

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences and teachers use ICT- enabled tools including online resources for effective teaching and learning process

Response:

The institution uses a student-centered approach, where in the course instructor integrates each unit of the required syllabus into a larger curricular overview as they teach it. Learning experiences are improved by using student-centric techniques like problem solving approaches, experiential learning, and participatory learning.

Experiential Learning:

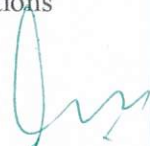
- Laboratory sessions
- Audio visual learning
- Community Outreach and engagement programme;
- Internship programme
- Industry visits
- Role Plays
- Educational tours help the students getting practical exposure and it is cultivating an entrepreneurial culture among the students

Participative learning:

- Organizing inter-collegiate events in the institution
- Paper Presentation and Participation in conferences
- Paper Publication
- Peer Group Learning
- Seminar, workshop and expert lecture etc.,
- MoUs are signed with reputed Companies to facilitate participative learning within industries
- Opportunity to participate in different projects

Problem solving

- Case studies to develop problem solving skills
- Project-based learning
- Soft skill programme
- Culinary skill programme
- Discussion on resume writing skills
- Discussions on NET/SET and Competitive Examination questions
- Verbal and non-verbal reasoning; and
- Discussions on research paper for subject updates



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

Undergraduate group projects assist students in solving complicated issues and cultivating abilities unique to team work. Students have more opportunity to deepen their societal concern by involvement in NSS units.

Because they are exposed to immersive, interactive, and problem-solving approaches, students quickly overcome their first discomfort and begin studying in a relaxed and fearless manner. The institution uses every resource at its disposal to improve students' educational experiences.

The campus of the institution has Wi-Fi available. ICT resources are used by all teachers for instruction, assessment, and learning. The teachers received training in creating electronic content, which improved their ability to use ICT for assessment and teaching-learning. Innovative communication between educators and learners is enabled by ICT-based teaching and learning. With the use of e-demonstrations and other ICT technologies, concepts are made understandable, which increases student attention and helps them retain the material for longer.

Different departments have set up Whatsapp groups based on classes where students can publish and watch content such as articles and debates on various issues. They are also encouraged to provide comments.

Google Forms is used to administer online exams. Students receive instructions on how to use the Google Classroom programme to turn in their assignments. The subject notes are also being posted by the faculty members on Google Classroom.

The following are some of the ICT tools used by the faculty members for innovative teaching:

- ✓ Google Classroom
- ✓ YouTube channels
- ✓ NPTEL – SWAYAM
- ✓ Power-Point Presentations
- ✓ DELNET
- ✓ National Digital Library in India (NDLI)



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

1. Experiential Learning:

- Laboratory sessions
- Audio visual learning
- Community Outreach and engagement programme;
- Internship programme
- Industry visits
- Role Plays
- Educational tours help the students getting practical exposure and it is cultivating an entrepreneurial culture among the students

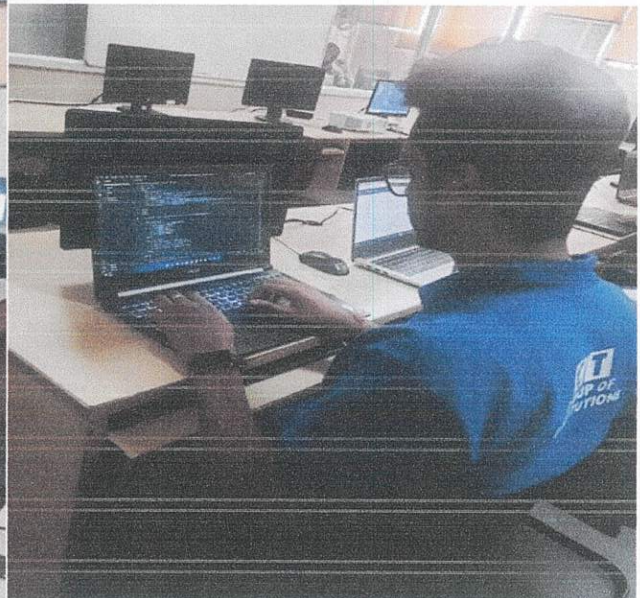
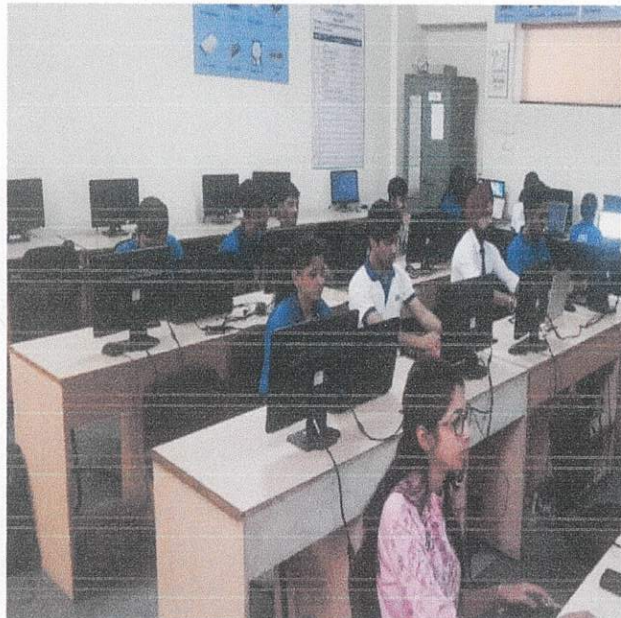
Laboratory Sessions:
Department of Computer Application

Lab Name: Programming lab


Name of the course: Object Oriented programming using JAVA

Year/Sem: II/IV

Topic Name: Inheritance



Practical Demonstration of Inheritance by the students of computer application


Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)
Department of Management Studies

Lab Name: Database Lab
Name of the course: Financial Management
Year/Sem: II/IV
Topic Name: Trading



Practical Demonstration of virtual Trading by the students of Management Department



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

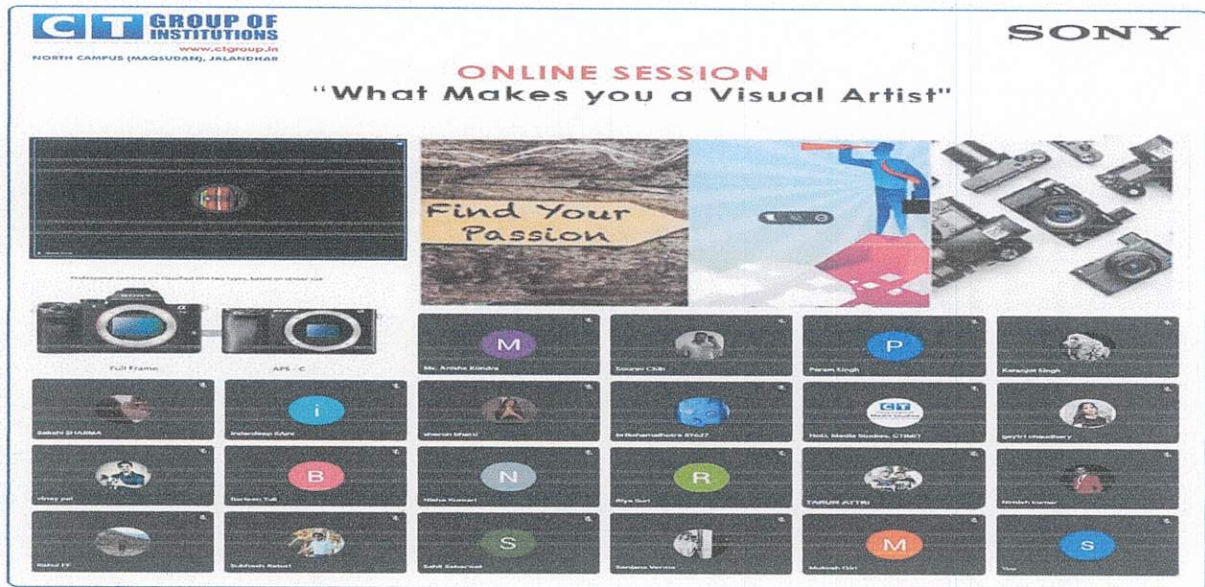
Audio Visual Learning

Department of Media Studies

Name of the session: "What makes you a visual artist"

Resource Person: Ms. Anisha Kundra

Total Number of students attended: 50

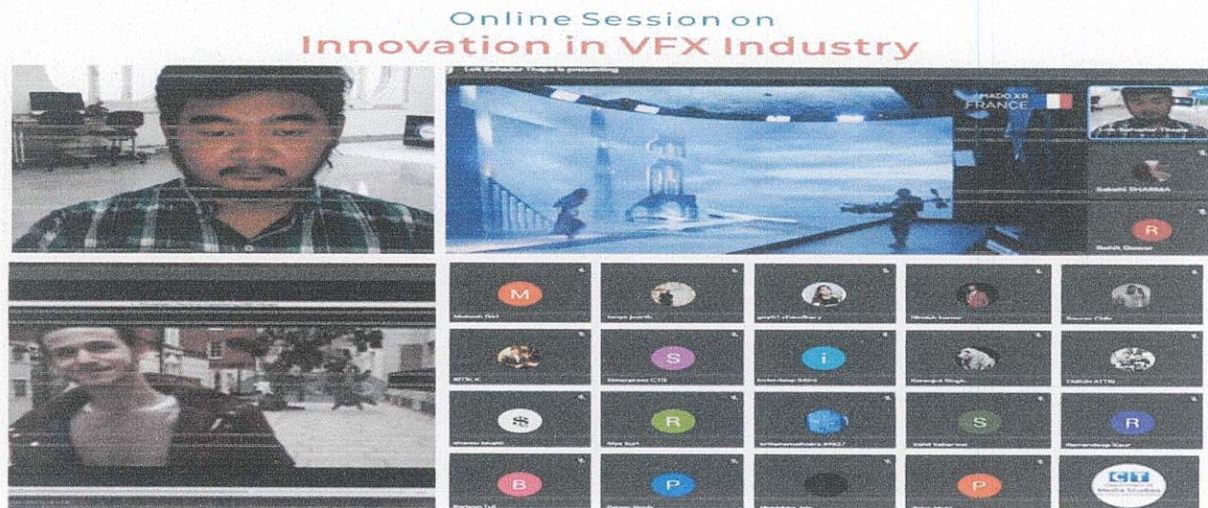


An online Session on "what makes you a visual Artist" by Ms. Anisha Kundra

Name of the session: Innovation in VFX Industry

Resource Person: Mr. Lok Bahadur

Total Number of students attended: 65



An online Session on "Innovation in VFX industry" by Mr. Lok Bahadur

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

Community Outreach and engagement programme:

Name of the activity: Tree plantation

Total Number of Students Participated: 20



Students participated in Tree plantation Drive at Nurpur and Sanghwal village

Name of the activity: Medical Camp

Total Number of Students Participated: 8



Students participated in Medical Camp at Moti Nagar, Maqsudan

[Signature]
Director
CT Institute of Mgt. & IT
Jalandhar

**Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)
Internship Programme:**

1.3.2 Percentage of students undertaking project work/ Field work/ Internships
(Data for the latest completed academic year)

Summary Sheet

S.No.	Programme Name	Total No. of Students	*Students undertaking project work/ Field work/ Internships
1	BBA	77	0
2	BCOM	60	32
3	MBA	64	28
4	BCA	97	96
5	MCA	24	7
6	BSc (Agriculture)	6	0
7	BAJMC	20	5
8	BSc(MM)	84	71
9	BHMCT	46	20
10	BHM	112	3
11	BTTM	42	6
Total		632	268

Director
CT Institute of Mgt. & IT

summary sheet of internship Programme

S.No	Name	Reg No.	Programme Name	Students undertaking Project work/ Field work/ Internships	Title of Project work/ Field work/ Internships Place	Duration
1	Amanjot kaur	2110891	MBA	Training	OT SERVICES	6 Weeks
2	Ankush Gouri	2110892	MBA	Training	AGRICULTURE CO-OPERATIVE STAFF TRAINING INSTITUTE	6 Weeks
3	Danisha	2110894	MBA	Training	VERKA	6 Weeks
4	Gauri	2110896	MBA	Training	ARYANS SPORTS	6 Weeks
5	Gurpreet singh	2110898	MBA	Training	MCGBS PRIVATE LIMITED	6 Weeks
6	Harish	2110899	MBA	Training	ARYANS SPORTS	6 Weeks
7	Harshita	2110901	MBA	Training	THAMES INTERNATIONAL EDUCATION	6 Weeks
8	Ishan singla	2110904	MBA	Internship	SINGLA GARMENTS AND CLOTH MERCHANT	6 Weeks
9	Jobanpreet kaur	2110905	MBA	Training	ARYAN SPORTS	6 Weeks
10	Kamal	2110906	MBA	Training	NUGEN I.T. SERVICES	6 Weeks
11	Kamini gouri	2110907	MBA	Training	ICICI BANK	6 Weeks
12	Kanika	2110909	MBA	Training	VERKA	6 Weeks
13	Manpreet sahota	2110911	MBA	Training	INTIME GROWTH	6 Weeks
14	Mukesh kumar	2110912	MBA	Training	ANMOL AUTOMOBILES	6 Weeks
15	Mukul bhatia	2110913	MBA	Internship	SINGLA GARMENTS & CLOTH MERCHANT	6 Weeks

Director
CT Institute of Mgt. & IT
Jalandhar

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)



INSTITUTE OF MANAGEMENT & IT

GREATER KAILASH, G.T. ROAD, MAQSUDAN, JALANDHAR, 144-008
TEL: 5009595, 605 | +91-98146-46225
EMAIL: info@ctgroup.in | WEB: www.ctgroup.in

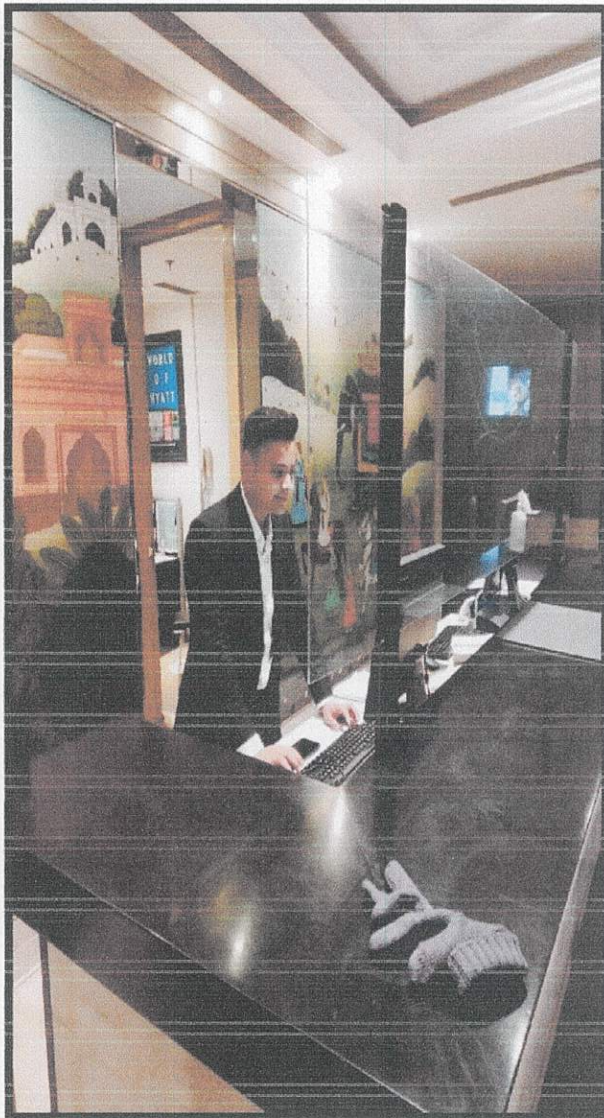
Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

S.No	Name	Reg No.	Programme Name	Students undertaking Project work/ Field work/ Internships	Title of Project work/ Field work/ Internships Place	Duration
16	Muskandeep	2110914	MBA	Training	ACCOUNTING SOLUTIONS	6 Weeks
17	Navdeep kaur	2110915	MBA	Training	VERKA	6 Weeks
18	Neha kumari	2110916	MBA	Training	GS HONDA	6 Weeks
19	Parddeep kumar	2110917	MBA	Training	RATTAN BROTHERS	6 Weeks
20	Pawana kumari	2110918	MBA	Training	INTIME GROWTH	6 Weeks
21	Prabhjit kaur	2110919	MBA	Training	THAMES INTERNATIONAL EDUCATION	6 Weeks
22	Preeti bains	2110920	MBA	Training	DELTA IMPEX INC.	6 Weeks
23	Priya	2110921	MBA	Training	INTIMES GROWTH	6 Weeks
24	Riya	2110922	MBA	Training	RAMAN BROTHERS	6 Weeks
25	Sanju	2110924	MBA	Training	Intime Growth	6 Weeks
26	Shilpa	2110895	MBA	Training	Punjab & Sind Bank	6 Weeks
27	Simran	2110926	MBA	Training	Intime Growth	6 Weeks
28	Swati sharma	2110929	MBA	Training	Verka	6 Weeks
29	Anita	2110930	MCA	Training	O7 Services	45 days
30	Chandni	2110931	MCA	Training	O7 Services	45 days
31	Madhu	2110933	MCA	Training	GTB Computer Education	6 Weeks
32	Mehak	2110934	MCA	Training	O7 Services	45 days
33	Navdeep kaur	2110935	MCA	Training	GTB Computer Education	6 Weeks
34	Nikita	2110936	MCA	Training	O7 Services	45 days
35	Soma dua	2110938	MCA	Training	O7 Services	45 days
36	Briksha	1922094	BAJMC	Training	Punjab Kesari Group	11 Weeks
37	Poonam	1922096	BAJMC	Training	News Dakya Web	6 Weeks
38	Ritik	1922097	BAJMC	Training	Punjab Kesari Group	8 Weeks
39	Riya	1922098	BAJMC	Training	College Tips	1 Month
40	Upinder	1922099	BAJMC	Training	Western Overseas	45 Days
41	Dev bahri	2010666	BHM	Training	Radisson Jodhpur	5 Months 10 Days
42	Sanmeet kaur	2010669	BHM	Training	JW Marriott Chandigarh	6 Months

Director

[Signature]
Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)



Student of different department Undergoing Internship in different companies



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

Certificates of Summer Internship

TIN: 03141029049
GST: 03ACAF5M17M1Z2
Rubber Board No. D 2311268
OUR BANKERS: STATE BANK OF INDIA
A/c No - 65012021683, IFS Code - SBIN0004044
Deals in: Raw Rubber, Rubber Chemical & All Kinds of Polymers



**SATYAM
RUBBER INDUSTRIES**
B-24, Industrial Estate, Bye Pass,
JALANDHAR - 144004
Ph: (O) 2611864, 2611869, 5131984
(R) 4622108, 2222108
E-mail: satyam_rubber@yahoo.com

Ref. No. _____

Dated: 8/08/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. **SURJIT KUMAR**, S/O Mr. **RAMESH KUMAR** a student of MBA, in CT Institute of management and information technology Jalandhar has successfully completed six weeks (from 26-June-2023 to 07 August 2023) long internship programme in finance department at **SATYAM RUBBER INDUSTRIES**. During the period of his internship programme with us he was found punctual, hardworking, and inquisitive.

We wish him every success in life.

For, Satyam rubber industries.

For SATYAM RUBBER INDUSTRIES



Partner



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)



SWITCH FOR CHANGE
FOUNDATION



CERTIFICATE OF INTERNSHIP

THIS INTERNSHIP PROGRAM CERTIFICATE IS PROUDLY PRESENTED TO

MS. NAVNEET KAUR

FOR HER OUTSTANDING PARTICIPATION AND HARD WORK AS THE INTERN MARKETING AT
SWITCH FOR CHANGE FOUNDATION FROM
21 JUNE 2022 TO 4 AUGUST 2022.



GAURAV SINGH
FOUNDER



AMANDEEP KAUR
CO-FOUNDER

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

Industrial Visits
A One Day Industrial Visit to Verka Milk Plant
Photos



Industrial Visit to Savi International, Jalandhar on Feb 13, 2024

Students of the Department of Management Studies, CTIMIT attended an industrial visit to savi International, Jalandhar. Savi International deals with supplying and trading of men shirts, sports lowers, manufacturing colorful inflatable balls, ladies sportswear etc. Understanding automation in industries & robust technology will help them to generate innovative ideas

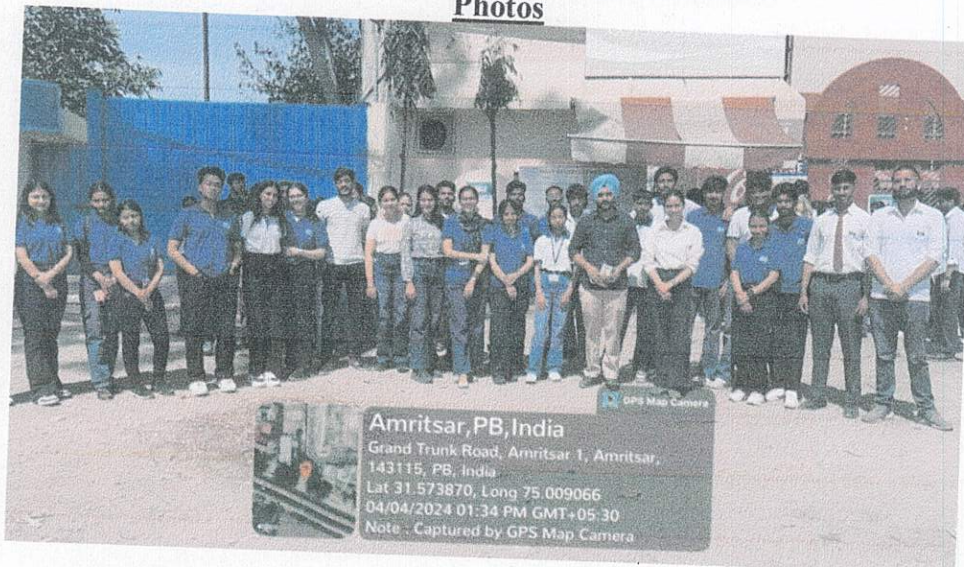
S.No.	Name of the industry	location	duration	No. of students
1	<u>Savi International</u>	Jalandhar	1 Day	52

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

A One Day Industrial Visit to Coca Cola

Photos



Industrial Visit at Coca Cola Industry, Amritsar on April 4th, 2024

To acquaint the students with the various processes involved in making and marketing of various products in the industry, CT Institute of Management & IT, North Campus, Maqsudan organized an Industrial Visit to "Coca cola Industry, Amritsar" on 4th April, 2024 for management & Commerce students. The respected executives of the industry enlightened the students about the history of the industry and how it has managed to earn fame across the region. They demonstrated the students about its working and elucidated about the tools and machinery used in the production process. Such visits enrich the students with practical knowledge of industrial procedures and widen their knowledge of managing industries.

S.No.	Name of the industry	location	duration	No. of students
1	Coca cola Industry	Amritsar	1 Day	48

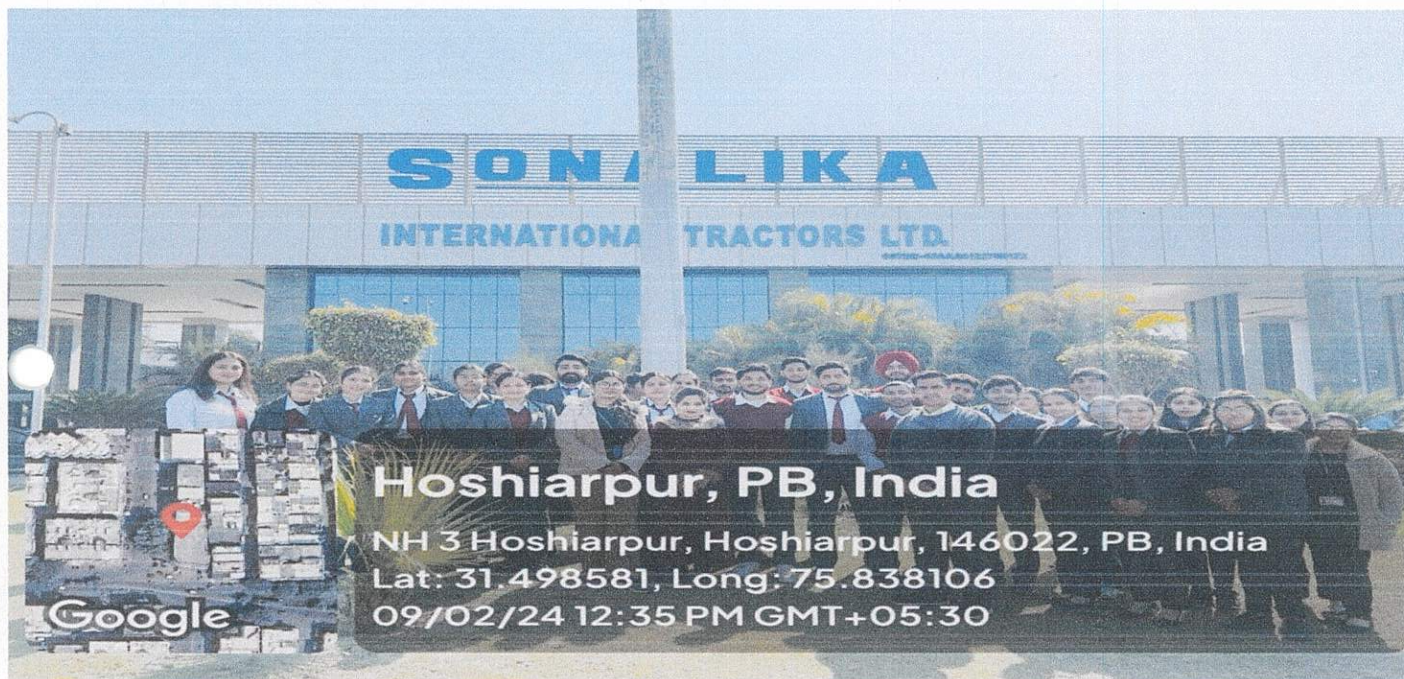
Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

Industrial Visits

A One Day Industrial Visit to Sonalika

Photos



Industrial Visit to Sonalika on 9th Feb, 2024

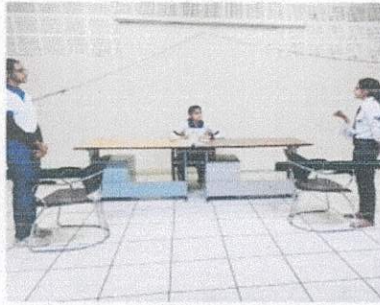
Sonalika International Tractors Ltd. has established World's No.1 integrated tractor manufacturing plant in Hoshiarpur, Punjab with a production capacity of 3 lakh tractors annually. The plant is widely spread across many acres and has 10 different manufacturing units which produce heavy duty tractor range of Sonalika. The quality of the output is because of the highly professional and skilled manpower, with their core as most effectiveness. Thus the manufacturing plant provides a complete solution to "Total Customer Satisfaction".

S.No.	Name of the industry	location	duration	No. of students
1	Sonalika	Hoshiarpur	1 Day	50

[Signature]
Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

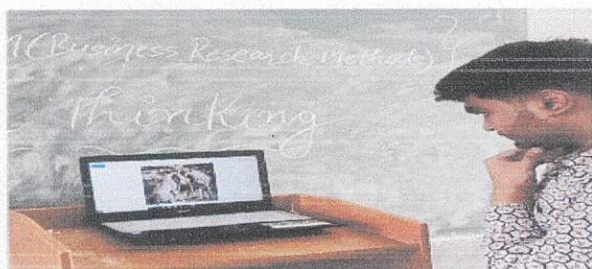
Role Plays



Students participated in Role play activity in Innovative teaching Week


Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)



Students of Different Department participated in Role plays in Flipped Classroom.

Education Tours: Students of different department have internship in curriculum so they visited different industries and make project on the basis of it.

Samples of Internship Completion



Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)
Samples of Internship Completion



SWITCH FOR CHANGE
FOUNDATION



CERTIFICATE OF INTERNSHIP

THIS INTERNSHIP PROGRAM CERTIFICATE IS PROUDLY PRESENTED TO

MS. NAVNEET KAUR

FOR HER OUTSTANDING PARTICIPATION AND HARD WORK AS THE INTERN MARKETING AT
SWITCH FOR CHANGE FOUNDATION FROM
21 JUNE 2023 TO 4 AUGUST 2023.



DAURAY SINGH
FOUNDER



AMANDEEP KAUR
CO-FOUNDER

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

Sample of Project Report

A SUMMER TRAINING PROJECT REPORT

On


**"A STUDY ON HOW DO SEO TOOLS AFFECT CLIENT
SATISFACTION IN REFERENCE WITH INTIME GROWTH, A
DIGITAL MARKETING COMPANY"**

Submitted to



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

In partial fulfillment of the requirement for the
award of degree of
Master of Business Administration (MBA)


Director
CT Institute of Mgt. & IT
Jalandhar

II) Participative learning:

- Organizing inter-collegiate events in the institution
- Paper Presentation and Participation in conferences
- Paper Publication
- Peer Group Learning
- Seminar, workshop and expert lecture etc.,
- MoUs are signed with reputed Companies to facilitate participative learning within industries.
- Opportunity to participate in different projects

Organizing inter-collegiate events in the institution

We are delighted to share the success story of our annual intercollegiate event, "Colors", which once again brought together the vibrant spirit and talent of 1700 students from various colleges. This year's edition of Colors witnessed a spectacular display of enthusiasm, creativity, and competitive spirit, making it a memorable event for all involved. Divided into three captivating segments – cultural, technical, and creative events – Colors provided a platform for students to showcase their diverse talents and skills. From mesmerizing performances to innovative presentations, each segment showcased the immense potential and creativity of the participating students. We extend our heartfelt congratulations to KMV, Jalandhar, for clinching the prestigious Overall Trophy, and to Mehr Chand College, Jalandhar, for securing the Runner-up Trophy. Their dedication, hard work, and outstanding performances truly deserve commendation.

COLORS 2024

Inter College Fiesta

March 01, 2024 | Friday

Events

Cultural	Technical	Creative
➤ Soloist (Solo Singing)	➤ Prashnottari - Quiz	➤ Alpana (Rangoli)
➤ Solo Dance	➤ Treasure Trove	➤ Medika (Mehndi)
➤ Group Dance (Western)	➤ War of Words (Debate)	➤ Kala Kriti (Poster Making)
➤ Musical Instrumental	➤ Drone Competition	➤ Rap Show
➤ Fashion Show	➤ Robo Race	➤ Stand Up Comedy
➤ Bhangra		➤ Food Poker (Salad Making)
➤ Gidda		➤ Face Painting

Win Cash Prizes


Overall Winner : Rs. 11000
Runner up: Rs. 5100
Appreciation Award for Every Participant

Hurry! Register Yourself

Greater Kallash, C.T Road, Maqsudan, Jalandhar
Website: www.ctgroupcolors.in Email: ctcolors@ctgroup.in
FOR QUERIES CONTACT : 0181-5009605 | +91-98146-46225

To Register
Scan the
Bar Code




Director
CT Institute of Mgt. & IT
Jalandhar



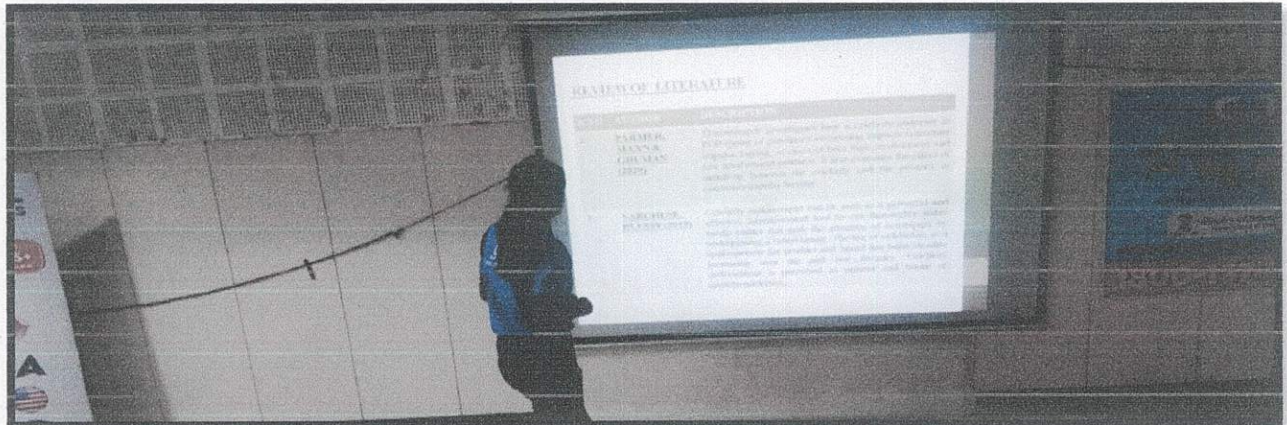
CTIMIT ORGANISED COLORS 2024



[Handwritten Signature]

Director
CT Institute of Mgt. & IT
Jalandhar

Paper Presentation and Participation in conferences :




Students Presented Research paper in international Conference



Student got Certificate for Paper Presentation.




Director
CT Institute of Mgt. & IT
Jalandhar

Paper Publication:

New Horizon in Marketing Management

Editors

Dr. Yogesh Chhabra
Dr. Hasnani Gargali
Dr. Dayal Uppal

Co-Editors

Dr. Ravinder Singh Gattani
Dr. Narender Kumar
Dr. Prince Verma



SGP Publishers

Rawinder Nagar, Jalandhar City (Pb.) 147022
sgppublishers@yahoo.com; sgppublishers@gmail.com


Director
CT Institute of Mgt. & IT
Jalandhar

Table of Content

Chapter 1 What is Memory? <i>Arshdeep Kaur, Gurpreet Kaur, Nishu, Abhishekh Lehra, Sourav</i>	001-006
Chapter 2 Effect of Advertisement on Consumers and Sales <i>Briksha, Peonam, Ritik</i>	007-008
Chapter 3 Evolution of Advertisement <i>Riya Suri, Upinder Kaur, Nisha Kumari</i>	009-013
Chapter 4 Metaverses as a Platform for Game-Based Learning <i>Monishka Jain, Tarun Attri, Mandeep Saini</i>	014-023
Chapter 5 Prominence and Visions of Drip and Sprinkler Irrigation System in Punjab Agriculture <i>Menu, Simran Sood</i>	024-034
Chapter 6 Punjab Begins Here <i>Gagandeep Kaur, Rakhi, Harmeet Kaur, Divya</i>	035-041
Chapter 7 A study on customer's attitudes and perceptions toward Digital Food app service <i>Dr. Anjali, Harsimran</i>	042-050
Chapter 8 Do you know about the Social Media World? <i>Sakshi Sharma, Ramandeep Singh, Nimish Kumar</i>	051-057
Chapter 9 A study and comparison of generalities and Evolution of Animation <i>Mukesh Giri, Inderdeep Singh, George, Anjali</i>	058-061
Chapter 10 Role of the Censor Board in India <i>Gayatri Chaudhary, Sanjana Verma, Barleen Tuli, Sourav Thakur</i>	062-069
Chapter 11 Positive and Negative effects of social media on Study & Society <i>Ritik Nanda, Arpit Thakur, Sheron Lucas, Sahil Sabharwal</i>	070-078

ISBN: 978-93-5437-081-6

iii | Page


Director
CT Institute of Mgt. & IT
Jalandhar

Table of Content (contd.)

Chapter 12 Impact of Photo Manipulation on Photography Jasraj Singh, Ravinder Kumar, Navpreet, Charanjeet Channi, Sushant	079-083	Chapter 2D Anim Manpreet
Chapter 13 Utilization of Artificial Intelligence in Numerous Applications of the Hospitality Industry Sahil Kashyap	084-089	Chapter Color Psy Evangeli
Chapter 14 Film Production: What is Set Designing Sachin, Rohit Gupta, Pritam, Balraj, Mohit	090-095	Chapter An outgr Ketan M
Chapter 15 Education and Sustainable Development Meenu, Simran Sood	096-099	Chapter: Technol Spectra Bobby I
Chapter 16 Job Satisfaction among secondary school teachers having different streams in relation to their Organizational Climate Deepak Kumar, Dr. Nimesh Kumar, Dr. Jasvir Kaur	100-105	Chapte A study in India Sourav
Chapter 17 Design Education in India and its role in imparting Values of Socially responsible Design Amanpreet Singh, Abhishek, Bharatpreet, Heena, Hargun Kaur	106-111	Chapt A Res Ankita
Chapter 18 Educational Psychology: necessary yet ignored at practical aspect Sachin Pagotra, Indu Sharma	112-114	Chap An An Neeti,
Chapter 19 Impact of COVID-19 Sanmeet Kaur, Sachbeer Kaur, Dev Bahri, Shivam Arora	115-119	Chap A Re Suma
Chapter 20 A content analysis of advertising in seven nations in a global magazine: Consequences for global marketing tactics Deeksha	120-133	Chap A St Neet.
Chapter 21 The Impact of Screen Quotas and Subsidies on the Cultural Industry: A Case Study of the Film Industries in France and Korea Navkaranpal Singh	134-142	Cha To in Gan Cha Rel Har

Table of Content (contd.)

Chapter 22 2D Animation <i>Manpreet Singh, Sunil, Rahul, Harsh, Rajveer Singh</i>	143-148
Chapter 23 Color Psychology <i>Evenglica Lal</i>	149-154
Chapter 24 An outgrowth of Fast-Food Consumption in Today's Masses <i>Ketan Malkotra, Banpreet, Shweta Kumari, Gaganpreet</i>	155-157
Chapter 25 Technological Interventions to Improve Learning in Children with Autism Spectrum Disorder: A Critical Survey <i>Bobby Blossom, Namesh Kumar</i>	158-171
Chapter 26 A study on the use of digital marketing platforms as a tool for rural marketing in India <i>Sourav Gupta, Amit, Harshit, Shivani Sharma</i>	172-177
Chapter 27 A Research on Women Entrepreneurship in India <i>Ankita</i>	178-183
Chapter 28 An Analytical study of GST in India <i>Neeti, Rubeeza, Mohit Singh, Sahil Verma</i>	184-190
Chapter 29 A Research on E-Recruitment in Current Scenario <i>Sumanpreet Kaur, Jakirandeep Kaur, Vishali Gandhi, Arun Bansal</i>	191-195
Chapter 30 A Study on the Impact of social media on Academic Performance of Students <i>Neeti, Gurleen Kaur, Sahil Angural</i>	196-202
Chapter 31 To investigate the effects of academic and peer pressure on students <i>Gancev Kaur</i>	203-205
Chapter 32 Relationship between Influencer Marketing and Lifestyle Branding <i>Harjot, Harshita, Kanika, Prabhat Kaur</i>	206-211

ISBN 978-93-5437-081-6

Director
CT Institute of Mgt. & IT
Jalandhar

Chapter 1: What is Memory?

Arshdeep Kaur,
CT Group of
Institutions,
Maqsudan,
Punjab, India.
arshkr222@gmail.com

Gurpreet Kaur
CT Group of
Institutions,
Maqsudan,
Punjab, India,
gurpreetkaur012003@gmail.com

Nisha
CT Group of
Institutions,
Maqsudan,
Punjab, India,
nishudodher69@gmail.com

Abhishek Lehra
CT Group of
Institutions,
Maqsudan,
Punjab, India,
abhilehra862@gmail.com

Sourav
CT Group of
Institutions,
Maqsudan,
Punjab, India,
Souravduggal13@gmail.com

Abstract: One of the foremost crucial psychological feature functions of humans is memory. Humans have a noteworthy ability to remember their experiences. As a result, every experience leaves an associate imprint on the mind, and memory worries with the recreation of past events and experiences. you're most tuned in to memory once it fails you, once you cannot confine your mind to one thing for one reason or another. It becomes evident what proportion you bank on memory at these moments.

Memory and forgetting are units of measurement in every locality of life. Memory cannot be erased utterly. If we tend to remember, we'll be burdened by negative reminiscences throughout our lives. once {do we tend to can we tend to will we} become most tuned in to our memories? it forever fails once we unit of measurement is unable to recall facts that we'd like at a specific time. Even the foremost thorough memory search is usually unsuccessful, and we tend to finally admit that we've forgotten.

Keywords: Encoding, Storage, Retrieval, Sensory memory, Short-term memory, Long-term memory, Retention, Recall, Spontaneous recall, Recognition

Definitions:

According to Morris C.G. "Memory may be a technique by that learned material is retained".

According to Woodworth "To con is to remember or reproduce an issue once learning".

1.1 Introduction

Memory refers to the procedures for effort, storing, retaining, and retrieving information. Memory is made from three basic processes: secret writing, storage, and retrieval. The ability to store and retrieve information is a component of human memory. This isn't, however, associated with the error-free procedure. Things unit of measurement is usually forgotten or misremembered. Things aren't endlessly adequately encoded in memory.

Memory issues unit of measurement usually little irritations, like forgetting birthdays. They can, however, be a signal of further serious sicknesses, like Alzheimer's) and differing types of dementedness. These conditions have an impression on somebody's ability to figure additionally as their quality of life. The learning and retention of the latest information are coupled with changes inside the connections between cells, named synapses. Strengthening these ties aids in the retention of knowledge. The information that has been confined to memory ought to initially be retrieved before its area unit is usually used. many factors can influence this technique, additionally because of the reasonable information obtaining used and additionally the presence of retrieval signals. Of course, this method isn't good. have you ever felt as if you knew the solution to difficulty but couldn't quite get it? this may be associated with an example of lethologica, or the tip-of-the-tongue development, a tricky memory recall challenge. The ability to access and recover information from LTM permits the North yank nation to make selections, communicate with others, and solve issues victimization



Director
CT Institute of Mgt. & IT
Jalandhar

Chapter 2: Effect of Advertisement on Consumers and Sales

Briksha,

CT Group of Institutions,
Maqsudan, Punjab, India

Poonam

CT Group of Institutions,
Maqsudan, Punjab, India

Ritik

CT Group of Institutions,
Maqsudan, Punjab, India

Abstract: In this study, we are trying to examine the effect of advertisements on consumers. If an advertisement persuades a consumer to buy that product or not. This study represents the consequences of advertisements on customers. If advertisement leads to a rise in sales and how it affects consumer buying behavior. Advertisements help organizations to rise in sales of their product. Many studies have been conducted on the media effects of marketing. Communication is used to raise awareness and build long-term relationships. It is aimed to speak to everybody, from children and the young to the old, female or male depending on the product. Today advertisement has a great impact on customers whether they are younger or adults. The information given in the advertisement will hit the consumer like a bullet that no one can escape.

Keywords: Advertisement, Brands, Social-media, Online, Rise in sales.

2.1 Introduction

Advertisement is any paid form of the non-personal message given to a consumer by an identified sponsor. Advertisements are done to create awareness among people about the particular brand, product, or service in the market. Advertisements come in many forms, from written to interactive video, and have evolved. There are different types of advertisement in the market which are: Display ads, Video ads, Mobile ads, Native ads, TV ads, Written ads, etc.

Businesses use advertisements to promote and place their product in the market. Along with creating awareness among people about the product it also boosts the reputation of the business. Today, people tend to buy the product which is more advertised. Organizations or businesses create an advertisement in such a way so that they can retain their old customers and also build relationships with the new ones. Target-oriented advertisement always pays for the hard work done in that direction. Ads are powerful tools for helping small businesses earn the money they need to survive and thrive. Ad campaigns can directly influence sales, driving more consumers straight to your physical store and the website. Advertising requires innovation and creativity for it to be successful.

2.2 Literature Review

Dr. D. Prasanna Kumar 2012 found that Advertisements are a powerful means of communication media to convey the information to the target group of customers. He further added that advertisements should neither be too long nor too short.

Ali Hassan 2015 found that there is a positive relationship of emotional response between consumers' buying behavior and Television advertisements.

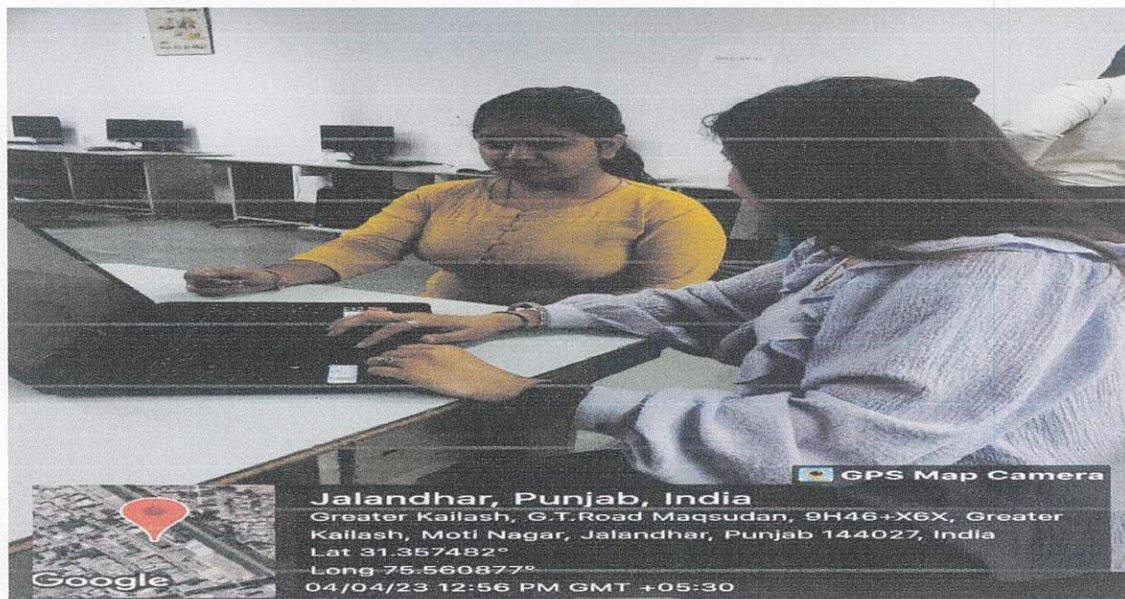
Srivastava Priyanka 2012 found that all internet users irrespective of age have the same perception concerning the website or online advertisements. All age groups people agreed that the online advertisements are very informative, but at the same time, these advertisements create irritation among all age groups people.

Kumar and Gupta stated that all marketing starts with the consumer. So, the consumer is very important to a marketer. The consumer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase.



Director
CT Institute of Mgt. & IT
Jalandhar

- ✚ **Peer Group Learning:** Students are encouraged for higher order thinking using methods of problem solving, cooperative learning, critical analysis and they are also persuaded to find latest materials on the topics being taught by means of using the library, and other internet facilities available within and outside the College. The students are then asked to make presentations among the peers. The students are also encouraged for peer teaching and group discussions as part of participatory learning.



Students and teachers interacted and discussed various doubts and concepts


Director
CT Institute of Mgt. & IT
Jalandhar



Students participated in Group Discussion

✚ Seminar, workshop and expert lecture :

S. No.	Title of the talk	Resource Person	Affiliation / Industry
1	Workshop on resume writing	Mr. Rishabh Sharma, Deputy Director	HRDC, CT University

[Handwritten signature]

2	E-Conclave: THE STARTUP IMPACT, Powering India's Growth	Mr.Ahsanul Haq(IAS Mentor& Director, India Programme, Mastermind business school, London and President, Jalandhar Management Association), Dr.Rudra Rameshwar (Faculty of Humanities, Social Science & Management,Thapar University, Patiala),Mr.Meedhansh Kumar(CEO,Entreprocoder Pvt.Ltd), Dr.Divya J.Thakur (Professor & Dean School of Commerce & Management at IEC University,Baddi,HP), Ms.Nikita Dave Sharma (Founder icraft Ads) and Mr.Surender Singh(Founder, Royal Web Agency)	
3	Understanding the Commodity Derivatives Market	Ms. Anita Saini	NCDEX
4	Career Opportunities in Securities Market	Mr. Sanjeev Kumar, General Manager	National Institute of Securities Market.
5	Metaverse	Ms. Riya Arora, Mr. Munish Jain	MAAC Jalandhar
6	An Insight About Radio	RJ Jaspreet Kaur	All India Radio
7	Prospects, challenges & Responsibility	Parmvir Singh Baath	Prime Asia
8	Entrepreneurship Skills, Attitude, and Behavior Development	Ms. Khyati Kohli	Truescoop
9	Guest/Expert talk	Mr. Munish	Orane international PVT LTD
10	EXPERT TALK ON "FULL STACKDEVELOPMEN T"	Mr. Gurpreet singh	GTB Computer Education
11	Expert talk on "MATLAB"	Mrs. Ritika sobti	DAV College Jalandhar
12	Expert talk on Career prospects in computer science and engineering.	Mr. Anoop	o7 Services Company

Director
CT Institute of Mgt. & IT
Jalandhar

13	EXPERT TALK ON "FULL STACK DEVELOPMENT"	Mr. Varun Sharma	Nugen IT Services
14	EXPERT MEET STEP TOWARDS IN FUTURE	MS.KIRAN	VISTARA AIRNINES
15	PROFESSIONALGROO MING	MR.MANISH TAHKUR	ORANE INTERNATION AL PVT LTD.
16	DEMONSTRATION LECTURE	MS.KIRAN	VISTARA AIRNINES



A session on Metaverse given by Ms. Riya Arora, Mr. Munish Jain from MAAC Jalandhar

Director
CT Institute of Mgt. & IT
Jalandhar

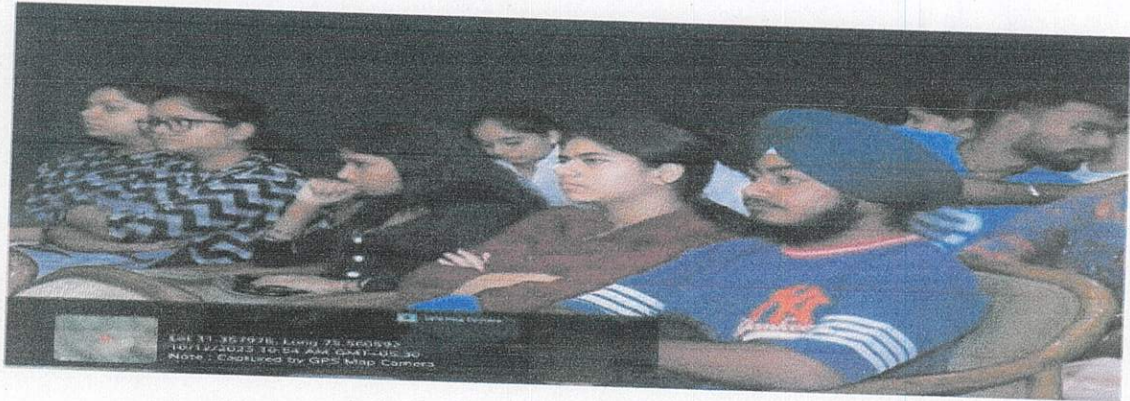


A session on Resume writing was organized by Department of Management Studies



A session on Financial literacy was organized for students

Director
CT Institute of Mgt. & IT
Jalandhar



Doubt clearing session was organized in order to clear doubts

- MoUs are signed with reputed Companies to facilitate participative learning within industries:

Memorandum of Understanding
Between
CT Institute of Management & IT, Jalandhar
And
Nugen IT Services, Mohali

The memorandum of understanding (herein after referred to as MOU) is made on this 03rd day of March 2023 (hereinafter referred to as the effective date) by and between:-

Party A: CT Institute of Management & IT, Jalandhar
Party B: Nugen IT Services, Mohali

In order to develop academic co-operation between the two parties, both the parties agree to develop cooperation in the following areas as per rules and regulations operative in respective Institutions:

1. Guest Lecture
2. Cooperation in Industry Interface
3. Collaborative Research Project
4. Co-sponsoring and organizing of student seminars, Job Fests, Admission Fair/Exhibitions etc.
5. Display of academic published material

The terms of specific areas of cooperation shall be further considered and shall be operative as agreed upon before initiation of any particular activity, by both the parties. Wherever needed, financial support shall be secured before initiating the planned activity.

The MOU will come into effect from the date it is signed by both the parties and will be valid for a period of three years. However, it can be renewed further by mutual agreement of both the parties.

Nugen IT Services
[Signature]
Prop.
Managing Director
Nugen IT Services, Mohali

Authorized Signatory
Nugen IT Services, Mohali

Director
CT Institute of Mgt. & IT
Jalandhar
Dr. Yogesh Chhabra
Director, CTIMIT, Jalandhar

Authorized Signatory
CTIMIT, Jalandhar

Yogesh Chhabra
Digitally signed by
Yogesh Chhabra
Date: 2023.03.30
10:19:55 +0530

Director
CT Institute of Mgt. & IT
Jalandhar



Memorandum of Understanding (MoU)

between
Kavikulguru Institute of Technology and Science (KITS), Ramtek,
Nagpur, Maharashtra
&
CT Institute of Management & IT, Jalandhar

CT Institute of Management & IT, Jalandhar is located at Greater Kailash, Jalandhar, Punjab - 144003 represented by the Director and Kavikulguru Institute of Technology and Science (KITS), Ramtek, Nagpur, Maharashtra represented by the Principal in furtherance of their mutual interest to jointly conduct different academic activities during academic session 2022-23.

The MoU Term and Conditions are as below:

1. Both KITS and CTIMIT shall appoint their Conveners, Coordinator and Co-coordinators of every academic programme which will be organized by them jointly. They will organize webinars, talks, Faculty Exchange Programme, Faculty Development Programme and other activities from time to time on the basis of their discussion and understanding.
2. If both will organize any programme then the financial part shall be based on their joint discussion as per the requirement of the specific academic programme.
3. Skill Development Cell of KITS will invite their faculties and students in their skill-based activities/programmes and CTIMIT will also give the same opportunity to our students and faculties.
4. This MoU may be terminated by one of the parties, i.e., KITS or CTIMIT by written notice of at least 60 days in advance. The agreement can be amended or changed by mutual written consent.
5. The purpose of this MOU is to state the intentions of the parties in undertaking a collaboration in the research and development of KITS and CTIMIT. The Parties have common scientific and research interests and will cooperate in performing the activities stated below.

CTIMIT Signed various Mous with different companies like KITS & Nugen.

Director
CT Institute of Mgt. & IT
Jalandhar

Opportunity to participate in different projects

**"A PROJECT REPORT ON PRIVACY CONCERN IN DATA DRIVEN
MARKETING "**



**I.K GUJRAL PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

In partial fulfillment of the requirement for the award of
Degree of Master of Business Administration (MBA)

SUPERVISOR:

Ms. Kritika
(Assistant professor)
Department of Management Studies

SUBMITTED BY:

Simran Kaur
Class: MBA 4th SEM
Roll no: 2210601



DEPARTMENT OF MANAGEMENT
CT INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
MAQSUDAN (JALANDHAR)
(2022-2024)

Director
CT Institute of Mgt. & IT
Jalandhar

A FINAL PROJECT
ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING
{PUMA BRAND}



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA

In partial fulfillment of the requirement for the Award of degree
Master of Business Administration (MBA)

SUPERVISED BY :
MS. SHREYA
ASSISTANT PROFESSOR
CTIMIT

SUBMITTED BY: KIRANPREET
KAUR
MBA 4TH SEM
University roll no: 2210584



DEPARTMENT OF MANAGEMENT STUDIES
CT INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY
MAQSUDAN (JALANDHAR)
(2022 - 2024)

Students worked on different project on specialization like HR, Marketing and Finance

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

III) Problem solving Methodologies:

- Case studies to develop problem solving skills
- Project-based learning
- Soft skill programme
- Culinary skill programme
- Discussion on resume writing skills
- Discussions on NET/SET and Competitive Examination questions
- Verbal and non-verbal reasoning
- Discussions on research paper for subject updates

Case studies to develop problem solving skills:

Students were given presentations on recent case studies by several departments to improve their comprehension and decision-making skills. For instance, the Department of Management Studies hosts a case study lecture every Friday during which students view a video case study and analyze it by responding to a questionnaire that faculty members send via Whatsapp groups.



Video case study session on latest trends

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

The image shows a Google Chrome browser window with a Google Docs spreadsheet titled "CASE STUDY ANALYSIS". The spreadsheet has 7 columns: Sr.No., Date, Name of faculty, Case Study, Feedback form link, No. of responses, and Case Analysis. There are 3 rows of data. The first row is for Sr.No. 1, Date 11.03.2022, Name of faculty Ms Robini, Case Study "What is endemic stage of a pandemic, and how far is India from getting there?", Feedback form link "https://forms.gle/zBETziK9wTS5UZw6", No. of responses 36, and Case Analysis "Analysis of the case reports that we need to maintain high levels of testing that the cases get reported. Testing is quite less in smaller cities and village home testing becoming available even in bigger cities like Delhi, people reporting if they test positive. Testing can tell us whether infections are going down. Masks are for now, not forever. Although experts have pushed for restrictions, but they say that there is a need to maintain high levels of testing genomic surveillance." The second row is for Sr.No. 2, Date 16.3.2022, Name of faculty Ms Simarpreet Kaur, Case Study "The fall in crude oil prices, and its impact in India. A Case Study", Feedback form link "https://docs.google.com/forms/d/1nedy-nUdc4ynHGIuydx-cxM_rDogeCJw4SyzDNrc/edit#responses", No. of responses 26, and Case Analysis "This case study aids in our understanding of business terminology. We discuss the crude oil situation has an impact on the corporate world. High oil prices know about how it impacts our economy and what will be the burden of society. The financial aspects of a case will enable you to develop skills in making financial decisions. Cases with marketing or production information lead to decisions made by marketing or production managers. Cases that cover these issues result in the development of skills in strategic analysis." The third row is for Sr.No. 3, Date, Name of faculty, Case Study "A Case study-Foreign", Feedback form link "https://docs.google.com/spreadsheets/d/1GsvYO-HQ67Zk8S-Lw_gOC096lejLhoR-8zh-53YPC0/edit#gid=0", No. of responses, and Case Analysis "The focus of this case was to make students aware about the consequences of the value of the rupee day by day due to such circumstances which not in direct of our nation. Amid war like situations there has been a constant depreciation of the rupee. Not only that foreign reserve have also been depleted day by day."

Sr.No.	Date	Name of faculty	Case Study	Feedback form link	No. of responses	Case Analysis
1	11.03.2022	Ms Robini	What is endemic stage of a pandemic, and how far is India from getting there?	https://forms.gle/zBETziK9wTS5UZw6	36	Analysis of the case reports that we need to maintain high levels of testing that the cases get reported. Testing is quite less in smaller cities and village home testing becoming available even in bigger cities like Delhi, people reporting if they test positive. Testing can tell us whether infections are going down. Masks are for now, not forever. Although experts have pushed for restrictions, but they say that there is a need to maintain high levels of testing genomic surveillance.
2	16.3.2022	Ms Simarpreet Kaur	The fall in crude oil prices, and its impact in India. A Case Study	https://docs.google.com/forms/d/1nedy-nUdc4ynHGIuydx-cxM_rDogeCJw4SyzDNrc/edit#responses	26	This case study aids in our understanding of business terminology. We discuss the crude oil situation has an impact on the corporate world. High oil prices know about how it impacts our economy and what will be the burden of society. The financial aspects of a case will enable you to develop skills in making financial decisions. Cases with marketing or production information lead to decisions made by marketing or production managers. Cases that cover these issues result in the development of skills in strategic analysis.
3			A Case study-Foreign	https://docs.google.com/spreadsheets/d/1GsvYO-HQ67Zk8S-Lw_gOC096lejLhoR-8zh-53YPC0/edit#gid=0		The focus of this case was to make students aware about the consequences of the value of the rupee day by day due to such circumstances which not in direct of our nation. Amid war like situations there has been a constant depreciation of the rupee. Not only that foreign reserve have also been depleted day by day.

Based on video case studies questionnaire faculty analyzed the feedback from students

John

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

+ Project-based learning:

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 301-18	Core Theory	Organizational Behaviour & Design	4	0	0	40	60	100	4
MBA 302-18	Core Theory	Marketing Research	4	0	0	40	60	100	4
	Specialization X	Elective-I	4	0	0	40	60	100	4
		Elective -II	4	0	0	40	60	100	4
	Specialization Y	Elective -I	4	0	0	40	60	100	4
		Elective -II	4	0	0	40	60	100	4
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE 102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--	25	1
MBA 303-18	Core Theory	Seminar on Summer Training Report	2			50	-	50	2
MBA 304-18		Comprehensive Viva-Voce				-	50	50	2
	TOTAL		27	0	2	355	470	825	32

Summer Internship project report as per IKG PTU Syllabus

[Signature]
Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

**I.K.G. Punjab Technical University
MBA Batch 2021 onwards**

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
MBA 401-18	Core Theory	Corporate Strategy	4	0	0	40	60	100	4
	Specialization X	Elective -III	4	0	0	40	60	100	4
		Elective -IV	4	0	0	40	60	100	4
	Specialization Y	Elective -III	4	0	0	40	60	100	4
		Elective -IV	4	0	0	40	60	100	4
MBA 402-18	Project / Dissertation	Viva-Voce for Project / Dissertation	4			--	100	100	4
MBA 403-18	Core Theory	Workshop on Indian Ethos	2	0	0	40	60	100	2
	TOTAL		22	0	4	240	360	600	26

Note:

Final Project report as per IKG PTU syllabus



Director
CT Institute of Mgt. & IT
Jalandhar


Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

**IKG Gujral Punjab Technical University
BTTM Batch 2018 onwards**

COURSE CODE:	BTTM 801-18
COURSE TITLE:	ON THE JOB TRAINING VIVA VOCE (20 WEEKS)
COURSE OBJECTIVES:	<p>The objective of this course is:</p> <p>To assess the diverse knowledge gained during ON THE JOB TRAINING programme.</p> <p>To investigate the awareness of students with regard to tourism industry</p> <p>To understand student's readiness for industry or other field</p> <p>To investigate student's confidence, communication skills, attitude and aptitude.</p>
EVALUATION:	External examiner, nominated by the University will conduct the VIVA- VOCE examination out of 100 marks.

COURSE CODE:	BTTM 802-18
COURSE TITLE:	INTERNSHIP REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to:</p> <ul style="list-style-type: none"> • Develop and relate theory to practice • Help themselves in making an informed career choice after exposure to the actual work environment • Observing the systems, processes, interactions and human relations in the organization • Get an opportunity to understand the expectations of industry • Prepare themselves for final placements
EVALUATION:	<p>Student presentations would be organised based on their internship reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their internship reports. Based on feedback, students would submit a final report which would be evaluated by an internal examiner, nominated by the UIHTM, out of 200 marks.</p>

Internship project report as per IKG PTU syllabus


Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

- Soft skill programme:
Name of the Programme: Soft Skill Learning
Total number of Students participated-80



Soft Skill class Given by Ms. Anukiran


Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

✚ Culinary skill programme:



Practical Demonstration on Cullinary Skills given Chef Bhupinder Bangar


Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

+ Discussion on resume writing skills:



Resume writing sessions was delivered by Mr. Rishabh from CT University.

Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)


✚ Discussions on NET/SET , Competitive Examination questions and verbal and non verbal Reasoning.

Name of the Activity: A seminar on Competitive Examination Questions

Total Number of Students Participated: 75



Students answering follow up test taken by Banking professionals


Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)



Banking Professionals discussed aptitude Knowledge with students and follow up test is also taken on the spot.

[Signature]
Director
CT Institute of Mgt. & IT
Jalandhar

Affiliated to IKG-PTU (Kapurthala) & Approved by AICTE (New Delhi)

✦ Discussions on research paper for subject updates:

Name of the activity: Tips & Tricks of Research paper writing

Total number of Faculty and students participated: 85 Students, 15 Teachers



A Session on Research paper writing was organized by CTIMIT.



Faculty and students attended the Session on Research paper writing

Director
CT Institute of Mgt. & IT
Jalandhar