

SANT HARI DASS COLLEGE OF HIGHER EDUCATION

BANI CAMP, NAJAFGARH, NEW DELHI

(Approved by NCTE, NAAC Accredited and Affiliated to GGSIP University, New Delhi)

Activities/Events conducted by SHDCHE during Session: 2024-2025

S. No	Programme	Date	Topic
1	Conference	30-July-2025	National Conference on <i>“Sankalp to Siddhi: Curriculum and Leadership Development through Indian Knowledge System”</i>
2	Seminar	06-Sep-2024	Seminar on "Development of Soft Skills"
		15-Oct-2024	Seminar ON “BUSINESS POTENTIAL AND OPPORTUNITY IDENTIFICATION FOR THE INNOVATION”
		13-Jan-2025	Seminar on Investor Awareness Program
		18-Mar-2025	Seminar on Personality Development and communication skills
		23-Mar-2025	Seminar on “How to Plan for Start-up and Legal & Ethical
		11-May-2025	Seminar on “YANTRA – Yugantar for Advancing New Technology, Research & Achievements.”
3	Workshop	22-Aug-2024	Workshop on Art & Craft
		18-Jan-2025	Workshop on Innovate Smarter: Design Thinking, Critical Thinking & Innovation Design"
		07-Feb-2025	Workshop on Effective Sales and Marketing Strategies for Entrepreneurs
		14-Feb-2025	Career Counselling Workshop
		04-Mar-2025	Workshop on Business Model Canvas (BMC)
		04-Apr-2025	Workshop - Intellectual Property Rights (IPRs) and IP Management for Start-ups
		17-Apr-2025	Workshop on “Raising Capital and Managing Finance for Startups”
		26-Apr-2025	Workshop on “Patent to Product: Srajan se Samridhi”
4	Faculty Development Programme	21-Oct-2024 to 26-Oct-2024	FDP on "Relevance of the Integrated Teacher Education Program (ITEP) in the present Education System"
5	Short Term Continued Education Programme/ Value Added Programmes	03-Feb-2025 to 17-Feb-2025	Add-on Course(36 Hours): Art and Craft (Pidilite)
6	Webinar/Extension Lectures	26-Nov-2024	Webinar on “GENERATION AND MANAGEMENT OF IP AT THE EARLY STAGE OF INNOVATION AND STARTUP DEVELOPMENT”
		09-Nov-2024	Webinar on “BUSINESS PLAN DEVELOPMENT: COMPONENTS AND STAGES IN BUSINESS PLAN DEVELOPMENT

		16-Jan-2025	Lecture session on “National Startup Day”
		28-Feb-2025	Session on Achieving Problem-Solution Fit & Product-Market Fit
		28-Feb-2025	Lecture session on National Science Day on topic “Science for Sustainable Future”
		25-Apr-2025	Webinar on “Significance of IP Protection and commercialization”


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**REPORT
ON
NATIONAL CONFERENCE
Titled**

“SANKALP TO SIDDHI:

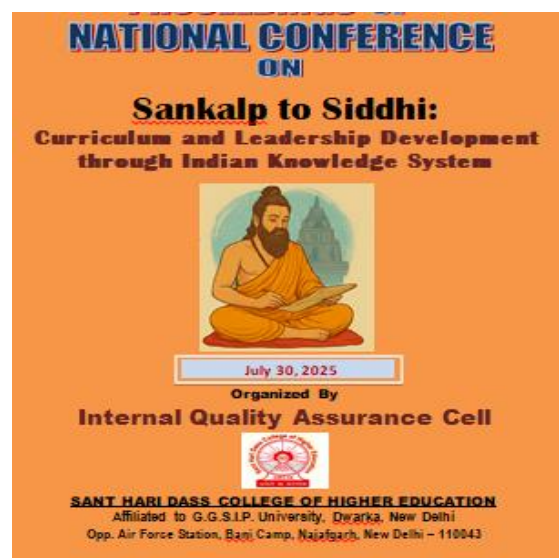
**CURRICULUM AND LEADERSHIP DEVELOPMENT THROUGH
INDIAN KNOWLEDGE SYSTEM”**

Date: 30th July 2025

Introduction

Sant Hari Dass College of Higher Education, under the guidance of its Internal Quality Assurance Cell (IQAC), organized a National Conference titled “Sankalp to Siddhi: Curriculum and Leadership Development through Indian Knowledge System” in 30th July 2025. The conference aimed to explore the integration of the Indian Knowledge System (IKS) within the framework of modern education, leadership, and curriculum development.

The initiative was inspired by the vision of Sankalp to Siddhi — translating resolutions into achievements through collective effort, wisdom, and innovation rooted in India’s civilizational values. The conference served as a vibrant platform for academicians, teacher educators, researchers, and education professionals



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to deliberate upon the relevance and application of IKS in the contemporary educational landscape, especially in alignment with the National Education Policy (NEP) 2020.

Objectives of the Conference

- To promote awareness and understanding of the Indian Knowledge System among educators and scholars.
- To explore the integration of IKS into teacher education and leadership models.
- To encourage curriculum innovation inspired by indigenous philosophies and sustainable practices.
- To foster interdisciplinary dialogue between tradition and technology for holistic education.

CONFERENCE THEMES

- Indian Knowledge System and Teacher Education
- Leadership and Management in Indian Perspective
- Curriculum Innovation and Skill Development
- Value Education and Character Building
- Technology and Indian Knowledge System
- Sustainable Development and Indian Wisdom
- Inclusive Education and Indian Knowledge System

HIGHLIGHTS OF THE CONFERENCE

The conference witnessed an enthusiastic participation of academicians and researchers from various institutions. The presentations showcased a blend of traditional knowledge with modern pedagogical insights, emphasizing the importance of value-based leadership and ethical governance in education.

The contributors shared diverse perspectives on curriculum design, leadership strategies, sustainable development, and ethical education, reflecting how the timeless wisdom of India can guide contemporary challenges in education.

Selected Papers Presented


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1. वेदान्तिक ज्ञान और प्रबंधकीय रणनीति: भारतीय शास्त्रीय विचारों का तुलनात्मक अध्ययन — Dr. Jai Bhagwan & Dr. Neelam Soni
2. Tech Meets Tradition: Digital Innovations for Sustaining Indigenous Knowledge and Enhancing Learning — Dr. Neelam Soni
3. Curriculum Reforms for Integrating IKS with NEP 2020 — Dr. Madhu Shrivastava
4. Ethics, Leadership, and Governance: Management Insights from the Arthashastra, Upanishads, and Bhagavad Gita — Mr. Vijay Lakra
5. भारतीय ज्ञान प्रणाली के माध्यम से प्रेरित समावेशी कक्षाओं की रणनीतियां— Dr. Suman Chikara
6. Integrating Indian Knowledge System (IKS) into Teacher Education: Curriculum Design and Pedagogical Innovations — Ms. Rinky Kohli & Mr. Manu Kohli
7. Exploring Yogic Philosophy as a Pathway to Sustainable Living and Environmental Ethics — Dr. Joni Hooda
8. सामाजिक न्याय और समानता के लिए शक्ति पूर्ण साधन के रूप में भारतीय ज्ञान प्रणाली का योगदान— Ms. Parveen
9. नई शिक्षा नीति 2020 के संदर्भ में कला शिक्षा का भारतीय ज्ञान परंपरा के साथ एकीकरण — Dr. Mamta Saxena
10. नैतिक कक्षा: छात्र नैतिक विकास पर शिक्षक मूल्यों का प्रभाव— Mr. Ashish
11. Blending Modern Pedagogy with Indigenous Practices — Dr. Madhu Shrivastava & Mr. Jai Prakash

OUTCOME OF THE CONFERENCE

The conference provided a valuable opportunity for reflection and collaboration among educationists and researchers. It successfully highlighted how the Indian Knowledge System can serve as a foundation for ethical leadership, sustainable living, and holistic education. Participants resolved to continue promoting indigenous wisdom and integrate IKS-based approaches into curriculum design and teacher training.

CONCLUSION

The National Conference on “Sankalp to Siddhi: Curriculum and Leadership Development through Indian Knowledge System” at Sant Hari Dass College of Higher Education marked a significant step toward aligning education with India’s timeless values and the objectives of

NEP 2020. The conference enriched participants with intellectual insights, practical approaches, and a renewed commitment to advancing education grounded in Indian ethos.

VOTE OF THANKS

The conference concluded with a heartfelt Vote of Thanks, expressing gratitude to all those who contributed to the success of this academic endeavour.

The organizing committee extended sincere appreciation to the management of Sant Hari Dass College of Higher Education for their constant guidance and encouragement. Special thanks were conveyed to the Principal and the Internal Quality Assurance Cell (IQAC) for conceptualizing and executing the event seamlessly.

Acknowledgment was also given to the technical team, student volunteers, and administrative staff for their tireless efforts in ensuring the smooth coordination of the sessions. conference concluded on a positive and reflective note, inspiring all participants to continue their pursuit of integrating Indian Knowledge Systems into modern education and leadership practices..



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REPORT

ON

SESSION ON "BUSINESS POTENTIAL AND OPPORTUNITY IDENTIFICATION FOR THE INNOVATION"

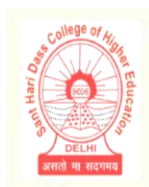
The Sant Hari Dass College of Higher Education organized session on "**Business Potential and Opportunity Identification for Innovation**" on Oct 15th 2024 to celebrate innovation day aimed at equipping students with the tools and frameworks necessary for identifying and evaluating business opportunities through innovation. On this day Dr. Jai Bhagwan shared Dr. Abdul Kalam Ajad's thoughts on Innovation so that students can draw inspiration from his spirit. This session focused on how innovation can drive business success, with particular attention to the use of innovation rubrics. These rubrics serve as structured evaluation tools to assess the potential of new business ideas based on factors like feasibility, market demand, and scalability.

The session was designed for students interested in entrepreneurship, business development, and innovation management. The objective was to provide participants with a deeper understanding of how to analyze and identify business opportunities, and how to apply structured approaches like innovation rubrics to ensure successful business innovation. Our students also presented their ideas on this occasion. Total 68 students and 6 faculty members attended the session.


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REPORT

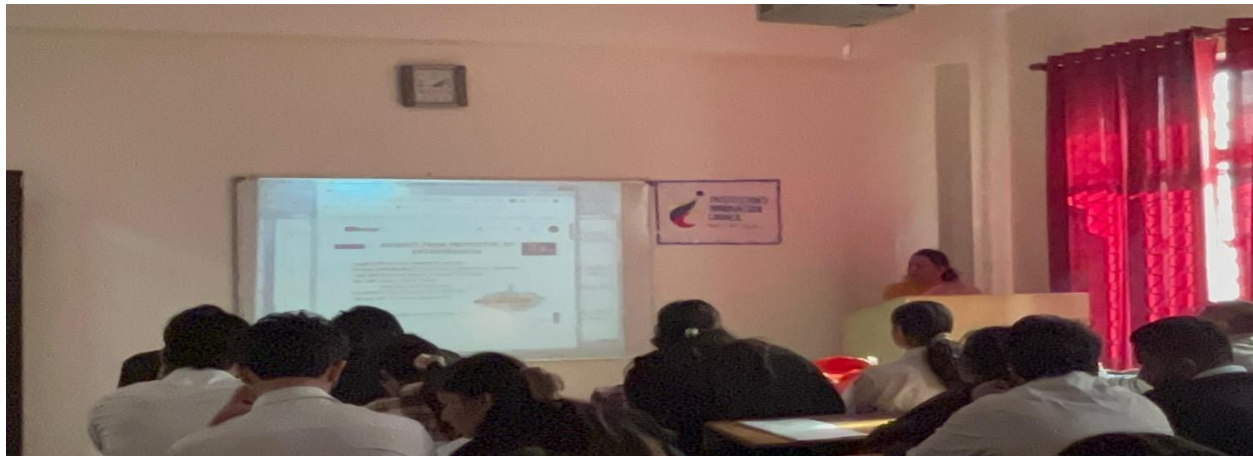
ON

SESSION ON “GENERATION AND MANAGEMENT OF IP AT THE EARLY STAGE OF INNOVATION AND STARTUP DEVELOPMENT”



The Sant Hari Dass College of Higher Education organized A session on 26th Nov. 2024, titled “*Generation and Management of IP at the Early Stage of Innovation and Startup Development*” to help students to understand the critical role of Intellectual Property (IP) in the early stages of innovation and startup development. The session provided valuable insights into how IP can be a vital asset for startups, aiding in their protection and growth.

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- The session aimed to provide practical insights on how startups can utilize IP rights to protect their innovations and increase the chances of success.
- Discuss how to generate, protect, and manage IP effectively.
- Educate students and aspiring entrepreneurs about the significance of IP in the innovation process.

43 students and 5 faculty members attended the session was divided into several sub-topics to provide a comprehensive understanding of IP. The speaker began with an overview of Intellectual Property, explaining its types: Patents, Trademarks, Copyrights, and Trade Secrets and the importance of IP in fostering innovation and protecting unique ideas was emphasized. The speaker emphasized that early-stage entrepreneurs should focus on protecting their ideas as soon as possible, even before launching their products or services in the market. The session provided a detailed guide on how to apply for patents, what qualifies for a patent, and how the patent filing process works. Key advice was shared on keeping detailed records of inventions and ideas to ensure that they are adequately protected from the moment they are conceived. The speaker addressed common mistakes startups make in the management of IP, such as failing to file patents on time or neglecting to protect trademarks.

At the end of the session, Dr. Neelam Soni IIC President conducted an interactive Q&A session. Several students and entrepreneurs asked about practical scenarios involving IP protection and management.

The session concluded that the Intellectual Property is an invaluable asset for startups; Early-stage startups should prioritize IP generation and protection as part of their core strategy, Effective IP management is crucial for long-term success and can be a key differentiator in a competitive market and Entrepreneurs should seek legal and professional guidance on IP matters to avoid common pitfalls.

The session provided both theoretical insights and practical tools for managing IP at the crucial early stage of startup development. Attendees left with a greater understanding of how to harness the power of IP to secure and grow their innovations.



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REPORT

ON

SESSION ON “BUSINESS PLAN DEVELOPMENT: COMPONENTS AND STAGES IN BUSINESS PLAN DEVELOPMENT

On 9 Nov.2024 a session on "Business Plan Development: Components and Stages in Business Plan Development" was conducted on the occasion of National Entrepreneurship Day for BBA Students. 44 students and 4 faculty members participated in this session. The IIC organized a recorded session by Mr. Arjun Panchal Founder & CEO, papa Zapata, Incubation Unit, SIBM, Pune.

The objective of the session was to provide students with an in-depth understanding of the essential components and stages involved in developing a comprehensive and effective business plan. The session aimed at equipping students with the skills needed to create a structured and persuasive business plan that can guide entrepreneurs and attract potential investors.

The session was structured into multiple segments, each focusing on different aspects of business plan development. These segments were designed to help students understand the theoretical and practical aspects of business plan creation.

The session began with a brief introduction to business plans. Students were introduced to the definition of a business plan and its importance for entrepreneurs, managers, and investors. The facilitator explained how a business plan serves as a strategic tool for guiding the business toward success and obtaining funding. Key Components of a Business Plan The facilitator then covered the core components of a business plan, which included. Stages in Business Plan Development The facilitator then outlined the stages involved in developing a business plan: Initial Research and Idea Validation, Business Model Development, Drafting the Plan, Presentation of the Business Plan. A Group Activity and Case Study To enhance learning, a group activity was conducted. Students were divided into small groups and tasked with developing a business plan for a hypothetical business. Each group had to focus on drafting the Executive Summary, Business Description, and Marketing Strategy. The activity helped students apply the theoretical concepts covered in the session to a real-world scenario. The session concluded with a Q&A segment by Dr. Neelam soni where students had the opportunity to ask questions related to business plan development. The instructor provided additional insights into common challenges faced during business planning, such as dealing with uncertainties in market research and financial forecasting.

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Conclusion

The session on "Business Plan Development: Components and Stages in Business Plan Development" provided students with a comprehensive understanding of the process of creating a business plan. By covering the key components and stages, as well as engaging students in a hands-on group activity, the session allowed students to apply what they learned in a practical context. The knowledge gained from this session will serve as a foundation for students who aspire to start their own businesses or pursue careers in business management, as well as for those planning to pitch their business ideas to investors.

Overall, the session was successful in achieving its objective of making students proficient in the art of business plan development.



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REPORT ON SEMINAR ON INVESTOR AWARENESS PROGRAM

Date: January 13, 2025 (Monday)

Venue: College Multipurpose Hall

Organized By: SHDCHE IQAC and ICC

Speaker: Ms. Himani Lath, SEBI SMART Trainer, Ex-NSDL

A seminar on **Investor Awareness** was organized on January 13, 2025, in the college auditorium to educate students on financial literacy and investment strategies. The session was conducted by **Ms. Himani Lath**, a SEBI SMART Trainer and former NSDL professional, who shared valuable insights into the financial markets, investment planning, and risk management. The event was attended by students, faculty members, and finance enthusiasts from various disciplines.

Objectives:

1. To create awareness about financial literacy and investment opportunities.
2. To educate students on stock markets, mutual funds, and risk management.
3. To emphasize the importance of early investment planning for financial security.
4. To provide guidance on avoiding financial frauds and scams.

Key Highlights of the Seminar:

- **Introduction to Investment:** Ms. Lath explained the fundamental concepts of investment, different asset classes, and the role of SEBI in regulating financial markets.
- **Stock Market Basics:** The working of stock exchanges, role of brokers, and importance of research before investing were discussed in detail.
- **Mutual Funds & SIPs:** An in-depth session on mutual funds, benefits of Systematic Investment Plans (SIPs), and compounding interest.
- **Risk Management:** The concept of risk vs. return and diversification strategies to minimize financial risks were emphasized.
- **Fraud Prevention:** Tips on identifying financial frauds, scams, and ensuring safe investments were shared.
- **Interactive Q&A Session:** Students actively participated in discussions, raising queries about market trends, investment strategies, and financial planning.

Outcome of the Event:

- Enhanced financial literacy among students.
- Greater awareness of investment options and risk management.
- Encouragement of early investment habits for financial independence.
- Better understanding of SEBI regulations and market ethics.

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The seminar on Investor Awareness proved to be an enlightening and engaging session for students. Ms. Himani Lath provided deep insights into financial markets and investment strategies, making complex concepts easy to understand. The event successfully instilled the importance of informed financial decisions among students. Such initiatives play a crucial role in shaping financially responsible individuals and promoting economic awareness.



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Dated:20/03/25

THE INSTITUTE INNOVATION COUNCIL 7.0

QUARTER III

(SESSION 2024-2025)

CALENDAR ACTIVITY

Steps Session on “How to Plan for Start-up and Legal & Ethical

A session on “How to Plan for Start-up and Legal & Ethical Steps” was organized with the objective of equipping aspiring and early-stage entrepreneurs with knowledge about the initial preparedness, legal requirements, and ethical considerations essential for setting up a start-up. The session served as a comprehensive guide to help participants understand the critical aspects of compliance and responsible entrepreneurship.

Objectives of the Session

The session mainly focused on the following areas:

1. Initial Preparedness for Start-up Registration: The participants were guided about the step-by-step process required before registering a start-up. Key discussions included idea validation, preparing a business model, identifying the right legal structure (proprietorship, partnership, LLP, or private limited company), and arranging the necessary documentation.
2. Legal & Ethical Steps for Start-ups: The session provided valuable insights into the legal framework and ethical considerations that entrepreneurs should follow. Important aspects such as business registration, intellectual property rights (trademarks, copyrights, patents), contracts, agreements, and compliance with government regulations were discussed. Participants were also informed about ethical business Practices, transparency, and corporate responsibility as essential parts of long-term sustainability.
3. Clarity on Legal Compliances and Challenges: The session also covered the different legal compliances required at various stages of a start-up

journey, such as taxation, GST registration, labor laws, and other statutory requirements. Practical challenges faced by entrepreneurs in adhering to these compliances were highlighted, along with suggested solutions.

Resource Link Used

The session utilized the available resource link: <https://youtu.be/hCFsQQ7arkE>, which provided additional information and real-life guidance on the subject.

Key Highlights of the Session

- Participants learned the importance of proper planning before registering a start-up.
- The various forms of business registration and their benefits were explained in detail.
- Legal compliance requirements such as taxation, IP rights, and labor laws were elaborated upon.
- Emphasis was placed on ethical business practices, ensuring credibility and trustworthiness.
- The video resource enhanced the understanding of practical challenges and solutions.

Outcome of the Session

The session proved to be very beneficial for budding entrepreneurs. Participants gained:

- A structured roadmap for start-up registration and preparedness.
- Awareness about the legal and ethical framework necessary for sustainable entrepreneurship.
- Practical insights into compliance requirements and ways to address challenges effectively.

Conclusion: The session on “How to Plan for Start-up and Legal & Ethical Steps” was highly impactful in equipping participants with essential knowledge of the foundational aspects of entrepreneurship. It guided them to not only focus on business growth but also to ensure compliance with legal norms and adherence to ethical standards.



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REPORT ON

THE SESSION: "SIGNIFICANCE OF IP PROTECTION AND COMMERCIALIZATION" UNDER IP UTSAV"

(25th April 2025)

Speaker: MR. SRIPATHI RAO KULKARNI

As part of the ongoing **IP Utsav** celebrations aimed at fostering a culture of innovation and awareness around Intellectual Property Rights (IPR), a session titled "**Significance of IP Protection and Commercialization**" was held on **25th April 2025**. The event featured a keynote address by renowned IP expert and senior Principal Scientist, CSIR innovation complex –Mumbai. **Mr. Sripathi Rao Kulkarni**, who brought a wealth of experience and insight to the discussion. All the faculty and students participated in this session.

Objective of the Session: The session was organized to:

- Educate stakeholders on the critical importance of protecting intellectual property.
- Highlight effective strategies for IP commercialization.
- Encourage innovators, startups, and academic institutions to actively engage with the IP ecosystem.

Mr. Sripathi Rao Kulkarni, a seasoned IP professional and innovation strategist, delivered an engaging and informative presentation. He emphasized:

- The **need for proactive IP protection** as a foundation for innovation-driven growth.
- The **various types of IP**, including patents, trademarks, copyrights, and industrial designs, and the importance of understanding which type best suits different innovations.
- The **value of IP as an intangible asset** that can enhance market competitiveness and attract investment.

He also shared real-world examples where strong IP portfolios helped startups scale rapidly, enter global markets, and secure strategic partnerships. Mr. Kulkarni discussed the **commercialization avenues** available to IP holders, such as licensing, technology transfer, and spin-offs, especially in academic and research institutions.

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Dated: 11/05/25

**INSTITUTE INNOVATION CELL
CELEBRATING
NATIONAL TECHNOLOGY DAY
ACADEMIC SESSION 2024-25(QUARTER-III)**

National Technology Day was celebrated on **11th May 2025** at Sant Hari Dass College of Higher Education, under the banner of the Institute Innovation Cell (IIC). The event aimed to commemorate India's remarkable technological achievements and inspire students to embrace innovation, research, and entrepreneurship.

The day holds historic significance as it marks the successful nuclear tests conducted at Pokhran in 1998, alongside milestones such as the test flight of the indigenous Hansa-3 aircraft and the successful launch of the Trishul missile. In line with this spirit, the IIC of our college organized a series of activities to highlight the role of science and technology in nation-building.

Event Highlights:

Inaugural Session: The program began with a welcome note by the Convener of IIC, followed by an address from the Principal, who emphasized the importance of technological advancement in education and industry.

Guest Lecture: A keynote session was conducted by an invited expert from the technology sector, focusing on the 2025 theme "YANTRA – Yugantar for Advancing New Technology, Research & Achievements."

Student Presentations: Students from BBA and other courses presented models, posters, and PowerPoint presentations on topics like Artificial Intelligence, Digital Economy, Renewable Energy, and Sustainable Technologies.


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Innovation Showcase: Selected students demonstrated innovative projects and entrepreneurial ideas that reflected their creativity and problem-solving skills.

Interactive Session: The event concluded with a Q&A session, where students engaged with experts and faculty to explore future opportunities in research and technology.

Outcome of the Event: The celebration of National Technology Day provided students with an opportunity to understand the relevance of technological innovation in the modern era. It encouraged them to think critically, develop problem-solving mindsets, and consider entrepreneurship as a career path. Faculty and students both resolved to continue promoting a culture of research and innovation at the college.


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Dated: 18/01/25

REPORT

ON

Work shop on Innovate Smarter: Design Thinking, Critical Thinking & Innovation Design"

The Quarter II of IIC 7.0 (SESSION 2024-2025)

Introduction

The Sant Hari Dass College of Higher Education organized one day workshop titled "**Innovate Smarter: Design Thinking, Critical Thinking & Innovation Design**" was organized to equip participants with practical tools and mindsets necessary to solve complex problems creatively and critically. This interdisciplinary workshop aimed to foster innovation, promote human-centered thinking, and sharpen decision-making abilities. Workshop started with lightning the lamp. Dr. Jai Bhagwan Principal, SHDCHE welcomed resource person and all the participants. All 65 students and all 8 staff members participated in this workshop.

Objectives

The key objectives of the workshop were to:

- Introduce participants to the **Design Thinking** process.
- Enhance **Critical Thinking** skills for better problem analysis and decision-making.
- Encourage an **Innovation Design** mindset for creating practical, scalable solutions.
- Promote collaboration, rapid prototyping, and iterative development.

Workshop Highlights

Session 1: Introduction to Design Thinking

- Facilitator explained the 5 key stages: *Empathize, Define, Ideate, Prototype, and Test*.
- Participants explored real-world case studies showcasing successful implementation.


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Session 2: Critical Thinking Foundations

- Covered essential concepts such as logical reasoning, argument evaluation, bias recognition, and decision analysis.
- Participants practiced with exercises like "5 Whys" and **Root Cause Analysis**.

Session 3: Empathy & User Research

- Participants conducted mock interviews and built **Empathy Maps** and **User Personas**.
- Emphasized the importance of understanding user needs before jumping to solutions.

Session 4: Ideation Techniques

- Collaborative brainstorming using tools like **SCAMPER**, **Mind Mapping**, and **Reverse Thinking**.
- Groups generated diverse ideas, focusing on feasibility, desirability, and viability.

Session 5: Group Presentations & Feedback

- Each team presented their prototypes and received constructive feedback.
- A panel of facilitators and peers assessed the innovation, design clarity, and user impact.

The "Innovate Smarter" workshop successfully provided participants with essential skills at the intersection of design, critical analysis, and innovation. By combining theory with hands-on practice, the event sparked fresh perspectives and prepared attendees to tackle future challenges with confidence and creativity. Participant feedback was overwhelmingly positive, highlighting:

- Engaging and interactive sessions, Practical tools and techniques, Real-life applicability, Value of collaborative learning. The workshop helped to Enhanced ability to think **empathetically**, **critically**, and **creatively**. Improved understanding of how to apply structured methods to **real-world challenges**, Development of **teamwork**, **communication**, and **problem-solving** skills, Participants left with toolkits and resources to continue their innovation journeys. The work shop ended with the vote of thanks by Dr. Neelam soni Director, SHDCHE.


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DATED: 07/02/25

REPORT ON WORKSHOP

ON

EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEURS

Introduction

A workshop on **Effective Sales and Marketing Strategies for Entrepreneurs** was conducted on, aiming to empower aspiring and established entrepreneurs with practical insights and tools to boost their sales and expand market reach. The session was designed to blend theoretical knowledge with real-world applications, delivered.

2. Objectives of the Workshop

- To understand the fundamentals of sales and marketing in a business context.
- To explore modern marketing techniques including digital and social media marketing.
- To equip participants with tools to identify target markets and position their products effectively.
- To provide hands-on strategies for customer acquisition and retention.
- To foster networking and collaboration among entrepreneurs.

3. Key Topics Covered

- **Sales Fundamentals:** Understanding the sales funnel, customer journey, and lead generation.
- **Marketing Strategies:** Branding, market research, segmentation, and value proposition design.
- **Digital Marketing:** SEO, email marketing, content strategy, and social media tactics.
- **Pitching and Presentation:** Crafting compelling pitches and presentations for investors and customers.
- **Customer Relationship Management:** Post-sale engagement and feedback loops.

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5. Workshop Highlights

- Interactive breakout sessions and case studies
- Live demonstrations of marketing tools (e.g., CRM software, analytics platforms)
- Real-life success stories and challenges shared by guest entrepreneurs
- Q&A and personalized feedback sessions
- Networking activities and group discussions

6. Feedback and Participation

Participants expressed high satisfaction with the workshop, highlighting the relevance of the topics and the practicality of the tools shared. Many found the interactive format engaging and appreciated the opportunity to connect with peers and mentors.

7. Conclusion

The workshop successfully met its objectives by equipping entrepreneurs with actionable sales and marketing strategies. Participants left with renewed confidence and a toolkit to grow their ventures more effectively in a competitive marketplace.

8. Recommendations

- Organize follow-up sessions or advanced modules on specific topics like digital marketing and branding.
- Provide ongoing mentorship and access to a community of practice.
- Share workshop materials and recordings for future reference.


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Dated: 04/03/25

THE INSTITUTE INNOVATION COUNCIL 7.0

QUARTER III

(SESSION 2024-2025)

Report

On

Session on Business Model Canvas (BMC)

(For Early Stage Entrepreneurs)

A session on Business Model Canvas (BMC) was organized with the objective of providing early-stage entrepreneurs a structured approach to developing and analyzing their business ideas. The session served as a practical guide for participants to understand how to design, test, and refine their business models.

Objectives of the Session

The session mainly focused on the following:

1. Giving a broad idea about Business Model Canvas (BMC): Participants were introduced to the concept of BMC as a strategic management tool that provides a visual framework for developing new or documenting existing business models. The nine building blocks of BMC—Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure—were explained in detail.
2. Exploring different templates for developing new business models: The resource person showcased various templates of BMC that entrepreneurs can use to structure their ideas and strategies. These templates allowed

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3. Participants to map out their business processes clearly and effectively. Case examples and sample templates were discussed to demonstrate how early-stage entrepreneurs can adapt them to their ventures.

Key Highlights of the Session

- The importance of aligning the value proposition with customer needs was emphasized.
- Participants learned how to identify target customer segments and analyze their preferences.
- Real-world case studies were shared to illustrate how established start-ups used BMC in their early stages.
- The use of different BMC templates was demonstrated, highlighting their flexibility in different business contexts.
- The interactive session encouraged participants to draft their own preliminary business models using the canvas approach.

Outcome of the Session

The session proved to be highly beneficial for early-stage entrepreneurs. Participants gained:

- A clear understanding of the structure and utility of BMC.
- Practical insights into how different templates can be applied for designing innovative business models.
- The confidence to analyze, presents, and refine their business ideas systematically.

Conclusion

The session on Business Model Canvas (BMC) equipped the participants with an essential entrepreneurial tool to translate their innovative ideas into structured business models. It not only enhanced their theoretical knowledge but also encouraged practical application through hands-on exercises and real-life case discussions.

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QUARTER III

(SESSION 2024-2025)

Report on

Workshop - Intellectual Property Rights (IPRs) and IP Management for Start-ups

A Workshop on Intellectual Property Rights (IPRs) and IP Management for Start-ups was conducted with the objective of enhancing awareness among budding entrepreneurs and innovators regarding the significance of IPRs in safeguarding and promoting their innovative ideas.

The session was organized using the online resource: <https://youtu.be/PRBGck0UfOs>.

Objectives of the Workshop The workshop aimed to: - Provide a broad understanding of Intellectual Property Rights (IPRs) and the importance of IP management for start-ups. - Highlight the role of IPRs in protecting innovative ideas, fostering competitiveness, and ensuring legal rights over inventions. - Offer practical insights into the process of patent filing and steps for obtaining IPR approvals, specifically tailored for start-ups.

Key Highlights of the Session

1. Importance of IPRs for Start-ups - IPRs act as crucial assets for start-ups by protecting inventions, designs, trademarks, and creative works. - They help in building credibility, attracting investments, and enhancing the valuation of start-ups. - Proper IP management supports long-term sustainability and market expansion.

2. IP Management Strategies

- Start-ups should create an internal mechanism for identifying, documenting, and protecting innovations.

- Maintaining confidentiality through NDAs, agreements, and timely filings is vital.
- Licensing, technology transfer, and collaboration were discussed as important aspects of maximizing IP utilization.

3. Patent Filing Process and Useful Steps

- Identification of patentable subject matter.
- Conducting a prior-art search to check novelty.
- Drafting and filing a patent application with the Patent Office.
- Responding to examination reports and completing procedural requirements.
- Obtaining final approval and maintaining the patent.

Outcome of the Workshop: The session successfully created awareness among participants about the strategic importance of IPRs and guided them on practical steps for patent filing. Start-ups gained clarity on how to protect their innovations, manage their intellectual assets, and leverage them for business growth.

Conclusion: The workshop proved to be highly informative and beneficial, particularly for early-stage entrepreneurs. It emphasized that effective IP management is not just about protection but also about creating opportunities for growth, partnerships, and competitive advantage.

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Session 8: Intellectual Property (IP) Management at Early Stage of Innovation and Start-ups



WHERE TO FILE A PATENT APPLICATION?

- Indian resident** – can file for a patent at the Head Office of Indian Patent Office or its branches depending upon the jurisdiction where he resides or has a domicile or has a principal of business
- Foreign national** - must have a address for service in India or a principal place of business in India

Patent Office	Territorial Jurisdiction
Mumbai	States of Gujarat, Maharashtra, Madhya Pradesh, Goa, Chhattisgarh; Union territories of Daman and Diu, and Dadra and Nagar Haveli.
Delhi	State of Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand, National Capital Territory of Delhi and Union Territory of Chandigarh.
Chennai	States of Andhra Pradesh, Kerala, Karnataka, Tamil Nadu; and Union Territories of Pondicherry and Lakshadweep.
Kolkata (Head Office)	Rest of India.

Session 8: Intellectual Property (IP) Management at Early Stage of Innovation and Start-ups

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QUARTER III

(SESSION 2024-2025)

Report on Workshop

On

“Raising Capital and Managing Finance for Startups”

A Workshop on “Raising Capital and Managing Finance for Startups” was conducted to provide entrepreneurs and early-stage startups with comprehensive insights into funding options, financial management, and strategies for sustainable growth. The session aimed to equip participants with practical knowledge about raising capital and managing finances effectively.

Objectives of the Workshop The workshop focused on: - Providing insights into various funding mechanisms including bootstrapping, venture capital (VC), angel investment, government grants, and the importance of financial forecasting. - Highlighting practical steps and strategies for securing investment and managing financial resources efficiently. - Facilitating direct interaction with experts from the startup ecosystem to gain firsthand knowledge and mentorship.

Key Highlights of the Session: 1. Funding Options for Startups - Bootstrapping: Utilizing personal savings or revenue to fund business operations; emphasizes lean management and control over equity. - Venture Capital (VC): Investment from professional firms in exchange for equity; typically suitable for high-growth potential startups. - Angel Investment: Funding from individual investors who provide capital, mentorship, and networks. - Government Grants and Schemes: Opportunities offered by government agencies to support innovation and entrepreneurship.

2. Financial Management & Forecasting

- Importance of creating a detailed financial plan, including cash flow, budgeting, and break-even analysis.
- Techniques for forecasting revenue and expenses to attract investors and ensure sustainable growth.

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- Risk management strategies to handle uncertainties and maintain liquidity.
3. Expert Insights and Practical Advice
- The workshop featured experts from the startup ecosystem, including venture capitalists, angel investors, finance professors, and successful entrepreneurs.
 - Participants learned about real-world fundraising experiences, investment evaluation criteria, and negotiation strategies.
 - Case studies of startups that successfully raised capital were discussed to highlight practical approaches.
4. Networking and Mentorship Opportunities
- Attendees engaged in interactive Q&A sessions with investors and entrepreneurs.
 - Insights on building investor relationships, pitching effectively, and maintaining investor confidence were shared.

Outcome of the Workshop: Participants gained a comprehensive understanding of funding avenues and practical guidance on managing finances in the early stages of a startup. They acquired tools to develop financial strategies, prepare for investor pitches, and make informed funding decisions.

Conclusion : The workshop successfully emphasized that raising capital and financial management are critical components of startup success. By understanding diverse funding options and developing sound financial practices, startups can secure necessary resources, sustain operations, and achieve scalable growth.

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REPORT ON WORKSHOP

THE SESSION: “PATENT TO PRODUCT – SRAJAN SE SAMRIDHI”

UNDER THE IP UTSAV INITIATIVE

(26th April 2025)

A highly engaging and insightful session titled “**Patent to Product: Srajan se Samridhi**” was organized under the banner of **IP Utsav**, celebrating innovation, intellectual property (IP), and the spirit of entrepreneurship. The session was conducted by two eminent speakers — **Dr. Dara Ajay**, an expert in technology transfer and patent facilitation, and **Sh. Jai Veer**, a senior official in the IP ecosystem, known for his grassroots innovation outreach.

Session Highlights:

1. **Opening Remarks:** The session began with an introduction to the vision behind **IP Utsav**, emphasizing the theme of transforming ideas into wealth through robust intellectual property frameworks.
2. **Talk by Dr. Dara Ajay:** Dr. Ajay focused on the **importance of patenting innovations** and how the process of moving from **ideation to commercialization** can be streamlined. He explained the lifecycle of a patent, from filing to grant, and highlighted success stories where simple innovations evolved into successful market products.
 - Emphasis on **Technology Readiness Levels (TRLs)**
 - Role of incubators and industry partnerships
 - Case studies of successful product development from academic patents
3. **Presentation by Sh. Jai Veer:** Sh. Jai Veer spoke passionately on the concept of “**Srajan se Samridhi**”, which translates to “**Prosperity through Innovation.**” He discussed how rural and grassroots inventors can leverage the IP system to protect their creations and scale them commercially.
 - Initiatives for rural and student innovators
 - Government schemes supporting patent filing and commercialization
 - Real-life examples of frugal innovations being patented and monetized

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4. **Interactive Segment:** The session included a Q&A round where participants, including students, faculty, and budding entrepreneurs, interacted with the speakers. Queries ranged from patentability criteria to funding avenues for prototyping.

The session successfully emphasized the role of intellectual property in national development and encouraged innovators to pursue patent protection not just for recognition, but for tangible economic returns. The theme **“Patent to Product: Srajan se Samridhi”** resonated strongly with the audience, inspiring many to think of their ideas as potential drivers of prosperity.



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REPORT ON FACULTY DEVELOPMENT PROGRAMME (FDP)

Titled

“Relevance of the Integrated Teacher Education Program (ITEP) in the Present Education System”

(21ST OCTOBER 2025 TO 26TH OCTOBER 2025)

INTRODUCTION

To foster professional development and enhance pedagogical understanding among teacher educators, the Internal Quality Assurance Cell (IQAC) of Sant Hari Dass College of Higher Education organized a 6-day Faculty Development Programme (FDP) on the theme “Relevance of the Integrated Teacher Education Program (ITEP) in the Present Education System.”

The FDP aimed to sensitize faculty members to the objectives, framework, and practical implementation strategies of the Integrated Teacher Education Program (ITEP) as outlined under the National Education Policy (NEP) 2020. The sessions emphasized the importance of preparing holistic, competent, and future-ready teachers by integrating content knowledge, pedagogy, and professional ethics.

OBJECTIVES OF THE FDP

- To understand the concept, framework, and structure of the Integrated Teacher Education Program (ITEP).
- To explore the alignment of ITEP with the objectives of NEP 2020.

- To discuss the significance of integrated teacher education in producing competent educators.
- To deliberate on challenges, opportunities, and institutional implementation strategies.
- To provide practical exposure to innovative teaching strategies, assessment methods, and curriculum integration.

6-Day FDP Schedule

Day	Date	Session Details
Day 1	21-Oct-2025	Inaugural Session: Welcome, Introduction to FDP and ITEP, Overview of NEP 2020, Ice-breaking and Orientation.
Day 2	22-Oct-2025	Session 1: Curriculum Integration in ITEP; Session 2: Pedagogical Innovations and Active Learning Strategies.
Day 3	23-Oct-2025	Session 3: Assessment and Evaluation in Integrated Teacher Education; Session 4: Technology-Enhanced Teaching and Learning.
Day 4	24-Oct-2025	Session 5: Leadership and Classroom Management in ITEP; Session 6: Inclusive Education and Special Needs Adaptations.
Day 5	25-Oct-2025	Session 7: Practical Workshop: Designing Lesson Plans and Micro-Teaching; Session 8: Reflective Practices and Mentorship.
Day 6	26-Oct-2025	Session 9: Research in Teacher Education and ITEP Implementation Strategies; Valedictory Session: Feedback, Certificate Distribution, and Vote of Thanks.

Highlights of the Sessions

- Faculty members actively participated in interactive discussions, group activities, and workshops.
- Resource persons (Insert Names) provided insights on curriculum design, pedagogy, assessment strategies, and inclusive practices under ITEP.

- Practical workshops on micro-teaching, lesson planning, and reflective teaching enabled hands-on learning.
- Emphasis was placed on aligning teaching practices with NEP 2020 for holistic teacher preparation.

Outcome of the FDP

The 6-day FDP successfully enhanced participants' understanding of the Integrated Teacher Education Program (ITEP). Key outcomes include:

- Clear understanding of ITEP's structure, objectives, and NEP 2020 alignment.
- Skills to integrate modern pedagogy, active learning, and technology in teaching.
- Exposure to inclusive education strategies and reflective teaching practices.
- Preparedness to implement ITEP-oriented curriculum reforms in teacher education institutions.

Conclusion

The Faculty Development Programme on “Relevance of the Integrated Teacher Education Program (ITEP) in the Present Education System” effectively sensitized faculty members to both conceptual and practical aspects of ITEP. The FDP reinforced the college's commitment to academic excellence, innovative teaching practices, and continuous professional development.

Vote of Thanks

The FDP concluded with a Vote of Thanks, expressing gratitude to the Principal, Resource Persons, and the IQAC Team for organizing the program. Appreciation was extended to all participants for their active involvement, making the 6-day FDP a meaningful and enriching experience.

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Report on Add-on Course: Art and Craft (Pidilite)

Organized by: Sant Hari Dass College of Higher Education

Duration: 03 February 2025 to 17 February 2025

Total Hours: 36 Hours

Sant Hari Dass College of Higher Education organized an Add-on Course on “**Art and Craft**” in collaboration with **Pidilite Industries** from **3rd February to 17th February 2025**, with a total duration of **36 hours**. The objective of the course was to enhance students’ creativity and artistic skills while promoting the integration of art in education.

The sessions were conducted by expert trainers from Pidilite, who guided students through various innovative techniques of craft making using eco-friendly and easily available materials. The course included hands-on activities such as fabric painting, paper craft, clay modelling, decorative art, and creative reuse of waste materials.

Students from different programs enthusiastically participated in the sessions and showcased immense creativity and interest throughout the course. Regular practical demonstrations, interactive sessions, and project-based learning kept the participants actively engaged.



The Add-on Course proved to be highly beneficial in fostering aesthetic sensibility, patience, and innovative thinking among the students. It also encouraged them to explore art as a medium of self-expression and a potential career opportunity. At the conclusion of the course, participants displayed their artworks in an exhibition organized on the college



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campus, which received appreciation from faculty members and visitors.

Overall, the **Art and Craft (Pidilite)** Add-on Course was a successful initiative that contributed to the holistic development of students by blending skill-based learning with creative expression.



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