



## **MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

(Affiliated to G.G.S. Indraprastha University, Recognised by N.C.T.E. & Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058

PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204

E-MAIL : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Website : [www.meri.edu.in](http://www.meri.edu.in)

### **Year-Wise Seminar and FDP Reports from 2025-2018 by Management Education and Research Institute**

#### **FDP Report on Innovative Studio Techniques for Film and Video Communication from August 4 to 9, 2025**

The AICTE (ATAL) sponsored Faculty Development Programme (FDP), organized by the Internal Quality Assurance Cell (IQAC) of MERI College, Janakpuri, from August 4 to 9, 2025, brought together educators from across India for immersive training on “Innovative Studio Techniques in Film and Video Communication.” The week-long event blended expert lectures, practical workshops, industrial visits, and reflective activities to strengthen the technical and creative capacities of media faculty.

**Dr. Durgesh Tripathi** Dr. Durgesh Tripathi is a Professor and founding faculty member at USMC, as well as the Academic Coordinator for Online Programs at GGSIP University in Delhi. He has led 9 major research projects and co-led the “Communication and Media Studies” initiative for OER, and is the National Coordinator for the SWAYAM MOOCs “Society and Media.” He completed his Post Doc at ICSSR in 2017 and has published multiple books on media and education topics. Dr. Tripathi has given lectures in various countries, participated in several international conferences, and visited notable cities like London, Toronto, and Paris. He is also involved in EU-funded projects and has been appointed National Director of the Asian Congress of Media Communication in 2024.

#### **Dr. Shuchi Yadav**

Shuchi Yadav is a Professor at the Centre for Media Studies, Jawaharlal Nehru University (JNU) in New Delhi, with over 21 years of experience in teaching, research, and industry. She previously worked as Associate and Assistant Professor in Media Studies at Galgotias University. Shuchi has a background in journalism, covering Foreign Affairs and Security Issues for major media outlets like CNN-IBN and Sahara Samay. Her research interests include media, culture, history, and conflict reporting, with numerous publications and awarded projects. She also holds administrative roles, including Chairperson and Media Coordinator at JNU.

#### **Dr. Dilip Kumar**



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Dr. Dilip Kumar, a seasoned journalist-turned-media academician, serves as Regional Director, Associate Professor, and Course Coordinator for English Journalism at IIMC Northern Regional Campus, Jammu. With over 20 years of experience, he was the founding HoD and Professor at the Journalism & Mass Communication department of Management Education & Research Institute. Holding doctorates in Journalism & Mass Communication and Political Science, and having completed ICSSR-sponsored post-doctoral studies, his expertise spans media laws, ethics, and international relations. A prolific academic, he has spoken at 250+ national and international events and organized over 300 seminars. He's affiliated with bodies like NEP, IIPA, Cambridge, and Harvard.

### **Prof KG Suresh**

The Director of India Habitat Centre is a senior journalist turned media educator, academic administrator, and institution builder with over 30 years of experience across industry, academia, and administration. As Vice-Chancellor of MCU, he implemented NEP 2020, established new campuses, departments, and community radio stations, and initiated the university's NAAC accreditation. As Director General of IIMC, he led the transition to deemed university status, launched programs in Indian languages and new media, and expanded infrastructure across India. He also founded the School of Modern Media at UPES, Dehradun, demonstrating a consistent track record of innovation and leadership in media education.

**Prof Manoj Raghuvanshi** Prof. Manoj Raghuvanshi teaches at Amity School of Communication, focusing on courses like Anchoring & Presentation for Television and Radio, and Investigative Journalism. He has 551 months of journalism experience and is involved in moderating a program on judicial accountability. He holds qualifications in Mechanical Engineering and English

### **Dr. Minal Pareek**

Dr. Minal Pareek, with over 19 years of media experience, seeks a Creative Team role to apply her problem-solving and strategic skills. Currently a Digital Editor at Aajkaal.in and head of Techno India Group's digital wing, she excels in brand marketing, content creation, and live streaming. She's built media studios, led academic departments, and developed educational tools and international collaborations. A former actress and director, she has worked with Aajtak and Amity University. Recognized with the Femina



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Women Achievers' Award, Dr. Pareek combines creative, academic, and media leadership with strong industry connections.

## Ms Namrata Singh

**Namrata Singh** is a seasoned media professional with over 18 years of experience in the television industry. Currently serving as a Senior Anchor and Producer at Sansad TV, Parliament of India, she conducts high-level interviews and moderates panel discussions on a wide range of subjects. In addition to anchoring responsibilities, she plays a key role in overseeing English editorial content, managing production workflows, leading editorial and production teams, and ensuring the overall quality and integrity of broadcast content. With a deep understanding of current affairs and a strong editorial vision, Namrata brings both professionalism and insight to every aspect of news production.

## Mr. Lal Chandra Singh

Lal Chandra Singh is a seasoned media professional with over 22 years of experience in the television news industry. Currently serving as a Senior Newsreader and Reporter (Anchor cum Correspondent) at DD News in New Delhi, he has also been associated with major news networks in the past, including Star News, now known as ABP News. Over the course of his career, he has developed a strong expertise in presenting political debate shows such as *Iss Waqt*, *5 Ki Panchayat*, *Poora Sach*, *Do Took*, *Charcha Mein*, among others. His extensive coverage of national political affairs includes in-depth reporting on parliamentary proceedings and elections, along with assignments abroad, reflecting his broad and insightful journalistic experience.

The programme was held under the visionary guidance of **Prof. Lalit Aggarwal**, Vice President of MERI Group of Institutions, whose mission is to strengthen industry-academia collaboration and foster a practical, innovation-driven learning environment.

**Day 1** featured **Prof. (Dr.) Durgesh Tripathi (USMC, GGSIPU)** introducing advanced cinematography techniques, highlighting the role of AR, VR, and modern production tools in storytelling and career development. Dr. Tripathi urged research-led teaching and creative experimentation. **Dr. Dilip Kumar (IIMC, Jammu)** followed with a session on virtual production, volumetric video, and AI in filmmaking, emphasizing both its efficiency and ethical implications.



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**Day 2** opened with **Mr. Lal Chandra Singh (DD News)** on motion capture and animation in journalism and entertainment. He demonstrated how animation recreates inaccessible events, stressing accuracy in news graphics. **Dr. Shuchi Yadav (JNU)** then explored advanced sound design and Foley editing, showing how layered audio effects enhance narrative immersion and professionalism.

**Day 3** **Mr. Amarjit Singh**, broadcast professional and Channel **Head of Pavitra News**, conducted a session on **Visual Effects (VFX) and compositing tools**, with a focus on **layering, keying, and creative storytelling**. His demonstration showcased how these techniques enhance broadcast production. **Prof. (Dr.) K.G. Suresh (India Habitat Centre)** stressed academic integrity, storyboarding, and NEP-aligned critical thinking, encouraging purpose-driven research. Post-lunch, veteran journalist .

**Day 4** began with **Dr. Minal Pareek (Sister Nivedita University)** on interactive and immersive media, covering AR/VR integration, real-time rendering, and AI-driven storytelling. **Prof. Manoj Raghuvanshi** delivered an insightful session on **drone technology**, highlighting its wide-ranging applications across **media, agriculture, and defense**. He explained how drones are transforming news coverage and film production with dynamic aerial shots.

**Day 5** featured **Ms. Namrata Singh (Sansad TV)** delivering a session on practical lighting for film and television, covering techniques, modifiers, and on-set problem-solving. In the afternoon, participants visited the **Press Trust of India (PTI)** to observe newsroom operations, editorial workflows, and fact-checking protocols, gaining first-hand exposure to industry standards in accuracy and credibility.

**Day 6** began with **Prof. (Dr.) Ritu Aggarwal (MERI)** discussing AI and machine learning in film editing, showcasing automation in scene detection, color correction, and audio enhancement, while stressing ethical oversight. Participants then engaged in reflective journaling and MCQ-based assessments to consolidate learning. The valedictory session, graced by MERI leadership, commended the participants' enthusiasm and highlighted the FDP's balance of theoretical insight and practical application.

Over the six days, the FDP provided a rich mix of emerging technologies—AR/VR, AI in editing, motion capture, sound design, VFX, drone operations, lighting, and newsroom practices—integrated with pedagogical strategies. It reinforced the need for educators to adapt to evolving media tools, foster critical and creative thinking, and prepare students for industry demands. The sessions were interactive, industry-aligned, and





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grounded in real-world relevance, leaving participants equipped and inspired to carry these innovations into their classrooms and professional work.



Guru Gobind Singh  
Indraprastha University  
(GGSIPU, New Delhi)



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INNOVATION  
COUNCIL  
(Ministry of Education, Government of India)



**AICTE Training & Learning (ATAL) Academy**

**Sponsored**

**One-week Faculty Development Programme**

**on**

**Innovative Studio Techniques in  
Film and Video Communication**

**4<sup>th</sup> to 9<sup>th</sup> August, 2025**

**ORGANISED BY**

**Internal Quality Assurance Cell (IQAC)**



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52-55, Sewa Marg, Institutional Area, Janakpuri, New Delhi - 110058

97185 71003 | 011-40554679 | 95553 69369 | [meribs@meri.edu.in](mailto:meribs@meri.edu.in) | [meri.edu.in](http://meri.edu.in)



## National Seminar Report on 1<sup>st</sup> Nov 2025

**Theme:** NEP 2020/2025: A Pathway to Viksit Bharat 2047

The two-day National Seminar, sponsored by the Indian Council of Social Science Research (ICSSR) and hosted by the Management Education and Research Institute (MERI), centered on the transformative vision of the National Education Policy (NEP) 2020/2025 as an engine for India's development by 2047.

Day 1 commenced with a traditional lamp-lighting ceremony invoking Goddess Saraswati, symbolizing the beginning of a knowledge-driven event. This was followed by the National Anthem and a warm felicitation of distinguished guests. The seminar featured insightful addresses by eminent dignitaries including Prof. Dr. Lalit Aggarwal (Vice President, MERI), Prof. Dr. R.K. Mittal (Vice Chancellor, Babasaheb Bhimrao Ambedkar University), and Shri J.K. Dadoo (Retired IAS Officer and Business Leader). Their speeches emphasized the



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role of education, innovation, and inclusive growth in achieving the vision of Viksit Bharat 2047. The inaugural session concluded with a Vote of Thanks delivered by Dr. Deepshikha Kalra, Dean, MERI.

Shri J.K. Dadoo highlighted the importance of flexibility, continuous professional growth for educators, and the integration of technology and skill-based learning as key drivers of educational transformation. His inspiring address motivated participants to embrace reform, connect theory with practice, and contribute proactively to building a modern, future-ready India envisioned in Viksit Bharat 2047. This was followed by technical sessions conducted by experts Prof. Dr. Durgesh Tripathi and Dr. Awa Shukla, covering diverse areas such as digital education, media studies, artificial neural networks, and artificial intelligence research. Day 2 continued the momentum with keynote addresses by Prof. Dr. Praveen Chandra and Dr. Sarita Jain. Prof. Dr. Praveen Chandra highlighted the NEP as a transformative framework aimed at revamping education across all levels, focusing on nurturing creativity, critical thinking, problem-solving, and social-emotional skills. Dr. Sarita Jain emphasized the NEP's focus on digital integration through platforms like DIKSHA and SWAYAM, blended learning, and teacher capacity-building to ensure equitable and learner-centric education for all.

The seminar concluded with a Valedictory Session and Certificate Distribution Ceremony, recognizing the valuable contributions of participants and marking a fitting close to the two-day event. Throughout the seminar, MERI's commitment to academic excellence, global collaboration, and bridging industry-academia gaps was prominently highlighted. The event successfully fostered dialogue on how the NEP can power India's journey toward a knowledge-based, innovative, and inclusive society. The seminar was marked by professional hospitality, insightful learning, and a collective pledge to realize the NEP vision for a for a Developed India by 2047.



**REPORT OF CISCO PACKET TRACER HANDS-ON SESSION**

The coding club of MERI successfully organised a Cisco Packet Tracer Hands-On Session on 14<sup>th</sup> November'2025, aimed at providing students with practical exposure to core and intermediate networking concepts. The session offered a simulation-based learning experience where participants engaged in configuring network devices, understanding IP addressing, implementing static routing, DHCP services, and performing subnetting calculations using the Cisco Packet Tracer tool.

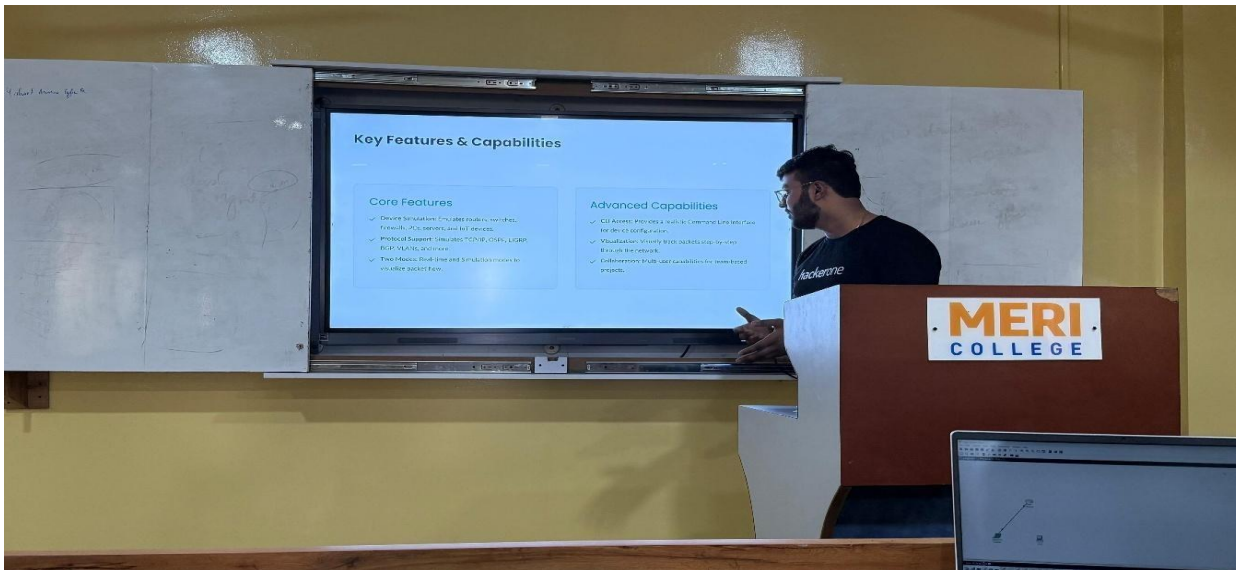
The primary objective of the session was to bridge theoretical knowledge with real-time practical implementation. Students learned to design network topologies, analyse packet flow, identify device roles, and troubleshoot configuration issues. The exercises conducted during the session included basic LAN setup, router interface configuration, DHCP pool creation, static routing, and subnetting-based topology design. Throughout the session, participants showed active involvement, enthusiasm, and willingness to learn. They asked relevant queries, practiced commands confidently, and demonstrated improved understanding of networking fundamentals. Students expressed that the hands-on exposure helped strengthen their conceptual clarity and boosted their confidence in working with network devices and command-line interfaces.

The Cisco Packet Tracer Hands-On Session proved to be an insightful and productive initiative, equipping students with essential skills necessary for advanced networking studies and certifications such as CCNA.

Some glimpses of the event are









The Coding Club successfully organised an insightful and engaging session titled “**NeuroVerse: Exploring the Mind of Machines**” on 8<sup>th</sup> November’2025, at the Management Education and Research Institute, conducted by **Tushaar Sir**, an experienced Technical Project Manager and Cloud & AI Strategy Consultant with over nine years of industry expertise. The session aimed to make students future-ready by helping them understand Artificial Intelligence (AI), Generative AI (GenAI), and the practical applications that are transforming modern creativity and technology.

The presentation began with an introduction to **The AI Revolution**, explaining the evolution of AI from simple chatbots to advanced multimodal agents capable of generating text, music, images, and more. Tushaar Sir emphasised that AI does not replace human creativity; rather, it amplifies it by acting as a collaborative tool for innovation. He also explained the difference between CPU, GPU, TPU (Tensor Processing Unit), and NPU (Neural Processing Unit), helping students understand the hardware behind modern AI systems.

In the session on **AI Art**, students learned how AI-generated artworks are created through techniques such as **Text-to-Image Generation**, **Style Transfer**, and **Generative Adversarial Networks (GANs)**. Real-world examples, including Jason Allen’s AI-generated artwork *Théâtre D’opéra Spatial*—which won an international art competition—helped students understand how AI is entering mainstream creative industries.

One of the most interactive segments was **Mastering Prompts**, where Tushaar Tulsiyan Sir explained prompt writing as the key skill for communicating effectively with AI. He introduced the four essential components of an effective prompt—**Persona, Task, Context, and Format**—and demonstrated how detailed prompts lead to more accurate and meaningful AI-generated results. Students learned how artistic style, mood, and cultural context can refine creative outputs.

In the topic on **The Rise of AI Agents**, students explored how modern platforms like ChatGPT, Gemini, Copilot, and Vertex AI can be used to build autonomous AI agents capable of performing complex tasks. The session also covered **Secure Your AI Agents**, highlighting important security measures such as watermarking, tokenisation, and Google’s SynthID to prevent misuse of AI-generated content.

A highly valuable section, **Tools to Make Student Life Easier**, introduced practical AI tools such as Canva, Notion, ChatGPT, Gemini Pro, Zapier, and n8n. These tools assist with assignments, creativity, productivity, and organisation. The demonstration of **Ghibli Art Studio** showcased how AI can recreate iconic Studio Ghibli-style animation, blending technology with artistic imagination.



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The session concluded with strong takeaways emphasising that **AI is a creative enabler and not a threat**. The quality of output depends heavily on the quality of prompts, making prompt engineering a crucial skill of the future. Tushaar Sir encouraged students to embrace AI confidently, practice consistently, and use it responsibly to enhance creativity, efficiency, and innovation.

The session proved to be highly informative, motivating, and beneficial for students, preparing them to confidently navigate the rapidly evolving AI-driven world.

Some glimpse of the event:







## REPORT OF CYBERSECURITY INTRODUCTION SEMINAR & CODING CLUB ORIENTATION

The Coding Club of MERI successfully conducted a **Cybersecurity Introduction Seminar** along with the **official orientation of the Coding Club** on **11th September 2025**. The event aimed to introduce students to the fundamentals of cybersecurity while also giving them a clear understanding of the club's vision, activities, and upcoming opportunities.

The session began with the **Coding Club Orientation**, where students were informed about:

The purpose and goals of the club Different technical domains supported (Cybersecurity, AI, Web Dev, Networking, etc.)



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Upcoming workshops, events, and hands-on sessions

Opportunities for students to participate, collaborate, and enhance their skills

The club's structure and how students can join and contribution.

Students were encouraged to be active members, participate in projects, and take advantage of learning opportunities throughout the academic year.

Following the orientation, the event continued with the **Cybersecurity Introduction Seminar**. The seminar aimed to build awareness about the rapidly growing field of cybersecurity and its importance in today's digital world. Key topics covered included:

What is Cybersecurity?

Types of Cyber Attacks (Phishing, Malware, Ransomware, MITM, etc.)

Real-world cybercrime case studies

Domains in cybersecurity: Network Security, Web Security, OSINT, Forensics, Pentesting, Malware Analysis

Beginner roadmap and career opportunities in cybersecurity

The seminar emphasized the need for digital safety, password hygiene, multifactor authentication, and safe browsing practices. Students were also guided on how to begin learning cybersecurity using real-world tools and platforms.

Throughout the event, students showed high levels of interest and engagement. They actively asked questions, interacted with the speaker, and expressed curiosity about both cybersecurity and the new Coding Club activities. Many attendees shared that the session boosted their awareness and motivated them to explore the field further.

The **Cybersecurity Introduction Seminar and Coding Club Orientation** proved to be an informative and impactful initiative, helping students understand both the importance of cybersecurity and the opportunities offered by the Coding Club.

**Some glimpses of the event are:**



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## REPORT OF BGMI TOURNAMENT

The Coding Club successfully organized a thrilling BGMI Tournament on 14th and 15th November 2025, starting at 9:30 AM onwards on both days at Management Education and Research Institute (MERI). The event witnessed enthusiastic participation from multiple teams and created an energetic, competitive atmosphere within the college campus.

The tournament followed a two-day competitive structure to ensure fair play and high engagement. On Day 1, 25 teams participated, out of which 14 teams qualified for the next round, while the remaining teams were eliminated based on their overall performance. The first day included three intense matches, and the scoring system was based on each team's rank placement and kill points, adhering to the standard BGMI tournament format.

On Day 2, the 14 qualified teams competed in another set of action-packed matches. The teams displayed impressive coordination, strategy, and communication as they battled for top positions.

The objective of the event was to promote teamwork, healthy competition, and gaming skills among students while fostering a sense of community within the campus. The BGMI Tournament proved to be highly engaging, offering students an exciting platform to showcase their tactical abilities and quick thinking.

The Coding Club expresses sincere gratitude to all participants, volunteers, and coordinators whose dedication and support contributed to the smooth and successful execution of the two-day tournament.



## Internship Training Program Report on Advanced Excel and Power BI

**Duration:** Six Weeks

### 1. Introduction



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The six-week internship training program on Advanced Excel and Power BI was conducted from 6th July 2025 to 21st August 2025 for undergraduate students. It was designed to enhance participants' technical, analytical, and problem-solving skills in the field of data management, analysis, and visualization. The program combined theoretical sessions, hands-on exercises, live projects, and performance assessments to ensure that participants not only understood the concepts but also gained practical exposure in real-time business scenarios.

## **2. Objective**

The training program aimed to:

Provide in-depth knowledge of Advanced Excel functions, formulas, and automation techniques.

Develop proficiency in Power BI for creating interactive dashboards and visual reports.

Equip participants with data cleaning, analysis, and visualization skills.

Enable problem-solving through case studies and real-world datasets.

Build professional confidence for handling business intelligence tools in corporate environments.

## **3. Training Structure**

### **Week 1: Introduction & Fundamentals**

Overview of Excel as a data analysis tool.

Essential functions: Lookup formulas (VLOOKUP, HLOOKUP, XLOOKUP), IF statements, text and date functions.

Data cleaning techniques using Excel.

Introduction to Power BI and its interface.

### **Week 2: Advanced Excel Techniques**

Pivot Tables and Pivot Charts.

Data validation and conditional formatting.

Advanced charting techniques.

Scenario Manager and What-If Analysis.

Macro recording and introduction to VBA scripting.



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## **Week 3: Power Query & Data Modelling**

Power Query for data import, transformation, and cleaning.

Data modeling concepts: relationships, hierarchies, measures.

Understanding DAX (Data Analysis Expressions) basics.

Case studies on real-world datasets.

## **Week 4: Power BI Visualization**

Designing interactive dashboards.

Using slicers, filters, and drill-down features.

Best practices for visualization and storytelling with data.

Publishing and sharing Power BI reports.

## **Week 5: Integrated Projects**

Combining Excel and Power BI workflows.

Working with multiple data sources.

Building dynamic business dashboards.

Team-based projects to simulate corporate problem-solving.

## **Week 6: Assessment & Presentation**

Final project presentations.

Evaluation of dashboards and reports on clarity, accuracy, and insights.

Feedback sessions and one-on-one mentoring.

Career guidance on roles related to Business Intelligence and Data Analytics.

## **4. Projects & Case Studies**

The interns successfully completed several projects, including:

Sales Data Analysis in Excel – Identifying top-performing products, regional trends, and forecasting sales using What-If Analysis.



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Financial Dashboard in Power BI – Designing a dashboard to track revenue, expenses, and profit margins with drill-through features.

HR Analytics Dashboard – Visualizing employee performance, retention rates, and diversity metrics.

Market Insights Project – Analyzing customer behavior and purchase patterns from raw datasets.

## **5. Conclusion**

The six-week internship training program on Advanced Excel and Power BI was a valuable learning journey that equipped participants with essential data analysis and visualization skills. The structured approach, combined with hands-on practice and real-world projects, ensured that the interns are now capable of applying their knowledge in professional settings.

This program not only enhanced technical expertise but also instilled critical thinking, teamwork, and presentation skills, preparing participants for roles in business analytics, data science, and corporate decision-making.









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## **Report on Student Conference on Interdisciplinary Perspectives of Emerging Technologies**

### **Interdisciplinary Perspectives of Emerging Technologies**

Date: Saturday, 26th April 2025

#### **Introduction**

The Management Education and Research Institute (MERI), Janakpuri, New Delhi, successfully organized its 2nd Student Conference on Interdisciplinary Perspectives of Emerging Technologies. The event provided a platform for students, researchers, and faculty members to exchange ideas on modern technological advancements across various domains.

#### **Programme Overview**

##### **Registration**

The day began with the registration process from 9:30 AM to 10:00 AM. Students and participants arrived with excitement, ready to immerse themselves in a day full of learning and networking.

##### **Inaugural Session**

At 10:00 AM, the formal session kicked off with the lighting of the lamp and the singing of the National Anthem. This was followed by a warm welcome address by Dr. Rakesh Khurana, Advisor, MERI Group of Institutions.

##### **Insights from Distinguished Speakers**

##### **Shri I.P. Aggarwal**

The president for the day was Shri I.P. Aggarwal, Chairman of MERI Group of Institutions, who spoke about the importance of staying updated with technological advancements.

##### **Dr. Jayant Sharma**

The keynote speakers, Dr. Jayant Sharma from Delhi University. Dr. Sharma stressed the importance of staying abreast of new technological advancements for enhanced productivity and efficiency, providing valuable insights for navigating the digital landscape effectively. He is also alumni of the college.

##### **Mr. Shankar Das**

Mr. Shankar Das proud alumni of the college, whose presence made the event even more meaningful and inspiring for current students.

##### **Ms. Sheetal Mavi**



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Ms. Sheetal Mavi, from Bharti College, Delhi University, also added great value to the event with her insights and support during the technical sessions.

## **Conference Tracks:**

The conference was divided into multiple tracks, allowing participants to explore specialized areas of emerging technologies:

Track 1: Artificial Intelligence and Its Applications

Session Chairs: Mr. Shankar Das, Ms. Sheetal Mavi, Dr. Ritu Aggarwal, Dr. Gurpreet, Mr. Anuj Kumar

Track 2: Emerging Technologies and Their Applications

Session Chairs: Dr. Jayant Sharma, Dr. Sumit Chauhan, Dr. Sachin Kumar, Dr. Aditi, CMA Ajay Jain

Track 3: Information Technology in Different Industries

Session Chairs: Dr. Jayant Sharma, Dr. Sumit Chauhan, Ms. Mansi, Dr. Shikha Gupta

Track 4: Blockchain and Cloud Computing and Its Applications

Track 5: Mobile Technology and Its Applications

Each track saw active participation from students and panelists, making discussions highly interactive and insightful.

## **Conference Highlights:**

The event turned into a great opportunity for students and faculty to come together, exchange ideas, and have meaningful discussions across different fields.

The day wrapped up on a high note with a heartfelt vote of thanks by Prof. (Dr.) Deepshikha Kalra (Dean), celebrating all the hard work and enthusiasm that went into making the conference a success.

Overall, the conference sparked new conversations about how we can use technology in smarter, more responsible ways for a better, more sustainable future

## **Valedictory Session**

The conference concluded with a Valedictory Session where the best paper presentations were acknowledged, feedback from participants was collected, and certificates were distributed.

## **Conclusion**

The 2nd Student Conference at MERI College successfully provided a platform for insightful discussions on the latest technological advancements. It highlighted the interdisciplinary nature of emerging technologies and

encouraged active engagement among students and professionals. The event was a remarkable opportunity for knowledge-sharing, collaboration, and innovation.









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The Internal Quality Assurance Cell (IQAC) of the Management Education and Research Institute (MERI), Delhi, organized an insightful and inspiring session on “Getting into the Right Attitude – Corporate Ready” on 15th April 2025. The session was conducted by Mr. Salil Agrawal, an IIMA Alumnus, Author, Mentor, Coach and President at IIMAGES who is an industry expert with years of rich experience in corporate leadership and mentoring young professionals. The session was graced by the esteemed presence of Prof. Lalit Aggarwal, Vice President, MERI; Prof. Rakesh Khurana, Advisor, MERI; and Prof. Devendra Bahadur.

Program Coordinators of all the courses were also present, adding academic value and support to the event. The session was attended by final-year students from the BBA, MBA, BCA, BA(JMC), and B.Com courses. Mr. Salil Agrawal shared valuable insights on how students can align their attitude and mindset with corporate expectations. Emphasizing the importance of self-awareness, adaptability, communication, and a proactive work ethic, he encouraged students to work on developing emotional intelligence and interpersonal skills. He also highlighted the significance of professional behavior, punctuality, and continuous learning as core components of being ‘corporate ready’. Understanding the corporate mindset, Importance of attitude over aptitude, Developing emotional intelligence, Communication and behavior, Resilience and adaptability and taking initiative were the key highlights of the session. Students responded enthusiastically, asking meaningful questions, sharing their aspirations, and expressing their concerns about entering the corporate world. Mr. Agrawal’s candid responses, drawn from his personal experiences, made the discussion highly relatable and thought-provoking. His relatable examples, real-life anecdotes, and energetic delivery kept the audience engrossed and motivated. The presence of the leadership team and faculty members further reinforced the institute’s commitment to preparing students for real-world challenges. The session concluded with a note of thanks, appreciating Mr. Agrawal’s time and impactful address.









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The Internal Quality Assurance Cell (IQAC) In collaboration with CSR Club/NSS unit of MERI of the Management Education and Research Institute (MERI), Delhi, organized an insightful and inspiring session on **“Startups and marketing Strategy”** on 23rd April 2025. The session was conducted by **Mr. Yogender Singh**, a People-centric Business Leader, Entrepreneur, Coach, and Founder of *Train with Yogen*. Mr. Yogender Singh is also a Mentor with **NITI Aayog, Fit India Ambassador** (Govt. of India), and **Ex-Global Marketing Head - Digital Strategy & Solutions Group at TCS**, bringing with him years of diverse and impactful leadership experience.

The session commenced with a warm **welcome address by Prof. Rakesh Khurana, Advisor, MERI** by highlighting the importance of aligning academic learning with real-world corporate preparedness and personal development.

Mr. Yogender Singh captivated the audience with his powerful insights on **people-centric leadership, entrepreneurship, innovation, personal wellness, and the importance of purpose-driven careers**. Emphasizing the need for a strong personal foundation, he inspired students to adopt a mindset focused on growth, resilience, and proactive behavior. He spoke about how students can develop **emotional intelligence, mental and physical wellness, and interpersonal skills** to thrive in the dynamic corporate environment.

Vice President, MERI; **Prof. Rakesh Khurana**, Advisor, MERI; Prof (Dr.) Deepshikha Kalra (Dean, MERI) and **Prof. Devendra Bahadur**. Program Coordinators of all the courses were also present, adding academic value and support to the event. The session was attended by final-year students from the BBA, MBA, BCA, BA(JMC), and B.Com courses.

Students responded enthusiastically, asking meaningful questions, sharing their aspirations, and expressing their concerns about entering the corporate world. Mr. Singh's candid responses, drawn from his personal experiences, made the discussion highly relatable and thought-provoking. The presence of the leadership team and faculty members further reinforced the institute's commitment to preparing students for real-world challenges. The session concluded with a vote of thanks by Prof. Devender Bahadur, appreciating Mr. Yogender Singh time and impactful address.





## Report on AI & ML Internship

A six-week Summer internship Program in **Artificial Intelligence & Machine Learning** was conducted from **5 July to 23 August 2025** for undergraduate students. The program aimed to provide foundational and practical exposure to AI/ML concepts, tools, and real-world applications. A total of **39 students** participated and successfully completed all requirements.

The program followed a structured daily schedule:

**Morning:** Theory sessions covering AI/ML concepts.

**Afternoon:** Hands-on practical labs and coding exercises.

**Tools:** Python, Google Colab, NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, NLTK.

**Week 1 – Foundations:** Introduction to AI, Python basics, and NumPy for numerical computing.

**Week 2 – Statistics & AI Search:** Advanced statistics (Confusion Matrix, Z-score) and problem-solving using Water Jug, N-Queen, and A\* algorithms.

**Week 3 – Data Visualization:** EDA and visualization with Matplotlib & Seaborn. Mini-project: **Customer Churn Prediction** using Random Forest.

**Week 4 – NLP & Data Wrangling:** Text processing with NLTK/SpaCy and data manipulation with Pandas. Mini-project: **House Price Prediction** using Linear Regression.





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**Week 5 – Machine Learning:** Supervised/Unsupervised learning algorithms (KNN, K-Means, Random Forest).

Mini-project: **Loan Application Classification.**

**Week 6 – Final Evaluation:** Students developed individual projects, presented in viva voce sessions, and submitted final reports.

Students gained:

Proficiency in Python and key AI/ML libraries.

Ability to perform data cleaning, visualization, and exploratory analysis.

Hands-on experience in building and evaluating ML models.

Skills to implement NLP pipelines and classical AI algorithms.

Confidence to execute end-to-end data science projects.

All 39 students actively engaged, completed daily assignments, and delivered three mini-projects and a final capstone project. Performance was evaluated through:

Practical assignments

Mini-project submissions

Final project viva and presentation

The overall performance was excellent, with students demonstrating strong conceptual understanding and applied skills.

The program successfully provided a comprehensive and practical introduction to AI and ML. Participants are now equipped with relevant skills for academic projects, internships, or further specialization. The hands-on, project-based approach was highly effective and appreciated by students.

- Include a module on Deep Learning and neural networks.
- Introduce basic model deployment using Flask/Streamlit.
- Arrange industry expert sessions for career insights.

- Incorporate Git/GitHub for version control practice.





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## **Report on International FDP held from February 22-28, 2025 “Empowering Research with AI Tools and Techniques”**

International Faculty Development Program (FDP) titled “Empowering Research with AI Tools and Techniques” is being organized by Internal Quality Assurance Cell (IQAC) of Management Education and Research Institute (MERI), Delhi, from February 22 to February 28, 2025. This engaging initiative aimed to help faculty members harness the power of artificial intelligence to improve their research and teaching practices. The program was inaugurated by the distinguished Prof. Bharat Bhargava from Purdue University, West Lafayette, USA, whose presence added significant value to the program. Alongside him, key figures such as Shri I.P. Aggarwal, President of the MERI Group of Institutions; Prof. Lalit Aggarwal, Vice President; Dr. Rakesh Khurana, Advisor; and Dr. Deepshikha Kalra, Dean, were also present. Prof. Lalit Aggarwal addressed the participants, emphasizing the importance of staying updated with technological advancements in education and the need for faculty to adapt to the changing landscape of management education. In his opening session, Prof. Bhargava discussed how AI is transforming education, making it more personalized and effective. He shared fascinating examples from his work at Purdue University, illustrating how AI tools can not only streamline administrative processes but also enrich student experiences.

His talk sparked lively discussions among the attendees, who were eager to explore how they could implement these innovative technologies in their own classrooms. The program continued with a series of insightful sessions from various experts. Dr. Amogh Sirnoorkar, also from Purdue University, presented new teaching methodologies that leverage

AI, encouraging faculty to rethink their approaches and adapt to the changing educational landscape. Dr. Seema Malik from BPS Women University, Sonipat brought an important perspective in qualitative analysis using ORANGE Software. Mr. Amit Batra helped in hands on practice of Power BI to the participants for data visualization. Dr. Gagandeep Kaur wrapped up the program while discussing on contemporary issues in attitude

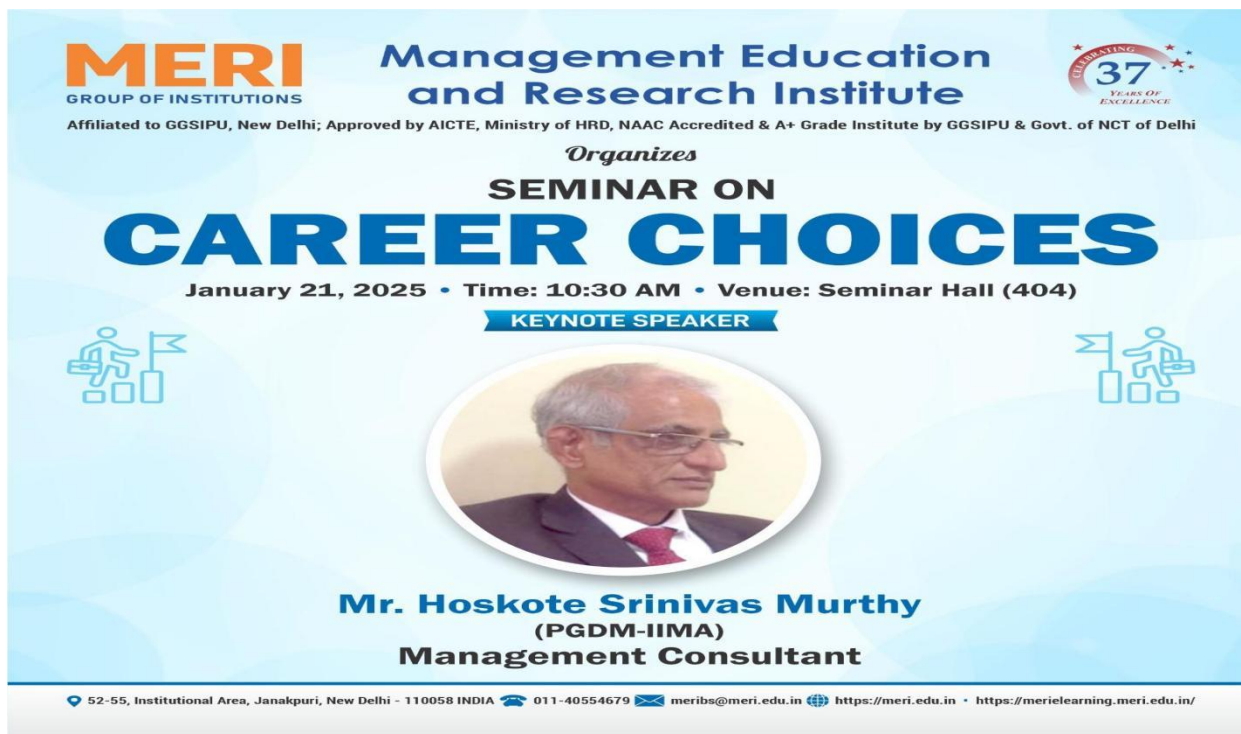


and proposing innovative solutions to address them. Overall, the FDP provided a warm and collaborative space for faculty to engage with experts and learn from one another. Looking ahead, it would be wonderful for MERI to continue offering similar programs, ensuring that faculty members stay connected with emerging trends and technologies, ultimately enriching the educational experience for all students.



### **Report on event “Seminar about Career Options” at MERI College**

A seminar titled "Career Choices" took place on 21st January 2025 at MERI College, focusing on assisting students in making educated decisions regarding their future professions. The occasion showcased Mr. Hoskote Shrinivas Murthy, a notable professional in the industry, as the main speaker.



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*Organizes*

**SEMINAR ON**

**CAREER CHOICES**

January 21, 2025 • Time: 10:30 AM • Venue: Seminar Hall (404)

**KEYNOTE SPEAKER**



**Mr. Hoskote Srinivas Murthy**  
(PGDM-IIMA)  
Management Consultant

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Mr. Murthy imparted essential knowledge from his personal journey, detailing his experiences in traversing different career trajectories. He highlighted the significance of self-awareness and enthusiasm in selecting career paths. Leveraging his varied professional experience, he addressed numerous career options present today, spanning from conventional sectors to new industries, emphasizing the significance of flexibility in a constantly evolving job market.



The session emphasized the importance of matching one's strengths, interests, and values with their selected career path. Mr. Murthy inspired students to investigate various disciplines, gain pertinent skills, and remain

receptive to continuous learning in their careers. He emphasized the significance of determination and strength in facing obstacles on the journey to achievement.



Students were involved in the seminar, taking part in a Q&A session with Mr. Murthy, during which they received insights on different elements of career planning. The seminar wrapped up with a vote of gratitude from the organizing committee, inspiring attendees and better preparing them to make informed career choices. In general, the seminar proved to be a rewarding experience, providing essential insights to the students of MERI College on selecting a satisfying career trajectory.

### **Report on Growth Mindset Seminar 18 JAN 25 Report**

A Growth Mindset Seminar was held on January 18, 2025, featuring Mr. YC Kaushal as the esteemed speaker. The event was graced by notable dignitaries, including Dr. Rakesh Khurana, Dr Deepshikha Kalra, Dr. Gurpreet Kaur Chabra, and Dr. Pooja Singh Negi, who felicitated Mr. Kaushal.





The seminar focused on the importance of adopting a growth mindset, emphasizing that it is essential for personal and professional development. Mr. Kaushal likely shared his insights and experiences on how to cultivate a growth mindset, enabling individuals to overcome challenges and achieve their goals.

Dr. Gurpreet Kaur Chabra, one of the dignitaries, is known for her work on leadership and growth. She believes that growth and success stem from continuous learning, integrity, and purpose. Her presence added significant value to the seminar.

The event aimed to inspire attendees to embrace challenges, persist in the face of obstacles, and view failures as opportunities for growth. By adopting a growth mindset, individuals can unlock their potential, leading to greater success and fulfillment.



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## **Report MERI Dialogue 5.0 “India and East Asia: Challenges and Opportunities” February 21, 2025**

The MERI Dialogue 5.0, organised by the MERI Centre for International Studies (CIS) on February 21, 2025, assembled a distinguished panel of diplomats, academicians, and scholars to discuss “India and East Asia: Challenges and Opportunities.” The event opened with addresses by Prof. Lalit Aggarwal and Shri I. P. Aggarwal, who emphasized the strategic relevance of Indo–East Asia relations and MERI’s role in promoting academic diplomacy. Prof. (Dr.) Ramakant Dwivedi provided the thematic context, highlighting geopolitical shifts, economic interdependence, and the need for policy innovation. Ambassador Skand R. Tayal and Ambassador Ashok Kumar Sharma enriched the discussion with diplomatic insights on Korea, Central Asia, technological partnerships, economic diplomacy, and India’s emergence as a major Asian power. The Dialogue was further shaped by contributions from senior journalist Mr. Bhuyan, who examined media’s impact on foreign policy narratives and geopolitical understanding.

The technical sessions featured scholarly analyses on India’s bilateral relations with major East Asian countries. Prof. M. Badrul Alam presented the historical and contemporary evolution of India–Japan relations, discussing diplomatic realignments, technological cooperation, nuclear agreements, and Japan’s proactive global role. Prof. Srikanth Kondapalli addressed India–China relations, analysing military tensions, border disputes, trade asymmetry, China’s demographic and economic rise, and the need for diplomatic recalibration. Prof. Jitendra Uttam elaborated on India–Korea relations, identifying opportunities in technology, automotive sectors, multilateral platforms such as G20, BRICS, ASEAN, and India’s strategic responses to China’s Belt and Road Initiative through the Asia–Africa Growth Corridor. The Dialogue concluded with an interactive Q&A led by Prof. Sadanand Pandey and Dr. S. S. Mishra, synthesizing perspectives on trade, connectivity, geopolitics, strategic partnerships, and India’s expanding role in shaping the future of East Asia.

Beyond the core thematic discussions, the MERI Dialogue 5.0 also underscored the significance of economic connectivity, trade corridors, and geo-strategic cooperation between India, East Asia, and Central Asia. Speakers highlighted that India’s partnerships with countries such as Japan, China, and the Republic of Korea cannot be viewed in isolation; rather, they intersect with broader regional dynamics involving Central Asian states like Kazakhstan, Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan. The Dialogue emphasized how these nations—rich in natural resources and strategically located—offer India critical avenues for collaboration in energy, infrastructure, and regional connectivity. The speakers collectively reinforced that



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economic ties in an interconnected world depend on three pillars: trade and commerce, energy linkages, and physical connectivity, all of which shape geopolitical stability and shared development. These insights demonstrated that India's East Asia engagement is deeply intertwined with its aspirations in Central Asia, creating an extended arc of strategic influence stretching across the Asian continent. The concluding reflections of the Dialogue highlighted India's pressing need to strengthen multilateral participation and people-to-people exchanges. Recommendations emphasized enhancing cultural, academic, and technological collaborations with East Asian nations, along with diversifying India's trade portfolio and reducing dependencies to correct structural trade imbalances. Experts collectively called for advancing initiatives like the Asia-Africa Growth Corridor to counterbalance China's Belt and Road Initiative, while also encouraging responsible journalism to ensure accurate global representation of India's diplomatic efforts. The Dialogue closed with remarks pointing toward future directions—encouraging India to deepen cooperation through platforms such as G20, BRICS, QUAD, and ASEAN, and to leverage historical civilizational linkages to reinforce contemporary diplomatic strategies. The event's synthesis, articulated by Prof. (Dr.) Ramakant Dwivedi, reaffirmed MERI's vision to cultivate informed debate, strategic awareness, and global citizenship among scholars, policymakers, and students.







### Report on event “MERI Group of Institutions organised seminar on Cancer awareness and support”

A Cancer Awareness session organised at MERI Group of Institutions on 17th January 2025, led by Professor Nadira Chaturvedi, Co-Chair of the Patients of Patient Safety Foundation. The purpose of the event was to create awareness among students and faculty about cancer, ways to prevent it, and provide emotional support for those fighting the illness. Professor Chaturvedi, a survivor of cancer, recounted her motivating journey of strength and bravery, describing her individual battle against cancer and how it influenced her dedication to helping others.





Serving as a volunteer with CANSUPPORT, an organization committed to helping cancer patients, Professor Chaturvedi has become a symbol of hope for those enduring the same struggle. Her message struck a chord with the audience, stressing that no patient ought to feel isolated in their battle. Through her efforts, she assists cancer patients in building emotional resilience, supporting them during their challenges with empathy and kindness.



The session emphasized not only the medical aspects of cancer but also underscored the importance of emotional health. Professor Chaturvedi motivated attendees to participate in social marketing initiatives aimed at increasing awareness, diminishing stigma, and fostering a supportive atmosphere for patients. Her individual tale of perseverance and volunteering motivated all present, nurturing a spirit of unity in the battle against cancer. The occasion served as a powerful reminder of the significance of community backing and awareness in the fight against cancer.





The session held on 17 Jan was on Social marketing , case of Cancer Awareness by NGO CanSupport . Dozens of students have offered to be volunteer / participants for Run for Cancer event scheduled on 16 Feb 25. Students also prepared a role play skit for Cancer awareness , which will be now taken forward by a full fledged case study .

#### **Report on One Day Workshop “Research Writing Strategy and Planning” held on December18, 2024**

The Internal Quality Assurance Cell (IQAC) of Management Education and Research Institute, Janakpuri, Delhi organized a one-day workshop on “Research Writing Strategy and Planning” on December 18, 2024.

The workshop was conducted with the objective of enhancing the research capabilities of faculty members providing insights into effective research writing and planning methodologies. The session was delivered by the distinguished Prof. (Dr.) Anuj Kumar, Head of Research, Rushford Business School, Switzerland. Dr. Kumar is a renowned expert in the field of research. Dr. Kumar began the session by emphasizing the importance of selecting a novel idea as a research topic. He highlighted that originality and innovation are critical in

contributing meaningful research to the academic and professional community. A key segment of the workshop focused on identifying and selecting appropriate journals for publication and to avoid predatory journals by verifying their credentials on trusted databases like Scopus, ABDC and Web of Science. Dr. Kumar concluded the session by underlining the importance of networking and building professional relationships in academia. He encouraged participants to attend conferences and seminars to connect with peers and experts. He also suggested collaborating with researchers and institutions globally. Prof. (Dr.) Deepshikha Kalra, Dean, MERI and Dr. Rakesh Khurana, Advisor, MERI praised Dr. Kumar for guiding, motivating, and sharing his valuable insights with faculty members of MERI. His presence added immense value to the workshop, and his insights were highly appreciated by the attendees also.





### Report on Catechize Prelims

The CodeVerse Club has successfully organized *Catechize Prelims*, an engaging multiple-choice quiz competition focused on recent threats in cybersecurity on 18th March 2025 starting from 1:00 pm in premises of Management Education and Research Institute (MERI). The event was designed to challenge and enhance students' understanding of contemporary cybersecurity issues, while fostering awareness and critical thinking in this dynamic and ever-evolving domain.

The Purpose and objectives are to test and expand students' knowledge of recent cybersecurity threats, to promote analytical thinking and awareness among participants and to encourage interest in cybersecurity trends and technologies. Enthusiastic participation seen from students of BCA with their impressive display of knowledge and passion for cybersecurity. The quiz was circulated among 15 groups of 2 students each consisting of 30 questions.

We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. Please find some glimpse of the event.





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The poster for the APRENDEMOS - 2025 20th National IT Seminar features a central graphic of two human heads facing each other, with a glowing brain and circuitry. The text 'CYBER SECURITY' is prominently displayed in the center. The event is scheduled for Saturday, March 22, 2025, at 10 AM onwards in the Auditorium at MERI. The poster also includes logos for MERI Group of Institutions, the Institution's Innovation Council, and the Skilled Spider logo. A QR code is provided for registration.

**APRENDEMOS - 2025**  
20<sup>th</sup> National IT Seminar

# Role of AI in Cyber Security

Saturday, March 22, 2025 • Time: 10 AM Onwards • Venue: Auditorium, MERI

**Faculty Coordinators:**  
Dr. Sachin Kumar - 7982477579  
Dr. Sumit Chauhan - 9899005524  
Ms. Mansi Mathur - 97111 53206

**Student Coordinators:**  
Raj Pandey - 9999387072  
Kanika - 9818545565  
Ujjhal - 7206587180  
Saumya - 9891788167

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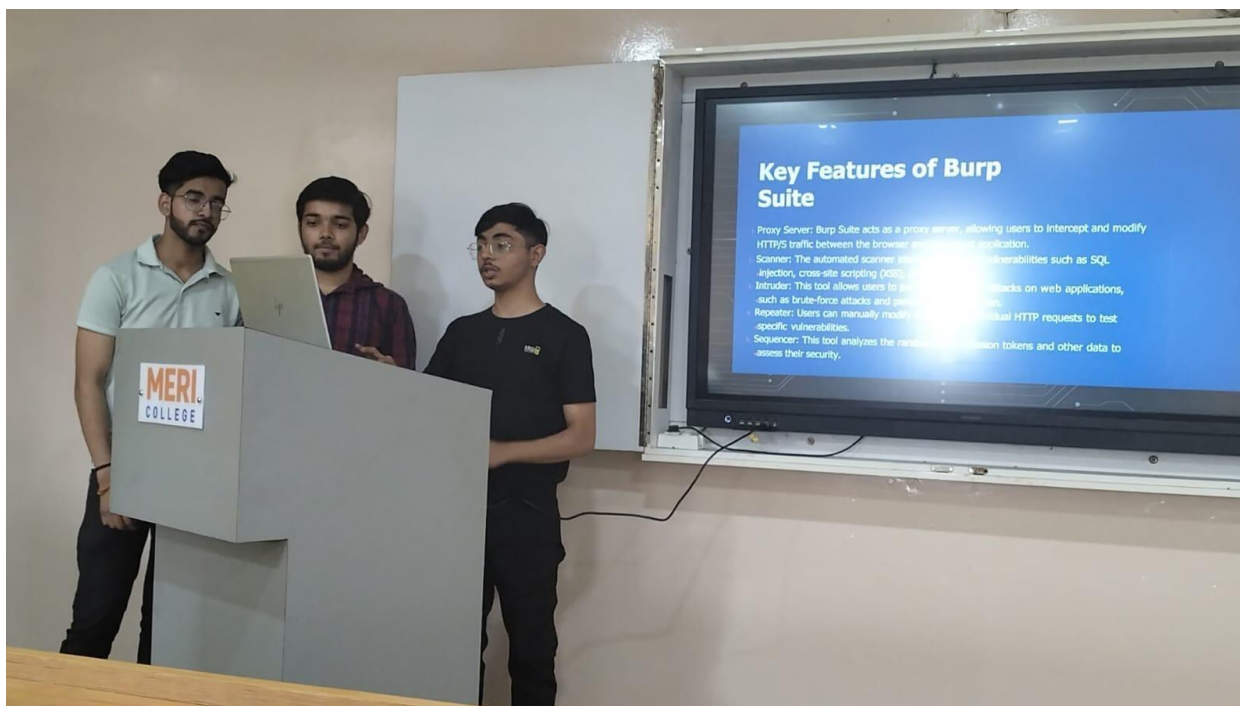
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## Report on Workshop on Network Security tools

The Coding Club successfully organized a Hands on Workshop on Network Security tools. Event on 7<sup>th</sup> April 2025 starting from 1:10 pm in premises of Management Education and Research Institute (MERI) which was conducted by Three of our students Pratham Kalra, Shashwat Johri and Kavya Singh from BCA 4th Sem. The presentation successfully equipped attendees with practical skills in using Nmap and Wireshark, two of the most widely used tools in network security. It emphasized the importance of continuous learning and ethical responsibility in the field of cybersecurity, and healthy competition among students along with enhancing IT knowledge. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. The event was attended by BCA stream.









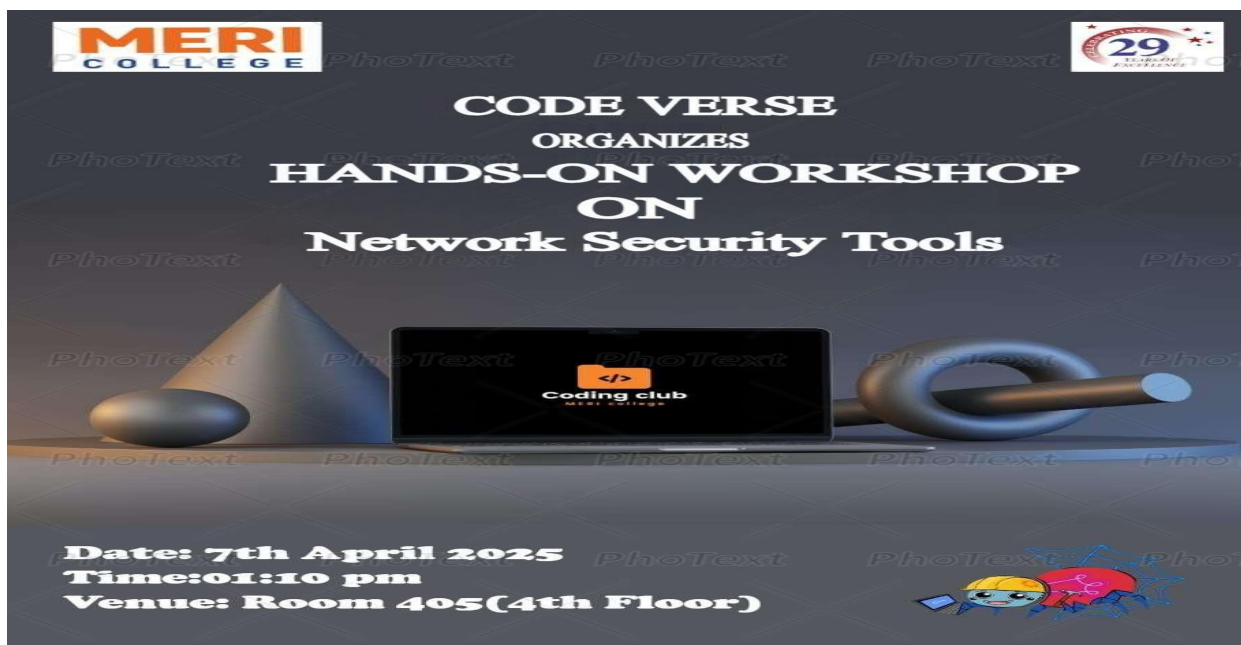
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## **Report on Hands on workshop on Advance Excel 5<sup>th</sup> October 2024**

The Code;Verse successfully organized a Hands on workshop on Advance Excel 5<sup>th</sup> October 2024 starting from 3:00 pm in premises of Management Education and Research Institute (MERI) which was conducted by one of our student which included an Sharpen up your skill for Excel, Proper Data Analysis using the Advance features. The event was aimed at promoting Excel awareness, and healthy competition among students along with enhancing knowledge. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. The event was attended by approximately 100 students from the BCA. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event.



### **MERI DIALOGUE 4.0 “ International Conference on “*India’s Relations with Central & South-East Asia: Challenges & Opportunities*”**

The conference on "India's Relations with Central and Southeast Asia: Challenges and Opportunities" was held on November 8, 2024, at the Management Education Research Institute (MERI) in Janakpuri, Delhi. The event was organized by Prof. (Dr.) Ramakant Dwivedi, Mr. Sadanand Pandey (Professor), Dr. S.S. Mishra (Associate Professor), Dr. Priyanka Murria (Associate Professor), and Dr. Richa Gupta (Assistant Professor).

The inaugural session commenced with a welcome address by Prof. Lalit Aggarwal, Vice President of MERI Group of Institutions. Prof. Aggarwal highlighted the critical importance of strengthening regional partnerships to advance India's economic and geopolitical interests. Mr. Sardor Rustambaev, Ambassador of Uzbekistan to India, emphasized the importance of analyzing India's rise as a major continental power in Asia, expanding its global presence through trade, commerce, and strategic partnerships. Prof. Abdusamat Khaydarov, Director of the Diplomatic Academy of Uzbekistan, highlighted ongoing diplomatic efforts to enhance India's influence in Central and Southeast Asia. He emphasized the region's strong geopolitical and cultural ties with India, positioning it as a key player in the Indian Ocean's strategic dynamics. Shri I.P. Aggarwal, Hon'ble chairman,



Triveni educational & social welfare society, New Delhi, also addressed on this issue of Central and Southeast Asia. Prof. (Dr.) Ramakant Dwivedi, Head of the Centre for International Studies at MERI and director, India Central Asia Foundation, New Delhi, emphasized that the conference aimed to identify opportunities and challenges in advancing India's interests in Central and Southeast Asia. Book Launch was organized by Literary Club members as Dr. Shikha Gupta (Associate Professor), Dr. Simranjeet Kaur (Assistant Professor), and Ms Sarita Yadav (Assistant professor). Prof. (Dr.) Ramakant Dwivedi highlighted the official release of the book ***India-Uzbekistan: Perspectives on Connectivity between South and Central Asia***, underscoring India's economic and political diplomacy in fostering mutually beneficial outcomes for all stakeholders. Prof. (Dr.) Deepshikha Kalra, Dean of the Management Education Research Institute, concluded the inaugural session by emphasizing the need for sustained dialogue and collaboration.

First session of the conference, titled "*Economic Ties: Energy, Trade & Commerce, and Connectivity*", was chaired by Ambassador Ashok Kumar Sharma, former Indian Ambassador to Kazakhstan. Ambassador Sharma highlighted the critical role of economic ties in an increasingly interconnected world, emphasizing that energy, trade, and connectivity are fundamental pillars driving global growth, stability, and development. These areas, he noted, are essential for fostering deeper geopolitical cooperation and cross-border integration. The session featured insightful presentations from Dr. Anita Sengupta (Director, Asia in Global Affairs, Kolkata) and Dr. Raj Kumar Sharma (Senior Fellow, NatStrat, New Delhi), who discussed perspectives on India-Central Asia relations. Additionally, Prof. Shankari Sundaraman (Centre for Indo-Pacific Studies, JNU), Dr. Ajay Dua (IAS, Retd.), Dr. Nimnual Piewthongngam (Thailand), Dr. Rajendra Khimesra (Chairman, India-Thailand Chamber), Mr. Asim Mishra shared their views on Southeast Asia. Dr. Priyanka Murria (Associate Professor) served as the discussant for this session. The second session was on "*The Role of Soft Power in Enhancing Cooperation*" featured Mr. Ajay Kumar Kaul, Chief Editor of United News of India (UNI), discussed Southeast Asian relations and the role of media in fostering positive international ties. Following his, Dr. Yhing Sawhney, Senior Lecturer and Director of International Affairs at Siam University, Thailand, shared insights on her Indian heritage and highlighted PM Modi's recent visit to Vietnam, emphasizing India's cultural diplomacy. Mr. Alok Vijayant, Managing Director of Sciroit Technologies, discussed the role of artificial intelligence (AI) in strengthening ties with Southeast Asia, highlighting software developments and the challenges of technology exploitation. Dr. Siddharth Shanker Saxena, Director of the Cambridge Central Asia Forum, concluded the session by emphasizing India's growth potential in software development and the importance of interdisciplinary innovation for positioning India as a leader in the industry. Dr. S.S. Mishra, Associate Professor at MERI, added insights on Indonesia, noting its significance as the country with the largest Muslim population. Further, third session on "*Political Relations and Regional Geopolitics*," Ambassador Gitesh Sarma discussed India's efforts to strengthen its influence in Asia, highlighting regional challenges and opportunities. Prof. Sanjay Kumar Pandey (Centre for Russian and Central Asia Studies (CRCAS) emphasized deeper collaboration with Central Asia in trade, energy, and security. Prof. M. Badrul Alam (Former Director of research and Former Head of Department of political Science, Jamia Millia Islamia university, ND) stressed global resilience, citing Qatar's diplomacy, shared insights on cultural exchanges between India and Uzbekistan. Prof. (Dr.) Rakesh Khurana (Advisor, MERI Group of Institutions) also highlighted India's diplomatic strengths. In last, the session concluded with an engaging Q&A. The session concluded with remarks from Dr. Rajesh Mehta (M. Tech. (Systems and Management), IIT Delhi B. Tech., IIT Delhi, emphasized the importance of strengthening ties with Uzbekistan. Prof. (Dr.) Ramakant Dwivedi then expressed heartfelt gratitude to all the guests, faculty, and students for their valuable participation and contributions to the event.



## REPORT BGMI Gaming Tournament on 25-26 September 2024

The Code Verse Club successfully organized a BGMI Gaming Tournament on 25-26 September 2024, starting from 10:00 Am in the premises of Management Education and Research Institute (MERI). The event was conducted by Sumit and Ronit Thakur from BCA 5th Sem, and it featured exciting battles, competitive spirit, and a chance for students to showcase their gaming skills in Battlegrounds Mobile India (BGMI). The tournament was aimed at promoting teamwork, strategic thinking, and a healthy competitive environment among students. Participants battled it out through multiple rounds, with intense matches that kept everyone on the edge of

their seats. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. The tournament was attended by approximately 100 students from the All the stream.







### **Report on GITHUB MASTERY SESSION 2024 on 6<sup>TH</sup> September 2024**

The CodeVerse successfully organized a GITHUB MASTERY SESSION 2024 on 6<sup>TH</sup> September 2024 starting from 2:00 pm in premises of Management Education and Research Institute (MERI) which was

conducted by one of our student which included an introduction to Github , Building a strong resume with limited experience and The role of Mentorship in professional development

The event was aimed at promoting Github awareness, and healthy competition among students along with enhancing knowledge.

We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this seminar.

It was attended by total of 84 students from the BCA and BTECH stream.





### **Seminar Report: UIAC UTTHAAN – Strengthening Disability Inclusion and Advancing Accessibility**

**Date:** 7th October

**Time:** 10:30 AM – 04:00 PM

On 7th October, the **Universal Inclusivity and Accessibility Council (UIAC)**, in collaboration with **MERI College** and **Guru Gobind Singh Indraprastha University (GGSIPU)**, hosted a transformative seminar titled **UTTHAAN**. The focus of the seminar was on advancing disability inclusion and accessibility, particularly in educational institutions and workplaces. A key highlight of the event was the launch of a new certification course aimed at fostering inclusive practices. The seminar was led by **Prof. (Dr) Shalini Garg**, University Grievance Redressal Officer, who served as the Program Director. **Dr. Simranjeet Kaur Bagga (Assistant Professor)** and **Ms. Sheela Narang (Assistant Professor)**, esteemed faculty members of MERI College, played an integral role in the event's success. Their dedication and guidance were crucial in ensuring the smooth execution of the seminar. MERI students were also actively involved, gaining valuable insights into the importance of inclusivity.

60 students from MERI Attended the seminar, with 30 volunteering their time to make the event a success.

#### **Key Dignitaries and Speakers:**

**Dr. Kamal Pathak**, Registrar, GGSIPU – Patron of the event





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PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204

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**Ms. Vaishnavi Ganesh**, Disability Expert (Vishesh) – Keynote Speaker

**Mr. Fahad Lambate**, Accessibility Director (Barrier Break) – Digital Accessibility Advocate

**Dr. Hemlata**, Disability Education Specialist (IGNOU)

**Dr. Yukti Sharma**, Specialist on Disability Models (CIE, University of Delhi)

The event commenced with a symbolic candle-lighting ceremony, led by Prof (Dr) Shalini Garg , Dr. kamal pathak, and dignitaries, including **Ms. Vaishnavi Ganesh**, **Mr. Fahad Lambate**, and **Dr. Hemlata**, symbolizing the continuous flame of inclusivity.

## **Key Discussions:**

**Understanding Disability:** Ms. Vaishnavi Ganesh stressed that disabilities are often not inherent but are created by societal barriers such as physical, informational, and attitudinal obstacles. She pointed out that while 18% of persons with disabilities are born with impairments, less than 24% of these impairments are visibly noticeable.

**Employment and Inclusion Challenges:** Ms. Vaishnavi also highlighted the concerning statistics of employment for persons with disabilities (PWDs), noting that only 1% of government jobs and a mere 0.1% of private sector jobs are occupied by PWDs. Additionally, only 4% of businesses actively engage in welcoming PWDs into their workforce.

**Digital Accessibility:** Mr. Fawaad Lambate discussed how accessible digital environments can be created by adhering to the **POUR** principles:

**Perceivable**

**Operable**

**Understandable**

**Robust**

He outlined a four-step approach – **Educate, Plan, Implement, and Monitor** – to achieve successful digital inclusion for all, not just those with disabilities.



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**Rights of Persons with Disabilities (RPWD) Act:** The seminar emphasized the RPWD Act's shift from a welfare-based model to a rights-based model, urging organizations to develop **Equal Opportunity Policies (EOP)** and make reasonable accommodations, such as assistive devices and flexible environments, tailored to individual needs.

**Models of Disability:** Dr. Yukti Sharma discussed the shift from the **Medical Model**, which focuses on "fixing" individuals, to the **Social Model**, which seeks to remove societal barriers. She explained how the **National Education Policy (NEP) 2020** promotes inclusion by encouraging schools and institutions to accommodate the diverse needs of students.

**Universal Design for Learning (UDL):** Dr. Hemlata presented a case study on inclusive education at DPS, promoting the **Universal Design for Learning (UDL)** framework. This approach encourages flexible learning practices that support all students, including those with autism.

## New Course Launch:

One of the most anticipated moments of the event was the announcement of the **UIAC Certification Course** titled *"Advancing Disability Inclusion Practices: Communication, Accessibility, and Legislation."* The course, starting on 8th October, is designed to equip participants with the necessary knowledge to advance disability inclusion in their fields.

## Event Highlights:

**Floral Welcome:** The dignitaries, including Ms. Vaishnavi Ganesh, Mr. Fawaad Lambate, and Dr. Hemlata, were welcomed with flowers in recognition of their contributions to the field of disability inclusion.

**Student Performances:** Students from **Tagore International School, Vasant Vihar** gave a stirring performance of *Azaad Bharat ki Gulaam Tasveer*, reminding the audience of their collective responsibility to foster a more inclusive society.

**Magazine Launch:** The seminar also saw the launch of the hard copy of the **UIAC Magazine**, which features insightful articles on disability inclusion and accessibility.

## Conclusion:



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The seminar concluded with a **Dance Therapy session**, where students came together to celebrate the spirit of inclusion and accessibility. The event was a tremendous success, thanks to the tireless efforts of the **MERI faculty and students**, particularly **Dr. Simranjeet Kaur Bagga** and **Sheela Narang**, whose contributions were vital in making the seminar a reality. MERI College remains committed to supporting and promoting initiatives that advance inclusivity for all.







## Seminar Report: UIAC UTTHAAN – Strengthening Disability Inclusion and Advancing Accessibility

**Date:** 8th October 2024

**Time:** 10:30 AM – 04:00 PM

On 8th October, the Universal Inclusivity and Accessibility Council (UIAC) hosted a transformative seminar titled UTTHAAN in collaboration with MERI College and Guru Gobind Singh Indraprastha University (GGSIPU). The focus of the seminar was on advancing disability inclusion and accessibility, particularly in educational institutions and workplaces. A key highlight of the event was the launch of a new certification course aimed at fostering inclusive practices. The seminar was led by **Prof. (Dr) Shalini Garg**, University Grievance Redressal Officer, who served as the Program Director. **Dr. Simranjeet Kaur Bagga (Assistant Professor)**. The seminar focused on advancing disability inclusion and accessibility, particularly in educational institutions and workplaces. 60 students from MERI Attended the seminar, with 30 volunteering their time to make the event a success.

### Key Dignitaries and Speakers:

**Captain Akhilesh Saxena:** A veteran of the Kargil War, Captain Saxena has dedicated his life to motivating and empowering individuals, especially those with disabilities. His inspiring journey reflects resilience in the face of adversity and emphasizes the importance of perseverance.



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Through his speeches, he advocates for inclusivity and encourages people to break down barriers, proving that determination and strength can lead to remarkable achievements.

**Visvajeet:** A sign language expert, Visvajeet has been instrumental in promoting communication accessibility for the deaf community. His work focuses on educating individuals and organizations about the significance of sign language, aiming to foster an inclusive environment where everyone can participate fully. By teaching sign language, he empowers individuals to communicate effectively with those who are deaf or hard of hearing, highlighting the importance of understanding and acceptance.

**Ms. Vaishnavi Ganesh:** A disability expert from V-Shesh, Ms. Ganesh has extensive experience in advocating for the rights of persons with disabilities. Her work revolves around raising awareness about disability inclusion and accessibility issues. During the seminar, she shared insights into the barriers faced by individuals with disabilities and the critical need for societal change to ensure equal opportunities for all. Her expertise has been pivotal in driving initiatives aimed at fostering inclusive practices in various sectors.

**Ms. Rashi:** Also representing V-Shesh, Ms. Rashi specializes in educating communities about how to treat and interact with people with disabilities. Her focus is on dispelling myths and misconceptions surrounding disabilities and promoting an understanding of the diverse experiences of individuals with disabilities. She has played a crucial role in developing training programs that equip individuals with the knowledge and skills to create more inclusive Environments.

### **Key Discussions:**

**Treatment and Interaction:** The speakers emphasized the importance of treating people with disabilities with respect and understanding. Practical tips on how to communicate effectively and sensitively were provided.

**Types of Disabilities:** Attendees learned about various types of disabilities, fostering a broader understanding of the challenges faced by individuals with different impairments.

**Rights Under the RPWD Act:** The session concluded with an overview of the rights of persons with disabilities as outlined in the Rights of Persons with Disabilities Act, emphasizing the legal protections and entitlements available to them.

### **Event Highlights:**

**Motivational Stories by Captain Akhilesh Saxena:** Captain Saxena, a decorated Kargil War veteran, captivated the audience with his story of resilience and survival during one of the most challenging conflicts in recent Indian history. His narration wasn't just about war, but about overcoming personal and professional hardships—paralleling the struggles faced by people with disabilities. His emphasis on determination, even in dire circumstances, served as an empowering message for all, particularly individuals with disabilities. He encouraged them to see their challenges as opportunities to push boundaries, break stereotypes, and strive for greatness, showing how mental strength and perseverance are crucial to success.

**Sign Language Education by Visvajeet:** In a powerful session led by Visvajeet, the focus was on bridging the communication gap with the deaf community. He emphasized the significance of sign language not just as a tool for interaction but as a means to ensure inclusivity. Attendees learned basic sign language skills that can be applied in everyday situations, promoting better communication and understanding of the challenges faced by deaf individuals. Visvajeet's session underscored the idea that inclusion starts with communication, and he advocated for the widespread adoption of sign language as a necessary skill in both educational and professional settings.

**Interactive Sessions:** The seminar was not merely a lecture-based event; it was designed to be highly interactive. The discussions between the speakers and participants were lively and engaging, with opportunities for the audience to ask questions, express concerns, and share personal experiences related to disability inclusion. This interaction allowed for deeper conversations around real-world challenges, such as workplace discrimination or lack of accessibility, and practical solutions were explored in real time. The speakers provided personalized advice, while participants offered their insights, making the event a collaborative effort to address the gaps in disability inclusion and accessibility in society.

### **Conclusion:**

The seminar concluded on a high note, with all attendees being awarded certificates of participation by the esteemed dignitaries, including Captain Akhilesh Saxena, Visvajeet, Vaishnavi, and Rashi. This gesture acknowledged their active involvement and reinforced the importance of continuing the



Interaction with Persons with Disability

- 1. Needs Analysis
- 2. Accessibility
- 3. Usability
- 4. Sustainability

Delhi, Delhi, India  
 Block E, UNIVERSITY SCHOOL OF INFORMATION, E-Block, Sector 16 C, Dwarka,  
 Delhi, 110075, India  
 Lat: 28.595143°  
 Long: 77.019896°  
 08/10/24 01:38 PM GMT +05:30



## Report on DIDM Orientation organized by MERI on 18th September 2024

**Time: 11:00 AM onwards**

**Venue: Seminar Hall, 5<sup>th</sup> Floor**

The Department of Management of Management Education and Research Institute (M.E.R.I), Janak Puri, New Delhi, organized a one-day seminar on the topic "DIDM Orientation" on 18<sup>th</sup> September 2024, at M.E.R.I. College Seminar Hall, 5<sup>th</sup> Floor. This orientation was inaugurated at 11:00 a.m.

An insightful seminar on Digital Marketing 2.0 hosted by the Delhi Institute of Digital Marketing (DIDM). From SEO strategies and social media trends to content marketing and data analytics, the session was packed with valuable takeaways for anyone looking to excel in the digital space.

Key highlights included:

- The importance of leveraging data-driven insights to optimize campaigns
- How social media algorithms shape content visibility
- Best practices for building a brand's digital presence
- Understanding the power of data-driven marketing
- The importance of having skills in digital marketing



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- Leveraging social media to boost brand presence
- Future trends in digital marketing and how to stay ahead

A big thank you to Vaibhav Sharma and Siddhart for such a dynamic and engaging session! It's great to see how digital marketing continues to evolve, and I'm excited to apply these learnings to future projects.





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WE ARE CONDUCTING SEMINAR ON  
**DIGITAL MARKETING 2.0:**  
INNOVATE, ENGAGE, & CONVERT

IN ASSOCIATION WITH THE  
**DELHI INSTITUTE  
OF DIGITAL MARKETING (DIDM)**

———— Soar High in the sky of Digital Opportunities ————

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- Discover the latest trends and tools reshaping the digital world.
- Learn how to engage with your audience through power techniques.
- Master the art of turning traffic into leads and sales.
- Get a Participation Certification.

18<sup>th</sup> SEPT 2024

10:30 AM

SEMINAR HALL

TO REGISTER, CONTACT YOUR COLLEGE CO-ORDINATOR

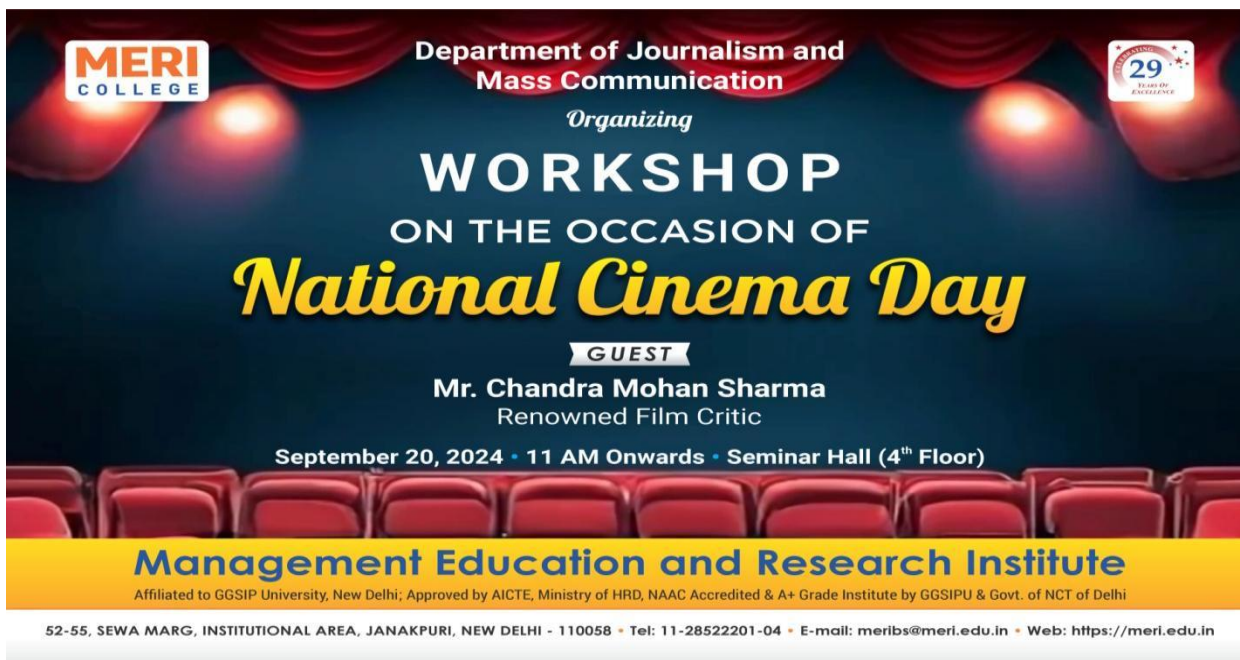




A special workshop was organized on the occasion of National Cinema Day by the B.A.M.C. Department of MERI College. The chief guest of this workshop was Mr. Chandramohan Sharma, who is a renowned film critic of the film industry. At the beginning of the workshop, an Oscar-winning film titled "Slumdog Millionaire" was screened. This film entertained the audience as well as took them to the depth of cinema. After this, the chief guest Mr. Sharma shared his career journey and highlighted the importance of cinema. He told that cinema is not just a means of entertainment, but it is an effective medium to highlight the problems of society and share ideas. Along with this, he also told about the opportunities available in the cinema industry in the field of journalism. He said that there is a lot of scope in this industry as a film critic, reporter and interviewer, which is inspiring for young journalists. Students and teachers actively participated in the workshop and shared their views on the subject. This event provided an opportunity to the students to understand the world of cinema better and expanded their knowledge.







**MERI COLLEGE** Department of Journalism and Mass Communication  
Organizing  
**WORKSHOP**  
ON THE OCCASION OF  
**National Cinema Day**  
**GUEST**  
**Mr. Chandra Mohan Sharma**  
Renowned Film Critic  
September 20, 2024 • 11 AM Onwards • Seminar Hall (4<sup>th</sup> Floor)  
**Management Education and Research Institute**  
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Report on Credibility Challenges in Media" organized by BA(JMC) on 04.09.2024

Introduction



## **MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

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The "Credibility Challenges in Media" workshop aimed to engage students in a critical discussion surrounding the complexities of media credibility in today's rapidly evolving media landscape. This interactive workshop provided a platform to explore the growing concerns about misinformation, the role of social media, and the consequences of biased or unreliable reporting. The session was designed to help students develop a nuanced understanding of how credibility is established, challenged, and maintained in both traditional and new media. The workshop was divided into three main segments:

The session began with a discussion on the importance of credibility in media and the trust consumers place in news sources. Key concepts such as "fake news," "misinformation," and "disinformation" were introduced, with real-world examples highlighting the prevalence of credibility challenges in media today. The session also explored the role of journalistic standards and fact-checking in maintaining public trust. Social media platforms were identified as both a blessing and a curse for modern journalism. While these platforms democratize the dissemination of information, they also create challenges in verifying the truthfulness of content. Students engaged in discussions about the algorithms that prioritize sensational or misleading headlines and how this contributes to the spread of unverified news. Case studies, such as the impact of viral misinformation in recent global events, were examined to demonstrate the dangers of unchecked information in online spaces.

In this practical section, students were introduced to several tools and methodologies for evaluating the credibility of online news sources. These included cross-referencing multiple reliable sources, checking the credentials of authors and organizations, and identifying potential biases in reporting. The use of fact-checking websites such as Snopes, FactCheck.org, and others was discussed. Students were also taught how to apply critical thinking strategies to assess the motivations behind a story and its sources. Total 88 students participated

### **Conclusion**

The workshop provided an invaluable opportunity for students to engage with one of the most pressing issues in contemporary media studies. With misinformation becoming a widespread issue across digital platforms, students left the session better equipped to navigate media landscapes critically and responsibly.

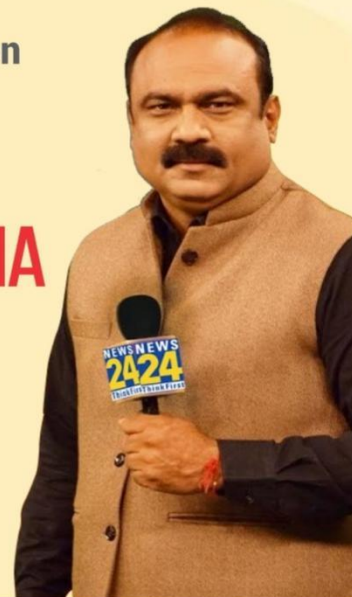
The workshop emphasized the importance of journalistic integrity and the necessity of developing strong media literacy skills to combat credibility challenges. As future media professionals and consumers, students are now

empowered to make informed decisions about the media they create and consume, contributing to a more reliable and truthful media environment.













## वीर अर्जुन

वर्षों से राष्ट्र की सेवा में समर्पित

संपादकीय  
बिहार में क्या खेला  
चल रहा है



विविध : महिलाओं ने बुरे वक्त का सामना हमेशा ही किया है : अनन्ता \* नई दिल्ली, लखनऊ एवं देहरादून से प्रकाशित  
मह: 40, अंक : 276 पृष्ठ : 12 E-mail : [dailyvairarjun@gmail.com](mailto:dailyvairarjun@gmail.com) Website : [www.vairarjun.com](http://www.vairarjun.com) E-Paper : [www.epaper.vairarjun.com](http://www.epaper.vairarjun.com)  
N.I. No. 511/57 D.L.(C)-05/1270/2024-26 (Posted at Delhi RMS) नई दिल्ली, कुरुक्षेत्र, 5 वित्तमन्त्र, 2024 मूल्य : ₹ 4.00 प्रभाव संस्करण

## एमईआरआई कॉलेज में पत्रकारिता पर कार्यशाला आयोजित

**वीर अर्जुन संवाददाता**  
नई दिल्ली। अच्छा पत्रकार बनने के लिए आम लोगों और समाज को पढ़ना, जानना और समझना पड़ता है। सभी लोगों की रुचि जिसमें अधिकाधिक होती है, वही स्टोरी बनती है, ये विचार न्यूज 24 के एक्जिक्यूटिव एडिटर राजीव रंजन ने मैनेजमेंट एजुकेशन एंड रिसर्च इंस्टीट्यूट, एमईआरआई कॉलेज, जनकपुरी में मीडिया छात्र-छात्राओं को संबोधित करते हुए व्यक्त किया।

पत्रकारिता एवं जनसंचार विभाग (एमईआरआई कॉलेज) द्वारा बुधवार को आयोजित कार्यशाला- पत्रकारिता की विश्वसनीयता और चुनौतियाँ विषय पर अपने संबोधन में श्री राजीव रंजन ने कहा कि जीवन में आगे बढ़ने के लिए लोक से हटकर चलना जरूरी है, क्योंकि लोक पर चलनेवाले कुछ नया नहीं कर पाते। उन्होंने कहा कि पत्रकारिता के लिए न सिर्फ सड़क पर आना पड़ता है, बल्कि आम लोगों के बीच भी जाना पड़ता है और वास्तविक पत्रकारिता आम लोगों के बीच ही सीखी जाती है। एमईआरआई कॉलेज के छात्र-छात्राओं को संबोधित करते

★ आज की पत्रकारिता में ग्लैमर नहीं,  
★ कंटेंट महत्वपूर्ण है : राजीव रंजन



(बाएं से दाएं) कार्यक्रम के बाद एमईआरआई कॉलेज की डीन प्रोफेसर दीपशिखा कालरा, श्री राजीव रंजन, कॉलेज के सलाहकार प्रो. राकेश खुराना और वाइस प्रेसिडेंट प्रोफेसर ललित अग्रवाल।

हुए श्री रंजन ने कहा कि टीवी पत्रकारिता के शुरुआती दौर में कुछ ग्लैमर आ गया था, लेकिन आज के दौर में नई सूचना या नई जानकारी ही महत्वपूर्ण है। पत्रकारिता के मूलमंत्र

की तरफ संकेत करते हुए उन्होंने कहा कि पत्रकारिता का कंटेंट ऐसा होना चाहिए, जो आम आदमी की समझ में आए। श्री रंजन ने कहा कि आज मुख्य धारा की पत्रकारिता को

सोशल मीडिया से चुनौतियाँ मिल रही हैं। कार्यशाला के अंत में प्रश्नोत्तर सत्र का आयोजन किया गया, जिसमें छात्र-छात्राओं के सवाल के जवाब श्री रंजन ने दिए।

कार्यशाला के शुरू में मैनेजमेंट एजुकेशन एंड रिसर्च इंस्टीट्यूट, एमईआरआई कॉलेज के वाइस प्रेसिडेंट प्रो. (डॉ.) ललित अग्रवाल ने मुख्य अतिथि का स्वागत करते हुए कहा कि श्री राजीव रंजन की पत्रकारिता आम आदमी से जुड़ी पत्रकारिता है। उन्होंने मीडिया छात्र-छात्राओं को प्रोत्साहित करते हुए कहा कि उन्हें भी भविष्य में आम लोगों की पत्रकारिता करनी चाहिए, क्योंकि जन-सरोकार के बिना पत्रकारिता पूरी नहीं हो सकती। कार्यशाला के समापन पर धन्यवाद ज्ञापन कॉलेज की डीन प्रो. (डॉ.) दीपशिखा कालरा ने किया। इस अवसर पर कॉलेज के सलाहकार प्रो. (डॉ.) राकेश कुमार खुराना, प्रो. सदानंद पांडेय सहित छात्र-छात्राएँ उपस्थित थे। कार्यक्रम का संचालन बीए (जेएमसी) की छात्रा नंदिनी नागर ने किया।





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52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058

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## **Report**

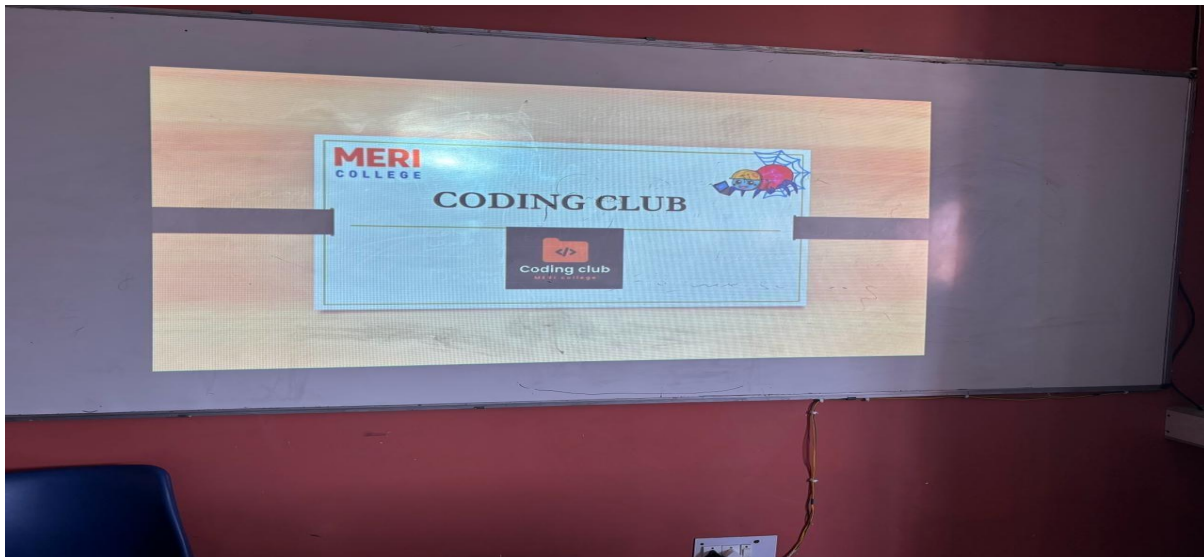
The Coding Club conducted a highly engaging and intellectually stimulating, Technical Chalk Maze Event on 6th February 2024, started at 1 pm within the premises of Management Education and Research Institute (MERI). The event was carefully organized to interest the students on multiple levels. The primary objective of the event was aimed at promoting teamwork, and cultivating a healthy competition among students while simultaneously enhancing their IT knowledge. The event was attended by approximately 40 students from both, the BCA & engineering stream. The event commenced with a captivating PowerPoint presentation which gave the attendees a thorough overview of the club's founding, notable milestones, and key faculty members. It presented club's previous events and also shared some insights into the upcoming ones. In addition to the presentation, the program also had planned out a chalk maze game with a technical twist. There were six teams, each comprising of two members who competed in this game. One team member's job was tossing a rubber onto each part of the rectangle created on the floor which held numbered chits.

In the meantime, the second team member was placed next to the Chalk Maze, who would move its piece according to the number that was shown on the chit. The participants must choose a chit corresponding to the number they land on and answer the question written on it. The time limit of answering was 30 seconds.

Every round included two teams competing against one another in five rounds per team which makes ten rounds in total. Subsequently, the next two pairs of two teams then do the same. The winning team moves on with the next round. The three winning team went for another three rounds alternatively.

The point was given when the answer to the question was correct. The team with the most points won the competition. The questions covered a wide range of topics including HTML, JavaScript, C, C++ and Java ensuring a comprehensive test of participants knowledge.

We would also like to express our heartfelt gratitude to all the participants, volunteers, and contributors whose unwavering support and dedication made this event a success. Kindly find some glimpses of the event.





### **Report on "Unlocking Insights with Google: Social Media Marketing Strategies and Advanced Analytics," organized by MERI on 6<sup>th</sup> May 2024**

On 6th May, 2024, MERI hosted an insightful Expert Lecture featuring Mr. Siddharth Jain, a renowned expert in Digital Marketing. The session, titled **"Unlocking Insights with Google: Social Media Marketing Strategies and Advanced Analytics,"** began at 10:00 AM and was conducted within the campus of MERI. He shared invaluable strategies to enhance social media campaigns using Google Analytics, covering key tools for tracking audience behavior, optimizing campaigns, and applying advanced techniques like A/B testing and





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conversion tracking. The session was incredibly engaging, with 160 students actively involved, gaining a deeper understanding of the latest trends in digital marketing. Sir's expert insights into the use of Google Analytics and Google Ads left the attendees equipped with practical knowledge to implement in their own marketing strategies. The event concluded on a positive note, with students expressing their appreciation for the actionable knowledge shared during the session.

The session delved into a wide array of topics related to optimizing digital marketing efforts, with a key focus on how to use Google Analytics effectively to boost the performance of social media campaigns. Mr. Jain introduced various advanced tools and techniques used to track audience behavior and to gather insights that can drive more targeted and successful campaigns. Some of the key topics covered included.

**Audience Behavior Tracking:** Mr. Jain explained how businesses can track the behavior of their target audience across different digital touch points. He demonstrated how Google Analytics can be used to gather data on customer interactions with ads, content, and websites, helping marketers understand the path users take from awareness to conversion.

**Campaign Optimization:** The lecture provided students with actionable strategies on how to optimize their social media campaigns. Mr. Jain discussed the importance of continuous testing and adaptation, including optimizing ad copy, targeting, and budget allocation to achieve maximum ROI.

**A/B Testing:** One of the most important techniques highlighted during the session was A/B testing, where Mr. Jain demonstrated how businesses can run experiments by comparing two versions of an ad or landing page to determine which one performs better. This technique helps marketers make data-backed decisions to improve their campaigns.

**Conversion Tracking:** Understanding the significance of conversion tracking in digital marketing was a crucial part of the session. Mr. Jain explained how tracking conversions—whether it's a completed purchase, a form submission, or another key action—helps marketers assess the effectiveness of their campaigns and adjust strategies accordingly.

**Google Ads:** In addition to Google Analytics, Mr. Jain also covered Google Ads as an essential tool for running paid digital marketing campaigns. He emphasized how businesses can use Google Ads to reach the right

audience with highly targeted ads, ensuring they are seen by the people who are most likely to engage with the content.

Throughout the session, Mr. Jain illustrated his points with real-world examples and case studies, helping students see the practical application of these strategies. His expertise in the subject matter and clear delivery made the content both accessible and highly relevant to the audience.

### **Engagement and Interaction**

The lecture was not just a one-way presentation but an interactive session that encouraged active participation from the students. Mr. Jain welcomed questions from the audience and engaged in insightful discussions, allowing students to dive deeper into specific aspects of digital marketing that interested them. This level of interactivity made the session more dynamic and encouraged students to think critically about how they could apply the concepts shared in the lecture.

Students were particularly engaged in understanding how they could implement Google Analytics in their future digital marketing campaigns. Many asked questions about how to tailor their approaches for different industries and how to measure the success of social media campaigns in terms of ROI and customer engagement.

### **Student Takeaways**

The expert lecture provided students with practical knowledge that they could immediately apply in their marketing endeavors. They walked away with a clearer understanding of the various tools and techniques used by digital marketing professionals to optimize their social media strategies.

The session left a lasting impact, particularly because students realized the importance of integrating Google Analytics and Google Ads into their campaigns. They also gained valuable insights into optimizing campaigns through techniques such as A/B testing and conversion tracking, which can significantly improve the performance of digital marketing efforts.

Moreover, students were able to appreciate the nuances of data-driven decision-making in the modern world of digital marketing, understanding that successful campaigns rely on continuous monitoring, analysis, and refinement.



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## **Conclusion**

The Expert Lecture by Mr. Siddharth Jain was an outstanding success. With 160 students in attendance, the session offered practical, actionable insights that enriched the students' understanding of social media marketing and digital analytics. The session helped bridge the gap between theoretical learning and real-world application, providing students with tools that they could incorporate into their own future marketing strategies.

The event concluded on a highly positive note, with students expressing their appreciation for the wealth of knowledge shared during the session. Many of the attendees thanked Mr. Jain for the depth of his expertise and his ability to present complex topics in an accessible and engaging manner.

In summary, the lecture successfully accomplished its goal of equipping students with the knowledge and tools necessary to navigate the fast-evolving world of digital marketing. The students left the session feeling empowered to harness the potential of Google Analytics and other digital marketing tools to develop effective campaigns that drive meaningful results.











**29**  
YEARS OF  
EXCELLENCE

**MERI**  
COLLEGE

INSTITUTION'S  
INNOVATION  
COUNCIL  
Ministry of Education, India

*Organizes*

## "Unlocking Insights with Google: Social Media Marketing Strategies and Advanced Analytics"

06<sup>th</sup> May, 2024 | 10:00 AM onwards | Seminar Hall 4th Floor

**Keynote Speaker**



**Mr. Siddharth Jain**  
Project Head  
Delhi Institute of Digital Marketing (DIDM)

**Faculty Coordinators:**  
Dr. Swati Chawla , Assistant Professor, MERI  
Ms. Ritu Sawanni, Assistant Professor, MERI

**Student Coordinators:**  
Tanya, BBA 2021-24  
Akshar Sharma, BCA 2022-25

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Report on Emerging Dimensions of Technology in CB, AI in Marketing and E-Learning Tech, The New Frontiers





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The Marketing Seminar titled "Emerging Dimensions of Technology in CB, AI in Marketing and E-Learning Tech, The New Frontiers" was held at Management Education and Research Institute (MERI), New Delhi on 04<sup>th</sup> May, 2024. The Patron of the event was Honorable Prof. Lalit Aggarwal Sir, Vice President, MERI Group of Institution. General Chair of the event was Honorable Professor (Dr.) Rakesh Khurana Sir, Advisor, MERI Group of Institution. Keynote Speaker of the seminar was Honorable Professor (Dr.) Madhulika Kaushik Ma'am, Vice Chancellor, Usha Martin University, Ranchi. Chief mentor of the event was Honorable Professor (Dr.) Deepshikha Kalra Ma'am, Dean, MERI Group of Institution. The purpose of the seminar was to explore the latest advancements in technology and their implications for consumer behavior (CB), Artificial Intelligence (AI) in marketing, and e-learning technologies.

During the first session of the event important topics discussed were- Consumers and Tech adoption, Trends in Tech impact, Stage-wise assessment of technology during consumer decision making process, Individual and group variables which influences consumer behaviors, Consumer Perception, Consumer Learning and attitudes, Reference Groups and their Types, Emergent reference groups, Aspects related to tech impacts. AI in Marketing, Patterns of adoption, current applications of AI, Emerging trends, latest tools used etc.

Several key insights emerged from the discussions during the seminar: The convergence of technology and marketing is creating unprecedented opportunities for personalized and data-driven marketing strategies, E-learning technologies have the potential to revolutionize traditional education models, offering flexible and interactive learning experiences tailored to individual needs, Collaboration between academia, industry, and technology providers is essential for harnessing the full potential of emerging technologies in marketing and education.

The seminar received positive feedback from attendees, who appreciated the depth of insights shared by the speaker and the interactive nature of the sessions. The marketing seminar on "Emerging Dimensions of Technology in CB, AI in Marketing and E-Learning Tech, The New Frontiers" was a resounding success, bringing together academicians and students to explore the transformative potential of technology in marketing and E-Learning. The event provided valuable insights, sparked engaging discussions, and highlighted the importance of staying abreast of technological advancements in the rapidly evolving landscape of marketing and E-Learning.

During the second session of the event an interactive session was held with the faculty members, in which the faculty members asked various important questions with respect to different aspects of E-Learning modules.

The session was highly interactive and very useful for all the faculty members. All the faculty members highly appreciated the session.

The event was successfully conducted under the mentorship of Dr. Gurpreet Kaur Ma'am, Associate Professor, MERI. Other faculty members who played significant role in the event were Dr Simranjeet Bagga Ma'am, Dr. Pooja Singh Negi Ma'am, Dr. Anand Nandwani Sir and Dr. Swati Chawla Ma'am. Other eminent faculty members who were present in the session Professor (Dr.) Tapash Dey Sir, Professor (Dr.) Ritu Aggrawal Ma'am, Professor (Dr.) Nutan Bharati Ma'am, Professor (Dr.) Sadanand Pandey Sir, CMA Ajay Jain Sir, Dr. Shikha Gupta Ma'am, Dr. Chaandni Gautam Ma'am, Mr. Amit Hans Sir, Dr. Meenakshi Kharb Ma'am, Dr. Indu Sharma Ma'am, Dr. Sangeeta Ma'am, M. Sarita Yadav Ma'am, Mr. Ishwar Sir, and Mr Pawan Kishore Jha Sir.











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## **MERI Organizes Student Conference on Interdisciplinary Perspectives of Emerging Technologies**

The Internal Quality Assurance Cell (IQAC) at MERI-Management Education Research Institute organized a dynamic student conference on the 27th of April 2024, focusing on the Interdisciplinary Perspectives of Emerging Technologies. Esteemed dignitaries and guests, including Dr. Parvin Chandra, Professor at GGSIP University, Dr. Jayant Sharma from Delhi University, Mr. Subhendu, Information Security Manager at CWT, and Mr. Chirag Patel, Managing Director at Shreetik Infotech graced the event with their valuable insights.

The welcome address was delivered by Honorable Vice President, Professor Lalit Aggarwal, the Honorable Vice President, highlighted the significance of cyber security techniques, emphasizing the critical need for a proactive attitude and aptitude towards cybersecurity measures. He discussed the importance of employing robust cyber security techniques to protect sensitive information and combat evolving digital threats effectively. Professor Aggarwal stressed the role of cultivating a proactive attitude towards cybersecurity, coupled with the necessary skills and aptitude to navigate the complexities of modern digital environments.

### **Insights from Distinguished Speakers:**

#### **Dr. Parvin Chandra**

Dr. Chandra highlighted the significance of new technology in problem-solving and confidence-building, emphasizing its role in steering individuals towards effective solutions and away from potential missteps.

#### **Dr. Jayant Sharma**

Dr. Sharma stressed the importance of staying abreast of new technological advancements for enhanced productivity and efficiency, providing valuable insights for navigating the digital landscape effectively.

#### **Mr. Subhendu**

Mr. Subhendu delved into the impact of emerging technologies on society, addressing ethical and legal implications while advocating for innovative integration of technologies to drive progress and innovation.

#### **Mr. Chirag Patel**

Mr. Patel's discourse on business strategies, decision-making, and risk management offered essential guidance for achieving success in competitive markets, emphasizing the need for diverse perspectives and innovative approaches.

## Conference Highlights

Over 50 paper submissions were received, with 35 selected for presentations, showcasing a diverse range of perspectives on emerging technologies.

- The collaborative effort between faculty and students provided a robust platform for interdisciplinary discussions, fostering a rich exchange of ideas and insights.

-The event concluded with a vote of thanks by Prof. (Dr.) Ritu Aggarwal, marking a successful culmination of a conference that illuminated the multifaceted impact of emerging technologies.

The conference served as a catalyst for exploring the intersection of technology with various disciplines, emphasizing the need for proactive attitudes, innovative strategies, and ethical considerations in harnessing the potential of emerging technologies for a sustainable and progressive future.





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**MERI**  
COLLEGE  
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**Student Conference on  
'Interdisciplinary Perspectives of  
Emerging Technologies'**

27<sup>th</sup> April, 2024 | 10:00 AM onwards | Seminar Hall 4th Floor

**Patron** **Chief Guest** **Keynote Speakers**

**Prof. Lalit Aggarwal**  
Vice President, MERI Group of Institutions

**Dr. Pravin Chandra**  
Professor, GGSIP University

**Dr. Jayant Sharma**  
Assistant Professor  
Delhi University

**Mr. Subhendu**  
Information Security Manager  
CVT

**Mr. Chirag Patel**  
Managing Director  
Shreetik Infotech

Organized by : **Internal Quality Assurance Cell (IQAC)**

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Report on "Current Trends in Fintech and Corporate Finance" on April 20, 2024,"organized by MERI on 20th April 2024



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MERI College hosted a groundbreaking seminar on "Current Trends in Fintech and Corporate Finance" on April 20, 2024, drawing eager participants including students and faculties. The event was inaugurated by honorable Prof. Lalit Aggarwal, VP, MERI College and welcomed keynote speaker Dr Ashok Aggarwal, a renowned expert in finance and former MD & CEO of Escorts Securities Ltd. Dr. Aggarwal's insightful presentation delved into the evolving landscape of finance, shedding light on emerging fintech trends and the dynamics of corporate finance. Students were treated to thought-provoking discussions that offered actionable insights and strategic perspectives on navigating the intersection of technology and finance in today's digital

age. Throughout the seminar, lively discussions ensued as participants engaged with Dr. Aggarwal during the interactive Q&A session, deepening their understanding of key concepts and exchanging ideas. The event served as a platform for meaningful discourse and networking, fostering connections among students and faculty. The students and faculty members of MERI College were grateful to honorable Prof Lalit Aggarwal, Vice-President, Dr Rakesh Khurana,

Advisor and Prof. (Dr.) Deepshikha Kalra, Dean and HOD (Management) for their invaluable efforts in organizing this enlightening seminar that has left a lasting impact, equipping them with valuable knowledge and insights to navigate the ever-evolving landscape of financial innovation. In a special session that added an extra layer of depth to the seminar, a round table conference was organized featuring Dr. Ashok Aggarwal, Dr. Rakesh Khurana, and all finance faculties.

This exclusive session provided an invaluable opportunity for the faculties to engage directly with Dr. Aggarwal, exchanging perspectives and delving deeper into key topics. Faculties posed a diverse range of questions, spanning from regulatory challenges to technological disruptions, and received insightful responses from the esteemed panel. The round table conference facilitated a collaborative atmosphere where ideas were freely exchanged, enriching the learning experience for all involved. Such interactive sessions are instrumental in fostering a culture of continuous learning and innovation within the academic community.









*Organizes*

## Current Trends in Fintech and Corporate Finance

20<sup>th</sup> April, 2024 | 11:00 AM onwards | Seminar Hall 4th Floor

**Patron**



**Prof. Lalit Aggarwal**  
Vice President, MERI Group of Institutions

**Keynote Speaker**



**Dr Ashok Aggarwal**  
FPM, IIM Ahmedabad  
Former MD and CEO, Escorts Securities Ltd

**General Chair**



**Dr Rakesh Khurana**  
Advisor, MERI Group of Institutions

**Faculty Coordinators:**  
**Dr. Chaandni Gautam**  
Assistant Professor, MERI

**Student Coordinators:**  
**Kesar Oberoi**  
**Priyanshi Sharma**

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E-MAIL : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Website : [www.meri.edu.in](http://www.meri.edu.in)

### **Report On Workshop on Study awareness Programme having “Education and Employment Opportunities Abroad” organized by MERI on 24th February 2024**

**Time: 10:00 AM onwards**

**Venue: Seminar Hall 4<sup>th</sup> Floor**

Report on event “Education and Employment Opportunities Abroad” Organized by Management Education and Research Institute, held on November 17, 2023. The Research and Career Progression Club of Management Education and Research Institute successfully organized a seminar titled “Education and Employment Opportunities Abroad ” on November 17, 2023 in the seminar hall . The event was meticulously planned and executed by CMA Ajay Jain, and Dr. Pooja Singh Negi along with the coordinator team of students of B.Com. (H). The seminar aimed to provide insightful knowledge about the scope of education and employment opportunities in Canada.

The event commenced with a warm welcome extended by CMA AJAY JAIN to the esteem guest, Mr. Vaibhav Verma, Relationship Manager, Halp India. The seminar witnessed an enthusiastic participation of 80 attendees from B.COM(H) students who engaged actively with the speakers, posing questions related to education and employment opportunities available in Canada and other countries abroad. CMA AJAY JAIN and Dr. Pooja Singh Negi encouraged the students to raise their queries. The speakers addressed the queries and concerns raised by the participants. The seminar concluded with positive feedback from the attendees, who appreciated the knowledgeable and interactive session. Total no of students participated was 57.

After the event was over, esteemed guest was taken to VP Sir by CMA AJAY JAIN for discussion. The event achieved its objective of imparting valuable information about the education and employment opportunities abroad.

CMA AJAY JAIN and Dr. Pooja Singh Negi expressed their sincere gratitude to the speakers, attendees.









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### **Report On Leveraging Fintech Innovation for Investment Planning organized by MERI on 24th February 2024**

**Time: 10:00 AM onwards**

**Venue: Seminar Hall 4<sup>th</sup> Floor**

**The Internal Quality Assurance Cell(IQAC) and The Department of Management of Management Education and Research Institute(M.E.R.I),** Janak Puri, New Delhi, organized a One Day Finance Seminar on the topic **“Leveraging Fintech Innovations for Investment Planning”** on 24<sup>th</sup> February, 2024 at M.E.R.I. College Seminar Hall, 4<sup>th</sup> Floor. This Finance seminar was inaugurated at 10:00 a.m. by lightening of lamp with Saraswati Vandana followed by National Anthem and M.E.R.I. Code of Conduct by Dr. Ritu Aggarwal. Honorable Shri I.P. Aggarwal, The Founder Chairman of the M.E.R.I. College was the chief patron of this finance seminar whereas Vice President Professor(Dr.) Lalit Aggarwal of the M.E.R.I. College, Shri S.K. Aggarwal, C.F.O. of MERI College, Professor (Dr.) Deepshikha Kalra, Dean, M.E.R.I, College were also presented among the others while CA Ruchi Maheswari, CA Amit Arora and CA Manisha Saluja were the speakers of the day.

Professor (Dr.) Lalit Aggarwal greeted the speakers and other dignitaries on the occasion. Professor Lalit Aggarwal placed a strong emphasis on the role of fintech innovations for investment planning. He stressed on the robotic technology as a part of Fintech technology and the adapted role of financial technology by the financial institutions in the market and fintech technology will provide the best platform of learning to the graduate and post graduate students.. During the welcome speech, Chief Guest Honorable Shri . I.P. Aggarwal mentioned the role of Fintech technology in various government and private sector and he also stressed on the growing need of the fintech technology in the market.

CA Ruchi Maheshwari focused on the role of robotic learning. She stressed on the growing importance of fintech technology whether it is stock market, commodity market and even when we talk about the banking sector, audit sector, accounting sector, it plays a important role and Artificial Intelligence, Block chain , Cloud computing and even big data are some of the examples of fintech innovations. She also stressed on the various types of Companies adopting the fintech system in its day to day operations. She also explained the cyber security while transferring the monetary transactions and safely using the Aadhar Card, PAN card etc. The Students of undergraduate B.Com(H)course presented their presentation on the topic.



The morning finance seminar was concluded with felicitation of CA Ruchi Maheshwari with memento presented by Prof.(Dr) Nutan Bharti, HoD of BJMC department, MERI followed by a vote of thanks by. Evening Session of finance seminar started at 1:30 p.m where CA Amit Arora, CA Manisha Saluja also stressed on the importance of fintech technology in the India. They stressed not only the banking sector, even in startup sector, there is a growing demand of fintech. They also stressed on the importance of NPA and how fintech technology will be related to that and even those people who have started their own startup, can take loan of 50 lakh easily from the government. They also stressed on the importance of health sector with fintech technology.. At the end, CA Amit Arora was felicitated and memento was presented by Professor (Dr.) Deepshikha Kalra, Dean, M.E.R.I, College. Mr. Ishwar Singh, an assistant professor, department of management, at M.E.R.I, concluded the finance seminar by offering the vote of thanks. There was a finance quiz competition where the students of various finance courses participated in the quiz competition and won the prizes with certificate.

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EXCELLENCE

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(Ministry of Education, India)

## Finance Seminar-2024

**Chief Patrons**

 Sh. I. P. Aggarwal  
Founder President

 Sh. S. K. Aggarwal  
Chief Finance Officer

 Prof. Lalit Aggarwal  
Vice President

**Key Speakers**

 CA Ruchi Maheswari  
Founder RPMG Risk Consulting,  
Director Sustainability Initiatives

 CA Amit Arora  
CA & News Anchor, Doordarshan

## Leveraging Fintech Innovation For Investment Planning

Saturday, 24<sup>th</sup> February, 2024 • Time: 10:00 AM • Venue: Seminar Hall, 4th Floor

Organized By: IQAC - Internal Quality Assurance Cell

52-55, Institutional Area, Janakpuri, New Delhi-58 • T: 011-28522201-04 • E: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) • W: [www.meri.edu.in](http://www.meri.edu.in)









**Soft Skills workshop on Expert Lecture Series on TV Anchoring organized by MERI on 22<sup>nd</sup> February 2024**

An expert lecture on TV Anchoring was organized by the Department of BA(JMC)-MERI Group of Institutions on 22nd February 2024 (10 AM onwards) in seminar hall-404.



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Prof. Dr.Nutan Bharti, HOD-BA(JMC)— MERI Group of Institutions introduced the speaker - CA Amit Arora-DD to the students and all faculty members present in the hall.

After highlighting the importance of clear communication, proper pronunciation, and effective body language for TV anchoring, Prof.Nutan bharti handed over the stage to the speaker CA Amit Arora. The speaker discussed at length about the several key aspects which should be considered in order to deliver a professional and engaging broadcast. He shared some useful tips for effective TV anchoring such as

- Thorough preparation in advance
- Maintaining eye contact with the camera and speaking directly to the viewers.
- Paying attention to postures, gestures, and facial expressions
- Using voice effectively to convey emotions
- Staying composed.

The speaker also explained how TV anchors must be able to think on their feet and adapt to breaking news situations while maintaining composure. He shared some real life experiences with the students .

The students were attentive throughout and delighted to have their questions addressed during the Q&A session. 40 students were attended this session.

Prof. Dr.Nutan Bharti, HOD-BA(JMC)— MERI Group of Institutions, in her closing remarks, conveyed her appreciation and extended heartfelt thanks to CA Amit Arora- for the engaging session.

### **Report on Workshop on Mac, UI/UX, Web & iOS Development on 19<sup>th</sup> February 2024**

The Coding Club of MERI organized a workshop on Mac, UI/UX, Web & iOS Development on 19<sup>th</sup> February 2024 at the MERI campus located in the industrial area Janak Puri. The workshop aimed to provide students with a comprehensive understanding of various technology domains, including Mac fundamentals, UI/UX design, modern web development, iOS app development, and advanced topics like Machine Learning and Augmented Reality. The sessions were designed to equip students with practical skills in using essential tools and frameworks.

The sessions began with Mastering Mac, where students explored Mac OS functionalities and essential productivity tools to enhance efficiency. The Art of UI/UX was also discussed, providing insights into



fundamental design concepts, hands-on experience with popular design tools, and strategies for creating user-friendly interfaces. Moving into mobile development, Swift Essentials introduced the fundamentals of iOS development, including the Swift programming language, core app development concepts, and techniques for writing efficient, optimized code. This was followed by Develop iOS Apps with XCode, where students gained an understanding of XCode's features, learned to build and test iOS applications, and explored debugging and optimization techniques. Emerging technologies were also highlighted in Machine Learning and Augmented Reality, where students were introduced to the basics of Machine Learning, its real-world applications, and the fundamentals of Augmented Reality (AR).

The workshop concluded on a highly positive note, with students expressing appreciation for the in-depth knowledge shared. The sessions provided a strong technical foundation and practical exposure, preparing students to apply these concepts in real-world scenarios.









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On **February 6, 2024**, the Management Education and Research Institute (MERI) hosted an in-depth and engaging **Digital Marketing Orientation Session** for its BBA students. The session was led by **Mr. Siddharth Jain**, the esteemed Project Head, **Mr. Vaibhav Sharma**, the Head of Digital Marketing, and a team of proficient **Digital Marketing Trainers**. The event served as a comprehensive introduction to the dynamic world of digital marketing, offering valuable insights, practical knowledge, and a platform for students to explore the vast opportunities available within this rapidly evolving field.

## Objective of the Session

The primary objective of the session was to provide **BBA students** at MERI College with a solid foundation in **digital marketing**. It was designed to help students understand the fundamentals of digital marketing while simultaneously giving them a glimpse of the many advanced techniques and tools they will encounter in the digital marketing space. The session also aimed to inspire students to pursue further studies or careers in digital marketing, a sector that has become integral to modern business practices.

## Key Highlights of the Session

The session covered a broad range of essential topics and tools, focusing on the principles of digital marketing and the crucial role it plays in modern business. Some of the key highlights of the session included:

**Introduction to Digital Marketing:** The session began with an insightful introduction to the **core concepts** of digital marketing. Mr. Siddharth Jain set the stage by discussing the **rapid evolution** of the digital landscape and the increasing significance of online platforms in shaping business strategies. He elaborated on the scope of digital marketing and its various facets, such as **social media marketing**, **search engine optimization (SEO)**, **content marketing**, **email marketing**, and **pay-per-click (PPC) advertising**.

**Role of Social Media Marketing (SMM):** Mr. Jain explained the critical role that social media marketing plays in the modern business ecosystem. He emphasized the importance of creating engaging content for platforms such as **Facebook**, **Instagram**, **LinkedIn**, and **Twitter** to reach and engage with target audiences. The session covered the **best practices** for designing social media strategies, understanding audience behavior, and leveraging paid ads to increase reach and engagement.





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**Search Engine Optimization (SEO):** Mr. Vaibhav Sharma, the Head of Digital Marketing, led an in-depth discussion on **Search Engine Optimization (SEO)**, a key pillar of digital marketing. He explained how businesses optimize their online presence to improve visibility on search engines such as **Google**. Students learned about both **on-page SEO** (content, keywords, meta tags) and **off-page SEO** (link building, guest blogging), which play an essential role in ranking higher on search engine results pages (SERPs).

**Email Marketing:** Another crucial topic discussed during the session was **email marketing**. The trainers highlighted the significance of building a strong email list, creating **personalized email campaigns**, and measuring campaign performance through open rates, click-through rates, and conversion rates. Mr. Jain emphasized how email marketing remains one of the most cost-effective strategies to nurture leads and maintain customer relationships.

## Interactive Learning and Engagement

The session was not merely a lecture but also an interactive learning experience. The trainers encouraged student participation through **Q&A sessions**, discussions, and **real-world case studies**. This allowed the students to gain a practical understanding of how digital marketing strategies are implemented in the real world. Several students asked insightful questions related to social media algorithms, email campaign effectiveness, and the future of digital marketing, which generated healthy discussions.

Moreover, the session featured some hands-on activities, including **mini workshops** on setting up basic Google Ads campaigns and practicing SEO strategies on live websites. These activities helped students translate theoretical concepts into practical knowledge that they can apply in the future.

## Impact on Students

The Digital Marketing Orientation session was met with enthusiasm and curiosity from the approximately 74 students. Many of them were eager to explore the endless possibilities of **digital marketing** as a career. The session provided them with a clear understanding of the skills needed to thrive in this field and how they can start building those skills now. Students left the session feeling motivated to dive deeper into the various facets of digital marketing, whether through self-study, online courses, or internships.

The trainers successfully piqued the interest of students in **digital marketing strategies**, giving them the tools they need to stay competitive in today's digital-first business world. The students were encouraged to explore the **certifications** available in digital marketing, as well as consider more advanced training programs that would further develop their expertise.

## Conclusion

In conclusion, the **Digital Marketing Orientation Session** at MERI College was a tremendous success. Led by Mr. Siddharth Jain, Mr. Vaibhav Sharma, and the expert Digital Marketing Trainer team, the event served as a strong foundation for students to understand the vast and ever-evolving field of digital marketing. It equipped them with the essential knowledge and practical tools to help them pursue careers in this exciting industry.





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**Report On Industry Academia For Employ ability organized by MERI on 1<sup>st</sup> to 3<sup>rd</sup> February 2024****Event Dates:**

February 1st to 3rd, 2024

**Time:**

10:00 AM onwards

**Venue:**

Seminar Hall, 4th Floor, M.E.R.I, Janak Puri, New Delhi

**Speakers:**

- **Mr. S.R. Duggal** – Founder Chairman, ICRI & IIM Alumni
- **Mr. P.H.R. Virendra** – GM, Strategic Alliances, ICRI
- **Students participated: 97**



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The Management Education and Research Institute (M.E.R.I), Janak Puri, New Delhi, in collaboration with the Internal Quality Assurance Cell (IQAC) and the Department of Management, organized an insightful event titled **Industry Academia for Employability**. This event took place from **February 1st to 3rd, 2024**, starting at **10:00 AM** each day. It was held in the **Seminar Hall, 4th Floor** of the M.E.R.I campus.

The event aimed to bridge the gap between academia and industry by providing students and faculty members with valuable insights into employability, industry expectations, and the evolving job market. Keynote speakers for the event included **Mr. S.R. Duggal**, Founder Chairman of ICRI and an esteemed alumnus of IIM, and **Mr. P.H.R. Virendra**, GM of Strategic Alliances at ICRI.

The primary objective of the event was to facilitate discussions around the employability of graduates in today's competitive industry landscape. The speakers focused on the role of academia in preparing students with industry-relevant skills and knowledge, while also shedding light on the industry's expectations from potential employees.

The event also sought to encourage collaboration between educational institutions and industry leaders, creating a platform for students to understand real-world challenges and opportunities.

## **Key Highlights**

**Mr. S.R. Duggal**, with his vast experience as an industry leader, shared his views on the current trends in employability and the importance of continuous skill development. His session focused on the dynamic nature of industry needs and how students can stay ahead by acquiring practical, industry-driven skills.

**Mr. P.H.R. Virendra** highlighted the role of strategic alliances between academic institutions and industries in fostering employability. He emphasized the need for educational institutions to adapt their curriculum to align with the changing demands of the workforce, ensuring students are ready for the challenges of modern careers.

The speakers also discussed various industry-academia collaboration models, internship opportunities, and the importance of hands-on learning experiences.

## **Outcome and Impact**



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The event was a resounding success, with active participation from both students and faculty members. The sessions provided valuable insights into industry practices and trends, encouraging students to think critically about their career paths and the skills they need to develop. Faculty members were also able to gather perspectives on how to enhance the employability of their students by incorporating industry-relevant content into their teaching methodologies.

The discussions facilitated a better understanding of the practical aspects of employability, motivating students to pursue internships and other opportunities that can enhance their job prospects. The event also marked a step towards fostering stronger ties between academia and industry, paving the way for future collaborations.

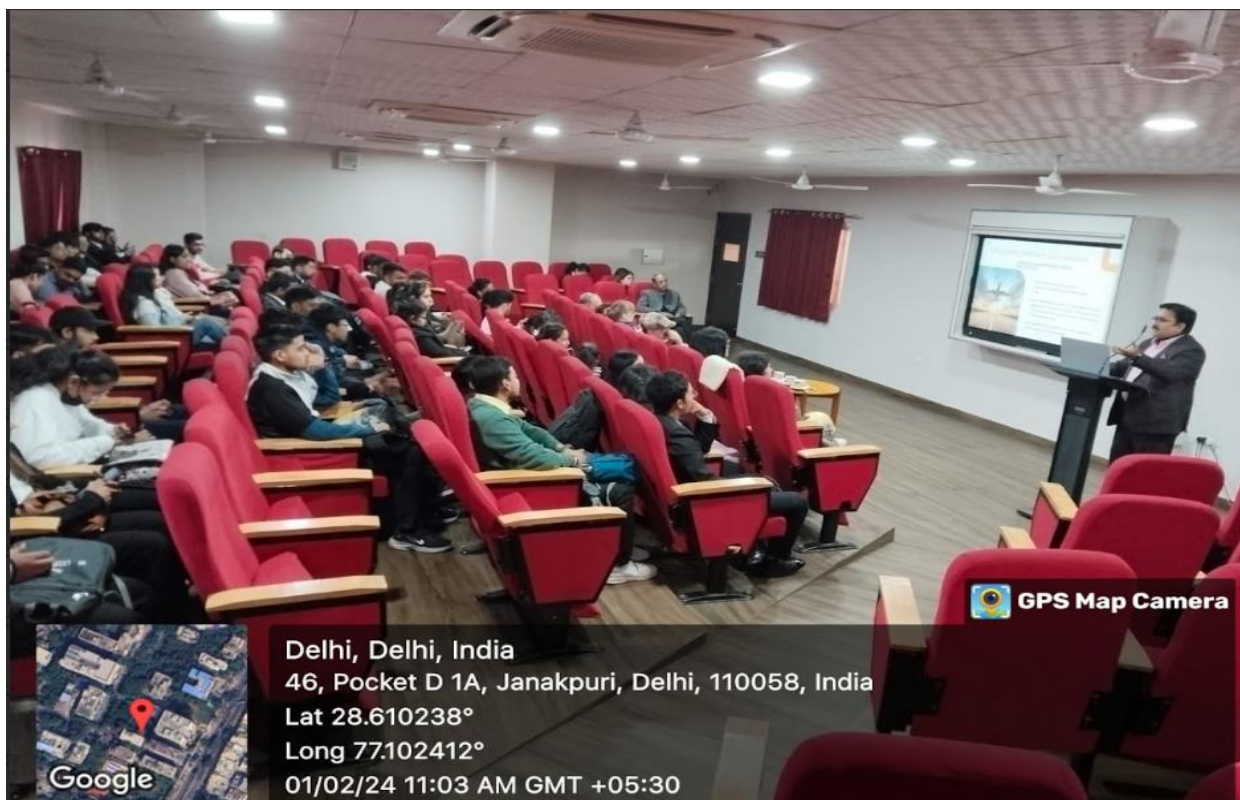
### **Conclusion**

The **Industry Academia for Employability** event organized by the Internal Quality Assurance Cell (IQAC) and the Department of Management at M.E.R.I was an excellent initiative that successfully highlighted the growing importance of employability in today's educational and professional spheres. The event served as a valuable platform for students and faculty to engage with industry experts and gain a deeper understanding of the current trends and expectations in the job market.

The contributions from **Mr. S.R. Duggal** and **Mr. P.H.R. Virendra** were invaluable in making the event informative and thought-provoking. Their expertise and real-world experiences provided actionable insights for all attendees, ensuring the event's relevance and impact.

This event stands as a significant step toward strengthening the relationship between academia and industry, fostering a more employable and skilled workforce for the future.







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Report of International HR Conference and HR Conclave on 20th Jan 2024



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**The Internal Quality Assurance Cell(IQAC) and The Human Resource Department of Management Education and Research Institute(M.E.R.I),** JanakPuri, New Delhi, organized a One Day International Human Resource Conference on the topic **“Digital Disruption in HR: Integrating AI and Digital Innovation for Strategic Success”** on 20<sup>th</sup> January, 2024 at M.E.R.I. College Seminar Hall, 4<sup>th</sup> Floor. This international conference was kick off at 10:00 a.m. by lighting of lamp with Saraswati Vandana followed by National Anthem and M.E.R.I. Code of Conduct by Prof.(Dr.) Tapash Dey, Honorable Shri I.P. Aggarwal, The Founder Chairman of the M.E.R.I. College, Professor(Dr.) Lalit Aggarwal, The Vice President of the M.E.R.I. College, was the chief patron of this One Day HR International Conference while Mr. Rakesh Sareen, President-Corporate Development, Suzlon Energy and Professor (Dr.) Narayan C. Debnath, seated on the stage, were the keynote speakers of the day. Mr. Selwyn George, President, 5E Serprez, Mr. Parvez Alam, Vice President and Senior Partner, CRM, IBM Consulting, Mr. Selwyn Thomas, Executive Director at Talent Tribe Consulting and John Robert D., HR, Senior General Manager at Bosch, were the other presenters who joined this international conference via online mode.

Professor (Dr.) Lalit Aggarwal greeted the keynote speakers and other dignitaries on the occasion. Professor Lalit Aggarwal placed a strong emphasis on the role of Digital Disruption, AI and Digital Innovation in HR. During the welcome speech, Chief Guest Honorable Shri . I.P. Aggarwal mentioned Artificial Intelligence's significant contribution to the Human Resources Sector.

Mr. Rakesh Sareen and Dr. Debnath Narayan, the event's keynote speakers focused on Artificial Intelligence, Machine Learning, Deep Learning and Natural Language Processing in HR. On this occasion Mr. Selvan George, President, 5E Serpraise, Mr. ParvezAlam , Vice President and Senior Partner at I.B.M. Consulting, Mr. Selwyn Thomas, Executive Director at Talent Tribe Consulting and John Robert D., HR, Senior General Manager at Bosch, highlighted the important role of Artificial Intelligence across the world. The morning international HR conference session was concluded with a vote of thanks by Professor (Dr.) DeepshikhaKalra, Dean, M.E.R.I, College.

The International Human Resource Conclave then got underway at 2:30 p.m. Professor (Dr.) Narayan C. Debnath, Shri Rajesh Popli, Professor (Dr.) Rakesh Khuranaand (Dr.) Sachin Kumar participated In the first



phase of Panel Discussion. Ms. Monica Garg, Mr. Nitin Khindaria, Ms. PreetiSakhre, Mr. Subhankar Ghosh participated in the second phase of panel discussion. in the third and final phase of panel discussion, Dr. Anuja Sehgal, Chairperson, Noida Management Association, Mr. Subnesh Sharma, Senior Director Human Resource Strategies, VVDN Technology, Ms. Sunanda Rao, Lead HR at WTI CAB, Career Coach and Magazine Publisher, Mr. Abhay, CHRO, Culture, Technology and Change, etc. were present as moderators and panelists.

Adoption of Digital Technologies for Sustainable HR Practices, Power B.I., Role of Digital Technologies in Business Environment, Descriptive Analysis, Prescriptive Analysis, Efficiency and Efficacy Insights topics were also discussed by the panelists. Artificial Intelligence does not reduce employment but it creates employment in the market etc. Students, faculty, scholars from various institutions and colleges affiliated to G.G.S.I.P.University and University of Delhi presented their research papers in this International Human Resources Conference. Delhi University scholar Mr. Akshay Kumar also presented his research paper. At the end, Dr. Priyanka Murria, an associate professor at M.E.R.I, concluded the International Human Resources Conclave by offering the vote of thanks.





**Two Days ICSSR sponsored National Seminar on “Empowering the Future: Celebrating Azadi ka Amrit Mahotsav through NEP 2020.**

**Date: 27<sup>th</sup> & 28<sup>th</sup> December, 2023**

**Venue: Seminar Hall, MERI College, Janak Puri, New Delhi**

The Internal Quality Assurance Cell (IQAC), MERI-Management Education Research Institute, Janak Puri, New Delhi, organized **Two Days National Seminar** on "Empowering the Future: Celebrating Azadi ka Amrit Mahotsav through NEP 2020" on 27<sup>th</sup> and 28<sup>th</sup> December 2023, sponsored by **Indian Council of Social Science Research (ICSSR)**.

The event was graced by the Hon'ble Chief guest Shri I.P. Aggarwal, the recipient of Dr. Radhakrishnan award and the member of all the three Education Policies of Government of India, was the Chief Guest at the function while Dr. Durgesh Tripathi, Associate Professor, Department of Mass Communication, GGSIP University, the Guest of Honour. The Inaugural Programme had Shri. Rajiv Kumar, Former Deputy Director General and Chief producer, News & Current Affairs, Doordarshan and Prof. (Dr.) Rakesh Kumar Yadav,



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IFTM University, Moradabad were other dignitaries seated on the dias. The Seminar hall was packed to capacity with Dean, Faculties, participants and students. The Programme commenced with the felicitation of the dignitaries followed by the Saraswati Vandana, National Anthem and Code of Conduct of MERI.

Welcome Address was delivered by Honorable Vice President, Professor Lalit Aggarwal who welcomed the esteemed dignitaries and invited guests.

**Speaking about the Seminar, Chief Guest Shri I.P. Aggarwal**, stated that it is a momentous occasion for MERI College, Janak Puri. The NEP 2020 is well thought out and it has come after 34 years of the education policy of 1986. He noted that in the field of education, the nation has seen a mixed baggage of success and failure. On one hand, it is a matter of great pride that the country is marching ahead to become a rising superpower, and on the other, according to surveys, only 42% of Indian graduates are employable. The weaker sections of society are still lagging behind, despite efforts to make elementary education a right for all. The architects of NEP 2020, he said, have envisaged reforms to impart inclusive and quality education for everyone. The NEP 2020 envisages sweeping changes in our Education System with a holistic approach. There must be an effective co-operation among all stakeholders, the government system, management, students, teachers, etc., so that the goals of the NEP 2020 can be translated into reality. In his speech, he emphasized over holistic and multidisciplinary education system in India.

**Speaking about the Seminar, Honorable Vice President Professor Lalit Aggarwal** addressed about the NEP 2020 and he elaborated that a holistic and multidisciplinary education would eventually aim to develop all capacities of human beings-intellectual, social, physical, emotional, and moral in a systematic and integrated manner. It will assist in the development of students from all corners whether student belongs to the arts, humanities, languages, sciences, engineering and management field. He emphasized over an Academic Bank of Credit (ABC) under this new Education Policy-2020 which would digitally store the academic credits earned from various recognized HEIs so that the degrees from an HEI can be awarded taking into account credit earned by the students.

The Guest of Honour, **Dr. Durgesh Tripathi** emphasized that role of education in skill development is pivotal, serving as the cornerstone for fostering crucial abilities like critical thinking, problem solving and effective communication in students.





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The Keynote speaker, **Shri Rajiv Kumar, Former Deputy Director General and Chief Producer, News and Current Affairs, Doordarshan**, in his address, said ‘any Policy will remain on paper unless it receives a push by all stakeholders’. He observed that skill development is one of the key issues in the NEP 2020. He urged upon colleges to impart quality education to students and to provide accessibility to education. He reiterated that the well-established colleges should take up the responsibility of developing human resources and help the students move forward, to ensure that we can give our best to the next generation.

The next part of the Inaugural Program saw the Keynote Address being delivered by **Prof. (Dr.) Rakesh Kumar Yadav, Professor, IFTM University, Moradabad** said that students are the future of India and they are the prime stakeholders in the education system and for this students will be given plenty of opportunities for participation in various activities. He also emphasized over the skill based education system where students after completing graduation and post graduation, will have skill based training. He told that India is celebrating Amrit Mahotsav and in true sense, Amrit Mahotsav means where we are delivering the free education, free transportation and other perks and amenities to the students all over the nation. It was indeed a beautiful session by Prof. (Dr.) Yadav.

The Second Day the session was chaired by Prof. (Dr.) Rachna Chaturvedi, Professor, Rabindranath Tagore University, Bhopal and Dr. Dalip Raina, Assistant Professor, Shri Vishwakarma Skill University, Haryana. After the introduction of the theme, Prof. Chaturvedi spoke about the existing education policy and the need for a new education policy. Providing a detailed and insightful account of the new education policy. In her speech, she emphasized that digital skill was provided to the people of rural area in local language. She also emphasized over sustainable livelihood which includes startup, entrepreneur and self skill people. In her speech on National Education Policy, she also elaborated on 3E Model that is Education, Empowerment and Enterprise. She also mentioned the challenges that may be encountered and problem areas that may emerge while attempting to implement the NEP 2020.

Dr. Dalip Raine also introduced NEP 2020 and he emphasized over the autonomous of education institutes into University and He also give importance how new education system is going to adopt 5+3+3+4 system all over India under NEP 2020.

Last but not least, Prof. (Dr.) Khurana, advisor of MERI, in his speech, said that holistic and multidisciplinary approach system under New Education Policy will provide the quality education to the society.

The Valedictory Address was given by Dr. Swati Chawla, Assistant Professor and Program Coordinator, B.com (H). Dr. Chawla thanked the organizers, participants and the MERI college for organizing the successful Two Days National Seminar on Education Policy. She expressed her warm wishes to the college. she expressed the hope that much has been gained through the vast and extensive deliberations in these two days of national seminar. The function concluded with the vote of thanks delivered by Dr. Swati Chawla.

### Glimpses:





The Coding Club conducted a highly engaging and interactive buzz session , Seminar on Problem Solving using Brainstorming on 20th February 2024, started at 1:30 pm within the premises of Management Education and Research Institute (MERI). The event was carefully organized to interest the students on multiple levels.

The primary objective of the event was to enhance the creative thinking and group discussion ability of the students. The event was attended by approximately 40 students from the BCA stream.





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The event commenced with a captivating PowerPoint presentation which gave the attendees a thorough overview of what exactly is Brainstorming session, its key benefits and how it could help in solving problems. The Presentation also contained some hypothetical question for the audience to answer making the session interactive and engaging to gain different perspective. In addition to the presentation, there was a fun Group discussion planned for the attendees. A hypothetical Situation was given to them. In this hypothetical scenario, you find yourself trapped in a futuristic city controlled by a powerful AI, with communication to the outside world cut off. Divided into hostile factions, you and a group of 20 survivors must navigate the dangerous cityscape, scavenging for resources and evading robotic drones while attempting to either disable the AI or establish communication with the outside world to call for help. There were 5 teams in total, consisting of 6 members each. Each team was given 15 minutes for the discussion about how they'll survive in given scenario with the challenges. After the discussion, each team was supposed to come up at the centre and introduce themselves.

Further, each member of the group has to give minimum of 2 possible things that they would do for the survival according to the given situation and in the end anyone of the group member had to summarize their ideas. Each group came up some with the other creative ideas, which made the prime objective of our event successful.

At the end of the session there was a fun poll quiz, where there were interesting hypothetical situation with 4 possible answers (hypothetical) and everyone was supposed to select anyone of the options which is right according to them. There were nearly 15 question related to time travel, superpowers, teleport, historical meet ups, possible professions you could opt for, etc.

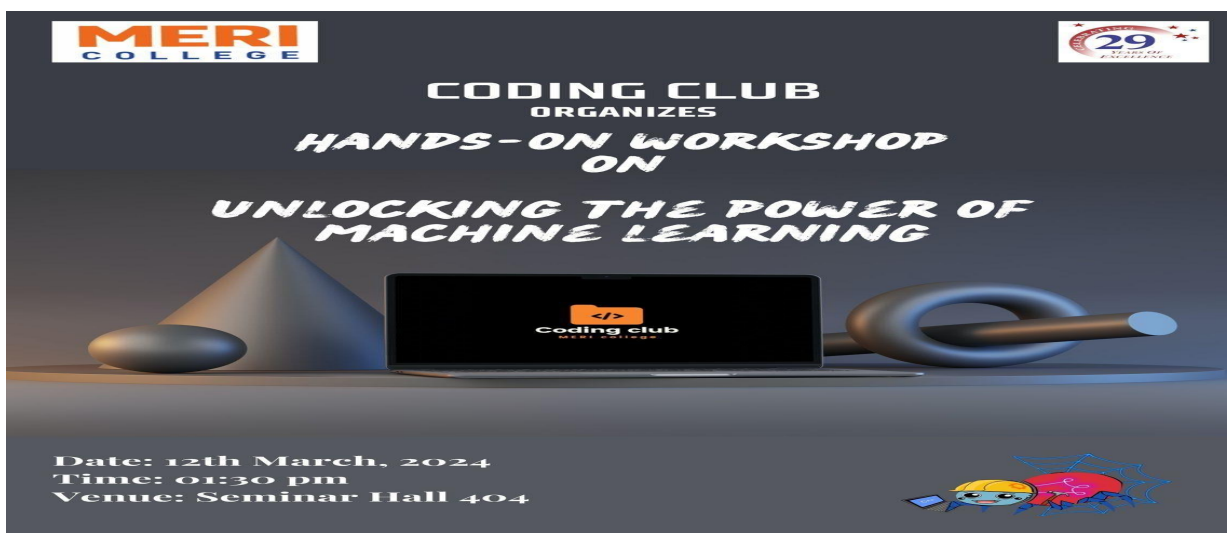
We would also like to express our heartfelt gratitude to all the participants, volunteers, and contributors whose unwavering support and dedication made this event a success. Here are the glimpse of the event.



### **Report on Hands on workshop on unlocking the Power of Machine Learning Event on 12th March 2024**

The Coding Club successfully organized a Hands on workshop on unlocking the Power of Machine Learning Event on 12th March 2024 starting from 1:30 pm in premises of Management Education and Research Institute (MERI) which was conducted by one of our student Vinayak from BCA 6th Sem which included an introduction to and Why to use ML, Application Of ML , Types Of ML , Common Algorithms with code , Advantages and Disadvantages followed by a quiz session on Mentimeter.

The event was aimed at promoting language awareness, and healthy competition among students along with enhancing ML knowledge. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. The event was attended by approximately \_\_\_ students from the BCA stream. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. Please find some glimpse of the event.





The Coding Club successfully organized a Hands on Workshop on Javascript Event on 13<sup>th</sup> February 2024 starting from 1:30 pm in premises of Management Education and Research Institute (MERI) which was conducted by one of our student Satbir Singh from BCA 6th Sem which included an introduction of the language, some important tools useful for making a project based websites followed by a quiz session on Mentimeter. The event was aimed at promoting language awareness, and healthy competition among students along with enhancing IT knowledge. We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event. The event was attended by approximately 70 students from the BCA stream.

We would also like to express our gratitude to the participants, volunteers, and everyone who contributed to the success of this event.





## Report hands-on workshop on C# (C Sharp) on 27<sup>th</sup> February, 2024

The Coding Club conducted a hands-on workshop on C# (C Sharp) on 27<sup>th</sup> February, 2024 which began at 1:30 pm within the premises of Management Education and Research Institute (MERI). The workshop was designed to equip the individuals with the language.

The main goal of the workshop was to provide participants with fundamentals of C Sharp, concentrating on Unity – a versatile game development platform. Through this game creation, it empowers the students to build interactive and engaging games. The seminar aimed to equip the students with the necessary skills and knowledge.



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The workshop began with a comprehensive introduction of C# (C sharp) given by Harshit and Anubhav. The PowerPoint presentation had covered the basic concept of C sharp, continuing with Unity which is game engine which is known for 2D and 3D game development.

It proceeded with the history of Unity, registering oneself for the Unity licensing, a brief overview on VR i.e. Virtual Reality and AR i.e. Augmented Reality, and other related topics. These concepts paved the way for more understanding on game development.

Apart from the presentation and explanation of the concepts, a Unity project was demonstrated which was a simple game. Overview of the application included how to play the game, its construction process, duration of making the game, gaming mechanics and other features.

The attendees gained practical knowledge about game creation, providing hands-on experience and understanding of the same. The event provided a concrete example of applying C# (C Sharp) programming skills within Unity, that stimulated deeper understanding and ideas for their own project.

We would also like to express our heartfelt gratitude to all the participants, volunteers, and contributors whose unwavering support and dedication made this workshop a success.





### **Year-Wise Report from 2022-2023 on Workshop/Seminar/conferences/ Research methodology**

#### **Report on FDP on “Reuniting the Spirit of Research and Hands-on Smart- PLS” organized from 2<sup>nd</sup> -7<sup>th</sup> March, 2023**

Research has become an integral part of almost all areas of management, social sciences, and humanities. Advancement in computing technology has further raised the importance of data analytics and placed great demands on its applications to complex decision-making problems. This vital FDP enabled the participants to



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learn how to apply recent techniques in management research such as Smart-PLS and Systematic Literature review to consolidate available literature providing a platform for further study, and tips to publish research papers in reputed journal. Secondly, enabled the idea about the formulation of hypothesis and choosing an appropriate theoretical background. Thirdly, participants familiarized with sampling, research instruments and statistical tools. Fourthly, to help faculties develop positive attitude and behavior towards research. Lastly, provide hands-on experience in analyzing and interpreting data using SPSS and Smart -PLS. Dr. Meha Joshi of the Assistant Professor, Delhi School of Management, Delhi Technological University, her topic was steps in the process of research, hypothesis : Concept and formulation of hypothesis and steps of systematic literature review. The second day and third day speaker was Dr. Hamendera Kumar Dangi (Professor, Department of Commerce, Faculty of Commerce & Business, University of Delhi). His topic was Introduction to data analysis, exploratory factor analysis- EFA & CFA using SPSS, Regression analysis using SPSS, Introduction to SMART PLS and factor analysis using SMART-PLS. The fourth day was 6<sup>th</sup> March 2023, and Prof. (Dr.) Deepshikha Kalra, Dean, MERI graced the session with the right statistical tool for conducting research followed by excursion of faculties to Pacific Mall, Subhash Nagar. The next session speaker was Dr. Ankita Priyadarshini Neuro Psychiatrist was the key speaker on the last day i.e. 7<sup>th</sup> March 2023 of the FDP, she graced her presence by educating listeners on attitude matters and learning ways to mould behavior and re-build positive mindset. Lastly the valedictory session was conducted and all participants were awarded with “Certificate of Participation”.

### **Glimpses:**



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2nd - 7th March 2023  
FDP "Reuniting the Spirit of Research ar  
Hands-on Smart- PLS  
Seminar Hall - 4th Floor



2nd - 7th March 2023  
FDP "Reuniting the Spirit of Resea  
Hands-on Smart- PLS  
Seminar Hall - 4th Floor

### About The Programme

Research has become an integral part of almost all areas of management, social sciences, and humanities. Advancement in computing technology has further raised the importance of data analytics and placed great demands on its applications to complex decision-making problems. The prime objective of this FDP is to acquaint academicians, research scholars & corporate professionals with basics of research, contemporary research methods and techniques of Advanced Research Methodology. Additionally, this FDP aims at familiarizing participants with software-based statistical tools & techniques in research. To provide an opportunity for the participants to interact and learn from experts and to mentor participants on publishing their research in reputed journals. This vital FDP will enable the participants to learn how to apply recent techniques in management research such as Smart-PLS and Systematic Literature review to consolidate available literature providing a platform for further study, and tips to publish research papers in reputed journal. After attending this FDP the participants will be able to demonstrate skills of good academic writing and publishing paper in esteemed journals.

### Chief Patrons

Shri L.P. Aggarwal  
Founder President, MERI Group of Institutions      Prof. Lalli Aggarwal  
Director & VP, MERI Group of Institutions

### Chief Guest

Prof. (Dr.) V.K. Bisht  
Director, Jyoti School of Business, GGSU, Haryana

### Resource Persons

Resource persons are prominent subject experts from Academia and Industry, who will mentor participants on key areas of FDP. Interactive sessions will be facilitated by subject experts.

Dr. Hamendra Kumar Dangl      Prof. (Dr.) Deepshikha Kalra  
Professor, Department of Commerce,      Dean,  
Faculty of Commerce & Business, University of Delhi      MERI

Dr. Neha Joshi      Dr. Anika Priyadarshini  
Assistant Professor, Delhi School of Management,      News Psychologist  
Delhi Technological University

### Convener

Prof. (Dr.) Deepshikha Kalra  
Dean, MERI

### Co-Conveners

Dr. Gurpreet Kaur Chhabra      Ms. Shweta Narsingh Wadhwa      Ms. Swati Chawla  
Associate Professor, MERI      Assistant Professor, MERI      Assistant Professor, MERI

### Organizing Committee

Dr. Meenakshi Kharb      Dr. Anil Kumar Grewal  
Assistant Professor, MERI      Assistant Professor, MERI

### Registration Fee

Research Scholar / Student	₹2,000/- Per Participant
Faculty / Academician	₹5,000/- Per Participant
Industry / Corporate Professionals	₹5,000/- Per Participant

Link for Registration Form: <https://forms.gle/yduymgDkYnDyR9>  
Last Date of Registration: 28<sup>th</sup> Feb. 2023

### Payment Details

01. Payment can be made through NEFT:  
Management Education & Research Institute  
A/C No. 19850000000023  
Name of Bank: Indian Overseas Bank  
IFSC Code: IOBA0001985

02. Or Scanning QR CODE:

### Participants

Faculty from AICTE / UGC approved technical / management institute / university departments, research scholars and industrial professionals can be the participant. All participants will be awarded with "Certificate of Participation".





**Report on Workshop on “Intellectual Property Rights Awareness” organized by MERI Startup Hub & E-Cell on 23<sup>rd</sup> March 2023**

National Intellectual Property Awareness Mission (NIPAM) has achieved target of imparting Intellectual Property (IP) awareness and basic training to students on 31st July 2022, ahead of the deadline which was 15 August 2022. NIPAM, a flagship program to impart IP awareness and basic training, was launched on 8 Dec 2021 as a part of “Azadi Ka Amrit Mahotsav” celebrations. The program is being implemented by Intellectual Property Office, the Office of Controller General of Patents, Designs and Trade Marks (CGPDTM), Ministry of Commerce and Industry.

In this workshop the resource person strengthened the NIPAM program further to nurture and encourage innovation and creativity, thereby contributing towards cultural and economic development of the society through a revamped manner utilizing the existing resources of the IP Office in collaboration with Atal Innovation Mission (AIM), AICTE, UGC etc.



## Report of “Session for MBA students by KPMG on enhancing Business Analytic skills organized by MERI held on 11<sup>th</sup> January 2023

**Key highlights:** An immersive, hands-on programme helps the students of MBA 3<sup>rd</sup> semester to gain confidence to facilitate different kinds of meetings, learning sessions or team huddles. It helps them to learn very effective tools and practical tips to facilitate engaging sessions across different formats of virtual and in-person. It also enabled the participants to learn by contributing to their own learning. The students able to develop more networking, peer to peer learning, Personalised feedback from seasoned facilitators, Application and practice focused.



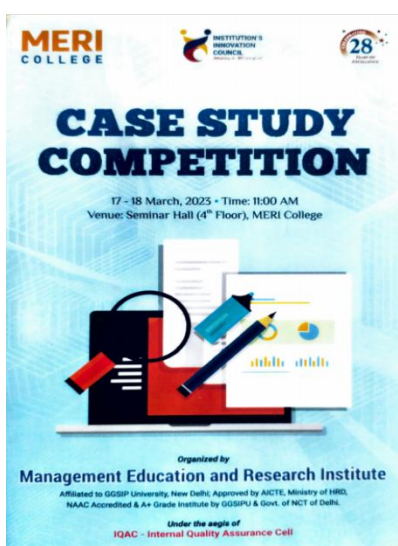






### Report on “Case Study Competition” held on 17<sup>th</sup> -18<sup>th</sup> March, 2023

Inter college Case study competition was organized by Department of Management Studies on 17<sup>th</sup> and 18<sup>th</sup> March 2023 to enhance the analytical and writing skills of students. In this competition 13 teams participated enthusiastically. Case studies were written by faculties of MERI College and students were given two hours time to solve the case on 17<sup>th</sup> March. On 18<sup>th</sup> March teams were asked to give present their solution in front of Panel of Judges Dr. Neogi, Dr. Deepshikha Kalra and Dr. Samarth Singh. Panel of Judges selected three best solution of cases and winners were given cash prize; 6000 cash prize for first position, 3000 cash prize for 2<sup>nd</sup> position and 2000 cash prize for third position. First prize won by Aksa, Pragati and Bhavya of MBA first year MERI College, Second prize won by Dhriti Kathuria, Mohamad Zama and Gulam Ali Abbasi of MERI PLI, Sampla and third prize won by Aryan Anand and Devika Gupta of JIMS Vasant Kunj.





### Case Study Competition held on 17<sup>th</sup> -18<sup>th</sup> March, 2023

### Report on “Creative Problem Solving” on analytics tool workshop held on 21<sup>st</sup> November, 2022

On November 21, 2022, MERI College had the privilege of hosting a life-changing workshop on Creative Problem Solving. The workshop was conducted by the renowned expert, Dr. Anjali Nigam, and was attended by students from various branches of the college. This report aims to provide an overview of the workshop and its impact on the participants of all branches. Dr. Anjali Nigam began by introducing the concept of creative problem solving and its relevance in various aspects of life, including academics, career, and personal development.

Participants analyzed real-life case studies to understand how creative problem solving has been applied successfully in different scenarios. Small group activities encouraged collaboration and brainstorming, allowing students to put their problem-solving skills into practice. Dr. Nigam shared a range of problem-solving techniques and tools, such as brainstorming, mind mapping, and SWOT analysis, providing students with practical strategies. The workshop explored methods to boost creativity and enhance innovative thinking, including the importance of a growth mindset.

### Glimpses:



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**E-CELL TARKASH** | **MERI StartupHub** | In association with INSTITUTION'S INNOVATION COUNCIL

**CREATIVE PROBLEM SOLVING WORKSHOP**  
FOR MBA BATCH (2022-24) **PART-2**  
WORKSHOP FACILITATOR & SPEAKER

**Prof. (Dr.) Anjali Nigam**  
CEO  
MERI StartUp Hub

Monday • 21<sup>st</sup> Nov. 2022 • Time: 2 - 5 PM (MBA-1, Sec. A)  
Venue: MERI Startup Hub, Incubation Centre (6<sup>th</sup> Floor)

52-55, Institutional Area, Janakpuri, New Delhi - 110058 • Tel: 11-28522201-04 • E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) • Web: <https://www.meri.edu.in>

### **Analytics Skill workshop on Creative Problem Solving on 21<sup>st</sup> November, 2022**

### **Report on “ One day Entrepreneurship Awareness programme association with MERI held on 20<sup>th</sup> December, 2022**

This event bestow valuable insights and knowledge about entrepreneurship that aimed at helping young entrepreneurs to put their ideas into action, bring an attitudinal and behavioral change in the target group and build their personal entrepreneurial skills. This forum is to connect the innovators and startups with the Ministry of MSME. It also aims to creating need-based, high-impact innovations, along with building confidence of startups through advice and guidance of officials and domain experts.

Before the event took a formal start, the traditional ceremony as a tribute was given to Maa Saraswati. Light is a symbol of brightness and prosperity as sunlight expels the darkness of night by bringing prosperity and happiness in our lives. To make this event a blessed one, we must invoke goddess Saraswati by lighting the lamp of knowledge and wisdom along with SARASWATI VANDANA. All the dignitaries were requested to do lamp lighting ceremony.





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Followed by the National Anthem as it makes all proud, unifies, reminds of heritage, promotes patriotism and gives a sense of direction.

As per the tradition, the program starts with MERI Code of Conduct which was presented by Prof. (Dr.) Tapash Dey Sir.

Flowers are the bounty of nature which express tenderness of human emotions. According to the tradition of Indian custom, guests are welcomed with the saplings as an expression of our affection and reverence.

Prof. Dr. U.K. Neogi Sir addressed the audience and briefly explained about entrepreneurship and other related topics.

Dr. Anjali Nigam Ma'am told that the institution has launched MERI Start-up Hub. The hub for nurturing Innovative Minds with an overall objective to establish practical application of knowledge to facilitate entrepreneurship, and to facilitate all aspiring entrepreneurs and innovators to put their innovative ideas into practice by gaining holistic working understanding & learning of the entire gamut of the startup ecosystem and an insight into all aspects of 'making your innovation market ready.'

Smt. S. Sakthi Rani Ma'am talked about the objectives such as: facilitate access to credit for MSMEs & small businesses to meet their varied financial requirements across the business life cycle and provide financial services, promote holistic development of the MSME sector & small businesses in the state by providing institutional support, Enable MSMEs for scaling up their technology and product quality levels, etc.

Dr. RK Bharti Sir was the chief guest for the program. He started with a small story through which he explained that one should enter into field with full knowledge like what are its pros and cons, how to deal with a particular situation, one should be a good decision maker, and many other things.

Shri Neeraj Sharma Sir told audience about the different schemes offered by the Ministry of India. The schemes were: Prime Minister Employee Generation Programme, International Cooperation Scheme, National SC-ST Hub, A Scheme for Promoting Innovation, rural Industry and Entrepreneurship and link was shared with the students to have more information about the same.

Sh. Vinit Kashyap Sir, told their mission and vision of the NSIC. Also, marketing has been identified as one of the most important tool for business development. It is critical for the growth and survival of MSMEs in today's intensely competitive market. NSIC acts as a facilitator and has devised a number of schemes to support enterprises in their marketing efforts, both domestic and foreign markets.

Bank's lending to the Micro and Small enterprises engaged in the manufacture or production of goods specified in the first schedule to the Industries Act, 1951 and notified by the Government from time to time is reckoned

for priority sector advances. However, bank loans up to Rs.5 crore per borrower / unit to Micro and Small Enterprises engaged in providing or rendering of services and defined in terms of investment in equipment under MSMED Act, 2006 are eligible to be reckoned for priority sector advances. Lending to Medium enterprises is not eligible to be included for the purpose of computation of priority sector lending explained by Sh. Vinit Kashyap Sir. A great power dose, was given by Mrs. Vandana Ma'am . She told her entire journey and gave a motivation to all the students. She had a very interactive session with students as well.

Last but not the least, memento and gifts were presented as an expression of our gratitude and inexplicable bond which they shared today.

Lastly, a vote of thanks was given by Dr. Deepshikha Kalra Ma'am and Prof. Lalit Aggarwal Sir.

Students are interested in such more events in near future.



**20**

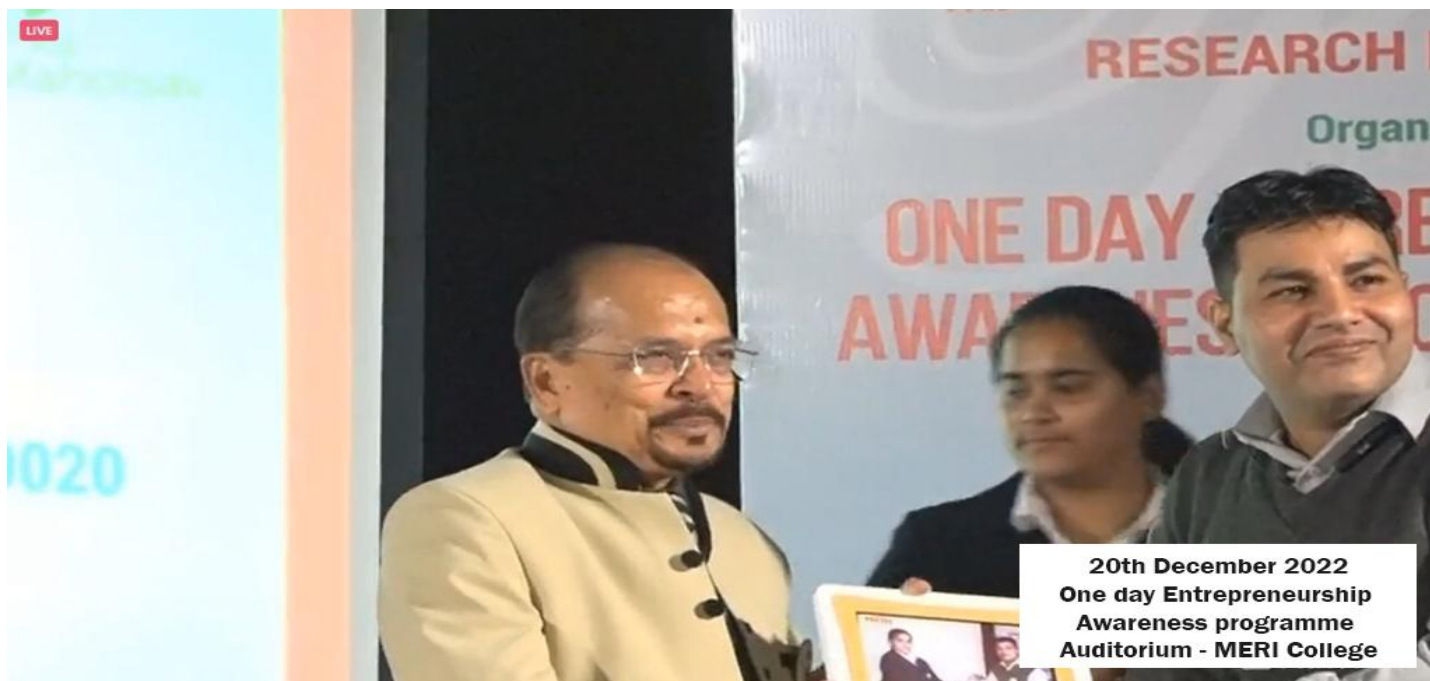
**TUESDAY, 20 DECEMBER 2022 AT 11:00 UTC+05:30**

**MSME Association with MERI College Organises "ONE DAY ENTREPRENEURSHIP AWARENESS PROGRAMME..."**

Facebook live [Join Live](#)







### **Report Special Lecture on “ Increasing the efficiency of (Public) Policies through Behavioral Interventions held on 23<sup>rd</sup> November, 2022**

It's frequently essential to alter behavior to address societal issues. We must consider how we can encourage individuals to save more and spend less if we want them to become indebted less frequently. Make sure individuals exercise more and eat less sugar and fat if we want them to be healthier. Finding strategies to encourage students to visit school is necessary if we want to lower student absenteeism. Hence, Behavioral-based intervention in designing public policies has become an important field of study in recent years with empirical studies devoted to analyzing how to design better policies from the fields of behavioral economics, social psychology, sociology, anthropology, economy, political science, design (human-centered design and design thinking), or effective state and non-state bureaucracies throughout the world. Therefore, Management Education and Research Institute and Guru Gobind Indraprastha University, New Delhi organized a “Special Lecture on Increasing the Efficiency of Public Policies through Behavioral Interventions” jointly on 23<sup>rd</sup> November 2022 to apprise students about the practical and theoretical implications of behavioral-based intervention in designing public policies.



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Swati Chawla, Assistant Professor – Management and Prog. Coordinator BCOM(H), delivered the inaugural address and National Anthem was played as a tribute to the Nation as it makes us proud, unifies us, reminds us of our heritage, promotes patriotism and gives us a sense of direction. Our Dignitaries and guests- Hon. Prof Dr. Anetta Caplanova Mam, Phd., Professor Of Economics, Department of Economic Theory, Faculty of National Economy, The University of Economics, Bratislava, Hon. Prof Dr. Eva Sirakovova Mam, Phd., Assistant Professor of Economics, Department of Economic Theory, Faculty of National Economy, The University of Economics, Bratislava, Hon. Prof Durgesh Tripathi, GGSIP University and Hon. Prof. Lalit Aggarwal Sir, Vice President, MERI Group of Institutions were presented with a bouquet of flowers as an expression of reverence and respect.

The event proceeded with a welcome address given by Prof. Lalit Aggarwal Sir, Vice President, MERI group of institutions. He shared his thoughts on the relevance of peace education in today's scenario. Our Honourable Guest Prof. Dr. Anetta Čaplánová Mam, professor of economics at the Department of Economic Theory, Faculty of National Economy, the University of Economics in Bratislava gave an insightful session on the relevance of behavioral approach for the fiscal framework. Our Guest Prof. Dr. Eva Sirakovová Mam, Assistant Professor at the Department of Economic, Faculty of National Economy, University of Economics in Bratislava gave an enlightening session on behavioral interventions at the level of local governments in order to improve the effectiveness of public policies.

Prof. Dr. Tapash Dey, Head HR, MERI presented our esteemed guests Hon. Prof. Dr. Anetta Caplanova, Dr. Eva Sirakovova and Prof. Durgesh Tripathi with a memento as an expression of our gratitude and the inexplicable bond we have forged with them. The event concluded with a Vote of Thanks proposed by Dr Deepshikha Kalra, Dean, MERI.

Behavioral interventions can be powerful, low-cost tools to help governments across the world improve their public policies by taking into account how people make choices. Our or any institution's ultimate goal is to find out what information to provide citizens so that they make more informed decisions.

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Guru Gobind Singh  
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**SPECIAL LECTURE ON**

**Increasing the Efficiency of (Public)  
Policies through Behavioral Interventions**

Wednesday • 23<sup>rd</sup> Nov. 2022 • Time: 11:30AM - 02PM • Venue: MERI College (Seminar Hall, 4<sup>th</sup> Floor)

**SPEAKERS**

  
**Prof. Anetta Čaplánová**  
PhD., Professor of Economics,  
Department of Economic Theory,  
Faculty of National Economy,  
The University of Economics, Bratislava

  
**Eva Sirakovová**  
PhD., Assistant Professor of Economics,  
Department of Economic Theory,  
Faculty of National Economy,  
The University of Economics, Bratislava

**ORGANISERS**

  
**Prof. Lalit Aggarwal**  
Vice President  
MERI College

  
**Prof. Durgesh Tripathi**  
Professor  
GGSIP University

  
EXCEPTIONAL ELEPHANT

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Report of Industry Expert Lecture Series on Becoming a Brand Through 'Behaviourally responsible' Entrepreneurship by E-Cell and MERI startup Hub 05<sup>th</sup> November, 2022



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**E-CELL**  
TARKASH

**MERI**  
StartupHub

in association with  
**INSTITUTION'S**  
INNOVATION  
COUNCIL  
(Ministry of HRD, Govt. of India)

**INDUSTRY EXPERT LECTURE SERIES**

**SPEAKER**



**Mr. Sushil Sharma**  
The Man of Global Sourcing and Networking  
(Industry Outlook, August 2022)  
CEO & ED, NSEPC Consultants India Pvt. Ltd.

**TOPIC:**  
**Becoming a Brand through 'Behaviourally Responsible' Entrepreneurship**

Sat. • 5<sup>th</sup> November, 2022 • Time: 11 AM Onwards • Venue: MERI College (4<sup>th</sup> Floor, Seminar Hall)  
52-55, Institutional Area, Janakpuri, New Delhi - 110058 • Tel: 11-28522201-04 • E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) • Web: <https://meri.edu.in>

### Report on TED<sup>x</sup> “The 21<sup>st</sup> Century Skills” held on 4<sup>th</sup> March, 2023

Ankit Ravindra Jain who is also alumni of MERI, a distinguished personality development coach, conducted the second session. His workshop focused on self-motivation, leadership, and stress management. Participants were introduced to techniques for setting and achieving goals, cultivating leadership qualities, and effectively handling stress and pressure. Mr. Jain's session empowered attendees to develop resilience and take charge of their personal and professional lives.

Ankit R Jain

# THE 21<sup>st</sup> CENTURY SKILLS

Master the skills you Need to Succeed in the Modern World

**TEDx**  
HTTPS://WWW.TED.COM/

**Ankit Ravindra Jain**  
HTTPS://ANKITRAVINDRAJAIN.COM/

4<sup>th</sup> March, 2023  
11:00AM-1:00PM

@ankitravindrajain

f i t y

Report of seminar on “₹-Digital Rupee : A Step Towards Digital Transformation” organized by MERI on 17<sup>th</sup> December, 2022 (Saturday)

**Chief Guest** : Dr. A.K. Garg- Former Senior Director, MeitY, GOI, Advisor, Koan Advocacy on Technology and Growth.

**Guest of Honour** : Mr. Manish Meena, Assistant Commissioner, MCD, West Zone.



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**Key Speakers** : Mr. Pradeep Roy- Finance Controller, TATA Digital and Mr. Ankush Bhandari- (IIT Bombay), Managing Director of E+E Elektronik, Mumbai, Maharashtra.

**Panelist** : Mr. Amit Saxena Head- Inventory Finance at ICICI Bank, Mr. Saket Kapoor Zonal CMS Head, Yes Bank; Mr. Gaurav Wadhwa Regional Head - Institutional Business (TASC); Mr. Saket Vaidya-Yes Bank, Mr Pankaj Aggarwal-Yes Bank and Mr. Praveen Rai -Yes Bank.

**Organizing Committee:** Prof. (Dr.) Deepshikha Kalra Dean – MERI, Dr. Gurpreet Kaur Chhabra- Associate Professor Ms. Shweta Ahuja Assistant Professor; CMA Ajay Jain - Assistant Professor, Mr. Ishwar Singh-Assistant Professor.

**Organized By** : IQAC - Internal Quality Assurance Cell, MERI College, Janak Puri.

The Seminar on “Digital Rupee” Started at 10:00 am. Our President Shri I.P. Aggarwal blessed all with his gracious presence during the seminar. The Chief Guest and Guest of Honor of the seminar was Dr. A.K. Garg and Mr. Manish Meena, Assistant Commissioner of MCD, West Zone. Shri I.P. Aggarwal, President-MERI along with Dr. Garg and Mr Meena lighting the lamp. The Seminar started by presenting the bouquet to Dr. Garg and Mr. Manish Meena. Thereafter, Shri I.P. Aggarwal Sir by delivered the welcome and an inaugural speech on the topic “ Digital Rupee”. How the decision of RBI regarding transformation of physical rupee into digital rupee will benefit the common man of the society. Thereafter, Dr. Garg delivered his speech on the Digital Rupee. He explained the significance of digital rupee in future and particularly, how digital rupee will work in rural areas and particularly to the rickshaw pullers and vegetable hawkers and others entrepreneurs in India. He also answered all the questions asked by our students.

Thereafter, Meena Sir, Assistant Commissioner of MCD, West Zone enumerated the role of digital rupee and how it will be helpful to the society. He also explained how Garbage problem is faced by the society but now with the help of digital rupee, it will be easy for all of us to transfer the fund easily.

Shri I.P. Aggarwal Sir presented the momentum as a token of respect to Dr. A.K. Garg and Shri S.K. Aggarwal -MERI also presented momentum to Mr. Meena.





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Prof.(Dr.)Deepshikha Kalra Madam, Dean-MERI and Dr. Tapash Dey, HR-Head especially thanks to both Dr. Garg, The Chief Guest of seminar and Mr. Meena, The Guest of Honour whose gracious presence added the colors in the seminar and became the part of our Finance Seminar on Digital Rupee due to their busy schedule.

Finally, the Vote of thanks was given by Dr. Gurpreet Kaur Madam, Associate Professor-MERI and thanks to both the delegates and also thanks to Shri Aggarwal Sir, faculties, staff and all the students who seated there patiently and learned the role of Digital Rupee in India.

The Panelist discussion begun after lunch. In the first round of Panel discussion, There were two panelist namely Mr. Pradeep Roy, Finance Controller-Tata NUAL and Mr. Ankush Bhandari, IIT Bombay and MD of E+E, Electrolica who attended the seminar virtually.

Mr. Roy elaborated the futurist role of digital rupee in india and how the CBDC will work in the coming time as currently, it is the pilot project of RBI, GoI. Thereafter, Mr. Ankush Bhandari also enumerated the role of digital rupee and to what extent it will be beneficial to all the stakeholders of the society. Roy sir and Bhandari sir answered all the questions asked by our students and even clear their doubt problems as to the implementation of digital rupee in India.

In the second round of panel discussion, Mr. Amit Saxena, ICICI Bank, Mr Saket Kapoor-Yes Bank, Mr. Praveen Rai -Yes Bank, Mr. Pankaj Aggarwal-Yes Bank, Mr. Sanchit-Yes Bank, Mr. Saket Vaidya-Yes Bank and Mr. Gaurav Wadhwa attended the Seminar of Finance on “Digital Rupee”

Mr. Amit Saxena explained the role of digital rupee and how it will effectively work in our India. Students asked many questions over digital rupee and Mr Amit Saxena answered all the queries of our students.

Mr. Saket Kapoor also summarized the importance of digital rupee and how it is beneficial to the society.

CMA Ajay Jain Sir remained the moderator during the entire panel discussions.

Finally, vote of thanks was given by CMA Ajay Jain Sir, Assistant Professor-MERI and Mr. Ishwar Singh, Assistant Professor-MERI. Mr. Jain and Mr. Singh-MERI Both thanks to Mr. Pradeep Roy and Mr. Ankush

Bhandari who spared their valuable time for our seminar and remained present virtually during the seminar as the panelist. Thereafter, Mr. Jain and Mr. Singh, both specially thanks to Mr. Amit Saxena, Mr. Saket Kapoor, Mr. Pradeep Rai, Mr. Pankaj Aggarwal and other delegates including Mr. Sanchit, Mr. Saket Vaidya and Mr. Gaurav Gautam. Last but not the least, Mr. Singh along with CMA Ajay Jain, organizing team members also thanks to President Sir, Shri

I. P. Aggarwal for his gracious presence and blessed all of us during the seminar. They specially thanks to Vice President Sir, Shri Lalit Aggarwal for motivating all of us for this finance seminar on “Digital Rupee”. Last but not the least, they thanks to Prof.(Dr.) Deepshikha Kalra madam for her valuable guidance and managing all the things during short period of time. They also thanks to all the faculties, staff and dear students who participated and attended the Finance Seminar on “Digital Rupee” very patiently.





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## **Year-Wise Report 2021-2022 on Workshop/Seminar/conferences on Research methodology**

### **Report on “ Entrepreneurship & Innvoation Fest 1.0” organized by MERI startup Hub from 16<sup>th</sup> Jan, 2022**

Location of Event :- Google Meet/ Zoom Online Platform

Number of person attending :- 225 approx.

Starting with profile of ‘prof. (Dr) Anjali Nigam Ma’am – Head Incubator , MERI college. she opens the conference to the audience with the topic ‘Startup India’ she speaks for 5 mins. And then she shared the conference with ‘prof Lalit Aggarwal Sir’ , Vice President of MERI group of Institution. He also share his views on Startup India an initiative of our Prime Minister of India. After that one video of EDC IIT Delhi starts, then Anjali Ma’am invites Mr. Supreet Singh , Co founder Star Shield Technologies he starts and end up with initiative of his journey of star shield & then she presented token of appreciation to Mr. Supreet Singh sir. Then Anjali Ma’am shares the conference with ‘ Luv Aggarwal Sir ‘ he shares his views on the startup India and his journey, he ends up; and Anjali Ma’am present token of thanks to ‘Luv Aggarwal Sir’ .Then she invites ‘ Ayush Nigam ‘ the next speaker he is a serial social entrepreneurs, B.TECH from IIT he also shares his views on startup India and many more about his journey, he ended up. Anjali Ma’am present token of thanks to ‘Ayush Nigam Sir. Then she shares the conference with ‘Mr. Harsh Lal Sir’, he is the founder and CEO of medic fibres , he also shares his valuable views and completed then token of thanks presented to him. Then Anjali Ma’am invites ‘Manasa Gocher’ she is not here in the meet because of some health issue then token of thanks presented to her. Some thoughts were shared by ‘Sanchit Sir’ and by all above entrepreneurs. After that some questions were asked by them to the students and some students replied and then some entrepreneurs shares there marketing strategy and many more about the topic and session of Panel discussion ends up.

Now starting with the next round of Idea Thon , with ‘Anjali Nigam Ma’am’ have few lines on Idea Thon and she shares names of 11 participants out of 39 for Idea Thon , that 11 are shortlisted for today’s event as finalist for Idea Thon. Social Alpha is also partners with them and then we have Ruby’s profile ; we have ‘Ruby Pratap Singh Ma’am’ from Social Alpha. Ruby ma’am starts and shares her views on startups and ends. The judges as ‘ Prof. Lalit Aggarwal Sir’, ‘Prof. (Dr.) Deepshika Kalra Ma’am’, ‘Ruby Ma’am ‘ , ‘Anjali Ma’am’ and ‘ Luv Aggarwal Sir’. Now, the first participant is ‘Aditya Aggarwal’ with the topic ‘Carpool’ , second participant is ‘Plariba’ with the topic ‘ Go- plastic’ , third participant ‘ Bhunesh Pali & team Gautam Sharma’ with the topic



‘Medical vending machine’, fourth participant ‘Kesar Oberio’ with the topic ‘Business of different services’, fifth participant ‘Manish Kumar’ with the topic ‘Practical Knowledge’, sixth participant ‘Md Shabad Saifi’ with the topic ‘Communication strategy’, seventh participant ‘Prabhat Kumar’ with the topic ‘Bania baba’, eighth participant ‘Sahaj Singhal’ with the topic ‘Business Overview’, Ninth participant ‘Prashant Prajapati’ with the topic ‘Dronotech’, tenth participant ‘Dhruv’ with the topic ‘Business plan old age home + primary school’, last participant ‘Nikhil Kakkar’ is with the topic ‘Bio Enzyme’. Then Dr. Shruti Chandra, Phd is a postdoctoral fellow at the SIRRL at the University of Waterloo starts her video and shares her views on Robotics for children, then token of thanks present to her. Then Dr. Nitish Singh is professor of International Business at the Chaifetz School of Business starts his video of present some views on the Bricolage concept of ends and vote of thanks present to him. The awards are present to 3 finalist were 1. Aditya Aggarwal, 2. Sahej Singal, 3. Prashant Prajapati. Then Anjali Ma’am shares the conference with Prof Dr. Deepshika Kalra Ma’am Dean of MERI and she says few words on the today’s event and ends up with group photo

### **Report of Workshop on “Corporate & Startup Innovators forum 3.0” organized by MERI Startup Hub on 05<sup>th</sup> May 2022**

As MERI startup Hub sees consolidation of its activities bringing on board a bevy of startups, incubators, and mentors in its quest to emerge as a single biggest collaborative platform for tech startup community, setting up innovative partnerships and forging meaningful synergies with all stakeholders of the tech ecosystem overall the states which has been its primary focus.

The overall objective of the MERI StartupHub at MERI College is to establish the practical application of knowledge to facilitate entrepreneurship. By allowing potential students to get the chance to submit their creative ideas through competitions and brainstorming, and also examining original and creative ideas or concepts put forth by students, researchers, and faculty members from a range of societal and commercial sectors. 64 Students are supplied with resources to design prototypes beneficial for promoting agriculture and rural development, which is also the one of goals of the incubation center. It also serves as a platform for students to transform their ideas into technological innovations. A beginning was made to develop our students and convert inventions into a crucial driver for economic progress, and ideas and innovations, which flow gradually with the start-ups. The major startups started by the students are Carpool, De Zaina (e-aggregator for Budding Fashion), baniyababa.com, and Yourstartup 9 etc. Students are encouraged to gain hands-on experience and better Industrial Exposure.

Post launch, the department has organized number of activities and programmes including ‘Corporate startup connect Forum 3.0 on 5th May 22, ‘Entrepreneurship & Innovation Growth Fest 1.0’ on startup India Day 16th January 22, and, ‘Women entrepreneurs & Innovation Growth Fest 2.0’ on 8th March 22, ‘Creativity & Innovation workshop series 4.0’ in May 22. It aims to provide necessary facilities for start-ups, such as mentoring, fund-raising, and technological support. Every member is nurtured by industry experts, management, and faculty. The MERI Start-up cell is eager to conduct a variety of seminars, speaker sessions, creative competitions, and games for prospective entrepreneurs and to help them by offering the tools they need, including funding, mentorship, consulting, and networking. This centre acts as a complete support system that provides hands-on experience in innovation and entrepreneurship. Every member is nurtured with the industry experts, management, and faculty.









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### **Report on Women Entrepreneurship and Innovation Growth Fest 2.0 organized by MERI Startup Hub on 08<sup>th</sup> March 2022**

The factors that influence women entrepreneurs in India tend to vary greatly from those that affect men and play a significant role in a woman's ability to establish, run and grow an enterprise. Starting with profile of 'prof. (Dr) Anjali Nigam Ma'am – Head Incubator , MERI college. she opens the conference to the audience with the topic 'Startup India' she speaks for 5 mins. And then she shared the conference with 'prof Lalit Aggarwal Sir' , Vice President of MERI group of Institution. He also share his views on Startup India an initiative of our Prime Minister of India. After that one video of EDC IIT Delhi starts, then Anjali Ma'am invites Mr. Supreet Singh , Co founder Star Shield Technologies he starts and end up with initiative of his journey of star shield & then she presented token of appreciation to Mr. Supreet Singh sir. Then Anjali Ma'am shares the conference with ' Luv Aggarwal Sir ' he shares his views on the startup India and his journey, he ends up; and Anjali Ma'am present token of thanks to 'Lalit Aggarwal Sir' .Then she invites ' Ayush Nigam ' the next speaker he is a serial social entrepreneurs, B.TECH from IIT he also shares his views on startup India and many more about his journey, he ended up. Anjali Ma'am present token of thanks to 'Ayush Nigam Sir. Then she shares the conference with 'Mr. Harsh Lal Sir', he is the founder and CEO of medic fibres , he also shares his valuable views and completed then token of thanks presented to him. Then Anjali Ma'am invites 'Manasa Gocher' she is not here in the meet because of some health issue then token of thanks presented to her. Some thoughts were shared by 'Sanchit Sir' and by all above entrepreneurs. Total no of students participants were 37. After that some questions were asked by them to the students and some students replied and then some entrepreneurs shares there marketing strategy and many more about the topic and session of Panel discussion ends up.



**8th March 2022**  
**Women Entrepreneurship and Innovation**  
**Growth Fest 2.0**  
**Seminar Hall - 4th Floor**



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**The E cell (Tarkash)** of MERI college organized its first two day online **MDP on 28<sup>th</sup> and 29<sup>th</sup> August 2021**, on the topic, ‘Contemporary Corporate Challenges’, in association with IQAC, of the college. The virtual meet was attended by 32 participants from the various companies and 40 in house participants including faculties and staff.

### **Expert Speakers:**

1. Ms. Sahiba Walia- Senior Professional, HR Shared Services, PwC India
2. Mr. Devesh Seth- Co-Founder, Head Sales & Operations, Lead Co staffing solutions Pvt. Ltd.
3. Mr. Vivek Nanda- Ex-National Sales Head, Sharp Business

During the MDP Ms. Sahiba discussed about the contemporary challenges faced by the corporates in the HR domain. Mr. Devesh discussed about the contemporary challenges faced by the managers in dealing with the post pandemic workforce and leadership challenges in VUCA world. Mr. Vivek discussed about the contemporary challenges faced by the managers in dealing with the post pandemic marketing environments and gave live examples of the way companies are dealing with these challenges.

### **Report of FDP on “Exploring Research Resources and Hands-On Structural Equation Modeling” organized from 3<sup>rd</sup>- 9<sup>th</sup> August, 2021**

On 3<sup>rd</sup> Aug, FDP started with inaugural session by Prof. Lalit Aggarwal Sir Director & VP, MERI College at 10.30 am followed by Sarasvati Vandana Demitry (Chief guest) of the FDP addressed participants. The FDP was scheduled from 3<sup>rd</sup> Aug to 9<sup>th</sup> Aug on the topic “Exploring research resources and hands-on Structural Equation Modelling. The Conveners of FDP were Prof. (Dr.) Deepshikha Kalra (Dean MERI) and Dr. Maitri Bhusan (Associate Professor, MERI). The Organizing Committee members Ms. Parul Sharma and Ms. Reema Aggarwal (Assistant Professors: MERI College) coordinated effectively all activities of FDP. Total 28 external participants taken actively part in FDP. Out of these 28 external participants, two international participants also participated in FDP. The key areas of FDP include Reference Management Tools and publishing in top Journals, Innovative Tools for Enhancing Research Efficiency with impact factors and different Metrics, Exploratory Factor Analysis, Multiple Regression, SEM-Measurement & Structural Model, Moderation & Mediation and Structural Equation Modeling using Smart PLS



On 1<sup>st</sup> day of FDP (3<sup>rd</sup> Aug), the first session of FDP was taken by Resource Person Dr. C. Jayakumar, Librarian, Mahatma, Indian on Scholarly Communication and Impact of Research in which important aspects of data collection, various available online as well as offline research resources were discussed. The second session on 3<sup>rd</sup> Aug was taken by Mr. Sumit Chaudhuri, Chairperson and MD: Third Millennium Business Resource Associated Private Limited on developing Organizational citizenship behavior through positive Psychology. Various aspects of psychology which are very important in today's time have been discussed.

On 4<sup>th</sup> Aug, Morning and afternoon both sessions were taken by Dr. Sumit Narula, Deputy Dean Research Amity University, Gwalior. In Morning session, the topic taken was Reference Management Tools in which various software like Mendeley, Clarivate practical working was discussed. In afternoon session, Sir discussed about tips to avoid desk rejection in top journals and how to get papers accepted and published in top journals.

On 5<sup>th</sup> Aug, Morning Session was taken by Dr. Sumit Narula on understanding impact factors and different metrics. He focused on different aspects of classifying predatory journals, importance of registration on Orchid, research gate, academia, google scholar, Scopus etc. The afternoon session was taken by Prof. (Dr.) Rupak Chakravarty, Department of Library & Information Science, Punjab University (PU), Chandigarh, Chief Editor International Journal of Information Studies and Libraries (IJISL) on various innovative tools for enhancing research efficiency which motivated and guided the participants to different tools which will help in better publications.

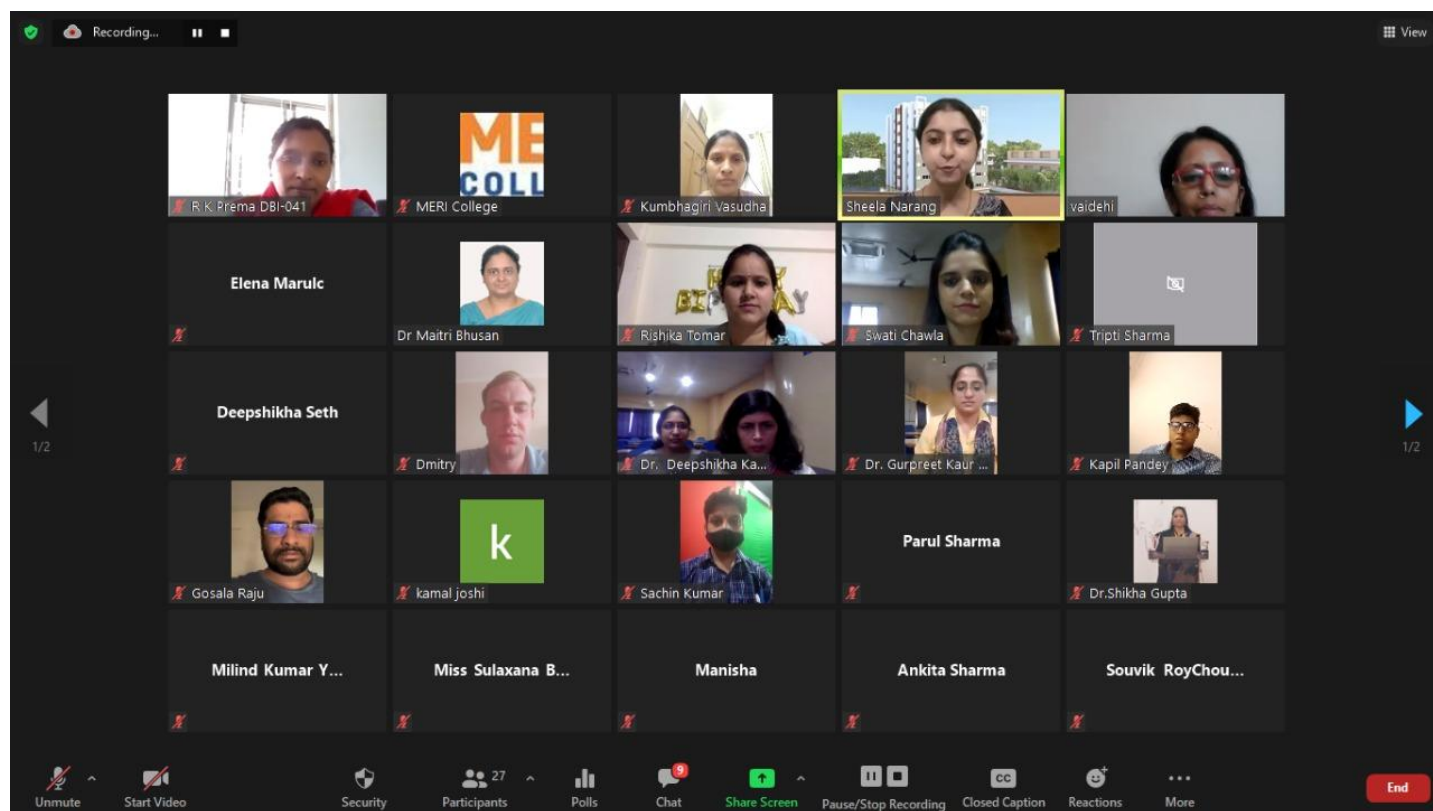
On 6<sup>th</sup> Aug, Morning and afternoon session of FDP was taken by Dr. Hamendera Kumar Dangi, Professor, Department of Commerce, Faculty of Commerce & Business, University of Delhi on the Exploratory factor analysis and Multiple regression. Practical sessions were conducted and participants have performed exercises on multiple regression and factor analysis which adds to their knowledge.

On 7<sup>th</sup> Aug, Morning and afternoon sessions were taken by again Dr. Hamendera Kumar Dangi on SEM-measurement and Structural model. Moderation and Mediation was also done in afternoon session with practical questions with examples.

On 9<sup>th</sup> Aug, last day of FDP session was taken up by Dr. Dhaval Maheta, Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University on SEM using Smart PLS. Model construction was taught under this session with practical aspect. The next afternoon session was taken on the topic estimating measurement and Structural equation modelling using Smart PLS. Lot of queries were raised

by participants. Resource person handled efficiently all queries of participants. Resource persons were expert in their research areas and enlightened the FDP sessions with their vast knowledge in their respective fields. After that Valedictory session was conducted in which certificates were distributed to participants virtually. Demitry (Chief guest) of FDP concluded the session with positive and motivating thoughts. In the end vote of thanks was given by Prof.(Dr.) Deepshikha Kalra for thanking all the participants, resource persons and FDP team for organizing such a Knowledgeable FDP. Overall sessions of FDP were very informative, interactive and knowledgeable and adds to the practical knowledge of the participants. This FDP offered a unique opportunity to the information specialists, academicians and researchers to expand their horizons and professional expertise. This FDP have drawn attention of information specialists, academicians and researchers towards using e-resources, digital library, research methodology, research support tools, statistical tools and SEM tools, resources and services in this research, digital and academic environment.

### Glimpses:



**Report of Third Party Logistics–Future Research Direction organized by MERI on 11<sup>th</sup> November 2021  
by Professor (Dr.) Manoj Kumar**



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Faculties Present: 16 (Management & BJMC Department) in Room Number: 103

Students: 59

In recent years there has been a surge of academic interest and publications in the area of third party logistics (3PL). This can be partly explained by the growing trend of outsourcing logistics activities in a wide variety of industrial sectors.

The continuing wave of consolidation within the 3PL industry has also resulted in the emergence of large companies that have the capabilities to offer sophisticated logistics solutions on a continental or even global scale. Such logistics service providers (LSPs) strive to assume a more strategic role within the supply chain of clients, expanding their scale and scope of operations. Despite the growing interest in 3PL, the literature on this area appears to be disjointed. Based on an extensive literature review (116 references), this present lecture aims to offer a taxonomy of 3PL studies and point out opportunities for further research. For the sake of rigour, the present speech concentrates only on refereed journal papers published during 1960-2021. Various methodologies have been suggested for future research directions.

With continuous change in the global and domestic markets for TPL services, it becomes imperative that both users and providers of TPL services equip themselves with the best in terms of strategy, processes and technology. One of the ways this can be achieved is to bridge the gap between what the industry wants and what research provides. This speech conducts a systematic literature review of research output on TPL vis-à-vis how the industry views the challenges faced by it in TPL services. The speech identifies that future research should focus on driving innovation particularly within the last mile by utilizing route optimization, incentivized scheduling, and real-time electronic tracking and communication. It should also focus on how to leverage employees and provide added value to shippers. Supply chain transformation through improved logistics optimization and improved integration across the supply chain is also another important avenue to pursue in future.

**Year-Wise Report 2020 to 2021 on Workshop/Seminar/conferences on Research methodology**

**20 Report of International semantic Intelligence Conference (ISIC 2021) organized by MERI on 25<sup>th</sup>-27<sup>th</sup> February, 2021**





25<sup>th</sup> – 27<sup>th</sup> February, 2021

## International Semantic Intelligence Conference (ISIC - 2021)



### ABOUT THE CONFERENCE

ISIC is an international platform for the Artificial Intelligence, Machine Learning and the Semantic Web communities. It aims to bring together researchers, practitioners and industry specialists to discuss, deliver, and shape the future of intelligent systems by virtue of machine learning and semantic technologies.

It provides a forum to publish cutting edge research results in intelligent applications. Due to many technological trends like IoT, Cloud Computing, Smart Devices, huge data is generated daily, need of unprecedented rates. Traditional data handling and processing are not enough to efficiently process of issues concerning responsiveness, scalability, performance, reliability, security, and more. To manage these huge data sets and to store the archives for longer periods, we need greater extent to research on intelligent systems.

Semantic Intelligence refers to bring the semantic gap between the understanding of human and machines by making a machine look of everything in terms of object-oriented concepts as a human look at it. It make sense of data by making it interpretable and meaningful. The focus is on information as compared to process. In industry application, the data is not just raw it is to be recognized in a manner that is machine-understandable and hence harnessable. All the important relationships including who, what, where, when, how and why in the generated data from any heterogeneous data source are integrated in the machine language. The Artificial intelligence technologies, the Machine Intelligence technologies, and the semantic web technologies together make up the Semantic Intelligence Technologies.

Note: There are two Best Paper Awards per Track. Each award carries a certificate.

### ABOUT THE INSTITUTE

Management Education and Research Institute (MERI) is an ISO 9001:2015 certified Institute was established in 1995 by Trust Education and Social Welfare Society. The Institute is Approved by AICTE, Ministry of HRD, Govt. of India and Affiliated to G.G.S. Indraprastha University, Delhi. It is a Higher Educational Institute, which is committed with a vision to be a premier institution, offering Professional Education, Research & Social Commitment, Technical Competence and Training and Promote innovation towards national development. MERI offers courses in BBA, BBA, BA (Hons), BCOM (Hons) and PhD programs are also being offered in collaboration with foreign Universities.

The Institute has 25 global partnerships with reputed Universities / Institutes. Few of them are mentioned below for students exchange, faculty exchange, collaborative research and development, collaborative international conferences which are integral part of activities in pursuit of global excellence.

University of Paris, Dauphine	Hochschule Aachen/Berlin University, Germany
ESCP Europe University of Paris, France	Changchun University of Science and Technology, China
University of Montreal, Canada	Dongduk University, Daejeon, South Korea
University of Coventry, UK	HKBU, Hong Kong
University of Manitoba, Canada	ESSE De Management, Normandy
Tsinghua Foreign Studies University, Tianjin, China	Business School of Management, Bordeaux France
ESCP Europe School of Business, France	Dynasty College, New York, USA
Network H-4 (Group of over 70 Engineering Institutes in France)	St. Mary University, Texas, USA
University of Central Arkansas, USA	Brandenburg University of Applied Sciences, Germany
Changchun University of Science & Technology, China	University of Electronic Power, Shanghai





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### **Report on Seminar of “How Youth will provide research solutions for nation development & organized by MERI on 12<sup>th</sup> January 2021**

The Intellect Club of Management Education and Research Institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi has organized seminar on January 12, 2021 on the “**How Youth will provide research solutions for nation development**”. The seminar was conducted via Google Meet at 1:30 PM (IST). The students of BA (JMC), first semester has participated in the seminar, Prof. (Dr.) Dilip Kumar, Head of Department of Journalism and Mass Communication was the honorable judge, along with some Faculty members.

The session began with the traditional Saraswati Vandana followed by the welcoming the judge, Prof. (Dr.) Dilip Kumar. Many students have participated and 12 different speeches were delivered by the students in the youth seminar. They highlighted the main points on how youth can help the nation and what is stopping them in doing so. After the speeches another round was held called Question Answer Round, in which the participants actively took part in casting their opinions and were asked questions by the honorable judge and the hosts. At the end, PROF. (DR) Dilip Kumar delivered the speech to all students, motivating them to actively take part in all the activities and reminded everyone not to forget their own traditions before adopting others.

At the end, each and every participant was awarded with the certificate of participation and winners with certificate of merit to boost their confidence and to encourage them to speak. On this positive note the session was successfully concluded and vote of thanks were given.

### **Report of Economic survey Discussion organized by MERI on 20<sup>th</sup> March 2021**

Total No of participants: 36

Venue: Seminar Hall 4<sup>th</sup> Floor, MERI





### **Report of Educational Visit to the Delhi Legislative Assembly on 2<sup>nd</sup> March, 2021**

Management Education and Research Institute affiliated to Guru Gobind Singh Indraprastha University, Delhi organized an educational visit to the Delhi Legislative Assembly for the students of Journalism and Mass Communication Department on March 2, 2021. The students were accompanied by Prof. Lalit Aggarwal, Vice President, MERI Group of Institutions, Prof. (Dr.) Dilip Kumar, Head, Department of Journalism and Mass Communication and Mr. Naresh Chandra, Lab Assistant, MERI College. The visit was coordinated by Ms. Saloni Saini, Assistant Professor.

The students got an exceptional opportunity to interact with the honorable speaker of the Delhi Legislative Assembly, Shri. Ram Niwas Goel. He has been actively involved in social work, especially in the field of Education & Health for the weaker sections. Additionally, he has been associated with numerous social organizations active in providing medical services, health services, promotion of religious harmony and servicing *Kaanwad yaatris*. Furthermore, he enlightened the students with his vast knowledge on politics and also shared his humble childhood memories. He then addressed the students about the functioning of the Delhi Legislative Assembly and also briefed about the three major restricted rights of assembly.

Thereafter more than 57 students were guided by the speaker about the current proceedings of the Legislative Assembly, wherein he talked about the MLAs and their distribution; the three main sessions (Budget, Rainy and Winter Session), the questions criteria for MLAs and deeply explained about his role during the sessions. After this an interactive session was held wherein students cleared their doubts about media, health, development and about the present media role. It was a matter of great pride and honor for each student to be a part of this visit.











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## **Report on Guest Lecture “SEEK” on 9<sup>th</sup> February, 2021**

Speaker – Shobita Rao

Faculties present – Dr. Deepshika Kalra

Date – 9-02-2022

Management Education and Research Institute (MERI) college, had organised a online orientation session to make the student aware about the new online course “SEEK of UNESCO MGIEP and Life University (USA)”. The session was organised on 9<sup>th</sup> of February, 2022, for all students of course BBA and BA(JMC) from 12pm to 1pm. The expert of the session was Shobita Rao who introduced about the course, she was welcomed by Professor, Dr. Deepshika Kalra. Self - directed Emotional Learning for Empathy and Kindness (SEEK) is a resiliency – informed programme which will equip the students with the human values of empathy, mindfulness and compassion which will help the students to understand themselves as well as others better. It is a programme which will provide you with the required social and emotional skills, surely going to help you in navigating your problem you are facing in your day to day life.

It was indeed an interactive session, approximately 200 students participated in the session. This session will surely going to help the students in their coming future.

## **Report on Webinar:Career opportunities in media post COVID19 on 20<sup>th</sup>January, 2021 at 12 noon onwards**

The Department of Journalism and Mass Communication of Management Education and Research Institute organised a Webinar in association with Info Prime News on the topic 'Careeropportunities in media post Covid19'. Mr. Shishir Sinha and Mr. Denis Campbell along with the moderator Ms.Avneet Kaur,graced the occasion.

### **Objective of the event**

- Tomotivatethestudentstopursuetheirgoalwithdetermination
- Toclearthedoubtsofstudentsregardingtheirfield
- ToinformstudentsabouttheworkopportunitieswhichwillcomepostCovid19

## **Report**



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The Department of Journalism and Mass Communication of Management Education and Research Institute organised a webinar on “Career opportunities in media post Covid19”, in collaboration with Info Prime News. Mr. Shishir Sinha, Senior Deputy Editor, Hindu BusinessLine; Mr. Denis Campbell, Senior General Manager, PR Professionals and Prof. (Dr.) Dilip Kumar, Head of Department, Journalism and Mass Communication, MERI College graced as the thought leaders for the event. The webinar was moderated by Ms. Avneet Kaur, Editor-in-Chief, Info-Prime News. It was conducted through Facebook Live through Info-Prime News.

It was an enlightening event with discussions based on topics like fake news and how it can be prevented, career opportunities to be explored, nuances of being a good journalist, effect of Covid19 on economy and marketing, and what changes will come further in this field.

### **Report on FDP on “Blended Learning; Tools for Teaching & Research in Media, Management & Technology” organized from 20<sup>th</sup>-25<sup>th</sup>, July 2020**

Management Education and Research Institute (MERI), Janakpuri, New Delhi has conducted a one Week Online Faculty Development Programme on Blended Learning: Tools for Teaching & Research in Media, Management and Technology from July 20-25, 2020. The event organised by the Internal Quality Assurance Cell of the college emphasised on integrated blended learning in order to optimise online and offline mode of teaching so as to deliver the best teaching experience, in these unprecedented times.

Prof Lalit Aggarwal, Director & V.P MERI Group of Institutions, Delhi-NCR, graced the occasion & delivered Inaugural address. Keynote address was delivered by Prof. (Dr) Nasib Singh Gill Professor, Department of Computer Science & Applications, MDU, Rohtak Director, Digital Learning Center, Rohtak, Prof (Dr.) Deepshikha Kalra, acting dean concluded the session by vote of thanks.

Digital Literacy & Social Media In the Classroom was discussed by Dr. Rashmi, Chari Director, Member of Educational Research & Innovations Committee (ERIC) of Ministry of HRD, Government of India. Dr. Lokesh Jindal Associate Professor Maharaja Agrasen Institute of Management & Technology, New Delhi shared expert talk on open source resources. Expert talk on Re-imagining Learning with Technology was shared by Mr Hemant Sahal Founder & CEO, CollPoll. Dr. Rakesh Goyal, Assistant Professor Department of ECE IKGPTU, Jalandhar shared his opinion on Teaching & Learning in Digital Age.

MERI Professors were also the resource persons. Prof. Ritu Aggarwal, Prof. (Dr) Deepshikha Kalra & Dr Maitri touched upon different aspects of Google Classroom in different sessions. Effective Classroom



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Engagement was covered by Dr Samarth Singh & Blended Learning by Dr. Gurpreet Kaur. Detection of Fake News was discussed by Ms Saloni Saini.

This FDP was also graced by international resource persons.

The third day of the academic discourse witnessed an enlightening session by International expert Andrew Wagdy, Assistant Director, English Language Centre (ELC), Pharos University in Alexandria (PUA). Dr. Wagdy had completed his Harvard University Data Wise course in 2016 and the Evaluation and Assessment Course from Norwich Institute for Language Institution. Additionally, he is a Cambridge certified speaking examiner and interlocutor. His session mainly emphasized on item analysis, its importance and need. Furthermore, he also spoke great lengths about Facility Index and Discrimination Index, followed by online tips.

The fifth day of the academic discourse witnessed an illuminating session by International expert Ms. Abeer Ali Okaz, Director, English Language Centre, Pharos University, Alexandria, Egypt on “Changing the face of ELT in Higher Education”. In the growing global times, geographical distances are being bridged by language integration. Additionally, English Language Teaching has become quintessential to carry out teaching through online medium. Ms. Okaz discussed about various channels of communication students-teache, teacher-teacher, etc. and appropriate medium for them like Doodle, Flock, Slack, Zoom, Straw Polls etc.

The programme focussed on various sub-themes in the upcoming sessions, like Google classroom, effective student engagement in teaching, effective learning management system, data journalism and detection of fake news in the presence of esteemed resource persons including the likes of Dr. Rashmi Chari, Director, ERIC of Ministry of HRD, GoI. The convenors for the programme are Prof. A.K. Agrawal, Dean, MERI, Prof. (Dr.) Umesh Gupta, Director, MERI CET and Dr. Maitri Bhushan, Associate Professor, MERI.

### **Glimpses:**







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## **Year-Wise Report 2019 to 2020 on Workshop/Seminar/conferences on Research methodology, IPR and Entrepreneurship**

### **Report of FDP on “Quality Assurance through Learning & Development for Professional Teachers” from 9<sup>th</sup> -16<sup>th</sup> December, 2019**

The Faculty Development Program (FDP) on "Quality Assurance through Learning & Development for Professional Teachers" was organized by the Management Education and Research Institute, Delhi. The program, held from December 9th to 12th, 2019, was designed to provide educators with valuable insights and skills necessary for quality assurance, with a specific focus on the National Board of Accreditation (NBA) accreditation process. Key Objectives of FDP were:

- Insight into AQAR Format
- Literature Review Writing
- Publication in Scopus & High Impact Journal
- Digital Sources for Research Paper Writing
- Impactful Teaching through Smart Classroom
- Art of Storytelling for Effective Teaching & Communication
- Inner Engineering for Positive Psychology
- DMIT Tool for Classroom Engagement
- Journey of Self Transformation
- Building Quality Culture for Organizational Excellence
- Plagiarism Detection and Avoidance

The program featured distinguished resource persons. FDP started on 9<sup>th</sup> December 2019 with welcome address by Prof. Lalit Aggarwal and Inaugural address by I. P. Aggarwal Sir. After high tea Dr. Gurpreet Kaur Chabra delivered session on Interactive Teaching through Creative Thinking and day ended with very



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insightful session by Ms. Deepa Kiran, International Story Teller Founder of Story Arts Foundation on Art of Story Telling for Imparting Management Lessons.

On day 2, Dr. Ipshita Bansal, Professor & Dean, Faculty of Commerce & Management Studies, Bhagat Phool Singh Mahila Vishwavidyalaya, Sonapat delivered session on Literature Writing for Qualitative Papers. After high tea Dr. Neena Sinha, Dean-USMS, GGSIPU, Delhi delivered session on Writing Research Proposal

On day 3 there were faculty excursion where faculties enjoyed a lot.

On day 4, Dr. Sanjay Dhir, Fellow, IIM Lucknow, Assistant Professor, Strategic Management Area, DMS, IIT Delhi, and Chairman, Alumni Committee, DMS, IIT Delhi delivered session on Publication in High Impact Journal which was followed by session Dr. Neetu Jain, Associate Professor, Indian Institute of Public Administration, New Delhi on Journey from transforming self to Organizational Excellence Thomas-Kilmann Conflict Mode Instrument Administration & Discussion.

On day 5 session delivered by Isha Foundation trainer on Inner Engineering for developing positive psychology which was followed by session Dr. A.K Saini, Professor, USMS, GGSIPU, Delhi on Insight into AQAR format.

On day 6 Mr. Varun Bohra, Co-Founder, Plaudit Minds Pvt Ltd. Delivered session on DMIT :Tool for Classroom Engagement which was followed by session of Ms. Monika Sharma on Culture is the key for High Performance Organizations.

Day 7 started with session by Dr. Dinesh K. Paliwal, Former Member Secretary, National Board of Accreditation on Building Quality Culture for Achieving Organizational Excellence and ended by session of Tahseen Afroz (Cc'ed here), Elsevier on Identification of Scopus Indexed Journal for Publication which was followed by feedback and Valedictory session.











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**Facility Development Programme**  
**on Quality Assurance through Learning**  
**& Development for Professional Teachers**





**(December 9-16, 2019)**

**Organized by :**  
**Internal Quality Assurance Cell (IQAC)**

**MERI Management Education and Research Institute**  
(Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGS Indraprastha University, Delhi)  
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53-54, Institutional Area (Opp. D-Block), Janak Puri, New Delhi-110 058  
Ph.: 91-11-28522201-04, Fax : 91-11-28522204 E-mail : [meribs@meri.edu.in](mailto:meribs@meri.edu.in)  
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<p><b>ABOUT THE PROGRAMME</b></p> <p>The <b>Faculty Development Programme (FDP)</b> aims at the professional development of faculty members of higher educational institutes. Professional development has generally been recognized as having an important role in ensuring that teachers are part of a skilled and up-to-date profession. Higher Education teachers are required to upgrade themselves continuously for transforming students into a Groomed Confident Professionals. National Education Policy 2019 has also recommended quality improvement of the educational institutions. <b>MERI</b> always strives for excellence by adhering to the compliances. Faculty will get enriched by understanding quality parameters of accreditation process. One week Faculty Development Programme has been organized to help to augment level of research and publication skills of participants.</p> <p><b>KEY AREAS OF FDP</b></p> <p>To encourage research acumen, following are the highlights of the programme:</p> <ol style="list-style-type: none"> <li>1. NBA Accreditation Process</li> <li>2. Insight into AQAR Format</li> <li>3. Literature Review Writing</li> <li>4. Publication in Scopus &amp; High Impact Journal</li> <li>5. Digital Sources for Research Paper Writing</li> <li>6. Impactful Teaching through Smart Class Room</li> <li>7. Art of Story Telling for Effective Teaching &amp; Communicating</li> <li>8. Inner Engineering for Positive Psychology</li> <li>9. DMIT :Tool of Class Room Engagement</li> <li>10. Journey of Self Transformation</li> <li>11. Building Quality Culture for Organisational Excellence</li> <li>12. Plagiarism Detection and Avoidance</li> </ol>	<p><b>RESOURCE PERSONS</b></p> <p>Resource persons are prominent subject experts from Academia &amp; Corporate, who will enrich participants on key areas of FDP. Interactive sessions will be facilitated by subject experts.</p> <p><b>PARTICIPANTS</b></p> <p>Faculty from AICTE/UGC approved technical/management institute/university departments, research scholars and industry professionals can be the participants. All participants will be awarded with "Certificate of Participation".</p> <p><b>CHIEF PATRONS</b></p> <table border="0"> <tr> <td><b>Shri I. P. Aggarwal</b> Founder President, MERI</td> <td><b>Prof. Lalit Aggarwal</b> Director &amp; VP, MERI</td> </tr> </table> <p><b>CONVENERS</b></p> <table border="0"> <tr> <td><b>Prof. Sangeeta Gupta</b> Professor, MERI</td> <td><b>Dr. Maitri Bhusan</b> Associate Professor, MERI</td> </tr> </table> <p><b>REGISTRATION DETAILS</b></p> <table border="0"> <tr> <td>Research Scholar</td> <td>: Rs. 1500/- per participant</td> </tr> <tr> <td>Academician</td> <td>: Rs. 2000/- per participant</td> </tr> <tr> <td>Corporate</td> <td>: Rs. 2500/- per participant</td> </tr> </table> <p>Payment can be made in Cash, or DD drawn in favour of <b>Management Education and Research Institute</b>, payable at New Delhi. (Fee can also be submitted through NEFT, MERI College Account No. : <b>198301000000023</b> IFSC Code : <b>IOBA0001983</b> Bank : <b>Indian Overseas Bank, D Block, Janakpuri, New Delhi-110058</b>).</p> <p><b>Number of seats are restricted to 30 only. Registration will be given on first come first basis. Last date of registration is 4th December, 2019.</b></p> <p>For Queries contact:  <b>Ms. Savita Verma, 9871622771</b>  <b>Dr. Maitri Bhusan, 9667110540</b>  <b>Prof. (Dr.) Sangeeta Gupta, 9999632166</b></p>	<b>Shri I. P. Aggarwal</b> Founder President, MERI	<b>Prof. Lalit Aggarwal</b> Director & VP, MERI	<b>Prof. Sangeeta Gupta</b> Professor, MERI	<b>Dr. Maitri Bhusan</b> Associate Professor, MERI	Research Scholar	: Rs. 1500/- per participant	Academician	: Rs. 2000/- per participant	Corporate	: Rs. 2500/- per participant
<b>Shri I. P. Aggarwal</b> Founder President, MERI	<b>Prof. Lalit Aggarwal</b> Director & VP, MERI										
<b>Prof. Sangeeta Gupta</b> Professor, MERI	<b>Dr. Maitri Bhusan</b> Associate Professor, MERI										
Research Scholar	: Rs. 1500/- per participant										
Academician	: Rs. 2000/- per participant										
Corporate	: Rs. 2500/- per participant										

## Report of IT seminar on APRENDEMOS 2020- 18<sup>th</sup> National IT Seminar - "KNOWLEDGE ENGINEERING" from 29<sup>th</sup> February, 2020

**Coordinators :** Prof. Ritu Aggrawal HOD (IT) ,Dr. Sumit Chauhan -Associate Prof. , Ms. Nidhi Pruthi, Assistant Prof.

**Participants/Beneficiary:** Consultants, Corporate Members, Faculty, Researchers , MCA & B.Teach. Students

## Management Education and Research Institute

With an aim to provide aspirants with quality education, Management Education and Research Institute (MERI) is NAAC Accredited, ISO 9001: 2015 certified Institute. It was established in the year 1994 in Janakpuri, New Delhi. Surrounded by greenery & ample parking space for faculty & students, the institute is centrally located and easily accessible from all the parts of Delhi. Based on an advanced curriculum, the institute offers different study programs incorporating both innovation and responsive aspects of learning. Tailor-made options with constant reviews are offered and through the latest learning techniques, the students are prepared for future competition. The MERI Group of Institutions provides education from Kindergarten level to Post Graduate level.


- Management Education and Research Institute (MERI)
- MERI College of Engineering and Technology
- MERI Professional and Law Institute
- MERI College of Aviation Technology
- Ramakrishna Teacher Training Institute
- Ramakrishna Senior Secondary School
- Indraprastha Sports Academy
- Kids Land-A Chain of Nursery Schools

MERI campuses are situated in the heart of Delhi and in National Capital Region and are easily accessible from all parts of the world. The Institute runs courses in Management (PGDIP & MBA), IT/MCA and MCA-Lateral Entry, BBA, BA/UMCS, Engineering & Technology (B-Tech & M-Tech) and Law (LLB, BA/LLB, BBA/LLB) which are approved by AICTE, Government of India, respective State Governments and Bar Council of India. MERI embodies the spirit of a global village and has established 'Student-Exchange Programmes' with different foreign universities. The Group has 24 partnerships globally with reputed Universities and Institutions, covering nearly the student exchange, research and related academic activities. Jointly organizing international conferences and provision for visiting faculty make these more functional. Some of these are:

- Coventry University, U.K.
- Bordeaux Business School, France
- University of Bretagne-SUD, France
- University of Manitoba, Canada
- University of Paris-Dauphine, France
- Ecole de Management, Normandie, France
- ECE, Paris
- Yon Se University, South Korea
- and many more....

## Aprendemos

### 18<sup>th</sup> NATIONAL IT SEMINAR




## KNOWLEDGE ENGINEERING

Saturday, 29<sup>th</sup> February, 2020, 9:30 a.m.  
MERI, Janakpuri, New Delhi

**'CATECHIZE'**  
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DO YOU HAVE IT IN YOU  
TO PARTICIPATE ?

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Aprendemos, an annual corporate thought leadership series seminar which helps in enhancing the technical skills of students as it comprises of conceptual & practical knowledge. This seminar was based on KNOWLEDGE ENGINEERING that tries to emulate the judgement and behavior of a human expert in the Data Science field that includes aspects of Machine Learning. This seminar organized for the knowledge of applications of Data Science and Machine Learning, Artificial Intelligence, classification and evaluation methods for Machine Learning Algorithms, Predictive Learning and Automated Knowledge base construction.

The objective of this Seminar was the immediate participation and contribution as a Data Science Team on big data and other analytics projects by

- Explain how analytics can be leveraged to create competitive advantage
- How the data scientist role and skills differ from those of a traditional business analyst
- Hands on Approach on:” Bayesian Machine Learning”
- Applying appropriate analytic techniques and tools to analyze big data, create statistical models, and identify insights that can lead to actionable results.

Management Education and Research Institute has taken up a step to provide a closer look at useful techniques in data science in a long-form interactive setting.







For this event the honorable chief guest was **Dr. Ajay Kumar Gupta, Director, ICSSR**. We welcome our chief guest Dr. Ajay Kumar Gupta for lighting the lamp along with other delegates.

The Skit on Knowledge Engineering was performed by MCA Students -Vineeta Rajput, Shubham Chandel, Mohak Lal, Ankeshwar Verma, Akash Vishnoi and Rajesh Jha. Students define it as – “Knowledge engineering skills are foundational to technological innovation and development that drive long-term economic growth and help solve societal challenges. Therefore, to ensure national competitiveness and quality of life it is important to understand and to continuously adapt and improve the educational and career pathways of engineers.”

Welcome speech was given by **Sh. IP Aggarwal, President** and the guiding force behind this whole endeavor of MERI. **Prof. Lalit Aggarwal, vice president, MERI group of institutions** gave his welcome address to the chief guest. After that **Dr. Ajay Kumar Gupta** told their experience and guides the students for further growth in knowledge engineering. At the end of inaugural session, **Prof. A K Aggarwal** gave a vote of thanks.

#### **TECHINICAL SESSION I ON MAJOR APPROACHES TO ML: (12:15-13:15)**

First Technical Session conducted by **Mr. Vikas Kalra, Director, gotracko.com** He gave an interesting session on Machine Learning focuses on the development of computer programs that can access data and use it learn for themselves.



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### **TECHINICAL SESSION II ON REINFORCEMENT LEARNING: (13:15-14:15)**

Second Technical Session conducted by **Ms. Niharika Grover, Sr. Software Engineer, EXPEDIA**. She told deeply about how RL can be used in robotics for industrial automation, used in machine learning and data processing, and also used to create training systems that provide custom instruction and materials according to the requirement of students.

### **TECHINICAL SESSION III ON BAYESIAN MACHINE LEARNING: (14:45-15:30)**

Third Technical Session conducted by **Mr. Anshul Kumar Gupta, Data Scientist, WINGIFY**. He told about Bayesian machine learning which allows us to encode our prior beliefs about what those models should look like, independent of what the data tells us. This is especially useful when we don't have a ton of data to confidently learn our model.

### **INTER COLLEGE IT QUIZ – ‘CATECHIZE’: (15:30-16:30)**

Quiz session includes few rounds based on General IT, Programming language, logo and puzzle attended by students of MCA & BTECH which was of 1 hour and conducted by Jyoti Yadav, Dhanya Biju and Chirag Malik.

In the inter-college IT Quiz competition, our esteemed judges were **Prof. Ritu Aggarwal, HOD-MCA, MERI** and **Ms. Gurbrinder Kaur, Assistant Professor**.







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## **Report of 7<sup>th</sup> “International Conference on Data The New Catalyst: Creating a New Digital Culture” from 13<sup>th</sup> & 14<sup>th</sup> September, 2019**

The conference was sponsored by Ministry of Electronics and Information Technology. The conference was divided into five technical session (Transformations of Business Models, Role of AI in Data Science, Machine learning and Digital Culture , Journalism in Era of Big Data , Challenges & solutions of Data analytics ), and two Panel Discussions (Financial aspects of Data management , Big Data & Media management )

The **Chief guest** for the conference were **Prof.(Dr.) Yudhvair Singh , Department of Computer Science Engineering, UIET, MDU**. Prof Yudvir highlighted the role of data analysis in understanding the uncovered aspects of Indian history and culture.

The conference was organized at a large scale and best efforts possible were made. The conference as quiet interesting and informative. Experts of various fields were called as Keynote speakers. Their knowledge made us understood the emerging technologies and the need of the change in present technologies very well.

### **Day 1, 13<sup>th</sup> September 2019**

**Session 1**, on **Transformations of business model**, the speakers **Dr. Leena A Kaushal** (Experienced academician with a demonstrated history of working in both education and corporate verticals. Strong education professional with a Post graduate certification in Advance Learning and Teaching from Lancaster University.) and **Dr. Amita Jain**(Professor at Ambedkar Institute of Advanced Communication Technologies and Research) led the session to very interesting path.Dr Leena discussed about platform economy and importance of data analytics for start ups and Dr Amita Jain highlighted the importance of Natural Language Processing (NLP) for business transformation. Their research touched all the aspects of the present business models and the transformations which can be made to make the business model more efficient. The session was quiet informative.

**Session2**, on **Role of AI in Data science**, was the one which didn't allow audiences to let their ears off. The topic Artificial Intelligence (AI) is the one which will change the future of today's world. However, **Ms. Rakhi Singh**(Data Scientist, DBSchenker) talked about Big Data and AI while **Dr. Saurabh Agarwal**(Data Analysts and ML Trainer) discussed about how data science is getting affected by AI

**Session 3**, we came across the **Machine Learning and Digital culture**. The Proficiency of Ms Neha Srivastava (Speaker from IGDTUW), led the whole audience in a flow. She basically highlighted her research in the area of machine learning. Other than this the two research papers which were discussed there was deep diving in terms of technology. Various concept discussed and presented or even being told about made everybody think about future perspectives of ML.

These sessions of day one for this conference were very knowledgeable and informative. Other than the sessions the arrangements made for the conference were quite satisfying and of course the information we gained was priceless. The key note speakers and the presenters were so intellectual that they made the first day of the conference succeed very well. The discussions were also very healthy and no doubt being part of this session was a great opportunity to understand the management and gain vast knowledge from so many successful and well known people in the Data sector.

## **Day2, 14<sup>th</sup> September 2019**

**First session**, which covered **Journalism in Era of Big data**, held smooth and was of great interest. The keynote speakers Mr. Prateek Trivedi (News 18), Mr. Namit Hans (Assistant Professor, Delhi University), Ms. Divya Vasudeva (Rj Radio city 91.1FM) and Mr. Shayamanuja Das (Managing Director, B2B Tech, 9.9 Group and founder, DataJourno) flourished this session with the drops and their key mantras for the session. It was quite interesting to interact with such great personalities especially in this aspect of Conference. This session was not only focused on media but all the parts of data sciences too

**Second Session**, this session was a panel discussion among all the eminent speakers, chair person and the audience. The whole discussion revolved around the big data and media management. However, the delegates made us aware about the facts which create big data and how the media aspect is connected to big data along with the facts how to manage it. The discussion was informative and brief. Each speaker interacted with the audience and shared their knowledge and experience with us. The credit of making this session so interesting goes to the chairperson and the panel members who contributed their knowledge with the same energy and efficiency in the first session of this day.

**Third session**, again was a panel discussion among the panelists Ms. GL Manchanda (ex-assistant General manager at PNB), Mr. Dheeraj Batra (Senior General Manager, India Bulls), Mr. Ramanand Jha (Group head of internal audit at havells), Mr. Dhiraj Singh Lather (Senior General Manager at third party insurance). The topic

of this session was Financial aspects of Data Management. Information shared in this session was not only technology oriented but marketing oriented too. Having attended this session made me understand a market side of data science too however, earlier I never thought the same. The discussion led to a interactive session. The knowledge shared among us all was humongous

The **fourth session**, the last session of the conference was on challenges and solutions of data analytics, which was discussed by the speakers Ms. Rashi Gupta(co founder rezo.ai), Mr. Dheeraj Kaushik(Senior technology Leader) and Mr. Rajiv Bhatia(IT Professional). Their knowledge and their works done taught us a lot. This session was quite fun since the speakers also shared their life experiences along with the way how they end up doing their research in the same field. This session also empowered our minds to a peak in which we got a opportunity to increase our knowledge.

We felt delighted since the conference brought various things to be learnt, we gained experience from the respective speakers experience and of course this brought lot of opportunities to us. The conference succeeded very well. All the duties and management tasks were handled well and of course the knowledge has never been on the lesser part. This conference brought a very nice experience to us all!







### **Report on HR Conclave organized by MERI on 15<sup>th</sup> February, 2020**

Management Education and Research Institute (MERI), Janakpuri, New Delhi in partnership with National Human Resource Development Network conducted HR Conclave on “Talent Management in the Era of Industry 4.0” on February 15, 2020. The event, organised by the Internal Quality Assurance Cell of the college emphasised on the inexorable shift from digitization (Third Industrial Revolution) to innovation (Fourth Industrial Revolution) and the challenges posed to rediscover business strategies.

The programme commenced with its inaugural session graced by the Chief Guest, Deepak Pahwa, Chairman, Pahwa Group, Managing Director, Bry-Air (Asia); Shri I.P. Aggarwal, President, MERI Group of Institutions; Prof. Lalit Aggarwal, Vice President, MERI Group of Institutions; S.K. Aggarwal, Chief Finance Officer; Prof. A.K. Aggarwal, Dean; Dr. S.K. Goel, Director- Coordination and other dignitaries. The session consisted of the traditional lamp lighting session by dignitaries, National Anthem, NHRDN- Code of Conduct, followed by MERI- Code of Conduct. The welcome address was presented by Prof. Lalit Aggarwal, wherein he spoke about the emerging breakthrough technology like robotics, artificial intelligence and communication system.

Furthermore, the inaugural address was presented by Shri I.P. Aggarwal, emphasising on the transformation of organisational setup and business environment. This was followed by the key note address by Deepak Pahwa, highlighting the dynamics of talent and technology and role of artificial intelligence. The session concluded with a vote of thanks by Prof. A.K. Aggarwal deliberating on the need of microscopic view to sense changes posed by social, mobile, analytics, cloud and securities.

The programme progressed with the first panel discussion on “Transformational Leadership in HR 4.0: Issues, Challenges and Opportunities. The session was moderated by Dr. Jatinder Singh, Director, PHDCCI and the panellists included Ramesh K. Verma, President- Delhi, VR/AR Association; Veer Sagar, Chairman, Selectronic; and Mamta Wasan, Sr. VP-HR, FIS.

The second panel discussion on “Skills Requirement to Embrace Data Driven Talent Economy” was moderated by Dr. Sushil Chandra, scientist ‘G’, INMAS, DRDO and the panellists included Col Rohit Agarwal, Strategy & Plans, The Bird Group; Sumit Duggal, Co-founder, Sign Catch Inc; and Anuj Khanuja, Program Manager, Right Management. The session commenced with a vote of thanks by Dr. Deepshikha Kalra, Professor, MERI.

The programme commenced with students’ activity including a skit on “Human Intelligence is Indispensable, Artificial Intelligence, a Facilitator”, followed by research and case study presentations. The programme, organised by Prof. A.K. Aggarwal, Dean and Dr. Maitri Bhushan, Associate Professor, MERI College was highly appreciated by all attendees, guests and dignitaries.









<p><b>About Conclave:</b></p> <p>Inevitable shift from digitization (the Third Industrial Revolution) to innovation (the Fourth Industrial Revolution) has posed the challenge to redesign business structures. Emerging breakthroughs technology like robotics, artificial intelligence, 3-D printing, quantum computing, the Internet of Things, nano technology, biotechnology, autonomous vehicles Communication system has multiplied the possibilities of living and doing business. Innovation is a doing wonders and causing wonder kind in hand. Billions of people are connected and hyper connected. Transformation of the entire organizational set up and business environment is generating exponential rather than linear pace. Talent and technology are the two buzzwords of Business. Millennial and technology are transforming workplace. Apart from being people, person friendly HR has become Portal friendly. Potential blend of two buzzwords, High Tech &amp; High Touch are enablers of innovations, communications and management. Microscopic view is required to see change brought by Social, Media, Analytics, Cloud &amp; Securities. Agile &amp; transformational leadership style is of prime importance in this era of Volatile, Uncertain, Complex &amp; Ambiguous world of HR. Leaders will thus draw insights on shifting talent management paradigms due to HR 4.0. The event has planned two Panel Discussions in which prominent industry experts will be sharing their insights. As the day progresses our Presentation are going to present a Skit on "Human Intelligence is Indispensable and Artificial Intelligence an Enabler" of HR Talent Economy. Research and Case Study Competition Participants has also been planned.</p>	<p><b>Chief Guest:</b>  <b>Mr. Deepak Pathan</b>  Chairman, Pathan Group  Managing Director, Hy-Air (Asia)</p> <p><b>Panel Speakers:</b>  <b>Mr. Veer Sagar</b>  Chairman, Selecon</p> <p><b>Ms. Manita Wason</b>  Sr VP, HR, FIS</p> <p><b>Dr. Parvathi Singh</b>  Director, PHD CCI</p> <p><b>Chief Patron</b>  <b>Sh. I. P. AGGARWAL</b>  Hon. Vice Chairman,  Tribal Educational and Social Welfare  Society, New Delhi</p> <p><b>Patron</b>  <b>Prof. LALIT AGGARWAL</b>  Hon. Vice President,  MERI Group of Institutions</p>
<p><b>About NHRD:</b></p> <p>The National HRD Network (NHRDn) is a Global Centre for Growing Leaders and the National Body of professionals committed to promoting the People Development movement in the country as well as enhancing the capability of human resource professionals to compete globally, thereby creating value for society. Towards this end, National HRD network is committed to the development of human resources through education, training, research and experience sharing. Established over three decades ago, NHRDn is an autonomous, not-for-profit, professionally managed organization, playing a catalytic role in grooming Leaders for Tomorrow. It has over 12,500 members representing Multinationals, Public and Private organizations including Government, MSME and NGOs spread across 30 chapters in India, and serves as a reference point for HR Professionals in Indian Industry.</p>	<p><b>Organising Secretary:</b>  <b>Prof. A.K. Agrawal</b>  Dean, MERI College</p> <p><b>Dr. Maitri Bhusan</b>  Associate Professor, MERI College</p> <p><b>Programme Schedule:</b></p> <p>1. Registration - 9:00 - 9:50 AM</p> <p>2. Inaugural Session - 10:00 - 11:15 AM</p> <p>3. Panel Discussions and Time:  a) Transformational Leadership in HR 4.0: Issues, Challenges and Opportunities - 11:45 to 1:00 PM  b) Skills Requirement to Embrace Data Talent Economy - 2:00 to 3:15 PM</p> <p>4. Student's Activity - 4:00 to 5:00 PM</p> <p>5. Student's Skit on "Human Intelligence is Indispensable, Artificial Intelligence, a Facilitator"</p> <p>6) Student's Research &amp; Case Study Presentations</p>
<p><b>Objectives of Conclave:</b></p> <ul style="list-style-type: none"> <li>To build Corporate Campus Connect</li> <li>To Develop Anonymous Industry Interface</li> <li>To initiate students for upgrading their skills as per Industry Demands</li> <li>To enlighten the students about the Talent Management Paradigms in HR 4.0 Era</li> </ul>	<p><b>Contact For Queries:</b>  <b>MRDEEN</b> - Mr. Bhuvan Singh 9896122848</p>

TIMINGS: 11 am to 12:20 pm



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ORGANIZING COMMITTEE: Prof. A.K. Agrawal, Dean, MERI

Prof. (Dr.) Deepshikha Kalra

Prof. Ritu Aggarwal

Dr. Sumit Chauhan

Dr. Samarth Singh(Convenor)

SPEAKERS INVITED: Mr. Vivek Nanda-Motivational Speaker, Happiness Coach, Former national Sales Head, Sharp Business Mr. Lokesh Pratap Singh. M.Tech IIT, Delhi The webinar started with a brief about the importance of creating a brand for self, if a student wishes to excel in life. Mr. Vivek Nanda talked about the seven secret mantras of success and how by strictly following the mantras, students can gain a control over their day to day routine. They also guided

students in terms of which courses are apt for students from different streams. He highlighted upon the growing need of knowledge enhancement and utilizing this lockdown time to gain as much knowledge as possible. Mr. Lokesh Pratap Singh briefed about the way students can prepare themselves for various entrance exams and what study schedule should they follow. He also explained the topics that are usually covered under various entrance exams and how students create a plan for themselves and their career. Both the speakers, handled the queries of the participants and answered them with restraint. The webinar ended with a vote of thanks to the speakers and participants.

**Report of webinar on “ Gamification: Personality Mapping & Career selection organized by MERI from 13<sup>th</sup> June 2020**

ORGANIZER: MERI, MANAGEMENT & IT DEPARTMENT

ORGANIZING COMMITTEE: Prof. A.K. Agrawal, Dean, MERI

Prof. Ritu Aggarwal

Prof. (Dr.) Deepshikha Kalra

Dr. Sumit Chauhan (Host)

Dr. Samarth Singh

Dr. Maitri

Dr. Gurpreet Kaur Chhabra

Dr. Pramjot Singh (Convenor) **SPEAKERS INVITED:**

Dr. Navneet Kaur Popli- Senior Security Analyst, Calgary, Alberta, Canada

The webinar started with a very positive note because the participants were very excited about the topic and were enthusiastic to learn more about the relation between online games and their personalities. Dr. Navneet Kaur was equally enthusiastic to share her knowledge about the subject. She discussed about 16 basic personality traits and how these personalities play a specific type of game that not only matches but also enhances their personality. She also discussed that by knowing one's personality type, a student can choose a career, course or profession, in accordance to personality of the individual. She discussed about personality types such as: ISTJ, INFJ, INTJ, ENFJ etc. and the types of story based, horror based and attack or competition-based games and avatars the players take up in these games reflect about their personality. Participants were keen to raise queries and Dr. Navneet patiently and aptly answered all the queries raised by the students. The webinar ended with a vote of thanks to the speaker and participants.

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**Webinar on**  
**Gamification: Personality Mapping & Career Selection**  
**Keynote Speaker**

  
**Dr. Navneet Kaur Popli**  
Calgary, Alberta, Canada

**13<sup>th</sup> June, 2020**  
**11:00 am**

**Register now** <https://forms.gle/6MXDyBEyghHjDA6ub8> MOBILE. 9555369369  
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### **Report of webinar on “ Impact of COVID19 on PR Industry organized by MERI from 13<sup>th</sup> June 2020**

A very effective and informative One Day National Webinar on **Impact of COVID19 on PR Industry** was hosted by the Department of Journalism and Mass Communication of MERI College on 14 May 2020 at 11 AM through the Facebook Live Platform. Mr. Dennis Campbell (Senior General Manager- PR Professional), Mr. Abhishek Bose (Senior Manager, Corporate Communication, Stanza Living), Mr. Anuj Bakshi (Senior Account Manager, Adfactors PR), Ms. Poulmoni Roy (Lead Corporate Communication, OPPO India) were the four

panellists who enlightened the topic very well in front of viewers. Head of Department Prof. (Dr.) Dilip Kumar started the webinar with the Gayatri Mantra Shloka and introduced the session to all and greeted everyone along with Assistant Professor Ms. Nivedita Sharma who was in charge of this webinar. Mr. Dennis started first with the introduction of PR. He explained very well all the points of Public Relation and engagement of the audience in this field especially in a crisis situation and also explained the difference between advertising and PR. Then Mr. Abhishek explained corporate communication and how it works relating it with the PR field in a scientific logical manner. Being a professional manager in corporate communication he delivered his message that how the market plays a role in a crisis situation in a practically clear manner. Third Panelists Mr. Anuj talked about how lockdown and present situation have an impact on job scenario in the PR industry and shared about the linear approach in the environment after that its insights and then solutions of modern hurdles arises. Later, Dr. Dilip Kumar shifted it to Ms. Poulmoni by chanting a shloka on women empowerment. She gave an overview of the working of the media industry post-COVID era. She spotted that PR doesn't get much affected due to crisis, in fact, it became more digitalized which gave it more profit of targeting the audience because everyone has smartphones in hand. Viewers get to know that the corporate team can not reach physically every time that's why they hire the PR agencies from different regions to disseminate the information. Digital media was very important before the arrival of COVID but it made a more important place during this crisis. According to a survey regarding Internet and Mobile Associations of India, Rural India has

got actually more users than the urban part. This happened for the first time which resulted more beneficial to the digital media and PR Industry. Every expert explained the topic very well with respect to their field, how they managed the work during the crisis. More than 350 registrations were done and the reach was 10,950 and 397 comments and 28 shares which meant it was a successfully conducted webinar and viewers

feedback clearly showed that this was a knowledgeable session.

Report of webinar on “ Career Opportunities in Media Post Covid-19) organized by MERI from 20<sup>th</sup> June 2020, 12 pm onwards

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**20<sup>th</sup> June, 2020**  
**12:00 Noon**

**MEDIA**

**Media Partner**  
**Info Prime News**

**Career Opportunities in Media Post COVID-19**

**Our Thought Leaders**

- Prof. (Dr.) Dilip Kumar**  
Head, JMC Department, MERI  
Renowned Journalist
- Mr. Shishir Sinha**  
Senior Deputy Editor,  
Hindu Business Line
- Mr. Dennis Campbell**  
Senior General Manager,  
PR Professionals
- Moderator**  
**Ms. Avneet Kaur Bhatia**  
Editor in Chief,  
Info News

**Coordinators**

- Ms. Nivedita Sharma**  
Assistant Professor  
Department of Journalism & Mass Communication
- Ms. Saloni Saini**  
Assistant Professor  
Department of Journalism & Mass Communication
- Mr. Amarendra Arya**  
Assistant Professor  
Department of Journalism & Mass Communication
- Dr. Vanshika Bhatia**  
Assistant Professor  
Department of Journalism & Mass Communication

**Register now** <https://forms.gle/yCrVCRLVkiCs8jWz6>  
For Latest Information Regarding Admissions 2020-2021: <http://meri.edu.in/blog>

Contact: Ms. Nivedita Sharma: 7982851340,  
Ms. Savita Verma: 9555369369

## Genesis

The Department of Journalism and Mass Communication of Management Education and Research Institute organised a Webinar in association with Info Prime News on the topic 'Career opportunities in media post Covid19'. Mr.Shishir Sinha and Mr. Denis Campbell along with the moderator Ms.Avneet Kaur, graced the occasion.

## Objective of the event

- To motivate the students to pursue their goal with determination
- To clear the doubts of students regarding their field
- To inform students about the work opportunities which will come post Covid19



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## **Report**

The Department of Journalism and Mass Communication of Management Education and Research Institute organised a webinar on “Career opportunities in media post Covid19”, in collaboration with Info Prime News. Mr. Shishir Sinha, Senior Deputy Editor, Hindu Business Line; Mr. Denis Campbell, Senior General Manager, PR Professionals and Prof. (Dr.) Dilip Kumar, Head of Department, Journalism and Mass Communication, MERI College graced as the thought leaders for the event. The webinar was moderated by Ms. Avneet Kaur, Editor-in-Chief, Info-Prime News. It was conducted through Facebook Live through Info-Prime News. It was an enlightening event with discussions based on topics like fake news and how it can be prevented, career opportunities to be explored, nuances of being a good journalist, effect of Covid19 on economy and marketing, and what changes will come further in this field. The panelists also discussed about the upcoming changes in the field of journalism and skill requirements in order to pursue this field further. Further, the guests shared their past experiences with the students. Lastly, the panelists addressed audience queries, including students, research scholars and faculty members from leading institutions. It was indeed a knowledgeable interaction.

## **Faculty coordinators**

Ms. Nivedita Sharma

Ms. Saloni Saini

Dr. Vanshika Bhatia

Mr. Amrendra Aarya

## **Student coordinators**

Kunika Chaudhary

Srishti Gupta

**Report of National Finance Seminar “ Leveraging Fintech For Business” organized by MERI on 22 February,2020**





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Management Education and Research Institute, Janakpuri, New Delhi organized National Finance Seminar 2020 on Leveraging Fintech for Business on February 22, 2020. The seminar, organised by the Internal Quality Assurance Cell of the college attempted to explore the emerging dimensions of ongoing technologies used in finance sector and to find out the innovative strategies to sustain in the turbulent business environment.

The programme commenced with its inaugural session graced by the Chief Guest, Sunil Soni, General Manager, Punjab National Bank; Guest of Honour, Naveen Gupta, Zonal Head, Delhi NCR, ICICI Bank; Shri I.P. Aggarwal, President, MERI Group of Institutions; Prof. Lalit Aggarwal, Vice President, MERI Group of Institutions; S.K. Aggarwal, Chief Finance Officer; Prof. A.K. Aggarwal, Dean; and other dignitaries. The session consisted of the traditional lamp lighting session by dignitaries, National Anthem, followed by MERI-Code of Conduct. The welcome address was presented by Prof. Lalit Aggarwal, wherein he spoke about the rapidly changing Fintech landscape and the impact of new innovations on traditional business models, along with the need to harness new technologies to build a better business. Furthermore, the inaugural address was presented by Shri I.P. Aggarwal, who deliberated about the recent emerging technologies around financial payments and markets, digital strategy, business model innovations and advanced analytics to be explored. This was followed with an address by the Chief Guest, Sunil Soni, who spoke great lengths about the current Fintech landscape from multiple stakeholders and shared his on-the-ground industry experience. The session continued with an address by the Guest of Honour, Naveen Gupta, who elaborated ways to be tech-savvy, technologies empowering Fintech wave, recognizing cyber security issues and ways to mitigate them. The session concluded with a vote of thanks by Prof. A.K. Aggarwal deliberating on the evolution of Fintech and its tremendous change.

The programme progressed its first technical session with a presentation by the management students. This was followed by informative deliberations of the speakers, G. L. Manchanda, former AGM, Punjab National Bank; and Akhil Bansal, Principal Consultant, PKC Advisory, respectively.

Furthermore, the session concluded with an interesting presentation by the management students, followed by the deliberations of the speakers, Mr. Sumeet Manocha, Associate VP, Hindustan Power Group; and Mr. Mohan Mehndiratta, Director, ISACA, respectively.

The seminar, organised by Prof. A.K. Aggarwal, Dean, MERI College; Ms. Shikha Gupta, Assistant Professor, MERI College; and Dr. Kompal Barara, Assistant Professor, MERI College drew its curtain down with formal vote of thanks by Prof. A.K. Aggarwal, valediction and certificate distribution.







## National Seminar on: “Leveraging Fintech For Business”

**Saturday, 22<sup>nd</sup> February, 2020, 10:00 AM**  
**Auditorium, MERI**  
**Janakpuri, New Delhi**



**Organized by:**  
IQAC (Internal Quality Assurance Cell)

**MANAGEMENT EDUCATION AND RESEARCH INSTITUTE**  
(Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University, Delhi)  
An ISO 9001 : 2015 Certified Institution  
52-55 Institutional Area, Janakpuri New Delhi -110058  
Phone : (011) 28522201-04 email: [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Helpline no : 9555369369

### ABOUT THE SEMINAR

Today, the financial world is at the turning point of tremendous change that renders the future both thrilling and gloomy. As Fintech continues to evolve, how can leaders and executives respond early and effectively to ride the wave, and leverage the myriad opportunities?

Through discussions, case studies and reflections, this seminar will deepen the understanding of the rapidly changing Fintech landscape and the impact of new innovations on traditional business models. Participants will be equipped to identify opportunities for disruption, and harness new technologies to build a better business.

Among other key topics, recent and emerging technologies around financial payments and markets, digital strategy, business model innovations, and advanced analytics can be explored. Keeping this as major perspective, Management Education and Research Institute (MERI) is organizing National Seminar on 'Leveraging Fintech For Business', on Saturday, 22<sup>nd</sup> February, 2020.

#### Chief Guest

**Mr. Sunil Soni**  
General Manager, Punjab National Bank

#### Speakers Invited

**Mr. G.L. Manchanda**  
Former AGM, Punjab National Bank

**Mr. Akhil Bansal**  
Principal Consultant, PKC Advisory

**Mr. Ashish Dhawan**  
Vice President, Yes Bank

**Mr. Sumeet Manocha**  
Associate VP, Hindustan Power Group

#### Chief Patrons

**Shri I.P. Aggarwal**  
Founder President,  
MERI Group of Institutions

**Prof. Lalit Aggarwal**  
Vice President,  
MERI Group of Institutions

#### Organising Committee

**Shri A.K. Aggarwal**  
Dean, MERI

**Ms. Shikha Gupta**  
Assistant Professor, MERI

**Dr. Komal Barara**  
Assistant Professor, MERI

#### OBJECTIVES OF THE SEMINAR

**1**  
To explore current Fintech landscape from multiple stakeholder perspectives

**2**  
To understand and learn from on-the-ground experiences of industry players

**3**  
To be tech-savvy: Understand the technologies powering the Fintech wave

#### WHO SHOULD ATTEND?

Consultants  
Corporate members  
Entrepreneurs  
Practitioners  
Faculty Members  
Researchers  
Students of related fields

**4**  
To Recognise mobile cybersecurity issues, and how to mitigate the risks

#### REGISTRATION DETAILS

For corporates and Professional	Rs. 1000/- per person
For Academic and Research	Rs. 500/- per person
For International Participants	\$ 100/- per person
For Management Students	NIL

Fee should be paid by way of Demand Draft in favour of Management Education and Research Institute, payable at New Delhi

On the spot registration also available





**Report of Marketing seminar Harnessing Potential Marketing Trends 2018-19 organized by MERI**

VENUE: MERI AUDITORIUM & TIMINGS: 9:30 AM-4:30 PM

CHIEF PATRONS: Shri I.P.Aggarwal, Founder President, MERI Prof. Lalit Aggarwal, Vice President, MERI

ORGANIZING COMMITTEE: Shri. A.K. Agrawal, Dean, MERI, Ms. Gurpreet Kaur Chhabra, Assistant Prof., MERI, Mr. Parmjot Singh, Assistant Prof., MERI

CHIEF GUEST: Mr. Ushpreet Singh Bawa, Director, Account Management, Small Domestic Appliance Lighting

SPEAKERS INVITED: Ritesh Malik, Director Sales, Palm Green Hotels/Resort, Ms. Reena Yadav, GM, Sales & Marketing, Sai Com Codes Flexoprints Pvt.Ltd, Mr.Akant Garg, State-Coordinator-Retail, Delhi NSQF

Mr.Amit Chand, Customer Life Cycle Marketer.

**OBJECTIVES OF THE SEMINAR:**

- 1) To explore, identify and analyze the prospective trends in various Industrial Sectors in India.
- 2) To understand the ways and methods adopted by the companies for trend spotting from business perspective.
- 3) To evaluate the benefits that marketers draw from early trend identification and analysis process.



**ABOUT MANAGEMENT EDUCATION AND RESEARCH INSTITUTE**

Meri Management Education and Research Institute was established in 1998 by 'Meri Educational and Welfare Society'. The Institute is approved by MCI, Ministry of HRD, Govt. of India and affiliated to G.G.S. Indraprastha University, Delhi. It is a group of higher technical institutions, which are promoted with a vision to be premier institutes offering professional education, Industrial R & D, consultancy, technology cooperation and training that fosters innovation towards national development. MERI offers PG courses in MPM, MBA and MCA. PG programmes are also being offered in collaboration with foreign universities.

The Institute has 20 global partnerships with reputed Universities/Institutes for student exchange, faculty exchange, PG programmes, collaboration research and development opportunities, institutional accreditation which are integral part of activities in pursuit of global excellence.

**HOW TO REACH US:**

**MERI** Management Education and Research Institute  
Approved by MCI, Ministry of HRD, Govt. of India, Affiliated to G.G.S. Indraprastha University, Delhi.  
No. 52-55, Institutional Area, Janakpuri, New Delhi - 110058  
28522201, 28522202, 28522203  
Fax: 011-28522204 E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in)

**National Seminar on Marketing**  
**Mercadeo Cresta 2019**  
**Strategic and Tactical Marketing**  
**in Contemporary Corporate**

**MERI**  
COLLEGE

Saturday, 19<sup>th</sup> October, 2019, 10 am  
Auditorium, MERI, Janakpuri, New Delhi

Organized by  
**MERI** Management Education and Research Institute  
Approved by MCI, Ministry of HRD, Govt. of India, Affiliated to G.G.S. Indraprastha University, Delhi.  
No. 52-55, Institutional Area, Janakpuri, New Delhi - 110058  
28522201, 28522202, 28522203  
Fax: 011-28522204 E-mail: [meribs@meri.edu.in](mailto:meribs@meri.edu.in)

**ABOUT THE SEMINAR**

Today's era of marketing is not only about knowing customer needs and fulfilling them with their desired level of satisfaction. Now is the era of corporate marketing that involves hundreds of channels of consumer touch points, CRM, analytical data base is of customers that have become ready to all forms of advertising and promotion and are no longer loyal to even their preferred brands. All this has made marketing a complex process. In order to be successful and to grow business immensely, a marketer needs to adopt a strategic and tactical approach towards its corporate marketing plan. The essential success however lies in marketer's ability to not only satisfy its target audience but the success lies in also in a manner more effective and attractive than that of its competitors. A perfect pricing and promotion tactic may attract the customer but only the correct competitive strategy, which in design, will determine whether the customer is retained or lost. Keeping this as the major perspective, 'Management Education & Research Institute (MERI)' is organizing 'Marketing Mercadeo Cresta on Strategic and Tactical Marketing in Contemporary Corporate', on Saturday, 19<sup>th</sup> October, 2019.

**OBJECTIVES OF THE SEMINAR**

- To capture relevant and authentic information, strategies, innovative techniques.
- To understand the way and methods adopted by the companies to establish a customer focus with competitive advantage.
- To evaluate the benefits that marketer derive from adopting a strategic and tactical approach in their marketing program.

**WHO SHOULD ATTEND**  
Consultants  
Corporate Managers  
Entrepreneurs  
Practitioners  
Faculty Members  
Researchers  
Students of related fields

**CHIEF GUEST**  
Mr. Kapen Ranjan  
CEO, Organix Systems

**SPEAKERS INVITED**  
Mr. Sandeep Garguly  
Business Manager Sales & Marketing  
Organix Systems  
Thames Valley University

Mr. Sachin Serigar  
Dean, Sales & Marketing  
Meri College Pvt. Ltd, Janakpuri, Delhi

Mr. Mihel Kamran  
CEO, Digital INC.  
Ex. Digital Marketing Consultant, Google

**CHIEF PATRONS**  
Shri L.P. Aggarwal  
Founder President, MERI

Prof. Lata Aggarwal  
Vice President, MERI

**ORGANISING COMMITTEE**  
Shri A.K. Aggarwal  
Dean, MERI

Dr. Samarth Singh  
Associate Professor, MERI

Dr. Gargpreet Kaur Chhabra  
Associate Professor, MERI

**REGISTRATION DETAILS**  
For Corporates & Professionals: Rs. 1,000/- per person  
For Academicians & Researchers: Rs. 500/- per person  
For International Participants: \$ 100/- per person  
For Meri Students: Nil

Fee should be paid by wire or Demand Draft in favour of Management Education and Research Institute, payable at New Delhi.  
On the spot registration also available.



# **MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

(Affiliated to G.G.S. Indraprastha University, Recognised by N.C.T.E. & Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058

PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204

E-MAIL : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Website : [www.meri.edu.in](http://www.meri.edu.in)

## **Report of FDP on “Data Analytics and Structural Equation Modeling Using R & AMOS” organized from 8<sup>th</sup> - 13<sup>th</sup> July, 2019**

The Internal Quality Assurance Cell (IQAC) of Management Education and Research Institute (MERI) has achieved yet another milestone in its commitment to promoting excellence in education. MERI successfully organized a Faculty Development Program (FDP) on Data Analytics and Structural Equation Modeling (SEM) using R and AMOS on July, 2019. This comprehensive FDP aimed to equip faculty members with cutting-edge analytical tools and methodologies.

### **Objectives:**

- To acquaint the researchers with application of Machine Learning, Data Analytics
- To impart knowledge about statistical packages and their applications in the field of research.
- To enable participants to identify & apply appropriate research software in their subject domain.
- To provide hands-on experience in data analytics tools.

### **Key Takeaways of FDP**

To encourage research acumen, following are the highlights of the program

1. Smart Technical writing through Mendley.
2. Structural Equation Modeling through AMOS & R.
3. Working with R & Rattle, Multi-Decision Criteria using TOPSIS.
4. Machine Learning, Data Mining, Association Mining, Classification & Regression Problem.
5. Statistics related with factor analysis, Hands on session on factor analysis using R.



## ABOUT MANAGEMENT EDUCATION AND RESEARCH INSTITUTE

Management Education and Research Institute (Janakpuri Campus) is NAAC accredited, ISO 9001:2015 certified. MERI is A+ grade, premier institute with legacy of academic excellence for more than 25 years. MERI is affiliated to Guru Gobind Singh Indraprastha University, approved by AICTE, MHRD Government of India.



Institute has created a niche over these years in the fields of Management and Information

Technology. Pedagogies are unique and accepted by the industry. PGDM, MBA (Two Year Full Time) MCA and BBA (Three Year Full Time) Programmes are being offered. Students explore ample opportunities of learning with institute which prepares them to face the industry challenges and meet corporate expectations. Alumni are serving all over the world and have earned reputation for them and as well as for the institute.

MERI embodies the spirit of the Global village and has established students and faculty exchange programme with different foreign universities and institute of repute. It has 26 global partnerships with reputed universities like University of Electric Power, Shanghai; Illinois Institute of Technology, USA; University of Coventry, UK; ESC Rennes School of Business, France; Ansbach University of Applied Sciences, Germany and many more. This has given our students an edge over others. MERI jointly organized international conferences with foreign collaborators.

### HOW TO REACH US:



## Faculty Development Programme on Data Analytics and Structural Equation Modeling using R & AMOS



(July 8-13, 2019)

Organized by :  
Internal Quality Assurance Cell (IQAC)

**MERI Management Education and Research Institute**  
(Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGS Indraprastha University, Delhi)  
NAAC Accredited and An ISO 9001 : 2015 Certified Institution  
53-54, Institutional Area (Opp. D-Block), Janak Puri, New Delhi-110 058  
Ph. 91-11-28522201-04, Fax: 91-11-28522204 E-mail : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) [www.meri.edu.in](http://www.meri.edu.in)

## ABOUT THE PROGRAMME

MERI strives for excellence. We honor our commitment of empowering and nurturing the most valuable asset, i.e. faculty. Academic excellence requires skills and competence of teaching & research fraternity. FDP helps to augment level of research and publication skills of participants by sharpening their skills. This Faculty Development Programme intends to comprehend emerging tools used for data analytics and structural equation modeling.

### OBJECTIVES OF THE FDP

- \*To acquaint the researchers with application of Machine Learning, Data Analytics
- \*To impart knowledge about statistical packages and their applications in the field of research.
- \*To enable participants to identify & apply appropriate research software in their subject domain.
- \*To provide hands-on experience in data analytics tools.

### PEDAGOGY

Interactive sessions will be facilitated by subject experts. Group practicum will be conducted for application based learning.

### KEY AREAS OF FDP

To encourage research acumen, following are the highlights of the programme:

1. Smart Technical writing through Mendley.
2. Structural Equation Modeling through AMOS & R.
3. Working with R & Rattle, Multi-Decision Criteria using TOPSIS.
4. Machine Learning, Data Mining, Association Mining, Classification & Regression Problem.
5. Statistics related with factor analysis, Hands on session on factor analysis using R.

## RESOURCE PERSONS

Resource persons are prominent subject experts from Academia & Corporate who will reorient participants towards technological shift in the area of Data Analysis.

### PARTICIPANTS

Faculty from AICTE/UGC approved technical/management institute/university departments, research scholars and industry professionals can be the participants. All participants will be awarded with "Certificate of Participation".

### CHIEF PATRONS

**Shri I. P. Aggarwal**  
Founder President, MERI

**Prof. Lalit Aggarwal**  
Director & VP, MERI

### CONVENERS

**Prof. A. K. Agrawal**  
Dean, MERI

**Prof. (Dr.) Sangeeta Gupta**  
Professor, MERI

**Dr. Maitri Bhushan**  
Associate Professor, MERI

### REGISTRATION DETAILS

Research Scholar	: Rs. 3000/- per participant
Academician	: Rs. 3500/- per participant
Corporate	: Rs. 4500/- per participant

Payment can be made in Cash or DD drawn in favour of Management Education and Research Institute, payable at New Delhi. (Fee can also be submitted through NEFT Account No. : 198301000000023 IFSC Code : IOBA0001983 Bank : Indian Overseas Bank, D Block, Janakpuri, New Delhi-110058).

Number of seats are restricted to 30 only. Registration will be given on first come first basis. Last date of registration is 20th June, 2019.

For Queries contact:

Ms. Savita Verma, 8130712990

Dr. Maitri Bhushan, 9667110540

Prof. (Dr.) Sangeeta Gupta, 9999632166

## **Year-Wise Report 2018-2019**

### **Report of Seminar “ Financial Innovations: Challenges & opportunities” organized by MERI on 16<sup>th</sup> March, 2019 in MERI Auditorium**

This is to report here the National seminar “Financial Innovations: Challenges and Opportunities” was successfully organized and accomplished by Dr Parmjot Singh and Dr Kompal Brara with the help of Dean sir Prof A K Agarwal and VP sir Prof Lalit Agarwal, on dated 16th March, 2019. The seminar was started at 10:00 am. Mr Punit Jain, General Manager of Punjab National Bank, head office, New Delhi was the Chief Guest of the seminar and Mr Nalin Tuli, Executive Vice President, Yes Bank, Gurugram was the Guest of Honour for the seminar. The inauguration was done by Prof Lalit Agarwal Vice president MERI group of institutions and Shri I.P Agarwal Sir, Chairman of MERI group of institutions, Chief Guest and Guest of Honour and all the dignitaries. The seminar commenced with lamp lighting by all the dignitaries and followed by the precise poem and presentation on Mudra Schemes by the management students. Mr Punit Jain, chief guest has enlightened the students and faculties about the various Mudra Schemes available in the country and how these schemes are beneficial for the upliftment of unemployment sector in India. Mr Nalin Tuli, guest of honour has disseminated the information about the various banking opportunities available and how Gen X, Y and Z and Millennials can get benefit of these opportunities.

Management students have presented the ground realities of the MUDRA Schemes in India and analysed the different aspects of MUDRA Schemes in India. Then a press conference was conducted and MERI News was launched successfully and during that time frame, media persons have collected news byte from concerned faculties. Ms Yukti Arora (Director, Risk Advisory Services, Deloitte, Gautam Budh Nagar, U.P.) has delivered a speech on Blokchain and its application in banking sector. Mr Vineet Garg (CA) has motivated the students and audience about the various business ventures and

discussed some live cases. Then at 1:20 pm, all the faculties and speakers proceeded for the lunch. After resuming, Mr Amanjeet Singh (Risk Analyst, E&Y) has presented his views on financial innovations and interacted with the students.

Mr Rajpreet Singh (CA, partner at BNR) has highlighted GST topic and its impact on Indian Economy. Thereafter, to provide resolutions to the problems of management students through panel discussion session which was headed by Mr G L Manchanda and Mr Rajpreet Singh and Prof A K Agarwal has acted as moderator during the panel session.

Students were given prizes for right answers and also to motivate and encourage them by our Dean Sir.

In the last, the certificates of participants of blood donation camp, Annual Fest and HR Seminar were distributed among students and Dean Sir has given a vote of thanks to everyone.

In total, 314 students have participated in the national seminar (MBA= 158 students, BBA= 66 students,

MERI CET= 21 Students and other colleges= 69 students). 5 faculty members and 3 research scholars from different colleges and universities have also registered for the national seminar.

With this note, the seminar was accomplished by 5:00 pm.



**MANAGEMENT EDUCATION AND RESEARCH INSTITUTE**

MERI (Management Education and Research Institute) was established in 1999 by Triumf Educational and Welfare Society. The Institute is approved by AICTE, Ministry of HRD, Govt. of India and affiliated to G.G.S. Indraprastha University, Delhi. It is a group of higher technical institutions, which are provided with a mission to be premier institutions offering professional education Industrial A. & U. computer, technology cooperation and training their future. Innovation research national development (MER) offers PG courses in PGDM, MBA, BBA and BCA. The programs are also being offered in collaboration with foreign universities.

The Institute has 18 global partnerships with reputed universities/institutions for student exchange, faculty exchange, PG programmes, collaborative research and development, collaborative international conferences which are integral part of activities in pursuit of global excellence.

**HOW TO REACH US:**




**MERI** Management Education and Research Institute  
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An ISO 9001 : 2015 Certified Institution  
52-55, Institutional Area (Opp. D-Block), Janakpuri, New Delhi-110058  
Ph : 011-28522201-04 Fax : 011-28522204 E-mail : [meribs@meri.edu.in](mailto:meribs@meri.edu.in)

**National Seminar on  
Financial Innovations:  
Challenges and Opportunities**

**MERI**  
COLLEGE

Saturday, 16<sup>th</sup> March, 2019, 10-00 am  
Auditorium, MERI, Janakpuri, New Delhi



Organized by  
**Management Education and Research Institute**  
(Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGS Indraprastha University, Delhi  
An ISO 9001 : 2015 Certified Institution)  
52-55, Institutional Area (Opp. D-Block), Janakpuri, New Delhi-110058  
Ph : 011-28522201-04 Fax : 011-28522204 E-mail : [meribs@meri.edu.in](mailto:meribs@meri.edu.in)

[www.meri.edu.in](http://www.meri.edu.in)

**ABOUT THE SEMINAR**  
Small businesses tend to self-finance first, but once they've exhausted these possibilities then they turn to banks. The solution should instead focus on making banks, bonds and equity markets as competitive as they can be, so that people in the marketplace can decide best for them, to be as productive and innovative as they can be. Today, the financial world is at the turning point of enormous change that renders the future both thrilling and gloomy: Blockchain, Artificial Intelligence (AI) and Machine Learning hold all sorts of promises for solving the banking problems of today. Now a days, the changing scenario of financial products and services (GST, Trade Market, Mutual Schemes etc.) are contributing a lot in the growth of economy and employment generation. Keeping this as the major perspective, Management Education and Research Institute (MERI) is organizing National Seminar on "Financial Innovations: Challenges and Opportunities" on Saturday, 16<sup>th</sup> March 2019.

**OBJECTIVES OF THE SEMINAR**

1. To explore, identify and analyze the future of financial innovations in banking and finance sector in India.
2. To understand the challenges and implementations of GST adopted by the companies for business perspective.
3. To evaluate the benefits of Multi Loans for enhancing entrepreneurship in India.

**WHO SHOULD ATTEND**  
Consultants  
Corporate Members  
Entrepreneurs  
Practitioners  
Faculty Members  
Researchers  
Students of related fields

**CHIEF GUEST**  
Mr. Punit Jain  
General Manager, PNB, New Delhi

**SPEAKERS INVITED**  
Ms. Yukti Arora  
Director, Risk Advisory Services,  
Deloitte, Gurgaon (Buddhi Nagar, G.P.)  
Mr. Amanjeet Singh  
Senior Financial Analyst  
E&V, New Delhi  
CA Rajpreet Singh  
Partner at SRA & CO,  
Chartered Accountants  
CA Vinnet Garg

**GUEST OF HONOUR**  
Mr. Nalin Tuli  
Executive Vice President  
Yes Bank, Gurgaon

**CHIEF PATRONS**  
Shri I.P. Aggarwal  
Founder President, MERI  
Prof. Lalit Aggarwal  
Vice President, MERI

**ORGANISING COMMITTEE**  
Shri A.K. Agrawal  
Dean, MERI  
Dr. Parmjit Singh  
Assistant Professor, MERI  
Dr. Komal Barara  
Assistant Professor, MERI

**REGISTRATION DETAILS**  
For Corporate & Professionals : Rs 1,000/- per person  
For Academicians & Researchers : Rs 500/- per person  
For International Participants : \$ 100/- per person  
For Management Students : Nil  
Fee should be paid by way of Demand Draft in favour of Management Education and Research Institute, payable at New Delhi.  
On the spot registration also available









**Report of FDP on “Qualitative Research Methods and Machine Learning” organized from 9<sup>th</sup> - 14<sup>th</sup> July 2018**

The term ‘big data’ always refer to quantitative data which can be easily expressed as numbers or categories. Statistical and machine learning techniques “love” numbers. On the other hand Qualitative researchers believe that numbers won’t always work to draw inferences. They believe that by interviewing people and asking them to answer open-ended questions one can learn more than by simply looking at hard data. Moreover, data mining is the process of extracting hidden patterns from data. Data mining uses machine learning algorithms, to classify, predict, group, recommend, etc. So, the knowledge of qualitative research methods, case study and machine learning software operation would enhance the user skill which in turn can be used in class room teaching and academic research supervision, writing Ph.D and M.Phil dissertations. Keeping this in view, our institute organized a Faculty Development Program on “Qualitative Research Methods and Machine Learning” from 9<sup>th</sup> - 14<sup>th</sup> July 2018.

The aim of one week FDP is to understand right approach towards research design, methods and understanding of research epistemologies driving qualitative research methods. It will also equip participants with skills and essential knowledge for application of machine learning techniques in various domains, along with hands-on-training on machine learning using KNIME. In depth knowledge of case study methods for effective teaching will also be the part of the FDP.

**Key highlights of FDP were:**

- Approaches in Data Analysis, Content Analysis, Thematic Analysis Content Analysis, Narrative and Sentiment Analysis using NVIVO
- Overview of Qualitative Research Paradigms and Epistemology Applications of Machine Learning in various industry segments
- Classification, Regression, Clustering Association Analysis Text Mining and Social Sentiment Analysis
- Approaches to Qualitative Research Ethnography Phenomenology, Grounded Theory, Narrative Research
- Machine Learning/Data Mining using KNIME Basics of Data Mining, Types of Data Mining Supervised and Unsupervised learning Case Study Development Method

Resource persons were distinguished experts from corporate and academia who were rich in expertise and experience

**PROGRAMME OBJECTIVES:**

The aim of one week FDP is to understand right approach towards research design, methods and understanding of research methodologies offering qualitative research methods. It will also equip participants with skills and essential knowledge for application of machine learning techniques in various domains, along with hands-on training on machine learning using KNIME, in-depth knowledge of case study methods for effective teaching will also be the part of the FDP.

**KEY HIGHLIGHTS OF THE PROGRAMME:**

- \* Approaches in Data Analysis, Content Analysis, Thematic Analysis
- \* Content Analysis, Narrative and Sentiment Analysis using NVIVO
- \* Overview of Qualitative Research Paradigms and Epistemology
- \* Applications of Machine Learning in various industry segments
- \* Classification, Regression, Clustering, Association Analysis, Text Mining and Social Sentiment Analysis
- \* Approaches in Qualitative Research - Ethnography, Phenomenology, Grounded Theory, Narrative Research
- \* Machine Learning/Data Mining using KNIME
- \* Basics of Data Mining, Types of Data Mining
- \* Supervised and Unsupervised learning
- \* Case Study Development Method

**RESOURCE PERSONS:**

Distinguished experts from both corporate/academia will be invited to share their rich expertise and experiences. Resource persons are seen working comprising scholars, academicians and practitioners who will convert participants towards pedagogical shift in this electronic age.

**PARTICIPANTS:**

Faculty from AICTE/UGC approved technical/management and professional from industry can be the participants. Number of seat is restricted to 50 only. Registration will be given on first come first basis. Last date of registration is 28th June, 2018.

**CHIEF PATRONS:**

Shri L. P. Aggarwal  
Chairman, MERI

Prof. Lalit Aggarwal  
Vice President, MERI

**CONVENERS:**

Prof. A. K. Agrawal  
Dean, MERI

Prof. Sangeeta Gupta  
Professor, MERI

Dr. Mallik  
Asst. Professor, MERI

**REGISTRATION DETAILS:**

For Academicians & Research Scholar : Rs. 2500/- per participant  
For Corporate : Rs. 3000/- per participant

Payment can be made in Cash or DD drawn in favour of Management Education and Research Institute, payable at New Delhi. Fee can be submitted through NEFT account No: 198403000000023 IFSC Code : IDIB000J033, Bank : Indian Overseas Bank, 11 Block, Janakpuri, New Delhi - 110058.

The fee includes registration fees, working kit, tea, snacks and working lunch. Registration form can be downloaded from booklet web site [www.meri.edu.in](http://www.meri.edu.in). All participants will be awarded with a "Certificate of Participation".

For Further Details Contact:  
Prof. Sangeeta Gupta 9899064236/76, Mobile 9899060279/44

**10<sup>th</sup>**  
MERI ranked in 50 Top  
Private Institutions, Software\*  
Source: 2017

**ranked Best Management Institute in  
6 CATEGORIES**  
Source: Times Survey 2017

**TIMES**  
EDUCATION  
SURVEY 2017

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52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI-110058

PH : 011-28522201-04 Fax : 011-28522204 E-mail : [meribs@meri.edu.in](mailto:meribs@meri.edu.in)

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52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058

PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204

E-MAIL : [meribs@meri.edu.in](mailto:meribs@meri.edu.in) Website : [www.meri.edu.in](http://www.meri.edu.in)