



MAHARAJA SURAJMAL INSTITUTE

The essence of true education

CREATION 2022

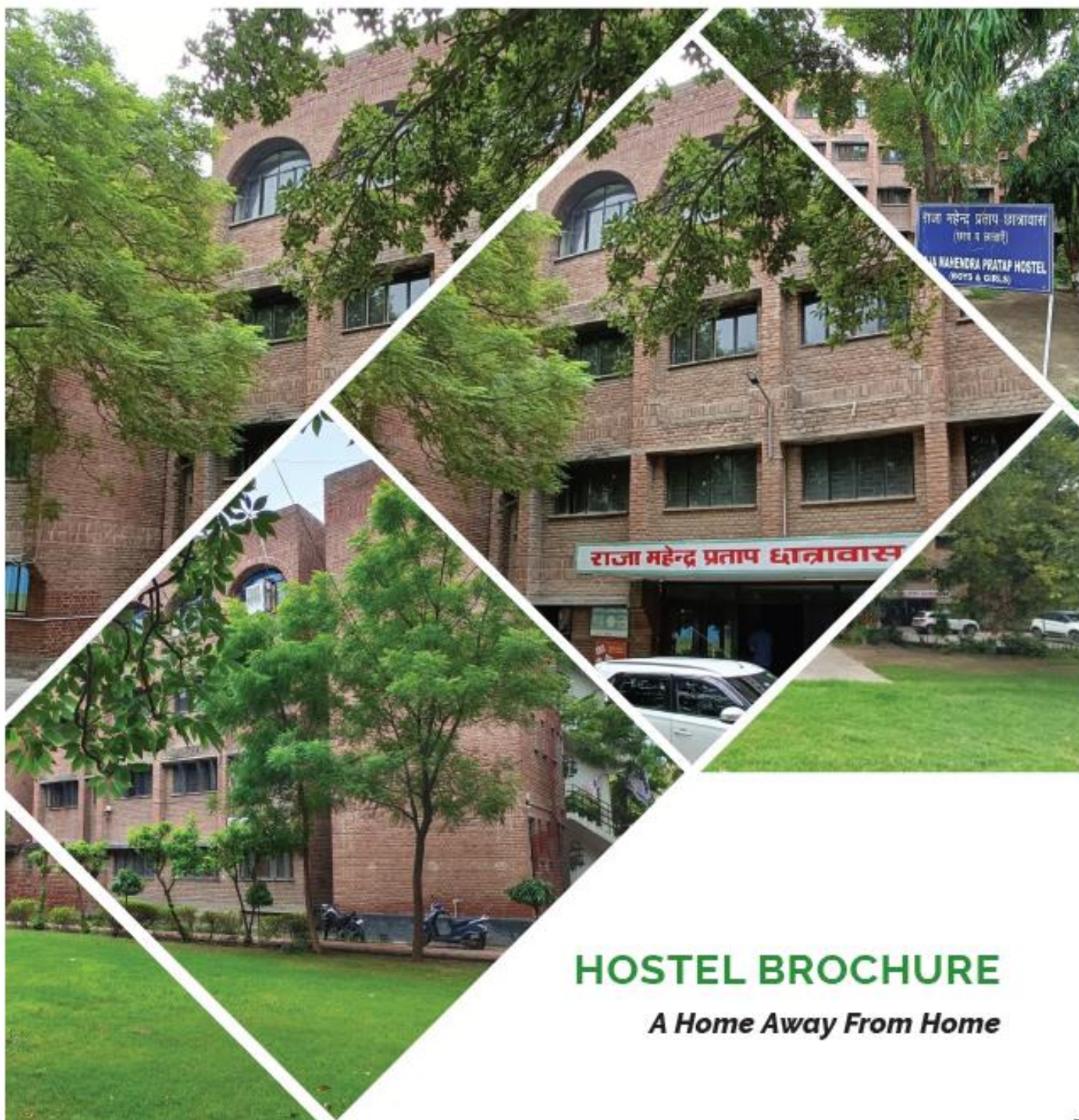
The Annual Magazine





MAHARAJA SURAJMAL GROUP OF INSTITUTIONS

RAJA MAHENDRA PRATAP HOSTEL FOR BOYS & GIRLS



HOSTEL BROCHURE

A Home Away From Home



MAHARAJA SURAJMAL INSTITUTE

Affiliated to Guru Gobind Singh Indraprastha University
Recognised by UGC u/s 2(f), NAAC Accredited 'A' Grade
Rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi

INFORMATION BULLETIN 2022-2023





MSI NEWS

The Essence of True Education



Aug 2021-July 2022 | Volume XXIII

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NEWSLETTER TEAM

Patron: Sh. Kaptan Singh, President SMES

Director, MSI: Prof.(Dr.) Rachita Rana

Editorial Team

Dr. Neetu Narwal

Dr. Seema Shokeen

Ms. Minal Dhankar

Dr. Arti Bahuguna

Dr. Bhoomika Saroha

Ms. Chetna Grewal

The Editorial team would like to thank all faculty and staff members of Maharaja Surajmal Institute for their valuable contribution in the form of organization of events thorough out the year, project guidance, research activities and pictures for the publication of this newsletter.

NEWS FROM THE DIRECTOR'S OFFICE

- Announcement of three new courses – MBA, BA LL.B (H), BBA LL.B (H).
- NCC Wing Inaugurated- NCC wing for girls will be functional from academic session 2022-2023.
- Alumni Association registered.
- Awards and Honors - Awarded Certification of appreciation for Valuable & Exemplary contribution to education Community by New Normal education Leadership Summit & Awards, 2021.
- MSI students bagged seven University Gold Medals for the Academic Session 2017-2020 and 2018-2021.
- MSI has organized two days International Conference on "Economic & Social Perspective of New Normal through Hybrid Work Models" on July 29-30, 2022.

FROM DIRECTOR'S DESK



"A clear vision, backed by definite plans, gives one a tremendous feeling of confidence and personal power."

-Brian Tracy

With immense pleasure, I present you with the next issue of the MSI Newsletter- MSI News (Aug 2021-July 2022). Imbued in the high values of a well rounded education, we at Maharaja Surajmal Institute, celebrate the achievements of our students, faculty and

our beloved institution in this newsletter.

This year has been exceptionally challenging but I commend the sheer hard work and enthusiasm of our faculty members, staff and students who have joined hand with me to be warriors against Covid-19 aftermath, emerging winners.

Maintaining its winning streak we are also delighted to share another milestone in academic achievement of our students, they have bagged Seven University Gold Medals from GGSIP University. MSI students outshine with four Gold Medals in the academic year 2017-2020, 2018-2020 and three Gold Medals for in the academic year 2018-2021.

Success and achievements are to be celebrated. If you believe in yourself, you can do something extraordinary in life and 'make things happen' and live a life unshackled by fears. I believe that achievement, of whatever kind is, the crown of effort. With the aid of self-control, resolution, purity of purpose and well-directed thought, a person will excel, in spite of all odds.

Academia during the pandemic crisis has continued with passion and fervour. We have shifted to digital platforms and knowledge exchange has been consistent through interactive online classes and regular mentoring of students at every level. We have organised webinars, online events, debates and competitions, initiatives of committees and societies such as Cultural Committee, Placement Cell, etc. We have maintained our belief in community outreach and selfless service through the activities of the National Service Scheme (NSS), National Cadet Corps (NCC), Eco Club, and Women's Development Cell (WDC).

The MSI campus is always abuzz with a plethora of activities and has become a dynamic venue where brilliant minds from all over the world converge and share their vast reserves of knowledge and skills.

We, at MSI are giving special attention to developing students' inter and intra-personal skills through soft skill, aptitude, personality, career, and entrepreneurial development programs. A newsletter is like a mirror that reflects the clear picture of various activities and events that an Institute organizes. I am confident that this newsletter would positively impact the reader's minds by providing more extensive visibility.

I congratulate the entire Editorial team for their hard work and sheer dedication, resulting in the beautiful publication of the current issue. I am also thankful for the dedication and commitment of the faculty, supporting staff, and disciplined students of our college for academic excellence, one of our major thrust.

I hope this newsletter issue inspires all of us for a new beginning to enlighten with hope, confidence, and faith in each other in the road ahead. Happy Reading!

With Best Wishes

Prof. (Dr.) Rachita Rana



PARICHAY MAHARAJA SURAJMAL INSTITUTE JOURNAL OF APPLIED RESEARCH

VOLUME 5

ISSUE 1

JAN-JUN 2022

RESEARCH PAPERS

1. Factors Responsible for the impact of Post Partum Depression on the Productivity of Working Women in the Era of Covid-19
Surbhi Pahuja, Dr. Nandan Velankar
2. A Study of Awareness About Sex Education in the Adolescent Female Students
Dr. Pawan Kumar
3. India-Asean Economic Engagement in Post Cold War Era
Dr. Poonam Devi
4. A Managerial Perspective to New Normal
Dr. Bhoomika Saroha
5. IRDA- Regulator of Insurance Sector in India
Kratika Suri, Kanishk K. Chauhan, Dr. Asha Chaudhary
6. Deepfake Technology and Its Implementation
Tarunim Sharma, Vinita Tomar, Surbhi Pandey, Harshit Sharma
7. Exploring the Scope of NFTs
Nikita Malik, Prabhat Singh Negi
8. Digital Marketing- A Review
Dr. Kavita Pabreja, Harsh
9. A Study on Consumer Perception Towards Affiliate Marketing for E-Commerce: Awareness and Analysis: A Case Study of Delhi
Dr. Pooja Singh, Dr. Seema Shokeen, Mr. Abhishek Chawla
10. HRIS- Challenges, Obstacles and Implementation
Dr. Anita Sharma
11. ML-Based Hand Sign Detection System for Deaf-Mute People
Dr. Neetu Narwal, Ayush Tanwar



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VOLUME 5

ISSUE 2

JUL-DEC 2022

RESEARCH PAPERS

1. Branding & Funding Strategy of ICICI Prudential Life Insurance Company
Dr. Jyoti, Krishna Aggarwal
2. Strategies for Inculcation of Positive Attitude Among Students and Teachers in Winning Over Heterogeneity
Dr. Monika Singh
3. A Study on Positive Psychology and Education, Intervention Strategies in Preparation
Hemendra Kumar
4. NPTEL- Technology Enhance Learning Initiative
Dr. Shivani Abrol, Dr. Monika Gupta, Dr. Swati Aggarwal
5. Online Education – Opportunities with Salts of Challenges
Dr. Neetu Anand, Dr. Kumar Gaurav, Kunal Sethi, Mananjot Singh
6. Changes in the Consumer Behaviour Due to E-Commerce
Vishakha Mann
7. Home Automation Using IOT
Manoj Kumar, Rhythm Choudhary, Samridhi
8. Artificial Intelligence is Transforming Offline Retail Industry
Sundeep Kumar
9. Analysis of Mission Statements for Policy Making Across Three Indian Industries
Dr. Sarita Rana
10. Mental Hygiene and Health
Dr Vanita Anand, Dr Promila Dabas, Dr Vipasha Rana
11. Adolescence A State of Becoming and Not Being
Dr. (Mrs.)Rajesh Gill
12. Rising NPAS In India: Case Study On ABG Shipyard
Dr. Shailza Dutt, Ms. Kanishka Majumdar, Mr. Arjun Katyal



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सूरज सुजान

सूरजमल स्मारक शिक्षा-संस्था (रजि.) नई दिल्ली द्वारा स्थापित

सम्पादक : जयपाल विद्यालंकार, महाराजा सूरजमल संस्थान, सी-4, जनकपुरी, नई दिल्ली-58

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नवम्बर-2023

शुभ दीपावली

सूरजमल स्मारक शिक्षा संस्था के आदर्शीय संरक्षक तथा उनके परिचरों को दीपावली की हार्दिक शुभकामनाएं। ईश्वर को दिवानी आपके जीवन में सुख, संपुष्टि व आनन्द भर दे। दीपावली अन्धकार पर प्रकाश की विजय, अत्यय पर सत्य की विजय बनाने और बन्धियों की योजनाओं को साकार करने का एवं है।

हम सब मिलकर इस अवसर पर सूरजमल स्मारक शिक्षा संस्था को ईमानदारी, निःस्वार्थ और दूर दृष्टि के साथ सेवा करने की शपथ ले लें। कि यह संस्था शिक्षा के माध्यम से समाज के सामाजिक-आर्थिक विकास का सशक्त माध्यम बन रहे। आज हम सभी यह भी शपथ लेते हैं कि जिस प्रकार दीपावली में हम अपने घरों को प्रकाश के माध्यम से जलमगाने हैं उसी प्रकार हमारी संस्था भी हमेशा जलमगानी रहे तथा हमारा आदर्शी भाईचारा, सीहारा बच रहे।

कल्पान सिंह
अध्यक्ष

अजीत सिंह चौधरी
सचिव

सूचना

सूरजमल स्मारक शिक्षा संस्था (रजि0)
द्वारा आयोजित

महाराजा सूरजमल बलिदान दिवस

:: समय ::

सोमवार, 25 दिसम्बर 2023, प्रातः 11:00 बजे
(यज्ञ का समय: प्रातः 10.00 बजे)

:: स्थान ::

महाराजा सूरजमल पार्क,

महाराजा सूरजमल मार्ग, सूरजमल विहार, सी.डी.डी.ब्लॉक, विश्वास नगर, शाहदरा, दिल्ली-32
{ महाराजा सूरजमल पार्क, सी-ब्लॉक, दिलशान गार्डन में सूरजमल जी की प्रतिमा पर माल्यार्पण प्रातः 9.00 बजे }

अपने समाज के अनेक गणमान्य व्यक्ति इस अवसर पर महाराजा सूरजमल को पुष्पांजलि अर्पित करने के लिए फरार रहे हैं। आप सभी से प्रार्थना है कि इस अवसर पर अधिक से अधिक संख्या में पंवार कर पुष्पांजलि अर्पित करें।

नोट: पुष्पांजलि सकारोह के उषराना संस्था द्वारा भोजन की व्यवस्था है।

निवेदक

कल्पान सिंह
अध्यक्ष

अजीत सिंह चौधरी
सचिव

रमेश चौधरी
अध्यक्ष, सकारोह आयोजन समिति

सकारोह स्थल के लिए बस रुट नं० 82, 202, 340, 342, 358 एवं गजदीदी मैट्रो स्टेशन कड़कड़भूमा व मानसरोवर पार्क हैं।