BA(JMC), JIMS, Vasant Kunj

12. Ms Prativa Rai

Assistant Professor, BJMC, Amity University, Noida

13. Mr Rishabh Mehta

Assuring Producer, NDTV

14. Ms Manisha

March March

Assistant Profession, Kalindi College, Della University

15. Mr Metak Jonjun

Assistant Professor, Amily University, Notes

16. Mr Chara Chandra Pathak

Assistant Professor, VIPS, Della

17. Ms Apoarta Agnihutri

Assistant Professor, SQT University, Corngram



Mr. Anish Saxena, Assistant Professor, BA(JMC), JIMS: I would like to describe the whole experience in just one word: "Awesome".



Ms. Garima Malhotra, Assistant Professor, BA(JMC), JIMS: This FDP was a great learning experience for me. Each session was meaningful, interesting and relevant in our current teaching scenario.



Ms Sanyogita Phogaat, Assistant Professor, BA(JMC), JIMS: It was a fantastic experience for me.



Ms. Shikha Kukreja, Assistant Professor, BA(JMC), JIMS: 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 that it was interdisciplinary. I got an exposure to many new areas which can be easily be applied during course of my teaching learning process.

## **Participants:**

(3)

18. Ms Neelam Nanda Prabhat

Assistant Professor, DME, Noida

19. Ms Ritika Chaudhary

Assistant Professor, MRIIRS, Faridabad

20. Mr Harshvardhan Pande

Assistant Professor, BLSITM, Haryana

21. Dr Sunita

Assistant Professor, Kalindi College, Delhi University

22. Ms Dimple Arora

Assistant Professor, Kasturi Ram College, Narela

23. Ms Mehak Pandit

Assistant Professor, K R Mangalam University, Gurgaon

24. Ms Jagriti Basera

Assistant Professor, UCE, Greater Noida

25. Ms Preeti Singh

Sr. Assistant Professor, Amity University, Haryana

26. Ms Mehak S. Zaidi

Assistant Professor, UCE, Greater Noida

27. Ms Sagrika Uppal

Assistant Professor, Kasturi Ram College, Narela

28. Dr Vinod Kumar

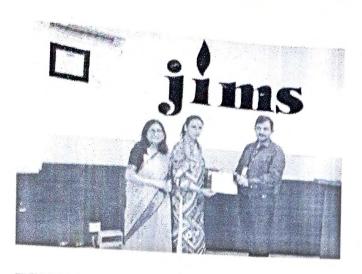
Assistant Professor, BJMC; Amity University, Noida

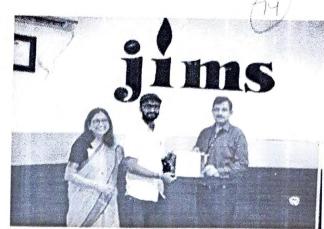


Mr. Sunny Gupta, Assistant Professor, BA(JMC), JIMS: Being a keen learner, I learned a lot of new things during this FDP and definitely I am trying to practice in my life all such things which I observed during the session.



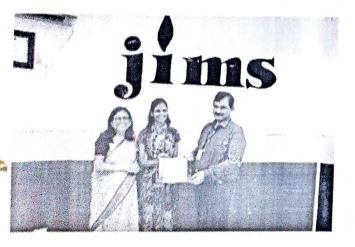
Ms. Priyanka Tyagi, Assistant Professor, BA(JMC), JIMS: It was an enriching experience for me. It helped me in understanding subjects. It encouraged me in improving my teaching skills and teaching pedagogy. The FDP course structure and content was equally useful as it covered almost all aspects of our teaching course-curriculum.



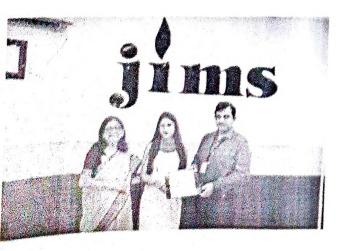


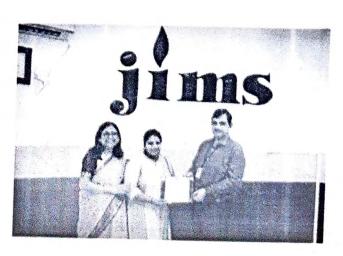


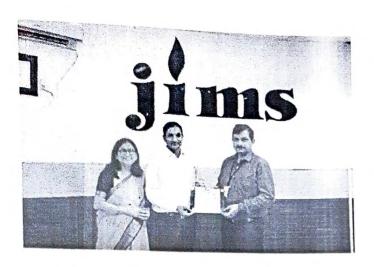




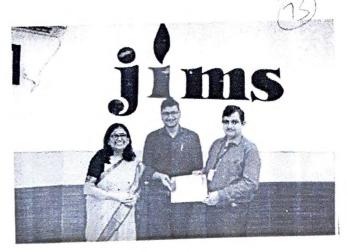


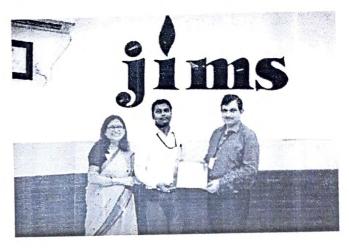




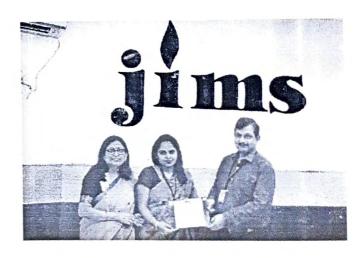


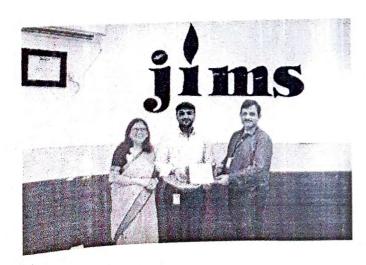


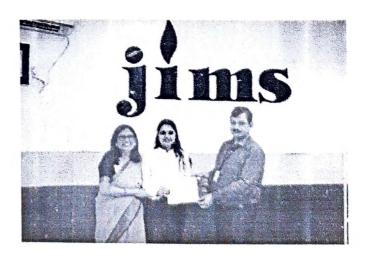


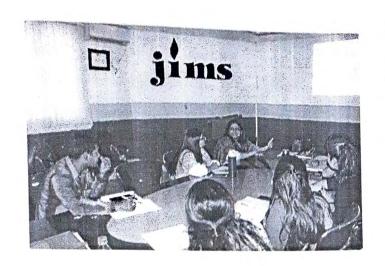


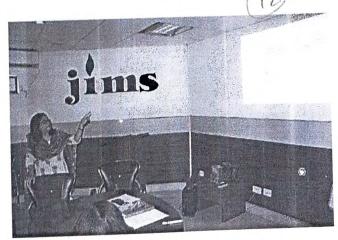








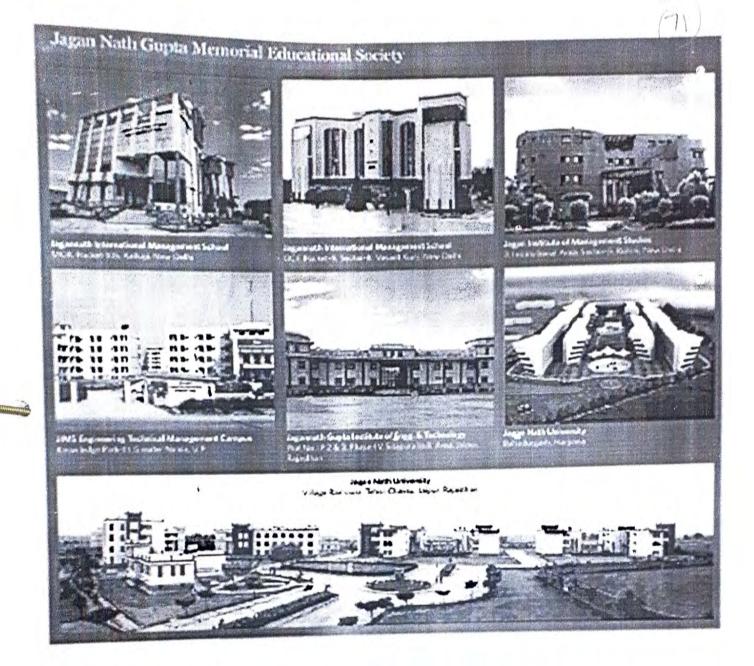












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## DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

FDP on "Changing Trends in Communication Research" 27th May, 2019 to 2nd June, 2019

Venue: JIMS Vasant Kunj

**Attendance Sheet** 

Sl.No	Name of Participant	27/05/2019 Monday	28/05/2019 Tuesday	29/05/2019 Wednesday	30/05/2019 Thursday	31/05/2019 Friday	1/06/2019 Saturday	2/06/2019 Sunday
1	Dr. Ravi K. Dhar							
2	Dr. Neeru Johri	Hom.	Viloni	rolean	Moor.	NJohon	Moari	Morni
3	Dr. Manish Srlvastava	ques	Tiers	Ties	ning	mis	mis	This
4	Mr. Anish Saxena	Se	85	R	R	- AE	-	*





5	Ms. Sanyogita Chaoudhary	Saryor	Sany	lany	from	J-M	Any	low
6	Ms. Shikha Kukreja	South	County	Shut	Just	J. Hu	MA MA	
7	Ms. Priyanka Gandhi Oberoi	high	figure	myanie	MY	Jane -	Milanti	Milan
8	Ms. Priyanka Tyagi	franton de	Supris	Priyary	Pryquy	man	Hyans	18 yours
9	Ms. Shruti Chopra Joshi	Monti	Andre	Shine	Shung	Shure	Shud	sant
10	Mr. Sunny Gupta -	3-tuples	3 Crists	3 chapte	5 mg/s	- Sylmight	54hm/2	Sufrights
11	Ms. Garima Malhotra	Ganit	Jant	Cearit	Good	Carit	Co P	"Gant
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SLNo	Name of Participant	27/05/2019 Monday	28/05/2019 Tuesday	29/05/2019 Wednesday	30/05/2019 Thursday	31/05/2019 Friday	1/06/2019 Saturday	2/06/2019 Sunday
1	Dr. Vinod Kumar	Land	Lucy	(woel	June	Lod	Lund	Lugel
2	Ms. Mehak S. Zaidi	mjeliali.	melan	melar	meliale	mychale	meliare	myelon
3	Ms. Jagriti Basera	Layr	Jana -	Frank'	Saul	Sul	Jun	Jan
4	Ms. Sagrika Uppal	Sy	Bes	Res	Dec	Ba	The	Se
5	Dr. Mehak Jonjua	Ma	Me	The	Mile	Aus	Ma	My
6	Dr. Sunita	Sunita	Surita	Surita	Surita	Sunita	Swrite	Sunita

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Sl.No	Tarticipant	27/05/2019 Monday	28/05/2019 Tuesday	29/05/2019 Wednesday	30/05/2019 Thursday	31/05/2019 Friday	1/06/2019 Saturday	2/06/2019
7	Ms. Manisha	Marietre	Marthe	Marsely	Warely	Mariely	Musely	Sunday
8	Ms. Ruchi Goel	Ja	R		0	10		0
9	Ms. Ritika Choudhary	ech	gely	2=1	te	Ke	Ker	Ker
10	Ms. Prativa Rai	na.	De la	Res	Sela	Rely	get	gely
11	Dr. Preeti	Treeli.	O D		Dr.	Pa	De	De
12	Ms. Mehak Pandit	reliable	truck'	Trech'	toceli-	Treefi.	Parels:	Pach'
13	Mr. Risabh Mehta			Mus	Julialy	mules	relate	Mehak
_		Tishash	Kishih	- Kishalh	Right	Risheld	Ridde	Ridalh.
14	Ms. Dimple Arora	derple	direct.	direl.	dirple.	direpl.	dirple.	dirple
15	Mr. Charu Chandra Pathak	charm	chary	chary	Chary	charg	Chary	Charry
16	Ms. Neelam Nanda Prabhat	Neclan	Nelan	Nelan	Neclans	Nelans	Neckm	Neekon

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Sl.No	Tarticipant	27/05/2019 Monday	28/05/2019 Tuesday	29/05/2019 Wednesday	30/05/2019 Thursday	31/05/2019 Friday	1/06/2019 Saturday	2/06/2019 Sunday
17	Mr. Harshvardhan Pande	Sandy	Mandy	Wlandy	v. Janky	4. Lands	W. Rands	y. Jand
18	Ms. Aproova Agnihotri	Spoure	Apours	Aprile	Aprong	April 2	April 1	Aprour
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