



# **GREAT GANGES INSTITUTE OF TECHNOLOGY**

Affiliated to C.S.J.M. University, Kanpur (College Code - UN51)

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**3.2.2: Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years**

**3.2.2.1: Total number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year wise during last five years**

- **Research Methodology**
- **Intellectual Property Rights**
- **Entrepreneurship**



## Research Methodology



**ONE-DAY WEBINAR**  
ON THE TOPIC  
**"HOW TO BEGIN A RESEARCH IN SOCIAL SCIENCES"**

**Date: Jan 07, 2023**      **Duration: 11:00 AM to 1:00 PM**

**About FDP:**  
Research has become indispensable and an integral part of higher education across the globe. From academia to the corporate world, data analytics is used to derive business insights under complex, fast-changing, and uncertain business environment. Keeping this in view, GGES Education Group is organizing online Seminar on "How to begin a Research in Social Sciences" for the faculty members, Research scholars and students aspiring to conduct quality research. The FDP will include hands-on sessions, where participants will be able to understand the introductory concepts research along with what recent topics to choose.

**Objectives of FDP:**  
This Webinar aims at:  
1. Strengthening knowledge on "What actually Research is?"  
2. Impart knowledge about data collection and compilation.  
3. Providing knowledge on various recent topics in social sciences.  
4. Providing knowledge about the ethics of the field.

Impart the knowledge about identification of the right journal for research papers, fake journals, impact factor and other important topics.

**Learning Outcomes:**  
After completion of this FDP, participants will be able to:  
- Understand about Fundamentals of Research.  
- Choose the right statistical techniques for different research problems.  
- Choose right and effective topic for research.  
- Identify the right journal for publication of the research papers.

**Pedagogy:**  
This Webinar is based on an effective blend of theory and experience of published researcher with the help of relevant industry examples.

**Who Should Attend?**  
- Academicians and Research Scholars and Students from the Management, Engineering, and Social Science domain.  
- Individuals who wish to gain an understanding of Research Methodology.

**Registration:**  
- The Registration is free for all the participants.  
- All the participants need to register on the Google Form Link  
<http://forms.gle/M91UuHK3hMytU8x7>

**Programme Schedule:**  
The Schedule is tentatively designed; timing may vary for the topics.

S.No.	Timing	Topic
1	11:00 - 11:30	Inaugural Ceremony & Introduction to webinar
2	11:30 - 11:50	What is Research?
3	11:50 - 12:15	How to enroll in a Research Field?
4	12:15 - 12:35	How to finalize the topic of research?
5	12:35 - 12:40	How to produce a High quality research?
6	12:45 - 01:00	Principles of Ethical research
7	01:00 - 01:15	Questionnaire and Suggestions

**ORGANIZING COMMITTEE**

**Webinar Coordinator:**  
Ms. Aqsa Khalid  
Email: [tpo@ggesgroup.com](mailto:tpo@ggesgroup.com)  
Mob: 8299640283

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## India and Sustainable development goals

**GGES EDUCATION GROUP ORGANIZES WEBINAR ON**

**INDIA AND SUSTAINABLE DEVELOPMENT GOALS:  
THE WAY FORWARD**

31st July 2021 Time: 11:30 AM

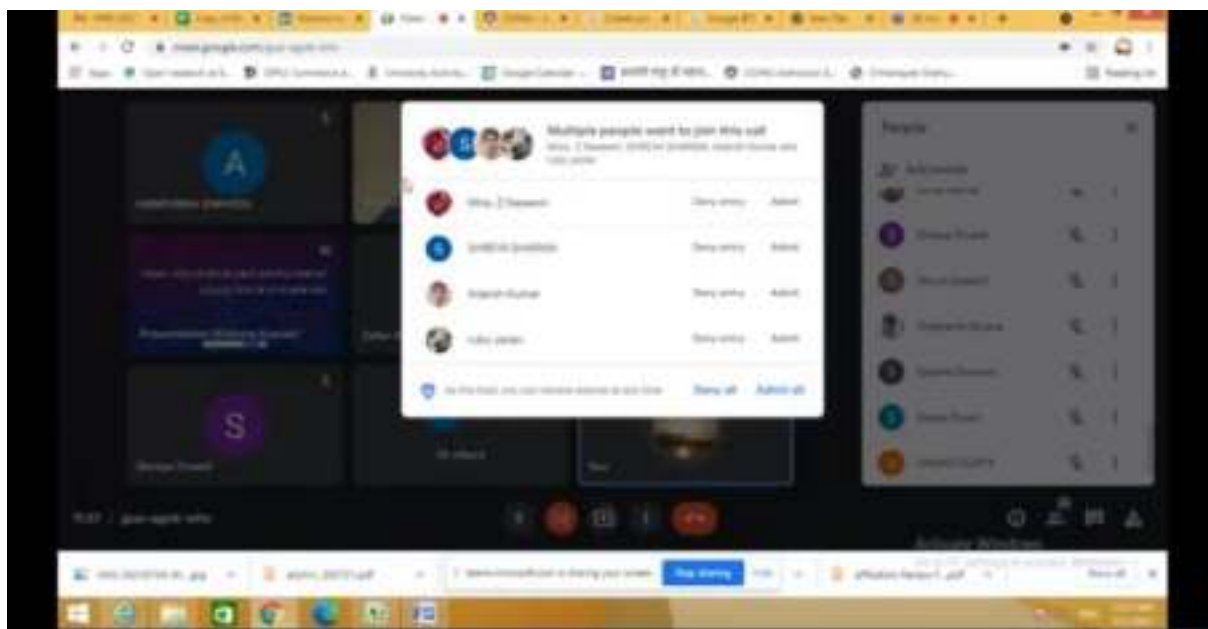
**LIVE WEBINAR**

**SPEAKER**

**DR. KISHORE KUMAR**  
Assistant Professor  
Institute of Business Management  
GLA University (A Grade-NAAC & IACBE Accredited)  
Mathura, India

MBA, TM, BBS | BBA, BCA | KC-CLASS XII | CPT, ICAI, BPT, ICAI

+91 9792909666 | +91 9971496497  
www.ggesgroup.com



GGES Education Group has organized a WEBINAR ON “**India and Sustainable development goals**” by Dr. Kishore Kumar, Assistant Professor, GLA Mathura on 31<sup>st</sup> July 2021





## Marketing in 21<sup>st</sup> Century

**GGES**  
EDUCATION  
GROUP  
UNNAO • KANPUR

**LIVE WEBINAR ON**

# MARKETING IN 21<sup>ST</sup> CENTURY CHALLENGES & OPPORTUNITIES

Organised by GGES EDUCATION GROUP

DATE: 26 JUNE 2021 | TIME: 11:30 A.M.

**Dr. Rakesh Kumar**  
Assistant Professor  
MNNIT Allahabad  
Ph.D., UGC-NET, MBA  
Email: rakesh@mnnit.ac.in

**SPEAKER**

His areas of interest are Marketing Management, International Marketing, Market Research, Marketing of Services, Retail Management, Consumer Behaviour, Business Statistics, etc.

MBA, TM, BFA  
BBA, BCA  
KC-CLASS XII  
D.Pharm, B.Pharm

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Dr. Rakesh Kumar, Assistant Professor, MNNIT is presenting

Live Webinar on  
**Marketing in 21<sup>st</sup> Century:  
Opportunities and Challenges**  
Organized by GGES Education Group

Presented By  
**Dr. Rakesh Kumar**  
Assistant Professor  
School of Management Studies  
MNNIT Allahabad  
Email: rakesh@mnnit.ac.in

20 others

11:36 | Live Webinar

Dr. Rakesh Kumar, Assistant Professor, MNNIT Allahabad presented a live Webinar as a Key Speaker on the title “Marketing in 21<sup>st</sup> Century: Opportunities & Challenges” organized by GGES Education Group, Unnao on 26<sup>th</sup> June 2021

## Intellectual Property Right

The image consists of two parts. The top part is a promotional poster for a webinar. It features the GGES Education Group logo in the top left corner. The main text reads: "GGES EDUCATION GROUP ORGANIZES WEBINAR ON INCLUSIVE DIGITAL SAFETY". Below this, it specifies the date "10th July 2021" and the time "Time: 11:30 A.M.". A "LIVE WEBINAR" icon with a play button is shown, along with the Google Meet link: "meet.google.com/fdh-efkg-hjp". A circular portrait of Dr. Rashmi Anand is featured with the word "SPEAKER" next to it. Her details are listed below: "DR. RASHMI ANAND, Senior Research Officer, Indian Institute of Public Administration, Delhi, Ph.D., UGC-NET, MBA, Email: rashmianand.iiipa@gmail.com". Her areas of interest are listed as "Digital Marketing, Market Research, Strategic Management, E-Commerce, software engineering, Knowledge Management, Management Information System, etc.". At the bottom of the poster, there are logos for various programs: BMS (MBA, M.T, B.T), GOIT (BBA, BCA), KJ Somaiya Institute of Management Studies (KJ-COACH, XE), and SPPU (DPT, B.Tech, B.Tech). Contact information includes phone numbers "+91 9792909666" and "+91 9971496497", and the website "www.ggesgroup.com".

The bottom part of the image is a screenshot of a Google Meet session. The main content area displays a slide titled "WAYS TO ATTRACT USERS" with three columns of text under a blue arrow pointing down. The columns are: "Social Media Fraud" (Fake news, Dangerous game challenges, Misleading Links), "Mobile Payments" (Mobile wallets, e-commerce, Identity theft), and "Bank Frauds" (ATM Skimming, Fake Banking, Fake calls, Phishing). The right sidebar shows a video feed of the speaker, Dr. Rashmi Anand, and a list of other participants. A "In-call messages" panel is also visible on the right.

GGES Education Group has organized a webinar on “**Inclusive Digital Safety**” presented by **Dr. Rashmi Ananand**, Senior Research Officer Indian Institute of Public Administration, Delhi on 10<sup>th</sup> July 2021.

## Why opt graduate level computer application course



Ganges Institute of Technology organized a Webinar on “Scope of Bachelor of Computer Application Course” on 10<sup>th</sup> June 2020

## IT workshop by TekNavigator





## Workshop on digital marketing advance Excel



Great Ganges Institute of Technology has student development program on digital Marketing, advance excel, android, python programming and website designing for student **on 2<sup>nd</sup> Feb 2019.**

## Code Saga



## Brain Trainers



## Entrepreneurship

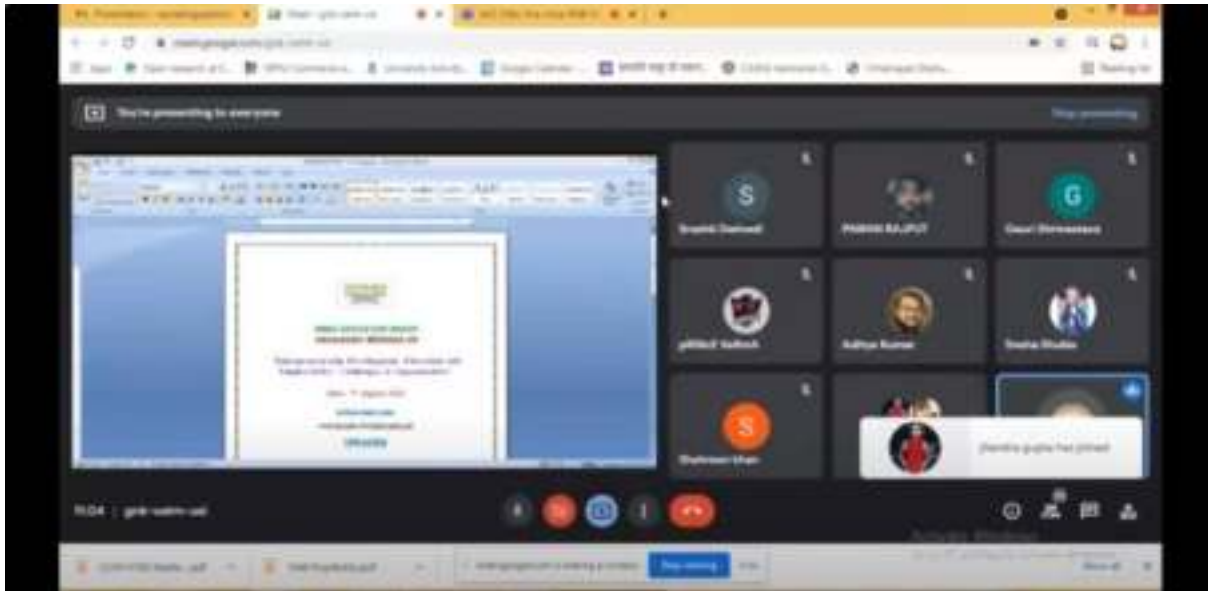
### How to become an entrepreneur



A one day seminar was organized on the topic “How to become an entrepreneur” by **Mr. Ankit Sharma, Assistant Manager, NSDL** -key speaker of program.

Date 21<sup>st</sup> Sep 2023

## **“Entrepreneurship Development, Education and Employability: Challenges & Opportunities”**



GGES Education Group has organized a WEBINAR ON **“Entrepreneurship Development, Education and Employability: Challenges & Opportunities”** by Dr. Saurabh Gupta, Associate Professor, GGIT, Unnao on 31<sup>st</sup> July 2021