



SANKALP

E-Newsletter of

(AUGUST TO DECEMBER 2K20)

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Director's Message



Dr. Suresh Kumar Jindal
PHD, M.Tech (IIT Kharagpur)
Ex DRDO Scientist

Dear Students, Congratulations on joining the Aravali College of Engineering and Management (ACEM) family. On behalf of the institute I welcome you all to ACEM Faridabad, where we pursue excellence in all the institute activities in an attempt to transform young students into responsible and professional engineers/managers with a sense of social responsibility, human values and concern for environment. The contemporary design of our state-of -the-art labs, smart classrooms, meeting spaces, research and teaching areas etc., is an integral expression of our commitment to creating a physical environment that can sustain the production of learning and knowledge in the 21st century. We continuously strive to train the students to become excellent scientists, engineers, technologists, thinkers, managers and leaders of the society. It has been our constant endeavor to instill in our students ethical values there by making them socially responsible citizens. In addition to developing scientific and managerial skills, students are also

encouraged for entrepreneurship. ACEM is approved by AICTE and affiliated to **J.C Bose University of Science & Technology, YMCA, (Faridabad)** (*Formerly YMCA University of Science and Technology*) and offers a four year B.Tech programme in four branches, viz., Computer Science and Engineering, Electronics and Communication Engineering, Mechanical Engineering and Civil Engineering.

The institute also offers a three year BBA programme and a two year MBA programme. Along with theoretical classes the students are given practical knowledge through most advanced state of the art laboratories and field work in all the disciplines. The rich and unique learning environment develops the student physically, intellectually and emotionally. The institute has a very active training and placement cell which takes numerous special initiatives to prepare the students for placements with aim that every student gets at least one offer letter by the time they leave the institute. The institute also conducts faculty development programmes and organizes workshops, seminars and symposia in collaboration with well reputed organizations to provide exposure to the students as well as the faculty. We are sure that the excellent academic environment and the opportunity to participate in co-curricular activities will also help you in developing your personality and in your all-round development. I sincerely hope that your academic journey in ACEM will be fruitful and enjoyable in every aspect and the experiences you gain here and the moments you spend here will be cherished by you all your life. Wishing you the very best.

FACULTY CORNER

TIPS FOR MANAGING WORK FORCE DIVERSITY

To manage a diverse workplace, organizations need to ensure that they effectively communicate with employees. Policies, procedures, safety rules and other important information should be designed to overcome language and cultural barriers by translating materials and using pictures and symbols whenever applicable.

TREAT EACH EMPLOYEE AS AN INDIVIDUAL

Avoid making assumptions about employees from different backgrounds. Instead, look at each employee as an individual and judge successes and failures on the individual's merit rather than attributing actions to their background.

ENCOURAGE EMPLOYEES TO WORK IN DIVERSE GROUPS

Diverse work teams let employees get to know and value one another on an individual basis and can help break down preconceived notions and cultural misunderstandings.

BASE STANDARDS ON OBJECTIVE CRITERIA

Set one standard of rules for all groups of employees regardless of background. Ensure that all employment actions, including discipline, follow this standardized criteria to make sure each employee is treated the same.

BE OPEN-MINDED

Recognize, and encourage employees to recognize, that one's own experience, background, and culture are not the only with value to the organization. Look for ways to incorporate a diverse range of perspectives and talents into efforts to achieve organizational goals.

HIRING

To build a diverse workplace, it is crucial to recruit and hire talent from a variety of backgrounds. This requires leadership and others who make hiring decisions to overcome bias in interviewing and assessing talent. If organizations can break through bias and hire the most qualified people, those with the right education, credentials, experience and skill sets, a diverse workplace should be the natural result.

Tips for hiring a diverse workforce:

- Incorporate a diverse interview panel to ensure candidates are chosen solely based on suitability for the position.
- Managers should be trained on what can and cannot be asked in an interview. For example, questions about an applicant's personal life, such as which church they attend, their romantic life and political beliefs, are off-limits.
- Get creative when recruiting. For example, if an organization would like to hire more women in the engineering department, they could reach out to professional groups that cater to women in engineering and ask to advertise open positions in their newsletter or member communications.

PRIYANKA TYAGI
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES

SEO AND CONTENT MARKETING: PERMUTATION IN DIGITAL MARKETING

Does SEO and content marketing works parallel? Does the latter is an integral part of the former and owns a major position in digital marketing? Well! 60% of companies reported that their content strategy and SEO are integrated and therefore they work together. Also, 53% of marketers believe that content marketing is one of the most effective SEO tools. Therefore, following the data's and analyzing the reports, one can say that our choice and preferences vary on the basis of Google page ranking.

Think of, the time when you start browsing your internet to search for your needful say, “the best eat out point in a city”. What exactly do you prefer to? Of course, the one which holds most your searched keywords, positive reviews and ranks high in Google search engine. Thus, the particular site of eating out ranks high on search engines and as a result, you prefer to choose the same. Furthermore, one can say that content marketing is an integral part of the Search Engine optimization tool as it draws traffic towards any website. Below mentioned are some trendy tools that grade this combination as the best to rank high in search results –

- **Usage of keywords** – Use simple, yet popular and most searched keywords on the Google. It's not only about the type of keywords used, but also where it is used matters a lot in raising the rank of your website. Your keyword should be relevant as per your business objective, optimized according to the target customers and unique to catch the eye of readers. Also, using a keyword in the heading, subheadings and at least once in introduction, body, and conclusion will upgrade your website rank.
- **Content formation** – If content formation would be that easy to promote any website or a business, I don't think any business would have to exert special effort for the purpose. Additionally, the factual motto behind content formation is not just having a bulky website, but something much more than that. Therefore, having unique, original and high-quality content is in demand to attract more traffic, conversation, conversion and finally the rank of a website.

- **Link backs SEO needs to be linked up content-** Does that sounds, “Tricky”? Yes and actually it is. SEO demands link backs for up-gradation and content does link backs. In fact, SEO can’t be linked back if it is not dangled through the content. Thus, to fulfil this essential element of SEO, content has to be loaded with a heavy dongle of links.
- **Consistency has to be balanced** – Both SEO and content marketing are supposed to be consistent, as per the demand of competing rolls. If one is stagnant, another gets suspended and so is their result on Google. Thus, an updated, fresh and unique content on the website results high in SERP.

In addition to the above facts, we conclude that SEO and content marketing complement each other and acts as a backbone in Digital marketing. Redeeming, in a nutshell we can say that, “Alone they fall and together they stand”.

**SHIWANGI SHARMA
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES**

WEBINAR ON UNLEARNING

It is important to note that, despite all round disruptions happening around us because of COVID-19 pandemic, learning must continue. We take the pleasure of inviting you to participate in a webinar on the topic "UNLEARNING" organized by IQAC Cell and Department of Management of Aravali College of Engineering and Management, Faridabad, Haryana.

People need to Unlearn, Learn new stuff and therefore commit to lifelong learning. Reinvent yourself to stay relevant.

Webinar Details:

Day and Date: Friday, 14th August 2020

Time: 02:30 PM - 03:30 PM, followed by question and answers session.

Resource Person: Prof. Amlan Bhattacharya, Co-founder of Throttle Pad 2.0, Program Director of Aravali, Bangalore.

The webinar was conducted on Google Meet platform.
Participants: 150 students and 25 teachers attended this webinar

The poster is a promotional graphic for a webinar. It features a dark blue background with white and yellow text. At the top left, there is a circular badge with the number '17' and the text 'YEARS OF EXCELLENCE'. The main title 'INTELLECTUAL WEBINAR ON UNLEARNING' is prominently displayed in white and yellow. Below the title, the time '2:30 TO 3:30pm' and the date '14TH AUGUST 2020' are listed. A registration link is provided in red text. A circular portrait of Prof. Amlan Bhattacharya is centered on the poster. The bottom section contains the organizing department's name, the speaker's name and title, and contact details for two individuals.

17 YEARS OF EXCELLENCE

INTELLECTUAL WEBINAR ON UNLEARNING

2:30 TO 3:30pm
14TH AUGUST 2020

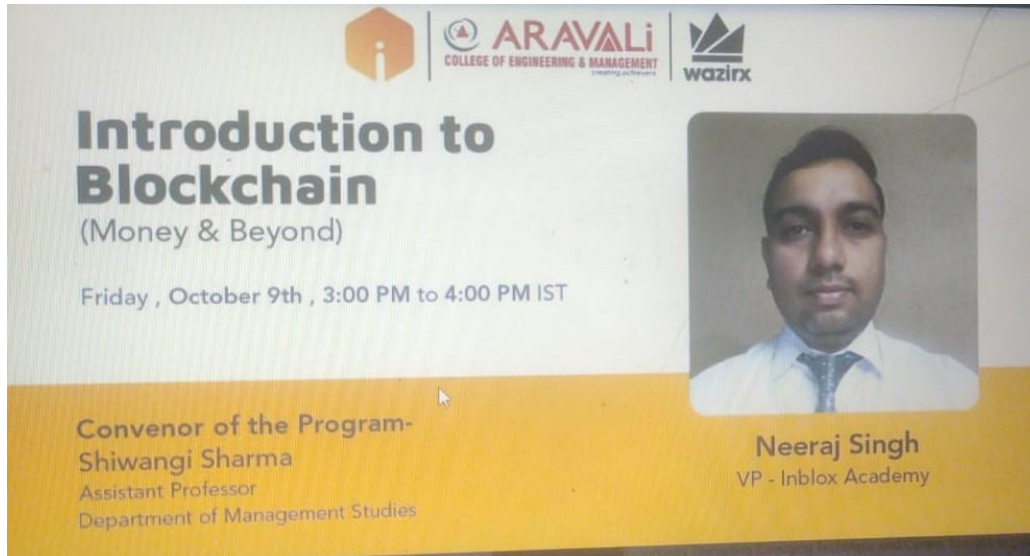
REGISTRATION LINK
<https://forms.gle/BW9jcjivPacrXNTEA>

ORGANISED BY
IQAC CELL AND ELECTRONICS & COMMUNICATION ENGINEERING DEPARTMENT.
ARAVALI COLLEGE OF ENGINEERING AND MANAGEMENT, FARIDABAD

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WEBINAR ONBLOCK CHAIN



Date – October 9, 2020

Timing – 3:00 pm -4:00 pm

Convener of the program – Ms. Shiwangi Sharma

Speaker - Mr. Neeraj Singh (VP Operations Inblox Academy) was the speaker of the day he holds over 14 years of experience in Process & Audit Management, Operations, Client Servicing, Quality Management and with Start-ups.

Co-Host – We always promote learning, public speaking and confidence level of our students hence to practice the same Ankita Gupta (MBA – Final year student) was given a chance to co-host the webinar and introduce the session with our curious audience.

Participants – All the faculty members along with around 70-80 students from management department attended the webinar and gain thoughtful insight on the upgraded topic of Block chain and its scope.

A webinar was organized on Blockchain as a key emerging technology by Management Department in collaboration with Inblox Academy. The term has already made significant progress in the world. India with its immense potential to design, build, and support has already started to find its spot in the value chain. In this era of adversity, technology can act both as an enabler & an opportunity to get us back on track.

