



MERI
COLLEGE

MERI SUKRITI A BI ANNUAL NEWSLETTER



Volume 24: No. 1, July-December 2019

Volume 24: No. 1, July- December 2019

INDEX

S.NO	TOPIC	PAGE NO.
1.	MERI HONOURS – <ul style="list-style-type: none">● M.K GANDHI AWARD● 27th NAI ACHIEVEMENT AWARD● MERI CERTIFIED IIC BY MHRD	5
2.	INTERNATIONAL CONFERENCE	8
3.	NATIONAL SEMINAR	10
4.	CULTURAL TIT BITS <ul style="list-style-type: none">● NAVYAM- FRESHERS PARTY● SILVER JUBILEE CELEBRATIONS – SPLICE ALUMNI MEET 2019	11
5.	PRATIMB MEDIA FEST- DEPT OF JOURNALISM & MASS COMMUNICATION	12
6.	TEACHERS DAY CELEBRATIONS	16
7.	STUDENTS ACTIVITIES- <ul style="list-style-type: none">● COLLEGE TRIP● INDUSTRIAL VISIT● STUDENT ACHIEVEMENTS- MERIANS ROCK	17
8.	FACULTY DEVELOPMENT PROGRAMS	23

VICE PRESIDENT'S DESK



ALL OUR DREAMS CAN COME TRUE, IF WE HAVE COURAGE TO PURSUE THEM.

The intellectual knowledge and rational thinking is developed through college education. College plays a significant role for the survival in the competitive world. It helps in overcoming the challenges and accelerates the career growth. MERI delivers excellent education with the finest facilities that excel their disciplines as both educators and researchers. At MERI, the dedicated team works towards the understanding of the new market requirements. The course is designed in such a way it will promote leadership, better communication skills, working in teams. Our college ensures that our BBA, PGDM, MBA & MCA courses are practical yet innovative & are flexibly helpful to an ever-changing industrial and business climate .We at MERI, make this journey delightful, satisfactory and productive, leading to new opportunities and discoveries for future CEOs, entrepreneurs and brilliant managers. The initiatives, hard work and the talent are showcased in SUKRITI where the students, faculty and staff all strive towards one goal of “shaping up the managers for tomorrow”. Best wishes to the editorial team and I hope that this issue will engrave in the minds of our students some wonderful memories to cherish for a lifetime.

Prof. Lalit Aggarwal

DEAN'S DESK



**“THE AIM OF EDUCATION IS THE KNOWLEDGE NOT OF FACTS
BUT OF VALUE”**

Knowledge has to be improved, challenged and increased constantly, or it vanishes. In MERI our aim is to support, guide, encourage and teach our learners to the best of our ability. We will continue to be an inspirational organization delivering excellence by giving opportunity to excel in all that they study. Sukriti has always helped to encourage students by adding those pillars to indulge in every aspect. I would like to thank editorial team for preparing this edition of bi-annual magazine SUKRITI which highlights our success, joy, achievement and new ideas that occurred in MERI. My best wishes to the teachers and students behind Sukriti for their unmatched efforts.

Professor A.K. Agarwal,
Dean

HOD, JOURNALISM & MASS COMMUNICATIONS DESK



“EDUCATION IS ALL ABOUT HAVING AN OPEN MINDSET.”

The Department of Journalism and Mass Communication focuses on imparting professional skills among students in order to cater to the needs of changing and emerging modern technology-based media industry. Adequate attention is paid by qualified faculty members with industrial experience on a variety of media subjects mainly print, electronic, photography, video audio, film documentary production and mobile journalism. In a short span of time, our department has equipped the students to extend their professional services in major media houses in the near future. I am fully confident that this department having imparted qualitative theoretical and professional education will attain more height of success in future. Our department shall strive to achieve academic excellence, lighting the Management Education and Research Institute torch high and bright.

Professor (Dr.) Dilip Kumar,
Head of Department,
Journalism and Mass Communications

EDITOR'S DESK



“HUMAN IS NOT A RESOURCE; BEING HUMAN IS AN IMMENSE POSSIBILITY.”

Working up a world class Business School of MERI to shape worldwide administration pioneers has been our loved dream. MERI readies the understudies to be future prepared, touches off the entrepreneurial start and mentors them to be capable subjects in this regularly changing universe of business.

An amazing voyage has helped each MERIAN strengthen and nurture a strong value system and turn every hurdle into triumph. Extending heart filled thanks to our lovely and dedicated editorial team of students and great support by all the members of MERI family

Monika Sharma
Assistant Professor

MERI HONOURS – M.K.GANDHI AWARDS



MK Gandhi Foundation for non-violent peace on association with MERI Group of institutions organised the Award ceremony for the prestigious award of Mahatma MK Gandhi Award for Non Violent Peace on 26th August 2019. The two awardee were Mr. Bruce Khavar CEO of cyber Advanced technology USA and Hwang Eun Yeon CEO A-nex Korea. They both have contributed in reducing cyber-crime through their advanced network architecture various dignitaries like Mr. Hong Ki Kim Goodwill ambassador United Nations, Korea, Mr. Parasana Patasani MP, Mr. BN Anand, Mr. Bhuswaneswar Kalita former MP and Mr. Jasbir Singh was present on the occasion.

27th NAI ACHIEVEMENT AWARD



Our college won the 27 NAI Achievement Award for the BEST MANAGEMENT INSITUTE in Delhi on 15th December 2019. The event was managed by Newspapers Association of India at NDMC Convention Center, New Delhi. Our institute has also been ranked as 'A+' grade institute successively from many years by GGSIPU and Delhi government.

**MERI CERTIFIED AS AN
INSTITUTION INNOVATION COUNCIL
BY MINISTRY OF
HUMAN RESOURCE DEVELOPMENT**



INTERNATIONAL CONFERENCE ON DATA THE NEW CATALYSTS: CREATING A NEW DIGITAL CULTURE, 13th-14th SEPTEMBER 2019



MERI organized International Conference on “DATA THE NEW CATALYSTS: CREATING A NEW DIGITAL CULTURE” on 13th and 14th September, 2019. The conference was sponsored by Ministry of Electronics and Information Technology. The conference was divided into 5 technical sessions (Transformation of business models, Role of AI in Data Science, Machine learning and digital culture, Journalism in Era of big Data, Challenges & solutions of data analytics) and two Panel discussions (financial aspects of data management, big data & Media management). The chief guest for the event for the conference was Prof. (Dr.) Yudhir Singh, Department of computer science engineering, UIET, MDU. Prof. Yudhir highlighted the role of data analysis in understanding the uncovered aspects of Indian history and culture. The conference was organized at a large scale and best efforts possible were made. The conference was quite interesting and informative. Experts of various fields were called as keynote speakers. Their knowledge made us understand the emerging technologies and the need of the change in present technologies very well.

**7TH INTERNATIONAL
CONFERENCE ON DATA
THE NEW CATALYST
ORGANISED BY MERI**



7th International Conference on Data the New Catalyst: Creating a New Digital Culture supported by Ministry of Electronics & Information Technology organised by MERI from 13-14 September 2019. New Delhi | September 15, 2019 Management Education and Research Institute, Janakpuri with the support of Ministry of Electronics & Information Technology organised two- days 7th International Conference on Data the New Catalyst: Creating a New Digital Culture. Celebrating its silver jubilee, MERI is an eminent institute affiliated by Guru Gobind Singh Indraprastha University, having courses such as MCA, MBA, BBA, BA(JMC) & PGDM. Today, we are surrounded by risk, uncertainty, contingencies and fake news. This has created ambiguity not just in the corporate world but also the society at large. Focussing on this theme, the conference commenced with the inaugural session graced by Sh. IP Aggarwal, President, MERI and Prof. Lalit Aggarwal, Vice President, MERI; along with the Chief Guest for the event, Prof. (Dr.) Yudhvir

business models, role of AI in Data Science and Machine Learning and Digital Culture, chaired by Prof. A.K. Aggarwal, Prof. (Dr.) Sangeeta Gupta and Prof. (Dr.) S.K. Goel, respectively. Day two of this mega event commenced with technical session four, which was widely appreciated due to the presence of prominent senior news editor of Network18, Mr. Prateek Trivedi, famously known for his show "Bhaiyaji Kahin". Mr. Trivedi had an interactive session with the students wherein he discussed about the individual diversity in the journalistic field. Furthermore, he encouraged budding journalists giving an insight of their prospective field. He shared the dais with Mr. Shyamanuja Das, Managing Editor, B2B Tech and Mr. Namit Hans from Bharati College, Delhi University. The session on Journalism in the Era of Big Data was chaired by Prof. (Dr.) Dilip Kumar, Head of Journalism and Mass Communication Department. The event concluded with two highly informative technical sessions on Big Data and Media Management and Financial aspects of Data Management and

**NATIONAL MARKETING SEMINAR
'STRATEGIC AND TACTICAL MARKETING
IN CONTEMPORARY CORPORATE',
SATURDAY, 19th OCTOBER, 2019**



Management Education & Research Institute (MERI) had organized Marketing Seminar; Mercadeo Cresta on 'Strategic and Tactical Marketing in Contemporary Corporate', on Saturday, 19th October, 2019. The chief guest of the seminar was Mr. Rajeev Ranjan (CEO, Digiswitch InfoTech). Mr. Ranjan addressed the audience by highlighting the importance of having a strategic approach towards personal as well as professional life. He briefed the audience with the latest strategies and tactics adopted by the IT firms. The other dignified speakers of the event were: Mr. Sandeep Ganguly, Business Manager, sales and marketing, Thermo Fisher Scientific. He highlighted the various strategies and tactics used to influence customers and deal with competitors in the field of pharmaceutical and diagnostic industry.

Mr. Sachin Seriger, DGM, Sales & Marketing, Pagalguy.com. He used an interactive approach towards the audience and briefed about the nuances of online management education portals.

Mr. Mohd. Kamran, Digital IMC briefed the students with the tactical approach towards digital marketing.

CULTURAL TITBITS

NAVAYAM FRESHERS PARTY WINNERS

MBA:

Mr. Navayam: Mr. Harshit Ms. Navayam: Ms. Heena

BBA:

Mr. Navayam: Mr. Bharat Ms. Navayam: Ms. Ishika

BA JMC:

Mr. Navayam: Mr. Wasim Ms. Navayam: Ms. Gauri

MCA:

Mr. Navayam: Mr. Kunal Ms. Navayam: Ms. Vinita

B.TECH:

Mr. Navayam: Mr. Omkar Ms. Navayam: Ms. Bhumika

BBA (MDU):

Mr. Navayam: Mr. Saksham Ms. Navayam: Ms. Janvi

Fresher's party in the college is an event which every student eagerly awaits from their time of admission. The fresher's day was marked as a memorable day in the life of every fresher .the party was organized at the Grand Imperia, Moti Nagar. It manifested youth and enthusiasm as its best the program kick-started with all the participants elegantly dressed and ready to perform. The participants for Mr. and Ms. Fresher, were selected by the senior based on the audition round which also included the 'Talent Hunt' before the Fresher's Day

SOME MEMORABLE MOMENTS OF FRESHERS PARTY.





The cool senior put up various performances like dancing, singing, and skits to entertain their cool juniors, all the juniors were enjoying and having a great time.

At the end, everyone enjoyed the celebrations and all thanked the HOD, faculties and seniors' for hosting this wonderful event.

The cultural coordinators who organized the freshers party were:

1. Ms. Deepti Kapoor
2. Dr. Gurbinder kaur
3. Ms. Reema

SILVER JUBILEE ALUMNI MEET - SPLICE 2019



Alumni meet was organized on 9th of November, 2019 on the occasion of Silver Jubilee Celebration of Management Education and Research Institutions (MERI). The aim of the meet was to reunite the students working in various places and to recollect, rejoice the college memories and helped to share their work experience. It was pleasure to see all Alumni in such a big number from different parts of India. It was an incredible reunion of alumni, students, faculties and staff members at the MERI campus. On this Occasion MERI fraternity celebrated its Alumni Reunion and felicitated its Silver Jubilee Batches i.e. 1995 to 2005 pass out. The Chief Guest for the event was Shri I.P. Agarwal, President MERI college. Mr. Rohit Sikka, one of the eminent Alumni of PGDM batch 1996-98, who is now designated as an Associate Director of TATA AIA Agency, addressed the audience with encouraging speech. Some of the star Alumni were felicitated with star awards. Ms. Sudipta Biswas, Mr. Rohit Sikka, Mr. Vipin Kumar Kathuria and Ms. Gunjan Bawa from PGDM batch, Mr. Mohit Mathur, Mr. Kunal Singh and Mr. Jayant Sharma from MCA batch, Mr. Atul Sharma from M. Tech and Ms. Dhriti from B. Tech. Four of the in-house Alumni Dr. Sumit Chauhan, Ms. Navneet Kaur, Ms. Swati Chawla and Ms. Garima Suri were also awarded with star awards for their long-term association with MERI.

PRATIBIMB-MEDIA FEST



The Department of Journalism and Mass Communication organised its inaugural annual media fest, Pratibimb on October 23rd, 2019. The theme for the event was 'Go Swadeshi'. Activities such as RJ HUNT, MOBILE FILM MAKING, OPEN MIC, NUKKAD NATAK, PHOTO EXHIBITION, AD MANIA. The theme of the fest was GO SWADESHI.

TEACHER'S DAY CELEBRATION - 5th SEPTEMBER 2019



We at MERI celebrate Teachers Day every year on 5th of September. Students express their gratitude and appreciation for their teachers on this day. This day is dedicated to Dr. Sarvepalli Radhakrishnan – second President of India. The great academic philosopher, and one of the most well-known diplomats, scholar, president of India and above all a teacher. As a tribute to this great teacher, his birthday has been observed as teachers' day.

STUDENTS ACTIVITIES COLLEGE TRIP- MANALI



MERI College organized a trip to MANALI. The students went for trip on 14th October 2019. All students had a great time with various activities and had fun time at the place. The trip was a learning experience and an enjoyable one filled with adventurous activities like Para gliding, river rafting etc.

INDUSTRIAL VISIT- MOTHER DAIRY



MERI College had organized an industrial visit to Mother Dairy Plant Patparganj, for the student of MBA /PGDM, BBA. All the students have actively taken part and followed the dress code also. The visit was all about learning the functioning of the mother dairy and knowing important facts and figure about the industry like how milk is distributed among various areas of the state, how milk is collected from the farmers, cleaning of the milk, testing of the milk, packaging and other outlet of safal and milk diaries of mother dairy .The students were given ice-creams and flavoured milk as refreshment.

INDUSTRIAL VISIT TO TV9



The students of BA (JMC) went for an industrial visit to TV9 Bharatvarsh news channel for a live discussion-based show on the 'Bharat ki Lakshmi campaign' on the occasion of Deepawali.

LIVE DISCUSSION AT “INDIATV NEWS CHANNEL”



The students of BA (JMC) participated in a live discussion-based show, conducted by IndiaTV news channel, on 18th Oct, 2019. The show was pertaining to the ongoing General Election campaign in Maharashtra.

FACULTY DEVELOPMENT PROGRAM DECEMBER 2019



Our college organized a Faculty Development Program on Quality Assurance through Learning and Development for Professional Teachers from December 9 2019 to 16 December 2019. The program was organized by the Internal Assurance Cell of the Institute. The week long comprehensive program concluded with the Valedictory Session in the esteemed presence of Prof. Lalit Aggarwal, Vice President, MERI group of institution with participant feedback, certificate distribution and group photograph. FDP was organized by Prof Sangeeta Gupta and Dr. Maitri, Associate Professor, MERI.

MERI - GROUP OF INSTITUTIONS

THE CHILD ONCE ADMITTED TO NURSERY CLASS CAN PASS OUT AS A HIGHLY QUALIFIED PROFESSIONAL UPTO POST GRADUATE BY PURSUING STUDIES IN THE INSTITUTES RUN BY THE SOCIETY

