



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to G.G.S. Indraprastha University & Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Ref.No.: TIAS/2025-26/088

Dated 28/01/2026

The Registrar
Guru Gobind Singh Indraprastha University,
Sector 16C, Dwarka
New Delhi -110075



Sub: Submission of Compliance Report of Academic Audit for Session 2024-25

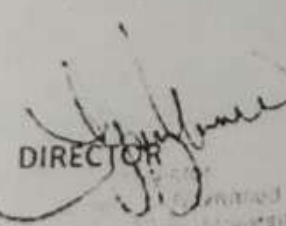
Dear Sir,

This is with the reference to Academic Audit Report received through mail dated 29.12.2025 from Affiliation Branch on subject cited above. Academic Audit Committee have examined and evaluated requisite files of the Institute on 28.11.2025 and provide us overall Observations and Recommendations along with the certain compliances required.

The Institute has taken the steps to comply with the observation in its letter and spirit. Please find the Compliance Report of Academic Audit for Session 2024-25 for your kind perusal.

Thanking you and assuring you our best attention always.

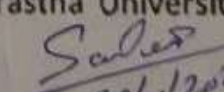
Yours Sincerely


DIRECTOR

Encl.: As Stated Above

Copy to:

✓ By. Registrar (Affiliation), Guru Gobind Singh Indraprastha University, Sector 16C, Dwarka,
New Delhi -110075


29/01/2026

Affiliation Branch
Guru Gobind Singh Indraprastha University
Sector 16-C, Dwarka, New Delhi-110078



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

Approved by AICTE, Ministry of Education Govt. of India,

Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Ref.No.: TIAS/2025-26/088

Dated 28/01/2026

The Registrar
Guru Gobind Singh Indraprastha University,
Sector 16C, Dwarka
New Delhi -110075

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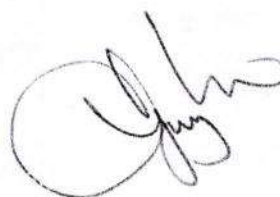
Yours Sincerely


DIRECTOR
Tecnica Institute of Advanced Studies
Institutional Area, Madhuban Chowk
Rohini, Delhi-110085

Encl.: As Stated Above

Copy to:
Dy. Registrar (Affiliation), Guru Gobind Singh Indraprastha University, Sector 16C, Dwarka,
New Delhi -110075

COMPLIANCE REPORT



Director
Bangladesh Institute of Advanced Studies
University of Chittagong, Chittagong, Bangladesh
Bangladesh, Chittagong, Bangladesh



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar
(Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

Subject: : Compliance Report to Academic Audit 2024-25

COMPLIANCE OF IDENTIFIED DEFICIENCIES

Conference Proceedings should be indexed in Scopus / WoS.

The institute has organized many conferences, the main one being 'Proceedings of 42nd National Conference on Emerging Technology for Sustainable Development'. The institute will now published all the conferences in Scopus and web of sciences.

Department	Forthcoming Conference	Date	Remark
DMS National Conference	Human-AI Collaboration and the Redefinition of Managerial Roles	25.04.2026	Forthcoming Conference Proceedings should be indexed in Scopus / WoS.
DICT International Conference	AI Architecture for Sustainable Ecosystem	02.05.2026	Forthcoming Conference Proceedings should be indexed in Scopus / WoS.
DJMC National Conference	India: In Global Crisis Times Agenda: Media Reporting, CSR & Mental Health	09.05.2026	Conference Proceeding proposed for Publication in Scopus index

Brochure of the Conference is Annexed at

Annexure - 1

Faculty members should publish more papers in Scopus / WoS.

The Institute acknowledges the importance of publishing in Scopus and Web of Science indexed journals. In alignment with this objective, systematic research mentoring, incentives, and institutional support have been provided. As an outcome, 40 faculty members have published papers in Scopus/WoS indexed journals, indicating steady progress toward strengthening research standards.

Department	Faculty Member of Programme		Publications: Scopus & WoS indexed journals	Publications: peer Reviewed indexed journals
Department of Management Sciences	MBA, BBA, B.Com (H)	40	Consolidated Total No. of 39+21=60 Nos. of Research Papers Published in Year 2024-25 by the faculty including Scopus, Also Faculty Contributed Actively in Peer Reviewed Index Journal with students to upgrade the Research Eco System in the Institute more than 109 Research Papers were Published by handholding students DMS ISSN- 15; DICT ISSN- 4 ;DJMC ISSN- 90 List of the Journals with their Link is Annexed in Annexure-2	
Department of Information Communication & Technology	MCA, BCA	25		
Department of Journalism & Mass Communication	BAJMC	13		
Total	06 Programmes		60+109 Research Articles	

Faculty members of all above departments had published Scopus / WoS. Papers in Annexed at

Annexure - 2

Director
TECNIA Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-8

100

Students should also be encouraged and motivated to conduct research and publication papers.

The Institute firmly believes that nurturing a research-oriented mindset among students is essential for academic excellence and innovation. Students are consistently encouraged and motivated to participate in research activities and scholarly publications from the undergraduate level onwards. Research methodology is integrated into the curriculum, and students are provided with systematic mentoring by experienced faculty members to help them identify research problems, design studies, and prepare manuscripts for publication. Already following No. of students published paper ISSN and ISBN Publications

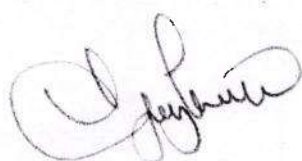
Department	Programme	Research Scholars Number of Publications in ISSN	Research Scholars Number of Publications in ISBN
Department of Management Sciences	MBA/BBA/B.Com	6 Nos. of Article	
Department of Information Communication & Technology	MCA/BCA	37 Nos. of Article	20 Nos. of Article
Department of Journalism & Mass Communication	BA(JMC)	80 Nos. of Article	
Total		86	20

Students are encouraged and motivated to conduct research and publication papers and total No. of 106. Papers on ISSN and ISBN were published by students copy of the same is Annexed at Annexure - 3

Research & Innovation Development Cell should be strengthened

Department	Programme	Faculty with PhD in each Programme of Department	Number of Publications ISBN	Number of Publications ISSN
Department of Management Sciences	MBA/BBA/B.Com	5+13+2	Total Publication= 982 Department wise list attached Link Attached https://tiaspg.tecnia.in/wp-content/uploads/2025/05/Books-and-Chapters-2024.pdf	31
Department of Information Communication & Technology	MCA/BCA	3+8		6
Department of Journalism & Mass Communication	BA(JMC)	7		90
Total				

Research & Innovation Development Cell is strengthened with 35 Nos. of Ph.D/ Senior Faculty in each Departments- Programmes is available. List of the Faculty is Annexed at.....Annexure - 4



Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

002

Overall teacher's availability should be increased in view of Student's intake.

Department of Management Sciences					
Sl. No.	Existing Programmes with Intake	Faculty Required as per IPU	Available Faculty Cadre		
			Professor	Associate Professor	Assistant Professor
1	MBA (40) 2 Yrs.	04	1	0	3
2	MBA 2nd Shift (40) 2 Yrs.	04	0	1	3
3	BBA (120) 4 Yrs.	18	1	4	13
4	BBA 2nd Shift (120) 4 Yrs.	10	1	3	5
5	B.Com.(H) (30) 4 Yrs.	6	0	2	4
Total			3	10	28

Department of Information Communication & Technology					
Sl. No.	Existing Programmes	Faculty Required as per IPU	Available Faculty Cadre		
			Professor	Associate Professor	Assistant Professor
1	MCA (60) 2 Yrs.	5	1	0	2
2	MCA 2nd Shift (60) 2 Yrs.	5	0	1	1
3	BCA (120) 4 Yrs.	18	2	4	12
4	BCA 2nd Shift (120) 4 Yrs.	10	1	2	5
Total			4	7	20

Department of Journalism & Mass Communication					
Sl. No.	Existing Programmes	Faculty Required as per IPU	Available Faculty Cadre		
			Professor	Associate Professor	Assistant Professor
1	BJMC (60) 4	5	2	2	8
2	BJMC 2 nd Shift (60) 4	9	1	3	3
Total			3	5	11

Overall teacher's availability in each Departments / Programme is as per the Faculty Cadre Ratio should be in record in view of Student's intake. Annexure – 5



Director
Faculty Institute of Advanced Study
Affiliated to O.P.J.S. University, Delhi
Munirbagh, New Delhi, India

003

Though improvement is satisfactory, yet better facility for teachers is required.

The progress in infrastructure and support systems is commendable and satisfactory. Nevertheless, further enhancement to facilities specifically for teachers are required to ensure optimal professional development and welfare, with medical facilities now provided to all faculty members.

Annexure - 6

The Institute places strong emphasis on the quality, credibility, and global visibility of scholarly research produced by its faculty and researchers. In keeping with this commitment, the Institute ensures that all conference proceedings associated with its academic events meet internationally accepted research and publication standards.

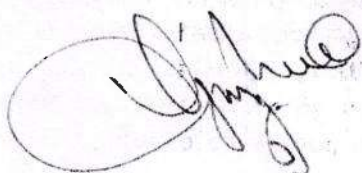
To uphold academic integrity and enhance the impact of research outcomes, the Institute prioritizes publication of conference proceedings in platforms indexed in Scopus and/or Web of Science (WoS). These databases are globally recognized for their rigorous evaluation processes, editorial transparency, and high scholarly benchmarks. By aligning with such indexing agencies, the Institute seeks to ensure that research contributions are widely discoverable, citable, and respected within the international academic community.

Prior to finalizing any conference publication, due diligence is undertaken to verify the indexing status of the proposed journal or proceedings publisher. Faculty members and conference organizers are guided to select only reputable publishers that adhere to ethical publishing practices and peer-review norms.

This approach not only safeguards the academic reputation of the Institute but also supports researchers in gaining meaningful recognition for their work. By encouraging Scopus and WoS indexed conference proceedings, the Institute fosters a culture of excellence, accountability, and global engagement in research and knowledge dissemination.

The progress in infrastructure and support systems is commendable and satisfactory is the comment received from the committee of the Academic Audit 2024-25. Nevertheless, further enhancement to facilities specifically for teachers are in place to ensure optimal professional development and welfare, with medical facilities is provided to all faculty members.

Overall teacher's welfare measures policy is in place to help each Departments / Programme is as per the University Norms.



Director
Iecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-8

004

Ref No. TIAS/2025-26/088

Dated: 28.01.2026

Subject: Compliance Report to Academic Audit 2024-25



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DICT international Conference	AI Architecture for Sustainable Ecosystem	02.05.2026	Forthcoming Conference Proceedings should be indexed in Scopus / WoS.
DJMC National Conference	India: In Global Crisis Times Agenda: Media Reporting, CSR & Mental Health	09.05.2026	Conference Proceeding proposed for Publication in Scopus index
International Conference	AI for Sustainable Development	12.03.2026	Forthcoming Conference Proceedings should be indexed in Scopus / WoS.

Brochure of the Conference is Annexed at

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Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85



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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Ref. No.: TIAS/2025-26/DICT-Conf./01

Date: 20.1.2026

INTERNATIONAL CONFERENCE ON

AI Architecture for Sustainable Ecosystem

Date: 2nd May 2026 (Tentative)

Venue: Auditorium, Tecnia Institute of Advanced Studies, Delhi

006

ABOUT THE CONFERENCE

As artificial intelligence transforms global infrastructures, the need for sustainable, scalable, and ethical AI architectures has never been more critical. This international conference aims to unite researchers, technologists, industry leaders, and policymakers to explore the design, implementation, and governance of AI systems that support long-term ecological, social, and economic sustainability. The event will serve as a platform to discuss innovative frameworks, green computing, ethical AI, and resilient digital ecosystems for a sustainable future.

OBJECTIVES

- To examine the role of AI architecture in building sustainable digital ecosystems.
- To explore green AI, energy-efficient computing, and environmentally conscious design.
- To discuss ethical, legal, and governance frameworks for sustainable AI deployment.
- To identify emerging trends and challenges in AI infrastructure and system design.
- To publish high-quality proceedings in a Scopus/Web of Science indexed publication.

CALL FOR PAPERS

Original and unpublished research papers, case studies, and reviews are invited on the following sub-themes (but not limited to):

THEMATIC TRACKS:

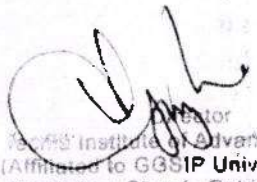
1. **Green AI & Energy-Efficient Computing:** Sustainable algorithms, low-power AI hardware, carbon-aware AI.
2. **AI in Sustainable Development:** Applications in climate science, agriculture, smart cities, and renewable energy.
3. **Ethical AI Architecture:** Bias mitigation, transparency, accountability, and inclusive design.
4. **AI Infrastructure & Cloud Sustainability:** Eco-friendly data centres, edge computing, and scalable AI systems.
5. **AI Governance & Policy Frameworks:** Regulatory compliance, standards, and ethical guidelines for sustainable AI.
6. **AI for Circular Economy:** Waste reduction, resource optimization, and lifecycle management.
7. **Human-AI Collaboration in Sustainable Systems:** Interface design, trust, and participatory AI.
8. **Security & Privacy in Sustainable AI Ecosystems:** Resilient and secure AI architectures.

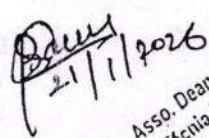
PUBLICATION OPPORTUNITY

Selected high-quality papers presented at the conference will undergo a rigorous double-blind peer-review process. Accepted and revised papers will be published in the conference proceedings, which will be submitted for indexing in Scopus/Web of Science. Further details regarding the publication partner will be announced on the conference website.

SUBMISSION GUIDELINES

1. Abstract: 300–350 words with 5–6 keywords.
2. Full Paper: 4000–8000 words (including references), formatted in APA 7th edition.
3. Submissions must be original and not under review elsewhere.


Asso. Dean, Dept. of Info. Comm. & Tech.
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85


21/1/2026
Asso. Dean, Dept. of Info. Comm. & Tech.
Tecnia Institute of Advanced Studies

4. All submissions must be made electronically via the conference portal (link available on website).
5. A blind manuscript (without author details) is required for review.

IMPORTANT DATES

- Abstract Submission Deadline: 15th February 2026
- Notification of Abstract Acceptance: 25th February 2026
- Full Paper Submission Deadline: 10th March 2026
- Notification of Paper Acceptance: 31st April 2026
- Registration & Camera-Ready Paper: 15th April 2026
- Conference Date: 2nd May 2026

007

REGISTRATION FEES

Category	Early Bird (Till 31.03.2026)	Regular (After 31.03.2026)
Academicians/Professionals	₹ 1500	₹ 2000
Research Scholars/Students	₹ 1000	₹ 1500
Participants (Non-presenters)	₹ 700	₹ 1000

Fees include conference kit, lunch, and refreshments. Publication charges (if applicable) will be informed separately after paper acceptance.

ADVISORY COMMITTEE

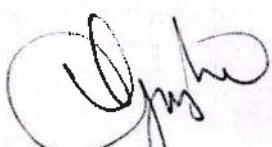
- Chief Patron: Dr. Ram Kailash Gupta, Chairman, Tecnia Group
- Patron: Dr. (Prof.) Ajay Kumar, Director, TIAS
- Co-Patron: Dr. MN Jha, Dean Academics, TIAS
- Member: Dr. Anurag Jain, Professor, GGSIPU, Computer Science
- Member: Dr. Raghu Ramakrishna Computer Science & Information Technology Chief Technology Officer TCS

CONFERENCE COMMITTEE

- Conference Head: Dr. Sushma Bahuguna, Asso. Dean, DICT, TIAS
- Conference Chair: Dr. Ratandeep Kaur, Head, Department of ICT- MCA, TIAS
- Convener: Dr. Nupur, Asso. Prof., Research Coordinator DICT, TIAS
- Co-Convener: Dr. Neeta, Asso. Prof., Head, DICT-BCA- 1st Shift TIAS
- Member: Ms. Bharti Aggarwal, Assistant Prof., Head, DICT-BCA- 2nd Shift, TIAS
- Member: Dr. Vineer Srivastava, Asst. Prof., DICT-BCA-TIAS
- Member: Dr. Ashutosh Pandey, Asst. Prof. DICT-BCA-TIAS
- Member: Dr. Anshu Arora, Asst. Prof. DICT-BCA-TIAS
- Member: Mr. Gaurav Rawat, Asst. Prof. DICT-BCA-TIAS
- Member: Mr. Sukant Vats, Asst. Prof. DICT-BCA-TIAS

CONTACT INFORMATION

Dr. Sushma Bahuguna,
Asso. Dean, Dept. of Info. Comm. & Tech.
Tecnica Institute of Advanced Studies
Department of Information Communication & Technology
TECNIA INSTITUTE OF ADVANCED STUDIES
Madhuban Chowk, Rohini, Delhi – 110085
Email: dictconference@tecnia.in
Phone: 011-27555121-22-23-24-263, +91-98110 23864
Conference Website: <https://tiaspg.tecnia.in/dict/>


Director
Tecnica Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-85

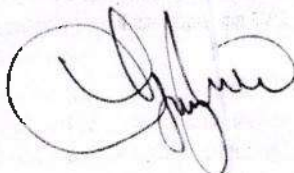
Dated: 20.1.2026

F. No.: TIAS/2025-26/DICT-Conf./01

Copy forwarded to the following for information and necessary action:

1. Chairman, Tecnia Group for Information
2. Director, Tecnia Institute of Advanced Studies (TIAS)
3. Dean Academics, (TIAS)
4. All Asso. Deans of DMS, DICT, DJMC, (TIAS)
5. All HoD's of MBA, MCA, BBA, BCA, BAJMC, B.Com (H) of Respective Shifts, (TIAS)
6. All In-Charges, Coordinators of Internal Quality Cell, Training & Development Cell, Entrepreneurship Development Cell, RIDC, Social Media Cell, (TIAS)
7. Chair, Centre of Excellence- AI & Robotics; Universal Human Values Development Centre, Centre of Communication
8. Librarian, TIAS, to display information in Library for students
9. All Labs In-Charges to display information in Lab for students
10. Students' Welfare, Faculty Affairs, Research, Innovation, Consultancy & Development, Dean IQAC, Statutory Cell, CoE In-Charges
11. In-Charge- Students' Welfare & Proctor, Administration (EDC), Examinations, Accounts & Finance
12. Nodal Officers NCC /NSS/ UBA & All ed Clubs as per GGS IP University,
13. Site Supervisor (Security & Sanitation) with the request to make necessary arrangements for the event and Security Guards and sanitation arrangement at the designated venue,
14. Academic Admin, TIAS - with the request to make necessary arrangements for with the request to make necessary arrangement of Podium, tray, clothes, towel for Event Guest, electricity connection and other civic works at the designated venue.
15. HoD's MCA, BCA with the request for preparation of Minute-to-Minute programme, in co-ordination with Dean ICT.
16. Dr. Ratandeep Kaur, DICT, TIAS with the request to comper the event.
17. All Branch Heads TIAS
18. Head ITC and Asso. Dean DICT with the request to upload the Notice on the Institute Website
19. PRO & In-Charge Social Media Cell TIAS with the request to circulate on Social Media Platform.
20. Media Coordinator, TIAS with the request to published News on Portal and Newspapers and to make arrangements for taking Photographs & Video of the events and also upload the same on the TIAS Website and Tecnia TV, Youngster
21. Secretary to Director, TIAS for Statutory and other compliance
22. A.O. to Admin Staff, for Information and compliance TIAS
23. All Admin In-Charge of Departments
24. All Notice Board
25. Office Copy
26. Guard File

Balwinder
21/1/2026
Asso. Dean, Dept. of Inform. Comm. & Tech.
Tecnia Institute of Advanced Studies,



Director
Tecnia Institute of Advanced Studies
(Affiliated to GGSIP University Delhi)
Madhuban Chowk, Rohini, Delhi-8



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

Approved by AICTE, Ministry of Education Govt. of India,
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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Ref. No.: TIAS/2025-26/DMS-Conf./01

Date: 20.1.2026

NATIONAL CONFERENCE ON HUMAN AI COLLABORATION AND THE REDEFINITION OF MANAGERIAL ROLES

Date: 25th April 2026 (Tentative)

Venue: Auditorium Tecnia Institute of Advanced Studies, Delhi

009

ABOUT THE CONFERENCE

The rapid integration of Artificial Intelligence (AI) into business ecosystems is fundamentally transforming organizational structures, decision-making processes, and leadership paradigms. This national conference aims to bring together academicians, researchers, industry practitioners, and students to explore the evolving synergy between human intelligence and artificial intelligence. We will critically examine how AI augments managerial capabilities, necessitates new skill sets, and redefines traditional roles, preparing leaders for a future of collaborative intelligence.

OBJECTIVES

- To foster dialogue on the theoretical and practical aspects of Human-AI collaboration in management.
- To explore the impact of AI on leadership, strategy, ethics, and organizational behavior.
- To identify the emerging competencies and roles required for managers in an AI-augmented workplace.
- To provide a platform for sharing cutting-edge research and industry best practices.
- To publish high-quality proceedings in a Scopus/Web of Science indexed source.

CALL FOR PAPERS

Researchers are invited to submit original, unpublished research papers and case studies on the following sub-themes (but not limited to):

THEMATIC TRACKS:

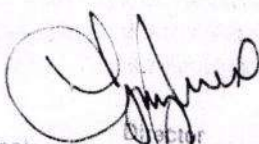
1. **AI and Strategic Leadership:** AI in decision support systems, strategic planning, and competitive advantage.
2. **Redesigning Organizational Structures:** AI-driven workflows, hybrid teams (Human-AI), and changing hierarchies.
3. **Ethics, Trust, and Governance:** Bias in AI, algorithmic accountability, privacy, and ethical leadership in the AI era.
4. **Talent Management in the AI Age:** Reskilling/Upskilling, AI in HR processes, and the future of work.
5. **Marketing and Customer Relations:** AI in consumer analytics, personalized marketing, and customer experience management.
6. **Operations and Supply Chain Intelligence:** AI for predictive analytics, automation, logistics, and sustainable operations.
7. **Financial Analytics and AI:** Algorithmic trading, risk management, fraud detection, and FinTech innovations.
8. **The Human Element:** Change management, fostering AI acceptance, and psychological aspects of Human-AI collaboration.

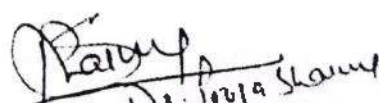
PUBLICATION OPPORTUNITY

Selected high-quality papers presented at the conference, after a rigorous double-blind peer-review process and subsequent revision, will be considered for publication in the conference proceedings. We are in the process of finalizing an agreement with a Scopus/Web of Science indexed book series or journal for the publication of the proceedings. Details will be announced on the conference website shortly.

GUIDELINES

1. Abstract: 300-350 words, with keywords (5-6).
2. Full Paper: 4000-8000 words (including references), in APA 7th edition format.
3. Papers must be original and should not be under consideration for any other conference or publication.
4. All submissions must be made electronically in MS Word format via the conference submission portal (link provided on the website).
5. A blind manuscript (without author details) must be submitted for review.


Director
Tecnia Institute of Advanced Studies
Affiliated to GGSIP University Delhi
Madhuban Chowk, Rohini, Delhi


Asso. Dean, Dept. of Mgt. Sc.
Tecnia Institute of Advanced Studies

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- Last Date for Full Paper Submission: **28th February 2026**
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- Last Date for Registration & Camera-Ready Paper: **15th April 2026**
- Conference Date: **25th April 2026**

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Category	Early Bird (Till 31.03.2026)	Regular (After 31.03.2026)
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Registration fee includes conference kit, lunch, and refreshments. Publication charges, if applicable, will be communicated separately after paper acceptance.

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- Co-Chief Patron : Dr. Sandhya Bindal Vice Chair Person, Tecnia Institute of Advanced Studies
- Patron: Dr. (Prof.) Ajay Kumar, Director, TIAS
- Co-Patron: Dr. MN Jha, Dean Academics, TIAS
- (Names of renowned national and international academicians and industry experts from AI and Management fields will be listed on the final brochure and website.)

CONFERENCE COMMITTEE

- Conference Chair: Dr. Pooja Sharma, (Asso. Prof.) Asso. Dean, Department of Management Sciences, TIAS
- Convener: Dr. Monisha (Prof.) Head, Department of Management Sciences -MBA, TIAS
- Co-convener: Dr. Archana Dixit (Assoc. Prof.), Department of Management Sciences -BBA- 1st Shift, TIAS
- Member Dr. Shalini Gupta (Assoc. Prof.), Dr. Kaveri CS (Assoc. Prof.), Dr. RubeenaBano, (Assistant Prof.), Dr. Parul Gaba (Assistant Prof.), Dr. Pragati (Assistant Prof.), Ms. Meenakshi Azad (Assistant Prof.), Ms. Aastha (Assistant Prof.), Ms. Rachna (Assistant Prof.), Ms. Shradha Jain (Assistant Prof.), Ms. Nisha Rai (Assistant Prof.), Mr. Parag (Assistant Prof.), Ms. Ramika Verma (Assistant Prof.), Ms. Amarpreet Kaur (Assistant Prof.), Ms. Aparna Vats (Assistant Prof.), Mr. Kuldeep Kumar (Assistant Prof.), Mr. Kapil Bhardwaj (Assistant Prof.), Ms. Shreya Chauhan (Assistant Prof.), Mr. Suraj Parashar (Assistant Prof.), Ms. Sonia Ruhil (Assistant Prof.), Ms. Raman Arora (Assistant Prof.), Ms. Jagriti Bhatia (Assistant Prof.)

Contact Information
Asso. Dean, Dept. of Mgt. Sc.
Tecnia Institute of Advanced Studies

Dr. Pooja Sharma

Dr. Pooja Sharma
Asso. Dean, DMS, Conference Secretariat
Department of Management Sciences
TECNIA INSTITUTE OF ADVANCED STUDIES
Madhuban Chowk, Rohini, Delhi - 110085

Email: dmsconference@tecnia.in
Phone: 011-27555121-22-23-24-263, +91-9779212140
Conference Website: <https://tiaspq.tecnia.in/dms/>

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011

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Department of Management Sciences
Tecnia Institute of Advanced Studies, Delhi

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(QR Code to be inserted)

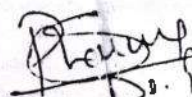
Note: Dates, publication details, and fees are tentative and subject to change. Please refer to the official conference website for final and updated information.

Ref. No.: TIAS/2025-26/DMS-Conf./01

Date: 20.1.2026

Copy forwarded to the following for information and necessary action:

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5. All HoD's of MBA, MCA, BBA, BCA, BAJMC, B.Com (H) of Respective Shifts, (TIAS)
6. All In-Charges, Coordinators of Internal Quality Cell, Training & Development Cell, Entrepreneurship Development Cell, RIDC, Social Media Cell, (TIAS)
7. Chair, Centre of Excellence- AI & Robotics; Universal Human Values Development Centre, Centre of Communication
8. Librarian, TIAS, to display information in Library for students
9. All Labs In-Charges to display information in Lab for students
10. Students' Welfare, Faculty Affairs, Research, Innovation, Consultancy & Development, Dean IQAC, Statutory Cell, CoE In-Charges
11. In-Charge- Students' Welfare & Proctor, Administration (EDC), Examinations, Accounts & Finance
12. Nodal Officers NCC /NSS/ UBA & Allied Clubs as per GGS IP University,
13. Site Supervisor (Security & Sanitation) with the request to make necessary arrangements for the event and Security Guards and sanitation arrangement at the designated venue,
14. Academic Admin, TIAS - with the request to make necessary arrangements for with the request to make necessary arrangement of Podium, tray, clothes, towel for Event Guest, electricity connection and other civic works at the designated venue.
15. HoD's MCA, BCA with the request for preparation of Minute-to-Minute programme, in co-ordination with Dean ICT.
16. Dr. Ratandeep Kaur, DICT, TIAS with the request to comper the event.
17. All Branch Heads TIAS
18. Head ITC and Asso. Dean DICT with the request to upload the Notice on the Institute Website
19. PRO & In-Charge Social Media Cell TIAS with the request to circulate on Social Media Platform.
20. Media Coordinator, TIAS with the request to published News on Portal and Newspapers and to make arrangements for taking Photographs & Video of the events and also upload the same on the TIAS Website and Tecnia TV, Youngster
21. Secretary to Director, TIAS for Statutory and other compliance
22. A.O. to Admin Staff, for information and compliance TIAS
23. All Admin In-Charge of Departments
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25. Office Copy
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TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

Approved by AICTE, Ministry of Education Govt. of India,
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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Ref. No.: TIAS/DJMC-Conf./2025-26/001

Date: 20.1.2026

NATIONAL CONFERENCE ON

India: In Global Crisis Times

Agenda: Media Reporting, CSR & Mental Health

Date: 9th May 2026 (Tentative)

Venue: Auditorium, Tecnia Institute of Advanced Studies, Delhi

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ABOUT THE TECNIA INSTITUTE OF ADVANCED STUDIES

Tecnia Institute of Advanced Studies ("TIAS") is a Flagship of Tecnia Group of Institutions; one of the Premier NAAC accredited "A" Grade Institute; Approved by All India Council For Technical Education (AICTE), Ministry of Education, [formerly the Ministry of Human Resource Development] Government Of India (GoI) and Affiliated to Guru Gobind Singh Indraprastha University, Delhi; Recognized under Section 2(f) of University Grants Commission Act, 1956. The Institute conducts Master of Business Administration (MBA) and Bachelor of Business Administration (BBA) since 1999, Bachelors of Arts Journalism and Mass Communication BA (JMC) since 2003 & Bachelor of Computer Applications (BCA) since 2019. All the above programmes runs in both shifts. The institute is ISO-9001:2015, ISO-14001:2015, ISO-21001:2018 & ISO-51001:2018 certified for standardization. Institute features among Top 50 Best B-School in North Zone by The Week Hansa Research Survey, Top 50 Private Institute in India by Times BBA Education Ranking Survey; The institute has established Institution Innovation Council (IIC) under the Norms of Ministry of Education, [formerly the Ministry of Human Resource Development]'s Innovation Cell, GoI Dated 11.09.2019 to promote Innovation and Start up and also established Entrepreneurship Development Cell.

Institute provides Value Added Programs, Capabilities Enhancement Program & Career Counseling Session on Technical and Soft Skill Expertise knowledge for development of young professional.

The institute had setup TIAS-NPTEL Local chapter to complete MOOCs Course with e-certification for making students employable. Institute has ultra- Modern infrastructure and impart Value Based Education, conducts Training, Research & Consultancy, National and International Conferences and Seminars, Faculty Exchange Programme, Technical cum Cultural Fest etc. since 1999. The Institute is located at a prime location and has State-of-the-Art facilities, erudite faculties, dedicated staff members and an ambience to fulfill admirable academic pursuit.

ABOUT THE DEPTMENT OF JOURNALISM AND MASS COMMUNICATION

The Tecnia Institute of Advanced Studies' most sought-after and prestigious undergraduate programme BA(JMC). The Syllabi and Curriculum Framework for BA (Journalism & Mass Communication) degree programme effective from session 2025-26 onwards by Guru Gobind Singh Indraprastha University intended to design a broad

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Dr. Shivadas K. Rai
Head of Department of Journalism & Mass Communication
Tecnia Institute of Advanced Studies

learning framework to provide the human capital needs of the ever-changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovate, incubate and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare undergraduates to achieve skills for the digital and cyber world of the present and future eras. The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem-solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/teamwork, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future-ready professionals and socially responsible global citizens working in multicultural environments contributing to the attainment of global peace.

ABOUT THE CONFERENCE

In an era of global crises—from pandemics and climate emergencies to geopolitical conflicts—the role of media, corporate responsibility, and mental well-being has become critically intertwined. This national conference aims to bring together journalists, media professionals, CSR leaders, mental health experts, researchers, and students to explore and deliberate on the multifaceted challenges and responsibilities of media reporting during crises, the evolving role of Corporate Social Responsibility (CSR), and the impact on public and individual mental health.

OBJECTIVES

- To examine the ethical, social, and psychological dimensions of crisis reporting in Indian and global contexts.
- To discuss the role of CSR in supporting crisis response, community resilience, and mental health initiatives.
- To explore the mental health challenges faced by journalists, frontline workers, and affected communities during crises.
- To foster interdisciplinary dialogue among media, corporate, and mental health sectors.
- To publish selected papers in a **Scopus-indexed conference proceeding**.

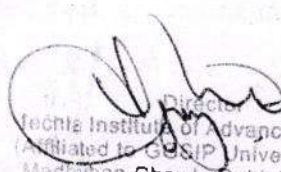
CALL FOR PAPERS

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THEMATIC TRACKS:

1. **Crisis Journalism & Ethics:** Role of media in pandemic, disaster, and conflict reporting; fake news, sensationalism, and responsible reporting.
2. **CSR in Crisis Management:** Corporate interventions in health, environment, and humanitarian crises; partnerships with NGOs and government.
3. **Media, Mental Health & Public Perception:** Impact of crisis reporting on public anxiety, trauma, and collective behavior.


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4. **Digital Media & Crisis Communication:** Social media, misinformation, and digital literacy in times of crisis.
5. **Policy, Regulation & Media Freedom:** Legal frameworks, censorship, and media accountability during emergencies.
6. **Community Engagement & Grassroots Reporting:** Hyperlocal media, citizen journalism, and community resilience.
7. **Mental Health of Media Professionals:** Stress, burnout, trauma, and well-being of journalists and content creators.
8. **CSR, Mental Health & Workplace Well-being:** Corporate initiatives for employee mental health during crises.

PUBLICATION OPPORTUNITY

Selected high-quality papers presented at the conference will undergo a **double-blind peer-review process**. Revised papers will be considered for publication in the conference proceedings, which is proposed to be published in a **Scopus-indexed book series/journal**. Final details will be shared on the conference website.

SUBMISSION GUIDELINES

1. **Abstract:** 300–350 words with 5–6 keywords.
2. **Full Paper:** 4000–8000 words (including references) in APA 7th edition format.
3. **Originality:** Papers must be unpublished and not under consideration elsewhere.
4. **Submission:** Via online portal (link on website) in MS Word format.
5. **Blind copy:** Author details must be removed for review.

IMPORTANT DATES

- Abstract Submission Deadline: **15th February 2026**
- Notification of Abstract Acceptance: **20th February 2026**
- Full Paper Submission Deadline: **25th March 2026**
- Paper Acceptance Notification: **31st March 2026**
- Registration & Camera-Ready Paper: **15th April 2026**
- Conference Date: **9th May 2026**

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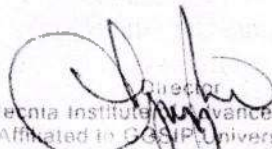
REGISTRATION FEES

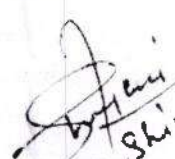
Category	Early Bird (Till 31.03.2026)	Regular (After 31.03.2026)
Academicians/Professionals	₹ 1500	₹ 2000
Research Scholars/Students	₹ 1000	₹ 1500
Non-Presenters	₹ 700	₹ 1000

Fee includes conference kit, lunch, and refreshments. Publication charges (if applicable) will be informed separately.

ADVISORY COMMITTEE

- **Chief Patron:** Dr. Ram Kailash Gupta, Chairman, Tecnia Group
- **Co-Chief Patron:** Dr. Sandhya Bindal, Vice Chairperson, Tecnia Institute of Advanced Studies
- **Patron:** Dr. (Prof.) Ajay Kumar, Director, TIAS


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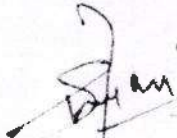

Dr. Shivendu K. Rai
Vice-Chairperson
Tecnica Institute of Advanced Studies

- **Co-Patron:** Dr. MN Jha, Dean Academics, TIAS
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- Prof Sanjay Dwivedi, EX-DG, IIMC, New Delhi
- Prof Shrikant Singh, Rtrd Prof MCNUJC, Bhopal
- Prof Rehman Musawir, Jamia Milia Islamia University, New Delhi
- Dr Vikash Singh, Director, Uttaranchal University, Uttarakhand
- Prof Nirmala Mani Adhikary, HOD BJMC, Kathmandu University, Nepal
- Prof Waqas Mahmood, IAMCR

CONFERENCE COMMITTEE

- **Conference Chair:** Dr. Shivendu Kumar Rai, Asso. Dean, Dept. of Journalism & Mass Communication
- **Convener:** Dr. Gopal Thakur, HOD 1st Shift Dept. of Journalism & Mass Communication
- **Co-convener:** Dr. Upasana Khurana, HOD 2^{ns} Shift, Dept. of Journalism & Mass Communication
- **Members:** Dr Ashish Kumar, Assistant Professor, Dr. Arpita Sneha, Assistant Professor, Dr Akash Dwivedi

CONTACT


Dr. Shivendu Kumar Rai
Asso. Dean, DJMC, Conference Secretariat
 Department of Journalism & Mass Communication
 TECNIA INSTITUTE OF ADVANCED STUDIES
 Madhuban Chowk, Rohini, Delhi - 110085
 Email: djmc.conference@tecnia.in
 Phone: 011 2755 5121, +91-896402828587
 Website: <https://tiaspg.tecnia.in/djmc/>

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 Tecnia Institute of Advanced Studies, Delhi

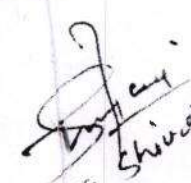
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[QR Code to be inserted]

Note: Dates, publication details, and fees are tentative and subject to change. Please visit the official conference website for the latest updates.

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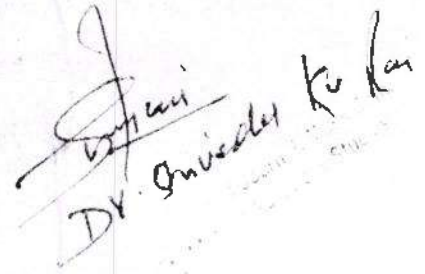

 Dr. Shivendu K. Rai

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15. HoD's DJMC with the request for preparation of Minute-to-Minute programme, in co-ordination with Dean DJMC.
16. Dr. Upasna Khurana, DJMC, TIAS with the request to compere the event.
17. All Branch Heads TIAS
18. Head ITC and Asso. Dean DJMC with the request to upload the Notice on the Institute Website
19. PRO & In-Charge Social Media Cell TIAS with the request to circulate on Social Media Platform.
20. Media Coordinator, TIAS with the request to published News on Portal and Newspapers and to make arrangements for taking Photographs & Video of the events and also upload the same on the TIAS Website and Tecnia TV, Youngster
21. Secretary to Director, TIAS for Statutory and other compliance
22. A.O. to Admin Staff, for information and compliance TIAS
23. All Admin In-Charge of Departments
24. All Notice Board
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Dr. Upasna Khurana

Ref No. TIAS/2025-26/088

Dated: 28.01.2026

Subject: Compliance Report to Academic Audit 2024-25



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 INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar
 (Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

2 Faculty members should publish more papers in Scopus / WoS.

The Institute acknowledges the importance of publishing in Scopus and Web of Science indexed journals. In alignment with this objective, systematic research mentoring, incentives, and institutional support have been provided. As an outcome, 40 faculty members have published papers in Scopus/WoS indexed journals, indicating steady progress toward strengthening research standards

Department	Programme	Faculty Member Available	Publications
Department of Management Sciences	MBA, BBA, B.Com (H)	40	43 Nos. of Articles are Published
Department of Information Communication & Technology	MCA, BCA	25	
Department of Journalism & Mass Communication	BAJMC	13	
Total	06 Programmes		

Faculty members of all above departments had published Scopus / WoS. Papers in Annexed

017

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Sl. No.	TITLE OF PAPER	NAME OF THE AUTHOR'S	NAME OF JOURNAL	CALENDAR YEAR OF PUBLICATION	ISSN NUMBER	LINK TO THE RECOGNITION IN UGC ENLISTMENT OF THE JOURNAL /DIGITAL OBJECT IDENTIFIER (DOI) NUMBER	LINK TO WEBSITE OF THE JOURNAL	LINK TO ARTICLE / PAPER / ABSTRACT OF THE ARTICLE
				018				
1	Review paper on marketing strategy & CSR with socialism in the pandemic era	Dr.Bhoopendra Bharti	International Journal of Work Innovation	2024	2582-2160	https://www.ijfmr.com/	https://www.ijfmr.com/research/paper.php?id=15236	
2	Artificial Intelligence Powered Congestion Free Transportation System Through Extensive Simulation	Dr.Vinay Nassa	Journal of Machine and Computing	2024	2788-7669	https://anapub.co.ke/journals/jmc/jmc_abstract/2024/jmc_volume_04_issue_01/jmc_volume_4_issue1_24.html	https://anapub.co.ke/journals/jmc/jmc_pdf/2024/jmc_volume_4_issue_1/jmc_20240402_4.pdf	
3	Development of Image Processing and AI Model for Drone Based Environmental Monitoring System	Dr. Vinay Nassa	Journal of Machine and Computing	2024	2788-7669	https://www.scribd.com/document/2110113357/1&tip=sid&clean=0	https://www.scribd.com/document/2110113357/1&tip=sid&clean=0	
4	Development of Smart Agriculture to detect the Symptom Coffee Leaf Disease using TensorFlow based model with Transfer and Spatial Attention Mechanism	Dr. Vinay Nassa	International Journal of Electrical and Electronics Research	2021	2347-4700	https://ijeer.forexjournal.co.in/archive/volume-12/ijeer-12bdf02.html	https://ijeer.forexjournal.co.in/archive/volume-12/ijeer-12bdf02.html	
5	The Role of Leadership in Driving Organizational Change: A Comparative Analysis of Different Management Styles	Dr Chaitali Bhattacharya	European Economic Letters	2024	2323-5233	https://eelet.org.uk/index.php/journal/article/view/1888/1681	https://eelet.org.uk/index.php/journal/article/view/1888/1681	
6	Python-based social science application profiling and optimization on HPC systems using task and data parallelism	Dr. Vinay Nassa	The Scientific Temper	2024	0976-8653	https://scientifictemper.com/index.php/tst/article/view/705	https://scientifictemper.com/index.php/tst/article/view/705	
7	Integrating machine learning and mathematical programming for efficient optimization of electric discharge machining technique	Dr. Vinay Nassa	The Scientific Temper	2024	0976-8653	https://scientifictemper.com/index.php/tst/article/view/705	https://scientifictemper.com/index.php/tst/article/view/705	
8	Improving operations: Enhancing AI translation capabilities using an ensemble LLM and AI model	Dr. Vinay Nassa	Entertainment Computing	2024	1875-9521	https://www.sciencedirect.com/journal/entertainment-computing	https://www.sciencedirect.com/journal/entertainment-computing	


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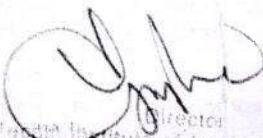
9	A survey of drone using IOT	Dr. Deepak Sonker	International Journal of Advanced Research in Science, Communication and Technology (IJAR SCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper8689.pdf
10	Automatic lights using PIR sensors	Dr. Deepak Sonker	International Journal of Advanced Research in Science, Communication and Technology (IJAR SCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper13159.pdf
11	Impact Of Artificial Intelligence On Jobs	Ms. Sania Kukkar	Journal Of Survey in Fisheries Sciences	2024	2368-7487	https://sifisheressciences.com/index.php/journal/article/view/1518	https://sifisheressciences.com/index.php/journal/article/view/1518/872
12	The concept of Fog Computing with IOT algorithms and challenges	Geeta	Education and Society	2024	2278-6864	https://www.ijmesnicholaspublishers.com.au/education-and-society/	https://www.ijfmr.com/papers/2024/1/11885.pdf
	The concept of Fog Computing with IOT algorithms and challenges	Vandana	Education and Society	2024	2278-6864	https://www.ijmesnicholaspublishers.com.au/education-and-society/	https://www.ijfmr.com/papers/2024/1/11885.pdf
14	Automatic lights using PIR sensors	Arnima Pathak	International Journal of Advanced Research in Science, Communication and Technology (IJAR SCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper13159.pdf
15	Automatic lights using PIR sensors	Mansi Jaiswal	International Journal of Advanced Research in Science, Communication and Technology (IJAR SCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper13159.pdf
16	Restructuring Indian Education Through MOOCs: A study from Indian Perspective	Dr. Monisha	Sudarshan Research Journal	2024	2582-8792	https://sudarshanresearchjournal.com/march-2024/	https://sudarshanresearchjournal.com/wp-content/uploads/2024/03/Pooja-and-Monsiha-Cert.pdf
	Restructuring Indian Education Through MOOCs: A study from Indian Perspective	Dr. Pooja Sharma	Sudarshan Research Journal	2024	2583-8792	https://sudarshanresearchjournal.com/march-2024/	https://sudarshanresearchjournal.com/wp-content/uploads/2024/03/Pooja-and-Monsiha-Cert.pdf

15	Human Resource Management Practices and Organizational Performance Through Employee Retention	Dr. Rubeena Bano	Journal of the Asiatic Society of Mumbai	2024	0972-0766	https://www.asiaticsociety.org.in/journal/	https://ijse.r.org/researchpaper/Human-Resource-Management-Practices-and-Employee-retention.pdf
16	Marketing Strategies 4.0: Emerging Trends and Technological Innovations in Marketing	Dr. Rubeena Bano	International Journal of Advanced Research in computer and communication engineering	2024	2278-1021		https://ijarccce.com/papers/marketing-strategies-4-0-emerging-trends-and-technological-innovations-in-marketing/
21	Analysis Of Option Prices Using Black Shoes Model	Dr. Pushpa Rani	International Journal of Scientific Research in Engineering and Management	2024	2582-3930	https://ijsrem.com/	https://www.jetir.org/papers/JETIRMO06002.pdf
23	The Rise Of Machines: how AI is transforming HR functions	Dr. Pushpa Rani	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	https://ijarsct.co.in/Paper18209.pdf
27	The Role of Artificial Intelligence in Shaping Business Strategies Trends, Challenges and Implications	Dr. Pushpa Rani	Tecnia Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/tecnia-journal-of-management-studies/	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol-17-No-2-Web.pdf
28	Evaluating the Economic consciousness, prservation, Initiative, and investment Engagement of Women in Rural Areas	Dr. Pushpa Rani	International Journal of Cultural Studies and Social Sciences	2024	2347-4777	https://journals.eearches.com/lojournal.php?title=International%20of%20cultural%20studies%20and%20social%20scienc	https://naac.tecnia.in/wp-content/uploads/2024/10/Evaluating-the-Economic-consciousness-prservation-Initiative-and-Investment-Engagement-of-Women-in-Rural-Areas.pdf



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ROLE OF NEW MEDIA TECHNOLOGY IN OUTREACH LEARNING

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Abstract: New media is assuredly manifested to be the remarkable technological innovation drawing an era of e-creation. It is developing a crucial ripple as vital information provider and interactive in nature which indeed creating a change in communication perspective. Demolishing the geographical boundaries, the new media is connecting the people all over the globe and mushrooming in the way of virtual world. Online media is attracting and allowing the pupils to explore new venture and to get exposure in their respective fields. The research paper emphasizes on the study of New media technological use in outreach learning and its approach towards the education sector recasting the knowledge economy. The outreach learning basically means that try to find people who need help in learning or in education rather than waiting for them to come and ask for help.

New media work as an agent of change it is the most preferred tool for greater specialization in module through experiential learning. Online media a forum for live interaction, helps to know new trends, and to get acquainted with the skills for the professional growth. It reformulated the existing education pattern in perspective of the industrial skill demand. New media is emerging globally with its new and creative features which helps the youth to learn effectively. New media tools provide the rapid dissemination and inflation of content and the efficacy to lead informal conversations. It is also an influential tool in terms of professional communication.

Keywords: New media, online media, interactive, communication, experiential learning, skills.

Introduction:

Before the advent of digital era, the traditional media was the most preferred media of that time, it includes Newspaper, Radio, Magazines, Folk media etc. Now the online media has taken its place and technological revolution changes the way of getting the information. The New media encroached the people's lives and it brings us together to the greater extent. Marshal McLuhan's Global Village concept is suitable in the era of technological innovation. It totally enhanced the way of grasping the information and updates. New media could be viewed as a means of enhancing the quality to the education sector to enable the access of content from anywhere at a real time. The technological advancement expanded the span of education in the latter part of 20th century i.e. the evolution of new media. It has widened the boundaries of education sector beyond four walled classroom with its exclusive characteristics.

New media digitized the whole world and made it accessible. Now the people become tech-savvy. It brings the positive change in society by giving the opportunity to the people to show the creativity and their skills. New media breaks the boundaries of traditional media. In earlier times only the one way of communication mode is available for the users i.e. the traditional media which confines them only to view not to interact. New media offers the opportunity to its users to interact with others and to share their opinion. It works on the two way communication mode which gives the participation opportunity. New Media has reconstructed the education sector through content sharing and continuous upgradation in the learning process. Blogs, wikis, and other social networking sites supplementing the classroom teaching as well as the books. During COVID-19 new media proved that it has become an additional need not only to the corporate sector but also for the education sector. It extended its support to the students to clarify the concepts and to attend the online classes. It played an important role in our life during the pandemic.

New media has made the education more competitive responding to the globalization. It has interwoven the fabric of academics by allowing students to construct their own intellect through

Media as the transmission of Human Values in Tribal Areas - An Analytical Study

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Dr. Shivendu Kumar Rai

ABSTRACT

The impact and effect of media on society is substantial. The content broadcasts by the media have a deep impact on the minds of people. This also helps in the formation of personality and gives direction to the society. In the era of technological advancement, it is the need of the hour that media should produce and disseminate contents which awakens human values which leads a change in the society. So, in the present research study, the impacts of media in the formation of human values have been analyzed on the basis of tribal society of Sonbhadra district of Uttar Pradesh. On the one side, the media help in highlighting the problems of addiction and on the other side it inspires people to stay away from it. Today, even in the tribal society, the influence of media can be seen positive or negative. With this, media is also giving preference to western civilization while producing the content. Due to this, the media has had more negative impact than positive among the tribal society. But, media has also started defining the values of tribal society in a new way.

The media is called as the mirror of society, but is the media proving capable enough of showing the right image of society? Under the influence of markets and capitalism, we have turned away from society. It is also the responsibility of the media to raise the human values in the society. The present media has been reduced to just entertainment and glamour Christians [1]. That's why the purpose has been lost.

Media is an important unit of society. Due to the credibility of the media, society gives importance to its words Maio[2]. Therefore, he must become a catalyst in the process of social change. Media has always been an important pillar of the society. The media not only gives news of events but also forms public opinion. This provides a strong power to the media and wherever there is power there is a possibility of use of that power.

In some countries, where there are powerful media groups, it is said that it influences election results by portraying events and people in those countries in certain ways. In India too, some time ago, the relationship between prominent people and leaders of the communication world came to light. In addition to preserving human values, media has made a meaningful effort for human development by harmonizing with nature and has also provided a positive attitude towards personality development.

After the present study, it can be suggested that the government should take human values seriously and seek advice from educationists, psychologists, sociologists, and experts of other fields to suppress the decline in human values. True and clear signals from the top leadership of the country will have far-reaching implications to keep this trend under control Rokeach[3].

Keywords: Media, Human Values, Communication, Development and Tribal Community

INTRODUCTION

Societies have always been shaped more by the nature of the media by which people communicate than by the content of the communication.-Marshall McLuhan

Values are an important component of our behavior or ethical code of conduct. These values are ideals or standards that serve as guidelines for a society or organization or individual. These values developed through various institutions are deeply ingrained in our minds. Media from time to time has done the work of providing transparency and depth to human values Christians[1]. The media has also acted as a mirror whenever there has been a decline in values. In the present research study, how did media work to establish human values in tribal areas and protect the tribal culture and at the same time work to give a standard to human values?

In present time media is a tool to exchange different types or formats of information between people connected through different social media applications through internet. People are connected through internet and exchange information with each other, it is called virtual community. They are connected globally. People living in remote area can



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EFFECTIVENESS AND CHALLENGES OF ONLINE LEARNING: A CASE STUDY ON STUDENTS OF HIGHER EDUCATION

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ABSTRACT

In the virtually connected society of the 21st century, students are facing various challenges related to teaching-learning pedagogy. Especially, among college going students, problems like digital divide, usage of e-learning based methods, tools and techniques are prominent. So, in this paper, the researcher discussed about the requirements, meaning and challenges related to usage of online teaching-learning pedagogy by the students of higher education institutions. With this, this paper is majorly focused on the utilization of the updated and advanced Information and Communication tools (ICT) by the students for adopting the current teaching-learning pedagogy.

For this, the quantitative research methodology has been utilized by the researcher. The sample has been taken mainly from the private institutions which make use of online platform for teaching-learning process. An online survey was conducted in order to target the age bracket (18 to 22). The result of the analysis suggested that after the era of covid, the utilization and usage of information and communication tools has been increased and with this the challenges associated with it has also surged.

Keywords: Online learning, Traditional learning, Information and Communication tools, Challenges.

INTRODUCTION

"Online learning can be broadly defined as the use of the internet in some way to enhance the interaction between teacher and student. Online delivery covers both asynchronous forms of interaction such as assessment tools and the provision of web-based course materials and synchronous interaction through email, newsgroups, and conferencing tools, such as chat groups. It includes both classroom-based instruction and as well as distance education modes. Other terms synonymous with online learning are 'web-based education' and 'e-learning'. (Curtain, 2002)"

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IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS ENVIRONMENT OF INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

The business environment is highly volatile and has affected Indian industries on a large scale. India has come a long way toward becoming a force to be reckoned with in the international economy. India is being projected as a manufacturing hub through the "Make in India" campaign. India emerges as one of the greatest marketplaces for digital consumers, with a population of 1.38 billion and more than 500 million internet users. In February 2018, NITI Aayog led a nationwide initiative on "National Strategy for AI," which emphasizes India's AI strategy. It offers more than 30 policy proposals, including accelerating the implementation of artificial intelligence throughout the value chain, promoting ethics, confidentiality, and security in AI, and promoting investments in scientific research.

Countries like the USA, China, Singapore and Canada have announced their national AI strategy documents. Investment in AI start-ups in India has grown to USD 73 million in 2017 from USD 44 million in 2016. Among the G-20 countries, India had the third-highest number of AI start-ups in 2016. The government identified various areas where AI could be effectively used, such as health care, agriculture and education. This paper attempts to examine the changing scenario of the business environment, and it also studies the opportunities and challenges of the digital economy considering AI in India.

Keywords: Business Environment, Artificial Intelligence, Challenges and Opportunities, Effect on employment

INTRODUCTION

The business environment is made up of all the internal and external elements that have an impact on an organisation. It aids in the identification of strategic business prospects, the planning of activities, and the improvement of the profitability and expansion of the company. (Ghosh, 2018). Artificial intelligence (AI), a branch of computer science, places a strong focus on creating intelligent robots that behave and react much like people. In 1950, John McCarthy was the first person to use the term "artificial intelligence." According to his theory, every component of learning and every other quality of intelligence could be so thoroughly described that a computer could be programmed to duplicate them. It will be investigated how to make robots comprehend language, create abstractions and concepts, address issues now handled by people, and grow. The "#AIforall" working paper exhorts India to leverage its assets by making investments in the Indian economy's "gold mine," or the areas where AI will have the most positive social impact. These industries have been broken down into five categories: smart mobility and transportation, smart infrastructure and cities, smart agriculture, and smart healthcare. The study suggests that NITI Aayog uses a three-pronged approach to achieve these goals. First, it needs to create AI prototype programmes to prove the notion. Second, it has to develop a comprehensive national policy to improve India's ecosystem for AI. Third, in order to carry out these ambitions, it should collaborate with top AI research institutions and organisations. The NITI Aayog has designated this aim of deploying transformative technologies for social and inclusive growth as #AI for all, as suggested by the title of its discussion paper.

The adoption of artificial intelligence is still subject to debate. Elon Musk, for instance, described it as the "greatest existential threat" and likened it to "summoning the demon." Experts like Stephen Hawking and a vast percentage of scientists releasing ground-breaking discoveries agree with Elon Musk that AI may be extremely destructive. They are concerned that we are avidly pursuing the

BUSINESS INCUBATION AND PERFORMANCE OF START-UP: AN EMPIRICAL REVIEW

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Abstract

Startups in India have to face abundant difficulties before they set their foot in the market. A lot of them have entered Indian markets either as detecting a new market or through holes in the prevailing market or product lines. The history of startups in India falls into extreme ends. Some of them thrive to flourish and others flop to survive the competition. Incubators originated in school and Universities in the early 1940s with the primary objective to create SMEs and in return generate regional employment. As the years passed there was a gradual increase in their number, most of them being in USA and UK. This study is an attempt to review the role of business incubators to make startups run successfully.

Introduction

Incubators have witnessed accelerating growth from approx. 40 of them in 2016 to 140 in 2019. Out of these 30 incubators were established under the government initiative of "Startup India Standup India". Bangalore, Mumbai and Delhi-NCR being the centers with more than 40% of all the incubators focused in these cities. An incubator usually counsels a start up from 6months to 3 years, depending upon networking with investors, training etc. They understand the need of startups in the form of innovation finances, support functions, guidance and other resources. Though business incubators have been globally recognized as an essential tool for economic growth and development, incubators in India are still on the infant stage, they have not yet attained majority as international incubators. Some startups are favored by the market conditions paytm being one of them supported by Demonetization in India where people chose digital monetary transactions instead of standing in the long ATM Queues. Majority of startups dearth the experience and networks essential in order to raise, which gave rise to the Business Incubators. Business incubators offer budding entrepreneurs a wide range of resources and skills required to excel. Business incubators are establishments that offer startups shared operation space. Collaborative work with a guidance of mentor help the initiators of these start up an invaluable learning experience and open many gates to new opportunities in terms of financial support, shared equipment.

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BSE Sensex and BSE Auto Index Analysis Study

029

Jatinder Kaur^{1*}, Momisha², Srijan Gupta³

Abstract

This study explores the BSE Sensex and BSE Auto Index within the framework of capital markets. Capital markets, defined as long-term debt and equity securities trading platforms, are critical for directing wealth towards productive use. Regulatory bodies like SEBI, BoE, and SEC oversee these markets, safeguarding investors. Transactions are managed by financial institutions, yet public access exists, fostering a diverse ecosystem. Primary markets involve fresh securities issuance, with governments and corporations as key participants. Secondary markets enable existing securities trading, boosting investor confidence. Our analysis focuses on BSE Sensex and BSE Auto Index, two key indices in the Indian financial sphere. These indices reflect the performance of major stocks, providing insight into market trends. Our study aims to discern patterns, fluctuations, and correlations, offering insights into underlying factors influencing the broader economy. We seek to provide meaningful insights by analyzing historical data, identifying key drivers, and applying statistical methods.

Keywords: Capital markets, BSE Sensex, BSE Auto Index, regulatory oversight, investment insights.

INTRODUCTION

As contrast to a money market, where short-term debt is purchased and sold, a capital market is a financial market where long-term debt (over a year) or equity-backed securities are bought and sold. Capital markets channel savers' wealth to businesses or governments that can invest it for the long term and put it to constructive use over the long run. [a] Financial watchdogs like the Securities and Exchange Commission (SEC) of the United States, the Bank of England (BoE), and the Securities and Exchange Board of India (SEBI), among others, oversee capital markets to protect investors against fraud [1].

Although certain transactions on capital markets can be viewed directly by the public, most are administered by organizations in the financial industry or the treasury departments of governments and businesses. For instance, even though individual bond sales only account for a relatively tiny part of total bond sales, anybody in the US with internet connection may establish an account with Treasury Direct and use it to purchase bonds in the primary market. Many private companies provide browser-based services that enable customers to buy securities on secondary markets, sometimes even bonds

[2]. These systems number in the tens of thousands, although the bulk only cover a small percentage of the world's financial markets. Governmental organizations, investment institutions, and stock exchanges all host the systems. The systems are geographically dispersed throughout the world, although the majority of them are located in important financial hubs like London, New York, and Hong Kong [3].

A primary market or a secondary market may make up a capital market. Investors can purchase new stock or bond offerings in a primary market, typically through a procedure known as underwriting. Governments (which may be

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An Investigation into Customer Contentment with Google Pay

030

Monisha^{1*}, Jarinder Kaur²

Abstract

In the era of digital transformation, Google Pay, a leading digital payment platform, has revolutionized financial transactions. This study delves into the factors driving customer satisfaction with Google Pay, examining its features, usability, security, and overall user experience. With the widespread adoption of mobile technology and digital transactions, understanding user satisfaction is crucial for service providers and policymakers. This research contributes valuable insights into Google Pay's strengths and areas for improvement, aiming to aid providers in refining their offerings, enhancing user trust, and shaping the future of financial transactions through digital payment platforms. The present study focuses on analyzing customer satisfaction towards Google Pay, a prominent digital wallet platform developed by Google. The study seeks to delve into the factors that contribute to customer satisfaction, examining the platform's features, ease of use, security measures, and overall user experience. The study's objective is to delve into customer satisfaction within the realm of Google Pay, with the aim of deriving valuable insights into the platform's strengths and areas that may require enhancement. The insights gleaned from this research can aid service providers in refining their offerings, enhancing user experiences, and fostering greater trust in digital payment platforms.

Keywords: Google Pay, Digital payment platforms, Customer satisfaction, financial transactions, User experience

INTRODUCTION

In an era driven by digital transformation, the evolution of financial transactions has witnessed a paradigm shift, with digital payment platforms at the forefront of this revolution. Among these platforms, Google Pay, formerly known as Android Pay, has emerged as a key player, offering users a convenient and secure way to conduct transactions, both online and in-person. As the digital payment landscape continues to evolve, understanding customer satisfaction becomes crucial for assessing the effectiveness and acceptance of such platforms.

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The surge in digital transactions and the widespread adoption of mobile technology have paved the way for the prominence of digital payment platforms. As more individuals rely on these platforms for their financial transactions, understanding user satisfaction becomes pivotal for both service providers and policymakers. The study endeavors to contribute to the existing body of knowledge by shedding light on customer satisfaction with Google Pay, uncovering patterns, preferences, and potential challenges faced by users.

AN EVALUATION OF CSR (CORPORATE SOCIAL RESPONSIBILITY) THROUGH-OUT THE INDIAN BANKING SECTOR

Dr Archana Dixit, Assistant Professor in Tecnia Institute of Advanced studies
Prof. (Dr) Namita Mishra, Professor in ITS School of Management

Abstract:

Corporate Social Responsibility (CSR) is a concept that has gained increasing importance in recent years. The Indian banking sector is not immune to this trend and many banks have begun to incorporate CSR into their operations. This research paper aims to evaluate the current state of CSR practices in the Indian banking sector. The study will examine the extent to which banks have integrated CSR into their operations and the impact it has had on their performance. The paper also discusses the challenges faced by banks in implementing CSR and suggests possible solutions to overcome them. The findings of this research will provide valuable insights into the current state of CSR in the Indian banking sector and will help in developing strategies to improve CSR practices.

Keyword-

Corporate Social Responsibility, Indian banking sector, Sustainability, Social and environmental impact, Stakeholders

Introduction:

Corporate Social Responsibility (CSR) is a concept that refers to the responsibility of businesses towards society and the environment. It encompasses a range of activities that businesses undertake to promote the well-being of the society they operate in. CSR has gained increasing importance in recent years, and many companies, including banks, have begun to incorporate CSR into their operations.

The Indian banking sector is one of the largest in the world, with over 150 banks and more than 200,000 branches. The sector plays a critical role in the Indian economy, providing financial services to individuals and businesses alike. As such, the banking sector has a significant impact on society, and its CSR practices can have a significant impact on the well-being of the country.

Corporate social responsibility (CSR) has become an increasingly important topic for businesses around the world. The banking sector, being a crucial part of the financial system, has a significant role to play in promoting CSR. In India, the banking sector has been under pressure to address issues related to sustainability, environmental impact, and social responsibility.

The Indian banking sector is one of the largest in the world, with over 200 commercial banks and a total asset size of around US\$3.94 trillion as of March 2021 (Reserve Bank of India). The sector has been growing steadily, with a compound annual growth rate (CAGR) of around 7.5% over the past decade. However, the sector has also faced several challenges, including the problem of non-performing assets (NPAs) and the need to enhance financial inclusion.

In recent years, there has been a growing awareness of the need for Indian banks to adopt CSR practices. According to a report by KPMG, the total CSR expenditure by Indian companies, including banks, has increased from INR 8,327 crore (approximately US\$1.1 billion) in 2014-15 to INR 13,828 crore (approximately US\$1.8 billion) in 2018-19. The report also notes that the banking sector has been one of the leading contributors to CSR spending in India.

Several Indian banks have adopted CSR policies and practices in recent years. For instance, the State Bank of India (SBI), one of the largest banks in India, has a CSR policy that focuses on areas such as education, health, and rural development. SBI has also implemented several initiatives, such as the adoption of villages, to promote sustainable development.

Similarly, ICICI Bank, another major Indian bank, has a CSR policy that focuses on areas such as education, healthcare, and environment sustainability. The bank has implemented several initiatives, such as the creation of a mobile medical unit to provide healthcare services in rural areas.

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CERTIFICATE OF PUBLICATION

This is to certify that the article entitled

**A SYSTEMATIC REVIEW AND META-ANALYSIS EDUCATION AND
EMPLOYABILITY OF THE BUSINESS GRADUATES**

032

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Sweta Prajapati
Editor-in-Chief



DETERMINANTS OF GREEN PRODUCT PURCHASE DECISION: AN EMPIRICAL STUDY USING SMART PLS-SEM

Preeti Jindal*

Nidhi**

Abstract: *The present study is an attempt to identify factors affecting consumer's decision to purchase green products during COVID-19 pandemic in India. To test the research model and hypotheses Primary data was collected through structured questionnaire. Responses were collected from 232 respondents. This study sheds light on the determinants of consumer decision to purchase green products. In the light of findings, it suggests green product marketing strategies. It will allow businesses to acquire more market-applicable approach to sustain in the competitive market. The present study carried out smart PLS-SEM in R-studio in order to test the proposed conceptual model.*

Key words: *Green marketing, Green product, Social circle, Environment commitment*

Introduction

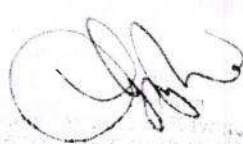
Green marketing is a holistic concept involving environmentally friendly practices in all the stages such as the production, designing, marketing and selling of goods or services. American Marketing Association "green marketing is the efforts by the organizations to produce, promote, package, and to sell products in a manner that is sensitive or responsive to ecological concerns." Green products are those products which are not destructing in nature for environment, use less toxic ingredients, recycled packaging and material that is not damaging to the globe (Gaur and Ranchhod, 2005). These products have gained popularity because of its minimal impact on the environment followed by lower, acceptable price, long term health benefit, energy efficiency, long lasting effects, durability, recyclability and reusability (Yesmin, Shayala; Akter, 2018). Witnessing the demand for eco-friendly products, many companies in India such as, Mahindra, Tata, Dabur, Kama, Patanjali, ITC, Tata, etc. have started producing the eco friendly products. The support from consumers and businesses, Government has also taken several initiatives by

making many regulations in support of protection of environment for example the ban of plastics in many parts of the country. As green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study aims to resolve the research question that what factors influence the consumer decision to buy the green product.

Need of Study

It is observed that many studies (Vijayasree et al. 2022; Chen et al., 2022; Chitra and Govindasamy, 2020; Sujith, 2017; Mohd Noor et al. (2016); Chopra and Vinayek, 2013; Pandey, 2012) have been done on customers' perception towards green product. But to the best of knowledge of researcher expect very few studies no comprehensive study has so far been conducted to explore the factors affecting customers' purchase decision of green product during the ongoing uncertainty of the COVID-19 pandemic. Hence, the present study contributes to the field by investigating and exploring factors influencing customers' green product purchase during the COVID-19 crisis.

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EVALUATING EDUCATION'S IMPACT ON WORKPLACE READINESS: A META-ANALYTICAL EXAMINATION

034

Megha Mohan¹
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Rupakshi Gaur⁶

ABSTRACT

Purpose: The purpose of this study is to investigate the conceptualization of skillset development, particularly in the context of higher education, with a focus on its impact on employability. Given the challenges faced by graduates in meeting the expectations of employers due to perceived deficiencies in their skills and abilities, this research aims to explore the varied skills, personal traits, and knowledge bases necessary for successful employability. By conducting a review of existing literature and meta-analysis of research investigations, the study seeks to elucidate the theoretical underpinnings of skillset development, particularly in the context of the COVID-19 pandemic.

Methods: This study employs a systematic approach, involving a review of existing literature and a meta-analysis of research investigations on skillset development. Special attention is given to employability skills, task-related skills, self-management, and technical knowledge required by employers. The researchers analyze scholarly articles and empirical studies to identify conceptual frameworks and key themes related to skillset development in higher education. Through rigorous examination and synthesis of this literature, the study aims to contribute to a deeper understanding of skillset development processes and their implications for employability.

Results and discussion: The review and meta-analysis of research investigations reveal insights into the multifaceted nature of skillset development in higher education. Employability skills, task-related skills, self-management, and technical knowledge emerge as critical components influencing graduates' success in the job market. The study discusses how these skills and attributes are conceptualized and cultivated within the educational context, considering factors such as pedagogical approaches, curriculum design, and industry relevance. Furthermore, the impact of the COVID-19 pandemic on skillset development and employability is examined, highlighting both challenges and opportunities for higher education institutions and graduates.

Implications of the research: The findings of this research have significant implications for higher education institutions, policymakers, employers, and graduates. By providing insights into the conceptualization and development of employability skills, the study informs strategies for curriculum design, teaching methodologies, and career counseling services. Additionally, the research underscores the importance of addressing the diverse skill needs of industries and adapting educational practices to meet evolving demands. For graduates, the study

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HR ANALYTICS AND INDUSTRY 5.0: A NEW HR MODEL AT WORK

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035

Abstract:

The concept of managing the human resource of the organization has faced the challenge after the emergence of global workforce and the increasing relevance of business analytics as a strategic organizational capability. The industry 5.0 is the new revolution. With this new revolution the current human resource management of the organization has to undergo this transition. This article will discuss about the HR Analytics, which is a new and most demanded HR model for dealing the new challenges and contributing in a factual way for effective HR decision making. The major HR issues in any organization is high employee attrition rates, performance issues, compensation planning, career development initiatives plans etc. The HR analytics through combination of statistical techniques helps in collection, interpretation, measurement, and forecasting of data. HR analytics enlightens solution to the organizational problems and make accurate decisions based on facts and figures instead of intuitions. HR analytics hence aligns HR strategy with overall business strategy to obtain a competitive advantage. This research article is based on secondary data and discuss about various types of HR analytics and its role in workforce planning, competitive advantage, employee acquisition to employee retention, leveraging data, developing insights and developing various models for organization for aligning HR activities with organizational goals and strategy.

Introduction:

In the earlier years the role of an HR was limited to merely filling up vacancies as and when required. In the current corporate scenario, HR has a much more substantial role to play. With the significance of the severe reliance on the workforce slowly being comprehended there is escalating stress on uncovering and engaging the most suitable talent. The employees are no longer willing to limit themselves, they are now multi skilled personality and they are constantly on the lookout for better opportunities, hence making the responsibility of HR even more crucial.

The HR are no more confined with hiring, but also identifying the talent and retaining the good employees in the organization. As the roles and responsibilities of the HR modify, there has also been a modification in their approach. The decision making which had once been guided by intuition and instinct has now become factual, relying on data analytics and algorithms for arriving at business solutions. The HR analytics is a tool which helps in making right decision making through the facts and figures. The emergence of HR Analytics in organizations helps them in gathering, interpreting, and measuring of HR data in a very easy way. HR Analytics act as a tool which is a combination of statistical techniques that enable collection, interpretation, measurement, and forecasting of data. HR analytics enlightens solution to the organizational problems and make accurate decisions. HR analytics hence aligns HR strategy with overall business strategy to obtain a competitive advantage.



Folktales of Tharu Community: Cultural Transmission of Values and Beliefs

KUMARI PALLAVI & SHIVENDU KUMAR RAI

ABSTRACT

Values and beliefs are crucial elements of the culture of any community. These components of culture allow the community members to rejuvenate themselves in the process of learning. In this process, storytelling is a powerful tool which is utilized by the community to culturally transmit their values and beliefs. The folktales of a community have the power to shape the understanding of the community members and how they interact with others. For sharing these folktales among others, the community usually utilizes the cultural transmission process as postulated by Cavalli-Sforza and Feldman. The folktales of a community also work on the basis of 'mechanism of transmission process' of a culture, where the storyteller works as a 'cultural caretaker' who transmits the information and the listener works as an 'accepter' of the information. The present study explores the praxis of folktales in the cultural transmission of values and beliefs of the Tharu community in Bihar. It examines the process of cultural transmission of the Tharu community through folktales along with the role of the storyteller as a cultural caretaker of the community and how these folktales propagate their values and beliefs. For this ethnographic data has been collected through observation and in-depth interviews of the community members of the Tharu community. The results showed that the Tharu community of Bihar has been propagating their values and beliefs through folktales. Their folktales reflect the emotions, beliefs, norms, and values of the community and also showcase a tradition of storytelling in the community.

Keywords: Cultural caretaker, Cultural transmission, Folktales, Storytelling, Tharu community

Introduction

Folktales are the shared information of any community to entertain, educate and enable the transmission of a culture. It is a form of oral tradition of a community. In the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003), it has been mentioned that folktales play a crucial role in the transmission of cultural tradition by bringing people closer together and "ensuring exchange and understanding among them". It reflects the thoughts, ideas and cultural attributes of the community.

Storytelling is the act of telling stories about the experiences. Basically, it is a traditional form of dissemination of knowledge, values and wisdom (Ghosh, 2011). Stories transmit the ideas of diverse cultures, traditions, customs, beliefs, and ways of living (Sinha, 2014). The tales are like anecdotes or narratives to impart knowledge, experiences and life activities.

Alphasha (2015) suggested that, in the process of

storytelling of folktales, three components represent the interrelationship: Narrator (Writer), Folklore (Text) and the Audience (Readers). These three components work together for the initiation and transmission of the folktales.

In communities, folktales help to build trust, cultivate norms, transfer indigenous knowledge, facilitate learning and maintain emotional bonds (Sole, 2002). It is a strong way to disseminate information and practices of the community. Generally, it is passed on in the family from one generation to another. In fact, personal life experiences of the elders may also be shared by them with the younger generation in the form of stories which shape their social behaviour and moral values.

Folktales also help in the promotion and preservation of "community culture" in the form of stories which represent the cultural attributes of the community. With this, folktales also help to maintain the sustenance of the indigenous communication system of the community. It gives a platform to the

Exploring the Intersection of Tribal Identity and Indian Politics: A Comprehensive Analysis of Tribal Communities' Participation, Representation, and Influence in the Indian Political Landscape

037

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Abstract

The participation, representation, and influence of tribal communities within the Indian political landscape are the main points of this research paper's investigation of the complex relationship between tribal identity and Indian politics. Tribal communities make up a sizeable portion of India's diversified population with their unique cultural, social, and historical roots. This essay tries to give a thorough analysis of how tribal identity influences political engagement, including the difficulties they encounter, the degree of representation they achieve, and the influence of their involvement on policy-making. Furthermore, the research delves into the influence of tribal communities on policy-making, governance, and broader political narratives. It explores instances where tribal interests have converged with or diverged from national political agendas and the resultant impact on policy outcomes. Through an analysis of historical cases, contemporary case studies, and the narratives of tribal leaders, the study assesses the strategies employed by tribal communities to assert their demands and aspirations.

Keywords: Tribal Community, Politics, Indian Political System, Tribal Identity and Political Participation

Introduction

The political environment in India is intricately constructed from a variety of identities, cultures, and history. Tribal communities are a distinctive and essential part of the diverse mosaic of communities that make up the Indian population. Tribal tribes have historically contributed significantly to forming the socio-political structure of the country due to their unique cultural practices, languages, and historical experiences. However, their participation in India's political process has been characterized by difficulties, victories, and continuous fights for representation and emancipation.

The intersection of tribal identity and Indian politics presents a fascinating arena for exploration. From the mist-covered hills of the Northeast to the arid deserts of the West, tribal communities have carved



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Adoption of augmented virtual reality in higher education during Amrit Kaal: A systematic literature review

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038

DOI: <https://doi.org/10.22271/ijar.2023.v9.i7c.11111>

Abstract

This systematic literature review aims to investigate the adoption of augmented virtual reality (AVR) in higher education during the Amrit Kaal. The Amrit Kaal is a period characterized by transformative advancements in technology, particularly in the field of virtual reality (VR) and augmented reality (AR). The purpose of this review is to provide a comprehensive analysis of existing literature on the topic, highlighting the current state of adoption, benefits, challenges, and potential applications of AVR in higher education.

The review adopts a systematic approach, following established guidelines for literature search, selection, and analysis. A rigorous search strategy was employed, encompassing multiple academic databases, conference proceedings, and relevant literature.

Keywords: Immersive media, augmented reality, virtual reality, higher education

Introduction

The Amrit Kaal is a transformative era characterized by significant advancements in technology, and one such advancement that has gained substantial attention is augmented virtual reality (AVR). AVR combines elements of virtual reality (VR) and augmented reality (AR) to create immersive and interactive experiences that blend digital content with the physical world. In the context of higher education, AVR holds great promise in revolutionizing teaching and learning methodologies, offering unique opportunities for enhanced engagement, experiential learning, and skill development.

The adoption of AVR in higher education has the potential to address various pedagogical challenges and transform traditional classroom environments. By leveraging immersive technologies, AVR can offer students realistic and engaging experiences that go beyond the limitations of traditional textbooks and lectures. It enables students to interact with digital objects, explore virtual environments, and manipulate virtual elements, fostering a deeper understanding of complex concepts across various disciplines.

It goes without saying that the potential, the technology, or even the applications that are presently in use are not the most important aspects of virtual and augmented reality to underline. The important thing to remember is that these are instruments. The ultimate goal is to enhance student outcomes across the board for the whole educational process in which they participate. These resources are only intended to expand the number of students who can acquire the essential knowledge needed by a rapidly evolving competitive market. Millions of experts from numerous organizations work every day to achieve this. People currently discuss virtual and augmented reality, but tomorrow they might bring up holography or any other incredible development. In the end, these are just tools, and the improvement of student understanding will always be the industry's primary objective.

Literature Review

Tycho T De Back *et al.* (2020) *Immersive collaborative learning in CAVE-based virtual reality*. International Journal of Educational Technology in Higher Education, Delhi-85

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Sustainable and environmental friendly production practices among the Indian apparel designers

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Marshal Sahni

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Iecnia Institute of Advanced Studies

Affiliated to GGSIP University

New Delhi

India

039

Abstract

This study's goal is to ascertain the methods used by various fashion designer's about environmental friendly, sustainability and incorporates it into their design and production practices, as apparel industry is the world's second most polluted industry(WEE Jan 2020). The following research questions serve as a framework for the study (1) Is there a substantial difference between environmentally friendly, sustainability and production practices in apparel industry and to propose an environment friendly strategic framework for the apparel industry.2nd aim- the extent of current designer's environmental friendly and sustainability knowledge. 3rd aim- How effectively are designers implementing their sustainability knowledge in their design and production practice? The present study looked the 63 designers in Delhi and NCR, sustainable design concerns, to the product lifecycle and design processes, to acquire a better picture of their expertise towards fashion sustainability.

Subject Classification: 0302

Keywords: Sustainability, Apparel industry, Production practices, Environmental friendly, Challenges.

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 **TARA PUBLICATIONS**


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GREEN MARKETING: REVIEW PAPER ON THE LITERATURE TO ANALYZE TACTICS AND TOOLS

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Dr. Bhupendra Bharti, Associate Professor, Tezna Institute of Advanced Studies, New Delhi
Ms. Nafis Sharma, Asst. Professor, IMS University, Courses Campus, Gurgaon

Abstract

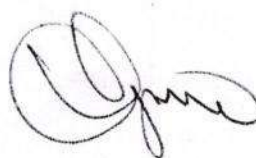
Environmental sustainability has recently moved to the top of the political agenda on a world basis and is now seen as a significant innovation driver. The sector is growing quickly as a result of customers' rising interest in green products. Therefore, firms intending to develop, produce, and sell green products can greatly benefit from understanding the key characteristics of those items as well as factors affecting their pricing and customers' willingness to pay more for them: sell green products (SPs). Green advertising. The world's green movement is expanding quickly. In this aspect, consumers are taking accountability for their actions and behaving morally. Consumer desire and awareness continue to drive market change, particularly as more environmentally friendly items come to light. Indian customers are much less knowledgeable about Environmental problems like water pollution than wealthy consumers. Effective marketing has historically included identifying new business sectors, goods, services, and brands in a way that serves consumers' goals. Today, a lot of firms are recognizing their responsibility to protect the environment. Thus, both the final product and the manufacturing process are clean. More companies are introducing eco-friendly products, which reduces global pollution. "Go Green" as they know they can reduce pollution and increase profits, and at the same time, green marketing presents a special opportunity to innovate in meaningful ways and expand your business. This essay looks at consumer perceptions and attitudes toward purchasing environmentally friendly products. Due to this, a thorough comprehension of green marketing will, on the one hand, encourage the creation of eco-friendly products for sustainable production on the one hand, and successful green product marketing on the other. To review the body of knowledge on the subject, this study conducts a thorough literature review. The various components, mix of green marketing. This study offers a thorough it has important implications for academics and top management since it analyses and instantiates the knowledge that is currently accessible in the field of green marketing.

Keywords: Sustainable development, Green Marketing Ps, Eco-friendly products & perception

Introduction

Due to growing concerns about environmental sustainability and climate change on a worldwide scale, all firms now struggle to include environmental issues into their strategy and actions (e.g. Sahasrabudhi et al., 2009). Most firm functional areas, including R&D, design, manufacturing, and marketing, are involved in this dilemma. Lenox and Ehrenfeld (1997), Foster and Green (2000), Environmentally sustainable goods or services must be created in order to successfully reduce the damaging impacts of industrial activities on the environment and encourage cleaner production. Marketing is essential to this process since marketing inputs are important for creating product concepts and designs. Additionally, unless green products and services were widely used, developing them would be useless for environmental sustainability adopted by consumers. Additionally, marketing is crucial in this process because it might be extremely crucial for the growth of a green market by informing customers about the advantages of environmentally friendly goods and services and communicating with them to raise their understanding of environmental sustainability (e.g., Rex and Ramanani, 2007). Marketing is therefore crucial for promoting sustainable consumption as well as greener production.

The term "Green Marketing" refers to the incorporation of environmental sustainability into marketing, and it will be the subject of this study. Despite the fact that some studies have shown that the terms "green," "greener," "eco," "ecological," "environmental," "sustainable," and



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Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar
(Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

Students should also be encouraged and motivated to conduct research and publication papers.

The Institute firmly believes that nurturing a research-oriented mind-set among students is essential for academic excellence and innovation. Students are consistently encouraged and motivated to participate in research activities and scholarly publications from the undergraduate level onwards. Research methodology is integrated into the curriculum, and students are provided with systematic mentoring by experienced faculty members to help them identify research problems, design studies, and prepare manuscripts for publication. Already following No. of students published paper ISSN and ISBN Publications

Department	Programme	Research Scholars Number of Publications in ISSN	Research Scholars Number of Publications in ISBN
Department of Management Sciences	MBA/BBA/B.Com	6	
Department of Information Communication & Technology	MCA/BCA	03	20
Department of Journalism & Mass Communication	BA(JMC)	80	
Total		86	20

Students are encouraged and motivated to conduct research and publication papers and total No. of 106.
Papers on ISSN and ISBN were published by students copy of the same is Annexed

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 Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar
 (Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

Students should also be encouraged and motivated to conduct research and publication papers.

Department of Management Sciences: Students of MBA, BBA, B.Com (H.) are encouraged and motivated to conduct research. Also, to publish papers and write Research Articles in ISSN Peer Reviewed Journals with faculties of Department (i.e. Research Handholding to develop Research Eco System). The **Department has contributed 06 Nos. of Article** in Peer Reviewed Journal with ISSN No. in 2024.

Department of Information Communication & Technology: Students of MCA, BCA are encouraged and motivated to conduct research. Also, to publish papers and write Research Articles in ISSN Peer Reviewed Journals with faculties of Department (i.e. Research Handholding to develop Research Eco System). The **Department has contributed 03 Nos. of Article** in Peer Reviewed Journal with ISSN No. in 2024.

Department of Journalism & Mass Communication: Students of BA(JMC) are encouraged and motivated to conduct research. Also, to publish papers and write Research Articles in ISSN Peer Reviewed Journals with faculties of Department (i.e. Research Handholding to develop Research Eco System). The **Department has contributed 80 Nos. of Article** in Peer Reviewed Journal with ISSN No. in 2024.

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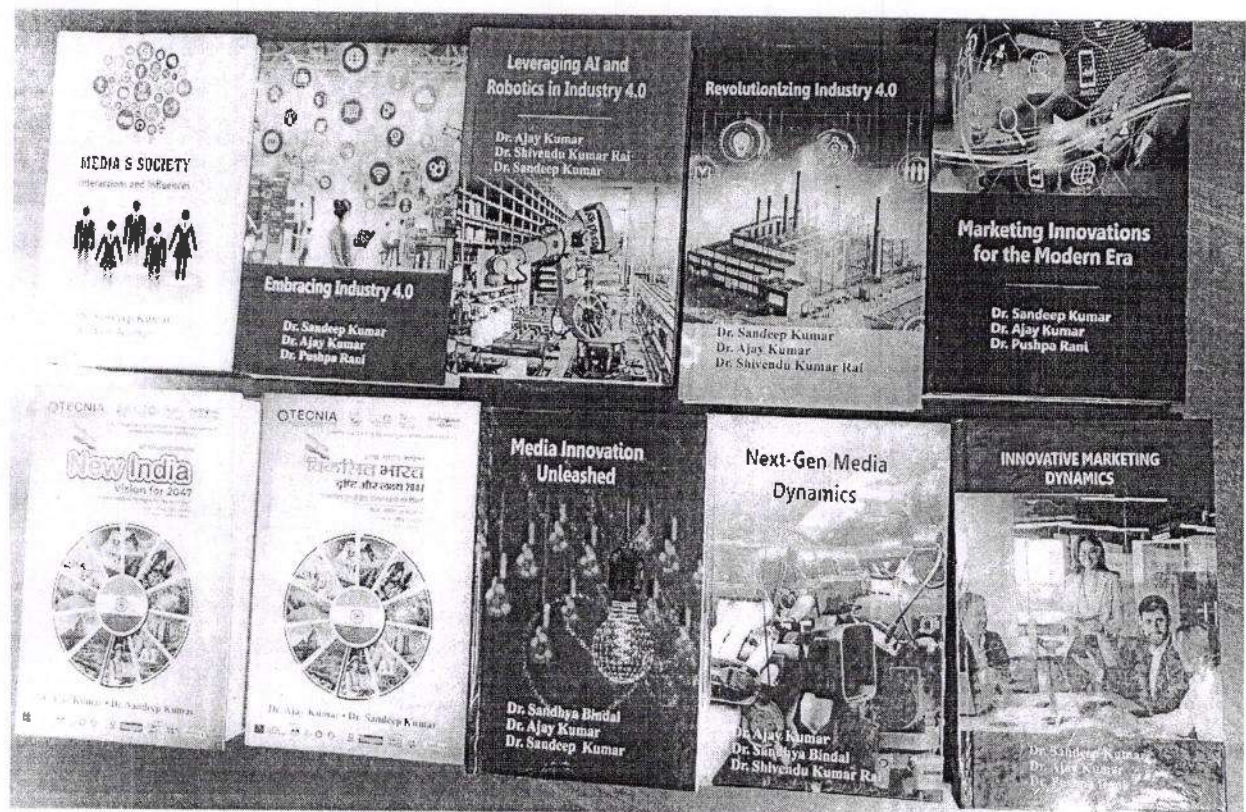
Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar (Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

Research & Innovation Development Cell should be strengthened

Department	Programme	Faculty with PhD in each Programme of Department	Number of Publications ISBN	Number of Publications ISSN
Department of Management Sciences	MBA/BBA/B.Com	5+13+2	Total Publication= 982 Department wise list attached Link Attached (https://tiaspg.tecnia.in/wp-content/uploads/2025/05/Books-and-Chapters-2024.pdf)	31
Department of Information Communication & Technology	MCA/BCA	3+8		6
Department of Journalism & Mass Communication	BA(JMC)	7		90
Total				

Research & Innovation Development Cell is strengthened with 39 Nos. of Ph.D/ Senior Faculty in each Departments- Programmes is are available. List of the Faculty is Annexed

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Publications Report in 2024

During the academic year 2024, faculty members and research scholars contributed extensively to academic publications, including **books, book chapters, and conference papers.**

Publications

Type of Publication	Total Count
Books (including edited volumes)	13
Chapters in Edited Books/Proceedings	Approx. 900

Details of Books Published in 2024

Complete list of books/edited volumes:

1. Entrepreneurship Management – Dr. Ajay Kumar
2. Pattern Analysis for Feature Extraction in Complex Images – Dr. Vinay Nassa
3. Fundamentals of Competitive Intelligence and Business Development – Dr. Vinay Nassa
4. AI and Machine Learning Impacts in Intelligent Supply Chain Management – Dr. Vinay Nassa
5. Internet of Things (IoT)-Integrated Technologies in the Agriculture Sector – Dr. Vinay Nassa
6. Sensor-Based Networks and the Internet of Everything: Solutions and Difficulties – Dr. Vinay Nassa
7. Thresholding Techniques Comparison on Grayscale Image Segmentation – Dr. Vinay Nassa
8. Principles of Responsible Consumption and Production: Foundations – Dr. Sandeep Kumar
9. Media & Society: Interactions and Influences – Edited Volume
10. Media Innovation Unleashed – Edited Volume
11. Next Gen Media Dynamics – Edited Volume
12. Revolutionizing Industry 4.0: The Synergy of AI, IoT, VR & Robotics – Edited Volume
13. Embracing Industry 4.0 – Edited Volume

Chapters/Articles Published in 2024

Approximately 900 chapters/articles were published across the following major conference proceedings and edited volumes:

- 39th National Conference: Viksit Bharat – Vision and Goals 2047 (Chapters 9–124)
- 40th National Conference: New India Vision for 2047 (Chapters 125–219)
- Media & Society: Interactions and Influences (Chapters 221–305)
- Media Innovation Unleashed (Chapters 306–365)
- Next Gen Media Dynamics (Chapters 391–468)
- Revolutionizing Industry 4.0 (Chapters 469–544)
- Embracing Industry 4.0 (Chapters 555–647)
- Leveraging AI and Robotics in Industry 4.0 (Chapters 648–681)

Key Contributors

Prominent contributors include:

- Dr. Vinay Nassa (multiple books)
- Dr. Ajay Kumar (book and multiple chapters)
- Dr. Sandeep Kumar (book and chapters)
- Dr. Gopal Thakur, Dr. Monisha, Dr. Pushpa Rani, Dr. Shivendu Kumar Rai, and many others across various volumes.

The year 2024 was exceptionally productive for Tecnia Institute of Advanced Studies, with 13 books and approximately 900 chapters/articles published. This reflects outstanding scholarly output, interdisciplinary research strength, and a strong commitment to contributing to academic and developmental discourse.



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Sl. No.	TITLE OF PAPER	NAME OF THE AUTHOR'S	NAME OF JOURNAL	CALENDAR YEAR OF PUBLICATION	ISSN NUMBER	LINK TO THE RECOGNITION IN UGC ENLISTMENT OF THE JOURNAL / DIGITAL OBJECT IDENTIFIER (DOI) NUMBER	
						LINK TO WEBSITE OF THE JOURNAL	LINK TO ARTICLE / PAPER / ABSTRACT OF THE ARTICLE
	Review paper on marketing strategy & CSR with socialism in the pandemic era	Dr. Bhoopendra Bharti	International Journal of Work Innovation	2024	2582-2160	https://www.ijfmr.com/	https://www.ijfmr.com/research-paper.php?id=15236
	Artificial Intelligence Powered Congestion Free Transportation System Through Extensive Simulation	Dr. Vinay Nassa	Journal of Machine and Computing	2024	2788-7669	https://anapub.co.ke/journals/jmc/jmc_abstract/2024/jmc_volume_04_issue_01/jmc_volume4_issue1_24.html	https://anapub.co.ke/journals/jmc/jmc_pdf/2024/jmc_volume_4_issue_1/JMC202404024.pdf
	Development of Image Processing and AI Model for Drone Based Environment Monitoring System	Dr. Vinay Nassa	Journal of Machine and Computing	2024	2788-7669	https://www.scimagojr.com/journalsearch.php?q=21101133571&tip=sid&clean=0	https://ouci.dntb.gov.ua/en/works/422KeeK4/
	Development of Smart Agriculture to detect the Arabica Coffee Leaf Disease using JAFSA based MSAB with Channel and Spatial Attention Network	Dr. Vinay Nassa	International Journal of Electrical and Electronics Research	2024	2347-4700	https://ijeer.forexjournal.co.in/archive/volume-12/ijeer-12bdf02.html	https://ijeer.forexjournal.co.in/archive/volume-12/ijeer-12bdf02.html
	The Role of Leadership in Driving Organizational Change: A Comparative Analysis of Different Management Styles	Dr. Chaitali Bhattacharya	European Economic Letters	2024	2323-5233	https://eelet.org.uk/index.php/journal/article/view/1888/1681	https://eelet.org.uk/index.php/journal/article/view/1888/1681
	Python-based social science application profiling and optimization on HPC systems using task and data parallelism	Dr. Vinay Nassa	The Scientific Temper	2024	0976-8653	https://scientifictemper.com/index.php/tst/article/view/705	https://scientifictemper.com/index.php/tst/article/view/705
	Integrating	Dr. Vinay	The	2024	0976-8653	https://scientifictemper.com/	https://scientifictemper.com/

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	machine learning and mathematical programming for efficient optimization of electric bus charging technique	Nasra	Scientific Temper			er.com/index.php/tst/article/view/705	er.com/index.php/tst/article/view/618
8	Improving migration forecasting for transitory foreign tourists using an Ensemble DNN-LSTM model	Dr. Vinay Nasra	Entertainment Computing	2024	1875-9521	https://www.science-direct.com/journal/entertainment-computing	https://eurekamag.com/research/094/073/094073608.php?srsltid=AfmBOoqVO-VH8HU5ZuqXj5vzjieuU4Wvkl3sl9tuSQAivyUbUrG1X2y
9	A survey of drone using IOT	Dr. Deepak Sonker	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper8639.pdf
10	Automatic lights using PIR sensors	Dr. Deepak Sonker	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper13159.pdf
11	Impact Of Artificial Intelligence On Jobs	Ms. Sania Kukkar	Journal Of Survey in Fisheries Sciences	2024	2368-7487	https://sifisheriestsciences.com/index.php/journal/article/view/1518	https://sifisheriestsciences.com/index.php/journal/article/view/1518/872
	The concept of fog computing with IOT algorithms and challenges	Geeta	Education and Society	2024	2278-6864	https://www.jamesnicholaspublishers.com.au/education-and-society/	https://www.ijfmr.com/papers/2024/1/11885.pdf
	The concept of fog computing with IOT algorithms and challenges	Vandana	Education and Society	2024	2278-6864	https://www.jamesnicholaspublishers.com.au/education-and-society/	https://www.ijfmr.com/papers/2024/1/11885.pdf
	Automatic lights using PIR sensors	Armita Pathak	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper13159.pdf
12	Automatic lights using PIR sensors	Mansi Jaiswal	International Journal of Advanced	2024	2581-9429	https://www.ijarsct.co.in/	https://ijarsct.co.in/Paper13159.pdf

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			Research in Science, Communication and Technology (IJNRST)				
16	Restructuring Indian Education Through MOOCs: A Audit from Indian Perspective	Dr. Monsiha	Sudarshan Research Journal	2024	2582-8792	https://sudarshanresearchjournal.com/march-2024/	https://sudarshanresearchjournal.com/wp-content/uploads/2024/03/Pooja-and-Monsiha-Cert.pdf
17	Restructuring Indian Education Through MOOCs: A Audit from Indian Perspective	Dr. Pooja Sharma	Sudarshan Research Journal	2024	2583-8792	https://sudarshanresearchjournal.com/march-2024/	https://sudarshanresearchjournal.com/wp-content/uploads/2024/03/Pooja-and-Monsiha-Cert.pdf
18	Human Resource Management Practices and Organization of Performance Through Employee Retention	Dr. Rubeena Bano	Journal of the Asiatic Society of Mumbai	2024	0972-0766	https://www.asiaticsociety.org.in/journal/	https://ijser.org/researchpaper/Human-Resource-Management-Practices-and-Employee-retention.pdf
19	Marketing Strategies 4.0: Emerging Trends and Technological Innovations in Marketing	Dr. Rubeena Bano	International Journal of Advanced Research in computer and communication engineering	2024	2278-1021		https://ijarcc.com/papers/marketing-strategies-4-0-emerging-trends-and-technological-innovations-in-marketing/
20	Analysis Of Option Prices Using Black Shoes Model	Dr. Pushpa Rani	International Journal of Scientific Research in Engineering and Management	2024	2582-3930	https://ijsrem.com/	https://www.jetir.org/papers/JETIRM006002.pdf
21	The Role Of Machineshow AI is transforming HR functions	Dr. Pushpa Rani	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	https://ijarsct.co.in/Paper18209.pdf 047
22	The Role of Artificial Intelligence in Shaping Business Strategies Trends, Challenges and Implications	Dr. Pushpa Rani	Tecnia Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/tecnia-journal-of-management-studies/	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol 17 No 2 Web.pdf

	Evaluating the Economic Contribution, Preservation, Initiative, and Investment Engagement of Women in Rural Areas	Dr. Pushpa Rani	International Journal of Cultural Studies and Social Sciences	2024	2347-4777	https://journalsearch.es.com/journal.php?title=international%20journal%20of%20cultural%20studies%20and%20social%20science	https://naac.tecnia.in/wp-content/uploads/2024/10/Evaluating-the-Economic-consciousness-prservation-initiative-and-investment-Engagement-of-Women-in-Rural-Areas.pdf
	Political Risk Management in International Business and Investments	Dr. Pushpa Rani	European Chemical Bulletin	2024	2063-5346	https://www.eurchembull.com/	https://www.eurchembull.com/archives/volume-12/issue-9/16466
	Impact of Influencer's Marketing on Consumers in Purchasing Sustainable Foods	Ms. Aparna Vats	International Journal Of Creative Research Thoughts	2024	2320-2882	https://www.ijcrt.org/	https://www.ijcrt.org/papers/IJCRT2405568.pdf
25	Dharma and Dynamics: Integrating the Bhagwat Gita's Eternal Wisdom With Modern Management Principles	Ms. Aparna Vats	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	https://ijarsct.co.in/Paper18921.pdf
	Essential Factors and How They Effect Demographic Variables in the Corporate Environment to maintain Work Life Balance	Ms. Amarpreet Kaur	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	https://ijarsct.co.in/Paper18016.pdf
28	The Rise Of Machines How AI is Transforming HR functions	Ms. Chahat Malhotra	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	https://ijarsct.co.in/Paper18209.pdf
	Essential Factors and How They Effect Demographic Variables in the Corporate Environment to maintain Work Life Balance	Ms. Meenakshi Azad	International Journal Of Advanced Research in Science, Communication and Technology	2024	2581-9429	https://ijarsct.co.in/Paper13159.pdf	https://ijarsct.co.in/Paper18016.pdf
30	Canada	Ms.	International	2024	2581-9429	https://ijarsct.co.in/P	https://www.citedri

	Calling Unraveling the Youth Obsession With Canadian Education	Shreya Chauhan	Journal Of Advanced Research in Science, Communication and Technology			aper13159.pdf	ve.com/en/discover y/canada-calling- unraveling-the- youth-obsession- with-canadian- education/
	The Role of Artificial Intelligence in Shaping Business Strategies Trends, Challenges and Implications	Dr. Ajay Kumar	Tecnia Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/tecnia-journal-of-management-studies/	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol 17 No 2 Web.pdf
32	Transformative Impact of Artificial Intelligence in Marketing Trends, Challenges and Future Directions	Dr. Sandeep Kumar	Tecnia Journal of Management Studies	2024	0975-7104	https://tiaspg.tecnia.in/tecnia-journal-of-management-studies/	https://tiaspg.tecnia.in/wp-content/uploads/2023/06/Tecnia-Journals-Vol 17 No 2 Web.pdf
33	The Impact of Hindi Cinema on Altering the Audiences' Perception Towards Societal Stereotypes A Study of Delhi NCR	Dr. Shivendu Kumar Rai	ShodhKosh Journal of Visual and Performing Arts	2024	2582-7472	https://www.granthaalayahpublication.org/Arts-Journal/index.php/ShodhKosh	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/article/view/915
	Public Relations New Trends on Disaster Management Special Reference of Bihar	Mr. Ashish Kumar	International Journal of Multidisciplinary Research (IJFMR)	2024	2582-2160	https://www.ijfmr.com/research-paper.php?id=14148	https://www.ijfmr.com/papers/2024/1/14148.pdf
35	Public Relations New Trends on Disaster Management Special Reference of Bihar	Mr. Deepak Prasad	International Journal of Multidisciplinary Research (IJFMR)	2024	2582-2160	https://www.ijfmr.com/research-paper.php?id=14148	https://www.ijfmr.com/papers/2024/1/14148.pdf
36	AI-Powered education in India Bridging the gap for all learners	Ms. Navya Singh	International Journal of Applied Research 2024;10(4): 341-345	2024	2581-9429	https://www.researchgate.net/publication/380191927_AI-powered_education_in_India_Bridging_the_gap_for_all_learners	https://www.allresearchjournal.com/archives/2024/vol10issue4/Part4/10-4-78-915.pdf
	Children's Representations on OTT Platforms A Perceptive Analysis of Content	Dr. Shivendu Kumar Rai	ShodhKosh Journal of Visual and Performing Arts	2024	2024-1184	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/about	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/article/view/1184

	Disday						
	Indian Education: Navigating Challenges and Regulatory Necessities	Dr. Ajay Kumar	Journal of International Education and Research	2024	1526-4726	https://jier.org/index.php/journal/article/view/1064/901	https://jier.org/index.php/journal/article/view/1064/901
39	A Novel Framework for Securing Healthcare Data with Blockchain Machine Learning and NLP Approaches to Thyroid Cancer Detection and Hospital Business Management	Dr. Ajay Kumar	Scopus Elsevier Q1, Cite Score 10	2024	2147-6799	https://ijisae.org/index.php/IJISAE	https://ijisae.org/index.php/IJISAE/article/view/6605
40	A Novel Approach for Enhancing Speech Processing Accuracy Through Advanced Machine Learning Techniques	Dr. Ajay Kumar	Scopus Q1 Journal (https://www.scopus.com/sourceid/21100259593)	2024	1841-2394, e-ISSN:2471-0881;	https://www.philolinguinvestigations.com/index.php/journal	https://www.philolinguinvestigations.com/index.php/journal/article/view/66/18
41	Digital Media Access And User Integrated Content Impact On Brand Purchasing Intents For Sports Apparels In Delhi NCR	Dr. Sandeep Kumar	Educational Administration Theory and Practice	2024	2148-2403	https://kuey.net/index.php/kuey/about	https://kuey.net/index.php/kuey/article/view/1927/1035
42	A CNN-LSTM Hybrid Approach for Sentiment Analysis in Online Product Reviews with Probabilistic Language Term Sets	Dr. Ajay Kumar	Scopus Q1 Journal (https://www.scopus.com/sourceid/21100259593)	2024	1841-2394, e-ISSN : 2471-0881	https://www.philolinguinvestigations.com/index.php/journal/article/view/73	https://www.philolinguinvestigations.com/index.php/journal/article/view/73/22
43	Effectiveness Content Marketing as a tool for Sustainable Business Growth in Communication Delhi	Dr. Ajay Kumar	Rabindra Bharati Patrika	2024	0937-0037	https://rbu.ac.in/home/page/108	https://archive.org/details/dli.calcutta.01829

Ref No. TIAS/2025-26/088

Dated: 28.01.2026

Subject: Compliance Report to Academic Audit 2024-25


TECNIA
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NAAC GRADUATE INSTITUTE (CYCLE-A)

 Approved by AICTE, Ministry of Education Govt. of India,
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 Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar
 (Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

Overall teacher's availability should be in record in view of Student's intake.

Department of Management Sciences				
Sl. No.	Existing Programmes	Availability		
		Professor	Associate Professor	Assistant Professor
1	MBA 1st shift	1	0	3
2	MBA 2nd Shift	0	1	3
3	BBA 1 st Shift	1	4	13
4	BBA 2nd Shift	1	3	5
5	B.Com.(H)	0	2	4
	Total	3	10	28

Department of Information Communication & Technology				
Sl. No.	Existing Programmes	Availability		
		Professor	Associate Professor	Assistant Professor
1	MCA 1st shift	1	0	2
2	MCA 2nd Shift	0	1	1
3	BCA 1 st Shift	2	4	12
4	BCA 2nd Shift	1	2	5
	Total	4	7	20

Department of Journalism & Mass Communication				
Sl. No.	Existing Programmes	Availability		
		Professor	Associate Professor	Assistant Professor
1	BJMC 1 st Shift	2	2	8
2	BJMC 2 nd Shift	1	3	3
	Total	3	5	11

Overall teacher's availability in each Departments / Programme is as per the Faculty Cadre Ratio should be in record in view of Student's intake.

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Faculty List 2025-26				
MBA 1st Shift		40+40 = 1:1:2		
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Ajay Kumar	Director Cum Professor	Ph.D.-2008, MBA-1994	29
2	Dr. Garima Singh	Assistant Professor	Ph.D. -2021, MBA-2014	6.4
3	Dr. Pragati	Assistant Professor	Ph.D. - 2024, UGC NET-2018 ,MBA-2015	6.5
4	Ms. Aastha	Assistant Professor	UGC NET-2018 ,MCom-2011, MBA-2010	6.9
MBA 2nd Shift		40+40 = 0:1:3		
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Pooja Sharma	Associate Professor	Ph.D. -2021, MBA-2009	15.4
2	Dr. Parul Gaba	Assistant Professor	Ph.D. -2024, UGC NET-2017, M.Phil-2009, M.Com-2005	11.6
3	Mrs. Raman Arora	Assistant Professor	MBA(2012),UGC-NET(2012)	12.2
4	Ms. Shreya Chauhan	Assistant Professor	UGC NET - 2023, M. Com-2023	1.8
BBA 1st Shift		120+120+120 = 2:4:12		
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Monisha	Professor	Ph.D. -2018, UGC NET-2010, M.Phil-2008, MBA-2003	21.10
2	Dr. Nivedita	Associate Professor	Ph.D. -2001, PGDBM- 2015, UGC NET-1998, M.Sc-1993	20.4
3	Dr. Shalini Gupta	Associate Professor	Ph.D. -2016, UGC NET-2008, M.Phil-2007, MBA-2005	19.6
4	Dr. Kanika Gupta	Associate Professor	Ph.D. -2015, MBE-2008	12.4
5	Dr. Sheenu Arora	Associate Professor	Ph.D. -2018, M.Com -2019, MBA-2011	13.10
6	Dr. Monika Pawar	Assistant Professor	Ph.D. -2021, M.Phil - 2015 ,MBA-2013	8.11
7	Ms. Meenakshi Azad	Assistant Professor	UGC NET-2010, M.Phil - 2009 ,MBA-2005	18.9
8	Ms. Shraddha Jain	Assistant Professor	UGC NET-2013, MBA-2005	16.6
9	Ms. Ekta Gupta	Assistant Professor	UGC NET-2007, MBA-2005	17.5
10	Ms. Komal Gangi	Assistant Professor	UGC NET-2013, MBA-2011	12.6
11	Ms. Sakshi Aggarwal	Assistant Professor	B.Com, M.Com	10.11
12	Ms. Geetika	Assistant Professor	UGC NET-2012, MBA-2012	10.6
13	Mr. Kuldeep Kumar	Assistant Professor	UGC NET-2014, M.Com-2006	6
14	Ms. Vaishali Prasad	Assistant Professor	M.Phil-2015, M.Sc-2013	6
15	Ms. Nisha Saurabh Kumari	Assistant Professor	UGC NET(2019, 2020 & 2023) , M. Com-2016	5.2
16	Mr. Kapil Bhardwaj	Assistant Professor	UGC NET - 2019 & 2023 , MA-2017, Ph.D. (registered)	2.3
17	Ms. Vandana	Assistant Professor	UGC NET - 2020 , M. Com-2019	2.6
18	Mr. Suraj Parashar	Assistant Professor	UGC NET - 2024 , MBA-2020	1.5

BBA 2nd Shift			120+120+120 = 1:2:6	
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Surbhi Jain	Professor	Ph.D. -2013, MCA-2008, MBA-2006	14.6
2	Dr. Preeti Jindal	Associate Professor	Ph.D. -2010, UGC NET-2012,, M.Com -2005	14.1
3	Dr. Archana Dixit	Associate Professor	Ph.D. -2016, MBA-2010	8.11
4	Dr. Rubeena Bano	Associate Professor	Ph.D. -2019, UGC NET-2011, M.Com -2010	7.11
5	Mr. Parag Ashtt	Assistant Professor	UGC NET - 2012 , MBA-2010, PGDMS - 1991	10.5
6	Ms. Sonia Ruhil	Assistant Professor	UGC NET - 2012 , MBA-2011	10.11
7	Ms. Rachna Garg	Assistant Professor	MA-2021, MBA-2012, Ph.D. (registered)	10.7
8	Dr. Shilpa Bhandari	Assistant Professor	(Ph.D.-2025, MBA-2016)	8.3
9	Dr. Puja Devi	Assistant Professor	Ph.D. -2023, UGC NET-2017, M.Com -2016	3
10	Ms. Ashima Sharma	Visiting Faculty	MBA-2011	14
11	Mr. Amit Kumar Gupta	Visiting Faculty	M.Phil., M.Com., UGC-NET	13.6
12	Ms. Ashima Dhingra	Visiting Faculty	B. A. MBA	5
13	Ms. Anjali Jindal	Visiting Faculty	MBA, M. COM, B. COM	4.2
B.Com			30+60 =0:2:3	
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Kirti Miglani	Associate Professor	Ph.D. -2019, MBA-2012	13.4
2	Dr. Kaveri C.S.	Associate Professor	Ph.D.(2024), MBA-2009, M.Phil-2007	19.10
3	Ms. Rajni Bansal	Assistant Professor	M.Com-2003	15
4	Ms. Priyanka Prajapat	Assistant Professor	UGC NET-2018, MBA-2014	8.10
5	Ms. Ramika verma	Assistant Professor	M.Com-2014, Ph.D. (registered)	9.11
6	Ms. Amarpreet Kaur	Assistant Professor	M.Sc- 2018	7.3
MCA 1st shift			30+30 = 1:0:2	
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Sushma Bahuguna	Professor	Ph.D. -2015, MTech- 2011, MCA-2004	30.4
2	Mr. Suresh Panchal	Assistant Professor	M.Sc. (2003)	15.4
3	Mr. Mohit Tiwari	Assistant Professor	M.Phil.(2012)	14.4
MCA 2nd Shift			30 = 0:1:1	
S. No.	Name	Present Designation	Qualification	
1	Dr. Vineet Kumar	Associate Professor	Ph.D. -2024	11.11
2	Ms. Jasleen Kaur	Assistant Professor	UGC-NET, MCA	2

BCA 1st Shift		120+120+120 = 2:4:12		
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Nidhi Arora	Professor	Ph.D. -2012, MBA- 2008, MCA-2007	15.11
2	Dr. Deepak Sonker	Professor	Ph.D.(2012:CS), M.Tech.(CS), B.Tech (CS & Engg.)	21
3	Dr. Sanjoy Sengupta	Associate Professor	Ph.D. -2021, MSc- 2003	28.10
4	Dr. Nupur Jain	Assistant Professor	(Ph.D.-2025), MCA-2007)	15.11
5	Dr. Ratandeep Kaur	Associate Professor	Ph.D. -2020, MCA- 2009	15.7
6	Dr. Anshu Arora	Associate Professor	Ph.D. -2021, MBA- 2008, MCA-2007	13.4
7	Dr. Shruti Aggarwal	Associate Professor	Ph.D. -2024, MSc(Math)-2016	8.4
8	Dr. Pooja yadav	Assistant Professor	(Ph.D.-2025, MSc-2017, UGC-NET-2018))	5.10
9	Ms. Bharti Aggarwal	Assistant Professor	M.Tech -2011, MCA- 2008, M.Sc-2004, Ph.D. (registered)	16.5
10	Mr. Deepak Rathore	Assistant Professor	MCA-2018	6.6
11	Ms. Richa Singhal	Assistant Professor	MCA(2013), UGC-NET(2015)	5.1
12	Mr. Pradeep Kumar Verma	Assistant Professor	MCA (2019), UGC-NET-2019	4.11
13	Mrs. Garima Saini	Assistant Professor	MCA(2013)	4.11
14	Mrs. Rajni	Assistant Professor	M.Phil(2011), MCA(2007)	13
15	Mr. Gaurav Singh Rawat	Assistant Professor	MCA-2021, Ph.D. (registered)	2.9
16	Mr. Vivek penuli	Assistant Professor	MCA(2024)	1.1
17	Ms. Gudhal Verma	Assistant Professor	MCA(2016)	4.3
18	Mr. Indraprakash Srivastav	Assistant Professor	MCA(2024)	1
BCA 2nd Shift		120+120+120 = 1:2:6		
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Sanjeev Manchanda	Professor	Ph.D. -2010, MCA- 2002, MBA-1999	28.11
2	Dr. Neeta Kashyap	Associate Professor	Ph.D. -2019, M.phil- 2008, MCA-2005	12.11
3	Dr. Neha	Associate Professor	Ph.D. -2024, MCA-2017	10
4	Ms. Sumita thukral	Assistant Professor	M.Sc.(2012), Ph.D. (registered)	13.3
5	Mr. Sachin Bhardwaj	Assistant Professor	MCA(2010)	14.1
6	Mr. Sukant Vats	Assistant Professor	GATE-2011, MTech-2013	11.6
7	Ms. Jagriti Bhatia	Assistant Professor	MCA(2020)	6
8	Mr. Ankit Raj	Assistant Professor	M.Sc.(CS-2022)	2.11
9	Mr. Shubham Rawat	Assistant Professor	MCA(2022)	1.7
10	Mr. Bipin Dubey	Visiting Faculty	PGDIT-2010, MCSE-2008,	4
11	Mr. Anmol	Visiting Faculty	MCA (2019)	2.3
12	Mr. Tarun Anand Goyal	Visiting Faculty	MCA	1

BA(JMC) 1st Shift			60 +60+120 = 1:3:8	
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Madhavendra Nath Jha	Professor	Ph.D. -2018, MBA-1985	39
2	Dr. Gopal Thakur	Professor	Ph.D. -2014, M.Sc-2010, PG Diploma in HRM-2010, PG Diploma in Cyber journalism-2004	21
3	Dr. Sandhya Bindal	Associate Professor	Ph.D. -2014, MCA-2011, MMC-2009, MBA-2007	18.6
4	Dr. Upasana Khurana	Associate Professor	Ph.D. -2018, M.Phil -2010, M.Sc.(MC & J)-2008	16
5	Dr. Aashish Kumar	Assistant Professor	Ph.D.(2025), M.Phil -2019, MA-2011	6.4
6	Mr. Amit Sharma	Assistant Professor	UGC-NET-2017, MA(JMC) -2013, PGDCA-2001	22.6
7	Ms. Esha Rana	Assistant Professor	M.Phil -2011, MMC-2007	14.4
8	Ms. Shalini Guliani	Assistant Professor	MAMC-2012	9.3
9	Ms. Shruti Sharma	Assistant Professor	MMC-2009	8.6
10	Ms. Sonia Batra	Assistant Professor	MJMC-2015	7
11	Ms. Priya Anwesha	Assistant Professor	UGC-NET-2023, MJMC -2023	1.11
12	Ms. Swati Gupta	Assistant Professor	UGC-NET-2022, MJMC -2018	1.1
BA(JMC) 2nd Shift			60 +60+120 = 1:2:4	
S. No.	Name	Present Designation	Qualification	Exp.
1	Dr. Bharat Kumar	Professor	Ph.D.-1992 Master of Journalism-1988, MA-1984	25
2	Dr. Shivendu Kumar Rai	Associate Professor	Ph.D. -2020, M.Phil -2014, MAMC-2013, UGC-NET-2018 & 2019	10.8
3	Dr. Shaheen Bano	Associate Professor	Ph.D.(2020), MJMC	12
4	Dr. Devashish P. Tondon	Associate Professor	Ph.D. -2024, MJMC-2015, MBA-2014	7
5	Ms. Hema Singh	Assistant Professor	UGC-NET-2008, MJMC -2007	15.11
6	Mr. Mayank Arora	Assistant Professor	MJMC-2015, Ph.D. (registered)	10.9
7	Ms. Sakshi Malyan	Assistant Professor	UGC-NET-2023, MJMC -2021	1.3
8	Mr. Pankaj Sharma	Visiting Faculty	UGC-NET	14
9	Mr. Bharat Banga	Visiting Faculty	MA(2007)	11
10	Ms. Dorothy Verma	Visiting Faculty	MAMC; PG Diploma in Cinema; B.Sc.	11
11	Mr. Deepanshu	Visiting Faculty	MA(Broadcast jour.), UGC-NET)	1.3



Dr. ...
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Compliance Report

Ref No. TIAS/2025-26/088

Dated: 28.01.2026

Subject: Compliance Report to Academic Audit 2024-25

Annexure-6



TECNIA
INSTITUTE OF ADVANCED STUDIES
NAAC GRADE "A" INSTITUTE (CYCLE-2)

Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to GGSIP University & Recognized Under Sec. 2(f) of UGC Act 1956.
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Reference: Academic Audit Report 2024-25 Received From the Office of the Assistant Registrar
(Affiliation Branch), GGSIP University, Sector-16 C, Dwarka, New Delhi-110078

COMPLIANCE OF CONDITIONS

LIST OF FACILITIES AND BENEFITS FOR FACULTY.

Overarching Philosophy (NEP 2020 & Accreditation), both NEP 2020 and accreditation bodies (NAAC, NBA), Institute emphasize and provide following facilities and benefits for faculty:

- **Faculty Autonomy:** Empowering faculty as leaders of innovation.
- **Ecosystem for Research:** Creating a supportive infrastructure.
- **Industry-Academia Linkage:** Promoting applied research and consultancy.
- **Recognition & Reward:** Integrating research performance into career advancement.

A. Institutional Infrastructure & Administrative Support:

These fundamental facilities are provided to the Faculty of the Institute.

1. **Research Initiation Grant (RIG):** A seed grant for new/young faculty to start their research, purchase initial equipment, or hire temporary assistance. Rs. 500/- per month
2. **Reduced Teaching Load (AICTE/UGC Norms):** Faculty with active, major research projects (e.g., SERB, DST) are entitled to a reduction in teaching hours (e.g., 6 hours/week instead of 8-14) to dedicate time to research.
3. **Dedicated Research Space:** Provision of well-equipped laboratories, research labs, and individual/ shared office space with essential furniture and IT connectivity.
4. **Research Innovation and Development Cell (RIDC) is established as Centralized Research Facilities:** Access to and maintenance of sophisticated Central Instrumentation Facilities (CIF), high-performance computing clusters, and specialized workshops along with Centre of Excellence AI and Robotics Lab and Centre of Excellence for Communications and Universal Human Value.
5. **Grant Administration Office (Research Innovation & Development Cell):**
 - Pre-and post-grant administrative support.
 - Assistance with proposal formatting, budgeting, and submission.
 - Financial management and auditing of project accounts.
 - Guidance on compliance (funding agency rules, ethical clearances).
6. **Legal & IPR Cell:** Support for patent filing, copyright, technology licensing, and managing Intellectual Property Rights (IPR). A clear IPR policy (as per UGC) ensuring a significant revenue share for the inventor faculty (commonly 60-80%).
7. **Ethics Committees:** Institutional Ethics Committee (IEC) to facilitate necessary clearances for research with Plagiarism software DrillBit..
8. **Library & Digital Resources:** Subscription to high-impact journals, databases (IEEE, DELNET, J-Gate, etc.), plagiarism-checking software (DrillBit), and reference management tools.

Director

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Madhuban Chowk, Rohini, Delhi-110085

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B. Financial & Career Advancement Benefits (Direct Fringe Benefits)

These are direct incentives to undertake research and consultancy.

1. **Consultancy Revenue Share:** AICTE/UGC mandate a transparent policy where a major portion of consultancy earnings (typically 70-80%) goes to the faculty consultant(s), with the remainder retained by the institute for overheads.
2. **Project Staff Hiring:** Freedom to hire project personnel (JRF, SRF, RA, and Project Associates) from the project grant, as per agency norms (UGC scales).
3. **Incentive for Sponsored Projects (Overhead):** A portion of the overhead cost (generally 10-20% of the project cost) recovered from funding agencies can be used to provide incentives to the Principal Investigator (PI) and team, as per institute policy.
4. **Professional Development Allowance (PDA):** Annual grants for attending international/national conferences, advanced training, and buying books/laptops.
5. **Award & Recognition Schemes:** Recognition for publishing in high-impact journals, securing patents, or winning prestigious fellowships/grants.
6. **Promotion & Career Growth:**
 - **API Scores (UGC):** Research publications, projects, patents, and consultancy carry significant weight in Academic Performance Indicator (API) scores for promotions.
 - **Career Advancement Scheme (CAS):** Outstanding research output can accelerate promotions under CAS.
 - **NEP 2020 Emphasis:** Proposes a "Multi-faceted Career Growth" path, where excellence in research is a parallel and equally valued track for progression.

C. Support for Collaboration & Networking (NEP 2020 & Accreditation Focus)

1. **Support for MoUs:** Institutional backing for forging MoUs with industry, national labs (DRDO, ISRO, CSIR), and international universities to enable collaborative projects.
2. **Travel Support:** Financial support for domestic and international travel for collaborative work, fieldwork, or conference presentations, beyond the basic PDA.
3. **Visitation/Adjunction Positions:** Encouragement and administrative support for faculty to take up visiting positions at reputed institutions abroad or in industry.

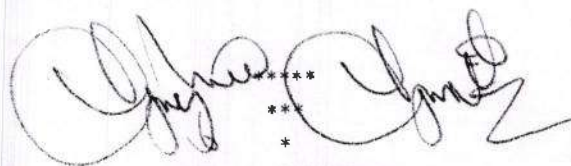
D. Technology Incubation & Entrepreneurship Support (NEP 2020 & AICTE Thrust)

1. **Innovation/Startup Cell:** Infrastructure and mentorship support for faculty to translate research into prototypes and startups.
2. **Seed Funding for Prototyping:** Internal grants to develop Minimum Viable Products (MVPs) from research outcomes.
3. **Access to Technology Business Incubators (TBIs) & Atal Incubation Centres (AICs):** Providing space, networking, and legal/financial guidance for faculty-led startups.
4. **Leave for Entrepreneurship:** Provisions for faculty to take leave to work on their startup while having the security to return (as encouraged by NEP 2020).

E. Quality of Life & Well-being Facilities

- **Housing:** housing allowance (HRA).
- **Healthcare:** Comprehensive medical insurance and access to institutional health centres.
- **Children's Education:** Subsidy or provision for schooling 50% concession in Orleams the School
- **Leave Benefits:** Special leave for academic assignments.

The Tecnia Institute of Advanced Studies envisioned by UGC, AICTE, and NEP 2020, is moving beyond being just a teaching center. It functions as a "research-enabling organization," providing a **comprehensive package of infrastructural, financial, administrative, and career benefits** to its faculty. The effective implementation of these facilities is a critical differentiator for institutes seeking high scores in NBA and NAAC accreditation, as it directly correlates to tangible research outputs and societal impact.



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