

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “Machine Learning”

(wrt Notice No IITM(JP)-IPU/Notice/2020/1182A)

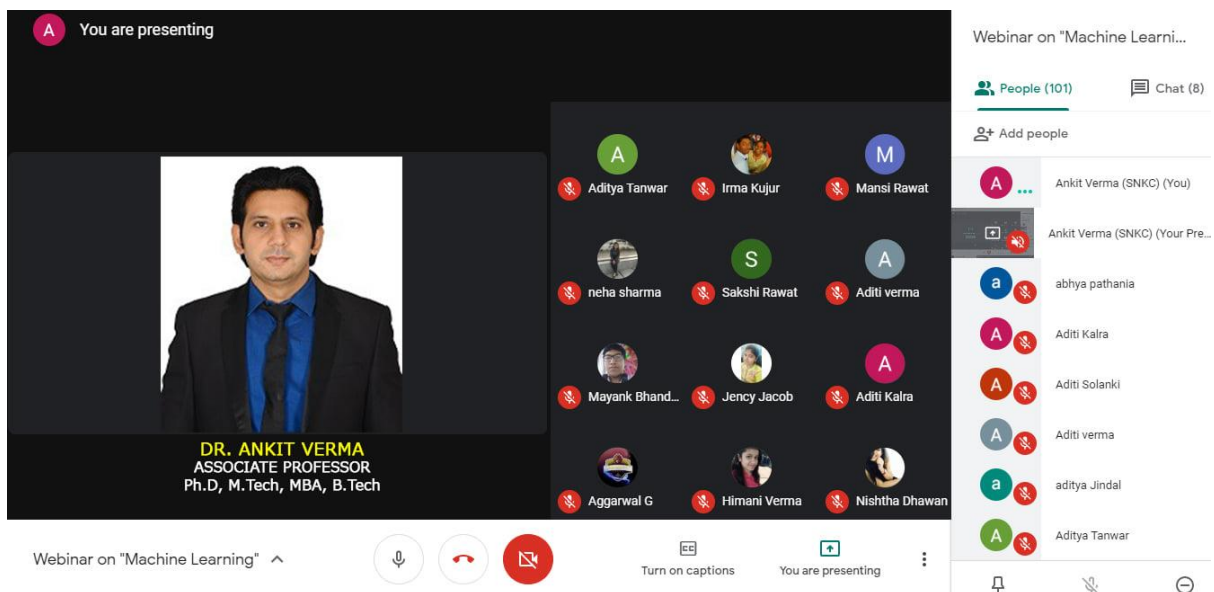
**Date:** 07-08-2020

**Resource Person:** Dr. Ankit Verma

**Target Audience:** Faculty members and Students of Computer Science

**Event Coordinator:** Dr. Ankit Verma

Institute of Innovation in Technology & Management organized webinar August 07, 2020. The objective of the program was to make the audience understand the concept of Machine learning. Dr. Ankit Verma, introduced the concept in very simple and interesting manner. He gave real life applications in today’s scenario. The webinar was informative for everyone and they had great learning experience. It was free of cost and every participant got an e-certificate.



**Submitted By:**

**Mr. Lokesh Jain**

**Prof. (Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on Data Analytics using R for Students

(wrt Notice No IITM(JP)-IPU/Notice/2020/1165A)

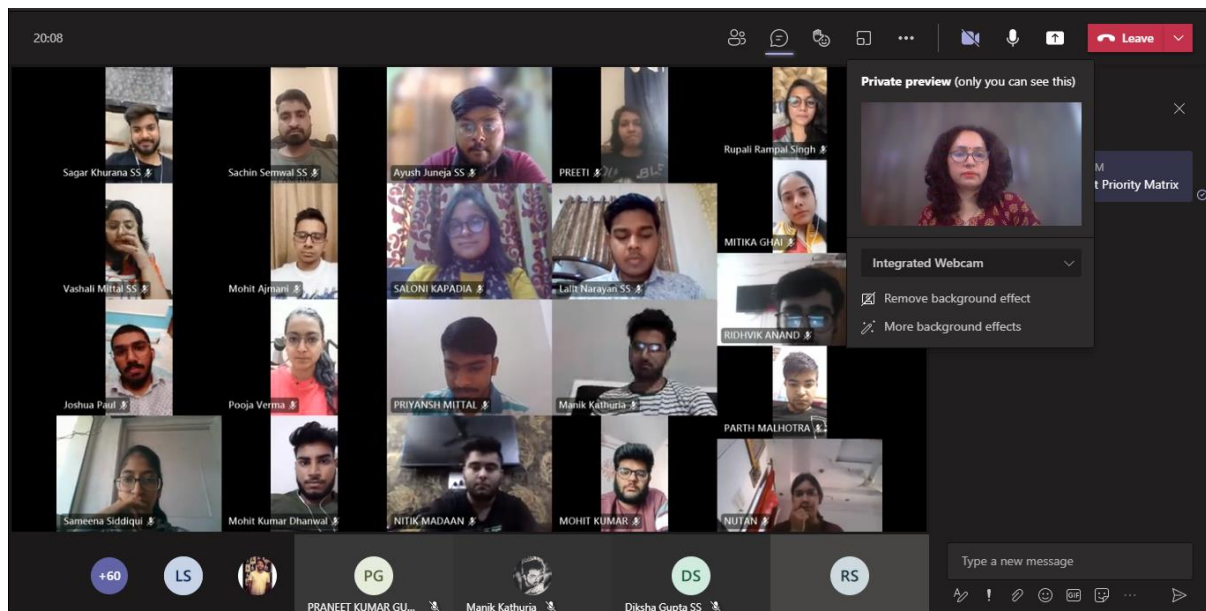
**Date:** 8<sup>th</sup> Aug, 2020

**Resource Person:** Dr. Renu Sharma and Dr. Mohita Mathur

**Target Audience:** Students of BBA IV Semester

**Event Coordinator:** Dr. Renu Sharma

The institute has organized a webinar on Data Analytics using R for the students of BBA IV semester on 8<sup>th</sup> August, 2020. The objective of this session was to provide students an understanding of the concept of Data Analytics and its importance in modern business to provide a hands-on session on statistical package “R” and RStudio. The session was conducted by Dr. Renu Sharma (Professor, Operations Management) and Dr. Mohita Mathur (Associate Professor, Finance) from IINTM, Janakpuri, Delhi. Almost 65 students of BBA and BCom(H) attended the session. After the session, the participants received certificates from IINTM Janakpuri.



**Submitted By:**

**Prof.(Dr.) C P Chawla**

**Dr. Renu Sharma**

**Director General**

**INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

**Webinar on “Application of Cloud Computing in IOT”**

**(wrt Notice No IITM(JP)-IPU/Notice/2020/1173A)**

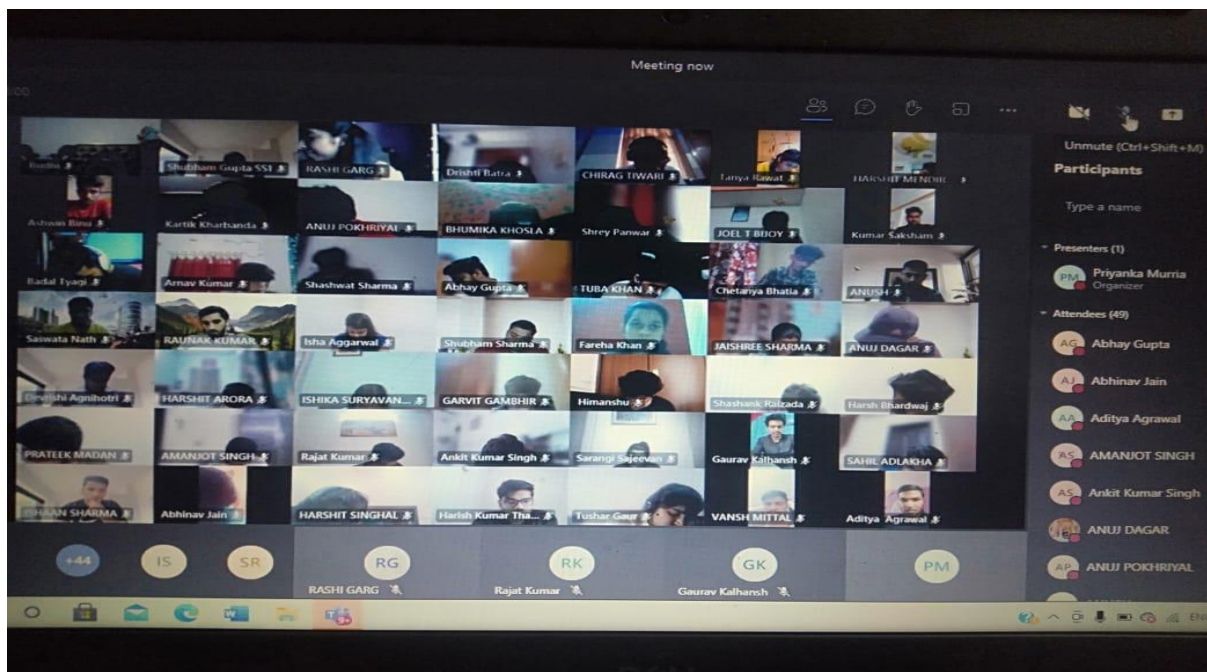
**Date:** 07-07-2020

**Resource Person:** Mr. Govind Murari Upadhyay

**Target Audience:** Faculty members and Students of Computer Science

**Event Coordinator:** Mr. Govind Murari Upadhyay

Institute of Innovation in Technology & Management organized webinar July 07, 2020. The objective of the program was to make the audience understand the concept of cloud computing, IOT and application of Cloud computing in IOT. Mr. Govind Murari Upadhyay, introduced the concept in very simple and interesting manner. He gave real life applications in today’s scenario. The webinar was informative for everyone and they had great learning experience. It was free of cost and every participant got an e-certificate. The webinar was held on Zoom.



**Submitted By:**

**Prof. (Dr.) Vani Vasakarla**

**Mr. Lokesh Jain**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “Application of Artificial Intelligence in Daily life”

(wrt Notice No IITM(JP)-IPU/Notice/2020/1174A)

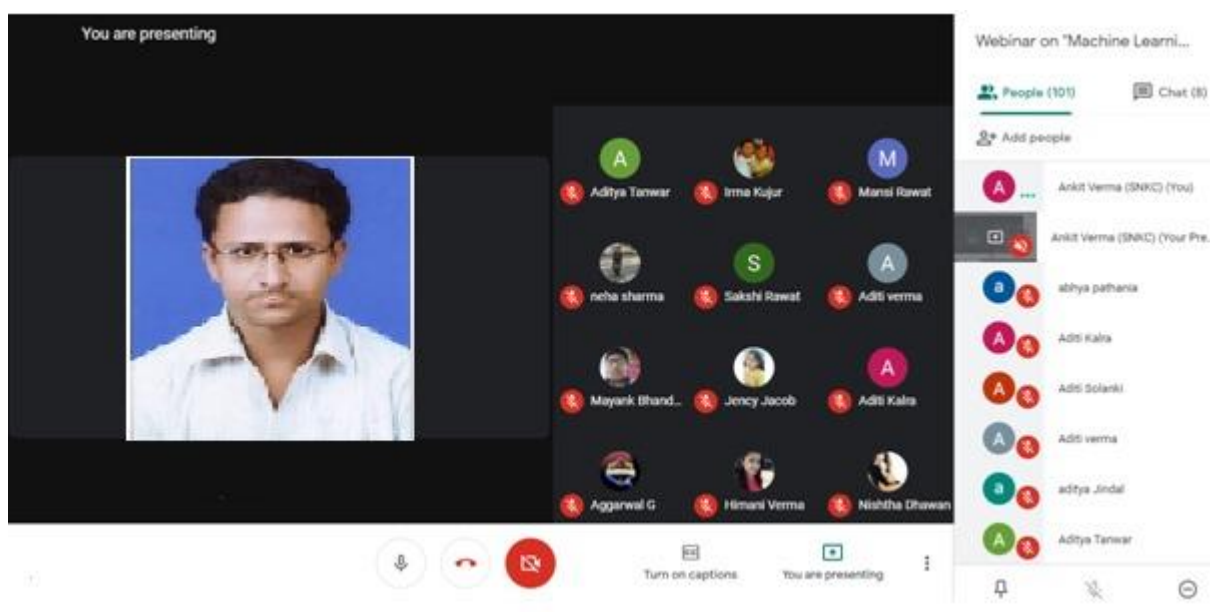
**Date:** 11-07-2020

**Resource Person:** Mr. Pramod Kumar Soni

**Target Audience:** Faculty members and Students of Computer Science

**Event Coordinator:** Mr. Pramod Kumar Soni

Institute of Innovation in Technology & Management organized webinar July 11, 2020. The objective of the program was to make the audience understand the concept of Artificial Intelligence and its application in daily life. Mr. Pramod Kumar Soni, started his talk by demonstrating very interesting real life examples of AI. He discussed how AI is impacting our daily life. He also talked about the future of AI. The webinar was informative for everyone and they had great learning experience. It was free of cost and every participant got an e-certificate. The webinar was held on Google Meet.



**Submitted By:**

**Mr. Lokesh Jain**

**Prof. (Dr.) Vani Vasakarla**

**Director**



# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “Inclusive Growth in India: Conceptual Framework, Planning Initiatives and Key Drivers”

(wrt Notice No 1159 A)

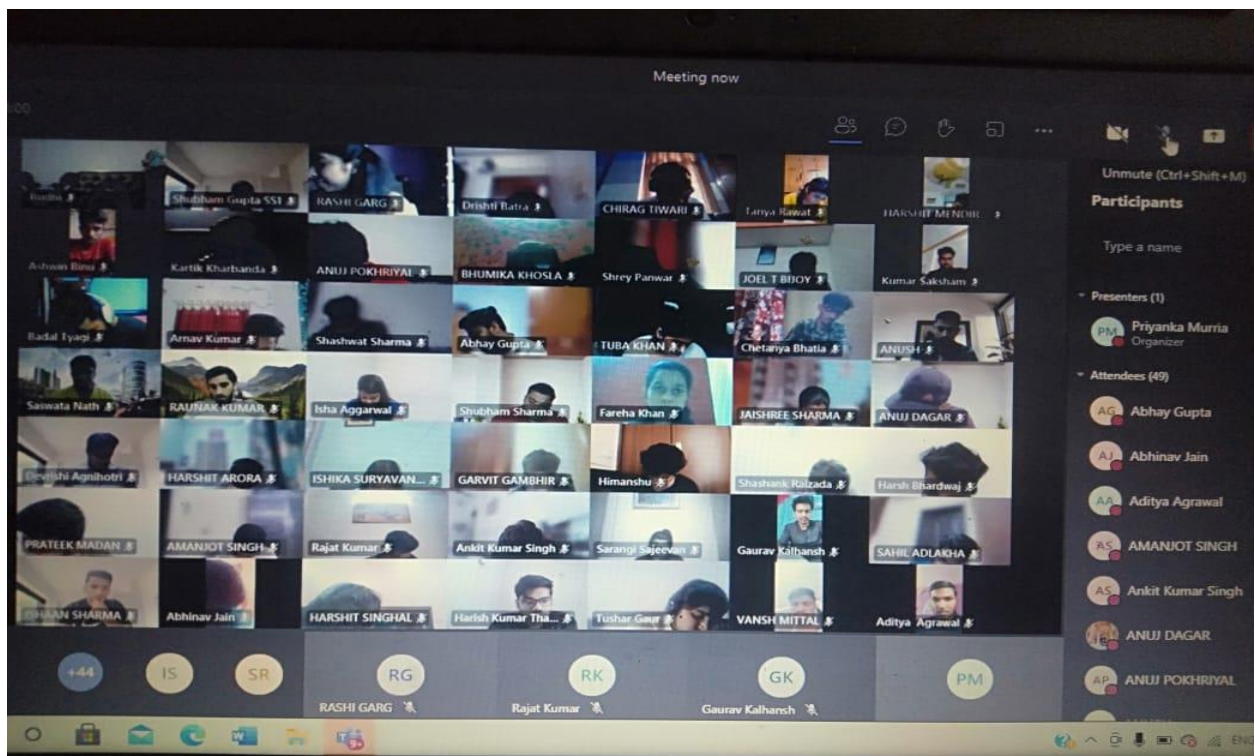
**Date:** August 13, 2020

**Resource Person:** Dr. Priyanka Murria

**Target Audience:** Faculty Members, Research Scholars, Students

**Event Coordinator:** Dr. Priyanka Murria

Institute of innovation in Technology and Management conducted One Day Webinar on “Inclusive Growth in India: Conceptual Framework, Planning Initiatives and Key Drivers”. At first, the conceptual framework of inclusive growth was explained. Thereafter, all planning initiatives since the commencement of planning till three annual plans of NITI Aayog were explained. The emphasis was also laid on 11<sup>th</sup> and 12<sup>th</sup> five-year plan. The webinar ended with the discussions on Key Drivers stimulating Inclusive Growth. The webinar ended with the question session where the participants asked their questions to the resource person. In all, 105 participants attended the webinar. The duration of webinar was one hour. All the participants were given e-certificates for attending the webinar.



**Submitted By:**

**Dr. Priyanka Murria**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Article Writing Competition "Life after Covid 19"

(wrt Notice No 1176 A)

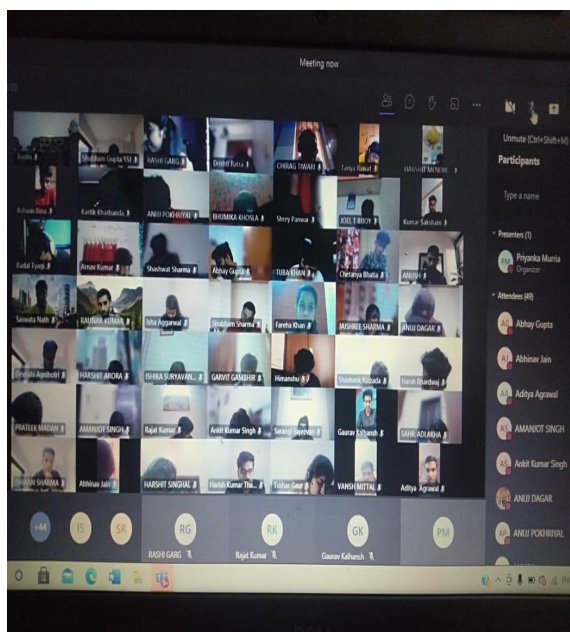
**Date: July 13, 2020**

**Resource Person: Mr. Aditya Bhatnagar**

**Target Audience: Students**

**Event Coordinator: Mr. Aditya Bhatnagar**

An initiative was taken by the Institute of Innovation in Technology & Management (IITM Janakpuri) to encourage students to shift their mindset from basic learning to reveal their creativity by organizing Article Writing Competition "Life after Covid 19". The Best Article was awarded with certificate of appreciation. In all, 130 participants shared their thoughts on the topic. Four days were given to the participants to share their articles. Mugdha Chaturvedi of BBA won the competition. All the participants were given e-certificates for attending the webinar.



**IITM** Nurturing Excellence  
**Article Writing Competition: Life After Covid-19**

**NAME: MUGDHA CHATURVEDI, YEAR: FIRST, COURSE: BBA M3, ENROLL NO: 364**

**"We could create a better version of life, if we could choose to learn from Covid 19 or difficult situation."**

We able to realize the value of freedom, joy, happiness and other positivity only when we go through or learn to realize and experience the negative from difficult

**"Aatm Nirbhar Bharat Starts From Aatm Nirbhar Hum"**

We get better when we challenge our self and Nation built from each one of us! Taking about the life, The Covid 19 has taught us globally and made us move to a new phase of life. Where now probably, we all could realize the importance of care and responsibility. It gave a new thought and energy to each one of us to lit the lamp by finding hope. It is difficult to imagine that anyone of us can return back to what was the old normal. There are lot many challenges to rebuilt the things. We all thankful to our government of India which is doing its best way to make things right and normal. The govt of India has yet to share the scenario of recovery of the losses which the Business Industries and the economy of India faced, due to the harmness level created by Covid 19. The Pandemic situation of Covid 19 has taught us to value little things which we were not even aware of Due to restrictions regarding social contacts, conversations with friends, family,, grandparents, elders are now valued more.

Institute of Innovation in Technology & Management(IITM Janakpuri)  
RATED AS CATEGORY 'A+' BY SFRC | NAAC ACCREDITED, RECOGNISED 2(F) OF UGC & ISO CERTIFIED



**Submitted By:**

**Ms. Kanika Bhalla**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “Self Discipline: Key to Success”

(wrt Notice No. 1168A)

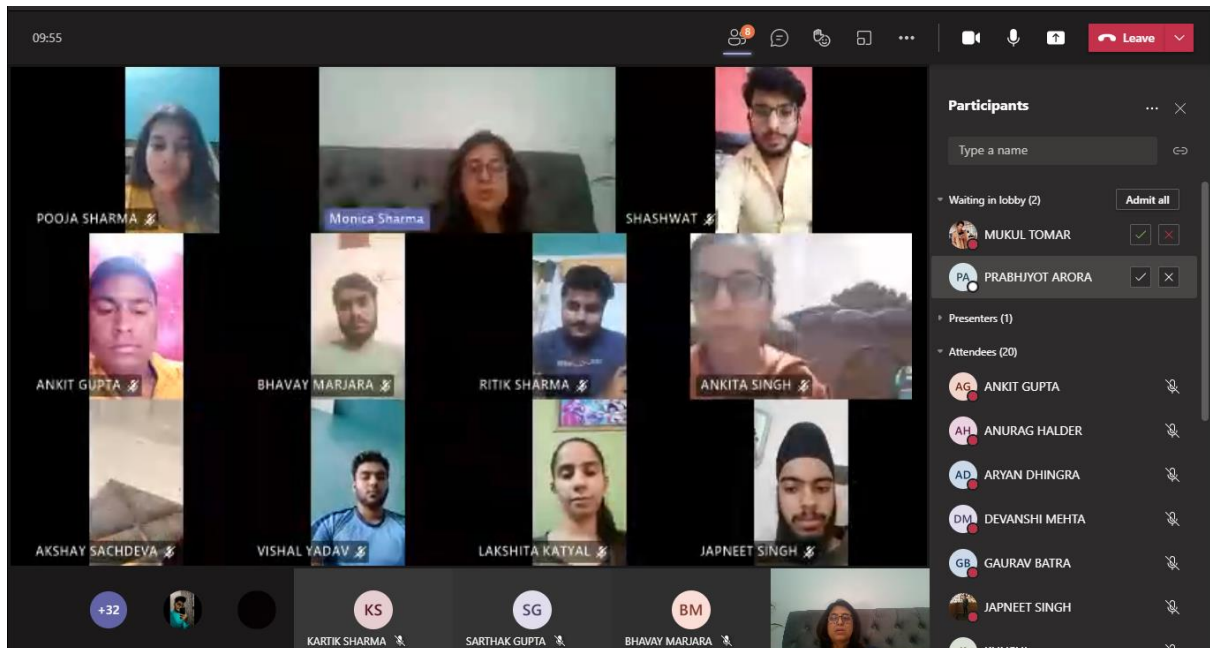
**Date: 14 May 2020**

**Resource Person: Dr. Monika Kulsheshtha**

**Target Audience: Faculty Members/ Students**

**Event Coordinator: Dr. Mohita Mathur**

Institute organized webinar on the relevant topic of having discipline in life. Webinar was conducted titled “Self Discipline: Key to Success”. The speaker was HOD Management of Institute of Innovation in Technology and Management. Target of the speaker was to make the attendee realize the importance of discipline for living a successful life. The speaker also highlighted the role of discipline in achieving the dreams. The speaker suggested various strategies to follow disciplined life. The session was attended by 117 participants and a certificate was issued to all the participants



**Submitted By:**

**Dr. Mohita Mathur**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# **INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

## **Webinar on “Macroeconomic Repercussions of Covid-19 Pandemic”**

**(wrt Notice No 1158 A)**

**Date: July 16, 2020**

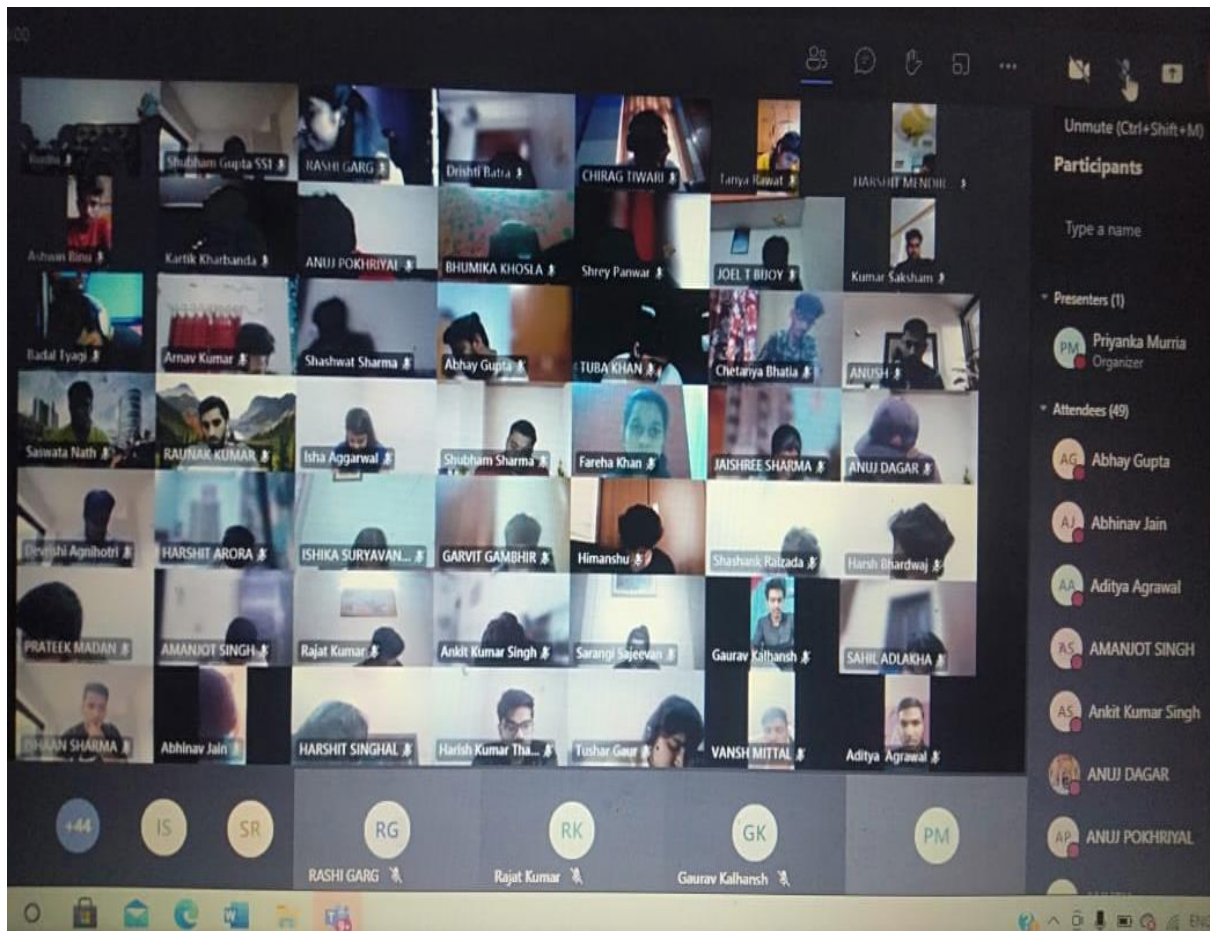
**Resource Person: Dr. Priyanka Murria**

**Target Audience: Faculty Members, Research Scholars, Students**

**Event Coordinator: Dr. Priyanka Murria**

Keeping the overall repercussions that Covid-19 pandemic had on the lives of millions of people in mind, Institute of innovation in Technology and Management conducted One Day International webinar on “**Macroeconomic Repercussions of Covid-19 Pandemic**”. First of all, the overview of Indian economy just before the onset of pandemic was given. Thereafter the elaborations were made on the effect of pandemic in terms of health shocks, financial shocks, human shocks, demand shocks and supply shocks. The webinar ended with the question answer session. The webinar ended with the conclusions and policy recommendations. In all, 120 participants attended the webinar. The duration of webinar was one hour. All the participants were given e-certificates for attending the webinar.





**Submitted By:**

**Dr. Priyanka Murria**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “CONVERT YOUR DREAM TO REALITY”

(wrt Notice No. 1175 A)

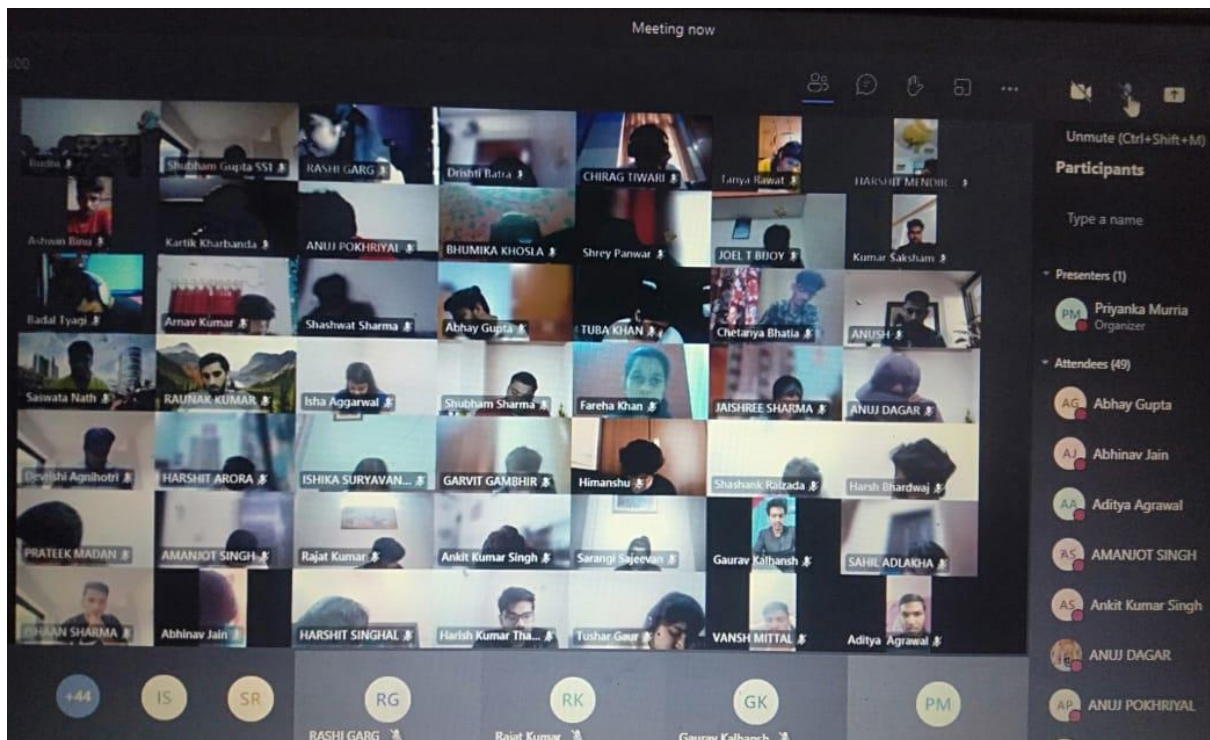
**Date: 18 July 2020**

**Resource Person: Dr. Monika Kulsheshtha**

**Target Audience: Faculty Members/ Students**

**Event Coordinator: Dr. Mohita Mathur**

Its never late to dream and follow the dream till you convert them in reality: suggested by the speaker Dr. Monika at the webinar organized by Institute on 18 July 2020 with the objective of highlighting the importance of dreams and how to fulfill them. A systematic process need to be followed for converting dream in reality. Also the speaker suggested to keep in mind the constraints and how to overcome them. The session was attended by 139 participants and e certificate was issued to all the participants.



**Submitted By:**

**Dr. Mohita Mathur**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “Unlocking Your Resilience”

(wrt Notice No 1171 A)

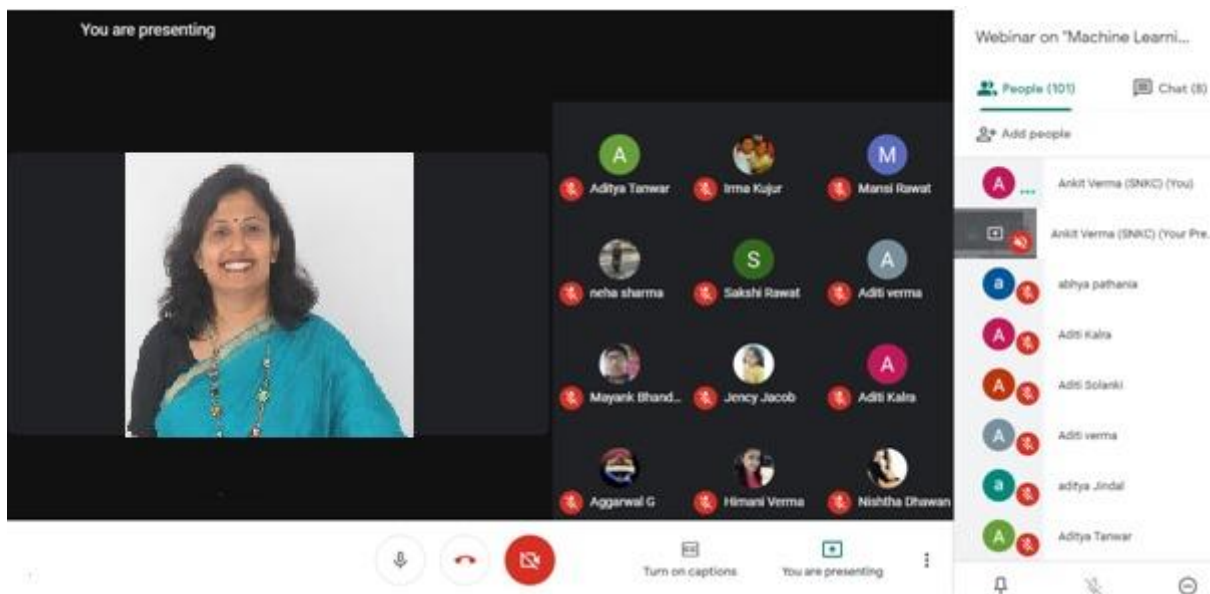
**Date: 18 June 2020**

**Resource Person: Dr. Monika Kulsheshtha**

**Target Audience: Faculty Members/ Students**

**Event Coordinator: Dr. Mohita Mathur**

“Unlocking Your Resilience” was the topic of webinar organized by the Institute of Innovation in Technology and Management on 18 June 2020 with the objective of highlighting the importance and requirement of having resilience in your life. During the testing COVID time, mankind is required to exhibit some resilience to sustain. The speaker suggested various strategies to practice resilience and use the strategies in life to successfully overcome these difficult times. The session was attended by 87 participants and a certificate was issued to all the participants.



**Submitted By:**

**Dr. Mohita Mathur**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# **INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

## **Webinar on “Indian Inclusive Growth Paradigm: A Study of Macroeconomic Indicators and Ways ahead”**

**(wrt Notice No 1160 A)**

**Date: August 25, 2020**

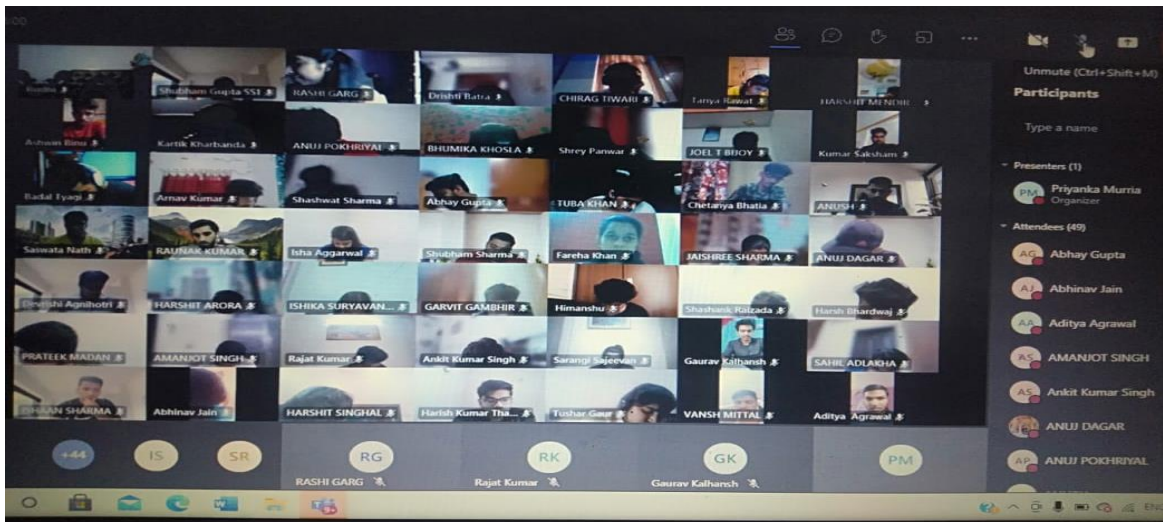
**Resource Person: Dr. Priyanka Murria**

**Target Audience: Faculty Members, Research Scholars, Students**

**Event Coordinator: Dr. Priyanka Murria**

Institute of innovation in Technology and Management conducted One Day Webinar on **“Indian Inclusive Growth Paradigm: A Study of Macroeconomic Indicators and Ways ahead”**. In the webinar, the macroeconomic indicators of economic growth were tabulated, analyzed, and interpreted. A comparison of India’s economy with other economies was also done in terms of inclusiveness. The webinar ended with the question session where the participants asked their questions to the resource person. In all, 50 participants attended the webinar. The duration of webinar was one hour.





**Submitted By:**  
**Dr. Priyanka Murria**

**Prof.(Dr.) Vani Vasakarla**  
**Director**



# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Webinar on “Statistical Analysis Using R for New Managers”

(wrt Notice No. 1180 A)

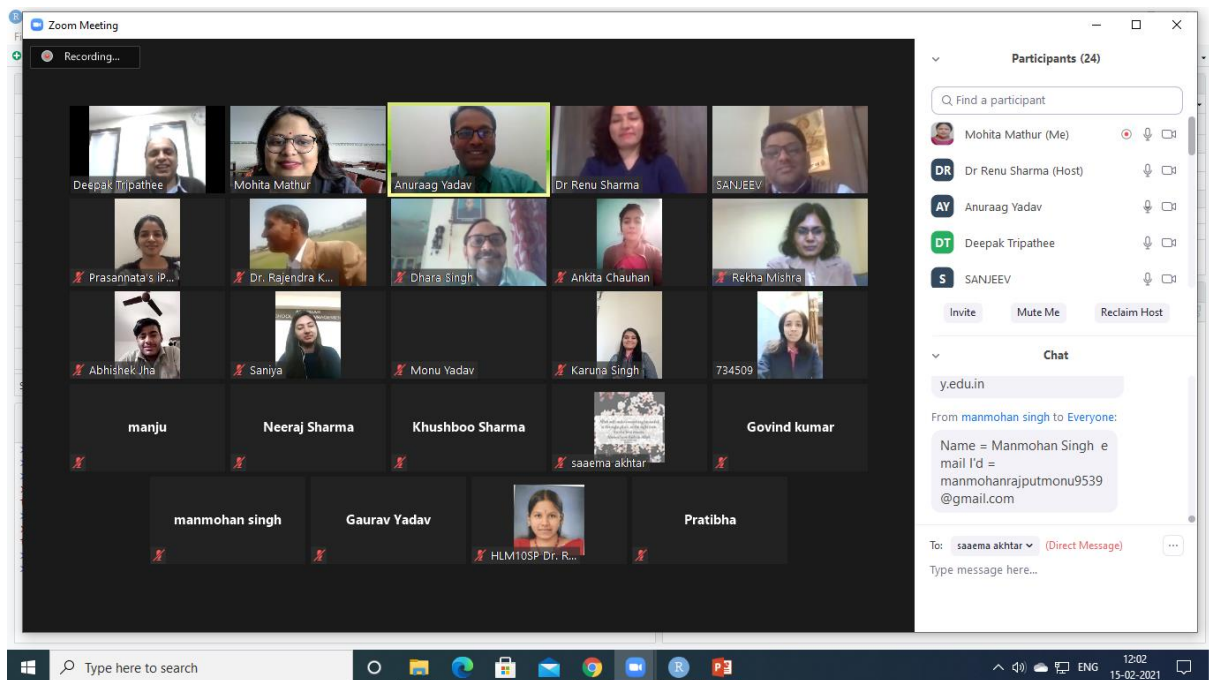
**Date: 25 July 2020**

**Resource Person: Dr. Renu Sharma, Dr. Mohita Mathur**

**Target Audience: Research Scholars, faculty & Students (MBA), JECRC University**

**Event Coordinator: Dr. Renu Sharma**

Data Analytics is gaining importance in the corporate world at fast pace. Students planning to immediately join the corporate world and the research scholar in the process of analyzing Ph.D. data need to equip themselves with one of the data analytic tool. R is one of the prominent data analytics tool, the institute felt the need of conducting workshop on Data analytics using R. The session was attended by 126 participants and e certificate was issued to all the participants



**Submitted By:**

**Dr. Mohita Mathur**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Lecture on Union Budget 2021-22

(wrt Notice No 1189A)

**Date: 8<sup>th</sup> Feb, 2021**

**Resource Person: Prof.(Dr) C.P.Chawla**

**Target Audience: Faculty Members**

**Event Coordinator: Dr. Monica Sharma**

Prof.Dr C.P.Chawla delivered on current economic situation of India. He covered two topics:

- Union Budget 2021-22 Analysis
- Farm Bills

He gave quick snapshot of the current economic statistics of India, salient features of Union Budget 21-22 and also discussed policy moves taken by the Finance Minister. He threw light on crucial reforms in on healthcare, infrastructural development, education, divestment and attracting foreign investment that the Union Budget 2021 proposed.

He gave a deep insight into latest amendments in the Bills. He presented an unbiased viewpoint on previous laws vis a vis latest changes and opined on the future repercussions that the country might face.

This was indeed an informative session which was attended by more than 50 faculty members.



**Submitted By:**

**Dr.Monica Sharma**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Faculty Development Program on Research Methods and Data Analytics

(IITM(JP)-

IPU/Notice/2021/1153)

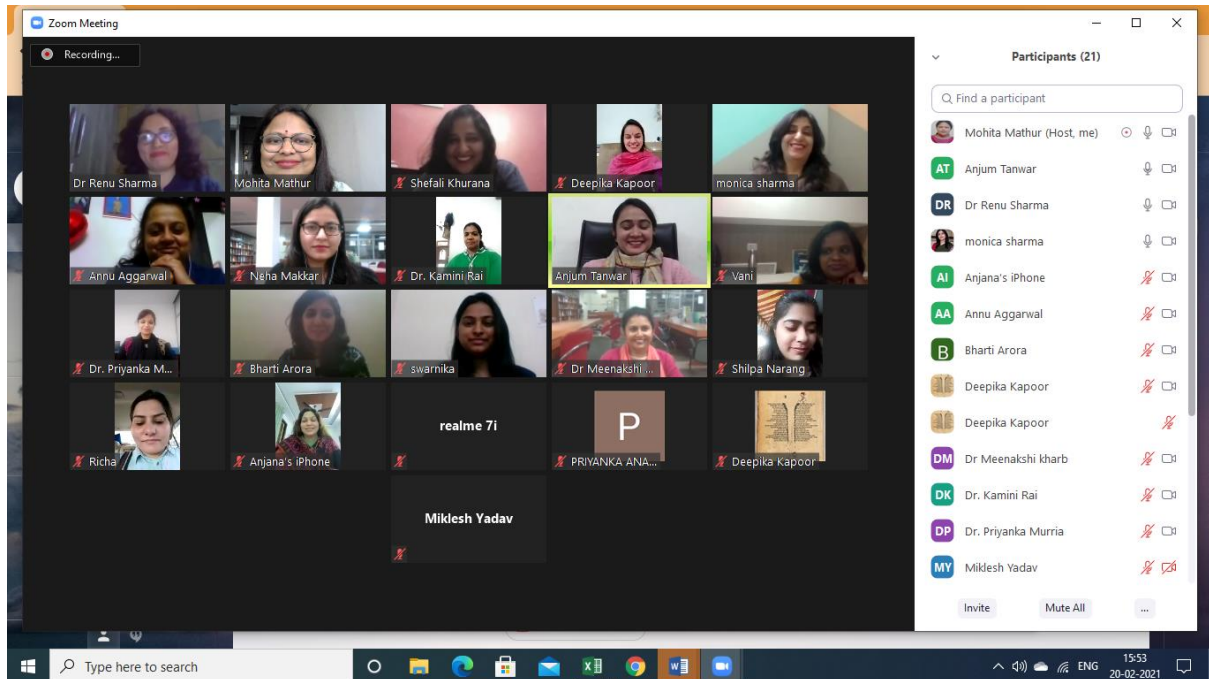
**Date: 15<sup>th</sup> – 20<sup>th</sup>February, 2021**

**Target Audience: Faculty members of IINTM**

**Event Coordinator: Dr.Renu Sharma**

**Resource Persons: Dr. Miklesh Prasad Yadav**

The IQAC of Institute of Innovation in Technology & Management organized a one week Faculty Development Program on Research Methods and Data Analytics from 15<sup>th</sup> – 20<sup>th</sup> February, 2021 with the objective of developing an understanding of research methods and data analytics and to provide a hands on session on statistical package “R” and RStudio. Dr. Miklesh Prasad Yadav, from Amity College of Commerce and Finance, was the resource person of the FDP. He conducted virtual sessions on R and R studio and taught many statistical techniques on R like Uni-variate analysis, Bivariate analysis, Non-Parametric tests, Parametric tests, Correlation and Regression. All the faculty members of management and IT department attended this session. It was a very interactive session.



**Submitted By:**

**Dr. VaniVasakeaala**

**Dr.Renu Sharma**

**INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

**Investment Awareness Program**

**(wrt Circular No. 276)**

**Resource Person:** Ms. Prarthana Dave

**Target Audience:** Academic Staff and Faculty

**Date:** 13, March 2021

**Event Coordinator:** Ms. Bharti Arora

Institute of Innovation in Technology & Management organized a Guest lecture on “Investment Awareness” for the academic staff and Faculty. Ms. Prarthana Dave was the speaker for the session. She talked about financial planning by setting goals such as Retirement, Children education. She covered various aspects of Investing including Asset Allocation, types of Mutual Funds and risks and rewards associated with Mutual Funds. The Session ended by vote of thanks by Dr. Monika Kulshrestha, HOD (Management). Ms Prarthana Dave’s session was interactive and informative.

The image shows a screenshot of a presentation slide. The slide title is "What's wrong with just saving?". Below the title is a cartoon illustration of a large pig labeled "INFLATION" eating stacks of money. The text below the cartoon reads "Inflation eats up your savings over time !!!". In the top right corner of the slide is the AMFI logo. To the right of the slide, there is a vertical list of names from a video conference: Prarthana Dave, Bharti Arora, Himanshi Bha..., Kanika Bhalla, Deepika sharma, and Satyam Mishra.



Submitted By:

Bharti Arora

Prof. (Dr.) Vani Vasakarla

Director

**INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**



## **Summer Training Advanced Excel**

**(wrt Notice No 1155)**

**Date: 4<sup>th</sup> March to 24<sup>th</sup> March 2021**

**Resource Person: Ms. HimanshiBhambri**

**Target Audience: BCOM IVSem students**

**Event Coordinator: Ms. HimanshiBhambri**

**Venue: Room-313**

A workshop on Advanced Excel training was organized for the BCOM IV Semester students by Institute of Innovation in Technology and Management. The main objective was to make students familiar with the concepts of Advanced Excel and its practical implementation. The training was conducted for a time period of two hours in which students were taught and given application based questions to practice. Ms. Himanshi started the session with Basic Excel and then she covered various topics of Intermediate and Advanced Excel in subsequent lectures.

The students participated with lot of enthusiasm and showed great zeal for implementing the learned concepts.



**Submitted By:**

**Ms. Himanshi B**

**Prof.(Dr) VaniVasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## FDP on Data Science Using R

(wrt Notice No .....)

**Date: 13<sup>th</sup> March, 2021**

**Resource Person: Ms. Kamatchi Devi**

**Target Audience: Faculty Members**

**Event Coordinator: ICT Academy**

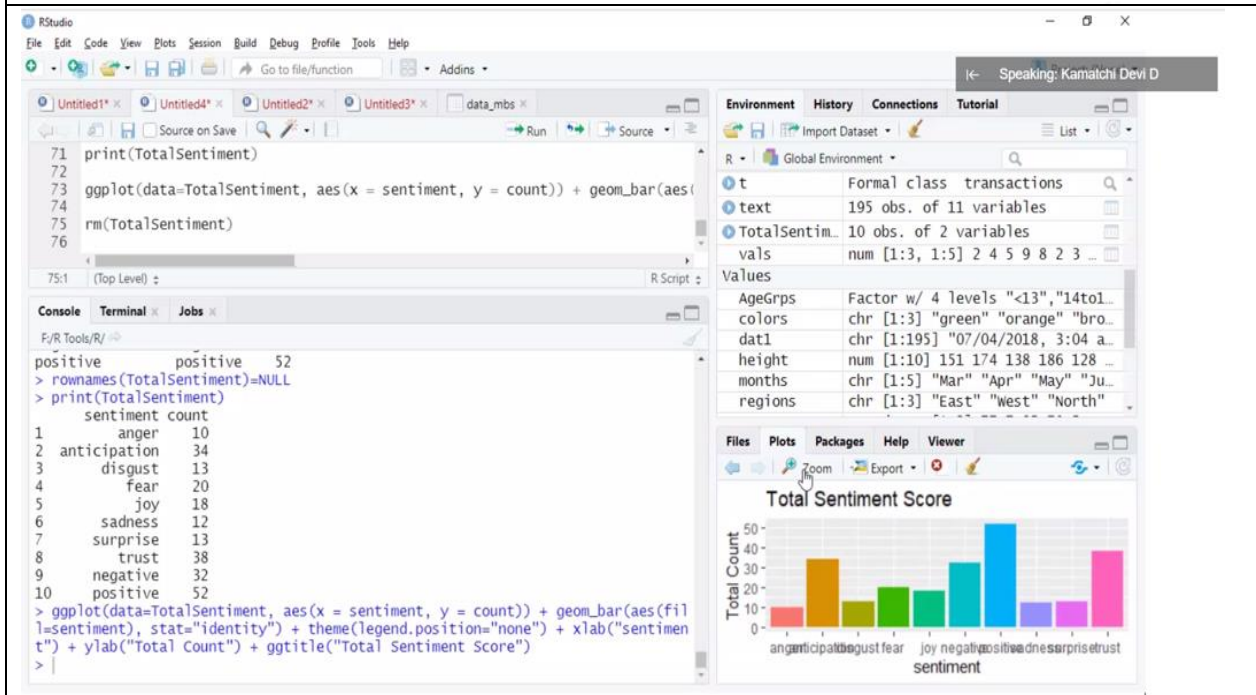
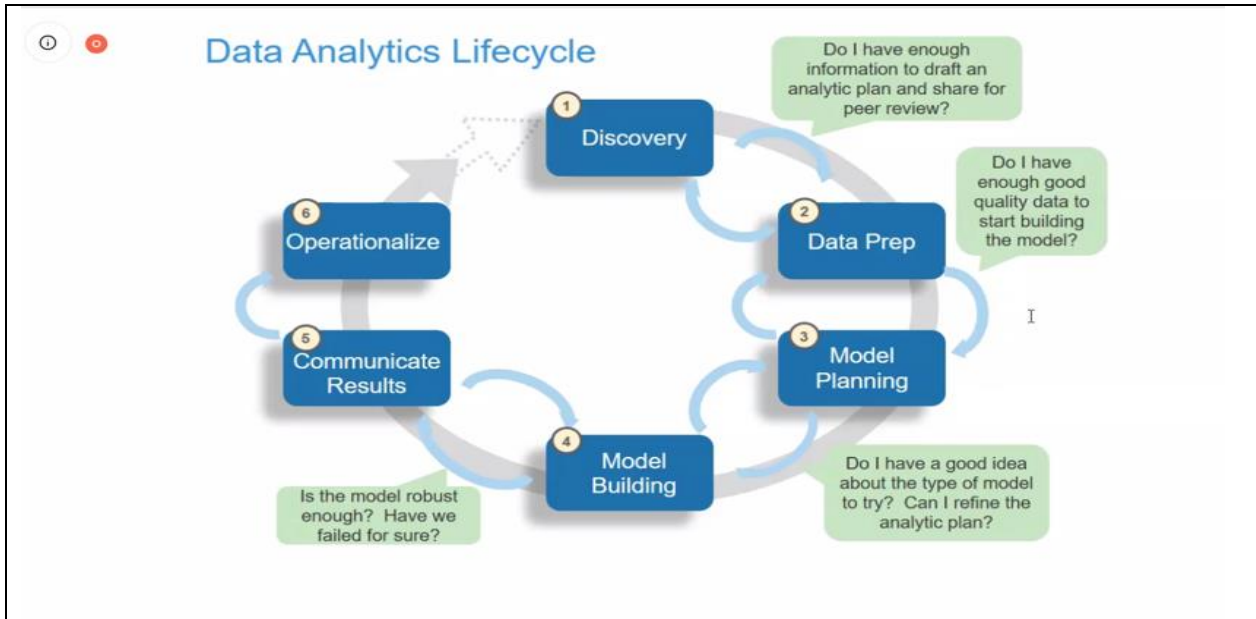
ICT Academy organized a 5 days Virtual Faculty Development Program on "Data Science Using R" from 8<sup>th</sup>-12<sup>th</sup> March, 2021 through Cisco Webex Meeting platform. As the demand of Data Science is growing in the market and R is an important tool used for analytics, it was a great opportunity for the faculty members from different institutes to participate in the session and enhance their knowledge in the area. Ms. Kamatchi Devi started the program with introduction to Big Data, Data Science and features and advantages of R language. She then covered the basics of R language discussing about the data categories and data objects. The directions for hands on machine learning algorithms in RStudio were also given during the program. 4 polls per day were conducted to ensure the attendance and full participation of attendees. Around 140 faculties, research scholars, and academicians joined the FDP. All of them enjoyed learning in the program.

The screenshot shows a Cisco Webex meeting interface. The main content area displays the following information:

- Top left: "Day 2"
- Top center: "Viewing Kamatchi Devi D's application" and the ICTACADEMY logo.
- Center: "Welcome participants to Virtual FDP on Data Science using R"
- Below center: "Use your FACULTY ID to login to the session"
- Bottom center: "Date: 08<sup>th</sup> Mar – 12<sup>th</sup> Mar 2021" and "10AM to 12:30PM"
- Bottom: A horizontal bar with six colored segments (blue, yellow, red, green, grey, light green).

The right sidebar shows the meeting controls and participant list:

- Host: Kamatchi Devi D (Host)
- Participant list (ID, Name):
  - 6
  - Kamatchi Dev... (Host) | 62989
  - 6
  - 6
  - 62990 | 62992
  - 6
  - 6S
  - 62993 | 62994 - kiruthika S



**Submitted By:**

**Ms. Deepti Gupta**

**Prof.(Dr.) Vani Vasakarla**

**Director**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

## Summer Training Advanced Excel

**Date:** 15th March to 27<sup>th</sup> March 2021

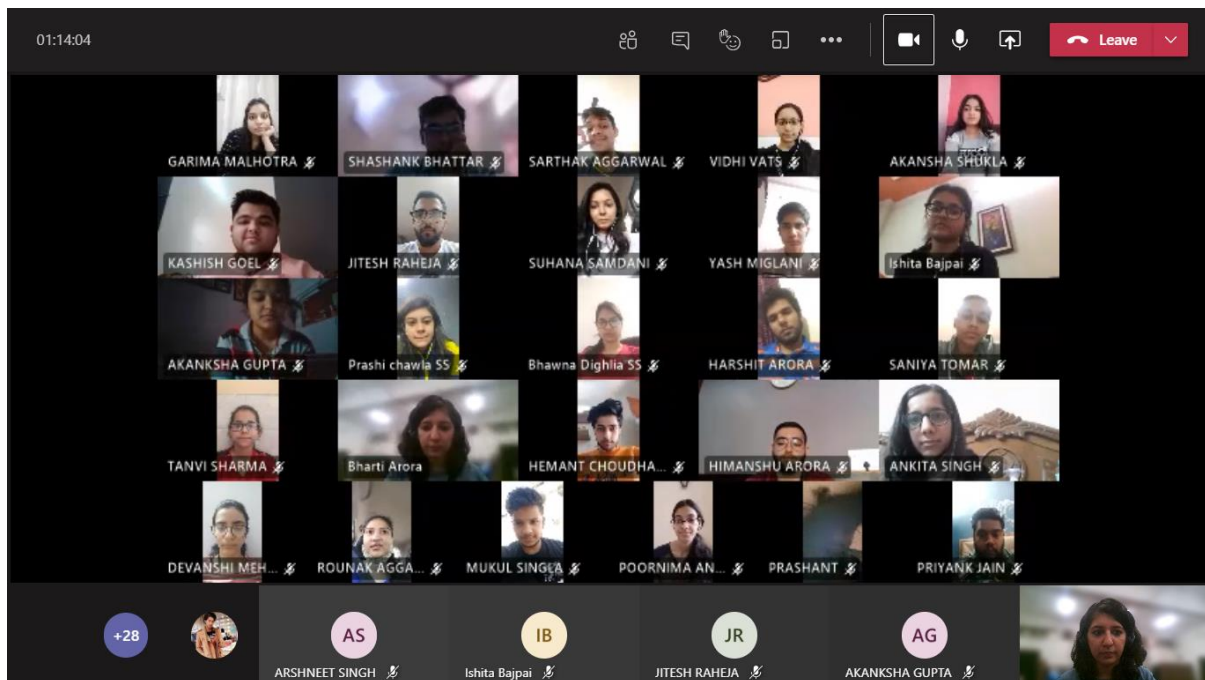
**Conducted By:** Ms. Bharti, Ms. Charul Nigam, Ms. Neha Gulati

**Target Audience:** BBA IV Semester students

**Event Coordinator:** Dr. Monica Sharma

An online workshop on Advanced Excel training was organized for the BBA IV Semester students by Institute of Innovation in Technology and Management. The main objective was to make students familiar with the concepts of Advanced Excel and its practical implementation. The training was conducted for a time period of two hours in which students were taught and given application based questions to practice. Three batches were there and all the 3 teachers started the session with Basic Excel and then they covered various topics of Intermediate and Advanced Excel in subsequent lectures.

Total 159 students registered for the training and they participated with lot of enthusiasm and showed great zeal for implementing the learned concepts.



**Submitted By:**

**Dr. Monica Sharma**

**Prof.(Dr.)Vani Vasakarlra**

**Director**

# Registration for Online Workshop on "Advanced Excel"

For BBA II Year (Both Morning and Evening)

\* Required

Name \*

Enrolment Number \*

Phone Number \*

Section \*

I promise to maintain atleast 90% attendance during the program \*

3/23/2021 Registration for Online Workshop on "Advanced Excel"

<https://>

## List of Registered Students

S No	Enrolment Number	Name of the Student	Email Address
1	14390301719	Vidhi Vats	vidhivats221@gmail.com
2	36190301719	Harshil Bhatia	harshil.b01@gmail.com
3	12290301719	Shweta sejwal	chinusejwal1999@gmail.com
4	15490301719	Prashant	bbam3.15490301719@gmail.com
5	12890301719	Gaurav Bahal	gbehl43@gmail.com
6	36090301719	Rounak Aggarwal	aggarwal.28rounak@gmail.com
7	13590301719	Shashank bhattar	shashankbhattar13@gmail.com
8	13090301719	Kashish Goel	goelkashish500@gmail.com
9	14790301719	Karan sharda	karansharda007@gmail.com
10	35490301719	keshav Bansal	keshavbansal2121@gmail.com
11	35390391719	Sparsh sehgal	sparshs097@gmail.com
12	15890301719	Rishita	rashigaur012@gmail.com
13	15390301719	Himanshu Arora	arorahimanshu1920@gmail.com
14	01296901719	Ritika verma	vermaritika013@gmail.com



	9		
15	1259030171 9	Yash	arorayash4463@gmail.com
16	1239030171 9	Arshneet Singh	arshneet81@gmail.com
17	1399030171 9	Suhana Samdani	s.samdani248@gmail.com
18	1399030171 9	Suhana Samdani	s.samdani248@gmail.com
19	1399030171 9	Suhana Samdani	s.samdani248@gmail.com
20	1569030171 9	Srishti Bhatia	srishtibhatia16052001@gmail.com
21	1379030171 9	Mansi kalra	kalra.mansi2002@gmail.com
22	1389030171 9	Hemant choudhary	hemantchoudharyrocks@gmail.com
23	1379030171 9	Mansi kalra	kalra.mansi2002@gmail.com
24	1489030171 9	Priyank jain	priyankjn438@gmail.com
25	0859030171 9	Poornima Anand Rao	poornimarao2014@gmail.com
26	0999030171 9	Saniya Tomar	tomarsaniya0002@gmail.com
27	0889030171 9	Akansha Shukla	sharmamaya864@gmail.com
28	1189030171 9	Omkar Mahanta	omkarmahanta2000@gmail.com
29	1139030171 9	Akanksha Gupta	6514akku@gmail.com
30	1019030171 9	Ishika Mittal	ishikamittal65@gmail.com
31	1029030171 9	Jitesh Raheja	jiteshraheja00@gmail.com
32	0219690171 9	Prashi chawla	Prashichawla@gmail.com
33	0789030171 9	Pranay Oberoi	pranayoberoi17@gmail.com
34	0989030171 9	Devanshi Mehta	devanshi.mehta02@gmail.com
35	1049030171	Yash Miglani	yash.miglani001@gmail.com

	9		
36	0709030171 9	Ankita Singh	sankita374@gmail.com
37	1079030171 9	Harshit	harshitarora2028@gmail.com
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# **INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

## **WORKSHOP ON DIGITAL MARKETING**

**(Wrt Notice No.:1149)**

**Date: 16<sup>th</sup> Feb 2021**

**Timings: 12:30 pm –2:30 pm**

**Resource Person: Ms. Dhawni Shah, Strategic Marketing Specialist, IIDE Company**

**Target Audience: BBA I Sem Students**

**Platform: Zoom**

**Event Coordinator: Dr Malini Singh**

Going with the current trend of a paradigm shift from the traditional marketing to the digital marketing, Institute of Innovation in Technology & Management organized a workshop (16<sup>th</sup> February 2021) for BBA I semester students on “**Digital Marketing**”. The workshop was conducted by **Ms. Dhawni Shah, Strategic Marketing Specialist, IIDE Company**.

### **Workshop Agenda:**

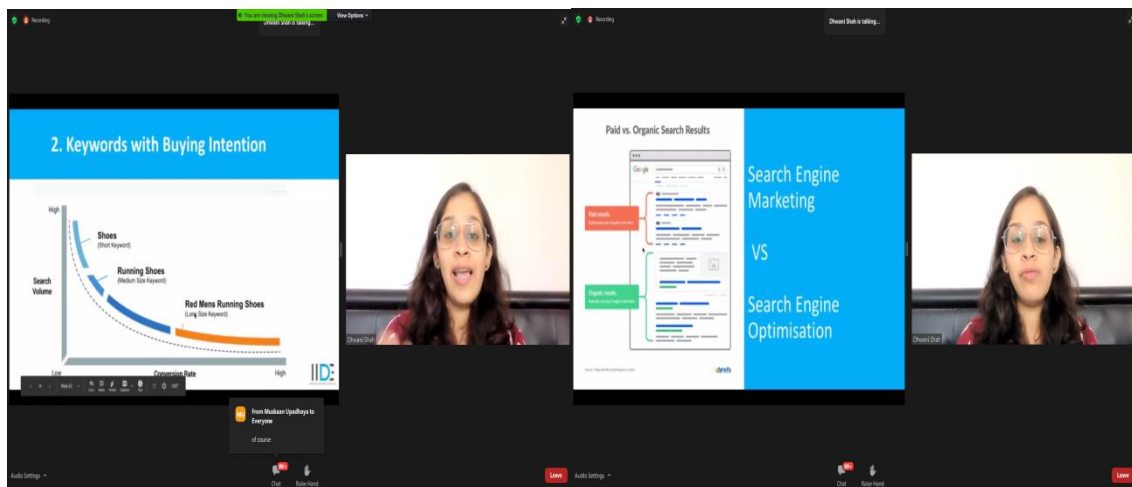
- To make the students aware about the different components Digital Marketing concepts.
- To make students aware about the different ways to market your business online.
- Where to spend your money in Digital Marketing
- Short term vs Long term Digital Marketing plans

### **About the Workshop:**

The workshop started with the importance of digital marketing in the current industry. At first, participants were informed about the various components of the Digital marketing like SEO, SEM etc. Further the workshop enlightened the students about the different platform through which they can market their product globally. The Speaker give a brief about the various social media marketing tools like WhatsApp, Facebook, Snapchat , Twitter etc and how to use them for digital marketing. The workshop also taught the students how to convert the potential customer to present customers by

using various digital marketing strategies. They were also taught about mass mailing where they can send bulk mail to majority of the candidates at once.

The workshop proved to be very beneficial to all the participants in terms of learning and gaining a new experience of the digital world. After attending the workshop, the students were well equipped with the knowledge various components & platforms of digital marketing which will help them in their future endeavor.



**Submitted By:**

**Prof. (Dr.)Vani Vasakarla**

**Dr Malini Singh**

**Director**

**INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT**

**Report of GD Competition**

**Notice No. : IIPC/ 1169(A)**

**Date: 5<sup>th</sup> & 6<sup>th</sup> March'2021**

**Venue: IINTM, Janak Puri.**

**Participants: Students of different colleges from Delhi/ NCR**

Institute of Innovation in Technology and Management conducted the **GD Competition** on **5<sup>th</sup> & 6<sup>th</sup> March'2021**. Students across Delhi/ NCR participated in the event and we received an amazing footfall from across different colleges/universities. Also, a panel of highly qualified judges evaluated several GDs taking place in different slots and helped us to find the best out of all. Students were judged on the basis of their skills focusing on their communication, listening, speaking, their personalities and their attitudes.

The main objective of the event was to let students experience the best corporate exposure in terms of Group Discussion they would be facing in their corporate future ahead. And hence, this event turned out to be an amazing success for us.

Final Result of GD Competition is as follows:

**1<sup>st</sup> Position:** Shrestha Basu BCA 3<sup>rd</sup> year from Indraprastha Institute of Technology & Management

**2<sup>nd</sup> Position:** Udit Kaushik BCA 3<sup>rd</sup> year from Institute of Innovation in Technology & Management.

**3<sup>rd</sup> Position:** Samarth Verma B.Com 3<sup>rd</sup> year from Institute of Information Technology & Management



**Prepared By:**  
**Gurvinder Kaur**  
**Vasakarla Manager - Placements**  
**Institute of Innovation in Technology and Management (IITM) Janakpuri, New Delhi**

**Submitted To:**  
**Prof. (Dr.) Vani**  
**Director**



**National Conference on Management in the New Normal:  
Challenges, Opportunities & Strategies**

**March 20, 2021**

(wrt Notice no. 1183)

**Date: 20/03/2021**

**Guest Speakers:**

**Target Audience: Academicians, Research Scholars, Corporate Representatives and Students**

**Event Coordinator: Ms. Shefali, Dr. Meenakshi Kharb, Dr Priyanka Indoria**

The Institute of Innovation in Technology and Management organized a one-day National Conference on “**Management in the New Normal: Challenges, Opportunities & Strategies**” on 20 March 2021. The conference was well attended by eminent academicians, faculty members and students.

The *Objectives of this Conference* were:

- To provide opportunity for academicians, industry experts, practitioner, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging business world.
- It will also provide a platform to get acquainted with latest developments and trends in the new normal in the business environment coupled with their implications for the organizations.
- The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.



**Inaugural Session:** The conference began with an inaugural address by Prof. (Dr.) C.P. Chawla, Director General, Institute of Innovation in Technology & Management. He discussed on the following prospects and issues:

- As pandemic started –it affected the disruption in supply chain.
- In the age of digitisation, India is second biggest user of mobile phone and import chips from different countries. Chips is the oil of Industry, 37% chips are made in Taiwan, 10% in Singapore and 10% are made in china.



The eminent **Guest of Honor, Mr. Tamil Selvan Ramadoss**, Manager-Financial Analysis

Dubai Maritime City Authority, United Arab Emirates Member (Academic Council) University, enlightened us on effects of new normal on global economy by few statistics and how to cope up with the new challenges and elaborated on the following:

- Global economy has shrunk by 4.4 percent in 2020 according to IMF report.
- Great depression is going on in economy of mostly all the countries.
- The only economy that is growing all this time is only china with 2.3 percent in 2020.
- The worst industries that got affected is travel and tourism and the hospitality industries.
- Middle east is struggling to fill up hotels, in fact only 10 to 20 percent of the occupancy raises because of the huge ban on the travel and people are not able to visit this part of the world.
- According to the statistics of India, During the first 21 days of the full close it was expected 32000 crores that is near to \$4.5 billion is supposed to be lost during the

lockdown and during the extended lockdown 2.8 trillion economy of India was functional only to 25% and up to 53% of the business in the country was projected to be significantly affected.

- New management challenge is how to come out of this by bringing new strategies to face these new normal challenges. The good news is that according to IMF two countries that is going to lead the whole economy for the next 2021 are India with projected 8.8 growth and China with 8.2 percent growth.
- This gives lot of positive scope to India and also to other Asian nations. But the biggest challenge for management is how to retain their employees, markets, and market share. Also, how to save their cost while bringing new revenue models.
- The best practice to cope up with these challenges is to do real time budgetary control and dynamic pricing on all the things.
- Managers should keep the morale of employees high to increase their productivity in work from home model.

**The Keynote Speaker, Mr. Ravi CA Full-time Mentor Founder of AltEd Pro, Bengaluru** highlighted the concept of Management in the New Normal: Challenges, Opportunities & Strategies

He shed some light on the following areas:

- Understanding the new normal like lifestyle, needs, priorities, demand and supply and latest working styles.
- Various challenges of working in this new normal
- Opportunities available:
  - i. As an individual
  - ii. As an entrepreneur/ manager
  - iii. As an organization/ country
- Strategies to deal with this new normal at:
  - i. Personal level
  - ii. Organization level
  - iii. Country level



The eminent **Chief Guest, Nagendra Chowdary, Vice President & Head (Academic Relations & Learner Success) Times of India group** elucidated on the following:

- Perspective of Business Schools towards this pandemic.
- The New classroom laws.
- New learning Agenda's.
- Seven styles of learning in new normal.

The conference cover page and CD was successfully released by the dignitaries, **Prof. (Dr.) C.P. Chawla, Prof (Dr.) Vani Vasakarla, Dr. Monika Kulshreshtha and Dr. Mohita Mathur and** accompanying with Dr Meenakshi, Ms. Shefali, Dr Priyanka Indoria.





### **TECHNICAL SESSION I:**

**By Panel Experts- Mr. Sanjay Kaul (Head Cloud Application Services Sales SAP Rise Cloud - India Sub-continent)**

**Prof. (Dr)Vijita S Aggarwal-Director, International Affairs, GGSIPU, New Delhi,**

**Mr. Anay Pathak, Advisory Technology Consultant, Dell Technologies**



**Technical Session II-Session Chair: Dr. Monica Sharma & Dr. Priyanka Indoria**

Technical Session was chaired by Dr. Monica Sharma. Paper presentations were delivered by research scholars, academicians, and students.

The conference successfully ended with a Valedictory address by Dr. Monika Kulshrestha, HOD (Management) to all the eminent speakers and guests. Special vote of thanks was given to conference team.

Hence, it was a remarkable, memorable, and knowledgeable event.

**Submitted By:  
Vasakarla**

**Conference Convener**

**Prof. (Dr.) Vani**

**Ms Neha Munjal**

**Ms. Shefali**

**Director**

**Dr. Meenakshi Kharb**

**Dr Priyanka Indoria**

# INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT

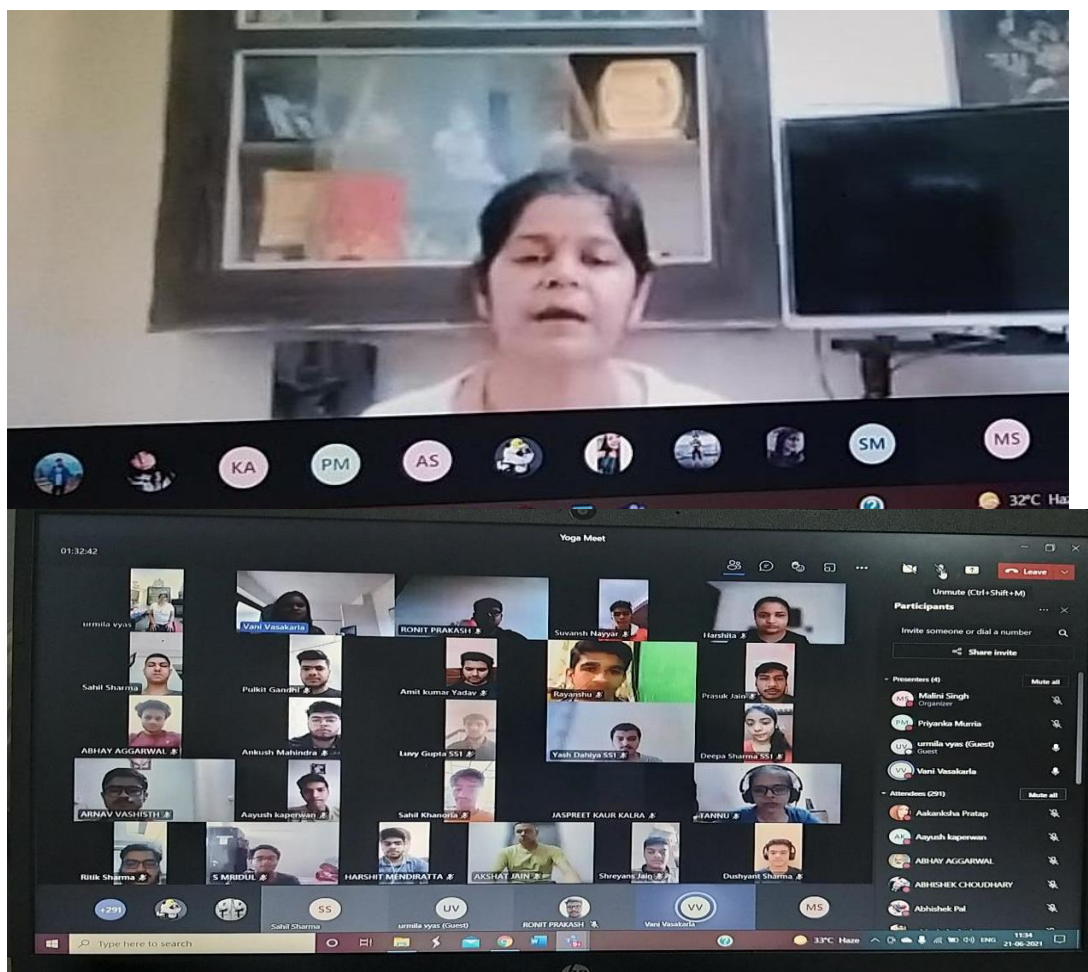
## YOGA FOR STUDENTS

Date: 21st June, 2021  
1209A

Notice –

Target Audience: First Year Students of BBA, BCom(H), BCA

Institute of Innovation in Technology & Management organized an online yoga session for the students of first year on Microsoft Teams. Ms. Urmila Vyas, District head of women's wing, Patanjali Kota, a certified yoga teacher and a National yoga referee was the key resource person for the session. Ms. Urmila told the simple yoga and meditation techniques which can be used to cure many diseases like cervical pain, weak eye sight, sinus, hair fall and thyroid etc. Approximately 400 students participated in this session. It was a great experience altogether.



**Submitted By:**

**Dr. Vani**

**Vasakarla**

**Dr. Renu Sharma**