



**REPORT OF WORKSHOP/SEMINAR CONDUCTED ON
INDUSTRY/ACADEMIA AT SCHOOL OF ENGINEERING, UPES.**

2017-2018

4TH BUSINESS ANALYTICS CONCLAVE “ARTIFICIAL INTELLIGENCE REFRESH: LEVERAGING AI TO FOSTER TRANSFORMATION”

16 March, 2018, ITC Windsor, Bengaluru



Introduction: Industry leaders did a deep dive on current state, and potential advancements in AI technology, discussed impactful case studies of successful AI-led organizational transformation, ensuring workforce readiness and how the three can be blended together through effective program management at the 4th Business Analytics Conclave on March 16, 2018 at the picturesque ITC Windsor in Bengaluru.

Coordinators: Mr. Vikas Narula, Associate Director (Corporate Relations), UPES Resource Person's Details:

Sr. No.	Name & Address	Designation	Organization
1	Mr. Sameer Dhanrajani	Chief Strategy Officer	Fractal Analytics Pvt. Ltd
2.	Anand Srinivasan	CEO	DSquare Solutions
3.	Harini Padmanabhan	Analytics Practice Manager	Envestnet Yodlee India

Participants: A total of 70 people participate which include participants from industry, faculty of Decision sciences and students of MBA Business analytics.

Details : In conclave Some of the most influential Business Analytics leaders of the country, representing Fractal Analytics, Vodafone, Fidelity Investments, Yodlee, Accenture, InMobi, JPMorgan Chase, Makemytrip.com, GE to name a few shared their views on the future of analytics in the country.

Panel Discussions on the well thought off topics like were a highlight of the conclave:

- New opportunities in the India talent landscape: Be future proof & job ready in the world of AI & emerging technologies

- Productizing intelligence – analytics to drive transformation in the fintech industry
- Scalable applications of AI
- AI & humanity – hit or miss

Mr. Sameer Dhanrajani, Chief Strategy Officer, Fractal Analytics Pvt. Ltd. was the program director. Some of the most influential Business Analytics leaders of the country, representing Fractal Analytics, Vodafone, Fidelity Investments, Yodlee, Accenture, InMobi, JPMorgan Chase, Makemytrip.com, GE to name a few shared their views on the future of analytics in the country

Photographs:



List of few Registered Participants for the Workshop

Abhishek Tandon	Shweta Singh
Amit Tewari	Vibhu Sharma
Debashish Roy	Madduri Kushal Kumar
Ishita Mishra	Shilpi Singh
Kanika Kaushik	Amanpreet Kaur
Kshitiz Gupta	Nandini Gupta
Mahesh Kedia	Priya Raj
Mani Sharma	Ashish Ganta
Mayank Pandey	Shivam Bhardwaj
Prashant Gupta	Sahil Mathew
Rachit Gulati	Boddeda Neeraj Sai Kumar
Shitij Bhatnagar	Kaushik Chakraborty
Tanmay Agarwal	Chirag Sharma

ENERGY EMPORIA: WORKSHOP ON COMMODITY DERIVATIVES MARKET


26th and 27th April, 2018 Auditorium, School of Business



Introduction: MCX (Multi Commodity Exchange) conducted its one of the flagship program - MCX Certified Commodity Professional (MCCP), which is aimed at providing insights to the participants into the commodity derivative market. There are almost 76 exchanges worldwide and 21 in India. Although the commodity market is still very nascent in India but MCX is striving forward to inform, educate and train people in this highly engaging sector.

Coordinators: MBA – Energy Trade Student in supervision of Mr. Navdeep Bhatnagar and Ms. Sonal Gupta

Resource Person's Details:

Industry	MCX (Multi Commodity Exchange)		 METAL & ENERGY Trade with Trust
Sr. No.	Name & Address	Designation	Organization
1	Shrikant Koundinya	Assistant Vice President	The Multi Commodity Exchange of India Limited
2	Mr. Vinit Singh	Senior Manager	The Multi Commodity Exchange of India Limited

Participants: The audience of the workshop included about 30 students and 10 faculty members

Details: Specific focus was made in providing insights into the Indian commodity derivative market, the regulatory authority and the framework. Basic structure of derivatives, its characteristics, the requirement of the commodity contracts in today's market and the difference

between exchange derivatives and OTC derivatives were explained in detail along with the product range consisting of 135 contracts being offered by MCX to trade on.

Taking it a step forward and discussing hedging concepts. Hedging is two-market technique wherein you take-in one position in physical market and taking another opposite position in the derivative market. The exposure in both the markets and how to take futures position in the market and how to realize the desired profit through different hedging techniques by balancing the risk in both the markets, the role of hedgers who spread the risk. The concepts of margins and the lot sizes in which commodities are traded via MCX were also explained.

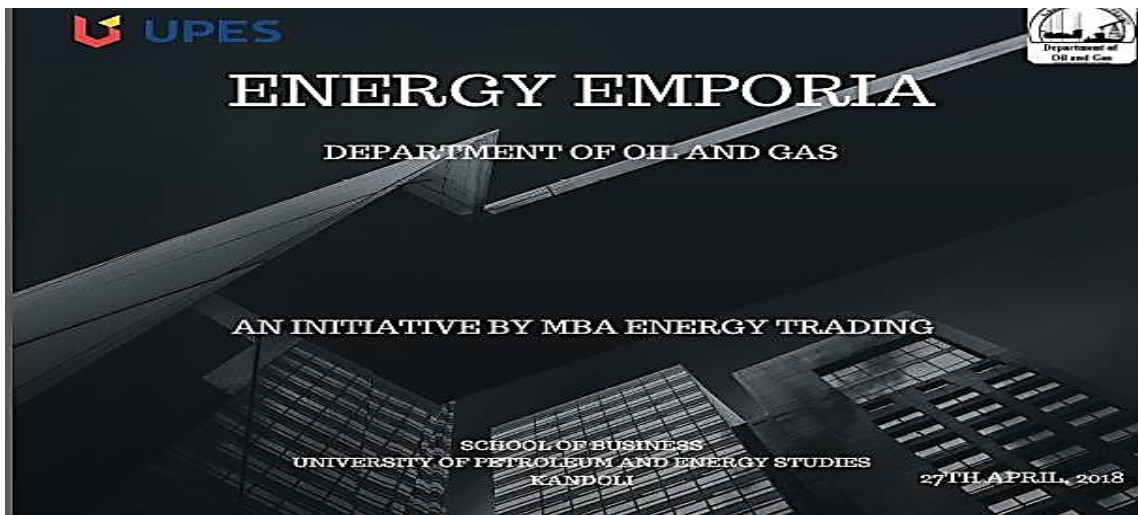
Detailed functioning of the derivative market, this module was focused on what happens post trade i.e. delivery, clearing and settlement. The aim was to clearly define the mode of delivery whether it is a physical delivery or cash settlement and the mode opted by majority of the exchange and the global figure of only 3% is traded.

Risk management policy covering the basis of exposure of risk, quantum of risk, identification of exchanges through risk will be managed and who is responsible for the risk. Taking risk and speculating, concept of hedge ratio compassing hedging, insuring the risk was covered.

List of Registered Participants for the Workshop

Shrawani Kalita	Pradeep Raturi	Sakshi Saxena	Ashish Chaurasia
Aditi Choudhary	Remi Goel	Vardhan Joshi	Arham
Mayank Kumar	Nitish Benjwal	Soham Mahato	Neelanjan Paul Choudhury
Ashutosh Singh	Argha Naskar	Priyanka Keshri	Atul Tiwari
Mansi Anand	Pratik Anand	Amit Samadhiya	Amit Ranjan
Mohammed Asad	Debashis Mishra	Priya Goel	
Astha Sharma	Abhijeet	Suvam Patel	

Program Brochure:



participants based on their learning submitted the project which was then assessed by “MiddleEarthHR” Pvt. Ltd. and only 9 participants get the certified HR Analytics Certificate.

Program Brochure and Details: CAMI. CAMI is a not- for-profit research wing of



Middle Earth HR presently in 20 locations supporting the development of practical HR competencies. It is also the world’s 2nd largest HR project support group, supporting close to 2000 HR projects in over 1000 companies annually in over 20 countries with research involvement of Global HR Experts including senior Academicians formerly from Harvard, Princeton, Yale, Senior Corporate trainers and acknowledged industry practitioner who head HR. It claims to be the 7th largest HR certification body in terms of number of HR professionals certified with 1,656 of them in the last one year going through their process of certification.

Group Photo along with the List of Participants:

1. Maj Gen (Dr) SPS Narang
2. Dr. Ruchi Tyagi
3. Dr. Nikhil Kulshrestha
4. Dr. Raju Ganesh Sunder
5. Dr Sheetal Khanka
6. Dr. A L Rao
7. Dr. P C Bahuguna
8. Mr. Neeraj Kataria
9. Dr. Alka Dwivedi
10. Dr. Teena Saharan
11. Ms. Deepakshi Jaiswal
12. Mr. Mohd. Faraz Naim
13. Ms. Somya Sharma (ext)
14. Ms. Shweta Shetty (ext)
15. Mr. Gurung (ext)
16. Mr.Rohit Mishra (student)
17. Ms. Arushi (student)





FACULTY DEVELOPMENT PROGRAM

HR ANALYTICS

The Department of HR and O&L, School of Business under the guidance of Dr. D. N Pandey, Director, School of Business organized 16 hour credit based certification program on "HR Analytics and Metrics professional" from 27-28 Sep 2017. Two students from Ms. Gauri, Mr. Rohit, Ms. Ananya and Ms. Ananya participated as observers in the program. 12 Internal faculty members and 3 External participants took part in the program. The certification is from the "MiddleEarth" Pvt. Ltd. in association with Carlton Advanced Management Institute - CAMI. CAMI is a non-for-profit research wing of Middle Earth HR presently in 20 locations supporting the development of practical HR competencies. It is also the world's 2nd largest HR project based group, supporting close to 2000 HR projects in over 1000 companies annually in over 20 countries with research involvement of Global HR Experts including senior Academics formerly from Harvard, Princeton, Yale, Senior Corporate leaders and acknowledged industry practitioners who head HR. It claims to be the 7th largest HR certification body in terms of number of HR professionals certified with 1,656 of them in the last one year going through their process of certification. Trainer for the program was Ms. Nimika Garg - Principal Consultant, Middle Earth HR. The workshop was overseen by Dr. Ruchi Tyagi and Dr. P.C Bahuguna.

FDP on COMPETITION STRATEGIC MANAGEMENT

The FDP on competition policy and law finally completed with full support of Officers of the commission and faculty of both the schools of Business and Law. The FDP focused on overview of different policy perspectives of competition policy and law and how it is relevant for today's Business Environment.

Guests welcomed by Dr. Faruk Dhwaja & Dr. Karunakar Jha

The guests who have taken their time to come to our campus are:

- Mr. S. Sankar (Member Competition Commission of India)
- Ms. Sibani Swaha (Advisor Competition Commission of India)
- Ms. Sumaina Datta (Dy. Director Competition Commission of India)

The workshop covered Competition Law, Mergers, Combustion, Abuse of Dominance and Anti-Competitive Agreement.

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WORKSHOP ON “INNOVATIVE STRATEGY FOR ADVERTISING”

ADVERTISING WORKSHOP

Department of Marketing, SoB in association with UK07 Films and Jingles.com organized one-day workshop on Advertising on 14th September, 2017. The aim of this workshop was to get closer to the basics of advertising and provide hands on experience to students on advertising content generation. In the inaugural address, Dr. D.N. Pandey, Director, SoB highlighted the need of effective advertising in the contemporary business environment. Dr. Sunil Barthwal, Head, Department of Marketing emphasised on the relevance of Ad content and strategy in connection with target consumers. Ms. Snehi Singh, Senior Creative Head, UK07 Films discussed the Importance of creativity in Ad generation and shared some video editing skills with students. Student participants of the workshop created and edited wonderful visual advertisements in the workshop.



Participants of workshop



Inaugural ceremony with the guests



Date and Venue: **Workshop on innovative strategy for advertising at School of Business, UPES on September 14, 2017.**

Introduction: Advertising strategy designed for any media should ensure that the target set of consumers not only develops a liking for the brand but also helps develop a long-term relationship with consumers. The Department of Marketing organized one-day workshop to give hands on experience to MBA students on advertising content generation.

Inauguration: The workshop was inaugurated by **Dr. D.N. Pandey (Dean, School of Business), Ms. Snehi Singh (Senior Creative Head) and Dr. Sunil Barthwal.** Dr. Sunil Barthwal explained the historical development of advertising and bridged the gap between theory and practice with reference to contemporary advertisements. Ms. Snehi Singh shared the importance of Ad content and strategy to connect with target consumers.

Resource Person: Ms. Snehi Singh (Senior Creative Head), Ms. Neha Bhatt (Senior Executive-Production) and Mr. Ajay Singh (Creative Executive)

Faculty Coordinator: Dr. Devkant Kala & Ms. Manisha Solanki

PROGRAM SCHEDULE AND RESOURCE PERSON

Program Schedule

Date & Day	Session	Subject/ topic	Faculty/Resource Person
1	2	3	4
14/09/2017	I	Ad Content Generation	Ms. Snehi Singh
	II	Video Editing skills: Basic software applications	Ms. Neha Bhatt & Mr. Ajay Singh
	III	Creation of advertisements by participants	Ms. Snehi Singh, Ms. Neha Bhatt, Mr. Ajay Singh & Dr. Sunil Barthwal

List of Resource Persons

SNo	Name & Address	Designation	Organization
1	Ms. Snehi Singh	Senior Creative Head	UK07 Films, Dehradun
2	Ms. Neha Bhatt	Senior Executive Production	UK07 Films, Dehradun
3	Mr. Ajay Singh	Creative Executive	UK07 Films, Dehradun

Participant: The audience of the workshop included about 30 students of MBA General (Marketing) and MBA (International Business).

List of Participants

S.N.	Student Name	Course & Semester
1	Sameer Papneja	MBA (General) Marketing - Semester III
2	Chandni Saxena	MBA (General) Marketing - Semester III
3	Shivani Puranik	MBA (General) Marketing - Semester III
4	Shivani Sharma	MBA (General) Marketing - Semester III
5	Prakruti Jain	MBA (General) Marketing - Semester III
6	Richa Joshi	MBA (General) Marketing - Semester III
7	Lokesh Aggarwal	MBA (General) Marketing - Semester III
8	Prateek Saxena	MBA (General) Marketing - Semester III
9	Siddharath Mishra	MBA (General) Marketing - Semester III
10	Jaspreet Kaur	MBA International Business – Semester III

11	Agrima Bhatnagar	MBA International Business – Semester III
12	Pranav Nagalia	MBA International Business – Semester III
13	Rishab Virmani	MBA International Business – Semester III
14	Sonali Mitra	MBA International Business – Semester III
15	Tushar Agarwal	MBA International Business – Semester III
16	Udit Rawat	MBA International Business – Semester III
17	Arpit Papneja	MBA International Business – Semester III
18	Aditya Kathait	MBA International Business – Semester III
19	Suresh Kumar	MBA International Business – Semester I
20	Aaveg Chitranshi	MBA International Business – Semester I
21	Ayush Tyagi	MBA International Business – Semester I
22	Laksh Hirwani	MBA International Business – Semester I
23	Shashank Chakarvorty	MBA International Business – Semester I
24	Ankitesh Dwivedi	MBA International Business – Semester I
25	Aryan Singh	MBA International Business – Semester I
26	Akarshit Singh	MBA International Business – Semester I
27	Shubneet Tiwari	MBA International Business – Semester I
28	Mehvish	MBA Aviation Management – Semester III
29	Akhil Nair	MBA Aviation Management – Semester III
30	Adheesh Jain	BBA Financial Analysis & Services- Semester III

ADVERTISING WORKSHOP

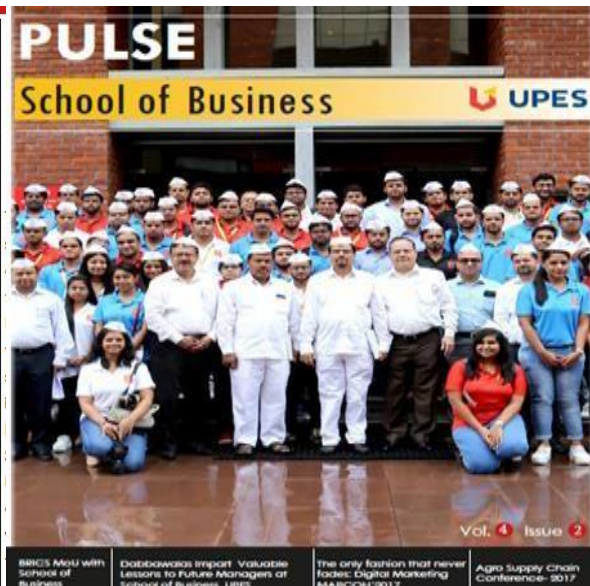
Department of Marketing, SoB in association with UK07 Films and Jingles.com organized one-day workshop on Advertising on 14th September, 2017. The aim of this workshop was to get closer to the basics of advertising and provide hands on experience to students on advertising content generation. In the inaugural address, Dr. D.N. Pandey, Director, SoB highlighted the need of effective advertising in the contemporary business environment. Dr. Sunil Barthwal, Head, Department of Marketing emphasised on the relevance of Ad content and strategy in connection with target consumers. Ms. Snehi Singh, Senior Creative Head, UK07 Films discussed the importance of creativity in Ad generation and shared some video editing skills with students. Student participants of the workshop created and edited wonderful visual advertisements in the workshop.



Participants of workshop



Inaugural ceremony with the guests



IBBIS Meet with School of Business

Databricks impart valuable lessons to Future Managers at School of Business, UPES

The only fashion that never fades Digital Marketing MABCCH 2017

Agro supply Chain Conference- 2017

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BRIEF REPORT ON “MANAGING NEW RENEWABLE ENERGY: TECHNOLOGY AND POLICY INITIATIVES” CONDUCTED AT SCHOOL OF BUSINESS, UPES.

“Naftanomics 2017 – Oil and Gas days” 22-09-2017 to 23-09-2017

(1) Slide/Banner/Photos



(2) Date of Event: 22-09-2017 to 23-09-2017, Venue: Auditorium, School of Business – Kandoli, UPES.
Topic: Managing New Renewable Energy : Technology and Policy initiatives.
“*Naftanomics 2017 – Oil and Gas days*”

(3) Speakers detail:

- Mr. Rakesh Sarin, CEO: International business & Global services, Suzlon Energy Ltd. ,
- Mr. Surender Singh Sur, Joint Advisor, NITI Aayog,
- Mr. R. Yagnik , Ex. GM GAIL, Ex. GM-IBM, Ex. Director-PWC
- Dr. Shikhar Gupta, Assistant Director, E & Y
- Mr. P. K. Pokhrel, Chief Executive Officer of SSS Power Services

(4) Attendees Details (Nos/Schools/Departments/ Teaching or Non-Teaching)

A total of 177 people participate in this. The faculty members (25 in numbers) are from the department of Energy Management consist of students from MBA Oil and Gas, MBA Power Management, MBA Energy Trading, BBA Oil and Gas Management. There were 150 students and 2 non-teaching staff.

(5) About the event

A flagship event of the Department of Oil and Gas began with a scintillating speech by Mr. Rakesh Sarin, CEO: International business & Global services, Suzlon Energy Ltd. He shed light on the increasing importance of renewable energy in today’s scenario and its major contribution in the Indian energy basket. Even Government has taken various initiatives to increase the share of renewable energy thereby reducing the power tariffs to all time to low of Rs. 3.46/KwH. According to the eminent speaker, the Government’s step to implement electric mobility in the country will also bring major transitions in the Indian Energy business.

He concluded his speech by encouraging the students to develop a positive attitude towards the changes that are happening in the industry and to look out for the many opportunities that are arising in the near future.

Mr. Sarin’s enlightening speech was followed by Mr. Surender Singh Sur, Joint Advisor, NITI Aayog, who emphasized on the threats posed by global warming and shifting to renewable energy is the only solution left. He also threw some light on the region wise policy initiation taken by the Government to reduce the power deficit in India and also to increase the efficiency of power companies.

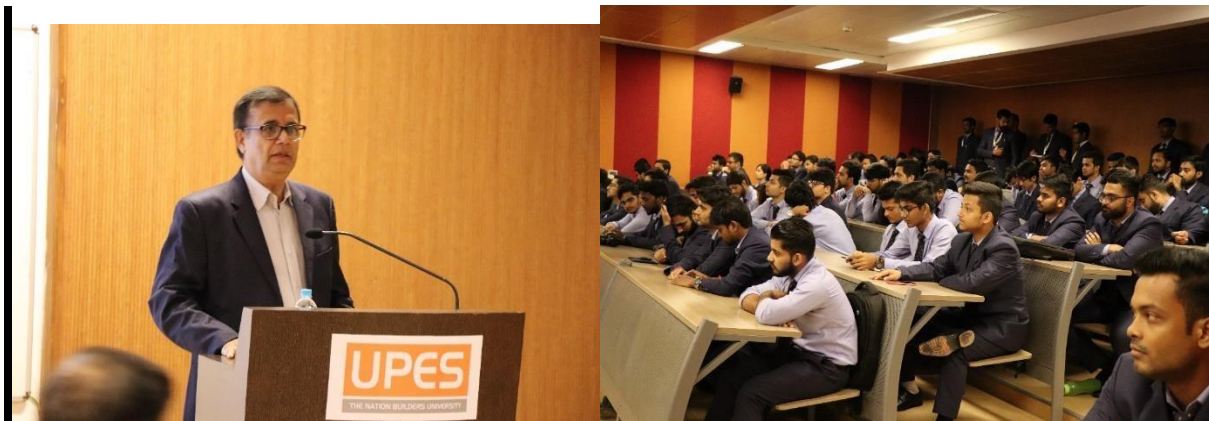
The lecture series by industry professionals ended with an illuminating talk by Mr. R. Yagnik, who focused on the future of transportation i.e. the electric vehicles. He stated that there are few

companies such as Lighted Elon Musk, Tesla Motors who are in the business of Electric Vehicles. Further he explained about the hi-tech vehicles such as personal flying cars, solar powered bicycles and many more which is going to take over the current mode of transportation by 2040.

DAY 2

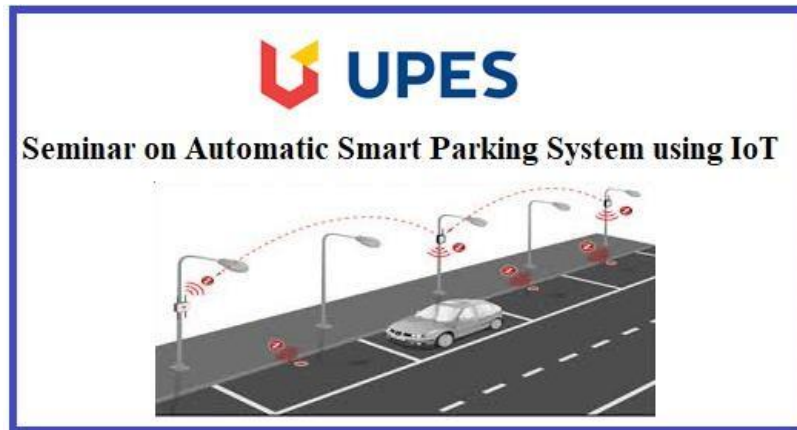
The 2nd day of the event began with a talk by an erudite professional, Dr. Shikhar Gupta, Assistant Director, E & Y, who explained the concept of Energy and Renewables and the impact of Renewables on the Oil & Gas industry. He quoted the example of Australia and how the players in oil companies are investing in renewable energy to make a hybrid mix. He also elucidated the concepts related to installation of solar rooftops and investments in battery storage technology and how it can be commercialized. He concluded his speech by focusing on the skillset required by the students to survive and grow in the Energy sector.

The second session and the last session of the day was addressed by Mr. P. K. Pokhrel, Chief Executive Officer of SSS Power Services. He has an experience of about 33 years in the energy sector. Discussing mainly about solar cells and how the solar panels work, he emphasized on the need for the country to shift to solar power which would help to move towards cleaner energy. Speaking about the economics of the solar panels for the better usage of the panels, he threw spotlight on the commercialized production of photovoltaic cell panels which might bring a boom in the energy sector. He also gave the audience many exclusive examples and challenges in the world economy at large with reference to different methodologies. He shared his own experiences how and why western corporations can no longer just rely on the old formula that sustained innovation and growth for decades: a mix of top-down strategies, expensive R&D projects and rigid, highly structured innovation processes.



BRIEF REPORT ON “SEMINAR ON AUTOMATIC SMART PARKING SYSTEM USING IOT”

1) Slide/Banner/Photos



2) Date, Venue and Topic

Seminar on “Automatic Smart Parking System using IoT” is organized by department of Electrical & Electronics Engineering, School of Engineering at UPES under the IEEE student chapter of the University on 14th April 2018.

3) Speaker(s) and their profiles (1-2 lines)

Dr Gaurav Verma IIIT Noida, B.Tech. (ECE-UPTU), M.Tech. (Image Processing & Embedded Systems-IIT Kharagpur), Ph.D.(Low Power DSD-IIIT Noida). His Areas of interest are Digital Design using VHDL, Embedded Systems, Linux, Device Drivers, RTOS.

4) Attendees Details (Nos/Schools/Departments/ Teaching or Non-Teaching)

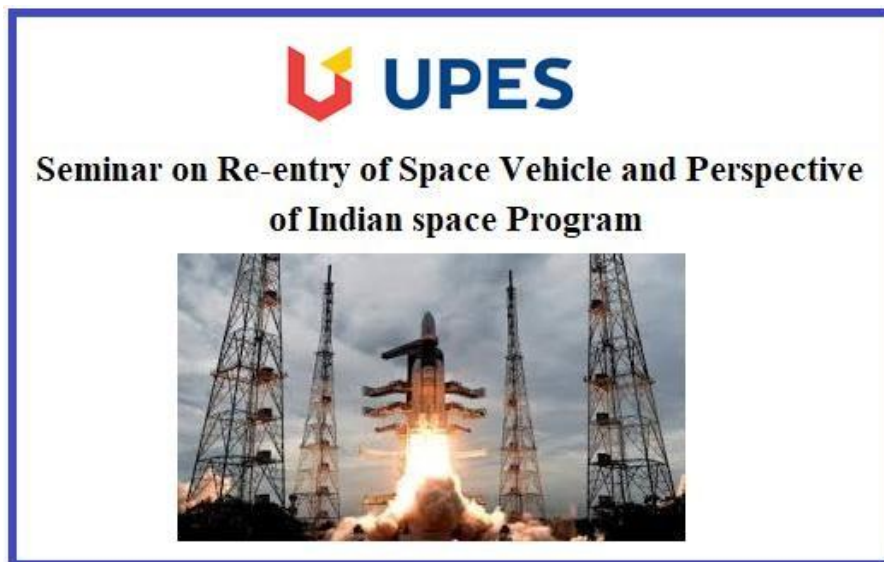
A total of 60 people participates in this. The faculty members (10 in numbers) are from the department of Electrical and Electronics Engineering. There were 4 non-teaching staff and 46 students from B.Tech Electronics Engineering and M.Tech Robotics Engg.

5) Brief about the event

Growth of IoT has paved way for integration of mobile devices, wireless communication technologies and mobile Applications. The Seminar on Automatic Smart Parking System using IoT provides a platform to students to comprehensive parking solution both for the user and owner of the parking space. Features are provided for reserving a parking space, authenticating a reserved user, identifying nearest free space depending on the size of the vehicle, navigating to the parking slot and computes accounts information on daily, weekly and monthly basis. IR sensors are used to identify if a parking spot is free. Availability of a free slot with its location information is transmitted using WIFI module technology, microcontroller and wireless communication technology to the server and is retrieved through a mobile application. The seminar is very much helpful for the M.Tech (Robotics Engineering) and Ph.D Scholar of the department.

BRIEF REPORT ON “SEMINAR ON RE-ENTRY OF SPACE VEHICLE AND PERSPECTIVE OF INDIAN SPACE PROGRAM”

1) Slide/Banner/Photos



2) Date, Venue and Topic

“Seminar on Re-entry of Space Vehicle and Perspective of Indian space Program” is organized by department of Aerospace Engineering, School of Engineering at UPES under Infinity Space Club and IEEE student chapter of the University on 14th April 2018.

3) Speaker(s) and their profiles (1-2 lines)

Dr. Durgesh Pant who is one of the earliest adopters and pioneers of computer science and information technology in the northern Himalayan region. His quest to leveraging technologies also led him to get into the domains of space technologies of Geographical Information System and Remote Sensing. He's worked as the Director of USAC. Presently, he is also working with USERC, as its Director, working vigorously towards establishing a ‘River Rejuvenation Centre’ under USERC in Dehradun.

4) Attendees Details (Nos/Schools/Departments/ Teaching or Non-Teaching

A total of 72 people participates in this. The faculty members (9 in numbers) are from the department of Electrical and Electronics Engineering. There were 3 non-teaching staff and 60 students from B.Tech Electronics Engineering and M.Tech Robotics Engg.

5) Brief report about the event.

The Department of Space (DOS) and the Space Commission were set up in 1972 and ISRO was brought under DOS on June 1, 1972. Since inception, the Indian space programme has

been orchestrated well and had three distinct elements such as, satellites for communication and remote sensing, the space transportation system and application programmes. The Indian National Satellite (INSAT) for telecommunication, television broadcasting, and meteorological services and the Indian Remote Sensing Satellite (IRS) for monitoring and management of natural resources and Disaster Management Support were the parts of presentation. The Program included the information of INSAT-4CR weighing 2130 kg and launched by GSLV-F04 on September 2, 2007 is the heaviest satellite launched from India., PSLV-C11 successfully launches CHANDRAYAAN-1, GSAT, GLVs and Gaganyaan Programme.

BRIEF REPORT ON “SEMINAR ON INTEGRATED POWER ELECTRONICS MODULE”

1) Slide/Banner/Photos



2) Date, Venue and Topic

Seminar on Integrated Power Electronics Module” is organized by department of Electrical & Electronics Engineering, School of Engineering at UPES under the IEEE student chapter of the University on 14th April 2018.

3) Speaker(s) and their profiles (1-2 lines)

Mr. Ankur Sengal Application Engineer, CoreEI Technologies Pvt. Ltd, Gurgaon. He is M.Tech in VLSI from CDAC Noida

4) Attendees Details (Nos/Schools/Departments/ Teaching or Non-Teaching

A total of 85 people participates in this. The faculty members (5 in numbers) are from the department of Aerospace Engineering, Electrical and Electronics Engineering department. There were 5 non-teaching staff and 75 students from B.Tech Aerospace Engineering Electronics Engineering and Mechatronics Engineering.

5) Brief report about the event

This seminar presented a compact integrated power electronic module (IPEM) which seeks to overcome the volumetric power density limitations of conventional packaging technologies. A key innovation has been the development of a substrate sandwich structure which permits double side cooling of the embedded dies whilst controlling the mechanical stresses both within the module and at the heat exchanger interface. A 3-phase inverter module has been described, integrating the sandwich structures with high efficiency impingement coolers, delink capacitance and gate drive units. Full details of the IPEM construction and electrical evaluation are given in the seminar.