

CHIEF PATRON

Honorable Shri. P. K. Gupta

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PATRON

Dr. Sibaram Khara

Vice Chancellor

Dr. Parmanand

Dean, SET

Prof. (Dr.) Anubha Vashist

Dean, SHSS

CONVENER

Mr. Raj Nidhi Sharma

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ORGANIZING SECRETARIES

Prof. (Dr.) Kumar Gautam, SHSS

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SHARDA UNIVERSITY

Sharda University is a leading Educational institution based in Greater Noida (Delhi-NCR). A venture of the renowned Sharda Group of Institutions, the University has established itself as a high-quality education provider with prime focus on holistic learning and imbibing competitive abilities in students. The University is approved by UGC and takes pride in being the only multi-discipline campus in the NCR, spread over 63 acres and equipped with world class facilities. Sharda University promises to become one of India's leading universities with an acknowledged reputation for excellence in research and teaching. With its outstanding faculty, world-class teaching standards and innovative academic programs, Sharda intends to set a new benchmark in Indian education system.

 **0120-4060210/11**

SHARDA UNIVERSITY

**Plot No. 32, 34, Knowledge Park-III,
Greater Noida (Delhi-NCR) | www.sharda.ac.in**



Industry 4.0 Cell

presents

INDUSTRY CHAMPIONS PROGRAM-ICP FOR FACULTY



1 Week (5 Days +2 Days Online Assessment)

Date: 23rd to 29th October, 2020

Mode: Online



Objective of the program is to empower the Faculty to become the part of "Paid Consultancy Projects" and start creating values as well as converting these projects into Case Studies.

FACULTY DEVELOPMENT PROGRAM

In the wake of rapidly evolving industrial sector, new emerging trends in the field, it is pertinent for a faculty/student/industry to constantly hone-up his/her skills, add to one's knowledge base. In lieu of this requirement, the Industry Cell 4.0 proposes to conduct one week Faculty Development Programme to give wider exposure on the subject to the academic community at large with hands on experience of 360° evaluation of Industry Health by equipping them with Industry Diagnostic Test (GET test – Growth & Efficiency Test).

The primary aim of the FDP is to understand the challenges of the industry, areas of intervention and support that can be provided to them.

PROGRAM HIGHLIGHTS

New age growth levers: Design, Innovation, Entrepreneurship & Technology with latest Techno-Management skills

- Growth & Efficiency Test (GET): A pre requisite to industry diagnostic test.
- Industries Pre-assessments: People, Process, Products and Market
- Growth Advisory glimpse thru various lenses.
- Industry Interventions: Pre and post implementation scenarios study and analysis linked to revenue implications
- Growth & Efficiency: Various Tools
- Business Problem Statement Development: Narration and framing from Design Thinking angle & human centric lenses.

In order to help them a sound understanding of the major problems of the industries is required to support them with technological knowhow, financial insights and digital promotion. The cooperative work will give exposure to the various challenges of the industry which will have a positive impact on the overall research as well teaching and value-based research output of the University.

WHAT IS GET PASS?

- Passport to undertake "Paid GET Test" for Industry.
- A prerequisite to conduct Industry Pre Assessment and run a Diagnostic test on overall Growth and Efficiency of the business.
- Empower for next level of Recommendation.

INDUSTRY 4.0 CELL

Industry 4.0 Cell has emerged as the epicenter of industrial, innovative and technological activity at Sharda University. We are an esteemed Knowledge partner with Ministry of MSME-Govt of India.

MOU with NPC (Ministry of Commerce and Industry) has empowered us in the fields of Industry 4.0.

Motto of the Industry 4.0 Cell is to provide consultancy & enhanced capabilities building to the Industries in the following fields thereby empowering faculties and students altogether:

- **Industry 4.0** (IIOT, Automation, SCM, CRM, AI, ML)
- **MarTech 4.0** (Marketing Technology with Social-Media-Management with latest tools, AI & ML application in mar-tech, Web Analytics, Customer-relationship management (CRM), SEO and Content-Optimization Tools)
- **FinTech 4.0** (CreditEnable, **ZENEFITS**, **TrueAccord**)

REGISTRATION DETAILS

Registration Fee:

Rs 100 +18 % GST= Rs118 (For Sharda Faculty) for others Rs 500 +18 % GST = Rs 590

REGISTRATION DETAILS

For Registration Click:

www.mycocoe.in/su-fdp

(Joint E- Certificate of Sharda I 4.0 Cell, MSME, Govt of India and Encore Capabilities will be issued would be provided to the registered participants only).

FOR CLARIFICATION CONTACT

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Dr. Pallvai Gupta

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PROGRAMME SCHEDULE

Start Date: 23rd October, 2020 | **End Date:** 29th October, 2020

Mode: Online | **Timings:** 3.00 PM to 4.30 PM

23rd October, 2020 (Day-1)

3:00 PM to 3:05 PM	Welcome Address by Prof (Dr.) Sibaram Khara, VC, Sharda University
3:05 PM to 3:10 PM	Introductory Address by Prof. Parmanand Dean SET, Sharda University
3:10 PM to 4:30 PM	Session on "New age growth levers: Design, Innovation, Entrepreneurship & Technology" by Mr. Rajesh Kumar Singh (IIM Bangalore & NIFT Alumni) (Director Encore Capabilities)

24th October, 2020 (Day-2)

3:00 PM to 3:15 PM	Session on "Industry Problem and need of GET " by Mr. Sanjeev Sharma (CEO -SMC Electronics, Greater Noida)
3:15 PM to 4:30 PM	Session on "Growth & Efficiency Test(GET) " by Mr. Rajesh Kumar Singh (IIM Bangalore and NIFT Alumni) (Director Encore Capabilities)

25th October, 2020 (Day-3)

3:00 PM to 3:15 PM	Session on "Industries Pre-assessments-Need & hour" by Mr. Vishal Goel, CEO- KDS Pvt Ltd, Greater Noida
3:15 PM to 4:30 PM	Session on "Industries Pre-assessments-Manufacturing" by Mr. Mr. Shakir Mohd-CEO AYT Business Solutions

26th October, 2020 (Day-4)

3:00 PM to 4:30 PM	Session on "Industries Pre-assessments- Automation" by Mr. Gaurav Sarup, MD Marshmachines Pvt Ltd, Gurgaon
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27th October, 2020 (Day-5)

3: PM to 3:10 PM	Session on "Defining Business Problem" by Mr. Raj Nidhi Sharma (BITS Pilani, IIT R, & HBTI Alumni) (Hod Industry Interface-Sharda University)
3:10 PM to 4:25 PM	Session on "Business Problem Statement devlp." by Mr. Rajesh Kumar Singh (IIM Bangalore and NIFT Almuni) (Director Encore Capabilities)
4:25 PM to 4:30 PM	Vote of Thanks by Prof. (Dr.) Anubha Vashisht, Dean, SHSS

28th October, 2020 (Day-6)

3:00 PM to 4:30 PM	PM Test Assignment briefing
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29th October, 2020 (Day-7)

3.00 PM to 4.30 PM	Assignment results and discussions
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Dr. Sibaram Khara, Vice Chancellor, Sharda University

Received Ph.D. in engineering from Jadavpur University, Kolkata, in next-generation wireless heterogeneous network—essentially in the area of interworking network and protocol convergence techniques for Cellular and WiFi integrated networks.



Dr. Parma Nand, Dean, School of Engineering and Technology

Prof. (Dr.) Parma Nand is Ph.D. from IIT Roorkee, M.Tech. & B.Tech. in CSE from IIT Delhi. He has more than 24 years of experience and got best teacher award from Union Minister, best student's Project Guide Award from Microsoft in 2015, and best faculty award from Cognizant in 2016. He has successfully completed government funded projects.



Prof. (Dr.) Anubha Vashisht, Dean, SHSS

Dr. Vashisht brings in over 19 years of rich experience in teaching and training, research, business consulting and academic administration. Institution building and championing new initiatives has been her forte. She has served as Member Board of Studies (BoS) under the Faculty of Management.



Mr. Gaurav Sarup

MD of Marshall Machines Ltd. and Co-Founder of Marshall Automation America Inc. An early adopter of UMM (Universal Machine Monitoring) & Predictive maintenance), Pdm & IoT (Internet of Things) for quality & productivity enhancement of CNC machine tools.



Mr. Rajesh Kumar Singh

IIM-B Alumni, NIFT Graduate with more than 20 years of experience. Worked with the best modern retail environments from the early years of Future Group/Pantaloons Retail, TATA-Trent Ltd., Lifestyle by Landmark Group, Shoppers Stop, Crocodile International-Singapore Franchise, Laven Fashions P.Ltd., Trident Ltd. into SBU P and L.

MR. SANJEEV SHARMA

CEO- SMC Electronics Pvt Ltd.
Manufacturer of quality Data & TV cables.OEM suppliers to Smasung, MINDA ,LG etc.

Mr. Shakir Ahmad

CEO of AYT Solutions Pvt Ltd. Lean Consulting Company. More than 3000 SMEs are client, who are benefited, in the field of LEAN Manufacturing

Mr. Vishal Goel

Manufacturer of Quality Card Board packages.
CEO- KDS Pvt Ltd. Having diversified filed of other quality Hygine products like Gloves, Infra red Thermometer, PPE kits , Hand sanitizers etc.

Mr. Raj Nidhi Sharma

Head Industry Interface,
Sharda University