Tirumala Tirupati Devasthanams
శ్రీ వేంకటేశ్వర కళాశాల
Sri Venkateswara College
(University of Delhi)
NAAC Grade A+

SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)

EVENT REPORT

NAME OF THE EVENT: AI INTEGRATION IN MARKETING AND HUMAN RESOURCES			
DATE	**DEPARTMENT**	**COMMITTEE/SOCIETY**	**COORDINATOR'S NAME**
29 August 2026 – 27 September 2026	Commerce	ADD ON COURSE COMMITTEE	Dr. Arpita Kaul
TIME	**VENUE**	**NUMBER OF PARTICIPANTS**	**NATURE: Outdoor/Indoor; online/offline/hybrid**
Saturdays and Sundays 10 am to 1:30 Pm with breaks	ZOOM & MS TEAMS	68	Online
FINANCIAL SUPPORT/ASSISTANCE (if any):	Self-financing A fee of 1200 rupees was charged from students' community and 2500 rupees from faculty and corporate professionals.		

TOPIC/SUBJECT OF THE ACTIVITY	AI integration in Marketing and Human resources
OBJECTIVES	1. Develop foundational and applied understanding of AI concepts relevant to Marketing and HR functions. 2. Provide hands-on experience with AI tools for content creation, campaign management, talent acquisition, and employee analytics. 3. Build participant competence in prompt engineering for marketing copywriting, job description creation, and HR communications. 4. Enable ethical, transparent, and responsible use of AI including bias awareness in algorithmic hiring and data privacy in marketing. 5. Support participants in designing AI-enabled marketing campaigns and HR workflows aligned with NEP 2020 and Industry 5.0 readiness. 6. Facilitate the creation of AI-integrated marketing plans, HR policy drafts, and analytics dashboards as practical deliverables.
METHODOLOGY	The two resource persons made use of power point presentations and hands on practices to give both theoretical and practical exposure to participants to gain

	expertise in prompt engineering and other skills required for usage of artificial intelligence. A google classroom was also created to share materials and assignments with the participants.
INVITED SPEAKERS WITH AFFLIATION DETAILS (IF ANY)	**Dr. Deepak Bisla, Dr BR Ambedkar University** **Mr. Chandra Kumar MJ, NIEPA**
OUTCOMES	• Participants demonstrated AI literacy relevant to Marketing and Human Resources functions. • Participants learnt to use AI tools for recruitment automation, employee engagement surveys, and HR analytics. • Participants applied prompt engineering to generate marketing copy, job descriptions, performance review drafts, and training content. • Critically evaluate ethical issues related to algorithmic bias, data privacy (GDPR / DPDP Act 2023), and responsible AI use.

BRIEF INFORMATION ABOUT THE ACTIVITY

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters ✓	2 Number of Participants & Name of participants ✓	3 Video clip Available on googleclassroom	4 Photos ✓	5 Feedback Form & analysis ✓
6 News clip with details	7 Sample Copy of the Certificate ✓	8 Posters/ Invites ✓	9 Event report Attested by Event Coordinator & IQAC Coordinator ✓	10 Any other document ✓

Departmental file no: SVC/COMMERCE/2026-27/April 2026/01

IQAC File No: SVC/IQAC/2025-26/April 2026
Criterion No: I, II
NAME OF EVENT-IN-CHARGE & SIGNATURE: Dr. Arpita Kaul  .

For Reference

Criterion I	Curricular Aspects (planning & Implementation)		Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation		Criterion VI	Governance, Leadership & Management
Criterion III	Research, Innovations & Extension		Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure			

Add-on Course

on

"AI Integration in Marketing and Human Resource"

under the aegis of the

Department of Commerce

29th August 2026 to 27th September 2026

REPORT

29th August 2026

Session 1

1. Resource Person(s): Dr. Deepak Bishla

2. Session Objectives

- Objective1: Trace the evolution of Artificial Intelligence, from rule-based systems to machine learning, generative AI, and emerging agentic AI.
- Objective 2: Identify key AI capabilities and applications relevant to business functions.
- Objective 3: Build awareness and readiness for integrating AI tools into professional and organisational contexts

3. Topics Covered

- Evolution of artificial intelligence
- Ethical use of artificial intelligence

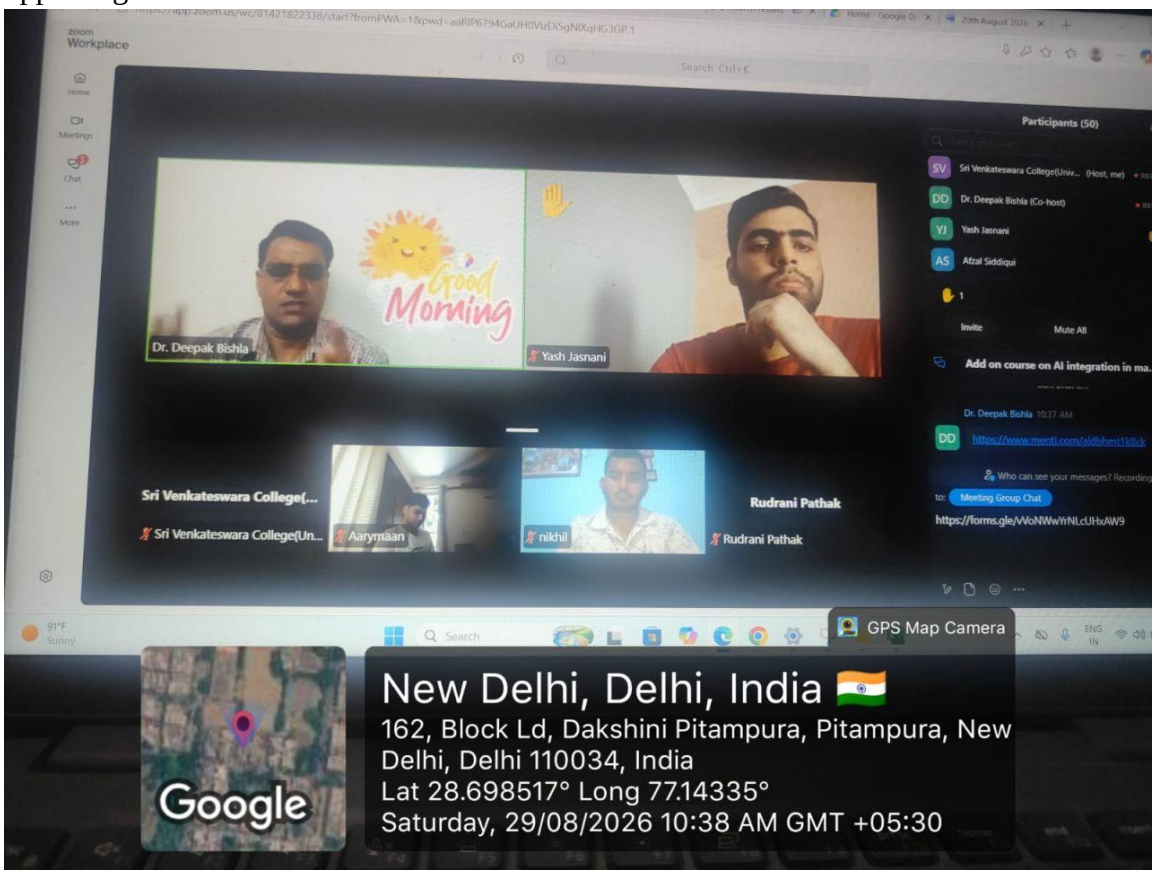
4. Session Summary

- Evolution of technology and artificial intelligence
- Ethical use of artificial intelligence
- Protection of yourself from AI
- Methodology used (presentation, demo, case study, video, etc.)
- Mentimeter was used

5. Learning Outcomes

- Outcome 1: Appreciated the transformative potential of AI in improving productivity, decision-making, and business processes.
- Outcome2: Identified key ethical and responsible-use considerations associated with AI adoption.
- Outcome 3: Developed awareness and readiness to explore and integrate AI tools in professional contexts.

6. Supporting Evidence



7. Prepared By

Name: Dr. Arpita Kaul

Designation/Role: Assistant Professor/ Moderator for the session

29th August 2026

Session 2

1. Resource Person(s): Dr. Deepak Bishla

2. Session Objectives

- Objective1: To introduce practical AI tools such as Gamma, Napkin AI, and Notebook LM.
- Objective 2: To demonstrate how AI can enhance creativity, productivity, communication, research, and decision-making.

3. Topics Covered

- Gamma
- Napkin AI
- NotebookLM

4. Session Summary

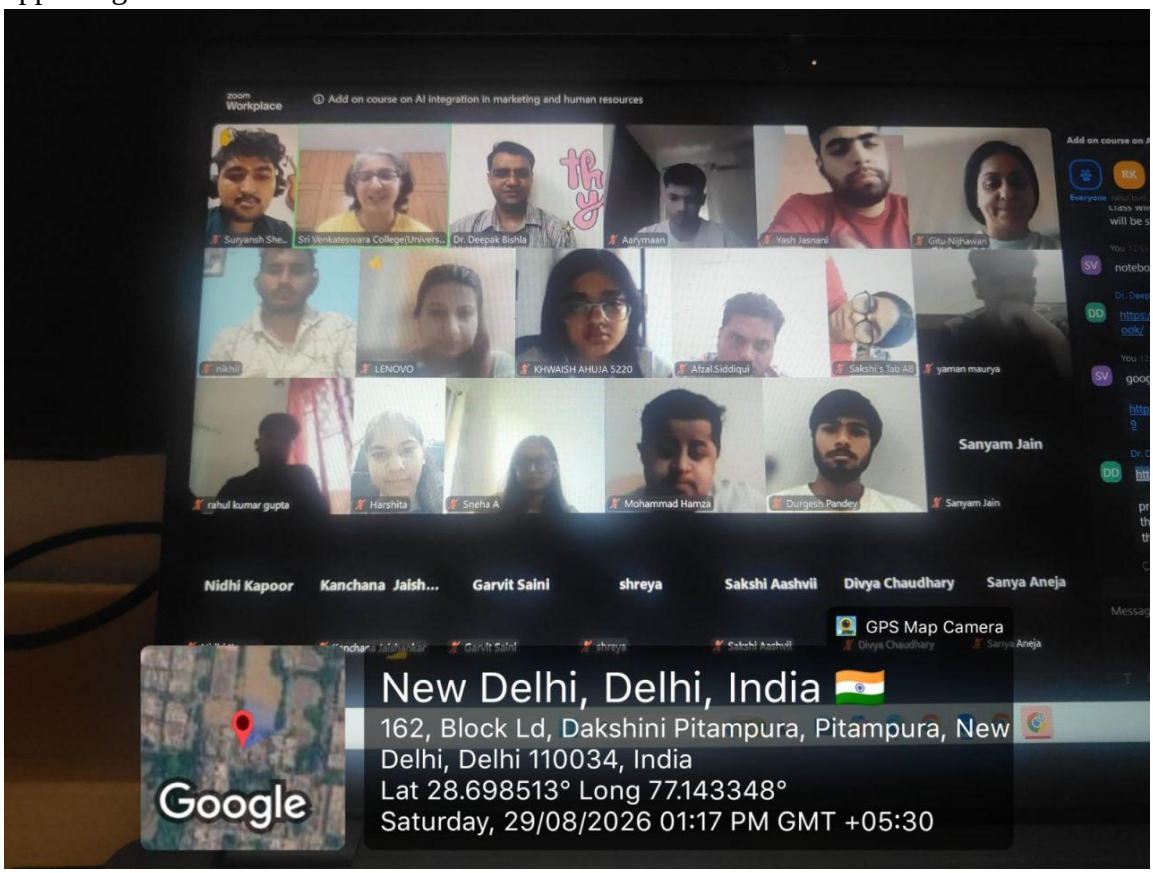
Participants were also introduced to Gamma, Napkin AI, and NotebookLM, gaining an understanding of how these tools can support presentations, visualisation, research, document analysis, and knowledge management. The session concluded by highlighting the need for responsible, ethical, and purposeful adoption of AI**.**

- Live demonstrations of Gamma, Napkin AI, and NotebookLM
- Interactive discussion and participant engagement
- Question-and-answer session to address queries and encourage reflection
- Application-oriented learning, linking AI tools with practical academic and professional requirements.

5. Learning Outcomes

- Outcome 1: Used and explored Gamma for AI-assisted presentation creation.
- Outcome 2: Used and explored Napkin AI for generating visual representations of ideas and information.
- Outcome 3: Understood how NotebookLM can support research, document analysis, summarisation, and knowledge management.

6. Supporting Evidence



7. Prepared By

Name: Dr. Arpita Kaul

Designation/Role: Assistant Professor/ Moderator for the session

30th August 2026

Session 1

1. Resource Person(s): Dr. Deepak Bishla

2. Session Objectives

- Objective 1: To introduce participants to AI-enabled tools for presentation development, visual communication, knowledge organization, and academic content creation.
- Objective 2: To demonstrate practical AI application in multimedia content creation, automated documentation, video recording, and screen broadcasting.
- Objective 3: To foster AI literacy, data privacy awareness, and ethical/responsible AI practices with emphasis on copyright, Open Educational Resources (OER), and licensing frameworks.

3. Topics Covered

- AI Tools for Academic Content Creation & Visual Communication (Gamma, Napkin AI, MarkMap, NotebookLM).
- Responsible & Ethical AI Use: Copyright, Data Protection, OER, and the 5R Framework (Reuse, Revise, Remix, Redistribute, Retain).
- AI-Supported Multimedia Content Creation & Productivity Applications (NotebookLM for Audio/Video/Quizzes/Flashcards, Automated Meeting Minutes).
- Screen Recording, Live Streaming, and Video Production Tools (Google Vids, Digital Teleprompter, OBS Studio).

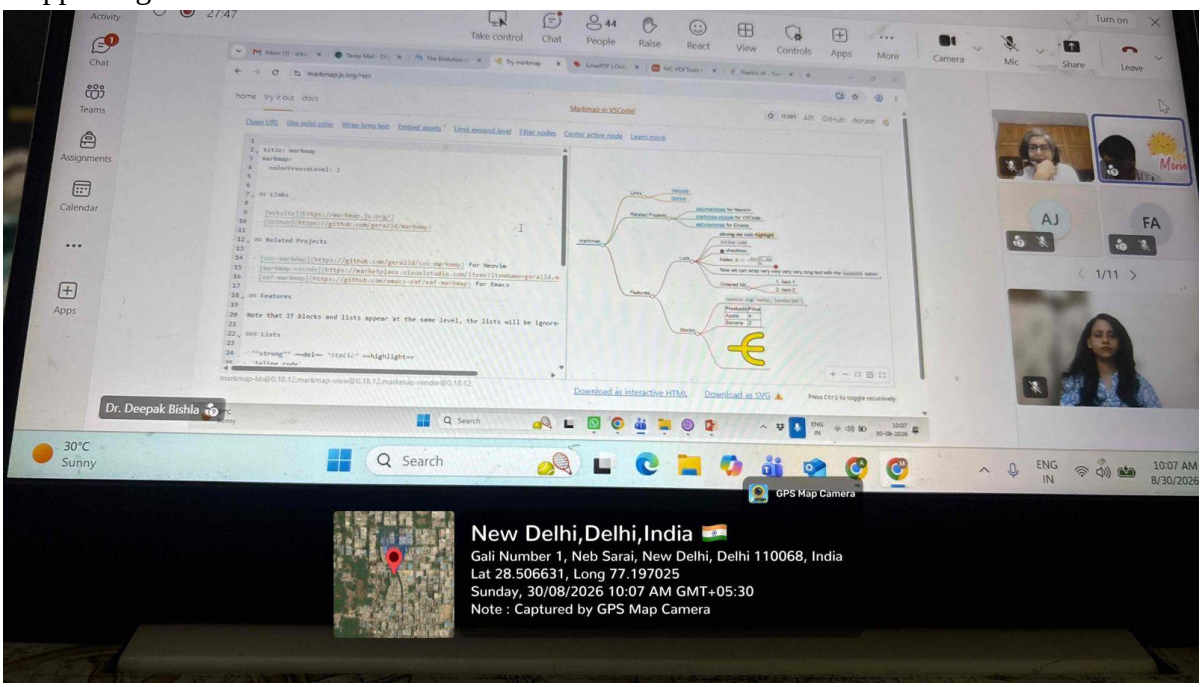
4. Session Summary

The first session introduced participants to AI-enabled tools for presentation development, visual communication, knowledge organisation and academic content creation. Gamma was demonstrated for developing presentations, while Napkin AI was used to transform textual information into editable infographics. NotebookLM was explored for generating infographics, mind maps, reports, presentations and other outputs from uploaded sources. MarkMap was demonstrated for creating editable concept maps, including the use of AI-generated code to develop customised visual representations. A significant component of the first session was responsible and ethical AI use, particularly with respect to copyright, licensing and Open Educational Resources (OER). Participants were introduced to Creative Commons licensing, OER and the 5R framework-Reuse, Revise, Remix, Redistribute and Retain. The discussion emphasised the need to verify licensing conditions before incorporating online text, images, videos or other copyrighted material into AI-generated outputs. The distinction between copyright-protected content and openly licensed educational resources was discussed to promote legally and ethically responsible digital practices.

5. Learning Outcomes

- Outcome 1: Participants acquired the ability to select, evaluate, and utilize appropriate AI tools (Gamma, Napkin AI, MarkMap, NotebookLM) based on editability, customization, and specific academic or administrative requirements.
- Outcome 2: Participants developed an understanding of legal, ethical, and copyright standards, successfully applying the 5R framework and Creative Commons licensing to source materials safely and responsibly.
- Outcome 3: Participants gained functional proficiency in leveraging AI for multimedia creation, live recording/streaming, and automated routine documentation (e.g., generating meeting minutes, video presentations, and study aids) while maintaining quality control and data protection.

6. Supporting Evidence



7. Prepared By

Name: Dr. Angel Josy Lakra

Designation and Role: Assistant Professor, Session Moderator

30th August 2026

Session 2

1. Resource Person(s): Dr. Deepak Bishla

2. Session Objectives

- Objective 1: To demonstrate AI-supported multimedia content generation tools (audio, video, flashcards, quizzes, and source-based summaries) for academic and pedagogical application.
- Objective 2: To showcase administrative productivity enhancements using AI, specifically the automated generation of structured meeting minutes from audio and textual inputs.
- Objective 3: To introduce professional video production, digital teleprompter usage, and open-source screen recording/streaming platforms.

3. Topics Covered

- Source-Based Multimedia & Study Material Generation using NotebookLM (Audio, Video, Presentations, Flashcards, Quizzes, Reports, and Summaries).
- Administrative Productivity: Generating Minutes of the Meeting (MoM) by synthesizing audio recordings with formal agendas.
- Video Creation & Delivery using Google Vids (Camera, Camera-plus-Screen, Screen-only modes, Voice-over, Captions, and AI Teleprompter).
- Open-Source Screen Recording and Live Streaming using OBS (Open Broadcaster Software).

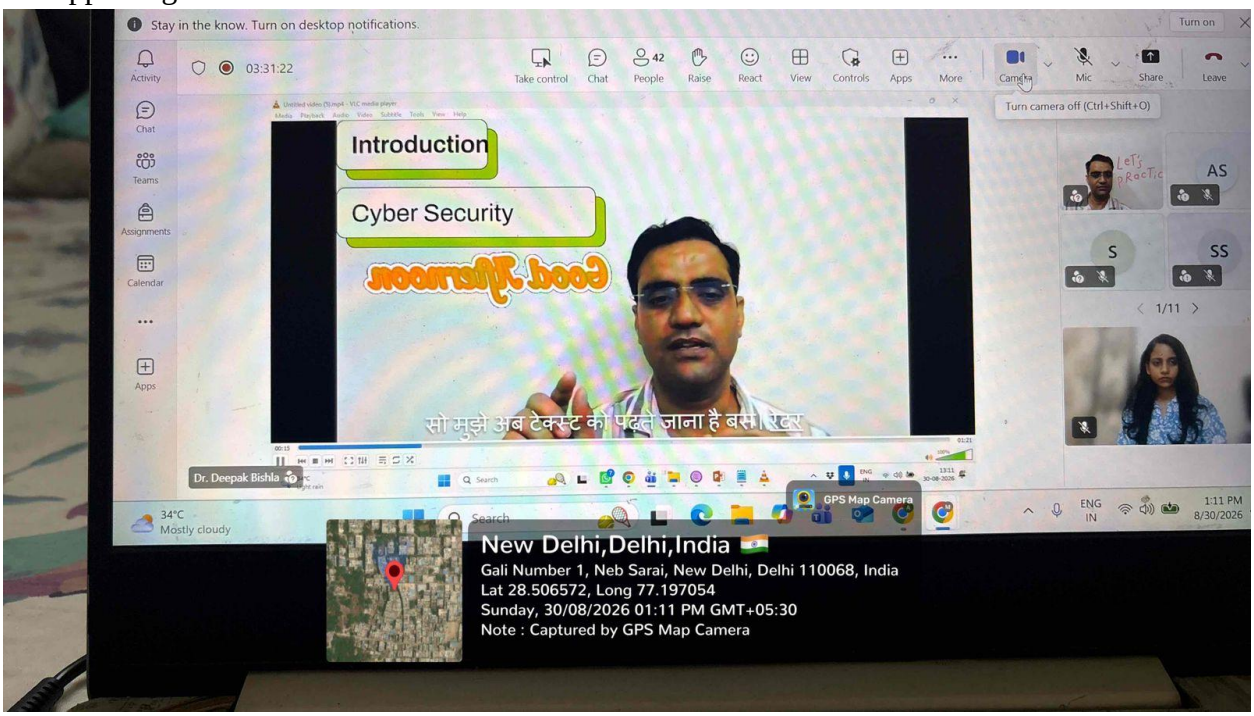
4. Session Summary

Google Vids was demonstrated for creating video content through camera, camera-plus-screen and screen-only modes, voice-over and captions, while its AI-enabled digital teleprompter was used to support smoother presentation delivery and eye contact during recording. OBS (Open Broadcaster Software) was also introduced as an open-source option for screen recording and live streaming. Overall, the sessions strengthened participants' AI literacy, digital content-creation skills, productivity awareness and understanding of responsible AI practices. The practical demonstrations connected AI tools with real academic and workplace requirements, including teaching resources, presentations, research documentation, multimedia learning materials, communication and administrative tasks. The sessions also reinforced that AI should function as an assistant that augments human capability, while users remain responsible for verification, originality, data protection, copyright compliance and the quality of the final output.

5. Learning Outcomes

- Outcome 1: Participants acquired hands-on skills in generating varied academic multimedia materials (quizzes, flashcards, audio/video summaries, and reports) directly from source files using NotebookLM.
- Outcome 2: Participants understood how to leverage multimodal AI tools to automate meeting documentation, significantly reducing manual effort while maintaining human oversight for accuracy.
- Outcome 3: Participants gained functional knowledge of Google Vids (including its AI teleprompter features) and OBS Studio for recording instructional videos and streaming content.

6. Supporting Evidence



7. Prepared By

Name: Dr. Angel Josy Lakra

Designation and Role: Assistant Professor, Session Moderator

5th September 2026

Session 1

1. Resource Person(s): Dr. Deepak Bishla
2. Session Objectives
   - Objective1: To familiarise participants with H5P for designing interactive learning content and activities.
   - Objective 2: To introduce Edpuzzle for creating interactive and assessment-oriented video lessons.
   - Objective 3: To demonstrate Markmap.js for converting textual information into interactive visual mind maps.
3. Topics Covered
   - H5P – Creating Interactive Learning Content
     - Interactive presentations
     - Quizzes and assessments
     - Interactive activities and exercises
   - Edpuzzle – Interactive Video-Based Learning
     - Creating interactive video lessons
     - Embedding questions and assessments
     - Monitoring student engagement and responses
   - Markmap.js – Visual Knowledge Mapping
     - Converting text into visual mind maps
     - Structuring and organising complex information
     - Creating interactive knowledge maps
4. Session Summary

The session focused on the use of digital tools to enhance teaching, learning, and learner engagement. Participants were introduced to H5P, which enables the creation of interactive educational activities; Edpuzzle, which facilitates interactive video-based learning and assessment; and Markmap.js, which converts structured text into interactive visual mind maps. Through demonstrations and practical examples, participants explored how these tools can be incorporated into classroom teaching, online learning, student assessment, presentations, and knowledge organisation. The session emphasised moving beyond conventional content delivery towards interactive, visual, and technology-enabled learning experiences.

The session followed an interactive, demonstration-led, and application-oriented methodology, including:

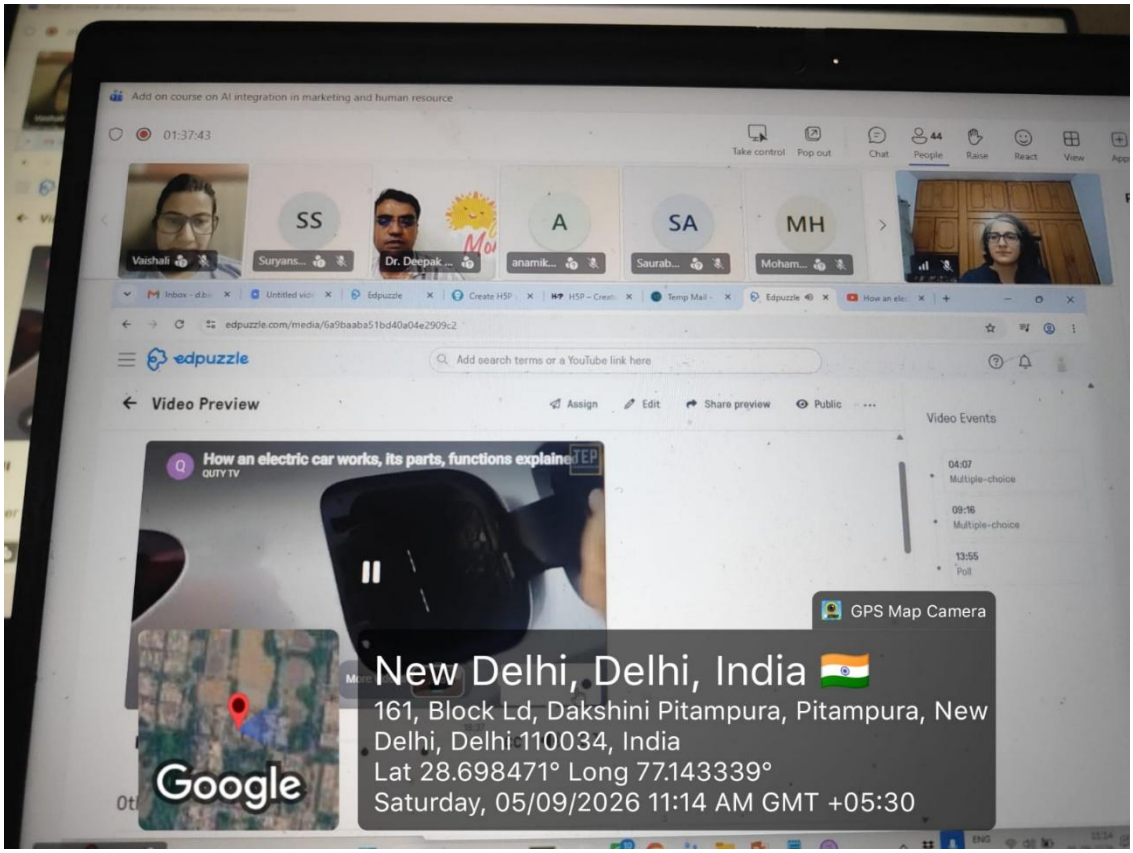
- Brief conceptual introduction to digital and technology-enabled learning.
- Live demonstrations of H5P, Edpuzzle, and Markmap.js.
- Step-by-step walkthroughs of key features and functionalities.
- Examples of classroom applications for different subjects and learning contexts.
- Interactive discussion on possible teaching and assessment applications.

- Hands-on exploration of the tools by participants, wherever feasible.
- Question-and-answer and peer discussion to address challenges and possibilities.
- Application-based learning, encouraging participants to identify ways of integrating the tools into their own teaching and professional practice.

5. Learning Outcomes

- Outcome 1: Understoond the basic functionality and applications of H5P, Edpuzzle, and Markmap.js.
- Outcome 2: Created or conceptualised interactive learning activities using H5P.
- Outcome 3: Developed interactive video-based learning and assessment activities using Edpuzzle.
- Outcome 4: Converted textual or hierarchical information into visual mind maps using Markmap.js.

6. Supporting Evidence



7. Prepared By

Name: Dr. Arpita Kaul
Designation/Role: Assistant Professor/ Moderator for the session

5th September 2026

Session 2

1. Resource Person(s): Dr. Deepak Bishla

2. Session Objectives

- Objective1: To familiarise participants with Generative AI tools and their applications in education.
- Objective 2: To introduce ChatGPT, Gemini, and Lumi as tools for teaching, learning, content creation, and productivity.
- Objective 3: To demonstrate how AI can support lesson planning, brainstorming, content development, assessment, and research.
- Objective 4: To develop participants' ability to use effective prompts for obtaining useful and relevant AI outputs.
- Objective 5: To explore the integration of AI with interactive and technology-enabled pedagogy.
- Objective 6: To promote responsible, ethical, and meaningful use of AI in academic contexts.

3. Topics Covered

- ChatGPT
  - AI-assisted content creation
  - Brainstorming and idea generation
  - Lesson planning and academic support
  - Question generation and assessment design
- Google Gemini
  - Generative AI for research and content creation
  - Summarisation and information processing
  - Brainstorming and productivity support
- Lumi
  - Creating interactive digital learning resources
  - H5P-based educational content
  - Interactive presentations, quizzes, and activities

4. Session Summary

The session introduced participants to Generative AI and its growing role in education and professional practice. Participants explored ChatGPT, Google Gemini, and Lumi, with demonstrations of their applications in content creation, lesson planning, brainstorming, assessment development, interactive learning, and productivity. The session also introduced effective prompting practices and highlighted the importance of critically evaluating AI-generated information and using AI responsibly and ethically.

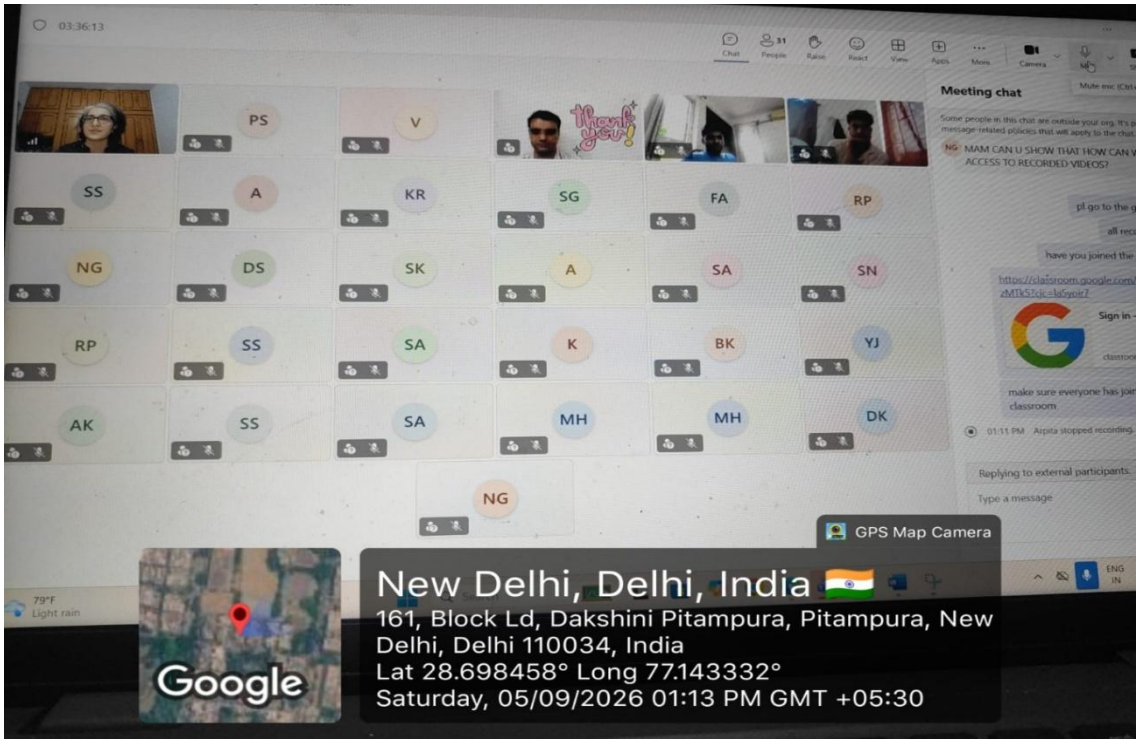
The session followed a demonstration-based, interactive, and hands-on methodology, including:

- Brief conceptual introduction to Generative AI
- Live demonstrations of ChatGPT, Gemini, and Lumi
- Step-by-step exploration of key features
- Prompting demonstrations and examples
- Education-focused use cases and practical examples
- Participant interaction and discussion
- Hands-on experimentation with AI tools
- Question-and-answer session

5. Learning Outcomes

- Developed AI-assisted teaching materials, activities, questions, and learning resources.
- Used effective prompting techniques to improve AI-generated outputs.
- Explored the use of AI for faculty productivity and student engagement.
- Integrated AI-generated content with interactive learning approaches.

6. Supporting Evidence



7. Prepared By

Name: Dr. Arpita Kaul
Designation/Role: Assistant Professor/ Moderator for the session

6th September 2026

Session 1

1. Resource Person(s): Dr.Deepak Bisla

2. Session Objectives

- Objective 1: To understand the different sources of software and how to use them effectively
- Objective 2: To explore software tools that can assist in writing research articles.
- Objective 3: To understand the methods of using software tools for writing research articles.

3. Topics Covered

- Topic 1: Jotbot
- Topic 2: ChatGPT
- Topic 3: StealthWriter

4. Session Summary

The resource person explained how to use various applications and software tools for conducting research on different subject areas. The session included demonstrations of creating user IDs and passwords, accessing different applications, and using AI-powered tools for academic research.

The resource person explained how to search for relevant literature using AI tools and how ChatGPT can assist researchers in answering questions, writing, summarising, translating, and understanding complex concepts. ChatGPT was introduced as an AI-powered chatbot that understands natural language and generates conversational responses based on patterns learned from large amounts of data.

The session also covered the use of different applications for preparing presentations and exploring research topics. The resource person used case studies, videos, practical demonstrations, and examples to clarify the concepts and enhance students' understanding of the subject matter.

Special emphasis was placed on the responsible and ethical use of AI tools in academic research. The resource person highlighted the importance of avoiding misuse, maintaining academic integrity, and ensuring that research remains meaningful, original, and free from plagiarism. The discussion also addressed the use of AI detection tools and the importance of adhering to institutional guidelines and acceptable academic practices.

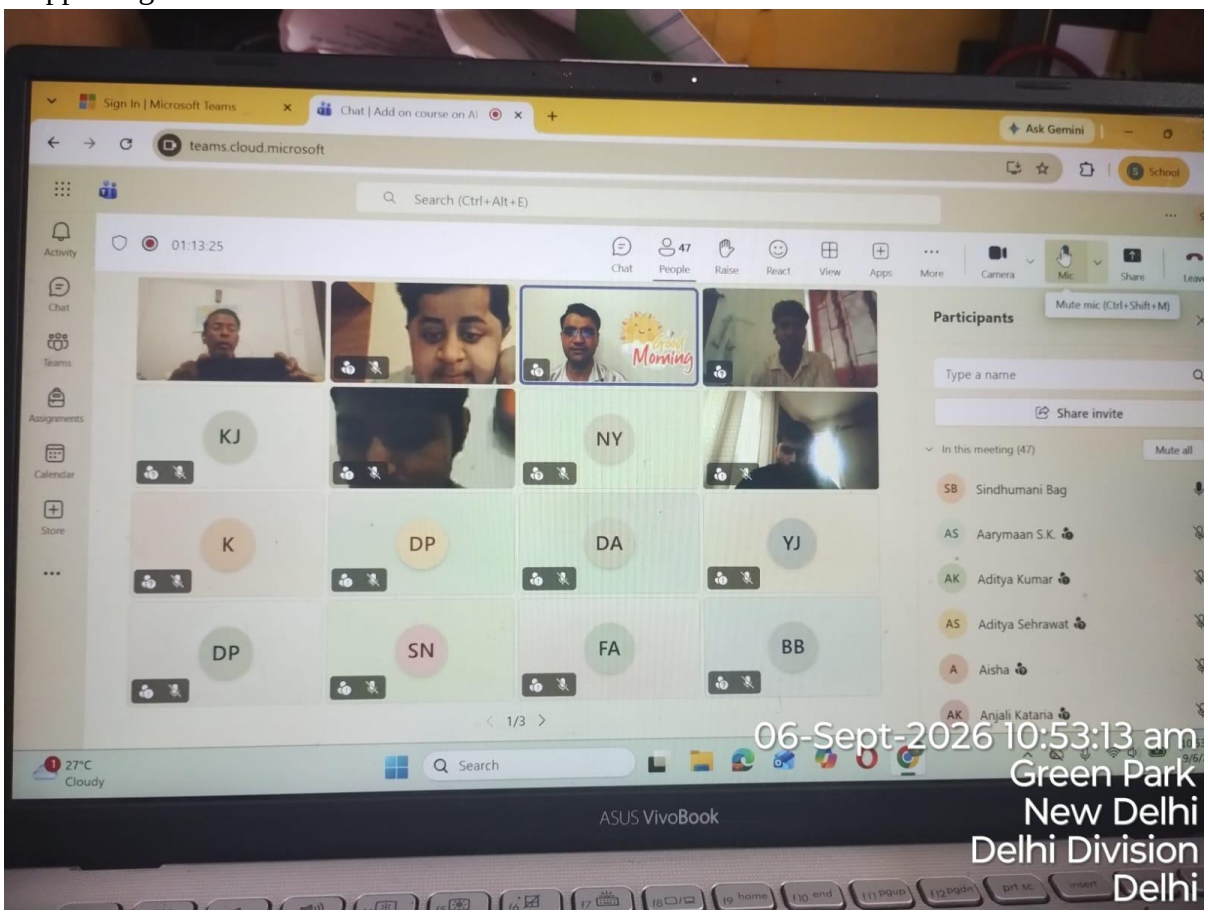
5. Learning outcomes

- Outcome 1: Personalised Learning and Increased Engagement: Students gained an understanding of how AI-powered educational platforms can personalise learning by adjusting the pace, content difficulty, and feedback according to individual learning needs.

They also learned how interactive applications, gamified platforms, and multimedia resources can enhance engagement, participation, and knowledge retention.

- Outcome 2: Development of Real-World Skills and Collaboration: Students developed an understanding of how digital tools can support critical thinking, problem-solving, and technical literacy. They also explored how cloud-based documents and virtual learning platforms facilitate collaboration and enable learners to work together effectively.
- Outcome 3: Greater Accessibility and Inclusivity: Students learned how assistive technologies and online learning resources can improve access to education by overcoming geographical and physical barriers. These tools can support students with diverse learning needs and those residing in remote areas, thereby promoting inclusive learning opportunities.

6. Supporting Evidence



7. Prepared By

Name: Dr. Sindhu Mani Bag
Designation/Role: Assistant Professor/ Moderator for the session

5th September 2026

Session 2

1. Resource Person(s): Dr.Deepak Bisla

2. Session Objectives

- Objective 1: To understand the different sources of software and learn how to use them.
- Objective 2: To identify and explore software tools useful for writing research articles.
- Objective 3: To understand the methods of using software tools for conducting research and writing research articles.

3. Topics Covered

- Topic 1: Jotbot
- Topic 2: Chat GPT
- Topic 3:Stealthwriter

4. Session Summary

The resource person explained how to use various applications and software tools, create user IDs and passwords, and conduct research on different subjects. The session focused on using AI-based tools for literature searches, reviewing existing research, and improving the quality of academic writing.

The resource person introduced ChatGPT, an AI-powered chatbot that understands natural language and assists users with tasks such as answering questions, writing, summarising, translating, and learning. It was explained that ChatGPT generates responses based on patterns learned from large volumes of data and facilitates conversational interaction.

The resource person demonstrated various applications and software tools, explaining their features and methods of use. The session included practical demonstrations, case studies, videos, and relevant examples to help students understand the subject matter. Special emphasis was placed on using AI tools for literature reviews and research writing, while also discussing AI detection and plagiarism checks. Students were encouraged to use these tools ethically and responsibly, without compromising academic integrity or originality.

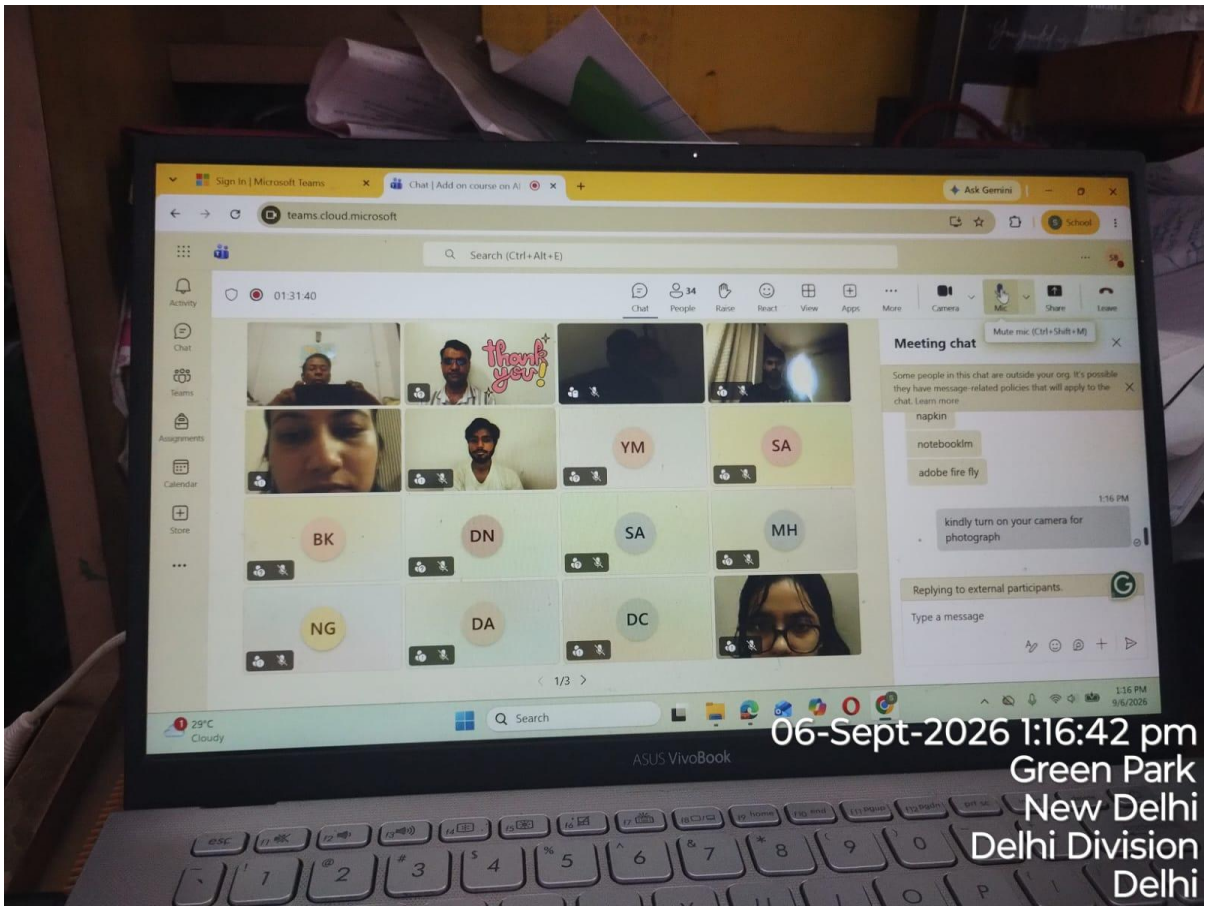
At the end of each topic, the resource person conducted exercises based on the concepts discussed and demonstrated. Students participated actively by attempting the exercises and submitting their responses through the chat box. Whenever students encountered difficulties, the resource person provided individual assistance, asking them to share their screens to identify and resolve their problems.

Overall, the session combined theoretical explanations with practical demonstrations, enabling students to explore the applications of AI tools in academic research and writing.

5. Learning Outcomes

- Outcome 1: Personalised Learning and Increased Engagement: Students gained an understanding of how AI-powered and adaptive learning platforms can personalise learning by adjusting the pace, content, and feedback according to individual needs. They also learned how interactive applications and multimedia resources can enhance student engagement and knowledge retention.
- Outcome 2: Development of Real-World Skills and Collaboration: Students were introduced to digital tools that can support critical thinking, problem-solving, research, and technical literacy. They also gained an understanding of how cloud-based documents and virtual learning platforms facilitate collaboration and information sharing.
- Outcome 3: Greater Accessibility and Inclusion: Students learned how assistive technologies and online resources can improve access to educational opportunities by helping overcome physical and geographical barriers, particularly for learners with special needs and those in remote areas.

6. Supporting Evidence



7. Prepared By

Name: Dr. Sindhu Mani Bag
Designation/Role: Assistant Professor/ Moderator for the session

12th September 2026

Session 1

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives:

- Objective 1: To understand the concept of data sovereignty and its significance in the collection, storage, processing, and management of digital information.
- Objective 2: To explore prompt engineering techniques and their applications in teaching, learning, and research, including context engineering, looping, chain-of-thought prompting, tone, and instructions.

3. Topics Covered

- Topic 1: Data Sovereignty: The concept of data sovereignty was explained, highlighting how digital information is subject to the laws, regulations, and legal authority of the country or region in which it is collected, stored, or processed.
- Topic 2: Prompt Engineering for Teaching, Learning, and Research: The session explored various aspects of prompt engineering, including context engineering, harnessing AI capabilities, looping, graph loops, chain-of-thought prompting, tone, and instructions. The discussion highlighted how effective prompt design can enhance the use of AI tools in teaching, learning, and research.

4. Session Summary

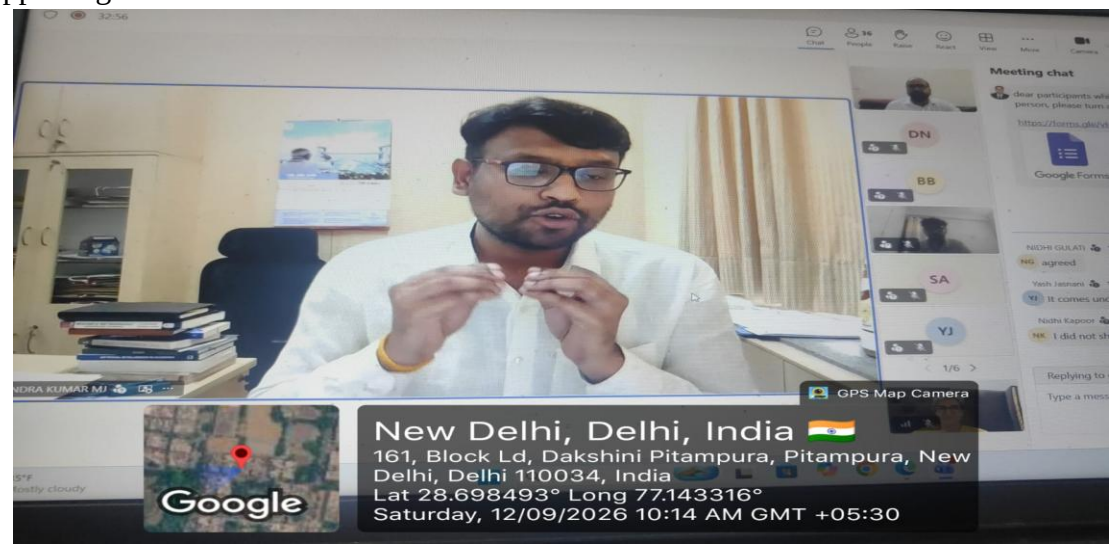
The session focused on data sovereignty, prompt engineering for teaching and learning. The resource person explained the concept of data sovereignty, emphasising the importance of understanding the legal and regulatory frameworks governing the collection, storage, and processing of digital information.

The session also explored prompt engineering and its applications in teaching, learning, and research. Various aspects, including context engineering, harnessing AI capabilities, looping, graph loops, chain-of-thought prompting, tone, and instructions, were discussed. Participants learned how carefully designed prompts can improve the effectiveness of AI tools in generating relevant and meaningful outputs.

5. Learning outcomes

The participants gained an understanding of data sovereignty and prompt engineering. They explored the relevance of these concepts to teaching, learning, and research, along with the practical applications of integrating AI tools and digital platforms.

6. Supporting Evidence



7. Prepared By

Name: Dr. Vinod Kumar

Designation/Role: Assistant Professor/ Moderator for the session

12th September 2026

Session 2

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Objectives:

- Objective 1: To understand the features and applications of n8n as a low-code workflow automation platform for integrating applications, APIs, and AI tools.
- Objective 2: To demonstrate the practical application of n8n through a Meta-based use case and explore how workflow automation can improve efficiency and streamline digital processes.

3. Topics covered

- Topic 1: n8n**:** The resource person introduced n8n, a source-available, low-code workflow automation platform that connects web applications, APIs, and AI models to facilitate data exchange and automate tasks.
- Topic 2: n8n and Meta Workflow Automation: The resource person demonstrated workflow automation using Meta as a use case, explaining how n8n can be used to connect applications and automate processes. The demonstration helped participants understand the practical applications of workflow automation in digital communication and related tasks.

4. Session Summary

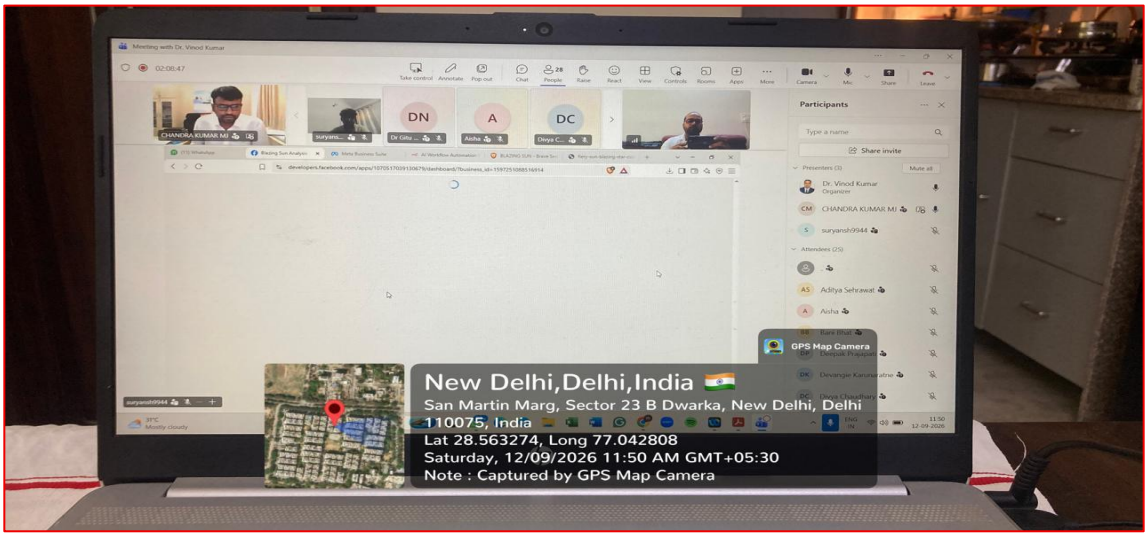
The resource person introduced n8n, a source-available, low-code workflow automation platform that enables users to connect different applications, APIs, and AI models to automate repetitive tasks and streamline workflows. A practical demonstration using Meta as a use case illustrated how n8n can facilitate workflow automation and the integration of digital platforms.

The session adopted an interactive and practical approach, incorporating demonstrations and example-based activities to help participants understand the concepts and their real-world applications. Participants actively engaged with the resource person, raised questions, and explored the possibilities of using AI tools and automation platforms in their professional and academic activities. Overall, the session provided valuable insights into responsible data management, effective prompt engineering, and the practical application of workflow automation in teaching, learning, and research.

5. Learning Outcomes

All participants remained actively engaged throughout the session and raised numerous questions about the applications of n8n and Meta workflow automation. They enthusiastically participated in the activities and demonstrations conducted by the resource person. The interactive approach made the session both informative and enjoyable, encouraging participants to explore the practical applications of AI and workflow automation.

6. Supporting Evidence



7. Prepared By

Name: Dr. Vinod Kumar

Designation/Role: Assistant Professor/ Moderator for the session

13th September 2026

Session 1

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

- Objective 1: To explore social technology platforms and digital tools that enable people to create, share, and analyse information on a large scale.
- Objective 2: To understand how social technologies can address local and systemic issues by encouraging community participation, making knowledge accessible, and empowering marginalised groups.
- Objective 3: To explore low-cost, practical techniques that integrate traditional knowledge with scientific insights to improve daily life and promote environmental sustainability.

3. Topics Covered

- Topic 1: Education
- Topic 2: Meta
- Topic 3:Gpt astra

4. Session Summary

The session focused on the role of social technologies in addressing social challenges, promoting community collaboration, and facilitating knowledge sharing. The resource person explained how digital tools, online platforms, and collaborative technologies can be used to create, share, and analyse information while developing practical solutions to social and environmental issues.

The session highlighted experiential, user-centred, and interactive approaches to teaching social technologies. The resource person discussed participatory design, encouraging learners to identify community needs, develop solutions, and actively participate in decision-making. Project-based learning was also emphasised, with examples of how collaborative platforms, such as wikis, online forums, and awareness blogs, can be used to address real-world social and environmental challenges. Cooperative learning and role-play were discussed as methods for simulating community coordination, policymaking, and stakeholder engagement.

Methodology Used: The resource person used presentations, practical demonstrations, digital applications, case studies, videos, and relevant examples to explain the concepts. These methods helped participants understand the practical applications of social technologies in education and community development.

Important Highlights and Insights: The session emphasised the responsible and meaningful use of digital tools and AI-based applications. Participants were encouraged to use technology to enhance their knowledge, critical thinking, and problem-solving abilities, while recognising that

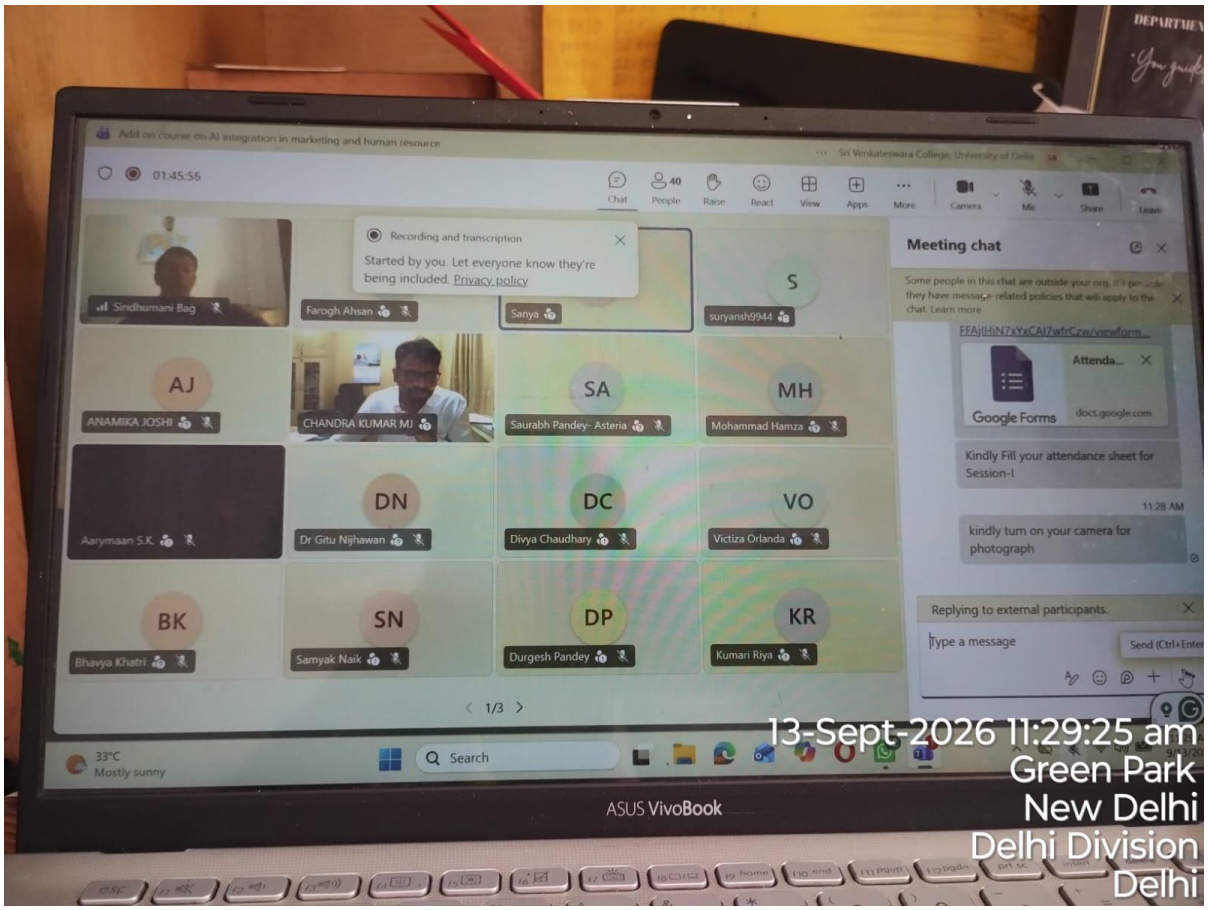
inappropriate or excessive dependence on these tools could negatively affect independent learning and intellectual development.

Activities Conducted: The resource person conducted exercises following the presentation and demonstrations of each topic. Participants actively attempted the exercises and submitted their responses through the chat box. Whenever participants encountered difficulties, the resource person provided individual assistance by asking them to share their screens and guiding them towards solutions. The interactive approach encouraged participation and helped clarify concepts through practical application.

5. Learning outcomes

- Outcome 1: Personalised Learning and Increased Engagement: Participants gained an understanding of how adaptive digital platforms can personalise learning by adjusting content, pace, and feedback according to individual needs. They also explored how interactive applications, gamified activities, and multimedia resources can improve engagement and knowledge retention.
- Outcome 2: Development of Practical Skills and Collaboration: Participants learned how digital tools can support critical thinking, problem-solving, and technical literacy. They also explored how collaborative platforms and cloud-based applications facilitate teamwork, information sharing, and collective problem-solving.
- Outcome 3: Greater Accessibility and Inclusion: Participants developed an understanding of how assistive technologies and online educational resources can reduce physical and geographical barriers, making learning opportunities more accessible to students with special needs and those in remote areas. The session also highlighted the potential of social technologies to promote inclusion, empower marginalised communities, and support sustainable development.

6. Supporting Evidence



7. Prepared By

Name: Dr. Sindhu Mani Bag

Designation/Role: Assistant Professor/ Moderator for the session

13th September 2026

Session 2

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

   - Objective 1: Fostering Connection and Collaboration: Using tools like Social Technologies Platforms to enable people to create, share, and analyze information at scale.
   - Objective 2: Driving Social Inclusion and Equity: Addressing local and systemic issues by co-creating solutions with communities, making knowledge accessible, and empowering marginalized groups.
   - Objective 3: Promoting Sustainable Development: Applying low-cost, practical techniques—blending popular knowledge with scientific insights—to improve daily life and environmental sustainability.

3. Topics Covered
   - Topic 1: Education
   - Topic 2: Meta
   - Topic 3:Gpt astra

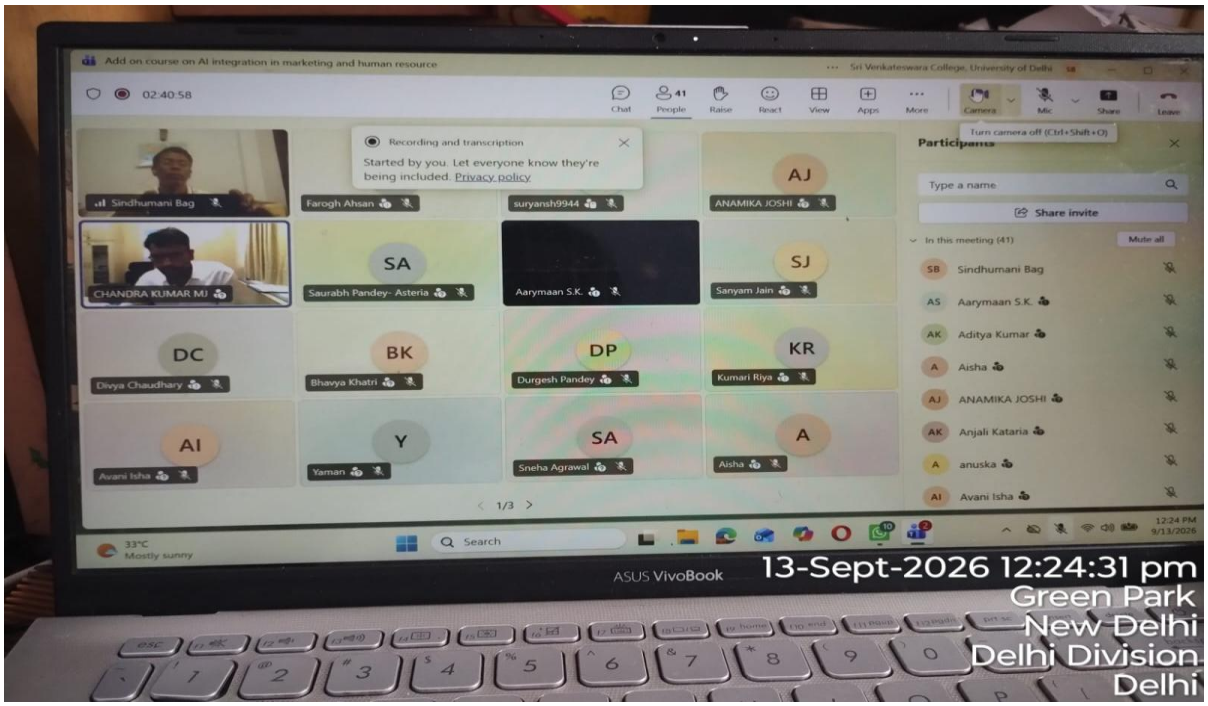
4. Session Summary

   Teaching **Social Technologies**—tools, methods, and digital systems designed to solve social problems or foster community collaboration—requires experiential, user-centered, and interactive techniques. Key Techniques the resource person used for teaching the subject matter are: **User-Centered and Participatory Design**: Involve learners in observing community needs, prototyping solutions, and making active decisions on how a social tool works. **Project-Based Learning**: Assign real-world tasks where students build or use collaborative platforms (such as wikis, forums, or local awareness blogs) to address specific social or environmental issues. **Cooperative Learning and Role-Play**: Divide students into small, diverse teams to simulate community coordination, policy-making, or stakeholder
   The Resource person has used different Apps for presentation of the subject matter. He has given different type of demonstration and share many different types of case studies, videos and given different examples to clarify the subject matter to the students.
   The resource person has given more importance on how to use the app in AI and it should not be misused. It is benefit for the user but whenever misusing this one, it can bad impact on your knowledge and ability.Activities conducted (Q&A, group discussion, quiz, etc.). whenever teaching the subject matter at the end of the concern topic and uses of presentation and demo, resource person had given some exercise to students and students also promptly sort out the exercise and replied in chat box. Whenever and sudents faced any problem, the resource person personally asked to share the screen of the students and sort out the problems of the students.

5. Learning Outcomes

- Outcome 1:Personalized Learning: Adaptive platforms adjust pacing, content difficulty, and feedback to match each student's individual speed and skill level. **Increased Engagement**: Gamified apps, interactive and multimedia resources capture attention and boost participation and knowledge retention.
- Outcome 2: Real-World Skills: Regular access to digital tools helps students develop critical thinking, problem-solving, and technical literacy required in the modern workforce. **Enhanced Collaboration**: Cloud-based documents and virtual learning spaces allow learners to work together seamlessly.
- Outcome 3:Greater Accessibility: Assistive technologies and online resources remove physical and geographical barriers for students with special needs or in remote areas

6. Supporting Evidence



7. Prepared By

Name: Dr. Sindhu Mani Bag
Designation/Role: Assistant Professor/ Moderator for the session

19th September 2026

Session 1

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

- Objective1: Introduction to Claude AI web, app and code.
- Objective 2: Demonstrate the integration of Claude AI with ChatGPT for improved productivity and information management.

3. Topics Covered

- Introduction to the Claude AI webpage, its interface, features, and applications.
- Demonstration of connecting Claude AI with ChatGPT through available integration methods.
- Retrieval and utilization of ChatGPT conversation history and previously generated information through Claude AI.

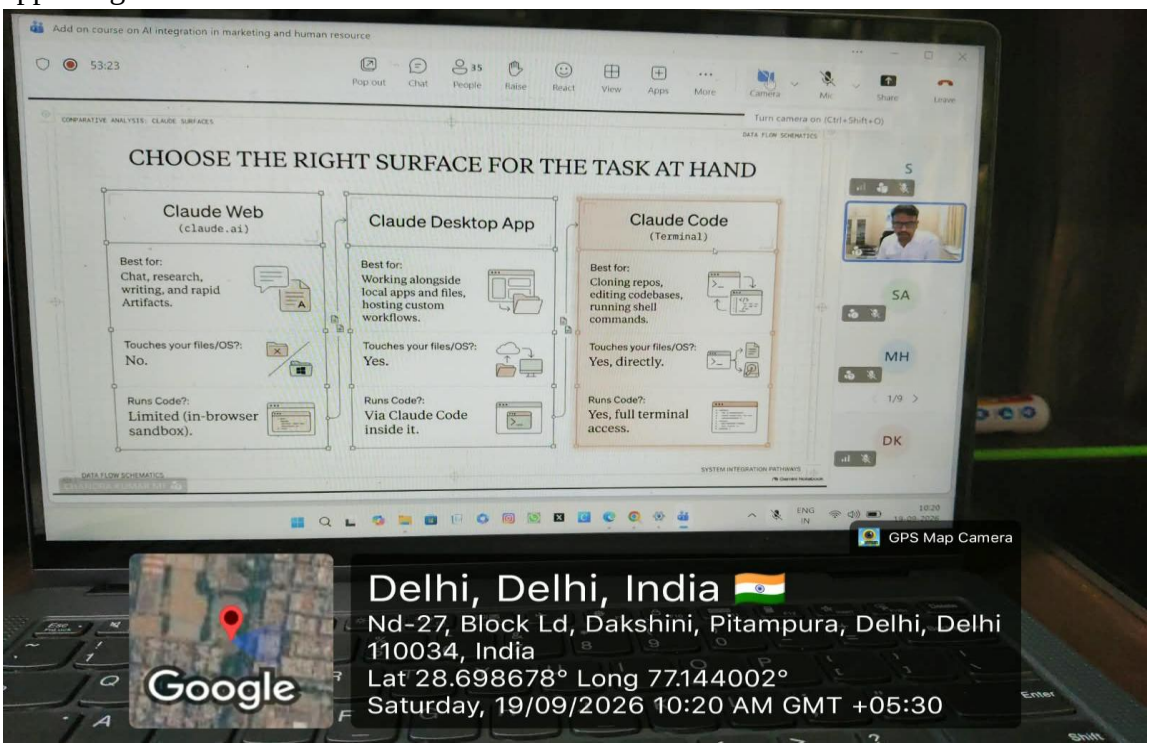
4. Session Summary

The session commenced with familiarizing participants with the Claude AI interface. The resource person provided a practical demonstration of the Claude AI webpage, features, and potential applications. Special emphasis was placed on the use of Claude AI alongside ChatGPT to enhance productivity, simplify information management and professional activities.

5. Learning Outcomes

- Outcome 1: Demonstrate a basic understanding of using Claude AI alongside ChatGPT.
- Outcome2: Practical applications to integrate Claude AI & ChatGPT

6. Supporting Evidence



7. Prepared By

Name: Dr. Neetu Kushwaha

Designation/Role: Assistant Professor/ Moderator for the session

19th September 2026

Session 2

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

- Objective1: Integration of Claude AI with Canva and HubSpot.
- Objective 2: Demonstrate how Claude AI can support marketing content creation and visual communication.

3. Topics Covered

- Integration of Claude AI with Canva for AI-assisted graphic design and marketing content creation.
- Introduction to HubSpot as a customer relationship management and marketing platform

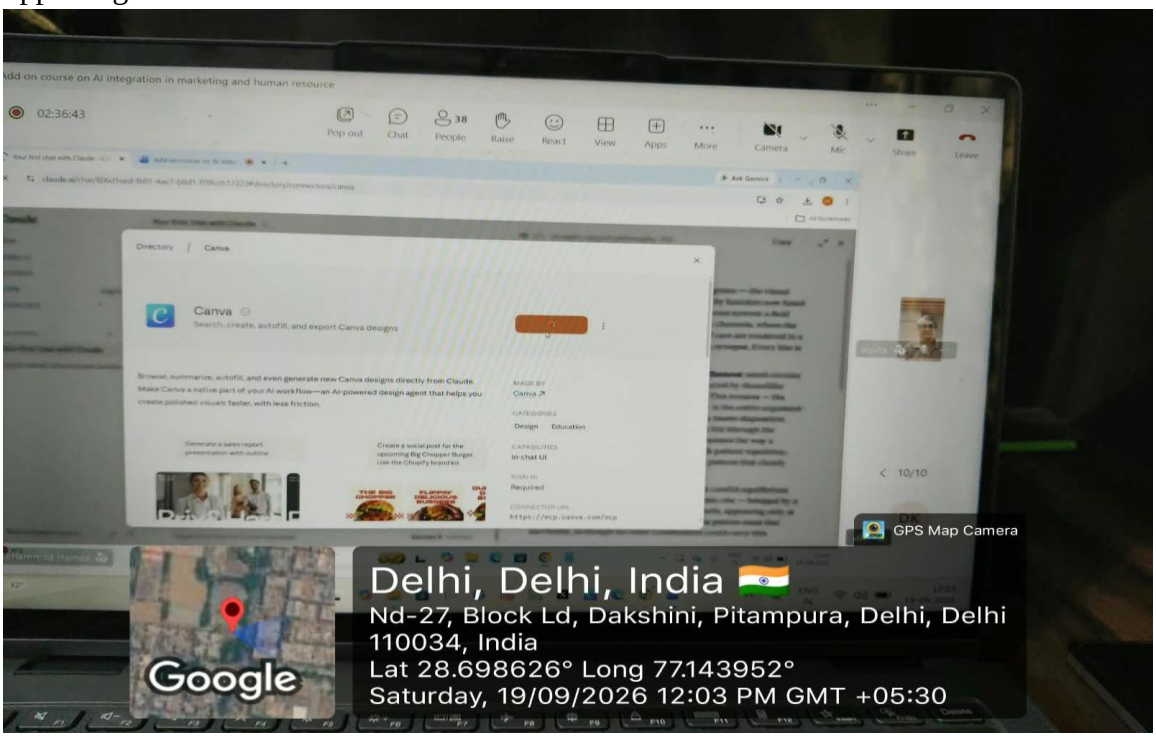
4. Session Summary

The resource person demonstrated how Claude AI could be connected with Canva to support the creation of marketing content and visual designs. Participants were introduced to the use of AI-generated text and ideas in developing promotional materials and social media content. The resource person also demonstrated the integration of Claude AI with HubSpot, highlighting its relevance in customer relationship management and marketing activities.

5. Learning Outcomes

- Outcome 1: Understand the process and purpose of integrating Claude AI with Canva.
- Outcome 2: Identify how AI can assist in creating marketing content and promotional designs.
- Outcome 3: Understand the applications of HubSpot in customer relationship management and marketing.

6. Supporting Evidence



7. Prepared By

Name: Dr. Neetu Kushwaha

Designation/Role: Assistant Professor/ Moderator for the session

20th September 2026

Session 1

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

- Objective1: Introduction to HubSpot as a comprehensive platform for marketing, sales, and customer relationship management.
- Objective 2: Demonstrate Google Gemini and its integration with HubSpot.

3. Topics Covered

- Demonstration of HubSpot to improve marketing activities. The session included the use of AI for generating content, developing marketing ideas, assisting with customer communication, and streamlining repetitive tasks.
- Introduction of Google Gemini as an AI-powered tool that can assist users with content generation, analysis, idea generation, and other professional tasks.
- Demonstration of how Gemini can be connected with HubSpot to support marketing and customer relationship activities.

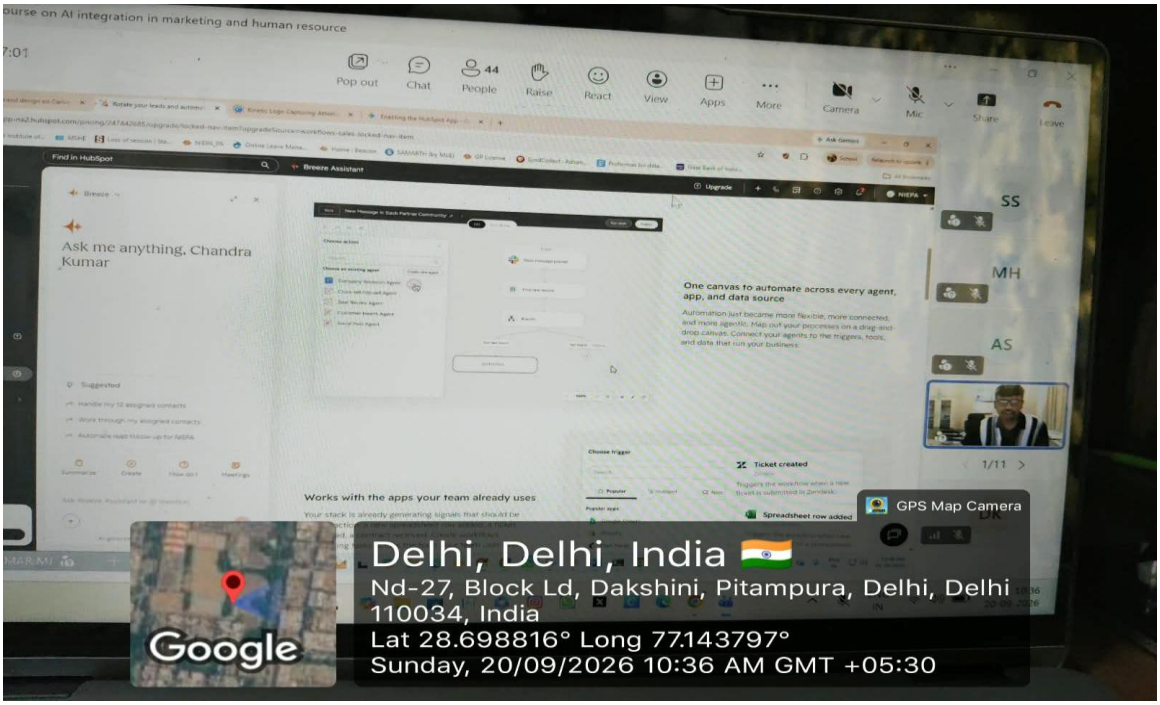
4. Session Summary

The resource person demonstrated how HubSpot can be incorporated into existing marketing technologies to improve efficiency and productivity. The demonstration of HubSpot helped participants understand how businesses can manage customer relationships, marketing activities, and sales processes through an integrated digital platform. A significant part of the session focused on Google Gemini and its connection with HubSpot. Participants were shown how generative AI can complement HubSpot by assisting in content creation, customer communication, and marketing-related tasks.

5. Learning Outcomes

- Demonstration of HubSpot to improve marketing activities. The session included the use of AI for generating content, developing marketing ideas, assisting with customer communication, and streamlining repetitive tasks.
- Introduction of Google Gemini as an AI-powered tool that can assist users with content generation, analysis, idea generation, and other professional tasks.
- Demonstration of how Gemini can be connected with HubSpot to support marketing and customer relationship activities.

6. Supporting Evidence



7. Prepared By

Name: Dr. Neetu Kushwaha

Designation/Role: Assistant Professor/ Moderator for the session

20th September 2026

Session 2

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

- Objective1: Familiarize participants with different AI models and open-source AI solutions.
- Objective 2: To understand how different AI tools can be combined to improve productivity and creative work.

3. Topics Covered

- Introduced to **Google Labs** and its experimental AI-powered tools.
- Demonstration of **Mixboard** as an AI-supported creative tool.
- Usage of **Pomelli**, an AI-based tool that can support creative and marketing-related activities.
- Introduction to **open AI models**, including the Ron Open Model, highlighting the growing importance of openly available AI models.
- A practical demonstration of **LM Studio.**Introduced to **Google AI Studio** as a platform for experimenting with generative AI and developing AI-powered applications.

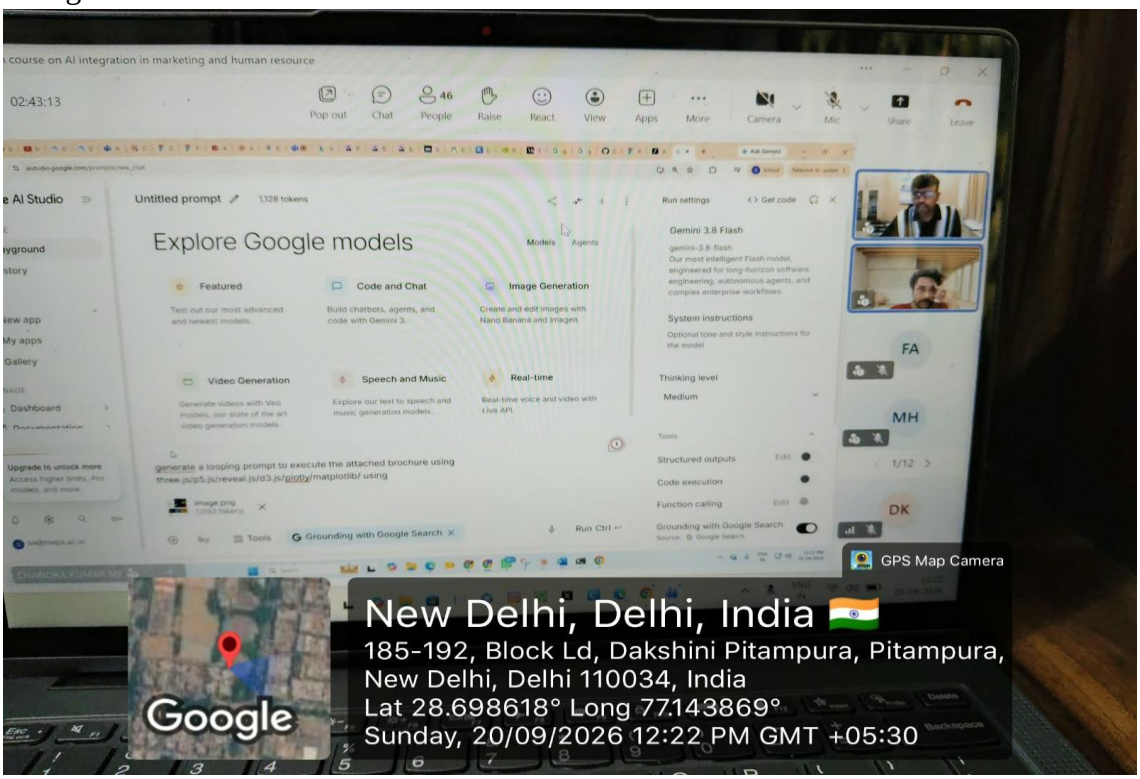
4. Session Summary

The session provided participants with practical exposure to a diverse range of AI tools extending beyond conventional generative AI applications. The introduction to Google Labs helped participants understand the rapidly developing nature of AI technologies, while tools such as Mixboard and Pomelli demonstrated the application of AI in creative and marketing-oriented activities. The discussion on open AI models and LM Studio provided participants with an understanding of the increasing availability of AI models that can be explored and used in different environments. Overall, the session emphasized that AI is not limited to text generation but can support a wide range of activities involving design, marketing, research, content creation, experimentation, and productivity.

5. Learning Outcomes

- Outcome 1: Understanding the growing ecosystem of AI-powered tools and platforms.
- Outcome 2: Usage of the creative applications of Mixboard.
- Outcome 3: Explore the use of Pomelli for marketing and creative activities.
- Outcome4: Identify suitable AI tools for different professional and creative requirements.

6. Supporting Evidence



7. Prepared By

Name: Dr. Neetu Kushwaha
Designation/Role: Assistant Professor/ Moderator for the session

26th September 2026

Session 1

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Objectives

- Objective 1: To understand the role of artificial intelligence in Human Resource Management, particularly in recruitment, candidate screening, and talent acquisition.
- Objective 2: To explore AI-powered HR tools such as HireVue, Interview.ai, TestGorilla, Equip, and Voomer and understand their practical applications in candidate assessment, interview preparation, and employee support.
- Objective 3: To examine how AI-based tools can enhance recruitment efficiency, improve candidate experience, streamline HR operations, and support skills-based assessments.
- Objective 4: To develop awareness of the ethical considerations involved in using AI in HR, including fairness, transparency, data privacy, and the importance of human judgement in recruitment and employee management.

3. Topics Covered:

- **Topic 1: HireVue:** An AI-powered recruitment and assessment platform that helps organisations evaluate candidates' skills, potential, and suitability for job roles.
- **Topic 2: Interview.ai:** An AI-based tool that enables job seekers to practise mock interviews and supports organisations in candidate screening through automated interview assessments.
- **Topic 3: TestGorilla:** An online, AI-powered pre-employment assessment platform that enables employers to evaluate candidates through skills-based tests and identify suitable applicants.
- **Topic 4: Equip:** An AI-driven platform that enhances employee self-service, provides personalised support, improves productivity, and streamlines routine HR operations.
- **Topic 5: Voomer:** An AI-based interview preparation tool that allows candidates to practise video interviews, improve their presentation skills, and build confidence for job interviews.

4. Session Summary

The session focused on the application of artificial intelligence (AI) in Human Resource Management, particularly in recruitment, candidate assessment, interview preparation, and employee experience. The resource person introduced various AI-powered HR tools, including HireVue, Interview.ai, TestGorilla, Equip, and Voomer, explaining their features and practical applications in modern workplaces.

The resource person explained how **HireVue** uses technology to support recruitment and candidate assessment, helping organisations evaluate applicants' skills and potential. **Interview.ai** was discussed as a tool that enables job seekers to practise mock interviews and

helps organisations conduct automated candidate assessments. **TestGorilla** was introduced as a skills-based assessment platform that allows employers to evaluate candidates through pre-employment tests rather than relying solely on traditional resumes.

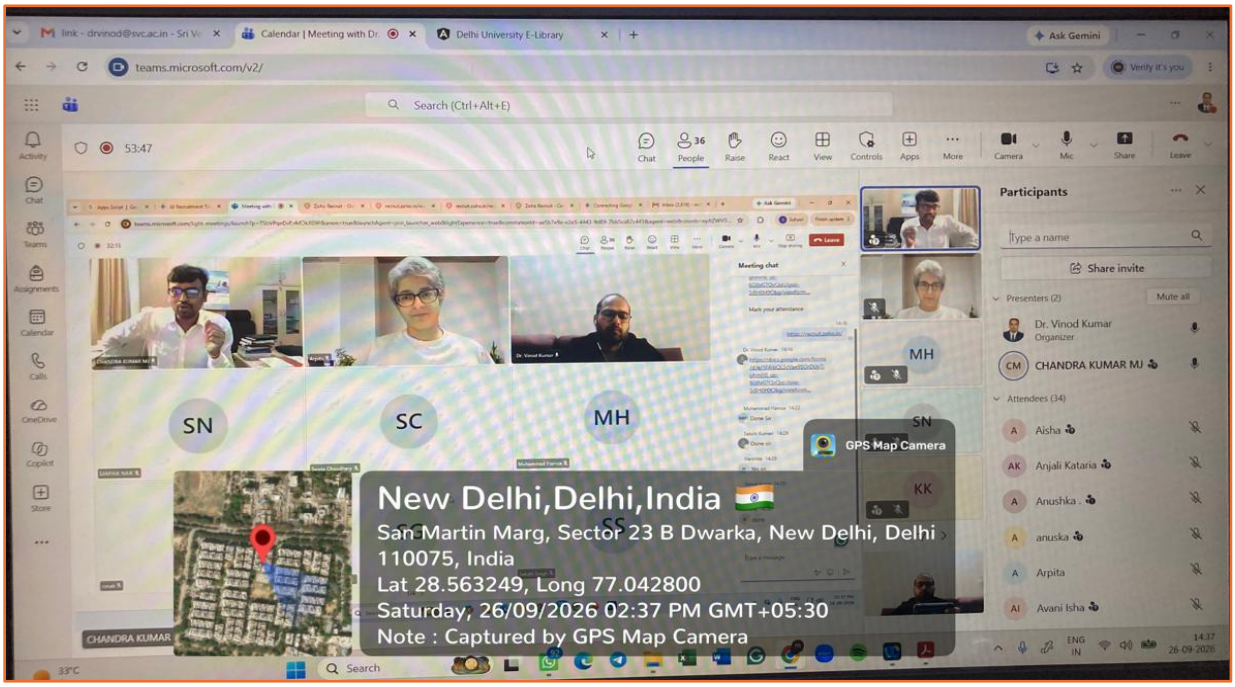
The session also covered **Equip**, an AI-driven platform designed to enhance employee self-service, improve productivity, and provide personalised support while reducing administrative workloads. **Voomer** was presented as a platform that helps candidates practise video interviews and improve their interview performance through simulated interview experiences.

The resource person used presentations, demonstrations, and practical examples to explain the functionality and applications of these tools. Participants were encouraged to explore how AI can streamline recruitment processes, support objective skills assessment, enhance interview preparation, and improve the overall employee experience. The session also highlighted the importance of using AI responsibly while recognising the value of human judgement and interaction in HR decision-making.

5. Learning Outcomes

- Outcome 1: Understanding AI-Based Recruitment Tools: Participants gained an understanding of AI-powered HR platforms such as HireVue, Interview.ai, and TestGorilla and their applications in candidate screening, skills assessment, and interview preparation.
- Outcome 2: Enhanced Interview and Assessment Skills: Participants explored how AI-based mock interview platforms can help candidates practise interviews, improve communication, and build confidence, while enabling organisations to streamline candidate evaluation.
- Outcome 3: Improved Employee Experience and HR Efficiency: Participants learned how AI-driven platforms such as Equip can support employee self-service, provide personalised assistance, and reduce routine administrative tasks.
- Outcome 4: Awareness of AI Applications in HR: Participants developed an appreciation of the potential of AI to improve recruitment and HR operations while recognising the importance of ethical use, fairness, transparency, and human judgement in employment-related decisions.

6. Supporting Evidence



7. Prepared By

Name: Dr. Vinod Kumar
Designation/Role: Assistant Professor/ Moderator for the session

26th September 2026

Session 2

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Objectives:

- Objective 1: To understand the applications of AI-powered tools in recruitment, talent acquisition, and professional development.
- Objective 2: To explore the features and functionalities of JEV AI and Zoho Recruit in supporting AI-driven tasks, applicant tracking, candidate management, and recruitment processes.
- Objective 3: To learn how to use digital resume-building tools such as Zety to create professional resumes and enhance employability.
- Objective 4: To develop practical skills in using AI-based platforms to improve productivity, streamline recruitment activities, and support career development.

3. Topics Covered

- Topic 1: JEV AI: An artificial intelligence model developed by TypeSafe AI. The resource person introduced the tool and discussed its potential applications in AI-driven tasks and professional activities.
- Topic 2: Zoho Recruit: A cloud-based applicant tracking system (ATS) and talent acquisition platform designed for corporate HR teams and recruitment agencies. The session explored how the platform supports candidate sourcing, recruitment management, and streamlining the hiring process.
- Topic 3: Zety: An online resume-building platform that helps job seekers create professional resumes using customisable templates and AI-powered tools. The resource person discussed how such tools can assist candidates in presenting their qualifications, skills, and experience effectively.

4. Session Summary:

The session focused on exploring AI-powered tools and digital platforms that support recruitment, talent acquisition, and career development. The resource person introduced JEV AI, Zoho Recruit, and Zety, explaining their features and potential applications in professional and HR-related activities.

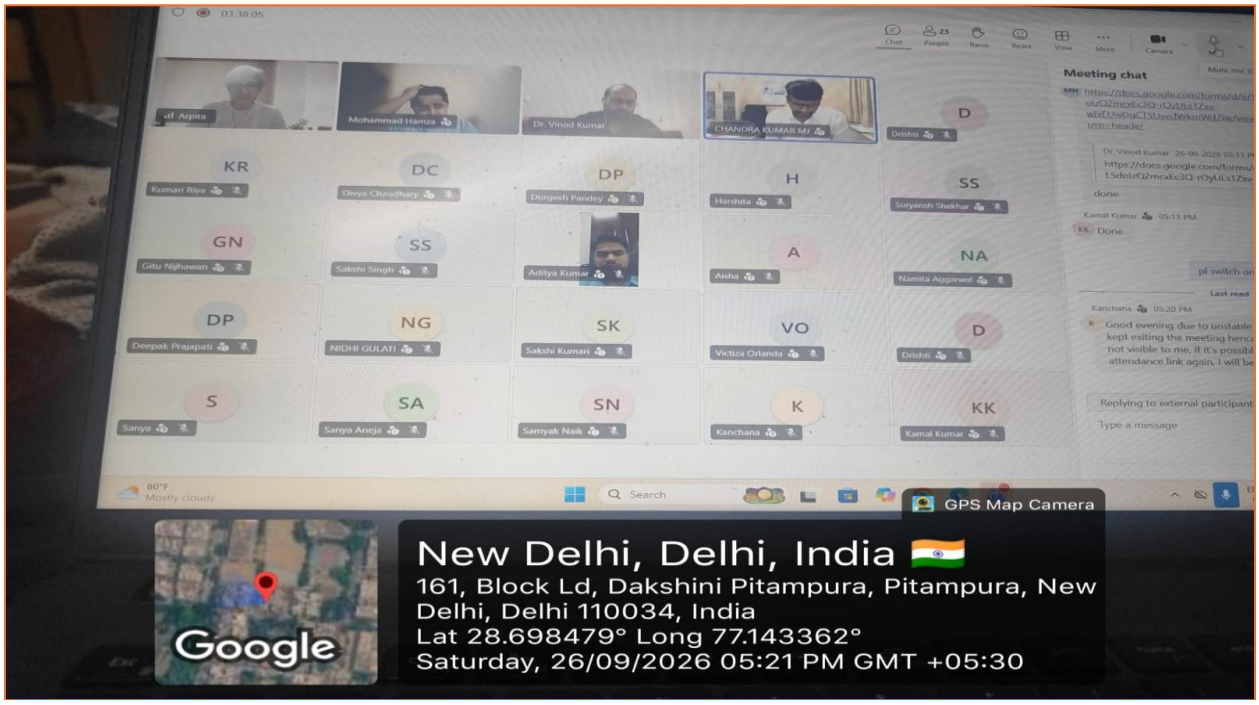
The session highlighted how AI tools can support task automation and productivity, while recruitment platforms such as Zoho Recruit can help organisations manage candidate information and streamline hiring processes. The discussion on Zety demonstrated how digital resume-building tools can assist job seekers in preparing professional resumes and presenting their qualifications effectively.

The resource person used practical examples and demonstrations to familiarise participants with the applications of these tools. Participants were encouraged to explore how AI-powered platforms can improve recruitment efficiency, simplify job-search activities, and enhance employability skills. The session also emphasised the importance of using AI responsibly and reviewing AI-generated content to ensure accuracy and authenticity.

5. Learning Outcomes

- Outcome 1: Understanding AI Tools: Participants gained an understanding of JEV AI and explored its potential applications in AI-driven tasks and professional activities.
- Outcome 2: Knowledge of Recruitment Automation: Participants learned how Zoho Recruit can support applicant tracking, candidate management, and recruitment processes.
- Outcome 3: Resume Building and Employability: Participants gained insights into using Zety to create professional resumes and present their skills, qualifications, and experience effectively.
- Outcome 4: Active Participation and Practical Learning: Participants remained engaged throughout the session and raised questions about the applications of AI-based tools, including JEV AI, Zoho Recruit, and Zety. They actively participated in the example activities and demonstrations conducted by the resource person. The interactive approach made the session informative, engaging, and enjoyable.

6. Supporting Evidence



7. Prepared By

Name: Dr. Vinod Kumar
Designation/Role: Assistant Professor/ Moderator for the session

27th September 2026

Session 1

1. Resource Person(s): Mr. Chandra Kumar MJ

2. Session Objectives

- Objective 1: To understand corporate performance management frameworks (OKRs) and employee feedback tools.
- Objective 2: To learn task and project automation using Trello, Atlassian Intelligence, and Google Workspace.
- Objective 3: To explore low-code/no-code platforms like Google AppScript for automated workplace solutions

3. Topics Covered

- Employee Feedback Systems and Objectives and Key Results (OKRs) vs. traditional appraisal methods.
- Trello setup, email-to-card parsing, and calendar integrations.
- Trello Chrome Extension installation and setting up Automated Rules & Triggers.
- Low-code project management using Google AppSheet and Google Spaces.

4. Session Summary

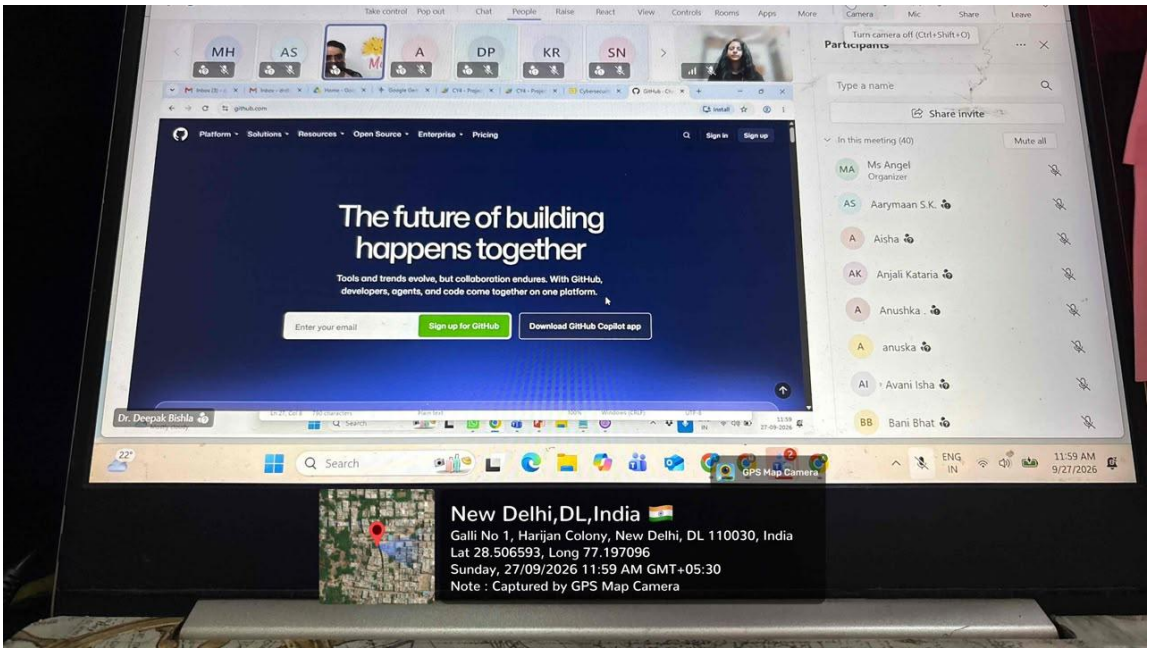
The session began by contrasting traditional performance appraisal systems (e.g., SPARROW, APAR, CAS) with modern corporate HR tools like Lattice, AirTable, Trello, and qualitative sentiment analysis software. The resource person then delivered a live, hands-on demonstration on project management using Trello. Key workflows demonstrated included configuring task boards, forwarding emails directly to Trello to auto-create task cards using AI, and integrating boards with Microsoft Teams, Slack, Jira, and Google Calendar. Furthermore, participants were introduced to low-code alternatives such as Google AppSheet for tracking tasks via Google Sheets and Google Spaces for team collaboration. Practical activities were central to the session; participants installed the Trello Chrome Extension to capture web items, linked their Google Calendars to Trello Planner, and set up automated board rules (such as auto-moving newly created cards to the top of daily task lists).

5. Learning Outcomes

- Ability to automate task creation and project tracking across Trello, Google Calendar, and email workflows.

- Hands-on skill in setting up automated rules, triggers, and browser extensions for streamlined productivity.
- Understanding of low-code tools like Google AppScript and Google Spaces to build custom team collaboration solutions.

6. Supporting Evidence



7. Prepared By

Name: Dr. Angel Josy Lakra

Designation and Role: Assistant Professor, Session Moderator

27th September 2026

Session 2

1. Resource Person(s): Dr. Deepak Bishla

2. Session Objectives

- Objective 1: To explore AI code generation and local process automation using OpenAI Codex.
- Objective 2: To master Google Apps Scripting for rapid document, form, and slide creation.
- Objective 3: To implement interactive gamification in education and assessment using Wayground.

3. Topics Covered

- OpenAI Codex, GitHub repositories, and DPDP Act data security compliance for high-volume automation.
- Google Apps Scripting (developer.google.com) for automated Google Forms and slide deck generation.
- Prompt engineering for error-free JavaScript generation and iterative code debugging.
- Gamified assessment using Wayground.com (power-ups, anti-cheating, score exports).

4. Session Summary

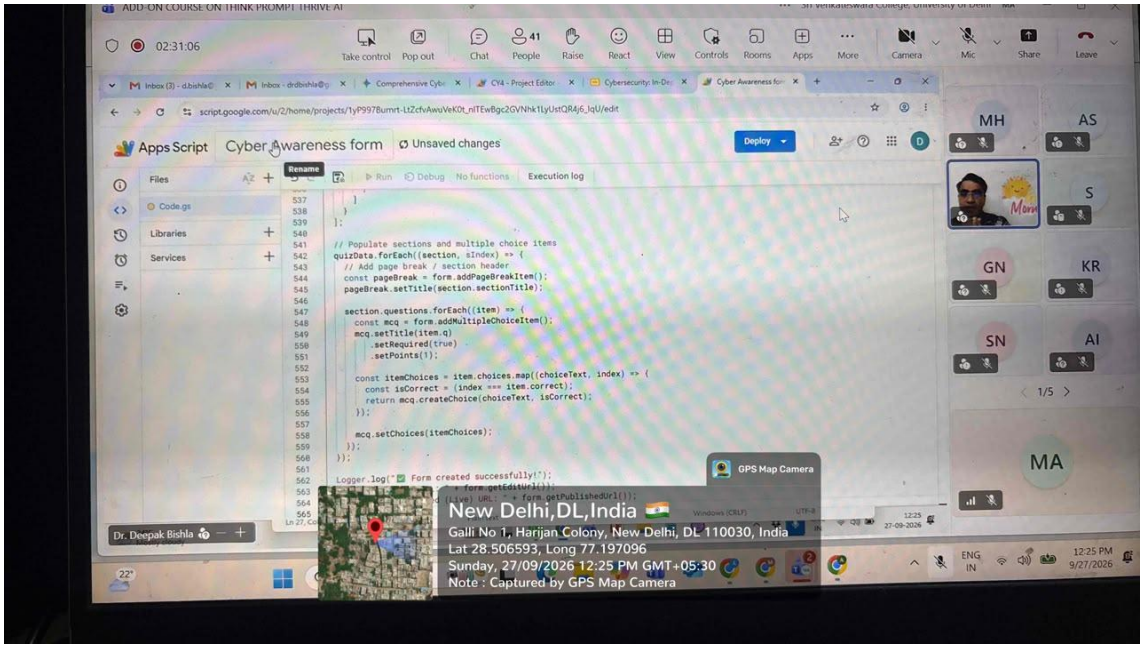
The session opened with an explanation of AI Codex and local process automation for managing high-volume operations, such as automated categorization and response systems for daily admission queries, while addressing data privacy compliance under the DPDP Act. The resource person demonstrated how to use prompt engineering to generate error-free JavaScript via Google Apps Script. Through hands-on script execution, a 50-question trilingual Cyber Awareness Google Form was created with answer keys in under a minute, and comprehensive 50+ slide presentation decks were auto-generated from text prompts. Participants learned to self-correct execution errors by feeding system logs back into AI prompts. To wrap up, the session highlighted educational gamification via Wayground.com to prevent participant fatigue. Participants executed their own Google Apps Scripts to create surveys and engaged in a live, competitive quiz featuring power-ups and automated reporting.

5. Learning Outcomes

- Proficiency in leveraging Google Apps Script to automate multi-language Google Forms and extensive slide decks.
- Skills in prompt engineering for code generation and debugging script execution errors using AI.

- Knowledge of creating interactive, gamified assessments and exporting analytical performance data using Wayground.

6. Supporting Evidence



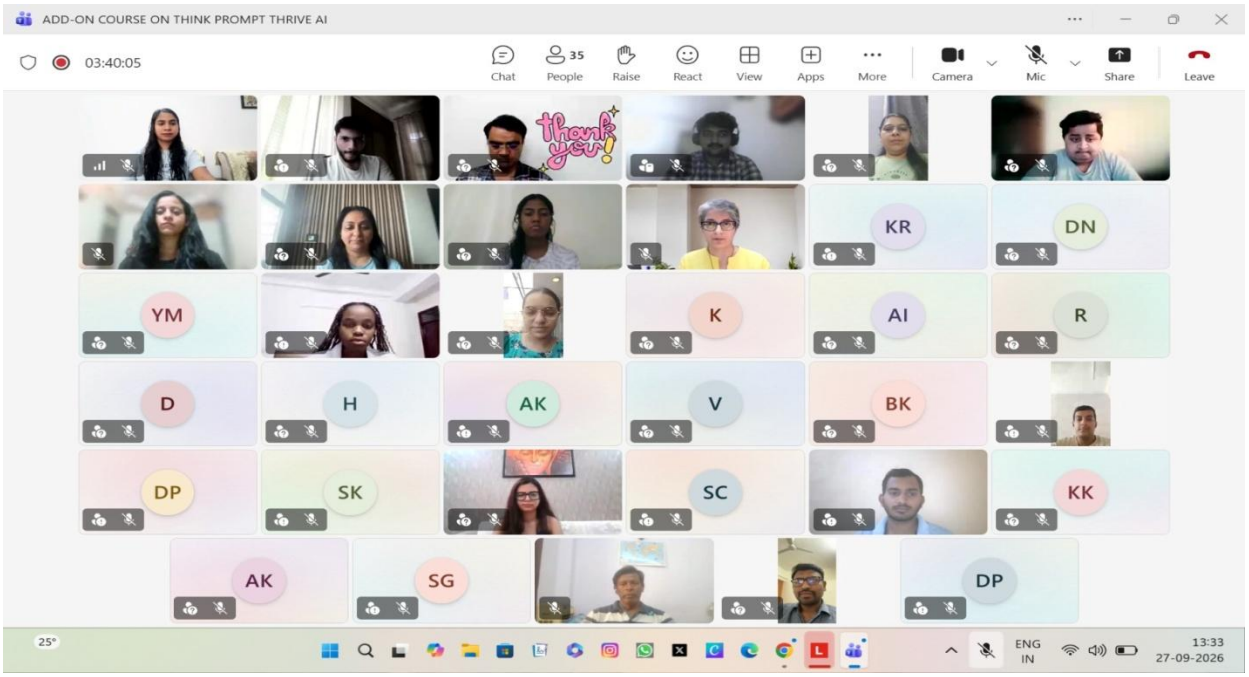
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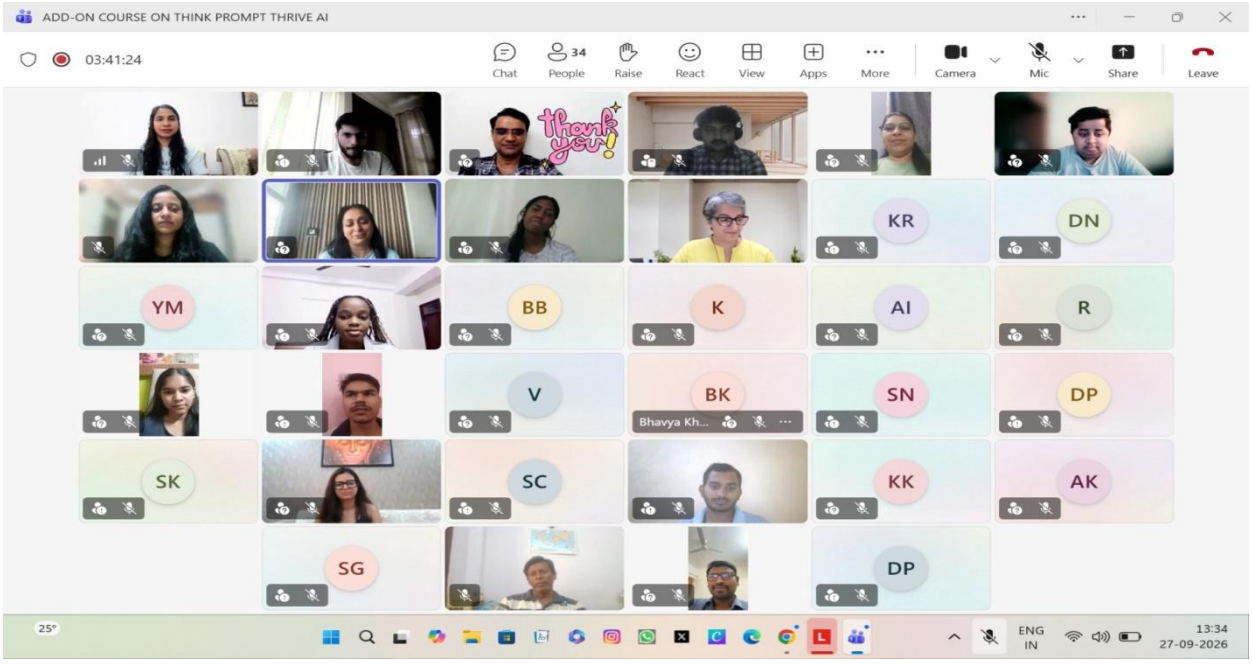
Name: Dr. Angel Josy Lakra

Designation and Role: Assistant Professor, Session Moderator

Valedictory Session

The Valedictory Session and Closing Remarks were delivered by Dr. Arpita Kaul and Dr. Angel Josy Lakra. They expressed their sincere gratitude to the resource persons, Mr. Chandra Kumar MJ and Dr. Deepak Bishla, for their ongoing collaboration and valuable sharing of practical knowledge throughout the course. The speakers highlighted the Department of Commerce's continuous efforts since 2018 in organizing skill-focused add-on courses designed to make students industry-ready in emerging domains such as Artificial Intelligence. The program concluded on a warm note with participant feedback and a virtual group photo.

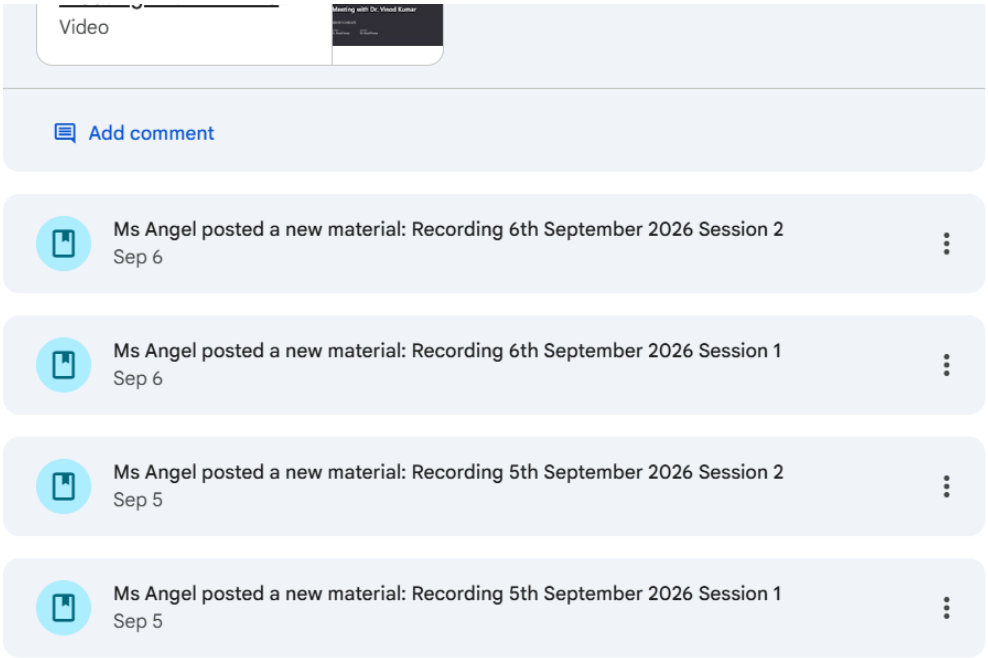




Students, faculty members, and corporate professionals from several reputed institutions participated in the course, contributing to its tremendous success. The participating institutions included Gargi College, Hindu College, Sri Venkateswara College, Shaheed Bhagat Singh Evening College, Islamia College of Commerce, Hansraj College, Institute of Home Economics, Indira Gandhi National Open University (IGNOU), Sikkim Manipal University, Kalindi College, PGDAV College, Airtel Payments Bank, Asteria Aerospace Private Limited, and Uttaranchal Institute of Technology. Their active participation and diverse academic and professional backgrounds enriched the learning experience and made the course a resounding success.

All participants joined the Google Classroom, where they were provided with recordings of the sessions for revision and future reference. They also completed assessments designed to reinforce their learning and evaluate their understanding of the topics covered during the course.



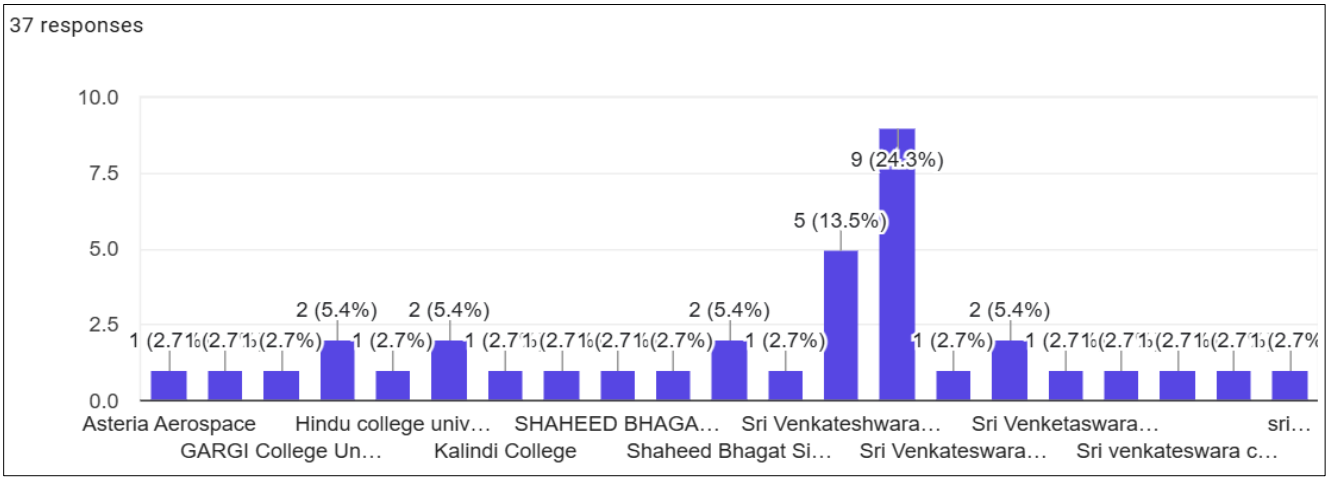


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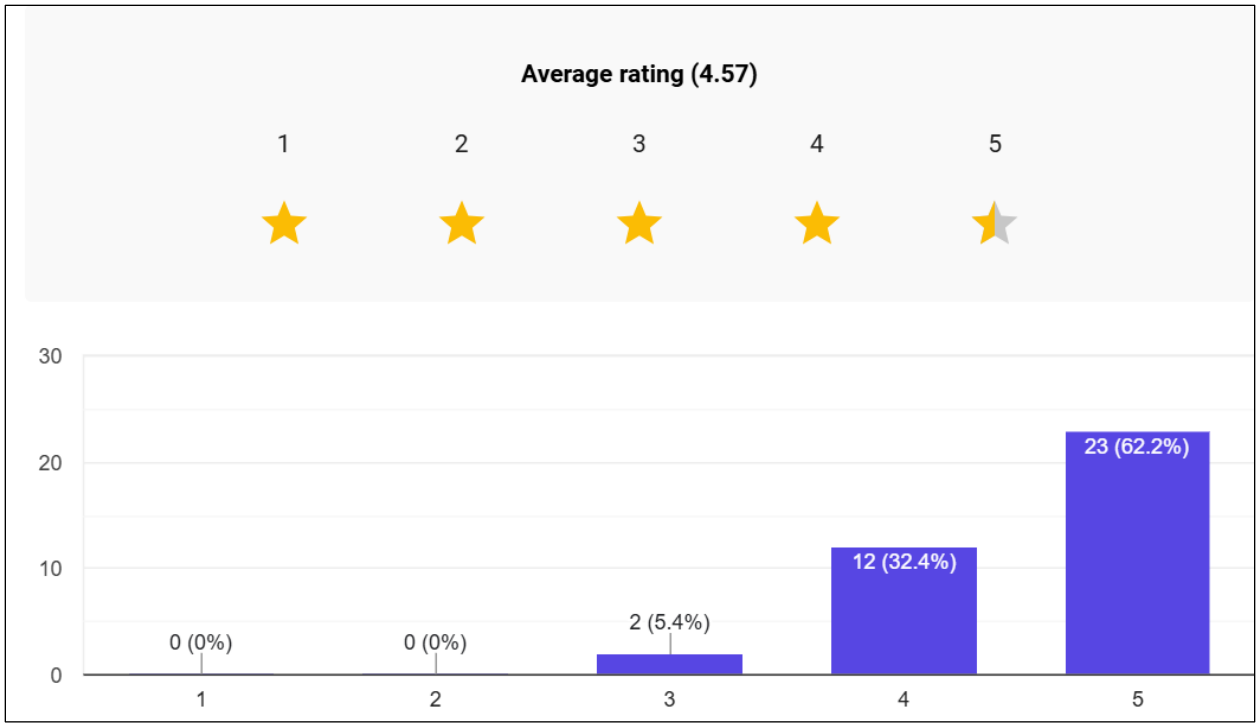
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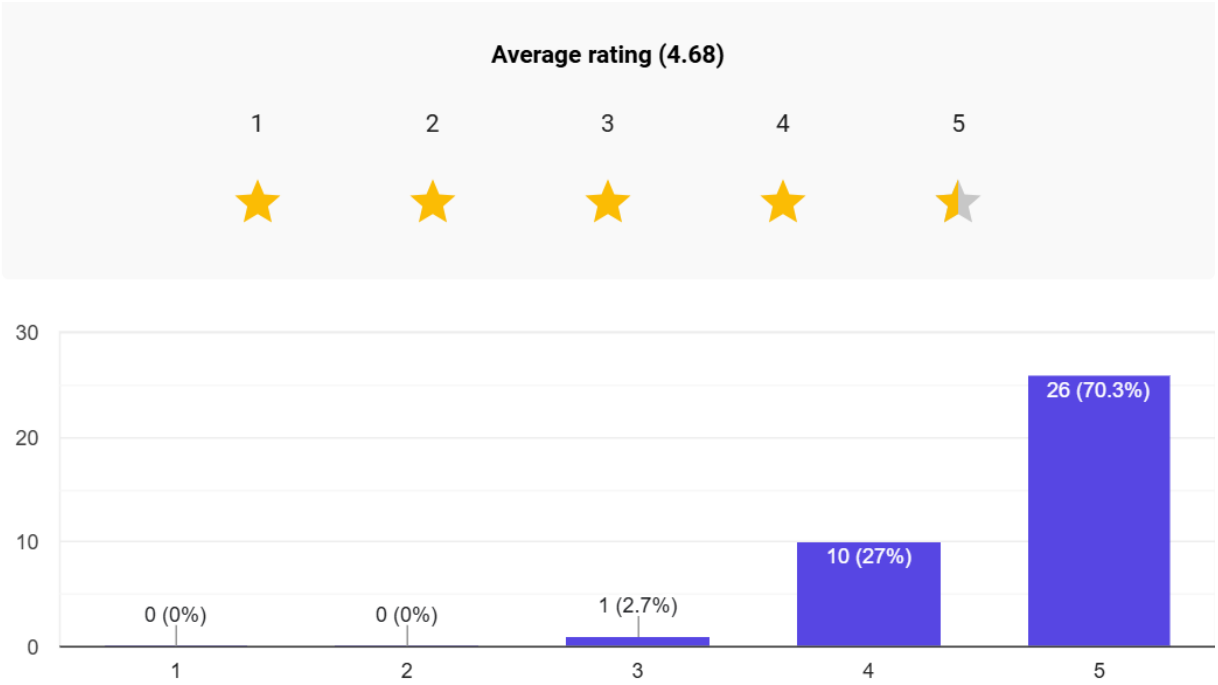
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Sakshi Kumari	100	100	100	100	100
Shreya Lohia	0 *Draft • Missing*	0 *Draft • Missing*	100	0 *Draft • Missing*	100
Yaman Maurya	100	0 *Draft • Missing*	80	50	90
Samyak Naik	100	100	100	100	100
GITU NIJHAWAN	0 *Draft • Missing*	100	100	Missing	100
Victiza Orlanda	70	100	100	100	100



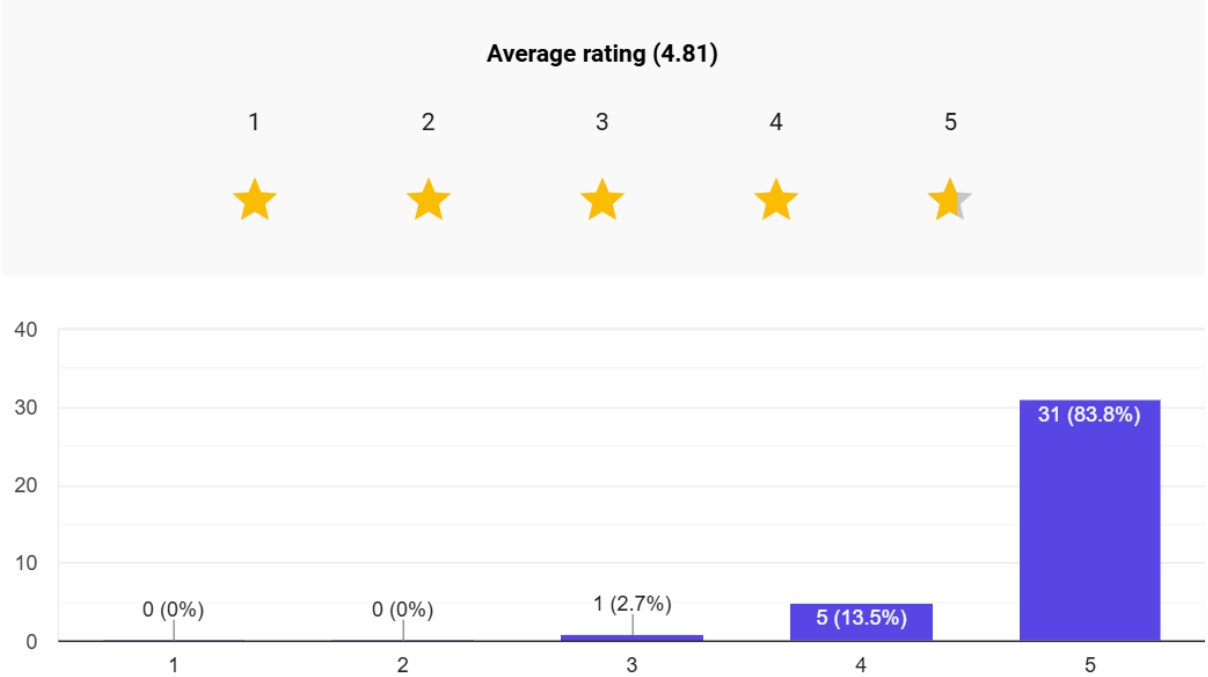
Participation from diverse Institutions



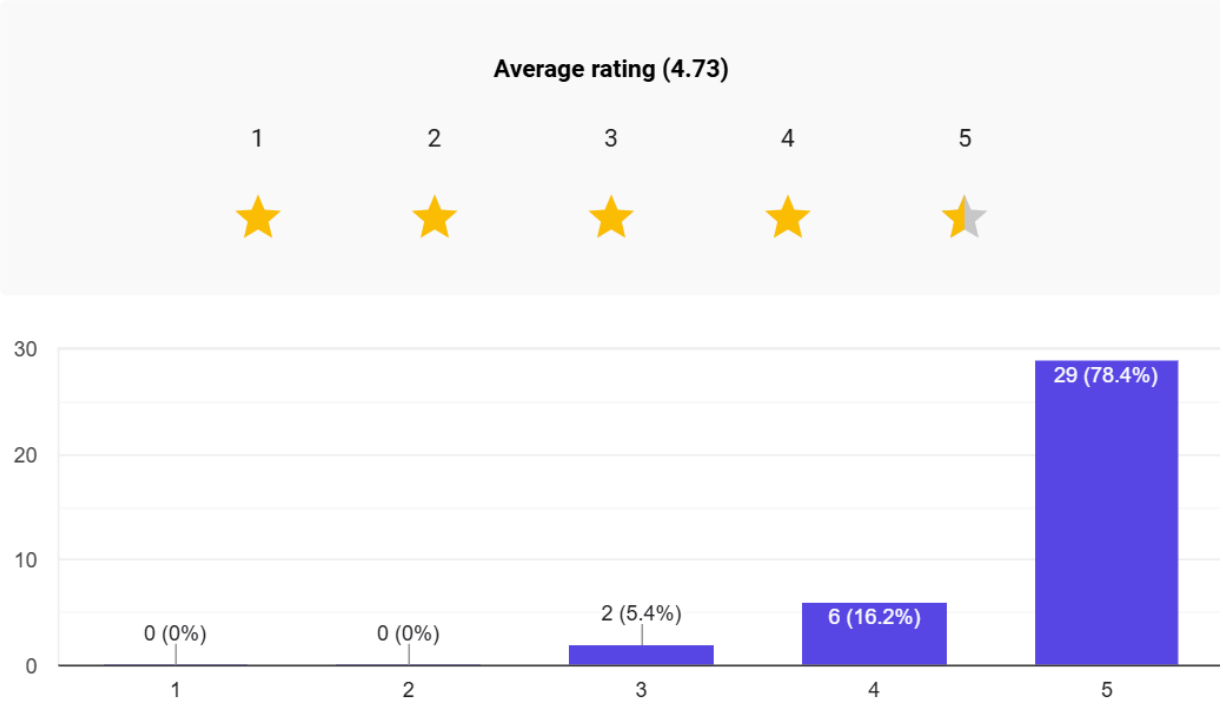
The content of the course was according to participant's expectations or professional needs



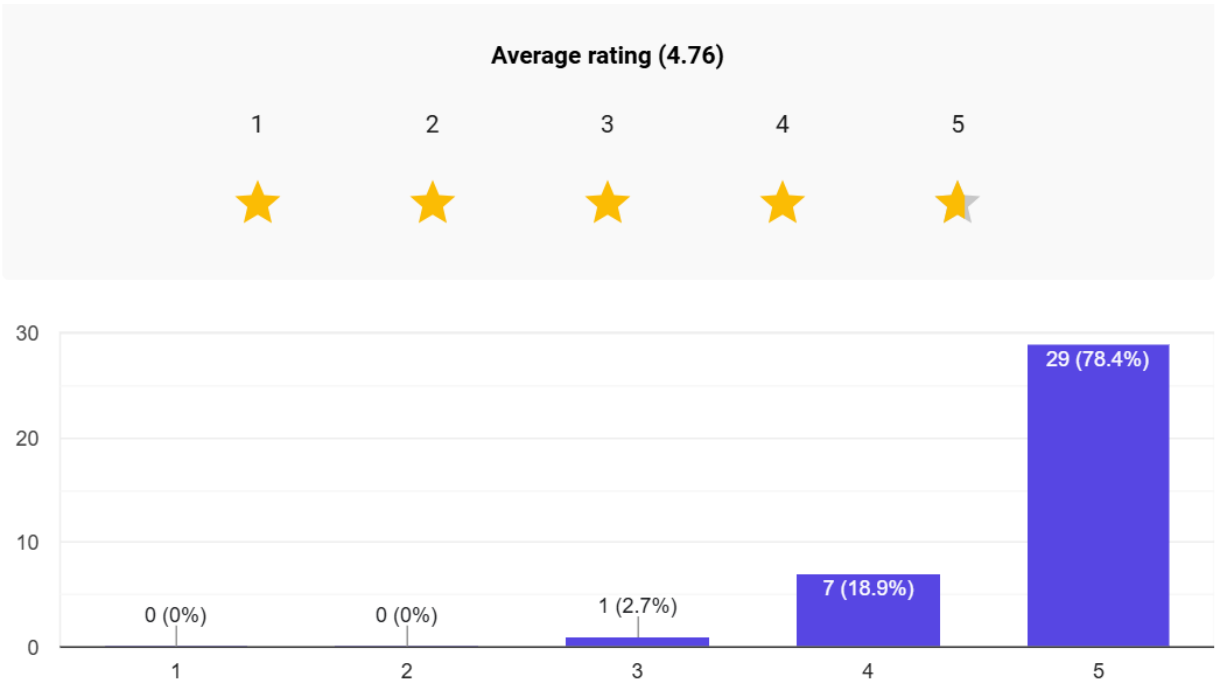
The theoretical concepts were effectively connected to practical example



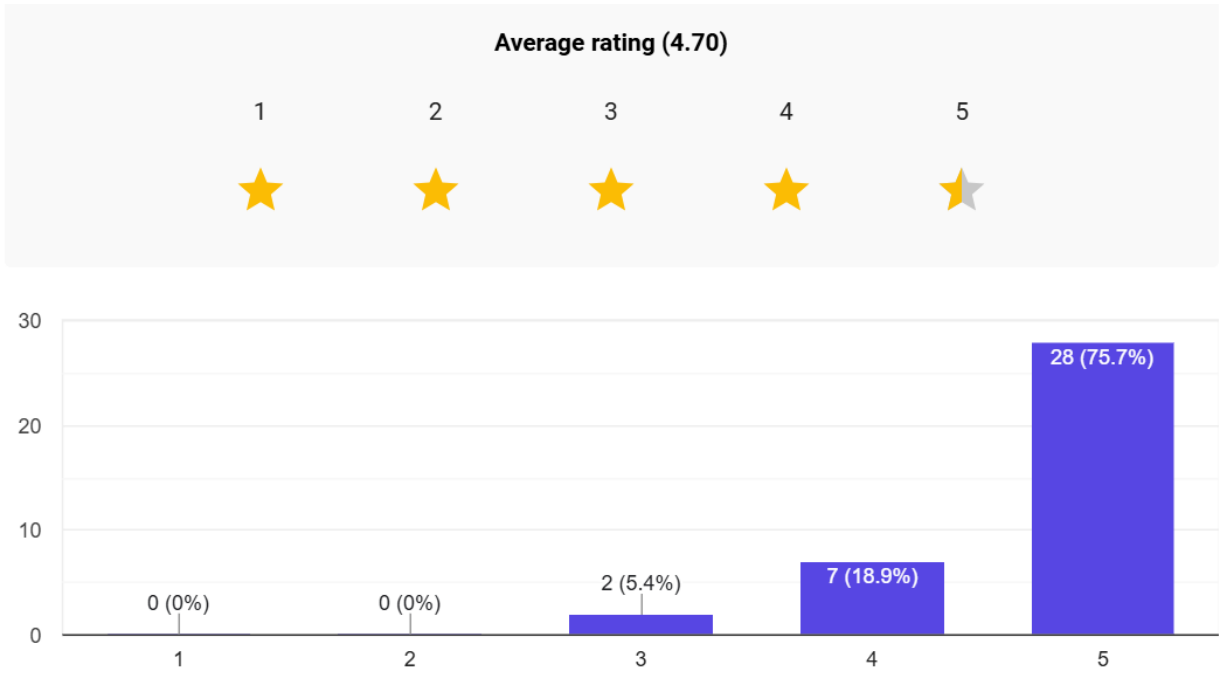
Dr. Deepak encouraged critical thinking and discussion.



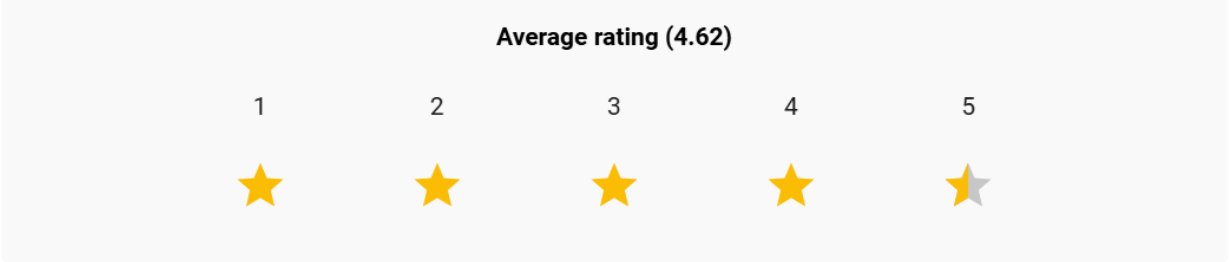
Mr. Chandra encouraged critical thinking and discussion.

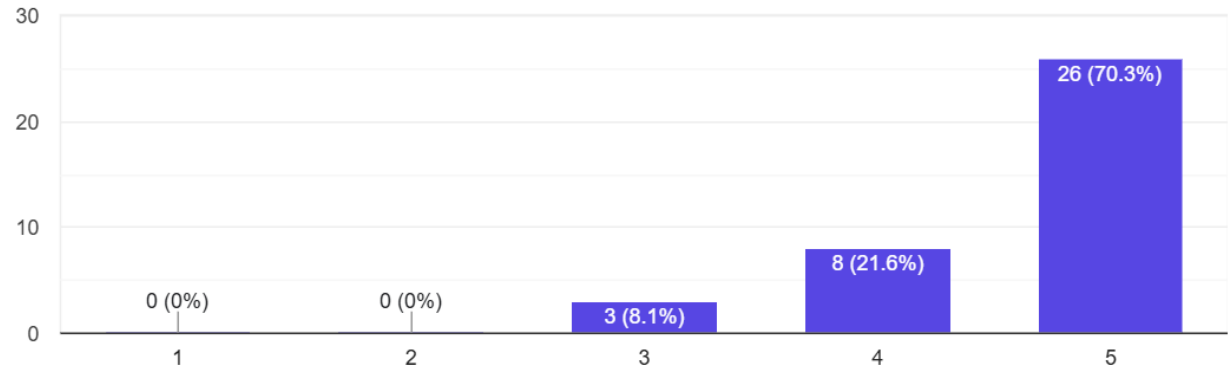


I felt comfortable sharing my views or asking questions.

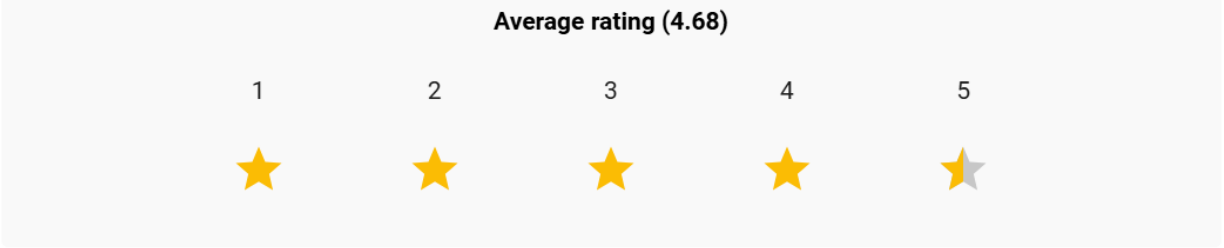


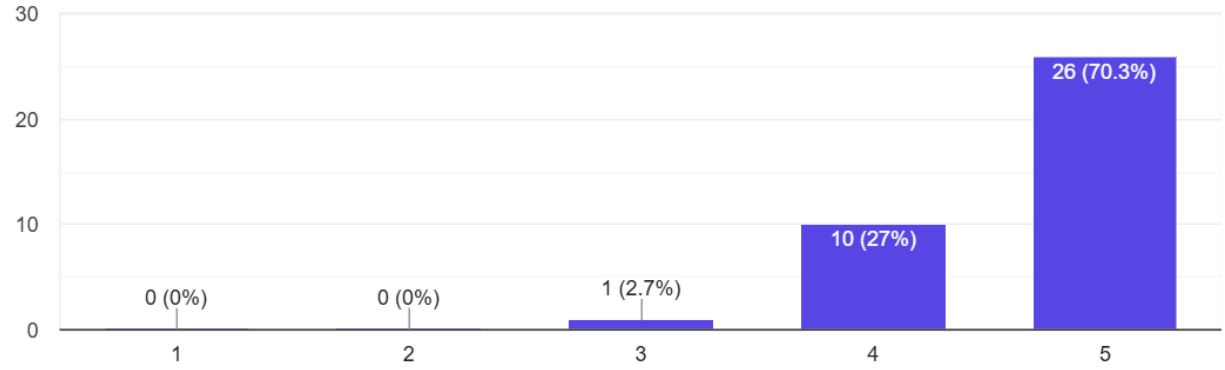
The timing and pacing of the event support meaningful engagement





I am satisfied with the number and structure of sessions/ activities





How would you evaluate the overall intellectual value of the course?

What did you like most about the course?	What aspects of the course can be improved?	Which topic or theme would you like to explore further in future courses?	Any other comment/ observations
The Practical activities and doing assignment in minutes after getting insights from sir was the thing I actually liked the most.		Courses on Businesses, Startups and Entrepreneurship	I really enjoyed the classes with Deepak sir and Chandra Sir. Both are best in their own ways. They really taught very well and all the things under this course are really helpful.
Teachers	Everything was perfect	AI	Best course
Getting know about new AI tools which will be very useful for our day to activities n the future	If more time were there to learn many new AI tools	How AI will help the future career opportunities and education purposes	The overall course was very informative and introduced us so many useful AI tools which was a very valuable experience for all.
It was interacting and interesting	No improvements from my side	Digital marketing , business management	No
Interactive classes	More Tools for earning	video tools	no
The recorded videos of the sessions that's the most I like about the course we can learn and applied it to our daily lives or live projects and many more.	Nil	Plotagon studios and Meta Developers	Dr.Deepak Sir and Mr Chandra Sir are G.O.A.T for sure , we learn so much from them. Whether it's deep insights of content and many more things we get to know so much from them .
the practical applicability of the course			

What did you like most about the course?	What aspects of the course can be improved?	Which topic or theme would you like to explore further in future courses?	Any other comment/ observations
I like the way when teachers clear our concept	It. Would be more organized	Prompt engineering	All are good
Google vids	Yes	Financial marketing with ai	
The pace of the course and how each person was individually attended to		AI in finance	
I liked the practical activities and learning about different AI tools. The sessions were interesting, interactive and easy to understand.	More hands-on activities and a little more time for practice would make the course even better.	I would like to learn more about AI in digital marketing, and data analytics	Overall, it was a very useful and enjoyable learning experience. I learned many new AI tools that I can use in my studies and future career. Thank you for organizing this course.
The pace of the course was really good. I got to know about so many new things that i previously didn't know about. It was a great learning experience for me.		Finance, Investments, Digital marketing	
I liked the topic of the course the most, it was the need of the hour	I think the practical part of teaching could be improved a little more	Financial modelling or data analytics	We went through many tools in the sessions towards the end of the course and I think they could have been spaced out more evenly so that more time was spent on each topic

Workshop Attendance – 29 Aug to 27 Sep 2026 (cross-checked with registration file)

Total sessions	20	
Minimum attendance % (edit)	60%	*Assumption: 60% is a placeholder threshold, not from your files.*

Student	Sessions Attende	Attendanc	Status	In registration file?	Registration IDs
Anushka	19	95%	OK	Yes	7
Deepak Prajapati	19	95%	OK	Yes	1
Kumari Riya	19	95%	OK	Yes	1
Anuska	18	90%	OK	Yes	3
Drishti	18	90%	OK	Yes	3
Durgesh Pandey	18	90%	OK	Yes	3
Mohammad Hamza	18	90%	OK	Yes	2
Sneha Agrawal	18	90%	OK	Yes	1
Rohan Patel	17	85%	OK	Yes	1
Suryansh Shekhar	17	85%	OK	Yes	1
Victiza Orlanda Matimele	17	85%	OK	Yes	1
Aditya Kumar	16	80%	OK	Yes	1
Avani Isha	16	80%	OK	Yes	2
Bani Bhat	16	80%	OK	Yes	1
Divya Chaudhary	16	80%	OK	Yes	1
Dr. Namita Aggarwal	16	80%	OK	Yes	1
Nikhil Giri	16	80%	OK	Yes	1
Yaman Maurya	16	80%	OK	Yes	1
Aarymaan Singh Kapoor	15	75%	OK	Yes	1
Harshita	15	75%	OK	Yes	1
Sakshi Singh	15	75%	OK	Yes	2
Saloni Gera	15	75%	OK	Yes	1
Yash Jasnani	15	75%	OK	Yes	2
Anamika Joshi	14	70%	OK	Yes	1
Garvit Saini	14	70%	OK	Yes	2
Nidhi Gulati	14	70%	OK	Yes	1
Sanyam Jain	14	70%	OK	Yes	1
Farogh Ahsan	13	65%	OK	Yes	1

Workshop Attendance – 29 Aug to 27 Sep 2026 (cross-checked with registration file)

Total sessions	20	
Minimum attendance % (edit)	60%	*Assumption: 60% is a placeholder threshold, not from your files.*

Student	Sessions Attende	Attendanc	Status	In registration file?	Registration IDs
Nidhi Kapoor	13	65%	OK	Yes	1
Sanya Aneja	13	65%	OK	Yes	1
Saurabh Pandey	13	65%	OK	Yes	2
Anjali Singh	12	60%	OK	Yes	2
Devangie Karunaratne	12	60%	OK	Yes	2
Kanchana Jaishankar	12	60%	OK	Yes	1
Kavya Jain	12	60%	OK	Yes	1
Ronak Prajapat	11	55%	Below minimum	Yes	2
Unnati Yadav	10	50%	Below minimum	Yes	1
Bhavya Khatri	9	45%	Below minimum	Yes	1
Aditya Sehrawat	8	40%	Below minimum	Yes	2
Payal	8	40%	Below minimum	Yes	1
Rahul Kumar Gupta	8	40%	Below minimum	Yes	2
Kamal Kumar	7	35%	Below minimum	Yes	5
Muskan Poddar	6	30%	Below minimum	Yes	1
Sweta Choudhary	4	20%	Below minimum	Yes	1
Amar Arora	3	15%	Below minimum	Yes	1
Ishaan Jain	3	15%	Below minimum	Yes	1
Ruchi Singh	3	15%	Below minimum	Yes	1
Sanjay Sahu	3	15%	Below minimum	Yes	1
Shreya Lohia	3	15%	Below minimum	Yes	2
Vatsla Bansal	3	15%	Below minimum	Yes	1
Sneha Bahuguna	2	10%	Below minimum	Yes	1
Afzal Siddiqui	1	5%	Below minimum	Yes	1
Anjali Kataria	1	5%	Below minimum	No	0
Dr. Vinod Kumar	1	5%	Below minimum	No	0
Kriti Sharma	1	5%	Below minimum	Yes	1
Nikita Yadav	1	5%	Below minimum	Yes	1

A	B	C	D	E	F

Workshop Attendance – 29 Aug to 27 Sep 2026 (cross-checked with registration file)

Total sessions	20	
Minimum attendance % (edit)	60%	*Assumption: 60% is a placeholder threshold, not from your files.*

Student	Sessions Attende	Attendanc	Status	In registration file?	Registration IDs
Rudrani Pathak	1	5%	Below minimum	Yes	2
Shivom Pandita	1	5%	Below minimum	Yes	1
Vaishali	1	5%	Below minimum	No	0

Applicant's Name	Type	College/University/Organisation
1.NIDHI GULATI	Student	Sri Venkateswara College
2.DEVANGIE KARUNARATNE	Student	Sri Venkateswara college Delhi university
3.SHILPI GUPTA VIJAY	Student	Delhi Technological University
4.KAVYA JAIN	Student	sri venkateswara college
5.SAMYAK NAIK	Student	Shaheed Bhagat Singh Evening College

6.ANJALI SINGH	Student	UIT College
7.MOHAMMAD HAMZA	Student	Islamia College of commerce
8.ANAMIKA JOSHI	Student	Sikkim Manipal University
9.KAMAL KUMAR	Student	Shaheed Bhagat Singh Evening College
10.ANUSKA SHARMA	Student	Du Sol
11.AARYMAAN SINGH KAPOOR	Student	Sri Venkateswara College
12.DIVYA CHAUDHARY	Student	Institute of Home Economics
13.SANJAY SAHU	Student	Sri Venkateswara College
14.VICTIZA ORLANDA MATIMELE	Student	Sri Venkateswara College, Delhi University
15.DAKSH JHA	Student	IGNOU
16.SNEHA AGRAWAL	Student	HANSRAJ COLLEGE, UNIVERSITY OF DELHI, DELHI
17.AMAR ARORA	Corporate	IBM
18.YASH JASNANI	Student	IGNOU
19.VATSLA BANSAL	Student	Department of African studies, university of Delhi
20.SANYAM JAIN	Student	Sri Venkateswara College/ Delhi University
21.KRITI SHARMA	Student	Sri Venkateswara College, University of Delhi
22.BANI BHAT	Student	Hindu college , university of delhi
23.AFZAL SIDDIQUI	Corporate	WPP Media
24.AISHA ADIL	Student	Sri Venkateswara college University of Delhi
25.RONAK PRAJAPAT	Student	Hindu College, University of Delhi
26.GARVIT SAINI	Student	Hindu College Delhi University
27.MUSKAN PODDAR	Student	Sri Venkateshwar college, du
28.PAYAL	Student	Delhi University School of open learning

29.SALONI GERA	Student	Sri Venkateswara College
30.ADITYA KUMAR	Student	Du sol
31.HARSHITA	Student	Sri Venkateswara College
32.DRISHTI	Student	Sri Venkateswara College, Delhi University
33.SHIVOM	Student	Sri Venkateshwara college o
34.DRISHTI	Student	Sri Venkateshwara College
35.YAMAN MAURYA	Student	Sri Venkateswara College
36.SHIKHAR AGARWAL	Student	SHAHEED BHAGAT SINGH EVENING COLLEGE,DU
37.RUDRANI PATHAK	Student	Sri Venkateshwara college
38.SNEHA BAHUGUNA	Corporate	Dr. Akhilesh Das Gupta Institute of Professional Studies
39.ANUSHKA	Student	Sri Venkateshwara College, Delhi University
40.DURGESH PANDEY	Student	Shaheed bhagat singh evening college
41.ROHAN PATEL	Student	Sri Venkateshwara College
42.NIKITA YADAV	Student	Shri Venkateswara College
43.RAHUL KUMAR GUPTA	Student	Ignou
44.SURYANSH SHEKHAR	Student	Sri Venkateswara College
45.RIDHI ARORA	Student	Sri Venkateswara College
46.BHAVYA KHATRI	Student	Sri Venkateswara College
47.ROHAN BORA	Student	Sri Venketeswara college
48.DEEPAK PRAJAPATI	Student	Sri Venkateswara College
49.SAKSHI SINGH	Student	Shri venketeswara college,DU
50.KANCHANA JAISHANKAR	Student	Sri Venkateswara College
51.KUMAR RIYA	Student	Sri Venkateshwara College (university of Delhi)

52.SWETA CHOUDHARY	Student	Sri Venkateshwara College, Delhi university
53.SAKSHI KUMARI	Student	Sri Venkateswara College, University of Delhi
54.ISHAAN JAIN	Student	Sri Venkateswara College, University of Delhi
55.NIKHIL GIRI	Student	Shaheed Bhagat Singh Evening College, DU
56.SHREYA LOHIA	Student	sri venkateswara college, delhi university
57.UNNATI YADAV	Student	Sri Venkateswara College
58.DR. NAMITA AGGARWAL	Faculty Members	GARGI College, University of Delhi
59.SANYA ANEJA	Corporate	Airtel Payments Bank
60.POORVIMARG	Student	SHAHEED BHAGAT SINGH EVENING COLLAGE
61.RUCHI SINGH	Student	Bar council of Delhi
62.FAROGH AHSAN	Corporate	Asteria Aerospace
63.ADITYA SEHRAWAT	Student	Shri Ram College of Commerce
64.SAURABH PANDEY	Corporate	Asteria Aerospace ltd
65.DR GITU NIJHAWAN	Faculty Members	P.G.D.A.V. College, University of Delhi
66.AVANI ISHA	Student	Sri Venkateshwara College
67.NIDHI KAPOOR	Faculty Members	Kalindi College, University of Delhi

Sri Venkateswara College, University of Delhi

Department of commerce

CERTIFICATE OF APPRECIATION

Mohammad Hamza

Islamia College of Commerce

for successfully completing the add-on course on AI Integration in Marketing and Human Resources from 29th August 2026 to 27th September 2026.

Dr. Arpita Kaul	Dr. Vinod Kumar	Prof. Vajala Ravi
Convenor	Teacher In-Charge	Principal

Department of Commerce
Sri Venkateswara College, University of Delhi
NAAC ACCREDITED 'A+' GRADE

organises

Add-on Course on

AI INTEGRATION IN MARKETING AND HUMAN RESOURCES

Aligned with NEP 2020 | Industry 5.0 Readiness

A Practice-Oriented Add on course for Marketing Professionals, HR Practitioners, Business Educators and students

LIMITED SEAT

FIRST COME FIRST SERVE

29 August 2026

10:00 AM- 01:30 PM

Online Session

60% ATTENDANCE MANDATORY FOR CERTIFICATE

10 Days • 3 Hours Per Day • 30 Hours Total

COURSE FEE

Rs. 1200 PER PERSON
For UG & PG Students and Research Scholars

Rs. 2500 PER PERSON
For Faculty Members, Academicians and Professionals

AI TOOLS

YOU WILL WORK WITH

ChatGPT, Claude, Canva AI, Google Analytics, Jasper, HubSpot, DALL-E, Zoho, And Many More

REGISTER NOW

Registration Link: https://svc.ac.in/addonnew/reg.php

COURSE HIGHLIGHTS

- **Hands on experience** with 25+ AI tools
- **Prompt engineering** for content, campaigns, Job Descriptions & HR Communications
- **AI-powered marketing** automation, analytics & Customer insights
- **AI-enabled recruitment**, performance management & employee engagement
- **Ethical, responsible** & transparent use of AI
- **Real-world case studies**, projects & practical deliverables

Course Date: 29th August 2026 to 27th September 2026
(Classes will be held on Saturday & Sunday)

RESOURCE PERSON

Experts. Mentors. Guides.



Mr. Chandra Kumar MJ
Systems Analyst & Deputy Chief Information Security Officer
National Institute of Educational Planning and Administration
Ministry of Education, Govt. of India, New Delhi



Dr. Deepak Bishla
System Administrator, IT Department
Dr. B. R. Ambedkar University, New Delhi

For Query Contact us : 9873609207

Principal
Prof. Vajala Ravi

Convenor
Dr. Arpita Kaul

Teacher in-charge
Dr. Vinod Kumar

Committee Members
- Dr. Sindhumani Bag
- Ms. Angel Josy Lakra
- Dr. Neetu Kushwaha

Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

श्री वेंकटेश्वर महाविद्यालय

SRI VENKATESWARA COLLEGE

(University of Delhi)

NAAC Grade A+

समापन प्रमाण पत्र

COMPLETION CERTIFICATE

यह प्रमाणित किया जाता है कि **एड-ऑन कोर्स - विपणन एवं मानव संसाधन में कृत्रिम बुद्धिमत्ता (AI) का एकीकरण** को **29 अगस्त 2026** से **27 सितंबर** तक **वाणिज्य विभाग की एड-ऑन कोर्स समिति** द्वारा **ऑनलाइन** माध्यम में सफलतापूर्वक आयोजित किया गया और इस कार्यक्रम की रिपोर्ट अभिलेख के लिए **आंतरिक गुणवत्ता आश्वासन प्रकोष्ठ** को जमा कर दी गई है।

This is to certify that the Add on Course on AI in marketing and Human Resources was successfully conducted from **29th August, 2026 – 27th September, 2026** from **10 am to 1: 30 pm** by **Add on Committee of the Commerce Department** in online mode, and its event report has been submitted to IQAC for records.

Departmental file no: SVC/ADD ON COURSE/2026-27/SEPTEMBER 2026/06
IQAC File No: SVC/IQAC/ADD ON COURSE/2026-27/SEPTEMBER 2026

Event-in-Charge
Dr. Arpita Kaul

IQAC Coordinator

Principal