

## ***Rapporteur Report***

# **XXI ANNUAL INTERNATIONAL CONFERENCE ON “ACHIEVING EXCELLENCE IN HIGHER EDUCATION” SPONSORED BY ICSSR”**

**JANUARY 04-05, 2020, AT DEEN DAYAL UPADHYAYA COLLEGE, UNIVERSITY OF DELHI, DELHI, INDIA.**

**T**HE XXI Annual International Conference organized under the joint auspices of Delhi School of Professional Studies and Research (DPSR), affiliated to GGSIP University, New Delhi; Deen Dayal Upadhyaya College; Shyam Lal College (E); Sri Aurobindo College (E); Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior.

### **Inaugural Session**

**January 04, 2020, 10:00 a.m. to 01:00 p.m.**

*Venue: Auditorium, DDU College, Dwarka, Delhi, India.*

*Chief Guest: Rev. Dr. Swami Parthasarthy, Member of Joint Commission of BRICS Countries & India's Permanent Envoy to UNECOSO.*

#### **Special Address:**

- **Dr. Rajesh Khajuria**, Commissioner on Board- ACBSP USA, Director and Professor, CKSVIM Business School.
- **Prof. Suneel Maheshwari**, Professor, Indianan University of Pennsylvania, USA.
- **Dr. Rakesh Gupta**, Senior Faculty, Department of Accounting, Finance and Economics, Griffith University, Australia.

#### **Guest of Honour:**

- **Prof. Reetesh Kumar Singh**, Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.
- **Prof. A.K.Sain**, Professor, USMS, GGSIPU, Dwarka, Delhi, India.
- **Dr. Pravin Kumar**, Principal, Shyam Lal College(Evening), University of Delhi, India.
- **Dr. Namita Rajput**, Principal (OSD), Sri Aurobindo College (E), University of Delhi, India.
- **Dr. Anil Kr. Singh**, Associate Professor, Sri Aurobindo College (E), University of Delhi, India.

**Welcome Address:** Dr. H. C. Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi.

**Theme Address:** Prof. Ajay Kr. Singh, Secretary General, Organizing Committee.

**Presidential Address:** Prof. B. P. Singh, Formerly, Head & Dean, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi, Delhi; Chairman, Delhi School of Professional Studies and Research, Delhi, India.

**Vote of Thanks:** Prof. (Dr.) G.S. Popli, Director, Delhi School of Professional Studies and Research, Delhi, India.

**Coordinator:** *Dr. Shipra Singh, Associate Professor, Delhi School of Professional Studies and Research, Delhi, India.*

The inaugural session started with Dr. H. C. Jain's welcome address followed by lighting the auspicious lamp of knowledge by dignitaries.

Dr. H. C. Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi was then invited to deliver the welcome address.

First of all, he congratulated the organizing team for organizing the XXI International Conference on "Achieving Excellence in Higher Education"; which confers the future generation to excel in higher education. He addressed the audience and highlighted the importance of education in the growth of an economy and its impact on the country.

Prof. Ajay Kr. Singh, Secretary-General, Organizing Committee welcomed all the delegates from different corners of the world. He explained the main idea behind this conference, i.e, the world is changing at a pace, and even education has to be at par with technology, one should have a reason that where will higher education stand after ten years from now. We have evolved from the era of the Industrial Revolution to Artificial Intelligence. He further recommended that performance should be linked to rewards to achieve excellence in higher education.

Dr. Rajesh Khajuria, Commissioner on Board- ACBSP USA, Director and Professor, CKSVIM Business School, addressed the audience by reciting a prayer on "Vaishno Vachan" meaning one should not keep any ego. He explained meaning and connotation's related to ACBSP. He emphasized on education today and, its opportunities and challenges. He described education on the parameters of collaboration, accreditation, technology, international, organization.

Prof. Suneel Maheshwari, Professor, Indianan University of Pennsylvania, USA, addressed the audience by throwing the light upon the role of higher education in the life of an individual and society. Education involves creating and transferring knowledge and serving the society. He further talked about excellence, ranking, resources and education standards to be abided in the higher education.

Dr. Rakesh Gupta, Senior Faculty, Department of Accounting, Finance and Economics, Griffith University, Australia, outlined that education standards are essential, but they not necessarily indicate achieving quality and excellence. He expressed that distinction is a metaphor for self-expression and what one believes. University is not generating job-oriented students, and Educational Institutions are not mills that keep on producing graduates.

Prof. Reetesh Kumar Singh, Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, emphasized New Education Policy 2019, which talks about education's vision. He outlined four parameters necessary to achieve excellence in teaching, i.e. India Centric, Accessibility, Equitability, and Inclusion. The kind of education we are delivering that has to be deliberated upon. He concluded that education should be related to the market needs.

Prof. A.K.Saini, Professor, USMS, GGSIPU, Dwarka, Delhi, defined excellence as a journey which never ends. He stated that India had been a leader in education by giving the universities like Takshila and Nalanda to the world. He focused on developing problem-solving abilities among students. Mr. Saini highlighted a gap between what has been taught to the students and what industries need. He highlighted various schemes introduced by the government in the education sector.

Dr. Pravin Kumar, Principal, Shyam Lal College (Evening), University of Delhi, presented facts and figures in the education sector. He stated that out of 135 crores Indian population, only two crores students are in higher education and around 95,000 are pursuing Ph.D. He further pointed out that after 2010, higher education has either become stagnant or declining. We are trying to modernize higher education, but, in reality, it is in crises. We need to remit the crises first to achieve excellence in higher education.

Dr. Namita Rajput, Principal (OSD), Sri Aurobindo College (E), University of Delhi, emphasized development, knowledge centre and inclusive growth in the education sector. She stated that inequality pattern of higher education in India, on the one hand we have IIMs and IITs. On the other hand, we have schools that cannot cater to the minimal basic needs. For excellence, we need good mentoring, resources, innovative research with incentives, live projects, hands-on approach, equality and inclusive education for all.

Dr. Anil Kr. Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, stated that teachers are drivers for a good education. He highlighted the education system's problem, i.e. shortage of teachers, and NAAC accreditations of college are either B grade or below B grade. The common curriculum in all the universities and no time is given to universities and colleges to frame curriculum.

### **Release of Delhi Business Review**

Delhi Business Review (DBR): An International Journal of Society for Human Transformation and Research (SHTR), Vol. 20, No. 2, July-December 2019, ISSN: 0972-222X, was released officially by all the present luminaries on the dais.

Chief Guest of the session Dr. Swami Parthasarthy, Rev. Dr. Swami Parthasarthy, Member of Joint Commission of BRICS Countries & India's Permanent Envoy to UNECOSO, enumerated that there is no structure definition of excellence; moreover, it has been ruined by accreditation and ranking system. Excellence has been changed from divergent mind to convergent mind. He stressed that the education sector is the most neglected sector in the economy. He emphasized that in the present system, there is critical missing of sense of responsibility towards society.

Prof. B. P. Singh, Chairman, *Delhi School of Professional Studies and Research, Delhi*, then addressed the audience with his wisdom words. He addressed all the panel members, delegates, faculty members, students, and media members by explaining the excellence can't be defined in any parameter. If any organization has bureaucracy, then, the organization is constrained to achieve excellence.

### **Vote of Thanks**

Prof. Ravinder Vinayek, Director, Delhi School of Professional Studies and Research, Delhi, extended a warm vote of thanks for the distinguished speakers' lucid and apt presentations on the dais.

#### ***Rapporteurs for the Sessions:***

- **Dr. Pratistha Bora**  
*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*
- **Ms. Shagun Bakshi**  
*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

### **Post Lunch Session**

#### **Seminar Session**

**January 04, 2019, 02:00 p.m. to 03:30 p.m.**

**Venue:** Auditorium, DDU College, Dwarka, Delhi, India.

**Session Chair:** Prof. K. K. Aggarwal, Chairperson National Board of Accreditation, New Delhi, India.

#### ***Panel Speaker:***

- **Prof. G.C. Maheshwari**, Professor, Delhi School of Management, Delhi Technological University, Delhi, India.
- **Prof. (Dr.) Ravinder Rena**, Professor of Economics and Internationalization Project Leader, NWU Business School, North-West University- Mahikeng Campus, Republic of South Africa.

- **Dr. Nishit Jain**, Senior Special Advisor, Asia EFMD, New Delhi, India.
- **Dr. Shyam Singh Inda**, Assistant Advisor, NAAC, Bangalore, India..

**Coordinator: Dr. Sima Kumari**, Professor & Dean, Delhi School of Professional Studies and Research, Delhi, India.

Session Chair, Prof. K. K. Aggarwal, Chairperson National Board of Accreditation, New Delhi, India, addressed the audience by stating that “When you discover that you are riding a dead horse, the best strategy is to dismount.” – a famous saying by the Dakota Indians. He discussed about the importance of Quality in Higher Education. He also discussed about the New Education Policy and listed various challenges and opportunities in free environment.

He started the session by inviting Prof. G.C. Maheshwari as a first panel speaker.

**1. Prof. G.C. Maheshwari**, Professor, Delhi School of Management, Delhi Technological University, Delhi, India.

He started the session with various challenges: (a) Are these challenges alone or these challenges derive from other factors? (b) Issues of Government Structure (c) How Institutions get financed? With these challenges he discussed about various fake colleges and their fake degrees issue. In the end he suggested three areas to be focused to overcome these challenges: Institution, University and Research.

**2. Prof. (Dr.) Ravinder Rena**, Professor of Economics and Internationalization Project Leader, NWU Business School, North-West University – Mahikeng Campus, Republic of South Africa.

He started the session by few very nice phrases “Roots of Education are bitter but Fruit is better” and “Education is Powerful weapon to change life of anybody” - Nelson Mandela. He stressed on Experiential Learning and importance of Teacher in life with different types of it: Mediocre Teacher (Syllabus focused), Good Teacher (Knowledge Focused), Better Teacher (Example Setter) and Best Teacher (Motivator& Inspire).

**3. Dr. Nishit Jain**, Senior Special Advisor, Asia EFMD, New Delhi. He started the session with the meaning of Quality and its importance in Higher Education. As he said that Quality cannot measure in Static Mode as it is continuous in nature. He shared his views on Global Ranking and Accreditation’s importance and different challenges like insufficient funds, intense competition, changing learning style, infrastructure, and quality education to meet the global standards and graduate employability.

**4. Dr. Shyam Singh Inda**, Assistant Advisor, NAAC, Bangalore, India. He started the session with the word WHY? Why there is more competition!!! With numerous factors like Increasing Complex System, Significant Expected Growth, Lot of Pressure and Society want Solution. He talked about ‘M’ Syndrome: Misunderstand, Mismatch, and Miscalculate. Later, he discussed Bloom’s Taxonomy and top 10 skills gained by students after getting education. He ended by saying that “The best way to know country is by Smelling it.”

The session was wind up by Prof. K. K. Aggarwal discussing and appreciating speakers view on theme. He spoke about National Policy of Education and he focused on word “Change is Required” and “Don’t Limit Your Potential, Potential is Unlimited”. He thanked everyone for sharing their valuable remarks and enriched the audience.

#### **Rapporteurs for the Sessions:**

- **Prof. Moloy Ghoshal**  
Professor & Dean, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Dr. Pooja Sharma**  
Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

**TECHNICAL SESSION 5E: “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – DIGITALIZATION AND IT”**

**January 04, 2020, 4:00 p.m. – 5:00 p.m.**

**Venue:** Auditorium, DDU College, Dwarka, Delhi, India.

**Session Chair:** **Prof. Ravinder Rena**, Professor of Economics, NWU School of Business, North West University, South Africa

**Co-Chair:** **Prof. J.K.Bhareja**, Professor, Shyam Lal College, University of Delhi, Delhi, India.

**Coordinator:** **Mr. Manpreet Singh**, Assistant Professor, Delhi School of Professional Studies and Research, affiliated to GGSIP University, New Delhi, India.

The session began with the welcome address by the session coordinator, Mr. Manpreet introducing the topic and felicitating the session chair and co-chair. Further the session was handed over to the session chair Prof. Ravinder Rena. He briefed the topics and shared his views to the paper presenters and other delegates presented at the venue.

**TOPIC: “USE OF E-WALLET: CURRENT STATUS AND FUTURE CHALLENGES”**

**Mr. Puneet Sabharwal**, Student, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Manya Jain**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Puneet Saharawl presented the paper. He briefly introduced and discussed about the era of digitalization, E-wallets is a booming growing concept. Especially after Demonetization in INDIA, the demand for the different kinds of E-Wallets has seen a surge.

The government’s idea to make INDIA cashless INDIA cashless is also a prominent factor for the increase of E-wallets in INDIA. He then explained some of the most critical E-wallets: Paytm, Google pay, Tez, Mobikwik, Freecharge, etc. and analysis of different parameters for the use of E-wallets in New India.

**TOPIC: “IMPACT OF E-BANKING ON PROFITABILITY OF COMMERCIAL BANKS IN INDIA”**

**Dr. Abhay Singh Chauhan**, Assistant Professor, Prestige Institute Management, Gwalior, Madhya Pradesh, India.

**Dr. Shiv Kumar Singh**, Professor & Proctor, School of Commerce and Business Studies, Jiwaji University, Gwalior, Madhya Pradesh, India.

**Dr. Anil Kumar Bajpai**, Assistant Professor, Commerce, Govt. MLB College of Excellence, Gwalior, Madhya Pradesh, India.

Dr. Abhay Singh Chauhan firstly briefed about the impact of E-banking on Banks profitability. He discussed about 10 public sectors banks which were based on market capitalization in India on which the study focuses. He pointed out that there is significant positive impact of e-banking on profitability of banks and that the introduction of e-banking facilities enabled the commercial banks to cut their banking costs also technological innovation in banking sector provided greater opportunities to the banks for enhancing their interactivity with customers, easy accessibility of the banking facilities by the customers and also banks with the help of e banking can expand their market reach.

**TOPIC: “DISRUPTION IN BUSINESS & EDUCATION – EMBRACING THE AGE OF DIGITALIZATION”**

**Ms. Nandini Bahl**, Alumnus, Delhi School of Professional Studies and Research, Delhi, India.

**Mr. Manpreet Singh**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Nandini Bahl presented the paper highlighting the impact of Disruption in Business & Education. Businesses across industry sectors are facing disruption from emerging competitors and new business models. We have to adapt to the digital age. Types of Disruption and Challenges regarding the same were also a matter of discussion in the presentation.

### **Conclusion of the Session**

At the end, the session chair and the co-chair shared their experience and views about the research papers and then they were honoured with certificate and gift by Prof. B.P.Singh, Chairman, Delhi School of Professional Studies and Research, Delhi and Prof.(Dr). G.S.Popli, Director, Delhi School of Professional Studies and Research, respectively.

### **Rapporteur for the Session:**

- **Ms.Varsha Dholpuria**

*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

### **TECHNICAL SESSION 5F: “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – GENERAL”**

**January 04, 2020, 4.00 p.m. to 5.30 p.m.**

*Venue: Lecture Theatre 013 (Ground Floor), DDU College, Dwarka, Delhi, India.*

*Session Chair: Dr. Monika Bansal, Assistant Professor, DDU College, University of Delhi, Delhi, India.*

*Co-Chairs: Dr. Charu Kalra, Assistant Professor, DDU College, University of Delhi, Delhi, India.*

*Judge: Dr. Anil Kr. Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi, India.*

*Coordinator: Prof. Moloy Ghoshal, Dean, Delhi School of Professional Studies and Research, Delhi, and affiliated to GGS Indraprastha University, New Delhi, India.*

The Technical Session 5F was on contemporary issues – General. The session was started with the welcome address by session coordinator Prof. Moloy Ghoshal. He welcomes the chair and Co- chair of the session and apprised about the guidelines for paper presentation. He then handed over the session to chair and co-chair.

### **TOPIC: “BUSINESS SIMULATIONS AS A TOOL FOR EXPERIENTIAL LEARNING: BENEFITS AND CHALLENGES FOR BUSINESS PROGRAMS”**

*Prof. Uday Tate, Marshall University, USA.*

*Prof. Suneel Maheshwari, Indiana University of Pennsylvania, USA.*

*Prof. Basanna Patagundi, Cambridge Institute of Technology, Bengaluru, India.*

*Prof. Deepak Subedi, Marshall University, USA.*

The paper was presented by Prof. Suneel Maheshwari. The author of the paper discussed about the role of business simulation for promoting of business and also from understanding point of view how its work as a tool for the beginner in the business. He also discussed that BST is not only applicable for business but the teachers can also use this BST for role play and such type of activity in the class room.

### **TOPIC: “LIMITATIONS OF FINANCIAL ADVISER STANDARDS AND ETHICS AUTHORITY’S (FASEA) CODE OF ETHICS”**

*Mr. Kejia Yan, Department of Accounting, Finance and Economics, Griffith University, Nathan, Australia.*

**Prof. Suneel Maheshwari**, *Indiana University of Pennsylvania, USA.*

The paper was presented by Prof. Suneel Maheshwari. The author discussed about the role of FASEA in the field of investment financing & decision making. He discussed about the role of FASEA in promoting business not only in state but in all over the world. He also talked about FASEA and discussed how it should be overcome, making it more effective & acceptable.

**TOPIC: “X-RAY FLUORESCENCE (XRF) STUDIES OF THE IRON ORES OF PANJAO PALLUMCHING - AN ANCIENT IRON SMELTING SITE IN MANIPUR, INDIA”**

**Md. Raheijuddin Sheikh**, *Department of Physics, Dhanamanjuri University, Imphal, Manipur, India.*

**Ms. Khullakpam Sapana**, *Department of Anthropology, CMJ University, Jorabad, Meghalaya, India.*

**Mr. O. Kumar Singh**, *Department of Anthropology, CMJ University, Jorabad, Meghalaya, India.*

Md. Raheijuddin Sheikh discussed how a subject like physics can contribute to preserving our cultural heritage and economic growth. He talked about the XRF reveals minerals like iron, aluminium, carbon, silicon, calcium, potassium, magnesium and phosphorous in their oxide forms. The scientific analysis also shows that the ancient iron smelters spent a considerable energy and time extracting only a small lump of pure iron from a vast amount of ores with huge wastages as slag when smelting was practised in traditional styles and techniques. The contribution of Physics and science to preserve the eco-system of a nation.

**TOPIC: “IMPACT OF FINANCIAL LITERACY ON FINANCIAL DECISION MAKING: EMPIRICAL EVIDENCE FROM GWALIOR REGION”**

**Dr. Abhay Singh Chauhan**, *Assistant Professor, Prestige Institute of Management, Gwalior, Madhya Pradesh, India.*

**Prof. S.K. Singh**, *Professor, Proctor, Jiwaji University, Gwalior, Madhya Pradesh, India.*

**Dr. Sanjeev Gupta**, *Professor, SLP Govt. PG College, Gwalior, Madhya Pradesh, India.*

Dr. Abhay Singh Chauhan discussed about the impact of financial literacy on financial decision making. It was found that for investing in any financial sector people should be financially literate enough. It is also seen that in Gwalior region post graduate students and professional do carry an enough financial knowledge so as to reap out the benefits from the investment they made in financial sector.

**TOPIC: “ETHNOGRAPHIC ANALYSIS OF THE POTTERY ARTEFACTS EXCAVATED FROM TENTHA, MANIPUR, INDIA”**

**Ms. Khullakpam Sapana**, *Department of Anthropology, CMJ University, Jorabad, Meghalaya, India.*

**Mr. O. Kumar Singh**, *Department of Anthropology, CMJ University, Jorabad, Meghalaya, India.*

**Mr. M. Rajendra Singh**, *(Former Principal, Thoubal College, Manipur), Department of Anthropology, CMJ University, Meghalaya, India.*

The paper was presented by Ms. Khullakpam Sapana. She talked about the artefacts of potsherds and coins excavated from the historical site. She tells that the potsherds are the broken parts of an ancient pot used as coins container. She also report on comparative studies on style, techniques and appliques of the potteries found in the contemporary potsherds with an effort to establish a cultural heritage of the people in the part of Manipur.

**TOPIC: “DEEP DANCE (SHOWCASING THE CAPABILITIES OF RNN AND CNN ON A VIDEO DATASET)”**

**Mr. Akash Raj**, *Student, Department of Computer Science and Engineering, Dr. Akhilesh Das Gupta Institute of Technology and Management, Delhi, India.*

**Mr. Yogesh Rauthan**, Student, Department of Computer Science and Engineering, Dr. Akhilesh Das Gupta Institute of Technology and Management, Delhi, India.

**Mr. Saurav Sharma**, Student, Department of Computer Science and Engineering, Dr. Akhilesh Das Gupta Institute of Technology and Management, Delhi, India.

**Mr. Sagarika Debnath**, Student, Department of Computer Science and Engineering, Dr. Akhilesh Das Gupta Institute of Technology and Management, Delhi, India.

**Ms. Nishi Sharma**, Assistant Professor, Dr. Akhilesh Das Gupta Institute of Technology and Management, Delhi, India.

Mr. Akash Raj presented the paper and he highlighted about that by using a combination of Convolution Neural Network (CNN) and Recurrent Neural Network (RNN) to generate dance moves using artificial intelligence and we can achieve 96 Percent accuracy with auto – encoder model. His research showcases a simple Machine Learning architecture that can be used to achieve some interesting results on a simple video based dataset.

**TOPIC: “A RESEARCH REPORT ON SINGLE USED PLASTIC CARRY BAGS AND ITS IMPACT ON ENVIRONMENT IN CITY LIKE DELHI (INDIA).”**

**Prof. Moloy Ghoshal**, Dean, Delhi School of Professional Studies & Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Prof. Moloy Ghoshal highlighted that consumption as well as the disposal of plastic related products is increasing day by day. On an average over 10,000 tons per day garbage is produced. The abundant use of disposable plastic bags causes a grave environmental concern. With increase in population, the numbers of shops, market, mall and so as to vegetable vendors in pavement areas in big cities are also increasing in a galloping speed. From his survey he found that irrespective of age, sex, qualification, profession, majority of the respondents are using plastic bags in their daily lives, and all of them are aware of the negative impact of plastic bags on the environment.

**TOPIC: “THE NEW AGE: ARTIFICIAL INTELLIGENCE”**

**Dr. Monika Bansal**, Assistant Professor, Department of Management Studies, Deen Dayal Upadhyaya College, University of Delhi, Delhi, India.

Dr. Monika Bansal highlighted about the role of artificial intelligence in different field of science & medical technology. In her presentation though she discussed about the positive role of artificial intelligence and its bright future she is not agreed that AI can replace the human brain. She discussed how personal touch plays an important role for a patient or a person who badly needs it.

**TOPIC: “ANALYSING AND FACT CHECKING: THE SPREAD OF FAKE NEWS AND ITS IMPACT”**

**Mr. Deep Biswas**, Assistant Professor, Delhi School of Professional Studies & Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Babita Bhalla**, Alumini, Delhi School of Professional Studies & Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Nandini Bahl**, Alumini, Delhi School of Professional Studies & Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper was presented by Ms. Babita Bhalla and Ms. Nandini Bahl. They discussed recent shifts in the media ecosystem. Fake news as a form of misinformation benefits from the fast pace that information travels in today’s media ecosystem, in particular across social media platforms. The relatively small, but continuously changing, number of sources that produce misinformation on social media offers both a challenge for real-time detection algorithms and a promise for more targeted socio-technical

interventions. We can see and stop the fake news by identifying CRAP (currency, Realibility, Authority & purpose) of the news.

### **Conclusion of the Session**

The session coordinator concluded with a vote of thanks to the session chair and co-chair and the participants. The session coordinator honored the session chair, and the co-chairs with a certificate. Session chair and co-chair shared their experience and gave their valuable inputs about the research papers presented in the session. They congratulated all the presenters for their research based academic inputs and motivated them and suggested that students should do more comprehensive research.

#### ***Rapporteur for the Session:***

- **Ms. Mukta Katyal**

*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

### **TECHNICAL SESSION 1: “INNOVATIONS & BEST PRACTICES IN HIGHER EDUCATION”**

**January 05, 2020, 09:30 a.m. – 1:00 p.m**

**Venue:** *Lecture Theatre 212 (2<sup>nd</sup> Floor), DDU College, Dwarka, Delhi, India.*

**Session Chair:** *Prof. H.C. Purohit, Ph.D., FICA (Fellow of Indian Commerce Association)*

**Co-Chair:** *Rtn. Vivek Gupta, Co-founder and Director, A2V Energies Pvt. Ltd., Delhi, India*

**Coordinator:** *Mr. Deep Biswas, Assistant Professor, Deen Dayal Upadhyaya College, Delhi University, Delhi, India.*

The session started with the session coordinator’s welcome address wherein the session chair, and session co-chair were felicitated with the plant. Subsequently, the session was handed over to the session chair and the co-chair.

#### **TOPIC: “HIGHER EDUCATION SYSTEM IN INDIA: CURRENT STATUS AND FUTURE CHALLENGES”**

**Dr. Pooja Sharma**, *Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Dr. Sharma attempts to take a gender at the situation of upper instruction in the Asian country. Other than the college divisions of instruction and their related resources, government and government helped foundations; non-open and self-financing resources and open colleges likewise are occupied with training. This paper referenced the issues of upper training and heading to improve the upper instruction in the Asian country.

#### **TOPIC: “UNDERSTANDING THE ROLE OF ICT IN ACHIEVING EXCELLENCE IN HIGHER EDUCATION”**

**Ms. Neha bhardwaj**, *Student, MBA, FMS, Manav Rachna International Institute of Research & Studies, Faridabad, Haryana, India.*

**Ms. Shilpa Arora**, *Assistant Professor, MBA 3rd Semester, FMS, Manav Rachna International Institute of Research & Studies, Faridabad, Haryana, India.*

**Dr. Sahil Malik**, *Assistant Professor, MBA 3rd Semester, FMS, Manav Rachna International Institute of Research & Studies, Faridabad, Haryana, India.*

Ms. Neha highlighted that the technological changes occurring in higher education and how it helps students, academicians achieve excellence in higher education. It is a conceptually designed paper with secondary data sources to elaborate the role of technology adoption with respect to different stakeholders in higher education. From secondary sources (published reports, academic papers), it was found that

technology plays indispensable role in achieve excellence in higher education as it is instrumental in performance management, remote accessibility and sharing resources.

**TOPIC: “MOOCS – AN OVERVIEW: INDIAN CONTEXT”**

*Ms. Soumya Agarwal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

“MOOC” or “Massive Open Online Course” is a model for providing learning platform in an online setting which gives open access to unlimited participants, allowing more than traditional learning materials and models. The present study attempts to provide an overview of MOOCs available in India and compare them using ALexa on their general features and Web Analysis.

**TOPIC: “EXPERIENTIAL LEARNING: THE NEW WAY OF LEARNING”**

*Mr. Sankalp Sethi, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Radhika Sethi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Education is one of the most valuable things for a person’s growth and mental skills in today’s world. Understanding the concepts and adding educational ideas in our daily life is the essence of education. And experiential education has emerged as a key to unlock the success a person needs. Also, this paper studies that what changes and what benefits experiential education can give to someone. This paper provides you with the difference between what traditional learning is and what experiential learning gives.

**TOPIC: “INTERNET ADDICTION AND ACADEMIC ACHIEVEMENT OF UNIVERSITY STUDENTS”**

*Ms. Shivanya Chhabra, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Rupina Popli, SNCF, New Delhi, India.*

*Prof. Dr. G.S. Popli, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

This study examines the relationship between Internet Addiction and the students’ Academic Performance at school and college level. A total sample size of 113 male and female students participated in this study, selected based on Random Convenience Sampling from a few established colleges situated in the National Capital Region of Delhi. The data were analysed using frequency distribution and percentage method. It has been observed from the results that Internet Addiction is the sole factor that influences only the academics and affects the students’ social life and health. Another factor that negatively impacts the students’ academic performance is the excess use of social media such as Face book, Instagram, Twitter, etc. It takes the students’ adequate time and results into diminishing their academic performance and directing a few of them towards the most protruding crimes known as cybercrime.

**TOPIC: “ROLE OF INDUSTRIAL VISITS IN ENHANCING LEARNING QUALITY OF COMMERCE AND BUSINESS STUDENTS”**

*Dr. Renu Gupta, Assistant Professor, Commerce Department, SGGSCC, University of Delhi, Delhi, India.*

*Ms. Kanika Verma, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Prof. Sima Kumari, Dean, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Quality education is the fundamental right of every student especially in higher education when a paradigm shift will occur in a student's life as he is preparing himself to become capable enough to earn a decent livelihood for himself and his family. Traditional teaching pedagogy has a role in imparting basic knowledge. Still, practical exposure and real-life industry experience play a vital role in preparing the students to understand the demands and challenges of a real work environment. This fact has already been established if students pursue science and engineering courses that industrial visits and talks are crucial for them to grasp the job requirements. Though, the role and importance of industrial visits still need to be established in case of commerce and business students.

**TOPIC: "ATTITUDE AND PERCEPTION OF UNDERGRADUATE STUDENTS TOWARDS HIGHER EDUCATION IN DELHI AND DELHI NCR AREA"**

*Ms. Urvashi, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Archita, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Prof. Moloy Ghoshal, Dean, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Education is a very important factor for the development of a country. We should make it appropriate according to the time and changing scenario of the world. Education provides an opportunity to reflect upon a human being's social, economic, cultural, and moral issues. India needs to focus on education for more educated and efficient people to drive our nation. In the world, there are many Indian who well known for their capabilities and skills. To develop India as a digital nation or become a prosperous partner in global development, India has to strengthen higher education research and development. This paper is mainly focused on the overall scenario of higher education in Delhi and will explore the Attitude and Perception of the Students towards Higher Education.

**TOPIC: DEMYSTIFYING HIGHER EDUCATION IN LAW: A STUDENT-TEACHER PERSPECTIVE**

*Dr. Sandhya Kumari, Associate Professor, School of Law, Galgotias University, Greater Noida, Gautam Budh Nagar, Uttar Pradesh, India.*

*Ms. Samanvi Narang, LL.M. student, NALSAR University of Law, Hyderabad, Telangana, India.*

Pursuing a master's program in law entails various facets. These facets must be comprehensively analyzed to demystify the lacuna in the existing higher education system in law in India. This work aims to provide a helicopter view into the legal pedagogical decisions for a master's program vis-à-vis the participants' individual goals. The research work is a precursor to a larger empirical study to identify the higher education loopholes in the law, in specific masters in law from students' perspective. Teacher's viewpoint will also be an essential factor to undergo qualitative and quantitative analysis. The study will primarily be a doctrinal study with a few case studies highlighting the loopholes in higher education in law. The students' and teachers' perspective of looking at a master's program in law should intersect at some point to effectuate the pedagogy. The debate of effectiveness versus purpose, specialization versus general, all-purpose versus research-oriented, classical versus progressive pedagogy shall bring about an advanced higher legal education model. Due to lack of time and resources, the authors have not included institution wise inquiry to determine patterns of legal pedagogy. This research is therefore restricted to the authors' individual experiences along with a few response gathered through questionnaires to analyze the current issues in higher education from both perspectives. The authors are mindful of the personal bias that may crop up, and hence the research implications are carefully drawn.

**TOPIC: ADOPTION OF DISRUPTIVE TECHNOLOGIES WITHIN THE EDUCATION SYSTEM: A VIEWPOINT OF STUDENTS AND FACULTIES**

**Dr. Manisha Manchanda**, Assistant Professor, Department of Management Studies, Deenbandhu Chhottu Ram University of Science and Technology,, Murthal (Sonapat), Haryana, India.

**Ms. Jyotsna**, Research Scholar, Department of Management Studies, Deenbandhu Chhottu Ram University of Science and Technology, Murthal (Sonapat), Haryana, India.

The purpose of this paper is to study the unintended consequences of use of technology among the students. Information and Communication Technology (ICT) in teaching and learning has become very common these days. Access to information increases students' awareness, helps them improve thinking and creativity in learning tasks, provides quick access to the subject material, and engages them in adopting strategies that can help maximise learning quality. The process of learning can become very rich if students have access to latest information on subjects, can analyze the information quickly by manipulating it on computers through graphical displays and experiment videos not relevant to class room topics and distracting other students. Disruptive technology is an innovation that significantly alters the way that consumers, industries, or businesses operate. A disruptive technology sweeps away the systems or habits it replaces because it has recognizably superior attributes. Therefore the students across the world would have different perceptions about the adoption of various disruptive technologies. These perceptions of students need to be studied.

#### **TOPIC: ACHIEVING EXCELLENCE IN HIGHER EDUCATION**

**Dr. Hemkant Kulshrestha**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India

In the globalised world, there are remarkable changes in our society. Only fittest can survive. Therefore, our modern society has high expectations of the contribution that universities and higher educational institutes can serve people to survive with changes and maintain enhancement in all spheres of existence. The idea of brilliance suffers from inflationary usage, not the least because many Higher Educational Institutions are striving for 'excellence'. However, the attempts and correlated initiatives and activities almost exclusively focused on research matters, and hardly ever on learning and teaching. The significance of excellent teaching is correlated to various changes in HEI's. Excellent teaching has become an issue of importance as the background of HEI's. The paper is qualitative and the researcher has made an extensive study of the related literature to highlight how teaching excellence can be achieved in higher education.

#### **TOPIC: HIGHER EDUCATION – CHALLENGES AND OPPORTUNITIES**

**Ms. Nikhar Rajpal**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Ritika Gupta**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Mridul Arora**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Education plays an influential role in everyone's life and the development of a country. The educated person will have more scope in the future than the person who is not educated. India's higher education system is ranked at 3<sup>rd</sup> position globally after US and China, with over 3.5 million students enrolled in 850 universities. In this world, many Indians are well known for their capabilities and skills like Sundar Pichai, Satya Nadella etc. In the present scenario students in universities and schools face a lot of challenges as in schools there is more focus on cramming rather than providing the students quality education, in universities in which students opt for higher education the students are facing a lot of challenges as they know. Still, they do not get admission in the college of their choice. The Indian education system's day-by-day education system is getting far better because the government is now focusing on quality education. This paper discusses the key challenges that India is currently facing in

higher education and also includes some initiative and steps taken by the government to meet those challenges.

**Rapporteurs for the Sessions:**

- **Ms. Soumya Agarwal**  
*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*
- **Dr. Pooja Sharma**  
*Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

**TECHNICAL SESSION 2: “HIGHER EDUCATIONAL INSTITUTIONS: BENCHMARKING & WAY FORWARD”**

**January 05, 2020, 9.30 a.m. to 11 a.m.**

**Venue:** *Lecture Theatre 013 (Ground Floor), DeenDayalUpadhyaya College, University of Delhi, Delhi, India.*

**Session Chair:** *Dr. Hem Chand Jain, Principal, DeenDayal Upadhyaya College, University of Delhi, Delhi, India.*

**Co-Chair:** *Dr. Anil Kumar Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi, India.*

**Coordinator:** *Ms. Manya Jain, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGS Indraprastha University, New Delhi, India.*

The Technical Session 2 was on Higher Educational Institutions: Benchmarking & Way Forward. The session was started with the welcome address by the session coordinator Ms. Manya Jain. She introduced the topic of the session and apprised about the guidelines for paper presentation. She then handed over to the session chair and co-chair.

**TOPIC: “EVIDENCE-BASED POLICY MAKING: ROLE OF HIGHER EDUCATION INSTITUTIONS IN NEPAL”**

**Mr. Rebat Kumar Dhakal**, *PhD Student, Kathmandu University, Lalitpur, Nepal.*

**Mr. Gopal Bhattarai**, *Research Scholar, Golden Gate International College, Kathmandu, Nepal.*

Mr. Rebat presented the paper. He discussed the role of higher education and research institutions in making better and informed policies and improving policymaking processes. Further he discussed, whether policymaking bodies ever try to use university-produced data, evidence and research findings while formulating national policies or the universities make a systematic attempt to inform the policymakers of the recent research. Therefore, this research paper explores universities and research institutions' role in influencing the evidence-informed policymaking in Nepal.

Different models for policy making were discussed. In the paper the authors interviewed nine participants (coming from the Department of Education (Tribhuvan University), School of Education (Kathmandu University), University Grants Commission (UGC), Research Centre for Educational Innovation and Development (CERID, a TU based research institution) and the Ministry of Education, Science and Technology (MoEST) – from university faculty to government officials holding key policymaking positions in the education sector. And their study revealed that although there is a growing consensus that universities and government policymaking bodies should hold regular policy-dialogues, there has been no systematic attempt to date.

Further the study suggests that the existing research cells in the government bodies are to be reformed and capacitated to synthesize research data and to hold regular policy-dialogues with academia, and

universities to explore the network/platforms for research dissemination and systematize policy advocacy based on research.

**TOPIC: “A CRITICAL ANALYSIS OF B.ED CURRICULUM TO ENHANCE PROFESSIONAL CAPACITIES AND ENGAGEMENT WITH THE FIELD AMONG TEACHER EDUCATION INSTITUTION IN ALIGARH”**

*Ms. Gulbahisht Azmi, Research Assistant, PMMMNTT Project, Department of Education, AMU, Aligarh, Uttar Pradesh, India.*

*Dr. Noora Abdul Kader, Assistant Professor, Department of Education, AMU, Aligarh, Uttar Pradesh, India.*

The author discussed how teaching being a noble profession requires proper training and teachers' quality of education. The quality of school education is highly dependent on the quality of teachers, and the quality of teachers is dependent on the quality of B.Ed. The programme which enhances professional capacities. Recently the regulation of NCTE 2014 has also recommended two-year B.Ed. Programme for preparing quality teachers. In this study, the researcher took two areas for an investigation: Engagement with the field in which B.Ed. Programme is supposed to strengthen student-teacher involvement with the self, the community, the child and the school and integrate all curricular areas, after the successful implementation of this curriculum in B.Ed. The programme remains an unanswered question of whether this curriculum has successfully provided for sustained engagement of student-teacher with learners and the school, whether it enhanced the teacher's professional capacities fulfilling all the objectives as expected to be provided during internship. In this course of the research, the researcher will attempt to determine whether the two-year B.Ed. Programme is effective in Enhancing the professional capacities and Engagement with the field, among the student teachers. The investigation method will be a survey and descriptive method, and the researcher will prepare tools under the supervisor's guidance. Data will be collected from training colleges of Aligarh. The study results will be very useful for academicians and policy makers for the evaluation of the programmes and future plans.

**TOPIC: “TRANSFORMATION OF INFORMATION REVOLUTION TO DIGITALIZATION: CHANGING DIMENSIONS OF QUALITY IN HIGHER EDUCATION”**

*Dr. Sunita Bharatwal, Associate Professor, Department of Management, Ch. Bansi Lal University, Bhiwani, Haryana, India.*

*Dr. Kritika, Assistant Professor, Department of Commerce, Ch. Bansi Lal University, Bhiwani, Haryana, India.*

Dr. Sunita Bharatwal presented the paper, and she discussed how education is the necessary ground for any economy's growth. It is a mandatory system for every citizen. This review paper focuses on the changing dimensions of quality in higher education due to the transformation of the Information Revolution to Digitalization. These changes have innovated the education sector via accepting the challenges as the opportunities by creating new employability. A quality Higher Education provides the qualitative youth for the growth of a strong sustainable economy. In response to the dynamic national, regional and global development, the practical and qualitative education system is required. A strong economy has educated citizens who were having quality and better knowledge. The change in the information revolution trend to digitalization has brought various changes to enhance the quality teaching-learning phenomenon. This, in turn is considered as a needed driving force for economic progress and growth in future. The educationists in higher education act as the catalysts for socio-economic development. They create a networking exteriority that persuades the formation of new ideas and develops new technologies and market formations.

**TOPIC: “STUDY OF DELHI UNIVERSITY COLLEGES RANKED IN TOP 100 BY NATIONAL INSTITUTIONAL RANKING FRAMEWORK DECEMBER, 2019”**

**Dr. Satvinder Kaur**, Assistant Professor, Department of Commerce, Sri Guru Gobind Singh College of Commerce, University of Delhi, Delhi, India.

**Ms. Riyanka Jain**, Assistant Professor, Department of Business Economics, Sri Guru Gobind Singh College of Commerce, University of Delhi, Delhi, India.

The paper was presented by both the authors. They focused on how education has always been given due importance in India. Its foundation in metaphysical, epistemological and the axiological outlook of great educational philosophers like Rabindranath Tagore, Mohandas Karamchand Gandhi, Sri Surobindo, Jiddu Krishnamurthi etc. The paper was around the NIRF rankings of December 2019 of different Delhi Universities colleges. The paper compared the other factors of the ranking and also reached the overall rankings. They also discussed how the weightage of different factors effects a colleges overall ranking. The data was for 27 colleges and the different parameters compared with Research, Graduation Outcomes, Outreach programmes, and perception.

The research recommended few things for the colleges to increase their rankings which are as follows. To increase the score in this parameter, the enrolment to Ph.D. by new faculty members should be emphasized. Also quality publications by faculty members should be increased. The college authorities can award such initiatives by faculty members to initiate the same. In order to improve the score for this parameter access to systematic data and information regarding admission to higher educational institutions of ALUMNI is needed as it forms a major part of the graduation outcomes. Also data related to placements of outgoing students is needed. Hence, institutionalization of ALUMNI database in a systematic manner is needed. In order to improve the score in this parameter it is necessary to enhance the facilities provided by college for physically challenged.

#### **TOPIC: “A NEW VISION FOR INDIA’S HIGHER EDUCATION SYSTEM”**

**Mr. Ayush Thakur**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Ayush Thakur presented the paper. The author discussed how higher education is a critical contributor to the nation’s sustainable livelihoods and economic development. Now the motive of new vision for India’s higher education system is to move towards Research an Innovation from the obsolete theoretical education system. Also this new vision aims to serve as a hub for developing ideas and innovations that enlighten individuals. the Government of India has taken further many steps in education budget. They make plans to set up a National Research Foundation (NRF) with an aim to catalyse and energise research and innovation across all the academic disciplines, particularly at the University and College level that will revamp the current education system. The forward looking of higher education in terms of Gross Enrollment Ratio (GER). The ratio of enrollment in past and present, what major steps to be taken to increase the future ratio. The Government of India hikes education budget by 13% in 2019 in the budget of new India. All steps will setup the new vision and minimise the challenges for getting excellence in Higher Education. The author has used the data from many sources like the Union Budget of Government of India , All India Survey on Higher Education (AISHE), Ministry of Human Resources Development etc. to get the accurate knowledge about current position of higher education so that the necessary steps will be taken and forward looking to integrating the India’s Education System with world’s class education system competing at the global level.

#### **TOPIC: “QUALITY OF EDUCATION IN INDIAN AND WESTERN COUNTRIES”**

**Mr. Abhishek Saxena**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Gagan Gera**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Kanak Sharma**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Abhishek Saxena presented the paper. He emphasized how good quality education is one that provides all learners with capabilities they require to become economic productivity develop sustainable livelihoods, contribute to peaceful and democratic society and enhance individual well being. In the research paper, authors examined the current state of high quality education between Indian and western countries and compare the outcomes. Different secondary data was used in the research paper and the following findings were concluded: in most developing countries, few children graduate from secondary school and many don't even finish primary school. In Ghana, for example, only 50 percent of children complete grade 5, and of those, less than half can comprehend a simple paragraph. The UNESCO program Education for All, which as part of the Millennium Development Goals aims to provide free, universal access to primary schooling, has been successful in dramatically increasing enrollment. But, according to annual Education for All reports, many kids drop out before finishing school.

### **Conclusion of the Session**

The session coordinator concluded with a vote of thanks to the Session Chair and Co-Chair and the participants. The session coordinator honored the Session Chair, and the Co-Chairs with a certificate. Session Chair and Co-chair shared their experience and gave their valuable inputs about the research papers presented in the session. They congratulated all the presenters for their research based academic inputs and motivated them and suggested that students should do more comprehensive research. Many topics were discussed regarding Higher education during the session. Some of them were NIRF ranking of different colleges, comparison of education system of different countries, digitization revolution in higher education.

### **Rapporteur for the Session:**

- **Ms. Radhika Sethi**

*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

### **TECHNICAL SESSION 3: “OUTCOME BASED EDUCATION VS. COMPETENCY BASED LEARNING”**

**January 04, 2019, 11:30 a.m. – 01:00 p.m.**

**Venue:** *Lecture Theatre 321 (3rd Floor), DDU College, Dwarka, Delhi, India.*

**Session Chair:** *Prof. Virendra Khanna, Executive-Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

**Key Note Speaker:** *Dr. Shyam Singh Inda, Assistant Advisor, NAAC, Bangalore, India.*

**Coordinator:** *Ms. Manya Jain, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The session started with the welcome address by the session coordinator, Prof. Sima Kumari and then it was handed over to the session chair and co-chair. Session chair, Prof. Virendra Khanna introduced the topic and enriched the session with knowledgeable words of wisdom. He shed light on the topic of the session and enunciated that each individual is unique and has certain skills that make them stand out of the crowd. He also emphasized that these skills should be the outcome of Education.

Then the session coordinator felicitated the keynote Speaker, Dr. Shyam Singh Inda and handed over the session. Dr. Shyam Singh Inda expressed that the outcome of education should be employability, and hence, education should be student-centric, making them ready for the skills required in the market. He also emphasized that all students should be equipped with three essential factors: skill, knowledge and attitude, as these are the pillars of Competency-Based Education.

### **TOPIC: “THE NEED OF PRACTICAL AND SKILL BASED HIGHER EDUCATION FOR THE PORT AND SHIPPING INDUSTRY”**

**Dr. Sham Choughule**, *Independent Consultant of Maritime Trade and Transport, Associate Member, World Trade Centre-Mumbai.*

The purpose of this study was to analyze the gap between education and industry requirements. Dr Sham Choughule analyzed that the shipping industry requires an experienced and managerial skilled workforce, and there is a need to remove this gap between education and industry requirements. He proposed that traditional universities or business management institutes should design sector-specific industry-oriented syllabus. They should include practical and skill component in their teaching method to enhance employability of the students.

**TOPIC: “FACTORS INFLUENCING WOMEN DECISION TO STUDY ENGINEERING AND TECHNOLOGY”**

**Ms. Addissie Melak**, *Ph.D. Fellow, Department of Humanities Delhi Technological University, Delhi, India.*

**Prof. Seema Singh**, *Professor of Economics, Department of Humanities Delhi Technological University, Delhi, India.*

Ms. Addissie explained that Engineering and technology profession contributes to the economy, from the point of view of income generation. But it was also emphasized that the number of women in this profession is dismal. The paper investigated the reason for their under-representation. She concluded that perspective bodies, parents, students, and the government should emphasise increasing women enrolment in engineering and technology educational stream since women accounted for half of the population and play key role for income generation and reduce poverty.

**TOPIC: “A SYSTEMATIC REVIEW OF OUTCOME BASED EDUCATION W.R.T. HIGHER STUDIES”**

**Prof. Sima Kumari**, *Professor, Delhi School of Professional Studies and Research, affiliated to GGSIP University, New Delhi, India.*

**Prof. Ashutosh Nigam**, *Professor, Department of Management, JC Bose University of Science and Technology YMCA, Faridabad.*

Dr. Sima Kumari emphasized on the concept of Outcome-based Education in higher studies. She reviewed and reconciled and analyzed the results. It was concluded that most of the research has talked about the curriculum design, but focus on other Outcome-Based Education parameters is not yet completely implemented.

**TOPIC: “A STUDY OF INDIA’S FAILING EDUCATION SYSTEM”**

**Ms. Manya Jain**, *Assistant Professor, Delhi School of Professional Studies and Research, affiliated to GGSIP University, New Delhi, India.*

In this paper, Ms. Manya emphasized that the education system is concentrated more on the marks that a student has acquired rather than giving importance to the skill or competency built. It was also added that schools and higher educational institutions’ curriculum is also based around clearing an exam and getting a job rather than all round and skill development of student. It was concluded that Indian Education system is heavily dependent on marks and learning rather than skill development and creating competency.

**TOPIC: “FUTURE OF OUTCOME BASED EDUCATION”**

**Ms. Yukti Gupta**, *Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

**Mr. Jas Mishra**, *Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The paper presenter, Ms. Yukti and Mr. Jas highlighted that Traditional learning methodologies mainly rely on textbooks while modern method requires hands-on techniques of doing things that involves interaction and discussion. It was concluded that Outcome-Based Education equips students with better knowledge, skills and attitude.

### **Conclusion of the Session**

The session chairperson, Prof. Virendra Khanna summarized the session by providing inputs to the paper presenters and sharing their views. The session was concluded by honoring the session chairperson and session co-chairperson with the gifts and certificates by Prof. Sima Kumari, Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

### **Rapporteur for the Session:**

- **Ms. Manya Jain**

*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

### **TECHNICAL SESSION 4: “ENGAGING & ASSESSING LEARNERS: ISSUES & CHALLENGES”**

**January 05, 2020, 09:30 a.m. – 11:00 a.m.**

*Venue: Lecture Theatre 321 (3rd Floor), DDU College, Dwarka, Delhi, India.*

*Session Chair: Rtn. Col A.T Gajraj, Retd. from Artillery, Indian Army.*

*Co-Chair: Dr. Harsh Dobhal, Visiting Professor, Doon University, Dehradun, India.*

*Coordinator: Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The session started with the welcome address by the coordinator Ms. Poojan Bathla and it was handed over to the session chair and co-session chair. Rtn. Col A.T Gajraj addressed the audience by highlighting the key issues in higher education. He also focused on the important points to be considered for the research paper writing. The session co chair Dr. Harsh Dobhal addressed the audience by focusing the challenges in higher education.

### **TOPIC: LINKAGES BETWEEN EMOTIONAL INTELLIGENCE AND ACADEMIC PERFORMANCE**

*Ms. Urvashi Sharma, Research Scholar, Department of Commerce, Delhi School of Economic, University of Delhi, Delhi, India.*

*Ms. Anisha Kadyan, Research Scholar, Department of Commerce, Delhi School of Economic, University of Delhi, Delhi, India.*

*Ms. Chandni Jain, Research Scholar, Department of Commerce, Delhi School of Economic, University of Delhi, Delhi, India.*

The presenter Ms. Anisha Kadyan started the presentation and Ms. Chandni Jain was present there. The speaker started with the meaning of emotional intelligence and discussed various stakeholders concerned with academic standards and academic achievement in the best possible manner. The presenter highlighted the factors which are relevant in attaining high academic goals. The empirical justification is duly acknowledged as a limitation of the paper by the speaker.

### **TOPIC: EMPLOYMENT CHALLENGES AND ASPIRATIONS OF EDUCATED YOUTH: A CASE STUDY OF SHILLONG TOWN**

*Ms. Shedrina Grace Hynniewta, Research Scholar, Department of Economics, University of Delhi, Delhi, India.*

The speaker Ms. Shedrina Grace Hynniewta talked about the challenges, graduate young people face

in their transition to employment. The data of young graduates of Shillong were the primary respondents of the study. The author had used chi-square value to compare the results. The speaker also listed the difficulties in Shillong due to geographical area. The speaker positively answered the queries asked by the session chair and co-chair.

**TOPIC: UNDERSTANDING THE ESSENCE OF E-LEARNING AND KNOWLEDGE OF ITS IMPLEMENTATION ON ACADEMIC PERFORMANCE OF STUDENT**

*Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Manan Sharma, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Sumit Kumar, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Dimmi Martin, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Awanish Dubey, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The speaker Mr. Manan Sharma initiated the joint presentation with the meaning of E-Learning followed by Mr. Sumit Kumar, Mr. Dimmi Martin and Mr. Awanish Dubey. The speakers explained the basic concepts of E-Learning, its benefits and limitations. The speakers also talked about the effects of E-Learning on academic performance of the students. The researchers had done primary study and interpreted the results through mean values in the presentation.

**TOPIC: ENGAGING AND ASSESSING LEARNERS: ISSUES & CHALLENGES**

*Ms. Shruti Mittal, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Akansha Bora, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Shruti Mittal and Ms. Akansha Bora, the presenters, highlighted the challenges of engaging students to learn and assess students. The presenter examined the learning challenges faced by learners doing undergraduate courses. The presenters also focussed on teachers and students' challenges in classrooms and helped identify these challenges. They addressed education-related problems like the burden of exams, assignments pressure, instructional issues, language barriers etc.

**Conclusion of the Session**

Session chair and co-chair shared their experience and gave valuable inputs about the research papers presented during the session. They congratulated all the presenters for their research-based academic inputs and motivated them and suggested that students should do a more comprehensive study.

**Rapporteur for the Session:**

- **Dr. Sugandh Rawal**  
*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

**TECHNICAL SESSION 5A: "RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES - HR"**

**January 05, 2019, 11:30 a.m. – 01:00 p.m.**

**Venue:** *Lecture Theatre 013 (Ground Floor), DDU College, Dwarka, Delhi, India.*

**Session Chair:** *Prof. Rana Singh, Vice Chancellor, Sanskriti University, Mathura, U.P., India.*

**Session Co-Chair:** *Dr. Kumar Prashant, Associate Professor, Department of Political Science, Shyam Lal College (E.), University of Delhi, Delhi, India.*

**Key Note Speaker:** *Dr. Bhawna Bajaj, HR Consultant, Ambedkar Vadi Mission, Nanded, Maharashtra, India.*

**Coordinator:** *Ms. Radhika Sethi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The session started with the welcome address by the session coordinator Ms. Radhika Sethi, and then it was handed over to the session chair and session co-chair. Session chair, Prof. Rana Singh, introduced the topic and enriched the session with his familiar words of wisdom. Then he handed over the session to Key Note speaker Dr. Bhawna Bajaj, who enriched the audience with Human Resource Management's current scenario in different companies across the globe.

**TOPIC: "ROLE OF SOCIAL FACTORS ON EMPLOYEE RETENTION PERSPECTIVE: A STUDY ON INFORMATION TECHNOLOGY ORGANIZATION"**

**Mr. Indranil Mutsuddi**, *Amity Business School, AUUP, Noida, Gautam Budh Nagar, Uttar Pradesh, India.*

**Dr. Chandranshu Sinha**, *Associate Professor, Amity Business School, AUUP, Noida, Gautam Budh Nagar, India.*

**Dr. Sudha Chhikara**, *Professor, HAU Hissar, Haryana, India.*

The presenter Mr. Indranil Mutsuddi, discussed the retention strategies adopted by organizations to cope with the challenges that had varied immensely making it difficult for most Human Resource (HR) professionals to adopt any concrete model for retaining their talents. The speaker highlighted that the employee retention evolved from behavioural, individual differences and organizational predictors. The presenter opened up the study for outcomes in terms of facilitating employee job satisfaction and retention.

**TOPIC: "HUMAN RESOURCES ACCOUNTING: AN ANALYSIS OF INCOME AND EXPENDITURE INCURRED BY BANKS ON THEIR HR"**

**Mr. Mukesh Kumar Meena**, *Ph.D. Research Scholar, University of Delhi, Delhi, India.*

The presenter initiated the presentation by addressing the administration segment is the significant supporter all through the world economy. The presenter gathered information from yearly reports of the SBI bank from the time of 2009 to 2019. Based on this investigation, presenter inferred that workers assume a significant job in the association.

**TOPIC: "SIGNIFICANCE OF HUMAN RESOURCE MANAGEMENT IN CROSS-CULTURAL ENVIRONMENT"**

**Dr. Rekhasain**, *Assistant Professor, Aggarwal College, Ballabgarh, Haryana, India.*

**Ms. Varsha Kaushik**, *Student, Aggarwal College, Ballabgarh, Haryana, India.*

The presenter, Ms. Varsha Kaushik specified Human resource as one of the key sources in a corporation. All the functions of HRM beginning from employee remuneration, job rotation, recruitment, education and development were listed in the presentation. The presenter signified the commercial enterprise environment that changed unexpectedly in competition, generation, products and group of workers. The rapid growth and advancement in the current scenario exert a pressure on the cross-culture environment emphasized by the presenter.

**TOPIC: "PUBLIC-FUNDING IN HIGHER EDUCATION: A CRITICAL"**

**Mr. Chinglen Maisnam**, *Associate Professor, Manipur University, Department of Economics, Manipur, India.*

**Mr. Thoudam Prabha Devi** Assistant Professor, College of Business, University of Buraimi, Sultanate of Oman.

**Mr. Shrikant Krupasindhu Panigrahi**, Assistant Professor, College of Business, University of Buraimi, Sultanate of Oman.

**Dr. Vijayesh Kumar** Assistant Professor, LNU-MSU College of International Business, Dalian, China.

Dr. Vijayesh Kumar, the paper presenter explained the critical role of public funding in higher education, which is facing unprecedented challenges in India's context. It was highlighted that the government lacks the political will to spend more on higher education. He also mentioned new approaches to solving existing problems of financial trouble, which is the most significant encounter worrying about the institutes of higher learning in India.

#### **TOPIC: "HR ANALYTICS – AN EFFECTIVE STRATEGIC APPROACH TO HRM?"**

**Ms. Radhika Sethi**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The presenter discussed the concept of HR analytics in detail and its strategic implementation in Human resource management. She highlighted the importance of HR Analytics in aligning and developing strategies, leading the organizations to achieve an upper hand over the competitors. Also, the presenter revealed the effect of new technology development on the HRM field.

#### **TOPIC: "AN EMPIRICAL STUDY ON ENGAGEMENT AND COMMITMENT"**

**Dr. Sugandh Rawal**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Dr. Jagdeep Singla**, IMSAR, MDU, Rohtak, Haryana.

Dr. Sugandh Rawal initiated the presentation with literature review. The presenter highlighted the need for correlation and SEM model to establish the relationship between employee engagement and organisational commitment. The presenter also defined job engagement and organizational engagement as measures of employee engagement; whereas, the affective commitment, continuance and normative commitment as measures of organizational commitment.

#### **TOPIC: "A STUDY ON HOW TO RETAIN EMPLOYEES NEED OF GENY (MILLENNIALS) & GENZ (CENTENNIALS)"**

**Mr. Ayush Charles**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Shagun Bakshi**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Ayush Charles explained that employees are the life-blood of any organization. He mentioned that considering India's population and numbers of unemployment, Companies are always seen to have an advantage as they easily get skilled manpower that are willing to work for less than what they actually deserve. But it is seen that employees are always in search for new jobs for higher pay checks and better standard of living. As lots and lots of avenues and opportunities are available for the human resource, employee commitment and retention have become an essential strategic aspect. Also, he highlighted the best practices and methods adopted by various organizations across industries to create the right belief system in a motivation organization and enhance commitment and employee retention.

#### **TOPIC: "SPIRITUALITY AT WORKPLACE: THE WORKING PRINCIPLE"**

**Mr. Goutam Ahuja**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Radhika Sethi**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Shalu Sharma**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Goutam Ahuja, who presented the paper discussed that 'Workplace Spirituality' is a new concept emerging in management studies. However, he explained that this field's research is still evolving and is in its starting stages. He also mentioned the various aspects of Workplace spirituality like its value, the different ways to implement it, benefits, and its future implications.

#### **TOPIC: "IMPACT OF WORKING ODD HOURS ON WOMEN'S' HEALTH"**

**Ms. Pragya Jain**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Dr. Pratishtha**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Pragya Jain presented that researchers are still investigating the exact mechanisms by which damage occurs when we mess with our sleep cycle. There's only so much that these workers can do to minimize the risks associated with their work schedules, but getting the best possible sleep by blocking out daylight and minimizing use of electronics before bed are good strategies to start with.

#### **TOPIC: "EMOTIONAL INTELLIGENCE, PERSONALITY TRAITS AND ACADEMIC ACHIEVEMENT OF UNIVERSITY STUDENTS"**

**Ms. Shivanya Chhabra**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Manpreet Singh**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The paper presenter, Ms. Shivanya Chhabra explained the relationship between gender and academic achievements, personality traits and emotional intelligence. She concluded that there is no relationship between gender and academic achievements. However there is relationship between gender and personality traits and emotional intelligence.

#### **TOPIC: "GREEN HRM & IT SECTOR"**

**Ms. Komal Baheti**, Assistant Professor, Department of Commerce Aggarwal College, Ballabgarh, Faridabad, Haryana, India.

**Ms. Poornima**, Assistant Professor, Department of Commerce Aggarwal College, Ballabgarh, Faridabad, Haryana, India.

The paper presenters highlighted the meaning of Green Human Resource Management and also mentioned about the ways for the companies to go green through case studies of Infosys, Wipro and Mindtree.

#### **Conclusion of the Session**

The session chairperson, Prof. Rana Singh and session co-chairperson, Dr. Kumar Prashant, summarized the session by providing inputs to the paper presenters and shared their views on the same. The session was concluded by honoring the session chairperson and session co-chairperson with the gifts and certificates by Ms. Poojan Bathla, Assistant Professor Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

#### **Rapporteurs for the Sessions:**

- **Dr. Sugandh Rawal**

*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

- **Ms. Poojan Bathla**

*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

**TECHNICAL SESSION 5B: “RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES - MARKETING”**

**January 05, 2020, TIMINGS: 09:30 a.m. – 01:00 p.m.**

**Venue:** Seminar Hall 312 (3<sup>rd</sup> Floor), DDU College, Dwarka, Delhi, India.

**Session Chair:** Prof. Ashutosh Nigam, Professor, Department of Management, JC Bose University of Science and Technology, YMCA, Faridabad, Haryana. India.

**Co-Chair:** Dr. Aditya P. Tripathi, Assistant Professor, Shyam Lal College (Eve.), University of Delhi, Delhi, India.

**Coordinator:** Dr. Pratistha, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

The session started with the welcome address by the session coordinator, Dr. Pratistha and then it was handed over to the session chair and session co-chair. Session chair, Prof. Ashutosh Nigam, introduced the topic and enriched the session with his knowledgeable words of wisdom.

**TOPIC: “A STUDY ON CONSUMER BEHAVIOUR AND PERCEIVED BENEFITS TOWARDS ONLINE SHOPPING”**

**Mr. Lokesh Aggarwal**, President-North, Ginesys Retelling Retail, Gurugram, Haryana, India

**Dr. Dimple**, Assistant Professor of Commerce, Aggarwal College, Ballabgarh, Faridabad, Haryana, India.

Dr. Dimple presented the paper and stated that technology plays a vital role in the growth & development of an economy. Online marketing plays an essential role in the expansion of the business. Now the business has more opportunities to expand their business by offline or store based marketing or online, i.e. non store based formats. Now business organization does not require storing their product, they can sell their product on order. The paper will highlight the benefits of online shopping from selected respondents of semi-urban area. The study results show that respondents believe that they will get more help due to online shopping. She concluded that there is a vast scope of the e-commerce business.

**TOPIC: “ADOPTION OF ONLINE RESOURCES IN SMES TO ACHIEVE AIMS OF CORPORATE SOCIAL RESPONSIBILITY”**

**Mr. Anuj Kumar**, Ph.D. Research Scholar, Aligarh Muslim University, Aligarh, Uttar Pradesh, India.

**Dr. Asif Ali Syed**, Assistant Professor, Department of Business Administration, Aligarh Muslim University, Aligarh, Uttar Pradesh, India.

The paper presenter Mr. Anuj explained that corporate social responsibility is the concerned area of many big business houses. It is hard to imagine long term survival without fulfilling corporate social responsibility. SMEs are playing a big role in the growth of economies worldwide. SMEs are contributing towards economy, employment, new technology, innovation and entrepreneurship in several countries. The long term survival is an issue for most of the companies. By fulfilling their corporate social responsibilities, SMEs can survive longer, and they can also compete with big multinationals. SMEs have fewer resources and they need to produce more output. E-commerce adoption can be helpful for SMEs in fulfilling their corporate social responsibility. He suggested that how e-commerce adoption can help SMEs in fulfilling their corporate social responsibility in longer term.

**TOPIC: “TOOL CONSTRUCTION AND VALIDATION TO ANALYZE CONSUMER ECO-FRIENDLY BEHAVIOR”**

**Mr. Aishwarya Pratap**, *Research Scholar, School of Management, Doon University, Dehradun, Uttarakhand, India.*

**Prof. H. C. Purohit**, *Head, School Of Management, Doon University, Dehradun, Uttarakhand, India.*

Mr. Aishwarya Pratap explained that the consumers in the modern world have been showing the tendency to move towards eco-friendly products. The products having a minimal negative impact on the environment can be referred as the eco-friendly product. Further he explained the validate tools to measure consumer eco-friendly behaviour.

**TOPIC: “DETERMINANTS OF THE EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING: AN APPLICATION OF THEORY OF PLANNED BEHAVIOUR (TPB) AND TECHNOLOGY ACCEPTANCE MODEL (TAM)”**

**Ms. Taanika Arora**, *Senior Research Fellow, Amity University, Noida, Gautam Budh Nagar, Uttar Pradesh, India.*

**Prof. Bhawana Agarwal**, *Professor, Amity University, Noida, Gautam Budh Nagar, Uttar Pradesh, India.*

Ms. Taanika Arora described expeditious evolution and progress in Information and Technology, which has fostered social media sites' adoption rate across the world. By removing the geographical barriers, it has united people from the extreme corners of the world. Opening various avenues for businesses to interact with consumers, companies are now leveraging on various social media avenues by advertising their offering in the form of goods and services and also by investing a huge chunk of their advertising budget on the social media sites. She proposed a theoretical framework drawn from the concept of TPB and U&G to measure the effectiveness of Social Media Advertising.

**TOPIC: “THE ONLINE CONSUMERS FOR INDISPENSABLE ONLINE GROCERIES PURCHASING THROUGH SITES STATISTICAL APPRECIATIONS: - A CLUSTER ANALYSIS”**

**Dr. Gurvishal Sinha**, *Sharda University, Greater Noida, Gautam Budh Nagar, Uttar Pradesh, India.*

The paper presenter Dr. Gurvishal Sinha analyzed the consumers' online websites buying with groceries. The major thrust parameters are website functional variables. Consumers addressed on these parameters of the website for analytical clustering. The study figures out a cluster oriented approach. This study tries to classify the consumers' perceptual metrics with sites in groups. The statistical approach applied for the product is cluster analysis with K-mean clustering.

**TOPIC: “A STUDY OF AWARENESS REGARDING NETWORK MARKETING AMONG YOUTH”**

**Dr. Pratistha**, *Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The paper presenter Dr. Pratistha explained about the perception regarding network marketing among youth. She concluded that network marketing is a popular known concept among the youth. The major sources to create awareness about it are the friends, family, and relatives. As far as quality and price of the products sold through network marketing has also found positive.

**TOPIC: “CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD PRODUCTS: A STUDY IN DELHINCR”**

**Ms. Mahima Saxena**, *Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

**Ms. Shagun Bakshi**, *Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The paper presenter Ms. Mahima Saxena, explained the availability of organic input and stated that output is critical for improving organic farming in the country. Development of efficient marketing system is the need of the hour for strengthening the organic production in India. She concluded that most of the consumer especially in urban people prefer organic food product. Marketing of organic product is so poor in study area so the demand for organic product is increases but supply is very low. The major reasons are that organic producers are low, adequate market facility is not there, few shops, lack of awareness, and so on. Therefore, if farmers and the government give interest to organic farming, they are easily enhancing the good marketing system in Karnataka.

**TOPIC: “IMPACT OF ADVERTISEMENTS ON THE BUYING BEHAVIOUR OF CONSUMERS: HEALTH PRODUCT”**

*Ms. Niyati Dahiya, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The paper presenter Ms. Niyati Dahiya stated that advertisements help convey information about the products offered for consumption. This research was conducted on 100 people who use different brands of health products. These kinds of advertising highly influence people who want to be healthy or want to maintain their health. This research is done to check advertisements’ influence on their buying behavior by creating awareness and building the perceptions. Regression and Correlation analysis were used to identify the relationship between these variables. She concluded that consumer awareness and consumer perception induce a consumer to buy a particular product as their consists a positive relationship between the two variables.

**TOPIC: “A STUDY OF DIGITAL MARKETING”**

*Ms. Ananya Singh, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Kanishk, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Dr. Anupama Lakhera, Associate Professor, Delhi School of Professional Studies and Research, mDelhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Ananya stated that advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour concerning a commercial offering. Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients.

**TOPIC: “A STUDY OF MULTILEVEL MARKETING (MLM) IN INDIA”**

*Mr. Lakshay Talwar, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Pratyush Sachdeva, Student, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Dr. Anupama Lakhera, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Mr. Lakshay Talwar explained about Multilevel Marketing (MLM) as a retail channel of distribution that has a negative image in many individuals’ minds and is under increasing scrutiny by government regulatory agencies around the globe. It is frequently alleged that multilevel marketing companies may be illegal pyramid schemes, and that such companies are unethical. One primary concern being raised increasingly is the extent of so-called internal consumption. He highlighted the pros and cons of multilevel marketing (MLM) and status of multilevel marketing (MLM) in India.

**TOPIC: “NETWORK MARKETING: A CONCEPTUAL STUDY”**

**Mr. Shubham Kumar**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Radhika Sethi**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shubham Kumar explained about the concept of network marketing. He stated that everyone has a bad image about network marketing because there are many scheme/scam in the past; that's why people don't want to understand the actual concept of this working model because of two types of people I mentioned below. It is the only business in which you earn Residual Income, Fame and Respect, multiplication of work and Time Leverage. Network marketing or multilevel marketing is the movement of products or services from the manufacturer to the consumers directly through distributors using word of mouth marketing.

**TOPIC: “A STUDY ON CUSTOMER SATISFACTION AT HYUNDAI”**

**Mr. Arvind**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Mukta Katyal**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Arvind analyzed the customer satisfaction at Hundai. He stated that a focus on customer satisfaction can work alongside existing segmentation to support revenue generation from high value customers or it can be a companywide objective rooted in the brand values. It has been found that Hyundai car is highly preferred compared to the other brands of car in the same segment.

**TOPIC: “A STUDY OF AWARENESS REGARDING NETWORK MARKETING”**

**Ms. Manya Jain**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Harshit Grover**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Harshit stated that the network marketing concept includes organizational socialization, customer relations marketing, immigrant entrepreneurship, leadership techniques, entrepreneurship, and legality. Network marketing was established in 1945. It is a well-known form of direct selling. Network marketing is a viable business environment for multiplicative income and for some a full time business. He analyzed the extent to which people are aware of networking marketing and how many have been or are a part of it.

**TOPIC: “DIGITAL MARKETING FOR AUTOMOBILE INDUSTRY”**

**Dr. Pratistha**, Assistant Professor, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Bhavna Singh**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Bhavna presented the paper. She defined that digital marketing is the promotion and advertisement of products and services through web or internet. Digital marketing focuses only on promoting goods and services so that more and more customers can reach out to that product or service. In today's modern world digitalization is growing at a high-speed rate. Every second person in India is using a digital platform for shopping, studying, etc.

**TOPIC: “A STUDY OF SUPPLY CHAIN MANAGEMENT (SCM)”**

**Mr. Shubham Singh Rawat**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Deepanshu Vashisht**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Shubham Singh stated that supply chain management is a method of improving the business processes, making them more resilient and more agile and as a result was more competitive. He explained SCM's evolution and definition in chronological order, the key benefits, goals and process, dimensions of SCM, and organisational theories.

**TOPIC: "A RESEARCH REPORT ON CONSUMER BUYING BEHAVIOR TOWARDS HERBAL PERSONAL CARE"**

**Prof. (Dr.) Moloy Ghoshal**, Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Anjali Goel**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Anjali Goel stated that the cosmetics products are created for skin and hair care to clean, beautify, and enhance the attractive features. Skin care is not a modern trend. In fact, people in every civilization used cosmetics to protect and embellish their skin - which naturally leads us to conclude that this is a primordial need. Although cosmetic products have undergone many changes in modern times, the basic concept of using cosmetics to enhance the features of good health has not changed. Preserving a youthful complexion has been the holy grail of beauty since Cleopatra stepped into her legendary bath of milk more than 2,000 years ago. Cosmetics were for the first time openly put up for sale in the early part of the twentieth century. At the end of the Second World War, when people celebrated their loved ones' return, there occurred a true surge in cosmetic sale and it still continues.

**Rapporteur for the Sessions:**

- **Dr. V. K. Pandey**  
Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Ms. Simran Kaur**  
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

**TECHNICAL SESSION 5C: "RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – ACCOUNTING & FINANCE"**

**January 05, 2020, 9:30 a.m. to 1:30 p.m.**

**Venue: Lecture Theatre 307 (3rd Floor), DDU College, Dwarka, Delhi, India.**

**Session Chair:** Dr. Abhay Jain, Deputy Director, (Research), ICSSR, India.

**Co-Chair:** Dr. R.P. Tulsian, Professor, Shaheed Bhagat Singh College (Evening), University of Delhi, Delhi, India.

**Coordinator:** Ms. Shagun Bakshi, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**TOPIC: "MICRO FINANCE AND POVERTY REDUCTION IN INDIA"**

**Dr. Krishna Kumar**, Associate Professor, Faculty of Commerce, D.A.V. PG. College, Siwan, Bihar, India.

Mr. Krishna Kumar focused on Microfinance Industry and stated that it is a way for fighting poverty

where most of the world's poorest people live. Accessing small amounts of credit at reasonable interest rates give poor people an opportunity to setup their own small business. He stressed that Microfinance services can also contribute to resource allocation, promotion of markets, and the adoption of better technology, promoting economic growth and development. Microfinance schemes are more popular in southern India, which create regional disparities in microfinance outreach. This should be addressed through both the bank linkage program as also MFI.

**TOPIC: "FINANCIAL MARKET TRANSITION FROM TRADITIONAL FINANCE TO BEHAVIORAL FINANCE"**

*Ms. Shagun Bakshi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Ms. Shagun Bakshi presented the paper and insisted that Financial Markets have been a centre of attraction for everyone and that the Financial Market can be categorized into Traditional Finance often identified as Conventional Finance, and the recently developed Behavioral Finance. In her presentation she also mentioned that earlier in the Financial Market, the focus was on the Traditional Finance theories of Efficient Market Hypothesis and Harry Markowitz Model based on investor's rationality. In the year 1990's the conventional finance theories were questioned due to their unacceptable assumptions. She concluded by saying that the financial markets have become global and has been influenced by numerous factors such as institutional and political constraints, information dissemination, economic processes which occurs in the country, and amongst them the most important factors are people's perception and reaction.

**TOPIC: "A CASE STUDY OF FINANCIAL LITERACY AMONGST VARIOUS DEMOGRAPHIC VARIABLES"**

*Ms. Meenakshi, M.Phil Scholar and Extension Lecturer, Department of Commerce, MDU, Department of Commerce, MDU, Rohtak, Haryana, India.*

*Dr. Rekha Rani, Assistant Professor, Department of Commerce, MDU, Rohtak, Haryana, India.*

Ms. Meenakshi highlighted that In India the financial literacy level is low as observed by her studies. She presented a case study on the financial literacy amongst various demographic variables. Session Co-Chair Prof. R.P. Tulsian guided all the audience regarding the financial investments to be done in which manner in financial terms. Session Chair Dr. Abhay Jain also enlightened the audience regarding online platform of financial transfers and its significance in today's era. He illustrated the same through examples.

**TOPIC: "A STUDY ON AWARENESS LEVEL OF TAXPAYERS ABOUT E- FILING"**

*Ms. Vibhu Yadav, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Bhavya Ahuja, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Soumya Agarwal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

Mr. Vibhu Yadav said that India is in the phase of revolutionary changes in information technology which also give great advancement in e-filing field of income tax department. He highlighted the benefits and challenges of such a system and shared some countries experiences with these systems. He also shared the various impacts of E filing and its benefits. He concluded by saying that it is evident that e-taxation obviously shown some dynamic result and it's surely going to make its full time place in the Indian Tax system

**TOPIC: "ROLE OF WOMEN IN FINANCIAL PLANNING"**

**Ms. Varsha Dixit**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Dr. Pratistha**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Varsha Dixit pointed that in today's world, women are leading in most industries instead of housewives, but now, there are some places where girls are treated as liabilities. Birth of a girl is not considered to be a good sign for a family but at the same place birth of a boy is considered to be a great celebration. She further said that it is high time to spread awareness in backward areas about the emerging importance of a girl or say women empowerment. Awareness can be created by adopting each one teach one policy, free newspaper services and in many more ways. She concluded by saying that women should learn how to manage their earnings and savings.

**TOPIC: "NIFTY 100 AND NIFTY 100 ESG: A COMPARABLE STUDY OF NIFTY INDICES"**

**Mr. Rajat Gulati**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Poojan Bathla**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Mr. Rajat Gulati emphasised on Protection of the environment and pointed that it is a matter of international unease today. He further added that to provide a yardstick for measuring such activities NSE propelled Nifty 100 ESG Index. It is intended to mirror the performance of companies inside NIFTY 100 index, in view of scores based on Environment, Social and Governance aspects. He concluded by saying that Investors and consumers prefer to associate with those corporate that are taking steps for the environment protection.

**TOPIC: "A STUDY ON EFFECT OF CSR ON BRAND EQUITY & FIRM PERFORMANCE"**

**Ms. Rashami Gaurav**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Ritik Raj**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Varsha Dholpuria**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Rashami Gaurav and Mr. Ritik Raj highlighted that Corporate Social Responsibility (CSR) is a self-administrative plan that allows organizations to be socially responsible to themselves, partners, and open. It is a strategy for doing great business. They then briefed the audience about The Companies Act (2013) in detail. The presentation was concluded by Ms. Rashami stating the positive effects of CSR on Brand equity and firm performance.

**TOPIC: "WORKING CAPITAL ANALYSIS AND ITS EFFECT ON PROFITABILITY OF THE INDUSTRIES: EVIDENCE FROM FLEX INDUSTRIES LIMITED"**

**Dr. Anoop Pandey**, Associate Professor, BVIMR, New Delhi, India.

Mr. Anuj Kumar on behalf of Dr. Anoop presented the presentation highlighting that Working capital is one of the most important measures of the Industries efficiency and reflecting the Industries ability to manage its daily operating costs and also serve as an indicator of the Industries short-term financial health. He concluded that a company must therefore plan to use its working capital efficiently to maintain the balance between liquidity and profitability. Well-Managed working capital management should make a positive contribution to the added value of a company.

**TOPIC: "A STUDY ON FINANCIAL STATEMENT ANALYSIS OF FLEX INDUSTRIES LIMITED"**

**Dr. Anoop Pandey**, Associate Professor, BVIMR, New Delhi, India.

Mr. Anuj Kumar on behalf of Dr. Anoop presented the presentation focusing on the pros and cons of financial reports. He stated that Financial reports are only a means of providing general information about the results of operations and a company's financial position. These statements contain only financial information about transactions that do not provide significant inferences about the management's effectiveness, the strength and weakness of the company, the index of future performance, etc. As a result, its meaning and importance are known by its users (managers, lenders, investors, etc.) and are not analyzed or Interpreted according to their specific objectives. He concluded by saying that for this reason, it is said that the science of financial analysis plays an increasingly important role as a tool to assess the true value of a business helping to identify the implications of the instructions themselves.

**TOPIC: "UNETHICAL PRACTICES IN BANKING SECTOR"**

**Mr. Rohit Giri**, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Rohit Giri as we know, from the last few years came to hear lots of financial fraud in India like Nirav Modi PNB scam, PMC scam and winsome diamond, and many more. Every financial fraud government sector bank bears heavy losses because of unethical practices done by the bank's employee. We can say that which losses bear by bank from this kind of scam bank is also responsible for that but when government sector banks bear heavy losses, our government gives huge amounts to bank cover their losses. And I think this is misuse of money of tax payer who pays tax to government for development. In this my research I read lots of scam case study and analyze them and I feel the main thing which is common in all Scams then I found a corrective action which our government and bank management should adopt.

**Conclusion of the Session**

The session chairperson Dr. Abhay Jain, and session co-chairperson Dr. R.P.Tulsian, summarized the session by congratulating all the presenters for their research based academic inputs and motivated them and suggested the students to do more comprehensive research. The session was concluded by honoring the session chairperson and session co-chairperson with Prof.'s gifts and certificates (Dr). G.S.Popli, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

- **Ms. Varsha Dholpuria**  
*Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*
- **Ms. Simple**  
*Ex-Faculty, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

**TECHNICAL SESSION 5D TOPIC: "RESEARCH PAPER PRESENTATIONS ON CONTEMPORARY ISSUES – ENTREPRENEURSHIP & ECONOMICS"**

**January 05, 2020, 9:30 a.m. to 1:00 p.m.**

**Venue:** Lecture Theatre-220 (2<sup>nd</sup> Floor), DDU College, Dwarka, Delhi, India.

**Session Chair:** Prof. Seema Singh, Professor, Department of Humanities, Delhi Technical University.

**Co-Chair:** Dr. Prabha Thoudam, Faculty & Chair, Research & Engagement Committee, College of Business, University of Buraimi

**Coordinator:** Dr. Anupama Lakhera, Associate Professor, Delhi School of Professional Studies and Research, New Delhi, India.

**TOPIC: “RURAL AND ENTREPRENEURIAL DEVELOPMENT: CHALLENGES AND REMEDIES: A SPECIAL REFERENCE OF UTTARAKHAND (INDIA)”**

*Mr. Manoj Singh Jeena, Assistant Professor (Management & Commerce), Saraswati Institute of Management & Technology, Rudrapur, Uttarakhand, India.*

The paper's presenter discussed rural areas that are the foundation stone of society upon which the future of culture stands. As the modernization is spreading rapidly, the rural areas are losing their charm and identity. Rural sector is striving for its recognition in the mirage of modernity. He aimed to investigate the development and the entrepreneurial opportunities as one of the remedy to overcome from these issues with a special reference of Uttra Khand state in India. He also discussed how blue bull, monkeys, elephant are destroying agriculture and how migration from village to town (ghost villages), green development and unemployment has become a serious issue in hilly areas.

**TOPIC: “THE FEMALE ENTREPRENEURS’ ATTITUDE TOWARDS ENTREPRENEURSHIP: HOW ENTREPRENEURIAL ORIENTATION AND DESIRABILITY INFLUENCE INTENTION OF ENTREPRENEURIAL STUDENTS?”**

*Dr. Thoudam Prabha Devi (Corresponding Author), University of Buraimi, College of Business, Al Buraimi, Sultanate of Oman.*

*Dr. Chinglen Maisnam, Manipur University, Dept. of Economics, Manipur, India.*

Dr Prabha devi discussed the university undergraduate students' level of intention in Oman and identify the influence of entrepreneurship orientation, desirability, and education on intention. They also revealed that entrepreneurship education plays an important role for female students to become entrepreneurs as their career goal and found that personal attitude and innovativeness come from entrepreneurial education. She also discussed about the role of entrepreneurship in providing livelihood to unemployed youth of Oman and the model of entrepreneurship such as SEM research Model. She also discussed the role TRC in Oman in financing.

**TOPIC: “MAKE IN INDIA”**

*Dr. Usha Chaudhary, Assistant Professor, Aggarwal College, Ballabgarh, Haryana, India.*

*Ms. Gunjan Goyal, Students, Aggarwal College, Ballabgarh, Haryana, India.*

*Ms. Payal Goyal, Students, Aggarwal College, Ballabgarh, Haryana, India.*

The presenter of the paper Ms Gunjan Goyal and Ms Payal Goyal, discussed the “Make in India” program launched by The Honorable Prime Minister Mr. Modi in September, 2014 as part of a broader set of nation-building initiatives. The programme has been devised to transform India into a global design and manufacturing hub. Make in India was launched to respond to a critical situation of 2013.

**TOPIC: “IDENTIFYING PROBLEMS OF SUSTAINABLE DEVELOPMENT IN MOBILITY: A GAP ANALYSIS BETWEEN ELECTRIC VEHICLE INDUSTRY GROWTH AND GOVERNMENT INITIATIVES”**

*Ms. Priyanka Kushwah, Research scholar, School of Business Management, Noida International University, Greater Noida, Uttar Pradesh, India.*

*Dr. Anuja Shukla, Assistant Professor, School of Business Management, Noida International University, Greater Noida, Uttar Pradesh, India.*

The Presenter of the paper Ms Priyanka Kushwah discussed economies worldwide is working towards reducing global warming and fostering sustainable development. In the automobile sector, internal combustion engine technology is highly in demand due to its low cost, which is creating a problem of pollution. She also discussed the government initiative to promote the electric vehicle.

**TOPIC: “WOMEN ENTREPRENEURS & EMPLOYMENT OF INDIA - CHALLENGES FACED”**

*Dr. Dimple, Assistant Professor, Department of commerce, Aggarwal College, Ballabgarh, Haryana, India.*

*Ms. Komal Baheti, Assistant Professor, Department of Commerce, Aggarwal College, Ballabgarh, Haryana, India.*

*Ms. Poornima, Assistant Professor, Department of Commerce, Aggarwal College, Ballabgarh, Haryana, India.*

The Presenter of the paper Ms Komal Baheti & Ms Poornima, discussed women entrepreneurs who will be potentially emerging human resources in the 21st century. India is being termed as second largest startup expected to grow at a speed of 10-12%. It is impossible to think about economic growth without women. In India women owned-businesses provide employment to 13.45 million people. She also discussed the challenges for women to become an entrepreneur & She also discussed the share of women start-ups. Both of them concluded that women are global leaders in entrepreneurship.

**TOPIC: “ELEMENTS OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA**

*Ms. Manisha Meena, M.Com, MLNC, University of Delhi, Delhi, India.*

The author of the paper discussed that CSR has now come down to explaining and reorienting the motivation behind business. The inquiry is to re-evaluate that the business reason is to be beneficial, or to serve investors/partners. She discussed oil & gas companies, as use lot of natural resources, pollutes the environment, and discussed the expenditure by different companies in this field. She concludes that expenditure in CSR by companies reducing year after year.

**TOPIC: “INCLUSIVE GROWTH OF MSME SECTOR IN INDIA”**

*Dr. Anupama Lakhera, Associate Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The paper’s presenter discussed that micro; small and medium enterprises in India are the vehicles for inclusive growth and sustainable development. The contribution of MSM Enterprises is about 8% to the country’s GDP, about 40% to exports and around 45% to manufacturing output. She revealed that in India after agriculture sector, they have the largest share of employment. She discussed the role of microfinance & the problem faced by MSME. She also discussed opportunities and Govt. schemes to MSME.

**TOPIC: “CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION IN INDIA: OPPORTUNITIES AND CHALLENGES”**

*Ms. Poojan Bathla, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The presenter of the paper discussed the current instances of various theoretical studies and investigated to extend the level of consciousness of the corporate Social Responsibility (CSR) concept and identify how CSR things to do are deliberate and organized in a developing country like India. This paper aims to provide an understanding of the CSR concept and to analyze its development in India.

**TOPIC: “STAND UP INDIA: ENDEAVOUR AND PROSPER”**

*Ms. Pallavi Jha, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Isha Katoch, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The presenter of the paper Ms. Pallavi Jha and Ms. Isha KatochA, focused on the ‘Stand Up India’ scheme launched by the government. The study, therefore, examines the aim, advantages, disadvantages, impacts of the Stand Up India scheme. They also present an overview of the Stand-up scheme, the scheme, whom it targets, whom it is applied, who will be benefited, and how to participate in the scheme.

**TOPIC: “ENTREPRENEUR RESILIENCE: A KEY INGREDIENT FOR SUCCESS”**

*Ms. Radhika Sethi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Riddhi Jain, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

This paper presented by Ms. Riddhi Jain, Student, DSPSR, discussed that a business does not operate in a vacuum. It is part and parcel of the environment’s surrounding, and business success largely depends upon the suitability of environment around it. They also revealed that it help to adapt itself as per the environment to survive and grow.

**TOPIC: “ANALYSIS OF MSMEs (MICRO, SMALL AND MEDIUM ENTERPRISES) REGISTERED UNDER ENTREPRENEURS MEMORANDUM (PART-II) AND INDIAN GDP”**

*Ms. Shagun Bakshi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Mr. Falak Aggarwal, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The presenter of the paper Mr. Falak Aggarwal, Student DSPSR, suggested that the growth cannot be inclusive unless and until the fruits of the growth is percolated to the bottom of pyramid. So from the perspective of the economy, from the standpoint of spreading opportunities across the country and perspective of spreading social equality, MSME is a critical sector in the economy. MSME play a vital role in the industrial development of any country.

**TOPIC: “SOCIAL ENTREPRENEURSHIP: THE NEW AGE OF EARNING PROFIT WITH SOCIAL WELFARE.”**

*Ms. Radhika Sethi, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Harneet Kaur, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The presenter of the paper Ms Harneet Kaur, Student, Delhi School of Professional Studies and Research, discussed social entrepreneurship, which is gradually becoming a crucial element and gaining a lot of momentum worldwide. Social entrepreneurship has become the buzzword in India and around the world. They also revealed that People had found this concept of generosity a bit intriguing.

**TOPIC: “RURAL DEVELOPMENT IN INDIA: INCLUSIVE GROWTH”**

*Mr. Shashank, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

*Ms. Yashika Arora, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.*

The presenter of the paper Mr Shashank focused on rural development generally refers to improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas. They have said that Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is considered a “Sliver Bullet” for eradicating rural poverty and unemployment by generating demand

for the productive labor force in villages and alternative source of livelihood which will have an impact on reducing migration. He also discussed MSP, irrigation, load, and updates the farmer about the Govt. policies, local resources (ponds), horticulture, and the problem of implementing policies.

**TOPIC: “IMPACT OF DEMONETIZATION ON INDIAN ECONOMY”**

**Dr. Saranleen Kaur**, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Ms. Sheetal Sharma**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Mr. Pradip Kumar Manik**, Student, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms Sheetal Sharma presented the paper, and Mr Pradip Kumar Manik, Student, Delhi School of Professional Studies and Research. They have discussed the economic growth and development of a nation is indicated by its national currency. The value of domestic currency strongly affects the working of the nation and its reputation in the world. They have also revealed that Demonetization is the process of removing a particular form of money from circulation. They also discussed demonetization, its impact, advantages and disadvantages.

**TOPIC: “CORPORATE SOCIAL RESPONSIBILITY PRACTICES: A STUDY OF BANKING SECTOR IN INDIA”**

**Ms. Ritika Juhi**, M.Com, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India.

The paper’s presenter tried to explore that Corporate Social Responsibility (CSR) has increased and become an essential piece of necessary critical leadership. Partnerships have understood that Government alone will never again be equipped for achieving its endeavour to elevate the general public. India was the principal nation to measure CSR and make it an order.

**Rapporteurs for the Sessions:**

- **Dr. Moley Ghoshal**  
Professor & Dean, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.
- **Dr. Hemkant Kulshresth**  
Assistant Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.

**INDUSTRY SESSION: “ACHIEVING EXCELLENCE IN BUSINESS”**

**January 05, 2020, 02.00 p.m. – 3.30 p.m.**

**Venue:** Auditorium, DDU College, Dwarka, Delhi, India.

**Session Chair:** Rtn. Subhash Jagota, CEO, Global Solutions.

**Panel Speakers:**

- Prof. Sanjay Paswan, Former Union Minister of State, HRD, Govt. of India, India.
- Shri Beni Kinha, Founder, Nectar Factor, Delhi, India.
- Shri Sanjiv Nanda, Director, Smart Head Consulting, New Delhi, India.
- Shri Arun Bhutani, Director, Lok Bharti Skilling Solutions Pvt. Ltd., India.

**Coordinator:** Ms. Sakshi Gupta, Assistant Professor, Delhi School of Professional Studies and Research, New Delhi, India.

The coordinator of the industry session Ms Sakshi Gupta welcomed panelists for the session by introducing them. A token of appreciation was handed over to them by Director, Delhi School of Professional Studies and Research.

Rtn. Subhash Jagota, discussed about the education system in India. He said that value addition and good ideas, are the key to business excellence. Students should learn to generate wealth. He started the session by inviting Prof. Sanjay Paswan as the first panel speaker.

Prof. Sanjay Paswan discussed that excellence isn't needed in business only but everywhere. Only competition and making money is not enough. It is important to understand the market. One should try to keep away from killing instinct called stress and try to adopt healing instinct.

He further stated that Planet, People and Peace are the three P's of Problems. Being a good citizen one should care for the three P's not only money. Patience, Perseverance and Politeness are the Pillars for being a good human being. The main thing to consider is how society and community can be paid back.

Mr. Sanjiv Nanda discussed about five stages of business and purpose of leadership. He stated that the foremost quality of a great leader is to produce leaders better than him. The ability to learn, unlearn and relearn is of utmost importance.

He also discussed the "Golden Circle" by Simon Sinek, which states that every organization on the planet, even our own careers, always functions on three levels – what we do, how we do it, and why we do it.

Mr. Arun Bhutani discussed about achieving business excellence. If the employee is happy coming to office it means excellence has been achieved in business. Mindset is the first thing when we talk about achieving excellence in life. Three important things for achieving excellence are being efficient, being on time and being a great person.

Mr. Beni Kinha explained about business excellence through happy and satisfied employees. In current scenario, excellence may mean sustaining what you already have. Supporting growth is also excellence. Holistic approach should be adopted to make employees happy. Competition leads to lack of collaboration, lack of satisfaction. Corporate spirituality should be adopted. When you compliment and collaborate then only you can co-exist in an organization.

The session was concluded by Rtn. Subhash Jagota discussing the take away:

- Achieving excellence in business through exemplary leadership.
- Value addition and good ideas.
- Future leaders should be visionaries, innovators, problem solvers and creative people.
- Main concern for teachers should be students' placements and making students job-ready.

#### ***Rapporteurs for the Sessions:***

- **Dr. Anupama Lakhera**  
*Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*
- **Dr. V. K. Pandey**  
*Associate Professor, Delhi School of Professional Studies and Research, Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India.*

### **Valedictory Session**

**January 05, 2020, 02.00 p.m. – 03.30 p.m.**

**Venue:** Auditorium, DDU College, Dwarka, Delhi, India.

**Session Coordinator:** Ms. Soumya Aggarwal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

Ms. Soumya Aggarwal, Assistant Professor, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India, welcomed all the Dignitaries and Excellencies, to the

*Rapporteur Report: XXI Annual International Conference*

Valedictory session of XXI Annual International Conference organized under the joint auspices of Delhi School of Professional Studies and Research (DPSR), affiliated to GGSIP University, New Delhi; Deen Dayal Upadhyaya College; Shyam Lal College (E); Sri Aurobindo College (E); Indian Commerce Association Delhi-NCR Chapter; Rotary Club of Delhi Maurya; and Divine International Group of Institutions, Gwalior.

The welcome address was delivered by Prof. Ajay Kr. Singh, Secretary General, Organizing Committee, XXI Annual International Conference. Various Guests of Honour attended the event including: Dr. Shyam Singh Inda, Assistant Advisor, NAAC, Bangalore, India, Dr. Hem Chand Jain, Principal, Deen Dayal Upadhyaya College, University of Delhi, Delhi, Dr. Anil Kr. Singh, Associate Professor, Sri Aurobindo College (E), University of Delhi, Delhi, Prof. Rana Singh, Vice Chancellor, Sanskriti University, Mathura, U.P.

The Valedictory session was delivered by Prof. Rajvir Sharma, Fellow, IAS, Shimla. At the end, vote of thanks given by Prof. G. S. Popli, Director, Delhi School of Professional Studies and Research, Delhi, affiliated to GGSIP University, New Delhi, India.

**Edited by**

– **Simran Kaur**, Assistant Professor, Delhi School of Professional Studies and Research Delhi, (affiliated to GGS Indraprastha University, New Delhi), India.