



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT








NAME OF THE EVENT: One-Week Online Faculty Development Programme on “Skill Enhancement Courses (Digital Marketing, Personal Financial Planning and Innovation & Entrepreneurship)”			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS' NAME
1-02-2024 to 7-02-2024	Commerce	Commerce	Dr Mamta Arora & Dr Pooja Jain
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
2:30 pm till 3:30 pm and 3:45 pm till 5:15 pm	ZOOM https://us06web.zoom.us/j/9020598?tk=WYyXQtbJPzbbEsbN1JFRxnHu4Lx3yRIoD0tMSg3gt3c.DQYAAAAUzs8IthZqRHMzVEcxOVNfNnpuMGNxV2tuR0RBAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	93	Online
FINANCIAL SUPPORT/ASSISTANCE (if any):	Registered Participants paid fees of ₹ 500; this amount was handled by Mahatma Hansraj Faculty Development Centre. They provided the online support for the conduct of the FDP and made all the requisite payments.		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	One-Week Online Faculty Development Programme on “Skill Enhancement Courses (Digital Marketing, Personal Financial Planning and Innovation & Entrepreneurship)”	
OBJECTIVES	<ul style="list-style-type: none">• To give a better understanding of the subject matter.• Preparing faculty for successful dissemination of knowledge.• Encourage the process of creative thinking among teachers for upgraded andragogy.• Train the teachers to promote creative mind-set among students.• To enable the teachers to carve the student's perspective• Equip our teachers for augmenting the horizon of understanding of students. Preparing teachers to develop skills among students to work in teams and build connections, collaborations and social networks.	
METHODOLOGY	The programme had 2 online live sessions every day from 2:00 p.m. - 3:30 p.m. and 3:45 p.m. - 5:15 p.m. assessment was done with the help of Multiple choice questions based tests for every live sessions. Recordings were also shared with the participants.	


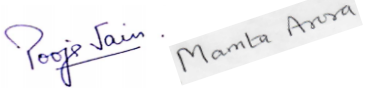

INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	<ul style="list-style-type: none"> • Prof A.K. Singh, Head & Dean, Department of Commerce, University of Delhi. • Prof. Sunaina Kanojia, Department of Commerce, University of Delhi. • Prof. R.P. Tulsian, Shaheed Bhagat Singh (Evening) College, University of Delhi. • Mr. Rajiv Gupta, Head of India Tax, Apollo Tyres • Prof. Ashish Chandra, Department of Commerce, University of Delhi. • Dr. Sumangla Rathore, Suyash College, Hyderabad 	
OUTCOMES	<ul style="list-style-type: none"> • The participants learnt the basic understanding of the subject matter covered in the programme. • It enhances teachers to develop the skills among the students to work in teams. The participants learnt about how to promote the creative mind-set among students. 	

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters 	2 Number of Participants & Name of participants 	3 Video clip	4 Photos 	5 Feedback Form & analysis 
6 News clip with details	7 Sample Copy of the Certificate 	8 Posters/ Invites 	9 Event report Attested by Event Coordinator & IQAC Coordinator 	10 Any other document

IQAC Document No:	IQAC/SVC/2023-24/COM/27	Criterion No:	III & VI
Departmental file no:		IQAC file No:	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
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 Dr. Pooja Jain	 Dr. Pooja Jain & Dr Mamta Arora	 Prof. Swarn Singh
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For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

SUMMARY

REPORT OF ONE WEEK ONLINE FACULTY DEVELOPMENT PROGRAMME ON SKILL ENHANCEMENT COURSES (DIGITAL MARKETING, PERSONAL FINANCIAL PLANNING AND INNOVATION & ENTREPRENEURSHIP)

The One Week Online Faculty Development Programme on “Skill Enhancement Courses” was organized from 1st February, 2024 to 7th February, 2024 by the Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Hansraj College, University of Delhi. The One Week Online FDP focused on Skill Enhancement Courses, specifically Digital Marketing, Personal Financial Planning and Innovation and Entrepreneurship. The FDP received an overwhelming response, with 93 participants joining from 14 Universities/Institution.

DATE: 1-02-2024

Session 1 (Inaugural Ceremony)

The One Week Online Faculty Development Programme on “Skill Enhancement Courses” was organized from 1st February, 2024 to 7th February, 2024 by the Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Hansraj College, University of Delhi. The One Week Online FDP focused on Skill Enhancement Courses, specifically Digital Marketing, Personal Financial Planning and Innovation and Entrepreneurship. The Programme was conducted on the Zoom Platform and the link for the same is given below:

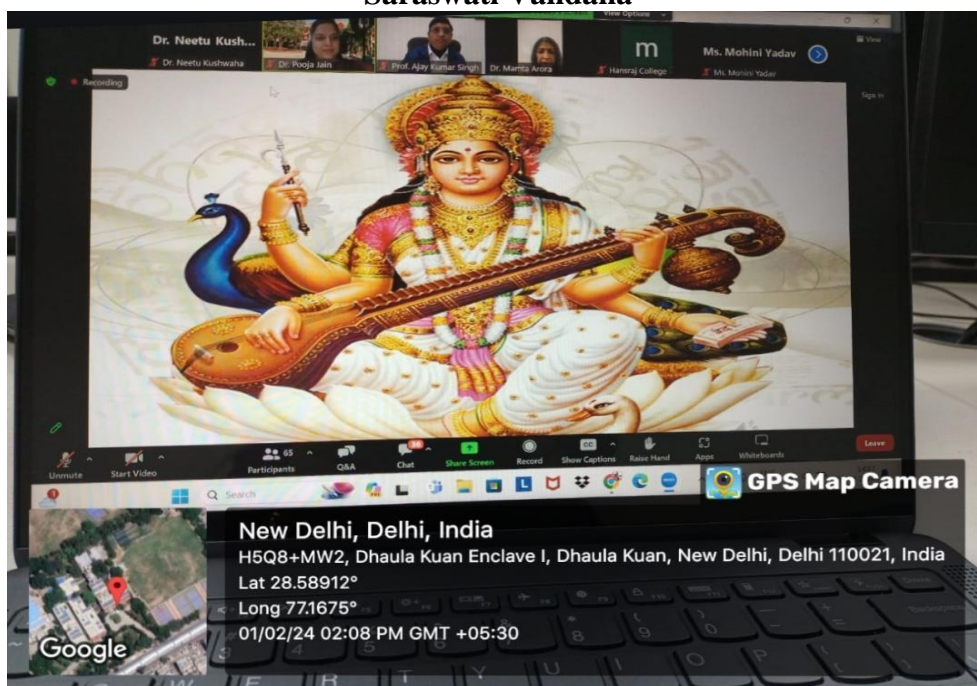
<https://us06web.zoom.us/j/89369020598?tk=WYyXQtbJPzbbEsbN1JFRxnHu4Lx3yRIoD0tMSg3gt3c.DQYAAAAUzs8IthZqRHMzVEcxOVNfNnpuMGNxV2tuR0RBAA>

The Inaugural session of FDP was started on 1st February with the playing of Saraswati Vandana. The Inaugural Session was chaired by Dr. Pooja Jain, Coordinator, followed with the welcome address by Dr. Mamta Arora, Teacher-in-charge, Department of Commerce, SVC. Dr. Mamta Arora focused on why such programmes are the need of the hour and how the participants will be benefited from such Programmes.

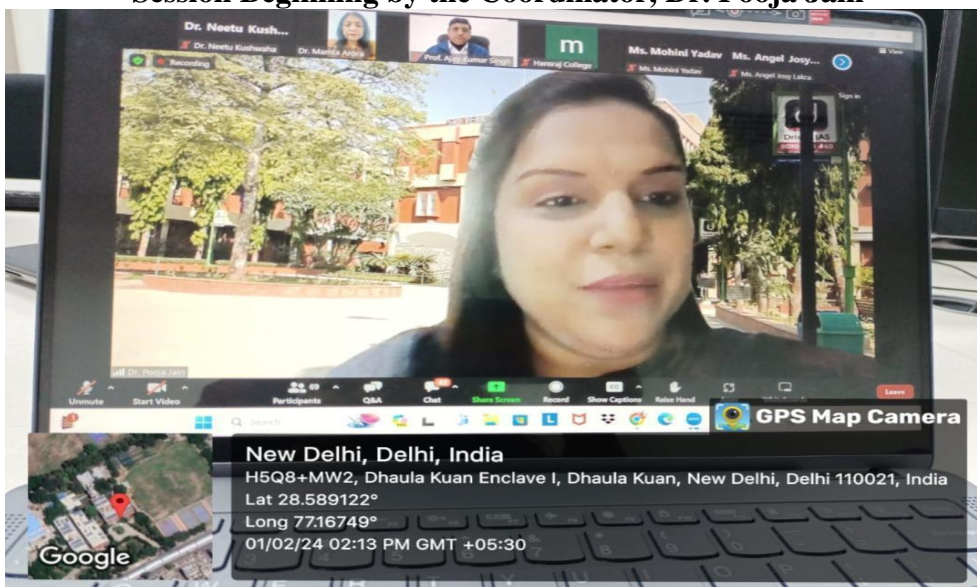
The Chief Guest for the Inaugural Session was Prof. AK Singh, Head & Dean, Faculty of Commerce and Business, University of Delhi. Prof. AK Singh addressed the gathering and started his speech by focusing on Four Pillars of Education and Bharatiya Gyan Parampara. In addition, he discussed the National Credit Framework and the importance of having programmes on skill Enhancement Courses as today's world is a VUCA world and students need practical knowledge to survive in the VUCA world. Prof. Singh also focused his discussion on how Bloom's Taxonomy will work in education. Apart from this, he focused on how Ancient Indian Vedic Education was associated with the Contemporary Education System.

After Prof. AK Singh's fruitful discussion with the audience, the instructions regarding FDP were presented by Dr. Pooja Jain to the participants. At last, a vote of thanks at the inaugural session was presented by Ms. Angel Josy Lakra.

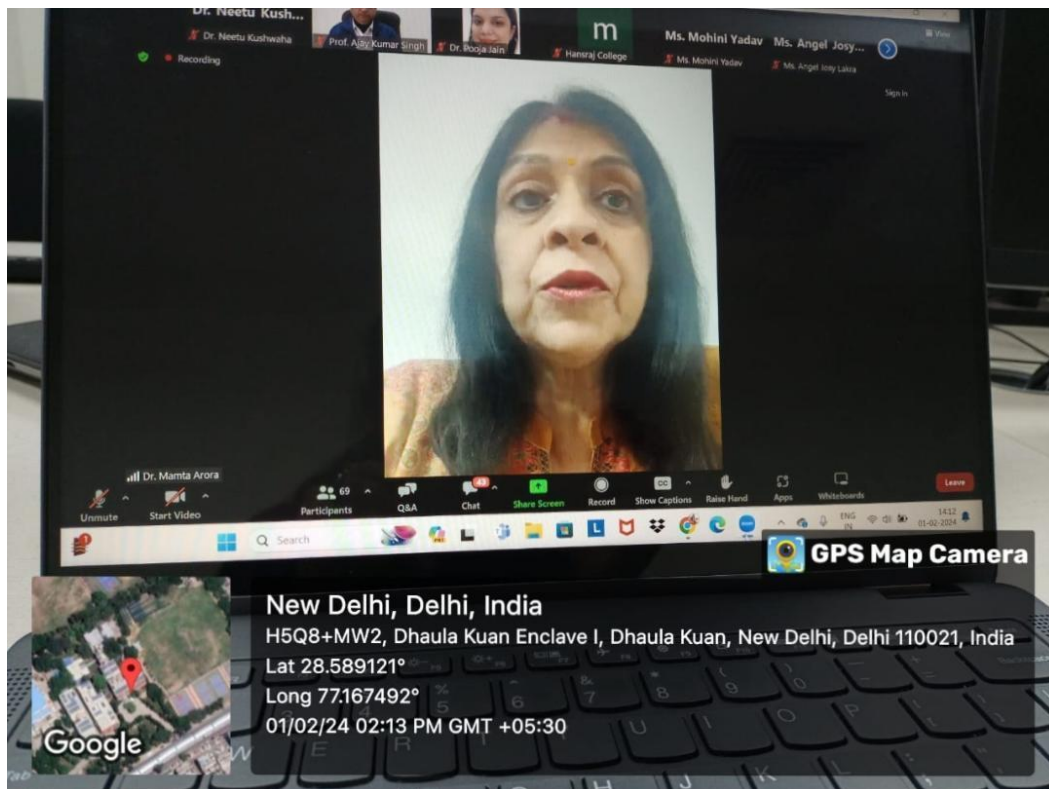
Saraswati Vandana



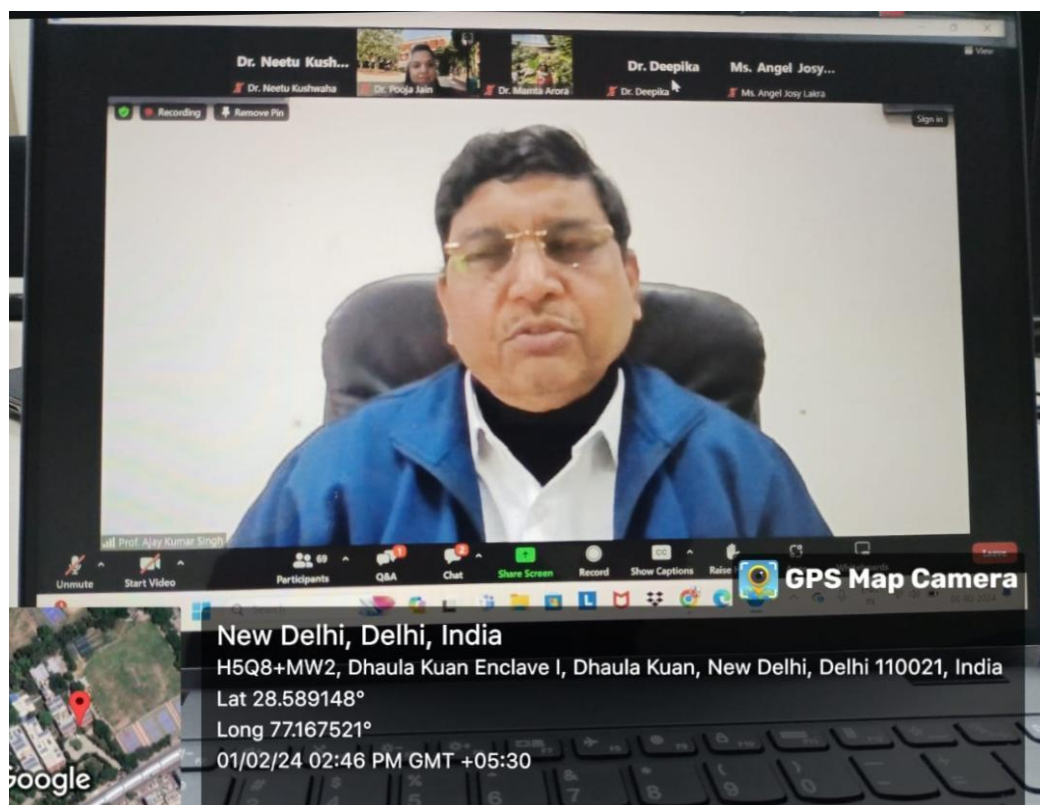
Session Beginning by the Coordinator, Dr. Pooja Jain



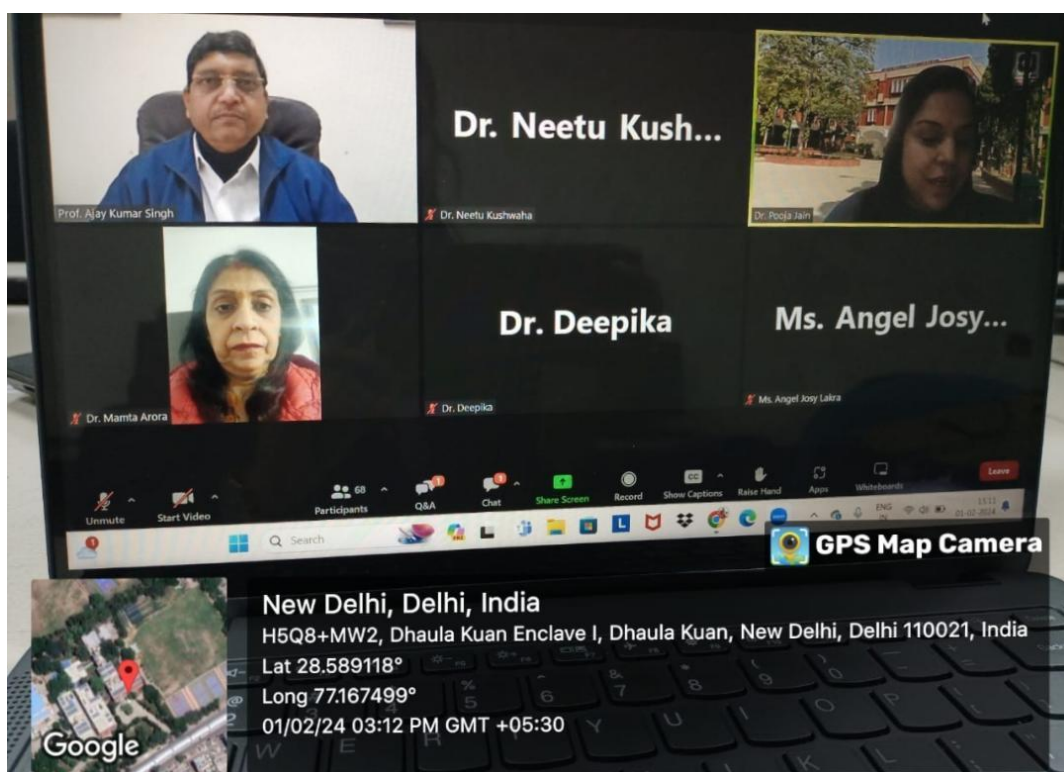
Welcome Address by Dr. Mamta Arora, TIC



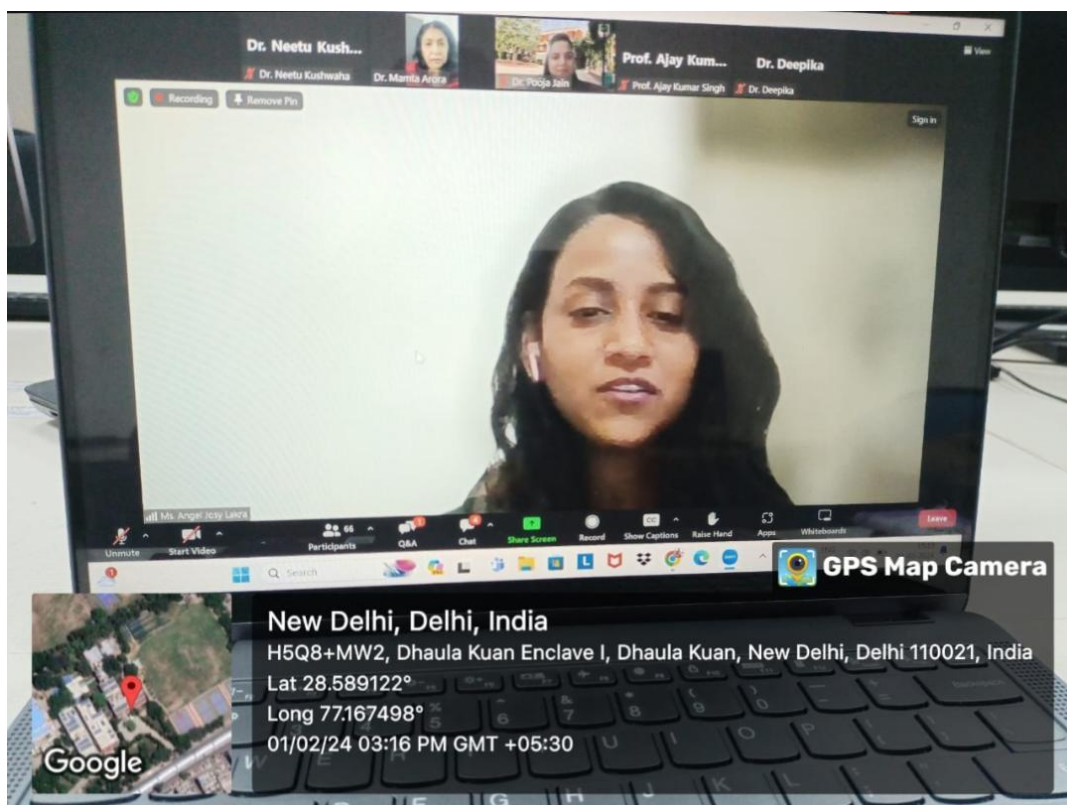
Speech by the Chief Guest, Prof. AK Singh



Brief Discussion the sessions by Dr. Pooja Jain



Vote of Thanks by Ms. Angel Josy Lakra, Member, Organizing Committee



Session 2 (Introduction to Financial Planning)

The session, led by **Prof R. P. Tulsian** from Shaheed Bhagat Singh College, University of Delhi, was inaugurated with a warm welcome by **Ms. Angel Josy Lakra**, Assistant Professor at Sri Venkateswara College, University of Delhi. Prof Tulsian is recognized as an expert in the field and was introduced as the speaker for the session. The session commenced with an interactive segment where attendees were encouraged to share their experiences in managing finances and their involvement in any investment activities. This set the stage for a participative atmosphere, fostering engagement and creating a connection between the speaker and the audience. Prof Tulsian navigated through the fundamental aspects of personal financial planning, breaking down complex concepts into easily understandable components. The "what, why, and how" of financial planning were eloquently elucidated, ensuring that attendees, regardless of their financial background, could grasp the principles. The speaker's interactive approach added a layer of depth to the session. Attendees were invited to ask questions, share concerns, and seek clarifications, creating a dynamic and engaging environment. This approach not only enhanced the learning experience but also made the content more relatable to the participants' individual situations.

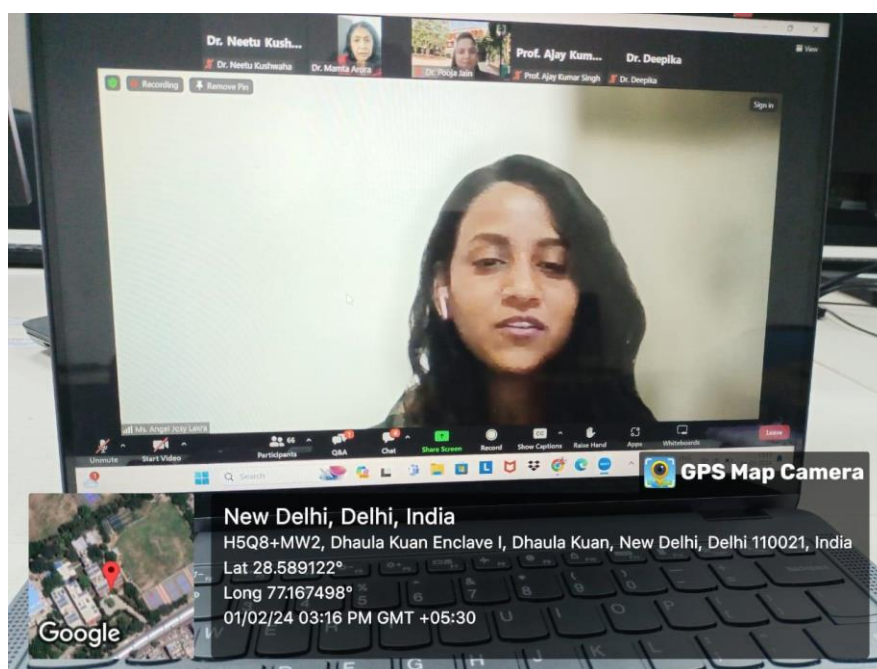
Prof Tulsian's ability to convey intricate concepts in a simple manner was a highlight of the session. He ensured that attendees could comprehend the nuances of financial planning without feeling overwhelmed. The session served as an insightful exploration into the principles and strategies essential for effective financial management. The speaker's encouragement for participants to bring forward their questions not only made the session more interesting but also empowered attendees to actively participate in their learning journey. Prof Tulsian assured them that subsequent sessions would delve even deeper into the intricacies of financial planning.

In conclusion, Session 1 on financial Planning, led by Prof R. P. Tulsian proved to be an engaging and informative event. Attendees left with a clearer understanding of the foundations of personal financial planning, and the interactive nature of the session laid a solid groundwork for future discussions. The promise of in-depth knowledge in upcoming sessions has generated anticipation among participants, making the overall experience both enriching and promising for all involved.

Prof Tulsian explaining aspects of financial planning



Vote of thanks to Prof Tulsian

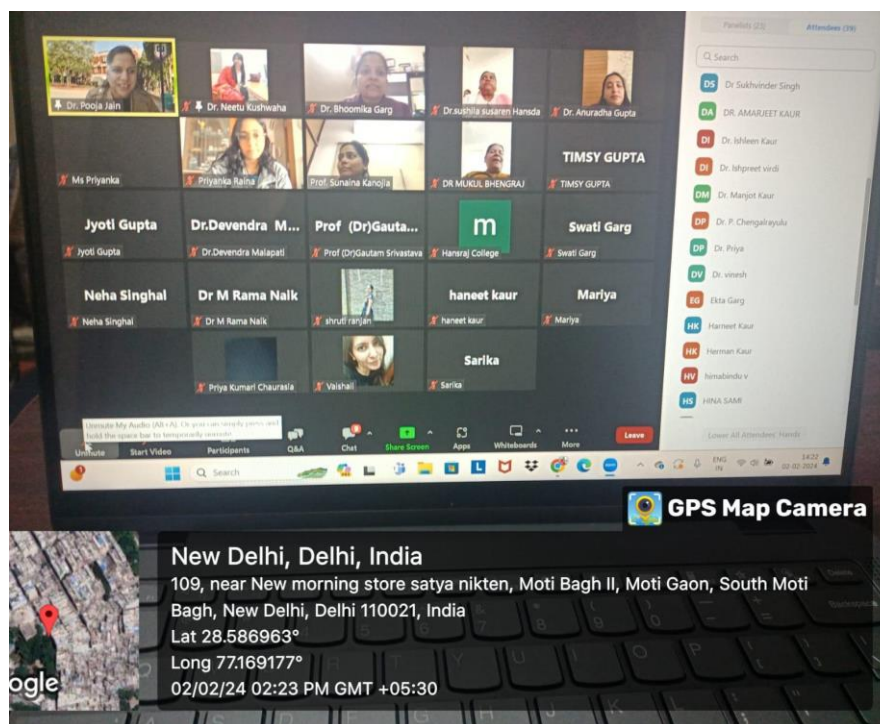


DATE: 02-02-2024

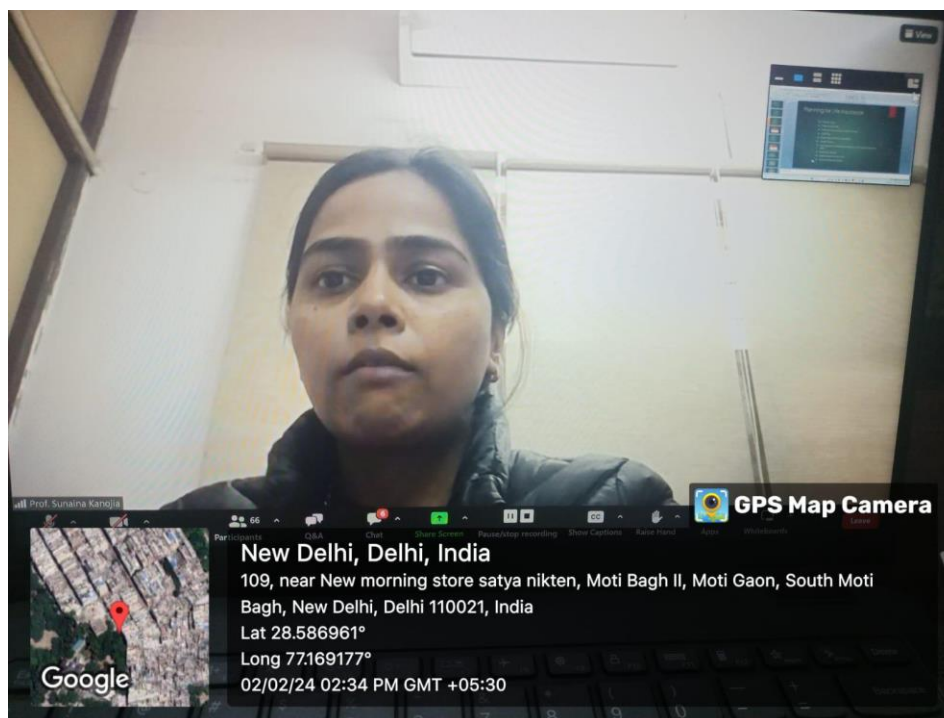
Session 3 (Introduction to Life and Health Insurance)

The third session of the one-week online faculty development programme started at 2:00 PM on 2nd February 2024 and continued till 3:30 PM. The keynote speaker for the session was Prof. Sunaina Kanojia, Department of Commerce, Delhi School of Economics, University of Delhi. The session started with welcoming the resource person by Dr. Pooja Jain, Convener of the FDP, and the introduction of the resource person by Dr. Neetu Kushwaha, Assistant Professor, Sri Venkateswara College, University of Delhi. The resource person carried forward the session with an Introduction to life and health insurance and the purpose of availing the insurance. Furthermore, she elaborated on the role of planning for life insurance and explained the tactics of insurance planning. In between the sessions, the resource person also tried to answer the queries of the participants. Moreover, the resource person also did a hands-on calculation of SIP. The session ended with a vote of thanks by Dr. Pooja Jain, Convener of the FDP, and Dr. Neetu Kushwaha, Member of FDP.

Welcoming of the Speaker



Discussion by the Speaker

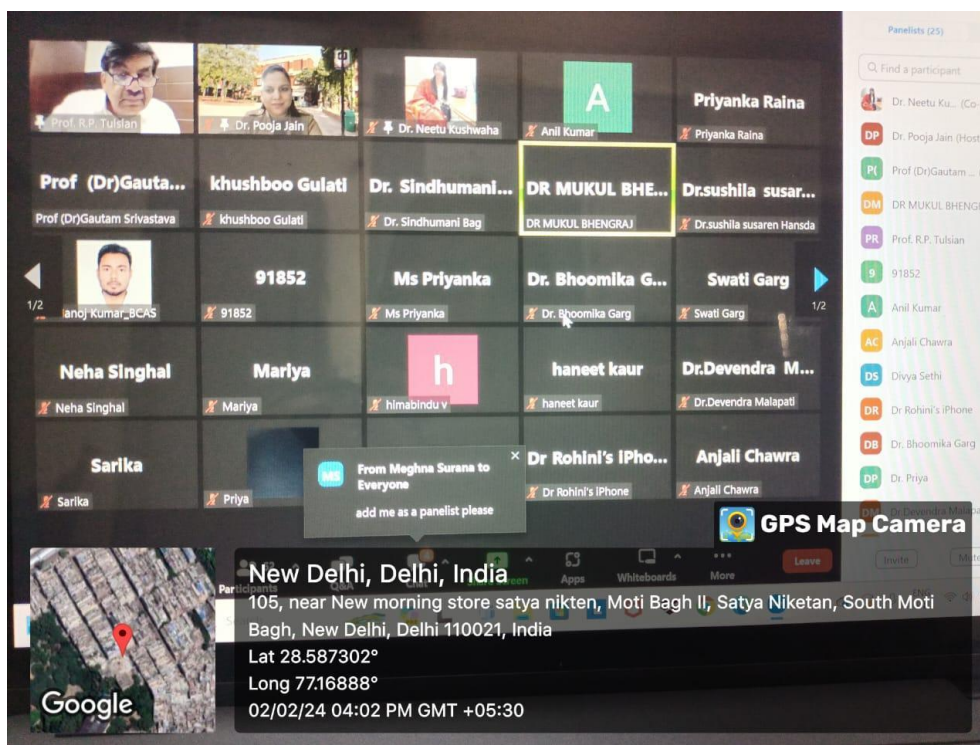


Session 4 (Investment Planning)

The fourth session of the one-week online faculty development programme started at 3:45 PM on 2nd February 2024 and continued till 5:30 PM. The keynote speaker for the session was Prof. R.P. Tulsian, Shaheed Bhagat Singh (Evening) College, University of Delhi. The session started with welcoming the resource person by Dr. Pooja Jain, Convener of the FDP. The resource person carried forward the session interacting with the participants about their thoughts on investment. Furthermore, he explained the parameters that need to be considered before making any kind of investment. In between the sessions, the resource person also tried to

answer the queries of the participants and try to interact with them throughout the session. The resource person also explained various investment plans and policies like SIP, FP, PPF, Sukanya Yojana, NPS, Gold Bond Scheme, Mutual Funds, and derivatives. Afterward, the session concluded with the reviews of the participants on what they learned during the session. The session ended with a vote of thanks by Dr. Pooja Jain, Convener of the FDP.

Participants' Interactions with the Speaker



DATE: 03-02-2024

Session 5 (Tax Planning Alternatives)

The 5th Session of the One Week Online FDP was held on 3rd February, 2024 at 2:00 pm till 3:30 pm. The keynote speaker for the Session was Mr. Rajiv Gupta who is a Tax Head at Apollo Tyres. The Session started with the welcome address by Dr. Deepika, Member, Organizing Committee. The speaker then initiated his discussion and explained various tax Planning alternatives available for a salaried employee. Speaker also discussed the Old tax Regime and New Tax Regime and what are the associated benefits with these. He also discussed various deductions available to a salaried employee as well as rules regarding Double Taxation. Speaker also explained how one can claim HRA within legal terms and following all the legal requirements. Speaker also discussed the fine line difference between Tax Avoidance and Tax Planned. The speaker interacted with the audience and all the queries of participants were addressed by the speaker. At last, the Session ended with the vote of thanks by Dr. Deepika.

Discussion by the Speaker

Income – Inclusions & Exclusions

- Tax on income earned by an individual
- Types of income:
 - Salary income
 - House Property income
 - Business income
 - Capital gains
 - Income from other source
- Exemptions & deductions

Dr. Deepika

GPS Map Camera

New Delhi, Delhi, India
1122, Civil Line Rd, Block G, Kalyan Vihar, New Delhi, Delhi, 110009, India
Lat 28.694744°
Long 77.202801°
03/02/24 02:20 PM GMT +05:30

Google

Interaction with the audience

Other touch

- Company car
- Company driver
- Laptop
- Mobile phone
- PF contribution

Q&A

Open(7) Answered Dismissed

what are the rebates that can be claimed under new regime (if permitted or if any.)
Regards
Nishant Gaur

Answer live Type answer

TG TIMSY GUPTA 2:42 PM
Sir what is the maximum amount of deduction we can claim by investing in various instruments under old regime?

Answer live Type answer

TG TIMSY GUPTA 2:46 PM
Sir, is there any deduction available for interest payable on home loan?

Answer live Type answer

PN Priyanka Raina 2:48 PM
Sir in new regime even section 24 will not exist

Answer live Type answer

Dr. Deepika

Dr. Sindhumani Bag

GPS Map Camera

New Delhi, Delhi, India
1122, Civil Line Rd, Block G, Kalyan Vihar, New Delhi, Delhi, 110009, India
Lat 28.694742°
Long 77.202794°
03/02/24 02:54 PM GMT +05:30

Google

Vote of thanks to the Speaker



Session 6 (Entrepreneurship)

The next session of the one-week online faculty development programme started at 3:45 PM on 3rd February 2024 and continued till 5:20 PM. The keynote speaker for the session was Prof. Ashish Chandra, Department of Commerce, Delhi School of Economics, University of Delhi. The session started with welcoming the resource person by Dr. Pooja Jain, Convener of the FDP. The resource person carried forward the session by explaining the meaning of entrepreneurship and how one can define it. He also highlighted the timeline evolution of entrepreneurship and elaborated on the role and entrepreneurial mindset. Furthermore, the resource person discussed about the types of entrepreneurs and the models of entrepreneurship. The resource person concluded the session with some closing quotes from famous personalities and interacted with the participants to answer their queries related to the topic. At the end, the session wound up with a warmful thanks from Dr. Pooja Jain, Convener of the FDP.

Introduction of the Speaker

Dr. Neetu Kush... Dr. Sindhumani...
Dr. Neetu Kushwaha Dr. Manita Arora Dr. Sindhumani Bag Prof. Ashish Chandra

Recording...

Participants (66)

Panelists (4)

Dr. Neetu Kus... (Co-host, me)
Dr. Pooja Jain (Host)
Dr. Manita Arora (Co-host)
Prof. Ashish Chandra

GPS Map Camera

New Delhi, Delhi, India
109, near New morning store satya nikten, Moti Bagh II, Moti Gaon, South Moti Bagh, New Delhi, Delhi 110021, India
Lat 28.586976°
Long 77.169168°
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Discussion by the Speaker

Who is an Entrepreneur?

Entrepreneur: A person who organizes and manages an enterprise, especially a business, usually with considerable initiative and risk.

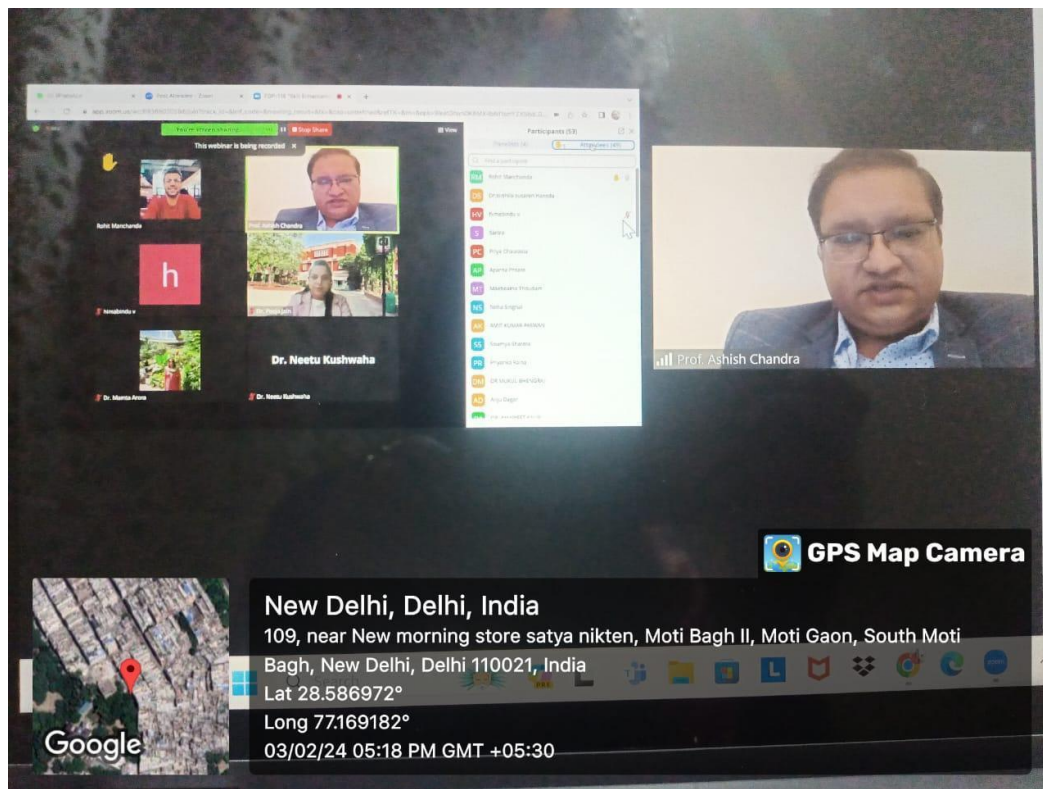
- **Initiative:** Readiness and ability of initiating an action.
- **Risk:** The hazard or chance of loss.

Remove Pin
Prof. Ashish Chandra

GPS Map Camera

New Delhi, Delhi, India
H5P9+QPW, Moti Bagh II, Satya Niketan, South Moti Bagh, New Delhi, Delhi 110021, India
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Interaction with the Audience



DATE: 05-02-2024

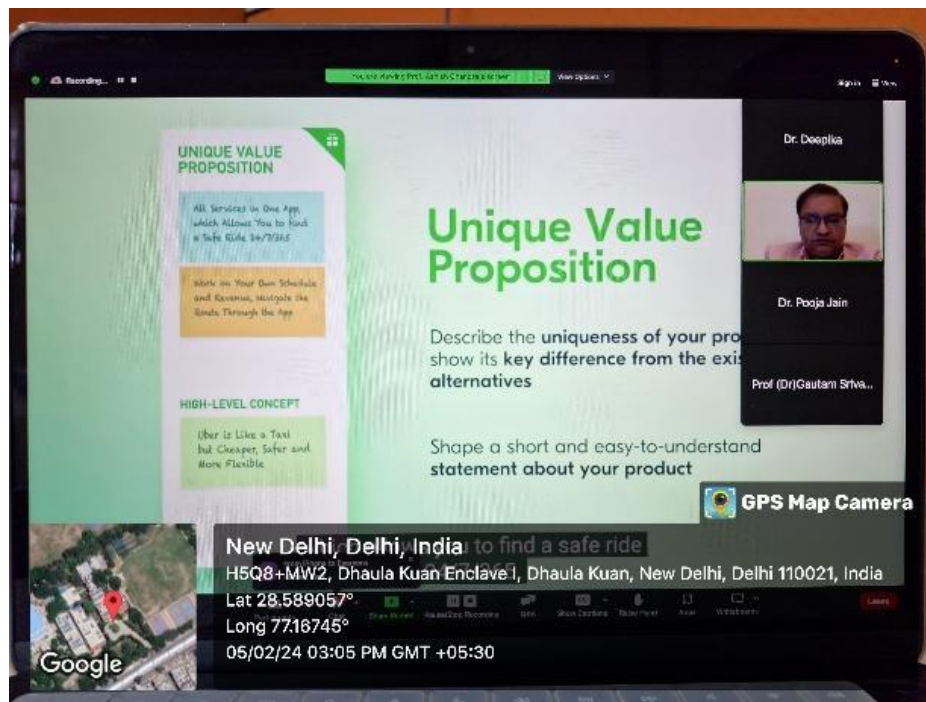
Session 7 (Idea Generation and Intellectual Property Rights)

The 7th Session of the One Week Online FDP was held on 5th February, 2024 at 2:00 pm till 3:30 pm. The keynote speaker for the Session was Prof. Ashish Chandra, Department of Commerce, Delhi School of Economics, University of Delhi. It was Prof. Ashish Chandra's second Session of the One Week Online FDP and he started his discussion on Idea Generation and Intellectual Property Rights. He initiated his discussion by explaining what business plan is and how one should write a business plan or in simple words, what should be kept in mind while writing Business plan. He also explained the importance of Customer needs. He, then, discussed about various Techniques of Idea Generation such as Brain Storming, Delphi Techniques etc. He also explained Lean Canvas Model and Alex Osterwalder's Business Model Canvas. Apart from this, he discussed about Intellectual Property Rights and its role. At last, the Session ended with the questions and answers Session.

Beginning of the Session



Discussion



Interaction

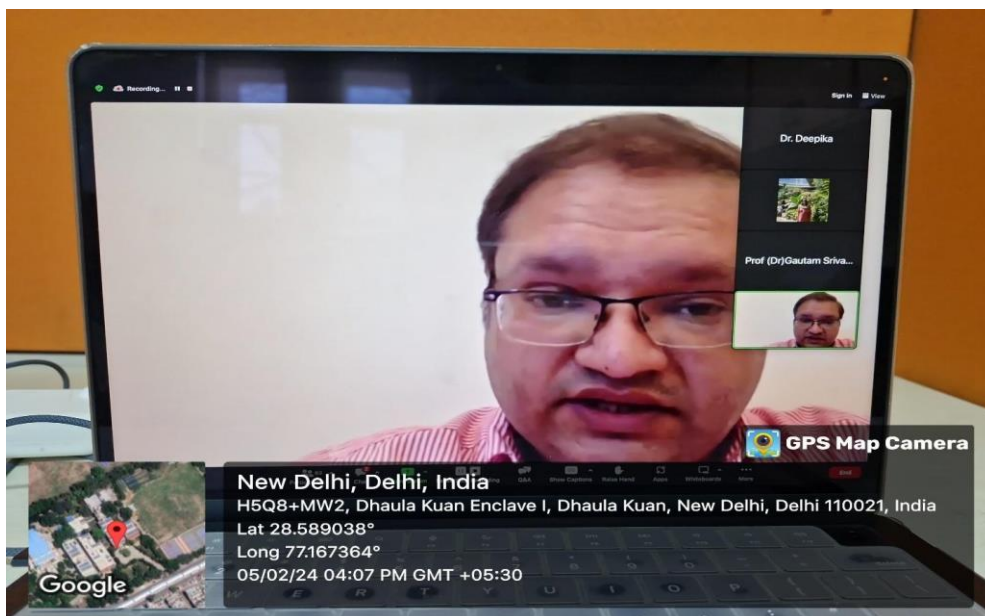


Session 8 (Idea Generation)

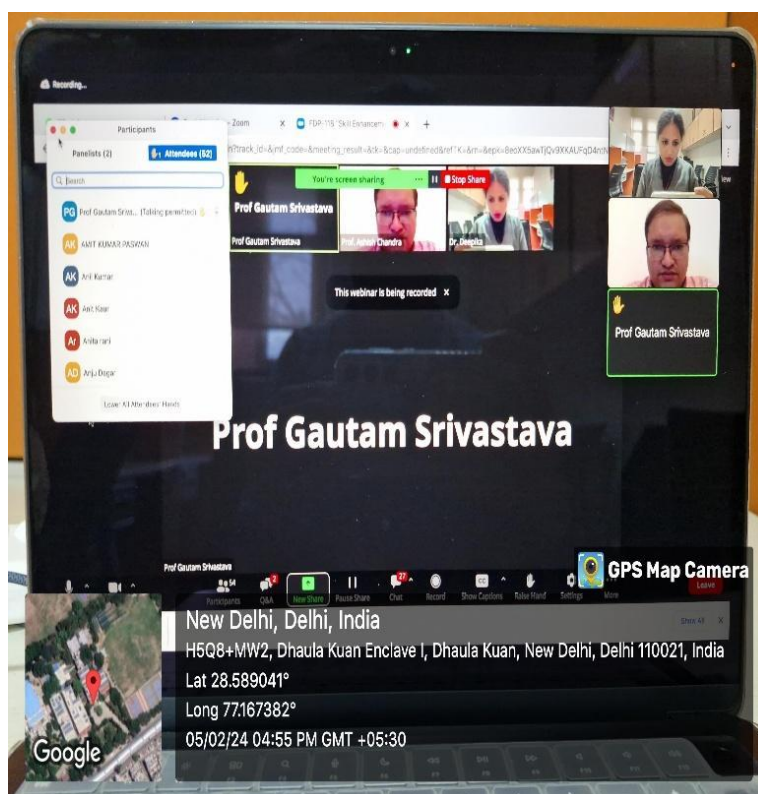
The 8th Session of the One Week Online FDP was held on 5th February, 2024 at 3:45 pm till 5:15 pm. The keynote speaker for the Session was Prof. Ashish Chandra, Department of Commerce, Delhi School of Economics, University of Delhi. Prof. Ashish Chandra resumed his discussion. He explained about various Techniques of Idea Generation such as Brain Storming, Delphi Techniques, mind mapping Techniques etc. He also focused on source of Idea Generation and explained it with the help of Times of India Case Study.

He, then, talked about Mass Penetration. After this, he moved his discussion towards various growth strategies available to an entrepreneur and what could be the growth strategies. After this, Prof. Ashish Chandra interacted with the audience. At last, the Session ended with the vote of thanks by Dr. Deepika.

Discussion by the Speaker



Interaction with Audience



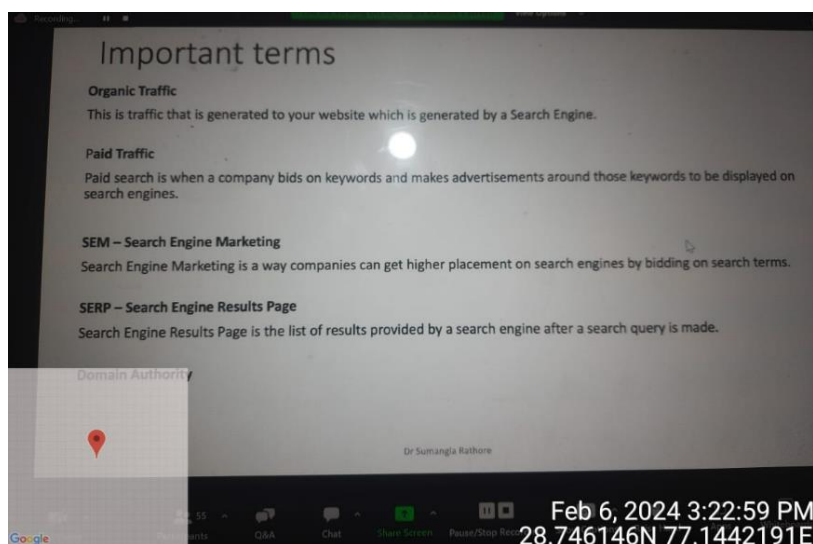
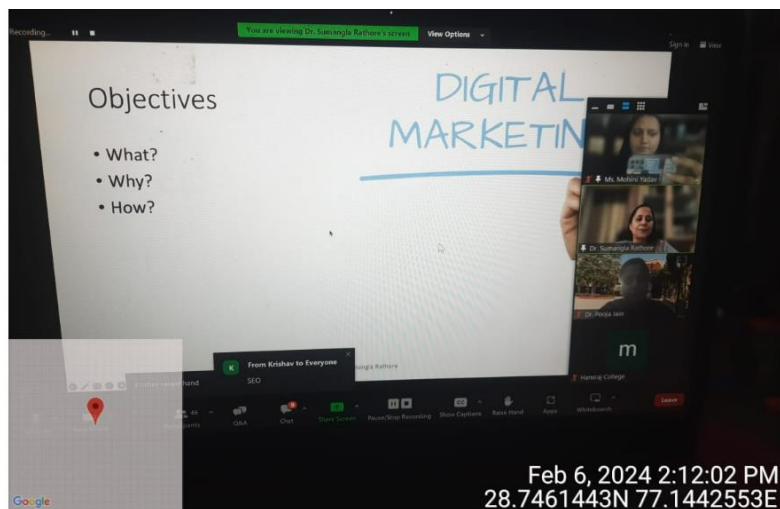
DATE: 06-02-2024

Session 9 (Digital Marketing)

The first session of the fifth day started at 2:00 p.m. and continued until 3:30 p.m. The session commenced with the introduction of the resource person, Dr. Sumangla Rathore, by Mohini Yadav, an organizing member of the FDP committee. Dr. Sumangla Rathore currently serves as the Principal at Suyash College and as an

Adjunct Faculty Member at ICFAI Foundation of Higher Education, Hyderabad, India. She began by addressing fundamental questions about the What, Why, and How of Digital Marketing. Her presentation included explanations of the Digital Strategy Roadmap, Digital Marketing Funnel, and important terms in Digital Marketing, accompanied by numerous practical applications.

Discussion



Session 10 (Digital Marketing)

The second session of the fifth day commenced at 3:45 p.m. and concluded at 5:15 p.m. Dr. Sumangla Rathore initiated the session by elaborating on the remaining crucial terms in digital marketing. She further delved into contemporary trends, highlighting the significance of artificial intelligence and influencer marketing. Dr. Rathore also addressed the anticipated challenges in the evolving landscape of digital marketing, actively involving the students in insightful discussions. The session concluded with a vote of thanks delivered by Mohini Yadav, expressing gratitude for Dr. Rathore's enlightening presentation and fostering engaging conversations.

Discussion

This webinar is being recorded

CTR – Click-Through Rate
Click-Through Rate identifies the percentage of people who click on link. Usually placed in an email, an ad, website page... etc.

CPA – Cost per Acquisition
Cost per Acquisition is a pricing model where companies are charged by advertising platforms only when leads, sales or conversions are generated.

CPC – Cost per Click
Cost per Click is a pricing model where companies are charged by publishers for every click people make on a displayed/test ad which leads people to your company's website

Conversion
When a visitor takes the desired action while visiting your site, it is called conversion. This can be a purchase, membership, signup, download or registration for newsletter.

Feb 6, 2024 3:47:40 PM
28.7461329N 77.144222E

Top Trends in Digital Marketing

- **Artificial Intelligence and Machine Learning**
To analyze consumer behavior and search patterns, utilizing data from social media platforms and blog posts to help businesses understand how users and customers find their products and services.

Feb 6, 2024 3:52:29 PM
28.7461127N 77.1442595E
ramsala, Badli Industrial Area, Samaypur, New Delhi, Delhi, 110042, India

Vote of Thanks

Zoom Webinar

Webinar Chat

Dr Priya to Everyone
Informative session...
Thank you ma'am

Sindhu Bag to Everyone
Thank you ma'am

Priya Chaurasia to Everyone
very nice session

Dr. Sumangla Ra... to Hosts and panelists
malchimp

Krishav to Everyone
Yes ma'am! i will look into it.

Who can see your messages?
To: Hosts and panelists
Type message here...

17:03
06-02-2024

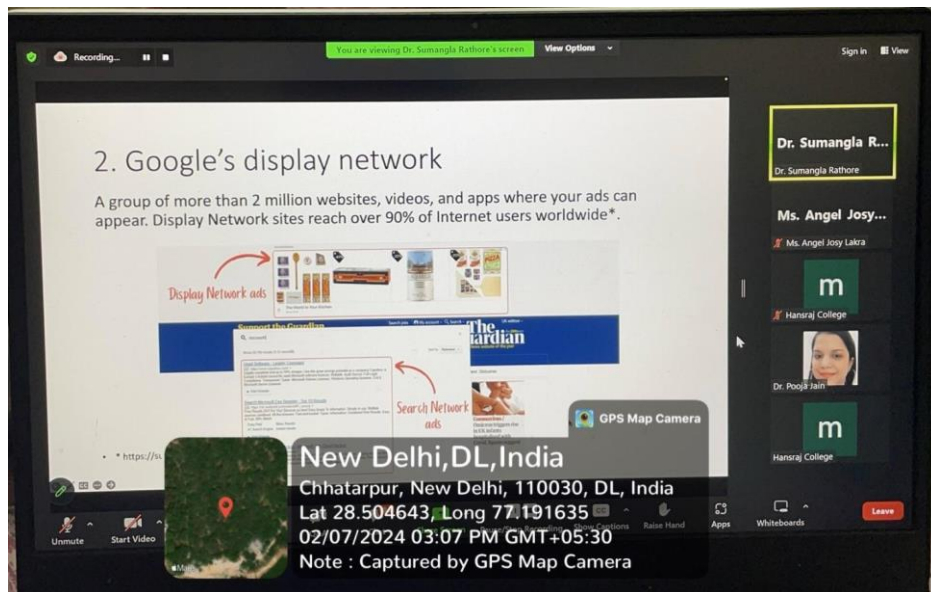
DATE: 07-02-2024

Session 11 (Digital Marketing)

Dr. Sumangla Rathore, an esteemed expert in the field of digital marketing, conducted an illuminating session on Display Advertising & Search Advertising. Her expertise and passion for the subject were evident throughout the session, guiding participants through the complexities of digital marketing with clarity and precision.

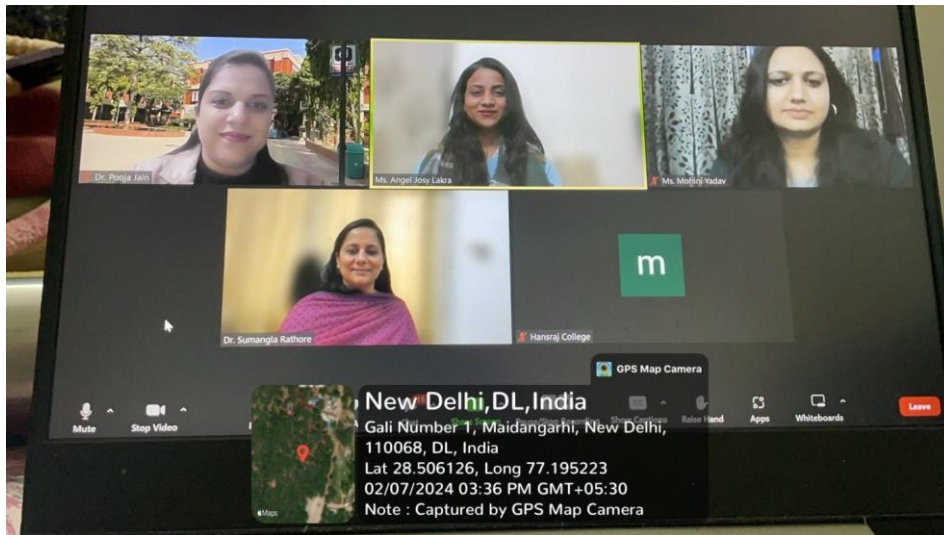
Dr. Rathore provided a comprehensive overview of display advertising, highlighting its significance in digital marketing strategies. She elucidated on various display ad formats, targeting options, and best practices for effective implementation. Participants gained valuable insights into the realm of search advertising, as Dr. Rathore delved into the intricacies of search engine marketing (SEM), keyword targeting, ad rank, and ad extensions. Practical examples were seamlessly integrated to enhance understanding.

Dr. Rathore explaining google display network



Dr. Rathore's presentation was enriched with practical examples and live demonstrations, offering participants a firsthand glimpse into the application of display and search advertising techniques. This hands-on approach facilitated a deeper comprehension of the subject matter. Throughout the session, Dr. Rathore actively engaged with participants, encouraging interactive discussions and addressing queries with expertise. Her willingness to clarify doubts ensured that participants received personalized attention and support. Her passion for digital marketing served as a source of inspiration for participants, motivating them to explore new avenues and embrace innovation in their endeavors. Her dynamic presentation style fostered a conducive learning environment, encouraging participants to think creatively and adapt to evolving marketing trends.

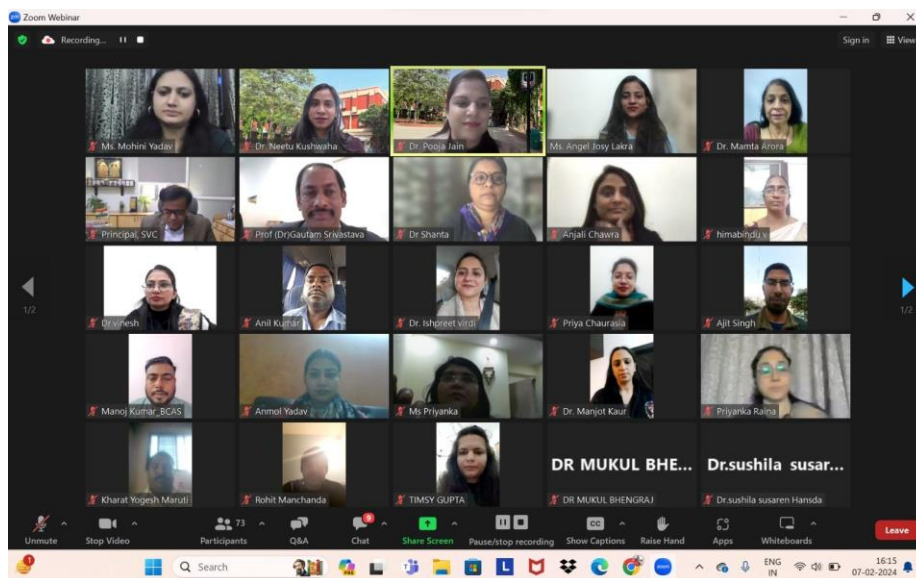
Vote of thanks by Ms. Angel Josy Lakra, Member, Organizing Committee



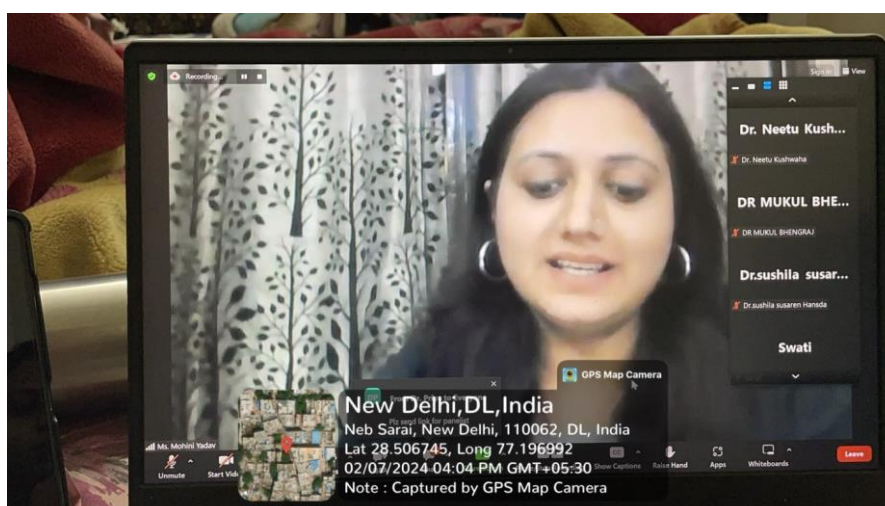
In conclusion, Session 11 on Display Advertising & Search Advertising, led by Dr. Sumangla Rathore, proved to be a resounding success, leaving participants enriched with knowledge, inspired by innovation, and equipped with practical insights to excel in the dynamic landscape of digital marketing.

The **One-Week Online Faculty Development Program, focusing on Skill Enhancement Courses in Digital Marketing, Personal Financial Planning, and Innovation & Entrepreneurship**, concluded on 7th February 2024. The FDP received an overwhelming response, with **93 participants** joining from **14 Universities/Institution**. **Ms. Mohini Yadav**, Assistant Professor in the Department of Commerce at Sri Venkateswara College, extended a warm welcome to kick off the session. Following this, **Dr. Mamta Arora**, Teacher-in-Charge and Associate Professor in the Department of Commerce at Sri Venkateswara College, commended the attendees for their active participation and expressed gratitude to the MH-MMTTC team and the FDP organizing committee at Sri Venkateswara College for ensuring the event's success. The Programme was conducted on the Zoom Platform and the link for the same is given below:

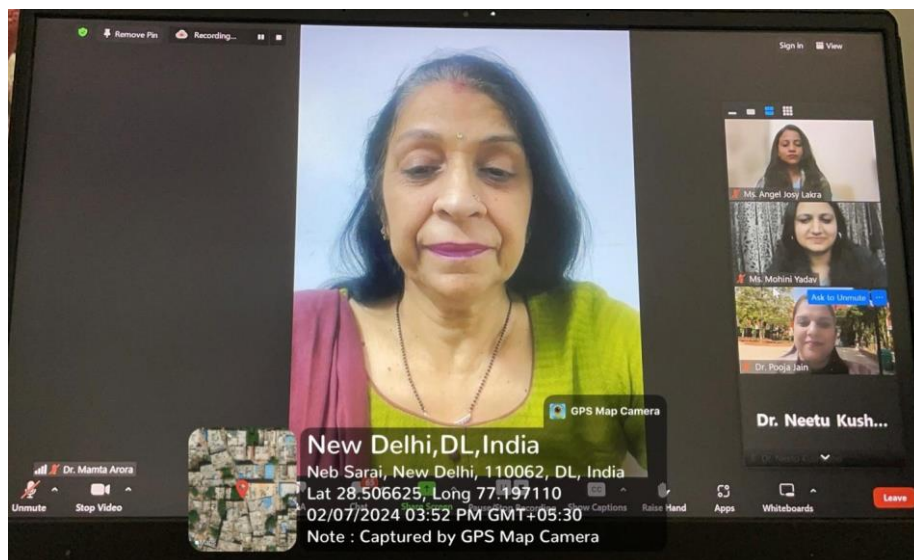
Participants attending the valedictory ceremony



Opening remarks by Ms. Mohini Yadav, Organizing Team Member-FDP

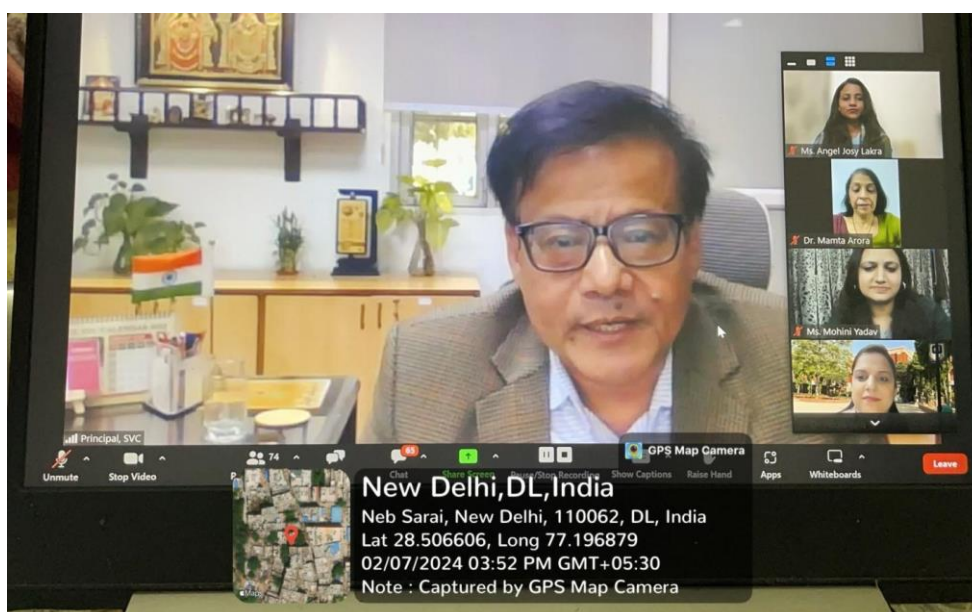


Address by Dr. Mamta Arora, Convener-FDP

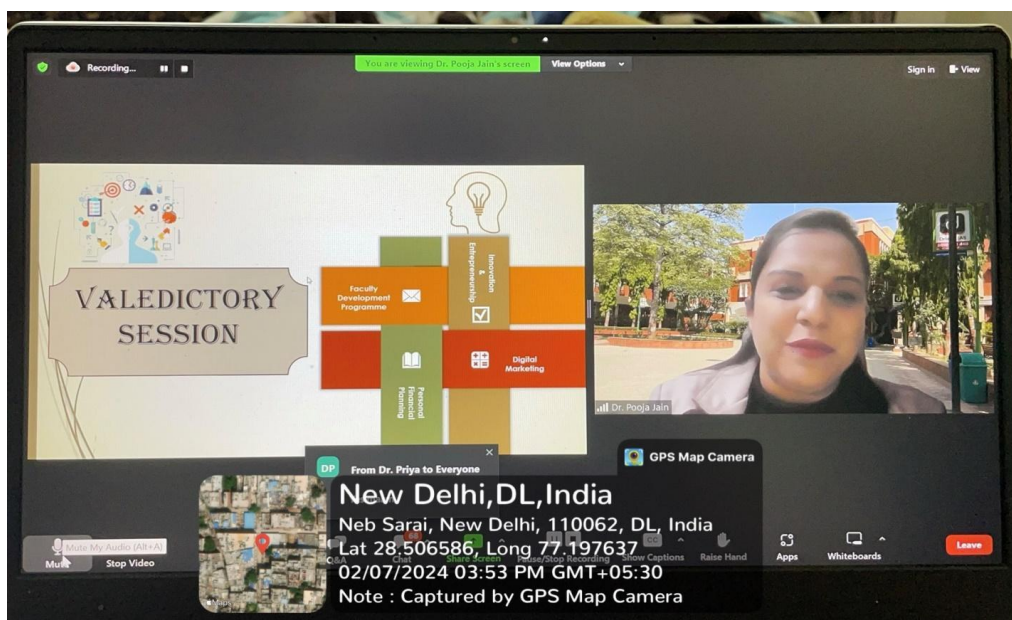


Prof. K. C. Singh, serving as the Acting Principal of Sri Venkateswara College, shared his genuine joy and satisfaction regarding the successful collaboration between Sri Venkateswara College and the Hansraj College. His enthusiasm and optimism were palpable as he eagerly expressed his readiness and anticipation for further fruitful collaborations in the future, fostering a spirit of mutual growth and innovation between the two esteemed educational institutions.

Address by Prof. (Dr.) K. C. Singh , Principal

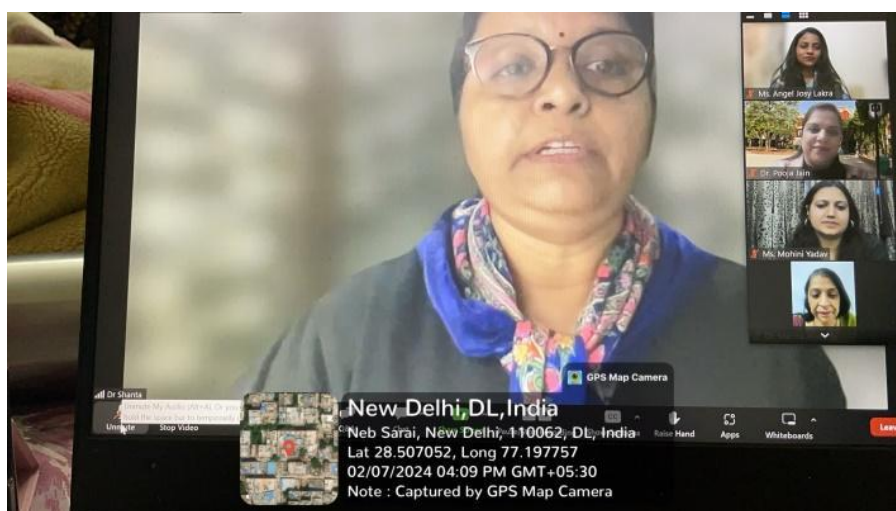


Presentation by Dr. Pooja Jain, Convener-FDP

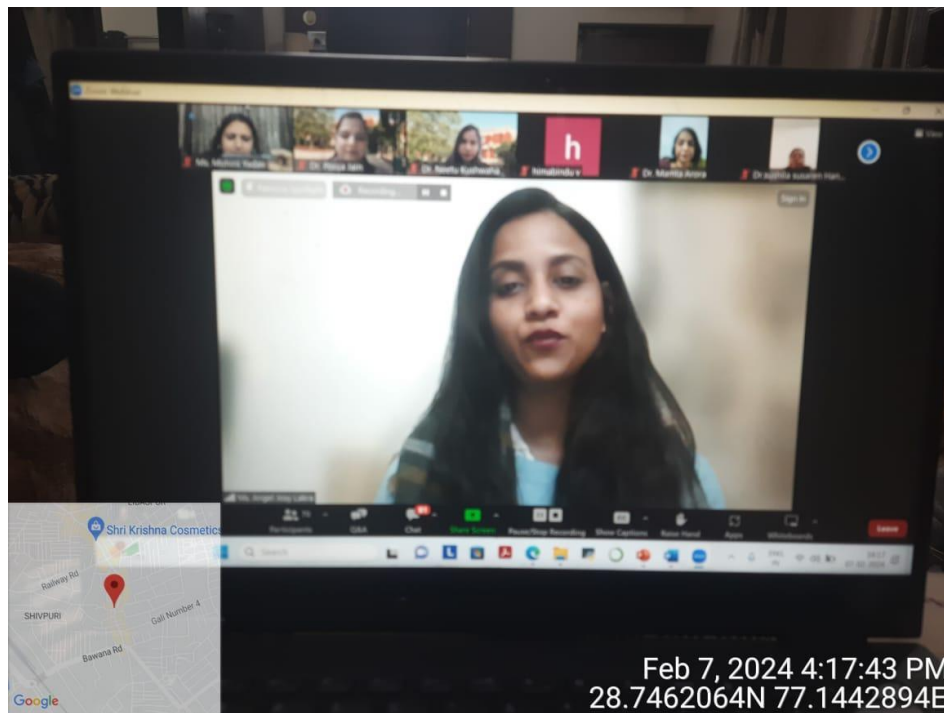


Addressing all the participants, **Dr. Pooja Jain**, Assistant Professor in the Department of Commerce at Sri Venkateswara College, provided a concise summary of the entire Faculty Development Program (FDP). She outlined the topics covered throughout the week, including Digital Marketing, Personal Financial Planning, and Innovation & Entrepreneurship. Additionally, Dr. Jain highlighted the expertise of the professionals who delivered lectures on these subjects during the program.

Feedback from Participants



Vote of Thanks by Ms. Angel Josy Lakra, Organizing Team Member-FDP



At the conclusion of the session, participants enthusiastically seized the opportunity to provide their feedback, reflecting on their valuable takeaways and expressing their appreciation for the enriching experience. **Ms. Angel Josy Lakra**, Assistant Professor within the Department of Commerce at Sri Venkateswara College, gracefully assumed the role of concluding the Faculty Development Program. With heartfelt sincerity, she extended gratitude to all the participants, organizers, speakers, and collaborators whose collective efforts contributed to the success of the program. Her closing remarks resonated with a sense of gratitude and camaraderie, encapsulating the spirit of unity and shared learning that characterized the entire event.

FDP Brochure





**MAHATMA HANSRAJ MALAVIYA MISSION TEACHER TRAINING CENTRE
(MH-MMTTC)**

ONE WEEK ONLINE FACULTY DEVELOPMENT PROGRAMME

on

Skill Enhancement Courses
(Digital marketing, Personal Financial Planning, and Innovation & Entrepreneurship)



Organised by
SRI VENKATESWARA COLLEGE
DEPARTMENT OF COMMERCE
(NAAC Accredited A+ Grade)
University of Delhi

in collaboration with
HANSRAJ COLLEGE
(NACC Accredited A++ GRADE)
University of Delhi



February 1- February 7, 2024
Live Sessions: 2:00 PM - 5:15 PM

Last date for registration: 26th January, 2024

ABOUT HANSRAJ COLLEGE	ABOUT MALAVIYA MISSION SCHEME	ABOUT SRI VENKATESWARA COLLEGE
<p>Hansraj college is one of the largest constituent colleges of University of Delhi and has been ranked as one of the top five colleges for science, arts and commerce several times in the last decade. The faculty and students of the college have contributed immensely in the field of academics, sports and cultural activities. The college faculty is dedicated towards growth and development of the institution academically and administratively to constantly thrive for excellence. Hansarians have been placed in diverse professions and services worldwide and are bringing fame and laurels to the institution.</p>	<p>The Ministry of Education (MoE) has sought to strengthen synergy between HRDCs and PMMMNMTT centers to meet the objective of NEP 2020, keeping in view the optimal utilisation of infrastructure, financial, and human resources. The scheme has been designed to implement some of the recommendations and aims of the policy, which suggests imperative changes to invigorate the prevalent higher education system and thereby deliver high-quality higher education, with equity and inclusion.</p> <p>This scheme also aims to implement the recommendations of NEP viz. to improve the quality of teaching at all levels and in all domains; to focus on equity and inclusion in higher education; promote online and digital education; ensure equitable use of technology; promote Indian language and culture; develop basic infrastructure facilities; create awareness about gender sensitisation; include vocational education in the curriculum; develop leadership and management skills; create pool of mentors and pedagogic experts; and promote research and multidisciplinary education.</p>	<p>Sri Venkateswara College envisages shaping sensitive and balanced global citizens of tomorrow. The temple of education where hearts are cultured with indigenous values and mind are sharpened for critical thinking. From the outset, we have relentlessly pursued the ideals set by our founders and taken pride in creating a holistic learning atmosphere for students from diverse backgrounds. This year marks 62 years for this prestigious institution, which has proudly stood tall through the last many decades. Sri Venkateswara College has over the years acquired an indomitable place in the Indian education map. The college has been crowned with exemplary achievements which made the institution as one of the top institutions of University of Delhi. The college is a NAAC accredited with A+ Grade and NIRF Ranking 14 amongst colleges all over India.</p> <p>The faculty members of the institution have published many books, research papers in renowned journals; delivered invited talks; appeared as reviewers and participated in various conferences at national and international levels.</p>

AIMS OF THE PROGRAMME

- To give a better understanding of the subject matter.
- Preparing faculty for successful dissemination of knowledge.
- Encourage the process of creative thinking among teachers for upgraded andragogy.
- Train the teachers to promote creative mind-set among students.
- To enable the teachers to carve the student's perspective
- Equip our teachers for augmenting the horizon of understanding of students.
- Preparing teachers to develop skills among students to work in teams and build connections, collaborations and social networks.

PROGRAMME OVERVIEW

NEP 2020 has been implemented to tackle the needs of ever changing environment. This policy provides the valuable insights and recommendations on various aspects of education. At college, with the introduction of NEP 2020, there are numerous changes in the curriculum and it leads to the introduction of various Skill Enhancement Courses (SEC) and Value Added Course (VAC).

This FDP is designed to cater the needs of various academicians for a sound understanding of selective subjects, more particularly, Skill Enhancement Course (SEC) papers. The FDP covers few of the most prominent and demanding subjects such as Digital Marketing, Personal Financial Planning and Innovation and Entrepreneurship. All these subjects have a significant relevance in the real world. The programme will be useful not only to the teachers teaching these subjects but for everyone since learning these concepts are the need of an hour.

The objective of the SEC is to impart training for learning beyond the conventional syllabus. It aims to empower the learner to meet challenges in the real world, for instance, in getting the job or entering into the research etc.

RESOURCE PERSONS



Chief Guest
Prof. A.K. Singh (Head & Dean)
Department of Commerce, Delhi
School of Economics, University
of Delhi



Prof. R. P. Tulsian, Shaheed
Bhagat Singh (Evening)
College,
University of Delhi



Dr. Sumangla Rathore, Principal
Suyash College



Prof. Sunaina Kanojia, Department
of Commerce, Delhi School of
Economics, University of Delhi



Prof. Ashish Chandra, Department
of Commerce, Delhi School of
Economics, University of Delhi



Prof. Amit Kumar Singh, Department
of Commerce, Delhi School of
Economics, University of Delhi

THEMES TO BE COVERED

- Digital Marketing Techniques
- Display Advertising
- Search Advertising
- Introduction to Financial Planning
- Insurance Planning and Retirement Benefits
- Personal Tax Planning
- Investment Planning and IPO
- Entrepreneurship in different contexts
- Model for business planning
- Idea generation techniques
- Networking
- Growth strategies

REGISTRATION PROCESS

- Interested Participants are requested to follow the steps mentioned below in order to register for the FDP:
- Participants are required to pay the registration fee of ₹500 via NEFT/IMPS/UPI to the following account:

- Account: Principal, Hansraj College FDC
- Bank: Canara Bank, Hansraj College, Delhi
- Type of Account: Savings
- Account Number: 2848101019873
- *Note: Fee is Non-Refundable

Eligibility Criteria

- Teaching faculty from all disciplines and university
- Teaching faculty includes Permanent, Ad-hoc, Guest, and contractual faculty
- Research scholars

- Pre-registration to the programme is through online mode only.
- Participants are required to fill the registration form using the following link (Please ensure that you have payment proof before filling up the registration form):

Registration Link: <https://forms.gle/Ej5abRdMDW37Kdmx5>



- The last date for registration is 26th January, 2024
- Participants will be informed by 29th January, 2024
- Attendance norms are strict. Participants are required to clear the assessment component for getting the e-certificates.
- Further details will be communicated to the registered participants.

MHMMTTC Team

Patron
Padma Shri Dr. Punam Suri
Chairman, Governing Body, Hansraj
College

Prof. (Dr.) Rama
Principal, Hansraj College
Chairperson, MH-MMTC

Mr. Ashutosh Yadav
Coordinator, MH-MMTC

Ms. Deepshikha Yadav
Dr. Anurag Kakkar
Deputy Coordinators, MH-MMTC

SVC Team

Chief Patron
Prof. K. C. Singh
Acting Principal, Sri
Venkateswara College

Dr. Mamta Arora
Sri Venkateswara College
Convener

Dr. Pooja Jain
Sri Venkateswara College
Convener

Ms. Angel Josy Lakra
Dr. Deepika
Ms. Mohini Yadav
Dr. Neetu Kushwaha
Members

For more information contact:
Dr. Mamta Arora
Mobile no. 9811222984
mamtaarora1966@gmail.com

Dr. Pooja Jain
Mobile no. 9891860800
pjain@svc.ac.in



ONE-WEEK ONLINE FACULTY DEVELOPMENT PROGRAMME

on

SKILL ENHANCEMENT COURSES

(Digital Marketing, Personal Financial Planning, and Innovation & Entrepreneurship)

(February 1 to February 7, 2024)

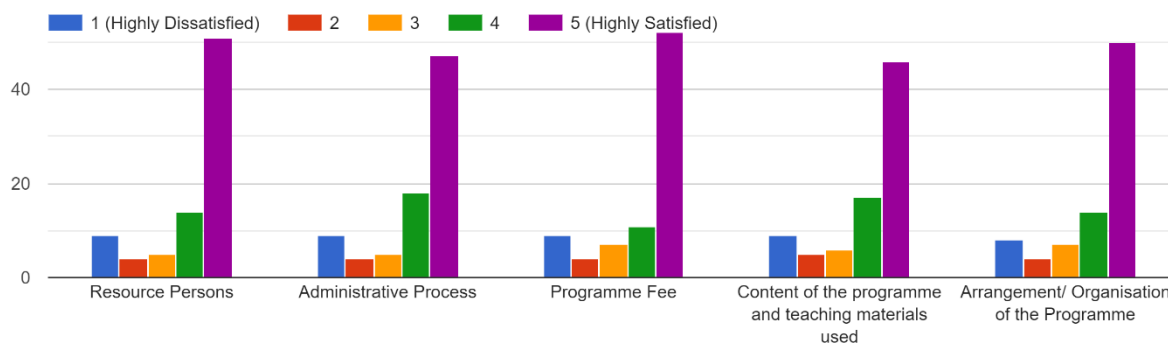
PROGRAMME SCHEDULE

Date	Session	Timing	Topic	Speakers
1.02.2024	1	02:00 P.M. - 03:30 P.M.	Inaugural Session Chief Guest Prof. A.K. Singh (Head & Dean) Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi	
1.02.2024	2	03:45 P.M. - 05:15 P.M.	Introduction to Financial Planning	Prof. R.P. Tulsian Shaheed Bhagat Singh (Evening) College, University of Delhi
2.02.2024	3	02:00 P.M. - 03:30 P.M.	Insurance Planning & Retirement Benefit Planning	Prof. Sunaina Kanojia Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi
2.02.2024	4	03:45 P.M. - 05:15 P.M.	Investment Planning & IPO	Prof. R.P. Tulsian Shaheed Bhagat Singh (Evening) College, University of Delhi
3.02.2024	5	02:00 P.M. - 03:30 P.M.	Personal Tax Planning	Mr. Rajiv Gupta Head of Indian Tax Apollo Tyres
3.02.2024	6	03:45 P.M. - 05:15 P.M.	Entrepreneurship in different contexts- social, cooperative, commercial, public, not for profit organizations	Prof. Ashish Chandra Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi
			Lean canvas model for business plan	

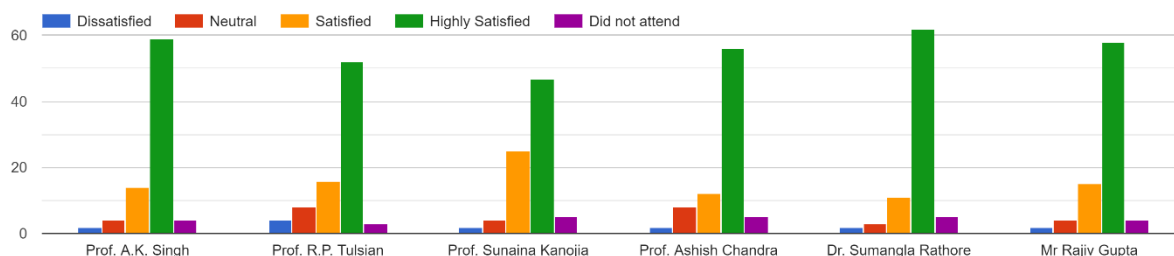
5.02.2024	7	02:00 P.M. - 03:30 P.M.	Intellectual Property Rights in India	Prof. Ashish Chandra Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi
			Techniques of idea generation	
5.02.2024	8	03:45 P.M. - 05:45 P.M.	Networking and growth strategies	Prof. Ashish Chandra Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi
			Learning from failures- Case studies from ventures that could not sustain	
6.02.2024	9	02:00 P.M. - 03:30 P.M.	Marketing in the Digital World	Dr. Sumangla Rathore Suyash College, Adjunct Faculty Member, ICFAI Foundation of Higher Education, Hyderabad
6.02.2024	10	03:45 P.M. - 05:15 P.M.	Digital Marketing Technique	Dr. Sumangla Rathore Suyash College, Adjunct Faculty Member, ICFAI Foundation of Higher Education, Hyderabad
7.02.2024	11	02:00 P.M. - 03:30 P.M.	Display Advertising & Search Advertising	Dr. Sumangla Rathore Suyash College, Adjunct Faculty Member, ICFAI Foundation of Higher Education, Hyderabad
7.02.2024	12	03:45 P.M. - 05:15 P.M.	Valedictory Ceremony	

Feedback Report

How satisfied are you with the following?



How satisfied are you with the sessions of the following resource persons?



Any other feedback

- Very well organised
- Best wishes. It was great learning experience. Many many Congratulations to all the organising members.
- Love to attend more such FDP's
- All the session are highly informative and fruitful. Thanks!
- Looking forward to attend & participating in more FDP in the future.
- Very good sessions and nice organization
- Very Informative and Insightful FDP
- A very well organised FDP, all sessions were insightful, knowledgeable and covered maximum.
- All the lecture delivered by the faculty are well presented. I would like to thank the organizing team for organizing such a wonderful and knowledgeable FDP.
- All the sessions were quite informative and insightful. Hope we get to attend more such events in coming
- Start Refresher Course

- Great Work and Great Planning 🙌🙌
- All session were good and well-coordinated
- It was well-organised FDP. Session taken by Dr. Sumangla Rathore was highly commendable. I request you to conduct a core marketing FDP by inviting Dr. Sumangla Rathore as a resource person. Thanks a lot for such FDP.
- Excellent workshop
- Well organised, Excellent speakers
- Wonderful Organisation and Remarkable knowledge Sharing FDP, Congratulations Team.
- It was a great session & would like to be the part of more future FDP conducted by your team.
- Very well organised and coordinated
- Well organised and impressive
- I am grateful to the organisers for sharing the recordings and promptly responding to queries and concerns. Thank you.
- Well organized FDP 👍
- It was such a nice experience and highly satisfying. The course contents and resource person were of very high quality. Thanks for the notes shared. Looking forward for future FDP also from your end.
- Very knowledgeable & informative sessions
- An enriching experience
- I extend my appreciation for conducting such wonderful sessions and still look forward for more such knowledge enriching sessions
- Thank you for wonderful and enlightening event. Please hold more such FDPs in future.
- All session of seminar was well conducted. Thanks for inviting me. I really appreciated it
- Very wonderful and knowledgeable sessions
- Session is very informative and looking forward for more
- The FDP was very well organised and highly beneficial.
- Thank you to the organising team for such a wonderful FDP for enhancing knowledge base. I have taken various key take aways from all the session.
- Looking forward for more of similar sessions

PARTICIPANT'S LIST

Title(Prof./ Dr./ Mr./ Ms.)	Name	Affiliation
Dr.	Neha Singhal	Sri Venkateswara College, DU
Ms.	Vaishali Chhokar	Shri Ram College of Commerce
Dr.	Areema Pandey	Assistant professor
Ms.	Swati	Shyam Lal College University of Delhi
Ms	Timsy Gupta	Shri Guru Nanak Dev Khalsa College, University of Delhi
Dr.	Divya Sethi	Assistant Professor, Sri Guru Nanak Dev Khalsa College, University of Delhi
Ms.	Komal Goyal	Assistant professor
Ms.	Preeti Choudhary	PhD Research Scholar
Ms.	Maebeama Thoudam	Assistant Professor
Ms	Anshu Chopra	Shivaji College
Ms.	APARNA PRITAM	Assistant Professor
Ms	Priyanka	Maharishi Dayanand University Rohtak,Haryana
Dr.	Devendra Malapati	Sri Venkateswara College (University of delhi)
Ms	Anit Kaur	Sri Guru Tegh Bahadur Institute of Management and Information Technology , GGSIPU
Ms.	Harneet kaur	Sri Guru Tegh Bahadur Institute of Management and Information Technology, GGSIPU
Dr.	Ishleen Kaur	Assistant Professor
Dr.	Jyoti Gupta	Hansraj College,University of Delhi
Dr.	Manjot Kaur Shah	Assistant Professor
Mr.	Manoj Kumar	Bhaskaracharya College of Applied Science, University of Delhi
Dr.	Ishpreet Virdi	Assistant professor
Ms.	Mansi Kanojia	Assistant Professor, Daulat Ram College
Mr.	Sunny Kumar	Research Scholar
Mr	Amit Kumar Paswan	Hindu College University of Delhi
Dr	Rohini baghel	DCAC
Dr	M Rama Naik	Delhi University

Dr.	Harshmeeta Kaur Soni	Mata Sundri College, University of Delhi
Dr.	Preeti	Assistant Professor
Ms	Meghna Surana	Hindu College
Dr	Manisekhar Mallipudi	ANDHRA University
Mr.	Ajit Singh	Sri Venkateswara College, University of Delhi
Dr	Sukhvinder Singgh	Asst Prof MAIT Rohini
Ms.	SWATI GARG	Ph.D. Scholar (Jamia Hamdard)
Ms	Latika Bajetha	Shri Ram College of Commerce
Dr	Pragyan Dangwal	Amity University Uttar Pradesh
Dr	Ramandeep	Government College Ding Mandi, Sirsa (Haryana)
Dr	Shanta Rani Kerketta	Associate professor
Mr.	Nishant Gaur	Maharaja Agrasen Institute of Technology
Dr	Anuradha Gupta	Pgdav college ,DU
Dr.	Shasta Gupta	Assistant Professor, Sri Aurobindo College
Mr.	Yogesh Maruti Kharat	Vishwasrao Ransing College, Kalamb - Walchandnagar Savitribai Phule Pune University Pune.
Dr.	Anita Rani	Government college
Ms.	Sarika	Assistant Professor, Delhi School of professional studies and Research (DPSR), GGSIPU
Ms.	Deepika Jindal	Daulat Ram College, University of Delhi
Dr	Sushila susaren Hansda	The Graduate school college for women Sakchi Jamshedpur kolhan university chaibasa jharkhand
Ms.	Iti Verma	Gargi College, University of Delhi
Ms.	Soumya Sharma	Vivekananda College, University of Delhi
Dr.	Isha Goel	Daulat Ram College, University of Delhi
Dr.	Sunita dahiya	Aditi Mahavidyalaya, University of Delhi
Dr.	Bhoomika Garg	Rajdhani College, University of Delhi
Ms.	Anju dagar	Sri Guru Nanak Dev khalsa college, Delhi University
DR.	DR. AMARJEET KAUR	Dyal Singh College, University of Delhi
Ms.	Damanpreet Kaur	Sri Guru Nanak Dev Khalsa College, University of Delhi

Dr.	Anil Kumar	Deshbandhu College, University of Delhi
Dr.	Anil Kumar	Kamala Nehru College (University of Delhi)
DR,	DR VSDHIMABINDU	ANDHRA UNIVERSITY,A.P
Ms	Priyanka Raina	Manav Rachna International Institute of Research and Studies
Prof(Dr)	Gautam Srivastava	School of Leadership & Management, Manav Rachna International Institute of Research & Studies, Faridabad
Dr.	Khushboo Gulati	Manav Rachna University
Ms	Hina sami	University of Lucknow
Mr.	Kundan Kumar	Rajdhani College, University of Delhi
Dr	MUKUL BHENGRAJ	Affiliation
Ms.	Anjali Chawra	Chaudhary Charan Singh University
Dr.	Vinesh	CCS University Meerut
Dr	Pooja Garg	SGND Khalsa college
Ms	Haneet kaur	Sri Guru Nanak Dev Khalsa College , University of Delhi
Dr	Anita	SGND Khalsa college, University of Delhi
Ms	Shikha Garg	Sri Guru Nanak Dev Khalsa College University of Delhi
Ms.	EKTA GARG	Research Scholar (The Northcap University)
Dr	Komal Vashisht	Sri Guru Nanak Dev Khalsa College, University of Delhi
Dr.	Priya Gupta	CCS University Meerut
Ms	Anmol Yadav	Lady Irwin College, University of Delhi
Ms.	Priya Kumari Chaurasia	Ccsu
Dr.	Meenakshi Ahlawat	Sri Venkateswara College, DU
Ms.	Shruti Ranjan	Christ (deemed to be university) Delhi NCR
Dr	Sindhu Mani Bag	Sri Venkateswara College, University of Delhi
Dr.	P. Chengalrayulu	Sri Venkateswara College (University of Delhi)
Dr.	Manoj Kumar Pandey	Department of Commerce, Gargi College, University of Delhi
Dr.	Monika	Assistant Professor Moti Lal nehru College Eve
Mr.	ROHIT MANCHANDA	University of Delhi
Mr.	Satyavir	Deshbandhu College University of Delhi

Sample Certificate

 Ministry of Education Government of India		 MALAVIYA MISSION TEACHER TRAINING PROGRAMME	Certificate ID: Certificate_ID	 ज्ञान-विज्ञान विम्वरये University Grants Commission
<u>CERTIFICATE OF PARTICIPATION</u>				
This is to certify that Prof./Dr./Mr./Ms.				
<u>Name</u>				
from				
<u>Name of College Institution</u>				
has successfully completed the				
One Week Online Faculty Development Programme				
on				
<u>"Skill Enhancement Courses (Digital marketing, Personal Financial Planning, and Innovation & Entrepreneurship"</u>				
<u>(01st - 07th February, 2024)</u>				
organised by				
Department of Commerce, Sri Venkateswara College, University of Delhi				
in collaboration with				
Mahatma Hansraj Malaviya Mission Teacher Training Centre (MH-MMTTC), Hansraj College, University of Delhi				
 Coordinator (MH-MMTTC, Hansraj College)		 Chairperson (MH-MMTTC, Hansraj College)		



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

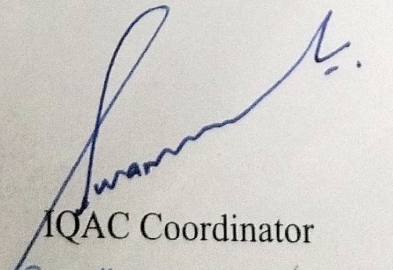
NAAC Grade A+

CERTIFICATE

This is to certify that the One Week Online Faculty Development Programme titled "Skill Enhancement Courses (Digital Marketing, Personal Financial Planning and Innovation & Entrepreneurship)" was successfully conducted from 1st February, 2024 - 7th February, 2024 from 2:30 pm to 5:15 pm by Department of Commerce, Sri Venkateswara College, University of Delhi in collaboration with Hansraj College, University of Delhi in the Online mode and its event report has been submitted to IQAC for records.

Mamta Ansa
15/3/24

Event In-Charge


IQAC Coordinator
Coordinator, IQAC
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021



Principal

PRINCIPAL (Acting)
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021