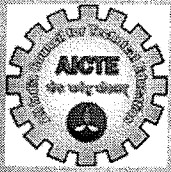


**IPS Academy,
Institute of Business Management &
Research**

nirf IBMR IPS
in
Top 100
Management In
of
India since 20
NATIONAL
RANKING
FRAMEWORK
Rank Band (76-100)



Management 4.0 AICTE Sponsored Online Short Term Training Program (STTP)

Program Chair:

Dr. Vivek Singh Kushwaha
Director
IPS Academy, IBMR

Program Coordinator:

Dr. Sachin Mittal
Professor
IPS Academy, IBMR

Program Co-Coordination:

Dr. K. C. Modak
9981574946

Dr. Nidhi Jhavar
9425063133

Dr. Kiran Gehani
9407267195

• Online STTP will be conducted in 3 Phases

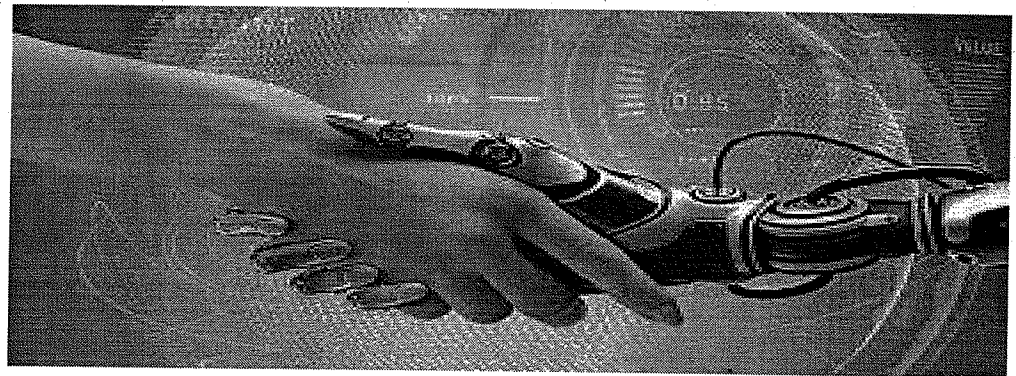
Phase 1: Feb 15 - 20, 2021

Phase 2: Mar 22 - 27, 2021

Phase 3: April 26 - May 01, 2021

Highlights:

- No Registration Fee
- The registration form on <https://forms.gle/guopAKaGXLNanXcbg> to be filled on or before
- 5th Feb 2021 for Phase 1
- 12th March 2021 For Phase 2
- 16th April 2021 For Phase 3



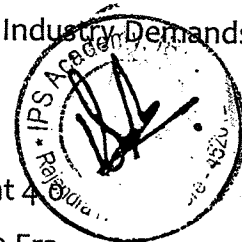
Program Overview:

Management 4.0 seeks to unwind the relevance of Fourth Industrial Revolution over Management Professionals, Academicians, Industry Practitioners, Consultants, Budding Managers and Entrepreneurs. The Training Program to upskill professionals by giving them expert's insight into dimensions of Management 4.0 like Innovations in Teaching and Learning, Digital Marketing, HR Analytics, Utilizing Research to bridge Industry Academia Gap and Enhance Personal Effectiveness.

Management 4.0 STTP will embark a spark of potential learning's in dynamic perspective to help you meet the Modern Industry Demands in a rapidly-changing and Technology-led Economy.

Program Outline:

- Teaching Innovations in Management 4.0
- Digital Marketing in Management 4.0 Era
- Essence of Research in Management 4.0
- Emerging HR Analytics in Management 4.0
- Exploring Teaching Pedagogy in Management 4.0
- Management 4.0 & Personal Effectiveness



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Phase 1: Feb 15 - 20, 2021 — Phase 2: Mar 22 - 27, 2021 — Phase 3: April 26 - May 01, 2021

Learning Outcomes:

The program is oriented to enhance;

- Application of Innovative Concepts and Skill Development in Management 4.0
- Knowledge of HR Analytics, Digital Marketing and Personal Effectiveness in Management 4.0
- Understanding of Latest Research and Case Writing Techniques.

Information for Participants

- No registration fee for participants.
- The STTP is open to the faculty members, government and industry professionals, research scholars, entrepreneurs, consultants and management professionals.
- The STTP will be held on virtual platform i.e. ZOOM.US.
- Participants registration once confirmed, will be informed through mail.
- Each participant will receive the e-certificate only if they maintain minimum 80% attendance and minimum 60% marks in the online test.
- The STTP will be organized thrice. Hence, participants shall only register in one of the Phases (1, 2 & 3) of STTP.
- All relevant queries should be directed through e-mail at sttpibmr.mgt@ipsacademy.org.
- The 6 Day online STTP will have session of five hours each day
(Tentative timing: 10.00 to 11.30, 12.00 to 1.30, 2.30 to 4.30)

Resource Persons



Dr. Rajendra Nargundkar
Director,
NMIMS,
Bangalore



Dr. Vinay Goyal
Associate Professor,
S.P. Jain Institute of Management &
Research, Mumbai



Dr. Karunesh Saxena
Director, IQAC Cell & Chairman,
Faculty of Management Studies,
FMS, Udaipur



Mr. Yatish Mathur,
Ex-Vice President, Operations
Force Motors,
Team leader and Motivator



Prof. Vinayak Nath
Serial Entrepreneur, Angel Investor,
Mentor &
TEDx Speaker



Shri Krishna Pad Das Ji
Youth Mentor & Life Skill Coach
Hare Krishna Movement,
The Akshaya Patra Foundation



Dr. Girish Agrawal
Retd. Professor,
Institute of Rural Management,
Anand



Dr. Prateek Maheshwari
Associate Professor,
IIFM,
Bhopal



Mr. Abhishank Babbar
Alumni of IIFT,
Storyteller & Mentor,
South Delhi



Mr. Divyansh Ganjoo
Director & Founder,
Pitara Studio,
Mumbai



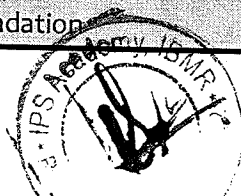
Prof. Manish Saraf
Education Business Consultant
& Mentor,
Indore

To Register Please Follow:
<https://forms.gle/guopAKaGXLNanXcb9>

Phase 1: Feb 15 - 20, 2021

Phase 2: Mar 22 - 27, 2021

Phase 3: April 26 - May 01, 2021



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& Research, Indore

All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



STTP Sanction Letter

Ref. No. 34-66/197/FDC/STTP/Policy-1/2019-20

Date 10 AUG 2020

From

Director,
Faculty Development Cell,
AICTE, New Delhi-110070

To

The Drawing and Disbursing Officer,
All India Council for Technical Education,
Nelson Mandela Marg,
Vasant Kunj, New Delhi - 110070

Sub: Release of grant for conduct of Short Term Training Programme (STTP) under AQIS 2019-20 during the financial year 2020-21- reg.

Sir,

This is to convey the sanction of the Council for payment of Rs. 322667/- (Rupees Three Lakh TwentyTwo Thousand Six Hundred SixtySeven Only) for conduct of Short Term Training Program as per details given below:-

1.	Name and address of the beneficiary University / Institution	IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.) HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE Madhya Pradesh 452011
2.	Permanent ID of Institute	1-3930783
3.	Institute type	Unaided - Private
4.	Name of Coordinator	Dr. VIVEK KUSHWAHA
5.	Amount sanctioned	Rs. 322667/-
6.	Amount to be released	Rs. 322667/- Full & final payment
7.	Head of account	601.15(a) Gen. Short Term Training Programme (Plan)
8.	The authorized officer in whose favour Cheque/ Demand Draft/ RTGS is to be made	REGISTRAR / DIRECTOR / PRINCIPAL
9.	Title of the programme	MANAGEMENT 4.0

1. The amount of the grant shall be drawn by the Drawing and Disbursing Officer, All India Council for Technical Education on the grant-in-aid bill and shall be disbursed to and credited to the Registrar/ Director/Principal of the institute through RTGS.
2. This grant in aid is being released in conformity with the terms & conditions as well as norms of the scheme as already communicated, and also being communicated in this letter.
3. The Principal of the Institute and the Coordinator of the Program are requested to verify the correctness of the under mentioned Bank Account / RTGS Details submitted by them along with the proposals, in which the grant is being released.



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Institute PAN No.	Bank Name	Bank Branch Name	Bank Branch Address	Account Holder Name	Account Type	Account Number	IFSC Code
AAAT13186K	HDFC BANK LTD	INDORE	UPPER GRD FLB COMMERCE HOUSE 7 RACE COURSE ROAD	IPS ACADEMY	Current Account	50200012278632	HDFC0001240

Instructions/Guidelines to be followed by the University/Institution

I. Disbursement of funds to University/Institutions

- The full amount of the grant sanctioned is being released as advance to the University/Institute.
- The amount spent by the institute on the conduct of STTP shall be adjusted on the basis of utilization certificate and detailed expenditure statement submitted by the University/Institution on the prescribed format along with other mandatory documents viz feedback form, copy of proceedings and completion report etc.
- The above said amount of grant shall be refunded back to AICTE if the Letter of Approval (LOA) / Extension of Approval (EOA) is not issued by AICTE to the institute for the academic year 2020-21.

II Maintenance of Accounts

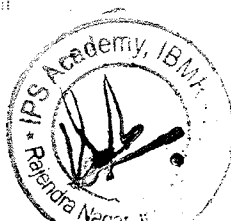
- The Institute shall strictly follow the provisions laid down in the scheme document as available on the portal
- Funds covered by this grant shall be kept separately and would not be mixed up with other funds so as to know the amount of interest accrued on the grant.
- The University/College/Institute shall maintain proper accounts of the expenditure out of the grants, which shall be utilized only on approved items of expenditure.
- The grant is intended to cover items of expenditure connected with the Short Term Training Programme such as Boarding & Lodging to the participants, TA to outstation participants, Honorarium to Course Coordinator, reading material to participants, Honorarium to resource persons, TA/DA to resource persons including two outstations resource persons & working expenses (reprographic services, postage, transport, daily wages, tea/coffee etc)

III. Conduct of test and issuance of certificate

A test shall be conducted by Program Monitoring Committee (PMC) at the end of the program and joint certificates shall be issued (by AICTE & conducting institute) to those participants who have attended the program and have scored minimum 60% marks in the test.

IV. Submission of Documents by the University/Institutions to AICTE

- The following mandatory relevant documents are required to be submitted by the University/Institution within one month of the completion of the program:
 - Original Statement of actual expenditure & Utilization Certificate in the prescribed proforma duly signed by the Head of the institution and countersigned by Registrar/Finance Officer/Govt. Auditor. In case of self-financing/private institutions, Statement of actual Expenditure & Utilization Certificate are required to be audited & signed and sealed by a Chartered Accountant endorsing the membership number and complete postal address. Format for the same is available on AICTE web portal



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The University/Institution is not required to submit bills/vouchers/invoices etc for the expenditure incurred out of recurring grants. However, such copies of bills/vouchers/invoices shall be digitized by respective institutions receiving grant and uploaded scanned copies of such bills/vouchers/invoices etc on the portal for availability and view at any point of time.

- (ii) Feedback form in the prescribed proforma.
- (iii) Copy of the proceedings and completion report.
- (iv) List of candidates who have successfully completed the program on the basis of the test conducted by Program Monitoring Committee (PMC).
- (v) Report submitted by Program Monitoring Committee (PMC).

- b. The amount of the grant shall be adjusted on submission of utilization certificate & detailed expenditure statement by University/Institution. On receipt of these documents, the total amount of financial assistance, admissible as per the norms, shall be worked out and grant-in-aid adjusted.

V. General instructions

- a. Preferably 10% of the participants may be industry professionals deputed by industry. Further, not more than 2 participants shall be from the host institution/group of institutions.

- b. The grant released/or part thereof, if remains unutilized for any reason after expiry of stipulated time period (for any reasons to include unspent amount, interest, penalty if imposed) shall be refunded back to AICTE in the form of RTGS payable to Member Secretary, AICTE, New Delhi. The bank details of AICTE are as under:

Account No	55113199952
Name of the Account Holder	Member Secretary, AICTE, New Delhi
Bank Name	State Bank of India
Branch Name	Shastri Bhawan, New Delhi
IFSC Code	SBIN0050203

- c. The STTP is a residential program of a duration of six days with minimum 40 participants. The approved STTP shall be conducted within six months from the date of release of funds.

- d. If programme is not conducted within the period of six months of the release of the 100% grant, the released amount, alongwith interest accrued thereon, has to be necessarily returned back to AICTE within a month through RTGS.

- d. The expenditure under the Heads 'Honorarium to Course Coordinator' and 'Honorarium to Resource Persons' shall not exceed 1% & 20% respectively of the total sanctioned grant for the Programme. However, overall expenditure shall not exceed the funds sanctioned for the Programme.

- e. Any extra money required to complete the programme must be borne by the institute from their own resources. But the quality of the activities should not be compromised.

- h. Any unavoidable circumstantial change in the program with respect to name of Project Coordinator, Venue and date for organizing STTP would mandatorily require prior approval of the Council. All such requests should be addressed to AICTE, in advance, recording the specific reasons for proposed changes, failing which the offer for the grant already issued would be treated as automatically withdrawn and the financial assistance released in favour of the beneficiary institution shall be refunded immediately to the Council. Kindly mention the File No. 3466/197/HDC-STTP/Policy 1/2019-20 in your future correspondence.

- i. Steering Committee/Project Monitoring Committee (PMC) is required to be constituted at institutional level. The constitution of the PMC shall be as under:

- (i) Principal/Principal/Registrar of the institution (Chairperson)
- (ii) (ii) Coordinator of the program (Member Secretary)
- (iii) Two HODs and one subject expert (members)



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The members of the Sanctioning Committee shall not be below the rank of Associate Professor. A test shall be conducted by Project Monitoring Committee (PMC) at the end of the program and the certificates shall be issued to those participants who have attended the program and have qualified in the test. The minutes of the meeting of the Sanctioning Committee are to be submitted to the Controller of Accounts and Finance along with other financial documents.

- j. GoI GFR rules (@<https://doe.gov.in/order-circular/general-financial-rules2017-0>) should be followed during utilization of grant.
- k. This Sanction Order may be treated as Offer Letter for all purposes.

NOTE:- Any deviation from the above will invoke serious action against the Institute.

Yours sincerely,

(Col. B Venkat)
Director (FDC)

Copy forwarded for information and necessary action to:

1. Name and Address of the Coordinator
Dr. VIVEK KUSHWAHA
IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.)
HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE
Madhya Pradesh 452011
2. The Registrar / Director / Principal
IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.)
HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE
Madhya Pradesh 452011
3. Guard File



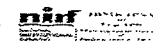
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AICTE Sponsored online Short Term Training Program (STTP) on "Management 4.0"

Phase III (Date 26th April to 1st May 2021)

IPS Academy



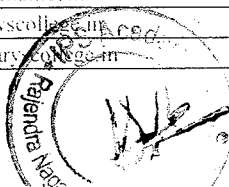
List of participants

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1	Subhadip Sarkar	subhadipsarkar555@gmail.com	Abs Academy Of Polytechnic
2	Sindhuja K	ksindhujasam@gmail.com	Sankara College Of Science And Commerce
3	Alahari Venkata Bhavani Sankar	Shankar.alahari@gmail.com	Westin School Of Business
4	Tanmay Sharma	tanmaysharma2010@gmail.com	General Awareness Library
5	Udayakumar N	ukphd2019@gmail.com	Annamalai University
6	A. Sulthan	sulthan@sarpublisher.com	Kv Institute Of Management And Information Studies
7	Pallab Pyne	pallabpyne@gmail.com	Hari Mohan Ghose College
8	Anil Kumar Bhuyan	anil.bhuyan.ltd@gmail.com	Nmiet Bhubaneswar
9	Seshanwita Das	sdas4@amity.edu	Amity College Of Commerce And Finance
10	Yogesh Mehta	mehtayogi17@gmail.com	Sgt University
11	Manoj Kumar Dash	dash.manoj@gmail.com	Ihm
12	Waheeda Sunny Thomas	drwaheedathomas@gmail.com	Semcom
13	Abhay Kumar Srivastava	abhay.a.ipeindia.org	Institute Of Public Enterprise, Hyderabad
14	Smita Panda	smitabbsr10@gmail.com	Vit University
15	Rajat Deb	debrajat3@gmail.com	Tripura University
16	Mukesh Nepal	vetiraj11@gmail.com	Tripura University
17	Linga Murugeswari T	lings.tj@gmail.com	Sri Sarada College For Women (Autonomous), Salem - 16.
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23	Ajit Singh Tomar	ajit.rise@gmail.com	Symbiosis University Of Applied Sciences
24	R. Suryakumar	surya.psychologist@gmail.com	Bharathiar University
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108	Yash Kumar Jaiswal	yashkumar9112@gmail.com	Rabindranath Tagore University Raisen Bhopal M.P
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AICTE Sponsored online Short Term Training Program (STTP)
On
"MANAGEMENT 4.0"
Phase III
26th Apr 21 to 01st May 21
Session wise Report

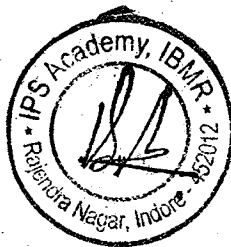
Date: 26th Apr' 2021 (Day 1)

1st session was conducted from 10:00 AM to 11:30. Resource person was Mr. Yatish Kumar Mathur, title of the session was "Introduction to Industry 4.0"

Sir started with discussing Industry 4.0 and linked it to current budget and some initiatives like *Aatm Nirbhar Bharat*, *SAMARTH Udyog Bharat 4.0* and its contribution in growth of Manufacturing Industry in India. He also unveiled the Progression from *1.0 to 4.0* along with quoting real life examples of same. At the end he discussed the causes of Industry 4.0 and how it is linked with *Management 4.0*. Average feedback of the session was 4.3.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Mr. Devang Patel, title of the session was "Industry expectations from Management 4.0 Students". Sir started his session stating its less of a session and more of a journey. He questioned on ones choice of becoming a Teacher by *Choice or Chance*? He enquired the meaning of *4.0* and He said if you have 2 minutes as a faculty you have it all and if you have 60 minutes, still as a faculty you can make a difference. He stressed on concept of "No bad student, only bad faculty member and vice versa". He suggested on ways to be followed by Industry, Institute and Faculty to bridge the Gap to Lead the version 4.0. Sir elaborated on 4 versions of Management 4.0: Industry, Institution, Faculty, Student. He elaborated on concept of big data playing an efficient role in all four dimensions. He made the session interesting by showcasing videos and organizing participatory activities to keep the participants engaging. Average feedback of the session was 4.5.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Mr. Manish Saraf, title of the session was "Innovations in Teaching". Sir started his session with great zeal and enthusiasm and showcased some of the live videos to explain the relevance of innovation in Teaching. He discussed the need for *Learnings, innovation in teaching, necessary ingredients for learning, strategies*, etc. He emphasised need for Attention, commitment and passion towards *Training Approach* and how a Teacher/Trainer can make it a unique experience for students. He explained the ways to deal with *VUCA* and suggested to use *story telling* as an important technique to carry discussions in class. Average feedback of the session was 4.45.



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Date: 27th Apr, 2021 (Day 2)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Mr. Devang Patel, title of the session was "Entrepreneurial Marketing". Sir started humbly on a note that we are privileged to witness this morning. He started with an interesting activity asking participants to define them in one word starting with the first letter of their name. He started with basics of Marketing-namely entrepreneurial marketing. He enquired about Marketing and its basic understanding. He showcased several videos to make it more clear and elaborative. Videos included Dairy Milk -Historic jingle of 'kuch baat he', Frootis brand ambassador-Dinge Verma, Dominos, Vodafone earmuffs, Lifebuoy, etc. He talked about Entrepreneurial marketing as low budget marketing in a creative way and very well explained its concepts. Overall it was an interactive and engaging session. Average feedback of the session was 4.52.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Prateek Maheshwari, title of the session was "Digital Marketing Ecosystem: A Post Covid-19 Scenario". Prateek Sir started his discussion with the Iceland case study in which he discussed that how Iceland worked changing the country's image as a tourist destination. He also discussed conventional Vs. Social participation model. He mentioned that Google search behaviour is changing in past 10 years and specially in COVID situation. He also emphasised on use of Social Media Differently and shift from 60 seconds to 6 seconds! Overall he made it a interactive session through videos. Average feedback of the session was 4.36.

3rd Session was conducted from 02.30 to 04.00 PM. Resource person was Dr. Yogesh Upadhyay, title of the session was "Marketing 4.0: Moving from Traditional to Digital Marketing". Sir started his session stating Management 4.0 still faces Technological Lacunae. Then he continued with putting a question to audience -Whether it is boon or bane! Then he elaborated on concept of Social Media Marketing and How social media influences Consumers and how target customer are available online -24*7. Sir explained about types of Social Media measurement namely; Ongoing Analytics and Campaign Focused Matrix. Average feedback of the session was 4.52.

Date: 28th Apr, 2021 (Day 3)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Mr. Amber Arondekar, title of the session was "Industry 4.0 & Indian MSME Sector : Are we ready". Sir Discussed about MSMEs contribution, environment, awareness about MSMEs, how MSMEs can play role in Management 4.0 what are the preparations to be done for management 4.0. Sir also told that MSMEs contributed 30% to the countries and 40% to the overall growth. Indian MSMEs are relationship-oriented people. The environment of MSMEs is centralized controlled, price sensitivity buyer and market, limitless of the thought process. Management 4.0 plays major role in building global perspective in industrial workforce. As we are not yet ready for management 4.0 so need to prepare smarter cash flow management, working capital, management should be quality conscious for management 4.0. Average feedback of the session was 4.64.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Mr. Amber Arondekar, title of the session was "People Leadership in Management 4.0". Sir mentioned about pillars of industry 4.0 about Artificial Intelligence, robotics and automation, machine learning, cyber system. Industry 4.0 talks about leveraging machine technology. Study shown that there is no substitute of neutrality in artificial intelligence by seeing example of



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autocorrect and grammarly . Without Human Interventions Artificial intelligence can't be helped. Sir stated that In Robotics and automation business is all about automation, Machines are getting smarter and smarter. Practice data driven culture, but not forget that at times data may not reveal the whole truth. Smart data need smart manager, happy peoples are happy customers. Average feedback of the session was 4.56.

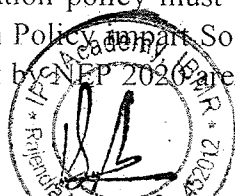
3rd Session was conducted from 02.00 to 04.00 PM. Resource person was Dr. Vivek S.Kushwaha, title of the session was "IOT: Case Based Learning". Sir started his session by discussing IOT in current scenario. Sir discussed the various smart devices like smart roti maker Rotimatic, Jet steam machine and smart refrigerator which run on IOT platform. Sir mentioned that now a day's educators and learners are also using IOT. This can be used in virtual lab for dissection of animals. Sir said that we should know the risk which is associated with IOT. Sir mentioned the use of IOT in Teaching Pedagogy. He elaborated on concept of using Real Life examples with an innovative approach and making students skill ready. Average feedback of the session was 4.65.

Date: 29th Apr, 2021 (Day 4)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Dr. Karunesh Saxena, title of the session was "Business Intelligence Solutions for HR Analytics". Sir started his session humbly stating "Live as if you will die today" .He quoted some clinical studies with elaborating on meaning of emotional intelligence and some intelligent solutions companies are using these days. He elaborated on the concepts of Trilogly, Internet of Things, HR Analytics, Business Intelligence with the help of some amazing videos. He also quoted several facts and figures from across the globe. He emphasised on saying "Business Intelligence is the need of time" and organisations are adapting to it. He also stressed on New Education Policy implementation in current scenario to bridge the Industry Academic Gap and quoted humourly -"This Generation is restless" and based on this behaviour companies shall develop some HR practices and nurture talent in organisation. He focused on empathising with employees to build good culture in organisation. Average feedback of the session was 4.45.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Karunesh Saxena, title of the session was "Emotional Intelligence for Interpersonal Effectiveness". Sir started his session asking for 55 minutes of participants! He showcased an image depiction 'Carrot, Egg and Coffee beans. He quoted be like a coffee who changes the element by being a part of it. So spread some charm in one's own life and life of others. Emotion is made of two words 'E' and 'Motion' stating without E its just motion. He stated on components of EI starting with Self Awareness, Self Regulation, Self Motivation (comes from within), Interpersonal Skills, Social Skills. He showcased multiple videos that made session interesting and amazing. The participants had active query to which sir responded with real life examples and humble suggestions. Average feedback of the session was 4.42.

3rd Session was conducted from 02.30 to 04.30 PM. Resource person was Dr. Kalicharan Modak, title of the session was "NEP 2020". In this session Sir discussed about education policy its purpose and its key features. Education is the ability to make better choices, data science, machine learning, AI. Education policy must be innovative and adaptive, creative and multidisciplinary. New Education Policy must impart Social and Ethical knowledge. Then he further discussed the Changes brought by NEP 2020 are that there should be a model



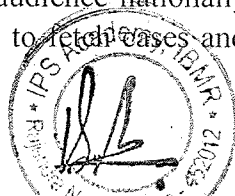
of learning that include foundation stage, preparatory stage, middle stage, secondary stage respectively includes about UG and PG Programs. Sir well explained that NEP 2020 gives flexibility of choosing the subject. The policy assessment is multidimensional. Major reforms of Education 4.0 are taken in NEP 2020 about graduation and PG programs. New Education Policy has given privileged to students by offering scholarships. It is basically that Higher Education follows our passion. Average feedback of the session was 4.48

Date: 30th Apr, 2021 (Day 5)

1st session was conducted from 10.00 to 11.30 AM. Resource person was Dr. Karunesh Saxena, title of the session was "Crafting and Publication of Research Papers" . ". Sir started his session with opening remarks on" *the significance of writing good research papers for an academician*". He then stated the relevance of Impact factor and citation and how it makes a difference in *API Scheme*. Sir clarified difference between a *Journal article, Research Article, Empirical Research and Sage Study Article*. He then elaborated on different types of journals and certain assessment parameters regarding same. Sir quotes some figures like *36000 titles* are registered in *Scopus* out of which only *23000* are active. There are certain other good publishing houses like Elseiver, etc. He also clarified about *ABDC* parameters of publication and its weightage. Sir summed up the discussion with stating-*Steps before Writing a Paper, Identifying a Good Journal and Process of writing a good research article*. Sir ended the session with 30 minutes of active interaction with participants, solving their queries and giving them fruitful suggestions. Average feedback of the session was 4.5.

2nd Session was conducted from 12.00 to 01.30 PM. Resource person was Dr. Vinay Goyal title of the session was "Case Writing Techniques & Process". Sir summarised the learning's from last session and then explained the process and highlights to be aware of before writing a case study for good repository. He emphasised on *25 questions that Researchers* shall remember before writing a good piece of Research work. He shared content from *Ivey publishing website* and *Emerald Publishing Website*. He showcased some of his research work and then linked the steps to make it understand it in a easier manner. He also clarified the common mistakes made by researchers , which leads to rejection of case study. He concluded the session by keeping the discussion forum open and extending his suggestions to all participants. Average feedback of the session was 4.6.

3rd Session was conducted from 02.30 to 03.30 PM. Resource person was Dr. Vinay Goyal, title of the session was "Publishing Case for Depositories of International Repute ". The session started with stating pros and cons of two well known *case repositories* namely; IIMA and IIMB. At International Level the case repositories to prioritise are *Harvard Business Review, Ivey Case Publishing, The Case Center, Darden, ACRJ*, etc,. Some Case Journals to target are; *Emerald Publishing, Sage Publication*. Sir also clarified that publishing in Ivey is equivalent to *B category publication (ABDC)*.so academicians shall focus on publishing case as it serves a great number of audience nationally and abroad. Sir showcased his educator account and explained the ways to *publish cases* and related contents. Sir concluded with key



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points to remember while publishing case in these reputed repositories. Average feedback of the session was 4.4.

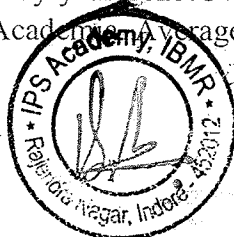
4th Session was conducted from 04.00 to 05.30 PM. Resource person was Dr. Nidhi Jhavar, title of the session was "Research Papers based on CMIE Data". Dr. Nidhi started the session with a brief discussion on how to utilize CMIE data for research purposes. She explained the ways of fetching data in different OSS and in definite time periods and then make use of it in informative way. She discussed few objective statements so as to know the results better and make data more useful. She concluded the session with discussing queries from participants related to using CMIE data. Average feedback of the session was 4.3.

Date: 01st May, 2021 (Day 6)

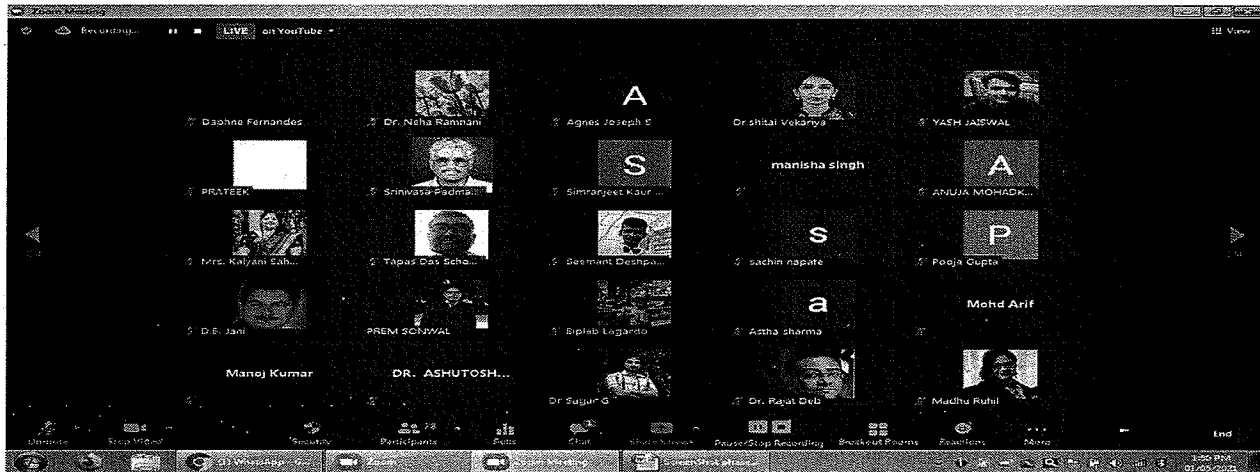
1st session was conducted from 10.00 to 11.30 AM. Resource person was Shri Krishna Pad Das Ji, title of the session was "Stress Management-Power of Positivity". The session started with the opening remark "We are spiritual beings having human experience....we are just inside the body. The concept is very well explained in Bhagwat Geeta via the terms called Deha & Dehi ". Sir explained that the sole objective of oneself should be link our self to supreme & Shri Bhagwat Geeta shows the path for the same. He stressed upon stress management and tried to make us understand that for momentary relief we may adopt some physical & mental methods but the ultimate solution is not to manage Stress but to remove it. The external methods are definitely holding our hand for a while but as we are social creature we come across with a lot of challenges in our routine life and we get into stress again...so we shall work upon removing it. The take home from the session is Bhagwat Geeta as a whole is a guide how to live life & solution to all the problems. Average feedback of the session was 4.4.

2nd Session was conducted from 12.00 to 01.30 PM.. Resource person was Mr. Amber Arondekar, title of the session was "Mental Toughness in Personal Effectiveness". Mr. Amber started his session with greetings "Hi friends". I have an opportunity to speak to you all on building Mental toughness. His zeal and energy reached participants fully and throughout the session participants were interactive. He enquired about Meaning of Mental Toughness and participants shared their experience of being mental tough. He emphasized on having purpose in life and building things strong in non difficult times. He also emphasized on essence of good health and then being fit mentally and physically. He also shared the importance of Training in one's life and how does it shape personal effectiveness in one's life. Average feedback of the session was 4.5.

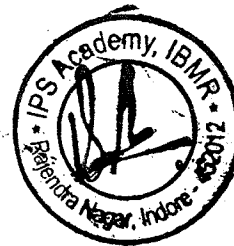
3rd Session was conducted from 02.00 to 04.00 PM. Resource person was Dr. Kiran Gehani, title of the session was "HR & its implementation in Mgmt 4.0". The session started with an interesting video showcasing the relevance of Industry 4.0 in current HR practices. Then the speaker talked about New Normal of Industry-a well known concept called as Agile Work Places. Ma'am discussed about the TCS 2025 model which is focusing on employing 70% of their work force to work from home by year 2025. Overall it was an interesting session with lots of examples form Industry and Academic. Average feedback of the session was 4.4.



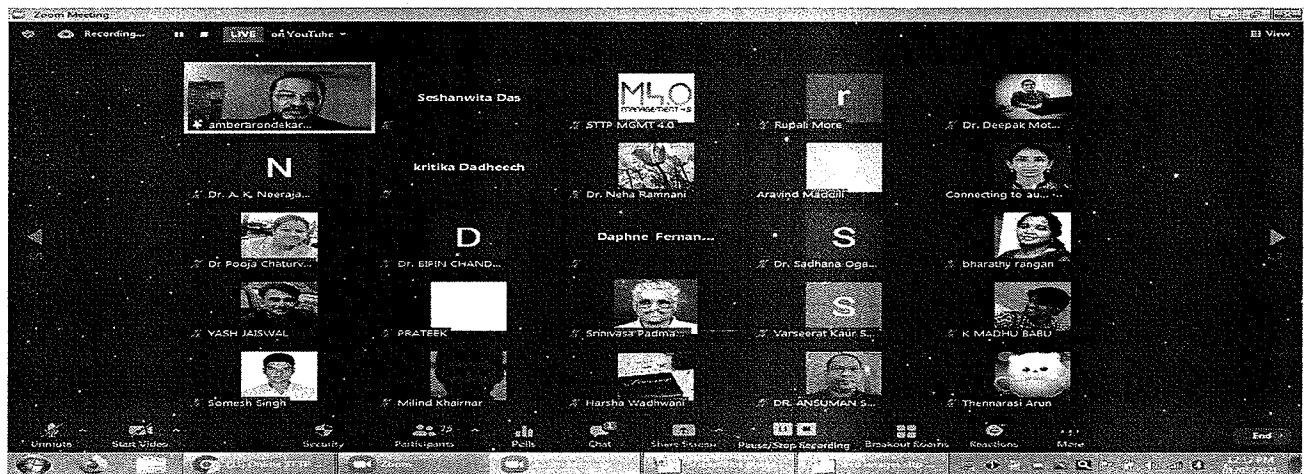
VALEDICTORY CEREMONY



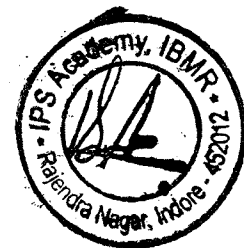
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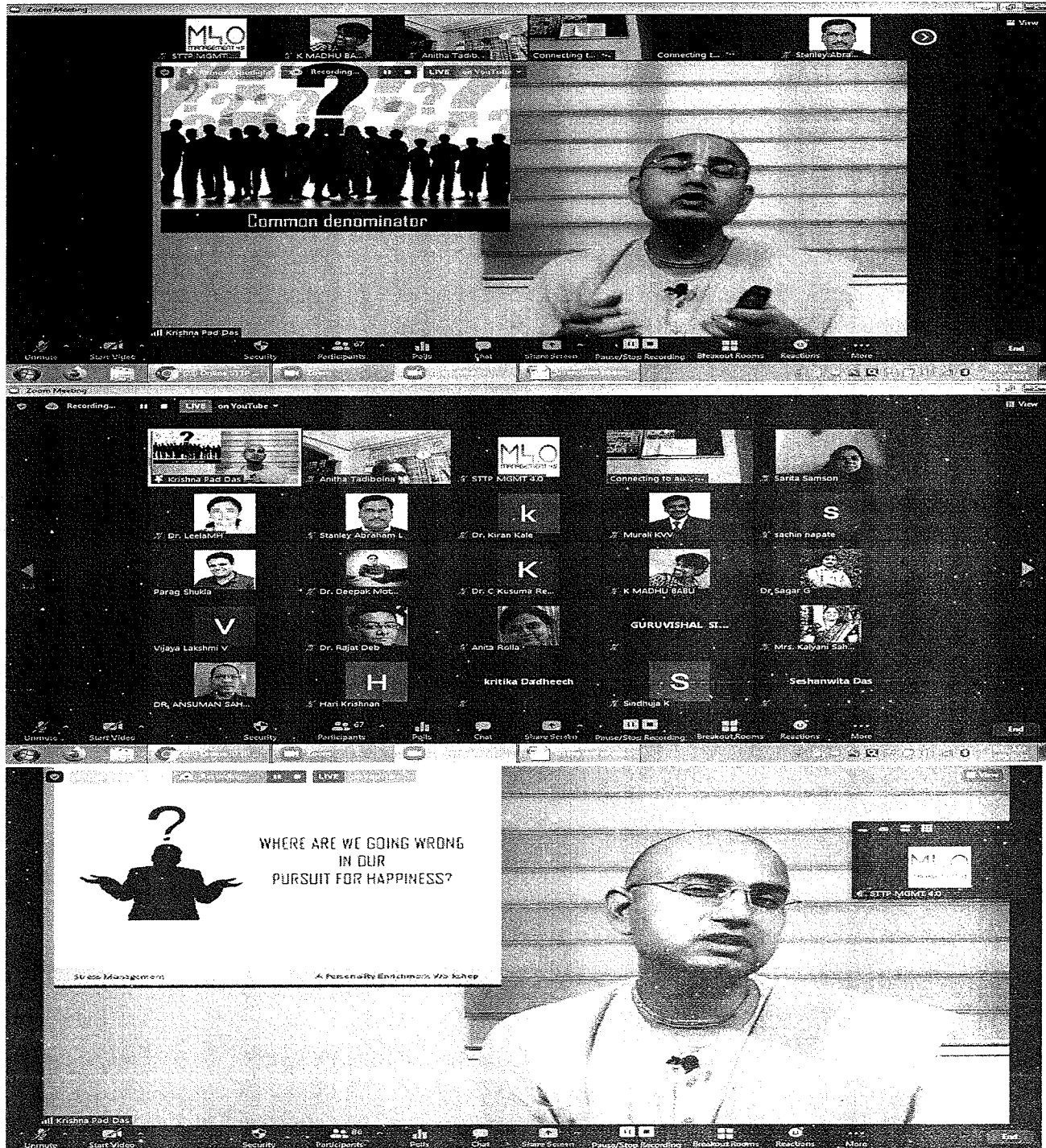
Day 6
1 May'2021
II Sessions:12:00 PM - 01:30PM
Mr.Amber Arondekar



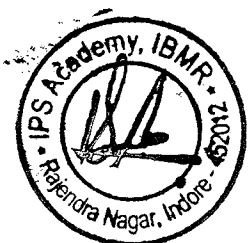
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& Research, Indore



Day 6
1 May'2021
I Session:10:00 AM -11:30AM
Shri Krishnapad Das Ji



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Day 5
30 Apr'2021
III Session: 02:30 PM -04:00 PM
Dr.Vinay Goyal

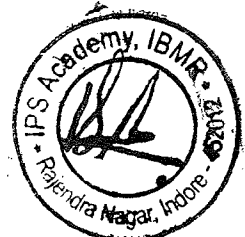
The top screenshot shows a whiteboard with handwritten notes: "Case writing", "I -> Boring, secondary", "II -> Windy car", and "Teaching Note".

The middle screenshot shows a grid of participants' video feeds. Visible names include: Vinay Goyal, MLO, Dr. Pranjali Kumar, Sachin Garhwal, Dr. Sagar G, Agnes Joseph S, ANUJA MOHAK..., Seshanwita Das, Dr. Neha Ramnani, Rupali More, Santa Samson, Haridas Menon, manisha singh, Connecting to au..., bharamy yangan, Parag Shukla, Dr. A. K. Neeraja, Dr. Rajat Deb, Mrs. Kajani Sah..., Sriniwas Padma..., Dr. Sachin napate, Manoj Kumar, Dr. Sudhi Watts, K. Srinivasan, and Thennarasu Arun.

The bottom screenshot shows a presentation slide titled "Twenty-Five Questions To Ask As You Begin To Develop A New Case Study". The slide content includes:

Good case studies are as diverse as the faculty and researchers who write them. The following checklist was prepared to assist first-time case writers. Its purpose is to stimulate thought and suggest ideas, rather than to offer hard and fast rules.

1. Where will this case fit within the existing course? what cases will precede and follow it, and what learning objectives should it illustrate?
2. Who will the audience be?
1st or 2nd year MBA students? executive education program participants?
how much background/assumptions should be assumed?
what sources are most on their minds?
3. How 'fresh' is the case topic?
Industrial cases are often difficult to write because actions have changed and details are not available.



Day 5
30 Apr'2021
II Session:12:00 PM -01:30PM
Dr.Vinay Goyal

The first screenshot shows a whiteboard with a diagram of 'Case Publishing' and 'Case Writing' and a list of questions: 'Why Case?', 'Where to publish the case?', 'Which are the repositories who are acclaimed / recognized / accreditation?', 'What type of cases are published', and 'What is case research?'. The second screenshot shows a presentation slide titled '12TH 11M B -'. The third screenshot shows a grid of 20 participant avatars with names like Vinay Goyal, Santa Samson, STTP MGMT 4.0, Tejashri Talia, Evelyn Sharat, Nagaraju R, Dr. Kiran Kale, Dr. Deepak Mot..., Vijaya Lakshmi, Dr. Syeda Nishat, Dr. Gital Vekariya, Dr. Sagar G, Kritika Dadheech, ASWINI MAMIDI, Dr. Pooja Chaturv..., Sachin napate, Dr. A. K. Nataraj..., Somesh Singh, Dr. Rajat Deb, Manoj Dash, Rupesh Andhruta, Bharathy Rangan, Mrs. Kalyani Sah..., Manisha Singh, and Pooja Gupta.

Day 5
30 Mar'2021
I Session:10:00 AM -11:30AM
Dr. Karunesh Saxena

The image displays three sequential screenshots from a Zoom meeting. Each screenshot shows a presentation slide on the left and a video feed of Dr. Karunesh Saxena on the right. The Zoom interface at the bottom of each slide includes controls for Unmute, Start Video, Security, Participants, Polls, Chat, Share Screen, Pause/Stop Recording, Download Recordings, Reactions, and More.

Slide 1: A lightbulb with the text "He was kicked out of school for asking too many questions..."

Slide 2: Titled "The Need of Research Paper", it lists:

- Promotion
- APA
- Funds
- Recognition

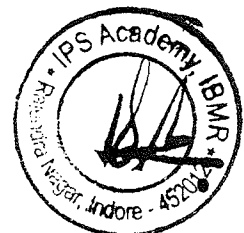
OR

- Sharing and improving the existing knowledge base

Slide 3: Titled "Identifying a good journal", it lists:

- Impact factor
- Listed journals
- Indexing
- ISSN-ISBN

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Day 4

29 April 2021

III Sessions: 02:30 PM – 4.00 PM

Dr. Nidhi Jhawar, Dr. Kali Charan Modak, Dr. Kiran Gehani

Key Highlights

Transforming Curricular & Pedagogical Structure

Existing Academic Structure

- 2 Years (Age 10-18)
- 10 Years (Ages 6-18)

New Academic Structure

- 4 Years (Class 9 to 12) (Age 14-18)
- 3 Years (Class 6 to 8) (Age 11-14)
- 3 Years (Class 4 to 5) (Age 8-11)
- 2 Years (Class 1 & 2) (Ages 6-8)
- 3 Years (Anganwadi/pre-school/school) (Ages 3-6)

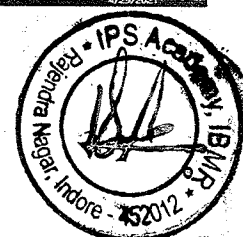
New pedagogical and curricular structure of school education (5+3+3+4): 3 years in Anganwadi/pre-school and 12 years in school

- Foundational Stage (5) multidisciplinary study, greater critical thinking, flexibility and student choice of subjects
- Middle Stage (3) experiential learning in the sciences, mathematics, arts, social sciences, and humanities
- Preparatory Stage (3) play, discovery, and activity-based and interactive classroom learning
- Foundational stage (5) multilevel, play/activity-based learning

Participants:

- Dr. Nidhi Jhawar
- Dr. Kali Charan Modak
- Dr. Kiran Gehani
- Dr. Pinkesh Goyal
- Dr. Sagar G
- Dr. Simranjeet K.
- Dr. Sachin Mittal
- Dr. Anu Sharma
- Dr. Bipin Chand
- Dr. Vijaya Lakshmi V
- Dr. Agnes Joseph S
- Dr. Mrs. Kalyani Ch
- Dr. Anuja Mohadi
- Dr. Sarita Samson
- Dr. Kalak Lakshmi
- Dr. Srinivasa Padmakar
- Dr. Sumathi K
- Dr. A. K. Neeraj
- Dr. Rajat Deb
- Dr. Ashutosh
- Dr. Manoj Dash
- Dr. Nisha Rammani
- Dr. Sagar G
- Dr. Sujay M
- Dr. Madhu Rathi

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Day 4
29 April 2021
II Sessions: 12:00 Noon - 1:30 PM
Dr. Karunesh Saxena

The top screenshot displays a presentation slide titled "IQ OR EQ? MANTRAS FOR SUCCESS". Below the title, it lists the speaker as "BY PROF. KARUNESH SAXENA, EX-DIRECTOR & CHAIRMAN, FACULTY OF MANAGEMENT STUDIES, DIRECTOR IQAC & DIRECTOR CDC, MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR, RAJASTHAN". The right sidebar shows a list of participants including Karunesh Sax, STTP MGMT, Pinkesh Goyal, Simranjeet K., ASWINI MAL, and Somesh Singh.

The bottom screenshot displays a presentation slide titled "COMPONENTS OF EMOTIONAL INTELLIGENCE (EI)". The slide lists three levels with their sub-components:

- 1. SELF LEVEL
 - 1.1 Self Awareness
 - 1.2 Self Regulation
 - 1.3 Self Motivation
- 2. INTERPERSONAL LEVEL
 - 2.1 Empathy
- 3. GROUP LEVEL
 - 3.1 Social Skills

The right sidebar shows a list of participants including Karunesh Sax, Simranjeet K., Pinkesh Goyal, STTP MGMT, and ASWINI MAL.

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Day-4
29 April 2021
I Sessions: 10:00 AM - 11:30 AM
Dr. Karunesh Saxena

Recording LIVE on YouTube

DID YOU KNOW 2021

Tik Tok has more than
+800 million Active Users,
The app has been downloaded over
2 billion times

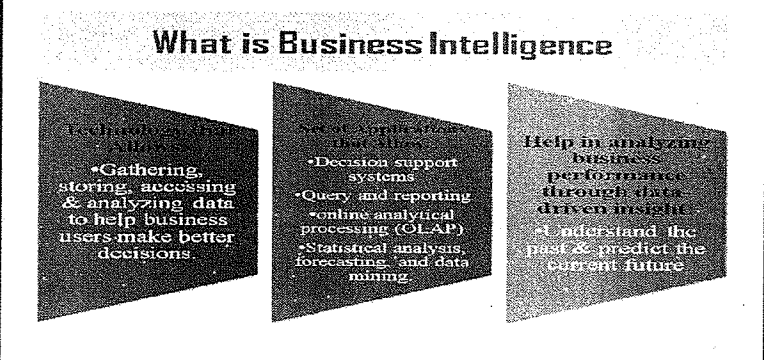


Pause (k) 1:19 / 6:02

Dr. Sagar G
P
Pinkesh Goyal
STTP MGMT
Dr. Deepak
Simranjeet K

Recording LIVE on YouTube

What is Business Intelligence



Technology enables
• Gathering, storing, accessing & analyzing data to help business users make better decisions

Set of applications that allow
• Decision support systems
• Query and reporting
• online analytical processing (OLAP)
• Statistical analysis, forecasting, and data mining

Help in analyzing business performance through data driven insights
• Understand the past & predict the current future

Dr. Sagar G
P
Pinkesh Goyal
STTP MGMT
Dr. Deepak
Simranjeet K

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Day 3
28 April 2021
III Sessions: 02:30 PM – 4.00 PM
Dr. Vivek Singh Kushwaha

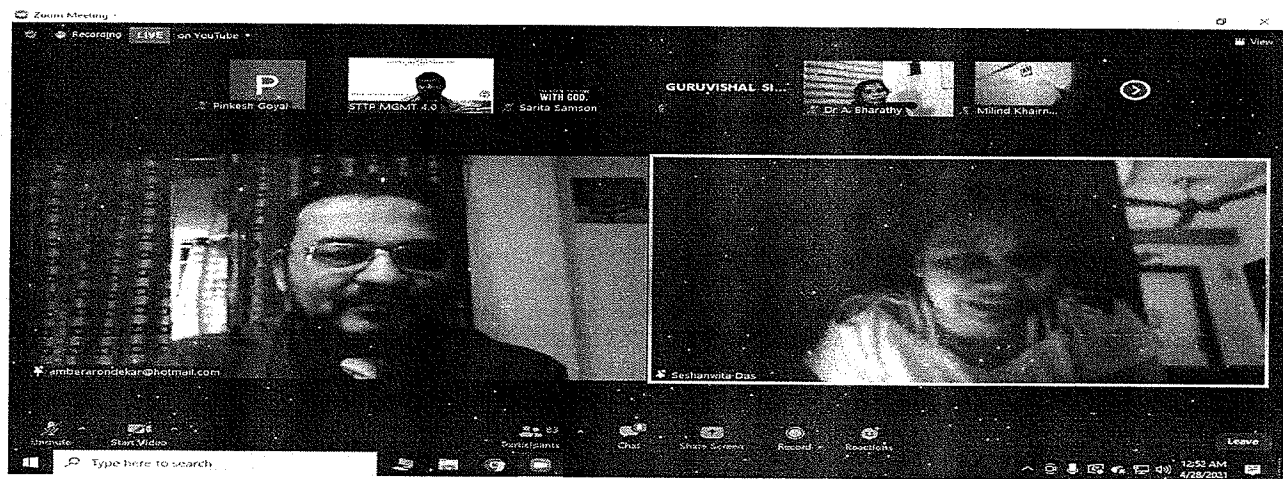
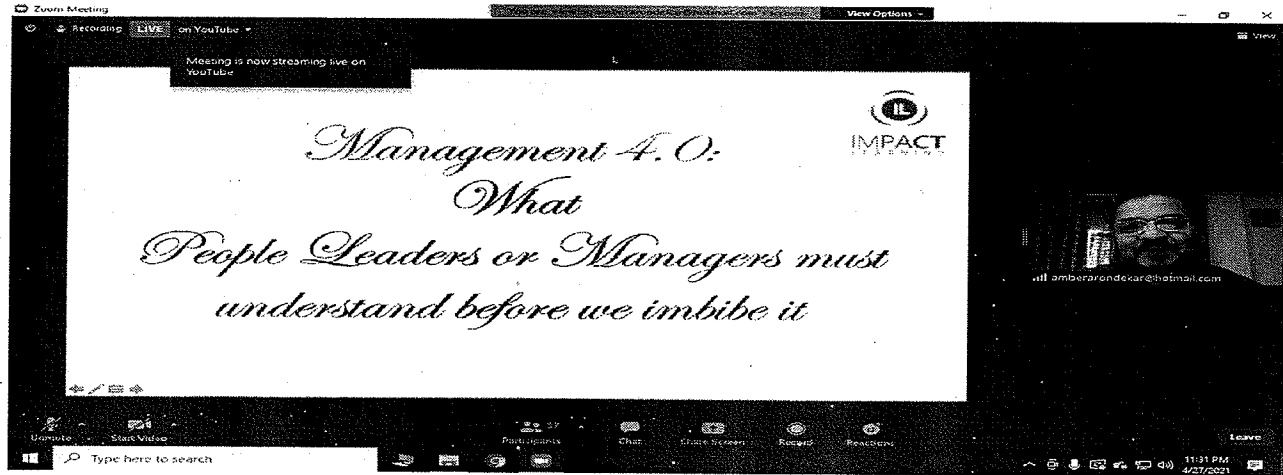
The top screenshot displays a Zoom meeting window with a presentation titled "Internet of Things.....". The presentation includes a diagram of the Internet of Things (IoT) ecosystem, a slide titled "Role of Internet of Things (IoT) in Transforming Education Sector in 2020", and a slide titled "Smart Home - Different levels of Portals". The presenter is identified as Dr. Vivek S Kushwaha, Director, IPS Academy, IBMR.

The middle screenshot shows a Zoom meeting window with a presentation titled "Concept of Digital Campus". The presentation includes a diagram illustrating the components of a digital campus, such as Building Control and Management, Security and Access Control, Video and Information Systems, Location and Attendance Systems, and Energy Monitoring and Control, all connected to an Enterprise Network Architecture. The source is cited as Cisco: Digitizing Higher Education To enhance experiences and improve outcomes.

The bottom screenshot shows a Zoom meeting window with a gallery view of participants. The participants listed include Dr. Vivek S Kushwaha, Simranjeet Kaur S..., Pinkish Goyal, Rupali More, Agnes Joseph S, Family Show, Gayathri Gayathri, Dr. Deepak Motwani, Dr. Kiran Kale, Astha sharma, Santa Samson, Rajag Shukla, Dr. Neha Ramani, Dr. SAN KAN - The G..., Manoj Dash, Pooja Gupta, Anand, kritika Dadheech, Dr. Shubhangi Jain, Anushka Ladd, Srinivasa Padmalan, Mrs. Kalpani Sahas, and in napate.



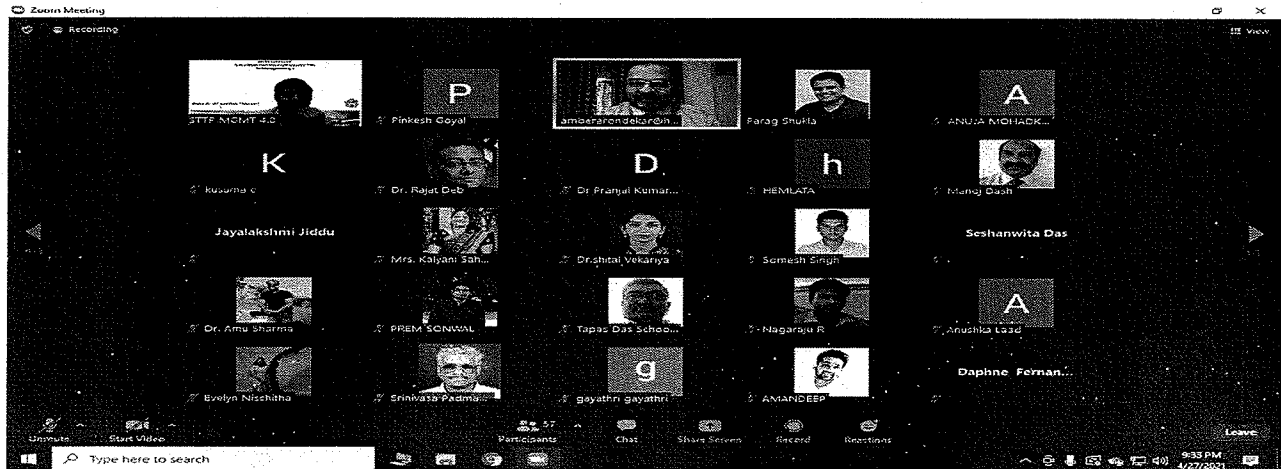
Day 3
28 April 2021
II Sessions: 12:00 Noon - 1:30 PM
Mr. Amber Arondekar



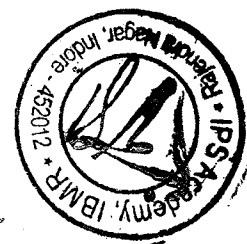
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Day 3
28 April 2021
I Sessions: 10:00 AM - 11:30 AM
Mr. Amber Arondekar



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Day 2
27 April 2021
III Sessions: 02:30 PM – 4.00 PM
Dr. Yogesh Upadhay

Zoom Meeting | Recording... | LIVE on YouTube | View Options

Participants (93)

- STTP MGMT 4.0 (Host: me)
- Prof. Yogesh Upa... (Co-host: guest)
- Aditya Ghuge (Guest)
- Agnes Joseph S (Guest)
- ajit tomar (Guest)
- ANIL KUMAR (Guest)
- Anitha Tadiboina (Guest)
- Asha sharma (Guest)
- ASWINI MANIEN (Guest)
- Bhanumathi P (Guest)
- Elurathy rangana (Guest)
- Biplab Lagarde (Guest)

Grid of participants visible: Prof. Yogesh Upa..., STTP MGMT..., Dr. Sagar G..., Haridas Men..., GURUVISHAL SI..., Rupali More..., Dr. Parag Sh..., Murali KV..., Dr. A. K. Nee..., Daphne Fernan..., Sachin napate..., daya reddy..., Yogesh Desale..., Dr. Despak..., Astha sharma..., Agnes Josep..., Veena Santosh..., K MADHU BA..., Stanley Abra..., Dr. shital Veka...

Zoom Meeting | Recording... | LIVE on YouTube | View Options

Participants (93)

- STTP MGMT 4.0 (Host: me)
- Prof. Yogesh Upa... (Co-host: guest)
- Aditya Ghuge (Guest)
- Agnes Joseph S (Guest)
- ajit tomar (Guest)
- ANIL KUMAR (Guest)
- Anitha Tadiboina (Guest)
- Asha sharma (Guest)
- ASWINI MANIEN (Guest)
- Bhanumathi P (Guest)
- Elurathy rangana (Guest)
- Biplab Lagarde (Guest)

Presentation Slide: DIGITAL AROUND THE WORLD IN 2019

Category	Value	Percentage
TOTAL POPULATION	7,676	56%
INSTANT MESSAGES	5,112	67%
INSTANT COPIES	4,388	57%
ACTIVE SOCIAL NETWORKERS	3,484	45%
MOBILE SOCIAL MEDIA USERS	3,256	42%

Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/social-media-marketing-trends-2020/>

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Day 2
II Sessions: 12:00 NOON -01:30 PM
Dr. Prateek Maheshwari

Agenda...

- What Digital / SM Can Do for You: *A Case...*
- Let's Dig Deeper...
- Pandemic and the Changing Digital Scenario...
 - DIY YouTube
 - Digital Transactions
 - Online Food Ordering
 - Time Spent on Social / Digital Media, OTT Watching Time
 - Work from Home / Online Jobs
 - Prominent Keywords Searched etc.
- The Changing Face (s) of Digital Consumer...

Participants (74)

Find a participant

- STTP MGMT 4.0 (Host, me)
- Prateek Maheshwari (Co-host, guest)
- Aditya Ghuge (Guest)
- Agnes Joseph S (Guest)
- Ajit tomar (Guest)
- Anand Lokhande (Guest)
- ANIL KUMAR (Guest)
- Anitha Tadiboina (Guest)
- Astha sharma (Guest)
- ASWINI MAMIDI (Guest)
- Bhanumathi P (Guest)
- bharathy rangani (Guest)

Participants (75)

Find a participant

- STTP MGMT 4.0 (Host, me)
- Prateek Maheshwari (Co-host, guest)
- Aditya Ghuge (Guest)
- Agnes Joseph S (Guest)
- Anand Lokhande (Guest)
- ANIL KUMAR (Guest)
- Anitha Tadiboina (Guest)
- Astha sharma (Guest)
- ASWINI MAMIDI (Guest)
- Bhanumathi P (Guest)
- bharathy rangani (Guest)
- Binny Sharma (Guest)

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Day 2
27 April 2021
I Sessions: 10:00 AM –11:30 AM
Mr. Devang Patel

Zoom Meeting

Recording... LIVE on YouTube

Personalized Marketing - Marketing one to one - A glimpse on Amazon's strategy

A cappuccino with cinnamon on top please!

Play (k) 0:04 / 2:57

Type here to search

Participants (126)

Find a participant

STTP MGMT 4.0 (Host, me)

Coach Devang (Co-host, guest)

Dr E2 Subhayuth (Guest)

yes no go slower go faster more clear all

Invite Mute All

Chat

From Rupali Mure to Everyone: yes

From Vinod Dutt Tyagi to Everyone: Very nice and Wonderful session... Experiential learning

From rashmi.kansal13@gmail.com to Everyone: yes

From Vinod Kumar Padmakar to Everyone: very nice lecture very interesting ly delivered

To: Everyone

Type message here

ENG 11:23 AM INDL 4/27/2021

Zoom Meeting

Switch to Shared Content Remove Spotlight Recording... LIVE on YouTube

Coach Devang

Type here to search

Participants (124)

Find a participant

STTP MGMT 4.0 (Host, me)

Coach Devang (Co-host, guest)

Dr E2 Subhayuth (Guest)

Aranya Chingra (Guest)

Aranya Verma (Guest)

Alana Zenna (Guest)

Arul Kumar Sajani (Guest)

Anand Lokhande (Guest)

Arul KUMAR (Guest)

Aranya Tashibona (Guest)

Aranya Mohan (Guest)

Aranya Mohan (Guest)

yes no go slower go faster more clear all

Invite Mute All

ENG 11:24 AM INDL 4/27/2021

Zoom Meeting

Recording... LIVE on YouTube

Coach Devang

Dr. Sriranjani

Sujay M

Nidhi Tandon

Dr E2 Subhayuth

Dr. Aranya

Shivani Sah

Suraksha Agas

Dr. Aranya

Dr. Aranya

Archana Jain

Sumathi

Dr. Desai

Dr. Aranya

Tejaswini Talia

Aranya Padma

Sachin Nigam

Dr. Aranya

Type here to search

Participants (124)

Find a participant

STTP MGMT 4.0 (Host, me)

Coach Devang

Dr E2 Subhayuth (Guest)

Aranya Chingra (Guest)

Aranya Verma (Guest)

Alana Zenna (Guest)

Arul Kumar Sajani (Guest)

Anand Lokhande (Guest)

Arul KUMAR (Guest)

Aranya Tashibona (Guest)

Aranya Mohan (Guest)

Aranya Mohan (Guest)

yes no go slower go faster more clear all

Invite Mute All

ENG 11:25 AM INDL 4/27/2021

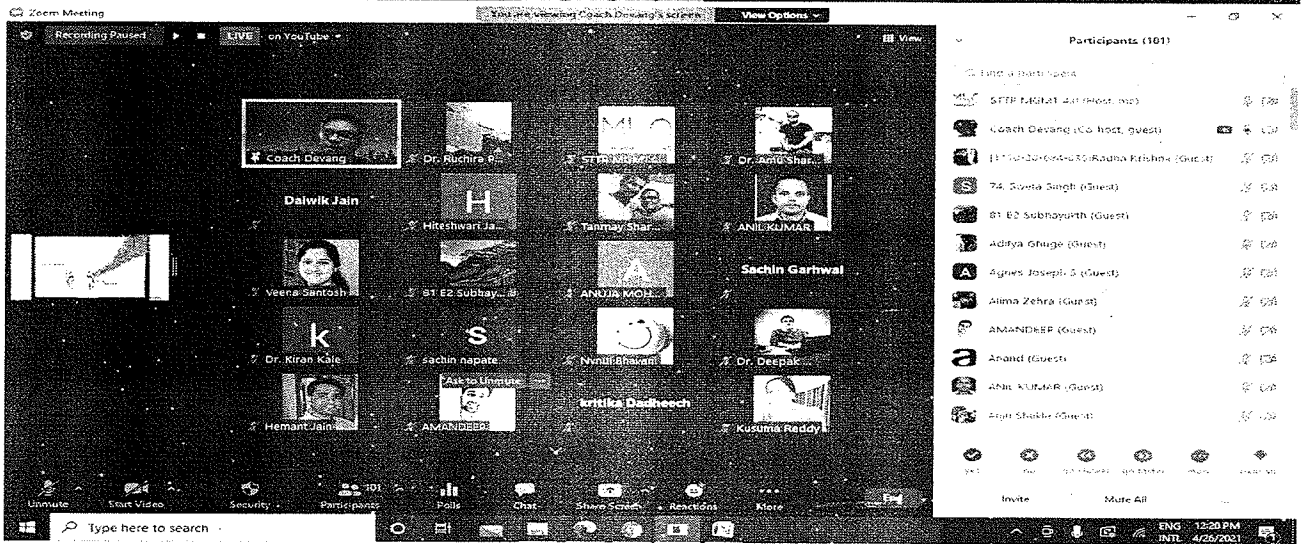
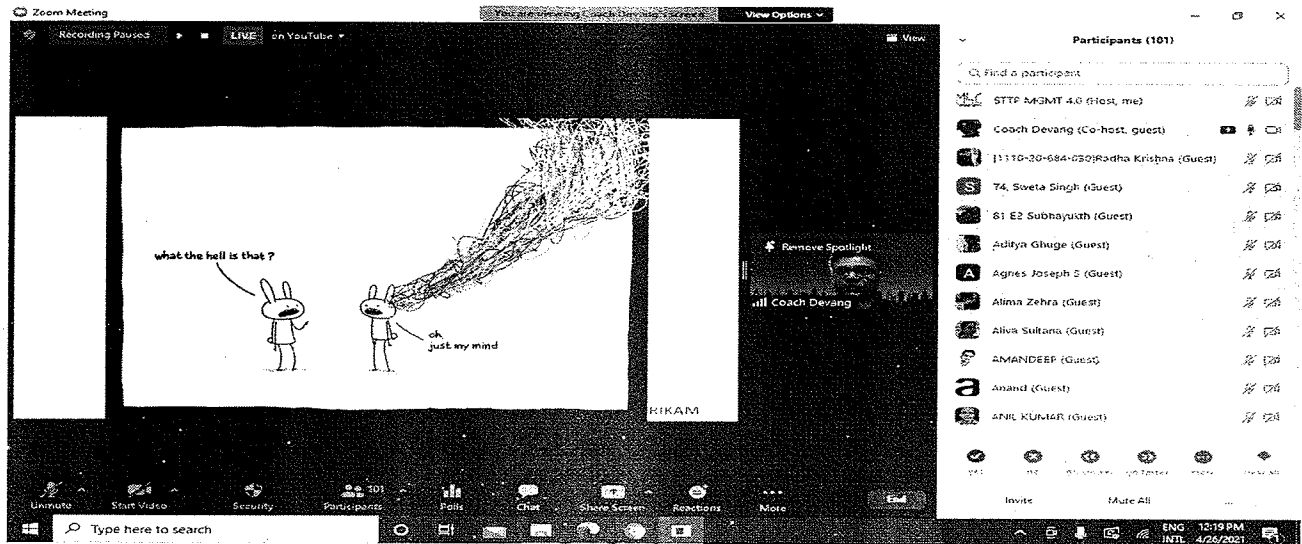
Day 1
26 April 2021
III Sessions: 2:30 PM – 4:00 PM

Prof. Manish Saraf

The collage consists of three screenshots from a Zoom meeting:

- Top Screenshot:** A close-up of Prof. Manish Saraf, wearing glasses and a white shirt, speaking. The Zoom interface shows a 'LIVE on YouTube' banner and a list of participants on the right.
- Middle Screenshot:** A grid view of the Zoom meeting with 94 participants. The list of participants on the right includes: STTP MGMT 4.0 (Host, me), MANISH SARAF (Co-host, guest), ajit tomar (Guest), Akansha verma (Guest), Alima Zehra (Guest), AMANDEEP (Guest), Anand (Guest), ANIL KUMAR (Guest), Anitha Tadiboina (Guest), Anup Mohadkar (Guest), Astha sharma (Guest), and ASVINI MANIDI (Guest).
- Bottom Screenshot:** A presentation slide titled 'Innovation In Teaching' by Manish Saraf, IPS Academy, IBMR. The slide features mathematical formulas: $A = 2; p = \frac{2\pi}{3}$, $2 \cos 2t$, $A = 2; p = \pi$, and $y = 2 \cos$. The slide also mentions 'IQAC IPS Academy' and 'Institute of Business Management & Research, Indore'. A circular stamp of 'IPS Academy, IBMR' is visible in the bottom right corner.

Day 1
26 April 2021
II Sessions: 12:00 Noon - 1:30 PM
Mr. Devang Patel



IPS Academy
Institute of Business Management
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Day 1
26 April 2021
I Sessions: 10:00 AM - 11:30 AM
Mr. Yatish Mathur