

MAHARAJA SURAJMAL INSTITUTE

Faculty Development Programme

on

“Contemporary Issues and Challenges in Management, Education and Information Technology”

(05th to 09th February, 2019)

Faculty Development Programme on ‘*Contemporary Issues and Challenges in Management, Education and Information Technology*’ was organized from February 5-9, 2019. The prime focus of the FDP was to develop the insight so that the contemporary issues could be handled meticulously through analytical thinking and equal importance is given to inculcate values among students for creating a better society and nation as a whole.

Day 1:5th February, 2019

FDP on Digital Marketing was conducted on 5th February, 2019. Mr. Akash Sangwan, the founder of National Institute of Internet Marketing addressed the faculty about Digital Marketing, Importance and process of Digital Marketing. He also emphasized on how one can earn via Digital Marketing. The session was very interactive and interesting. The faculty felt much benefited with the intellectual stimulus provided by the session and were willing to have regular sessions like this. The session ended with question- answers followed by Vote of Thanks.





Day 1: 5th February, 2019

FDP on “STOCKMIND 7” was organized on 5th February 2019. Mr. Dishanshu Tripathi, Senior Regional Manager of ICICI Direct shared his views on the topic. The FDP aimed to provide practical exposure of the stock markets. In the session, Mr. Dishanshu familiarized the faculty with the rules governing the Stock market.

He also familiarized about trading strategies, buying or selling equities, what's a stop loss or a trigger price, how margin buy is different from cash buy etc.

Overall, the FDP offered a great learning experience.



Day 2: 6th February, 2019

FDP on “Contemporary Issues in Indian Economy” was conducted on 6th February, 2019. Mr. Vaibhav Mediratta, Business Consultant, addressed the faculty about the various issues and challenges before Indian Economy in terms of economic growth, price volatility and future jobs prospects. He also emphasized on the impact of fourth industrial revolution on jobs. The session was very interactive and appealing. The session ended with question- answers followed by Vote of Thanks.



Day 3: 7th February, 2019

The FDP on February 7, 2019 with an excellent Lecture by our esteemed speaker **Dr. Mahesh Vidyalkar ji**, a renowned scholar and Retired Professor from Delhi University. In his session, he conveyed that intellect is the most important aspect for soul. He motivated the faculty to develop good quality thoughts to the students and oneself and move away from materialistic achievements. We have to connect dots of our mind, intellect and sanskars for development of our soul.

The second session of the day was on ‘Data Analytics – A Research Method of Importance-Context Analysis-Meaningful Inference’ which was delivered by **Prof. N. P. Singh**, Professor from MDI, Gurgaon. He emphasized that before starting any Research one should go for the philosophy of the subject. He illustrated through various examples how ambiguity can arise in the result through various methods of Data Analysis and how can it be resolved.



Day 4: 8th February, 2019

On February 8, 2019 the first session was delivered by Prof. Anup Beniwal Professor and Dean, University School of Mass Communication, GGSIP University who related use of Technology with education. Personal contact and communication is much more effective as compared to use of technology. He also discussed about the concept of educationment which if used effectively will make education much more productive.

The next session of the day delivered by Mr. Suneel Keswani Motivator and Corporate Trainer was very motivating. Life is a Learning process which continues throughout the life. He motivated the faculty to be Teachers who can connect with the students and with whom students can feel connected even throughout their life.



Day 5: 9th February, 2019

On February 9, 2019, the session of the day was taken up by Sh. H.S. Bhatia. He had held key positions in Corporate Sector and is currently Managing Director Pluss Digital Ventures Pvt. Ltd. He shared his views on: Digital Marketing and Challenges of Management in Current Scenario. His thoughts were realistic and genuine to the core as he had the experience of working

on both the sides of table. According to him the faculty and management should inculcate the willingness to become job creators rather than becoming job seekers in students.

