



Yogoda Satsanga Mahavidyalaya

(Established in 1967)

NAAC Accredited B++ (CGPA 2.89)

Affiliated to Ranchi University & registered under 2 (F) & 12 (B) of UGC Act



SUPPORTING DOCUMENTS FOR 3.2.2

**REPORTS OF THE CONFERENCE/ SEMINAR/ WEBINAR ORGANISED BY THE
INSTITUTION
2019-2020**



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SEMINAR

1. Seminar on “Investor Awareness Program”

A seminar on "Investor Awareness Program" was conducted at YSM on 17-02-2020 to enhance financial literacy among the vocational students. A total of 50 students participated in the event. The program aimed to create awareness about various financial instruments, including shares, mutual funds, insurance and other investment avenues. The sessions were designed to educate participants about the associated risks and returns involved in these investments, making it an enlightening experience for all attendees.

Program Highlights:

1. Introduction to Financial Instruments:

- The speakers introduced participants to various financial instruments available in the market.
- He further explained the fundamental concepts of shares, mutual funds, insurance, and other investment avenues.
- The importance of financial planning and the role of investments in wealth creation were emphasized.

2. Shares and Stock Market:

- Participants learned about shares as ownership units in companies and their role in the stock market.
- The speaker discussed the basics of stock market operations, including trading, brokerage, and stock exchanges.
- The risks and potential returns associated with investing in shares were explained.

3. Mutual Funds:

- The concept of mutual funds as professionally managed investment vehicles was introduced.
- Participants gained an understanding of different types of mutual funds, such as equity funds, debt funds, and balanced funds.
- The speaker highlighted the benefits of diversification and the role of risk management in mutual fund investments.

4. Insurance and Risk Management:

- The importance of insurance in managing financial risks was discussed.
- Participants learned about various insurance products, such as life insurance, health insurance, and general insurance.
- The role of insurance in providing financial security and protection against unexpected events was emphasized.

5. Other Investment Avenues:



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- The program covered alternative investment avenues, including fixed deposits, government bonds, and real estate.
- The speaker highlighted the potential returns, risks, and liquidity aspects associated with these investments.
- Participants were encouraged to consider a diversified investment portfolio for better risk management.

Key Takeaways:

1. The Investor Awareness Program enhanced participants' understanding of various financial instruments and investment avenues.
2. Attendees gained insights into the relationship between risks and potential returns in different investment options.
3. Participants learned about the benefits of diversifying investments across multiple asset classes for better risk management.
4. The program emphasized the significance of financial planning and the role of investments in achieving long-term financial goals.
5. Participants developed the ability to make informed investment decisions based on an understanding of associated risks and returns.



2. Seminar on “Insurance Awareness Program”

A seminar on Insurance Awareness Program was organized by Centre for Vocational Studies of YSM on 18-02-2020.. The seminar aimed to increase awareness and understanding of insurance among the participants, consisting of 100 students from BCA, BBA, and IT Departments. The key note speaker, Mr. Ajitesh Kr. Sinha, shared his expertise and insights on various aspects of insurance during the one-day event.

Event Details:

- Title: Insurance Awareness Program
- Organizer: Centre for Vocational Studies, YSM
- Date: 18th February 2020
- Duration: One day
- Venue: Seminar hall

Seminar Highlights:

1. Opening Session:

- The seminar began with an introduction highlighting the importance of insurance awareness and its relevance to the participants academic and professional journeys.
- The keynote speaker, Mr. Ajitesh Kr. Sinha, was introduced, highlighting his expertise and experience in the insurance industry.

2. Keynote Address by Mr. Ajitesh Kr. Sinha:

- Mr. Sinha delivered a comprehensive keynote address covering various aspects of insurance, including its definition, types, and importance in personal and business contexts.
- He discussed the role of insurance in risk management and financial planning, emphasizing the need for individuals and businesses to protect themselves against unforeseen circumstances.
- Mr. Sinha shared real-life examples and case studies to illustrate the significance of insurance and its impact on individuals, families, and organizations.

3. Interactive Sessions:

- The seminar included interactive sessions where participants had the opportunity to ask questions and engage in discussions with Mr. Sinha.
- Participants actively participated in the discussions, sharing their perspectives, concerns, and queries related to insurance.



4. Case Studies and Examples:

- Mr. Sinha presented several case studies and examples to demonstrate the practical application of insurance in different scenarios.
- Participants gained a deeper understanding of how insurance works, the claims process, and the importance of proper coverage in mitigating financial risks.



3. Seminar on “Problem Solving & Decision Making”

A seminar on "Problem Solving & Decision Making" was organized by Mishra Institute and Centre for Vocational Studies, YSM on September 4, 2019. The seminar aimed to enhance the problem-solving and decision-making skills of the participants, primarily consisting of 60 students pursuing Bachelor of Computer Applications and IT. The keynote speaker, Dr. S.K. Mishra, shared his expertise and insights to provide valuable knowledge in the said area.

Event Details:

- Seminar Topic: "Problem Solving & Decision Making"
- Keynote Speaker: Dr. S.K. Mishra
- Organizers: Mishra Institute and Centre for Vocational Studies, YSM
- Date: September 4, 2019
- Duration: One day
- Participants: 60 students from BCA and IT Department

Seminar Highlights:

1. Introduction to Problem Solving:
 - Dr. S.K. Mishra began the seminar by introducing the concept of problem solving and its importance in personal and professional life.
 - He emphasized the significance of developing effective problem-solving skills to overcome challenges and achieve desired outcomes.
2. Understanding Decision Making:
 - The keynote speaker delved into the process of decision making, highlighting its role in problem-solving scenarios.
 - He discussed various decision-making models, including rational decision making, intuitive decision making, and bounded rationality.
3. Problem-Solving Techniques:
 - Dr. S.K. Mishra introduced different problem-solving techniques and strategies to the participants.
 - He discussed approaches such as brainstorming, root cause analysis and SWOT analysis
4. Critical Thinking and Analytical Skills:
 - The seminar emphasized the development of critical thinking and analytical skills as key components of effective problem solving.



- Dr. S.K. Mishra provided practical examples and case studies to demonstrate how critical thinking can be applied to real-world problem-solving scenarios.
- The participants were introduced to various decision-making tools and techniques, such as decision matrices, decision trees, and cost-benefit analysis.

5. Real-Life Applications:

- The seminar included interactive sessions where participants were encouraged to apply the problem-solving and decision-making concepts to real-life situations.
- Dr. S.K. Mishra facilitated discussions and encouraged active participation to enhance the practical understanding of the topics discussed.



4. Seminar on “Rural Marketing”

A seminar on Rural Marketing, featuring Dr. Krishna Barad as the keynote speaker, was organized by Centre for Vocational Studies, YSM and aimed to educate and engage participants from disciplines including BCA, IT, and BBA, on the unique challenges and opportunities in marketing products and services in rural areas.

Event Details:

- Topic: Rural Marketing
- Keynote Speaker: Dr. Krishna Barad
- Organizer: Centre for Vocational Studies, YSM
- Date: 18th October 2019
- Duration: 1 day
- Number of Participants: 50 (BCA, IT, and BBA students)

Seminar Highlights:

1. **Introduction to Rural Marketing:** Dr. Krishna Barad began the seminar by providing an overview of rural marketing and its importance in the overall marketing landscape. He emphasized the need for marketers to understand the distinctive characteristics and dynamics of rural markets.
2. **Understanding Rural Consumers:** The keynote speaker discussed the socio-economic, cultural, and behavioural aspects of rural consumers. Participants gained insights into the mindset, preferences, and purchasing behaviour of rural consumers, enabling them to tailor marketing strategies accordingly.
3. **Product Adaptation and Innovation:** Dr. Krishna Barad highlighted the significance of adapting products and services to meet the specific needs and preferences of rural consumers. He shared successful case studies where companies effectively modified their offerings to cater to rural markets, leading to increased customer satisfaction and brand loyalty.
4. **Distribution and Supply Chain Management:** The seminar explored the challenges and strategies related to distribution and supply chain management in rural areas. Dr. Krishna Barad discussed the importance of establishing a robust and efficient distribution network to reach remote rural markets effectively.
5. **Communication and Promotion:** Participants learned about the significance of targeted communication and promotion in rural marketing. The keynote speaker emphasized the importance of using local languages, traditional media, and community influencers to effectively communicate with rural consumers.
6. **Rural Market Research:** The seminar highlighted the role of market research in understanding rural consumers and devising effective marketing strategies. Dr. Krishna Barad shared methodologies and tools for conducting market research in rural areas, including surveys, focus groups, and observational studies.
7. **Case Studies and Interactive Sessions:** The seminar incorporated interactive sessions and case studies to facilitate active participation and learning. Participants had the opportunity to analyse real-world scenarios, discuss challenges, and propose innovative solutions to marketing problems specific to rural markets.



5. National Seminar on "Mahatma Gandhi and Tana Bhagat"

A Two-day National Seminar on "Mahatma Gandhi and Tana Bhagat" was organized by Department of History, YSM on 5th and 6th February 2020. The seminar aimed to explore and analyse the contributions and ideologies of Mahatma Gandhi and Tana Bhagat in the context of Indian history. The seminar attracted participants from various educational institutions and featured expert educationists from renowned colleges and institutions.

Seminar Highlights: Day 1:

1. Inaugural Session:

- The seminar commenced with an inaugural session, where the chief guest, dignitaries, and participants were welcomed.
- The significance of the topic was emphasized, highlighting the relevance of Mahatma Gandhi and Tana Bhagat's ideologies in contemporary times.
- The objectives and structure of the seminar were presented.

2. Keynote Addresses:

- Eminent educationists and experts delivered keynote addresses, providing an overview of the life, philosophies, and contributions of Mahatma Gandhi and Tana Bhagat.
- The speakers highlighted the historical context and the impact of their ideologies on Indian society.

3. Research Paper Presentations:

- Research scholars and students presented papers on various aspects of Mahatma Gandhi and Tana Bhagat's lives and ideologies.
- The presentations covered topics such as their influence on the freedom movement, their ideas of non-violence, social reform, and their relevance in contemporary society.

Day 2

1. Interactive Sessions:

- Interactive sessions were conducted to encourage active participation and exchange of ideas among the participants.
- Participants had the opportunity to ask questions, seek clarifications, and engage in discussions with the speakers and panelists.

2. Valedictory Session:

- The seminar concluded with a valedictory session, where the chief guest and organizers expressed their gratitude to the participants and speakers.
- The key findings and takeaways from the seminar were summarized, emphasizing the importance of understanding the contributions of Mahatma Gandhi and Tana Bhagat in shaping Indian history and society.



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The participants expressed their satisfaction during the concluding day of the seminar, highlighting the enriching experience and the valuable insights they gained. They appreciated the diverse range of topics covered, the quality of research papers, and the expertise of the speakers and panelists. The interactive nature of the sessions allowed for engaging discussions and a deeper understanding of the subject matter.



WORKSHOP

6. Workshop on “Cloud Computing”

A workshop on "Cloud Computing" was organized by National Society for Leadership and Communication and Centre for Vocational Studies, YSM. The workshop aimed to provide participants with insights into cloud computing technologies, their applications, and their role in the modern IT industry. Mr. Niranjan Khuswaha, a renowned expert in cloud computing, served as the keynote speaker for the event.

Event Details:

- Workshop Title: "Cloud Computing"
- Keynote Speaker: Mr. Niranjan Khuswaha
- Organizers: NSLCOM and CVS, YSM
- Date: 15-02-2020
- Duration: 1 day
- Participants: 50 participants from BCA, IT, and BBA Departments

Workshop Content: The workshop on "Cloud Computing" covered a wide range of topics, providing participants with a comprehensive understanding of the cloud computing paradigm and its practical applications. Mr. Niranjan Khuswaha shared his expertise through interactive sessions, demonstrations, and practical exercises.

Seminar Highlights:

- Overview of cloud computing and its significance in the IT industry.
- Discussion on the benefits and challenges of adopting cloud computing technologies.
- Overview of popular cloud service providers, such as Amazon Web Services, Microsoft Azure, and Google Cloud Platform.
- Comparison of different cloud platforms and their offerings.
- Explanation of different cloud deployment models: public, private, hybrid, and community clouds.
- Discussion on factors to consider when choosing the appropriate cloud deployment model for specific business needs.
- Discussion on data protection, encryption, and access control in the cloud.
- Overview of cloud management tools and platforms.
- Hands-on exercises on managing cloud resources and scaling applications.



Key Takeaways:

7. **Comprehensive Understanding:** Participants gained a comprehensive understanding of cloud computing, including its service models, deployment models, and security considerations.
8. **Hands-on Experience:** Practical exercises and demonstrations provided participants with hands-on experience in working with cloud platforms and managing cloud resources.
9. **Industry Relevance:** The workshop highlighted the importance of cloud computing in the modern IT industry and showcased real-world case studies of successful cloud implementations.
10. **Networking Opportunities:** Participants had the opportunity to connect and network with fellow participants and the keynote speaker, fostering collaboration and knowledge-sharing.
11. **Career Prospects:** The workshop shed light on the growing demand for cloud computing skills and the potential career opportunities in this field.



7. Workshop on "Database"

A workshop on "Database" was organized by National Society for Learning and Computing and Computer Science and IT Department, YSM. The workshop aimed to enhance the participants' understanding of database concepts, technologies, and their practical applications. The event featured Mr. Niranjana Khuswaha, a renowned expert in the field, as the keynote speaker. The workshop took place on 7th March 2020 and was attended by 50 participants.

Event Details:

- Title: Workshop on "Database"
- Organizers: NSLCOM and BCA and IT Department, YSM
- Keynote Speaker: Mr. Niranjana Khuswaha
- Date: 7th March 2020
- Duration: 1-day workshop
- Audience: 50 participants

Workshop Highlights

Introduction to Databases

- Mr. Niranjana Khuswaha provided an overview of databases, their importance, and their role in modern computing.
- Key concepts such as data models, relational databases, and database management systems (DBMS) were discussed.
- Participants gained insights into the benefits of using databases in managing and manipulating large volumes of data.

Takeaways:

1. Participants gained a solid understanding of databases, data models, and the importance of DBMS in managing data effectively.
2. Participants understood the significance of proper database design and the importance of normalization techniques to ensure data integrity.
3. The workshop exposed participants to advanced concepts such as indexing, transactions, concurrency control, and database security, broadening their knowledge in the field.



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