



**REPORT**

**Applied Entrepreneurship,  
Design Thinking and Innovation for Business Excellence**

**16 December 2024 – 21 December 2024:  
Jaypee Business School, JIIT University, Noida**

**AICTE TRAINING AND LEARNING ACADEMY, PUNE**

# ATAL Online Faculty Development Program

## ATAL Online 6 Day Faculty Development Programmes 2024-2025 Schedule

6-Days AICTE sponsored FDP was conducted from 16<sup>th</sup> to 21<sup>st</sup> December 2024 in which around 174 participants from different parts of the country participated.

The speakers for the 6-day Faculty Development Program on “APPLIED ENTREPRENEURSHIP, DESIGN THINKING AND INNOVATION FOR BUSINESS EXCELLENCE” were:

### Manu Bhaskar Gaur CEO JUIT, Wagnaghat



Manu Bhaskar Gaur is currently working as a Chief Executive Officer Jaypee University of Information Technology with Jaypee University of Information Technology. He has also worked as Principal with JSW Ventures since 2021. Prior to this, he worked as the President at Jaypee Hotels Ltd. from 2019 to 2020, as an Executive General Manager at Jaypee Greens Ltd. from 2012 to 2014, and as an Executive President at Jaiprakash Power Ventures Ltd. in 2014. He holds an MBA from INSEAD and a graduate degree from UC Berkeley College of Engineering.

### Prof. Denish Shah, Georgia State University USA



Designation: Prof. Denish Shah, Georgia State University  
Barbara & Elmer Sunday Professor  
Associate Professor of Marketing  
Dounding Director of the Social Media Intelligence Lab  
Executive Director of the Marketing Round Table  
Georgia State University, USA  
Specialization: Marketing Strategy, Digital Technologies, Social Impact

### Prof.(Dr.) Raunica Ahluwalia , Professor, Seneca Polytechnic, Toronto, Canada



Dr. Ahluwalia mentors' new immigrants under Toronto Region Immigrant Employment Council (TRIEC) and is part of the Advisory Committee at Canadian Marketing Association (CMA). Dr. Ahluwalia earned her PhD in entrepreneurial marketing from University of Delhi (India), an MBA from MDI (India), a PG Diploma in Communication Management from MICA (India) and a B.Sc. from Punjab University (India).

## Nitin Kumar Senior Manager , VISA



Nitin Kumar, based in California, United States, is currently a Director, Analytics and Data Products at Visa. Nitin Kumar brings experience from previous roles at Accenture, Royal Bank of Scotland, Abn Amro Bank n.V. and Ge Capital. With a robust skill set that includes Banking, Consulting, Business Transformation, Executive Management, Credit Cards and more.

## Dr. Neetima Agarwal Assistant Professor ,Jaypee Business School, IIIT Noida



Dr. Neetima Agarwal, currently working with Jaypee Business School (JBS), Noida has over 9 years of industrial and academic experience. She has received her Bachelor of Technology degree in Computer Science from Uttar Pradesh Technical University, Lucknow. She has received a master's degree in business administration from Jaypee Institute of Information Technology University, Noida (IIIT). She was a full-time Ph.D. with a research fellowship of 3 years at IIIT University.

## Dr. Nripendra Singh Professor, Pennsylvania Western University



Dr. Nripendra Singh is a tenured Full Professor of Marketing in the Department of Business, Economics & Communication, College of Science, Technology, and Business at the Pennsylvania Western University. He is recipient of Fulbright scholarship, a flagship program of the United States Department of State, Bureau of Educational and Cultural Affairs. He completed Fulbright research at The Pennsylvania State University

## Harshdeep Rapal Founder, LeggitAI



Harshdeep Rapal, Founder, LeggitAI, 12+ Years of rich experience spread across Entrepreneurship (e-commerce, internet platforms, b2b products), Technology Consulting, Venture Incubation & Growth, Experience in building and scaling businesses both in B2C & B2B space, Raised investment for own ventures & managed a \$4.5m investment for a VC incubated business, Led consulting/advisory engagements for Fortune 100 and Fortune 500 customers , Built a multi-country e-commerce business for one of world's largest VC/Incubation fund (Rocket Internet)

## Dr. Ridhima Bhanot Sharma Assistant Professor, Jaypee Business School , IIIT Noida



Dr. Ridhima Bhanot Sharma Assistant Professor, Jaypee Business School , IIIT Noida ,a six-year career in academics and the corporate world is reflected through roles in corporate training, business coaching, MBA/PGDM teaching, and social media marketing. The current profile includes teaching marketing subjects at top MBA institutes in Delhi/NCR and delivering advanced digital marketing training to corporates, SMEs, and start-ups. Several national and international publications have been authored. with research papers presented at

## Vidur S. Bhatnagar Principal Product Manager Tech, Amazon



Vidur S. Bhatnagar ([www.vidurbhatnagar.com](http://www.vidurbhatnagar.com)) is an award-winning technical product & engineering leader with a successful record of delivering products, including 2x at his startups. A computer scientist experienced in customer discovery, data analytics, UI/UX, and strategy, he has led several cross-functional teams through ideation, development, and product launches.



Dr. Tarun Kumar Singhal is working as a Professor in the area of Information Technology at FORE School of Management, New Delhi, India. He is a seasoned academician with 29 years of experience in teaching, research, consulting, and training & development. He is actively involved in delivering courses on Blockchain, Artificial Intelligence, Business Analytics, and Information Technology.



Dr. Shikha Bharadwaj, Assistant Professor, IIM Sambalpur  
With over 18yrs of experience in teaching, research and industry. Designing strategies for inclusive education, liaison with government department and holistic development of student. Exposure in Family Business Management and various MDPs on PSU employees.



Prof. Anubha Vashisht is a Professor of Marketing and Director Jaypee Business School. She has a blend of corporate and academic experience. She started her career with Pharmaceutical Industry. Passion for academics led her into teaching assignment at many institutes of repute. Prior to this assignment, she has held various academic and administrative positions at Sharda University and Symbiosis International University, Noida Campus



## Mukul Saxena President and Chief Technology Officer, Havells Indian Ltd



Mukul Saxena have built and led global R&D organization for top companies like GE and Siemens. Has 35+ years of experience in R&D organizations - of which 14 years in US. My passion is to be a leader in R&D with direct focus on product development for the local markets in domains such as Renewable Energy System for Distributed Power, Healthcare, Water technologies, Industrial Automation and innovative products targeted towards regional markets. I believe in the innovative capabilities of the country and want to leverage it to make 'Atmanirbhar Bharat'.

## Dr. Vartika Dutta Assistant Professor, IIM Amritsar



Dr. Vartika Dutta Assistant Professor at IIM Amritsar with over 14 years of experience in teaching, research, consulting, and executive education, she is passionate about helping individuals and organizations achieve their full potential through leadership insights and happiness coaching. She is a faculty member at the Indian Institute of Management Amritsar, where I work with a diverse and talented team of educators and researchers to deliver high-quality management education and knowledge creation.

## Dr. Arti Khosla Founder, COAE



Dr. Arti Khosla Founder , COAE an award winner- Woman Entrepreneur in conformity assessments for education, Aiming to bring transformational changes in the education sector across all verticals from early childhood education, school education, higher education, training/ coaching/ mentoring to Learning & Development through Standards, Conformity Assessments, Accreditation, Process Excellence, Risk Management, Sustainable Educational Models, Business Continuity & Skill Building to contribute to the achievement of 'UN SDGs'.

# ATAL Online Faculty Development Program

**The schedule of the workshop is given below-**

| Day 1   | Day 2  | Day 3   | Day 4  | Day 5  | Day 6   |
|---|--|---|--|--|---|
| <p>6:00 PM to 6:30 PM</p> <p>Inaugural Session<br/>Chief Guest: Mr. Manu Bhaskar Gaur, CEO JUIT, Waknaghat Guest of Honour: Prof. Denish Shah, Georgia State University H'ble Pro-Chancellor: Prof. S.C. Saxena H'ble Vice-Chancellor: Prof. B.R. Mehta Director JBS: Prof. Anubha Vashisht</p> | <p>6:00 PM to 7:30 PM</p> <p>Session 3 Topic: Stress Management<br/>Name of the Expert: Dr. Neetima Agarwal<br/>Designation &amp; Organization: Asst. Prof., JIIT<br/>University Years of Exp: 10 years</p>                                    | <p>6:00 PM to 7:30 PM</p> <p>Session 5 Topic: Design thinking for business excellence<br/>Name of the Expert: Harshdeep Rapal<br/>Designation &amp; Organization: Founder, Leggit AI<br/>Years of Exp: 23 years</p>     | <p>6:00 PM to 7:30 PM</p> <p>Session 7 Topic: Prototyping innovation<br/>Name of Expert: Vidur S. Bhatnagar<br/>Designation &amp; Organization: Principal Product Manager Tech Amazon<br/>Years of Exp: 13 years</p> | <p>6:00 PM to 7:30 PM</p> <p>Session 9 Topic: Strategic Leadership, Human Capital and Business Excellence<br/>Name of Expert: Dr. Shikha Bharadwaj<br/>Designation &amp; Organization: Assistant Professor, IIM Sambalpur<br/>Years of Exp: 18 years</p> | <p>2:00 PM to 3:30 PM</p> <p>Session 11 Topic: Business Excellence &amp; Internationalization<br/>Name of the Expert: Mukul Saxena<br/>President and Chief Technology Officer at Havells Indian Ltd.<br/>Years of Exp: 35</p> |
| <p>6:30 PM to 8:00 PM</p> <p>Session 1 Topic: Innovation &amp; Idea Management<br/>System Name of the Expert: Prof. (Dr.) Raunica Ahluwalia,<br/>Designation &amp; Organization: Professor, Seneca Polytechnic, Toronto, Canada<br/>Years of Exp: 15 years</p>                                  | <p>7:30 PM to 9:00 PM</p> <p>Session 4 Topic: Business Models and new ocean strategy<br/>Name of the Expert: Dr. Nripendra Singh<br/>Designation &amp; Organization: Professor, Pennsylvania Western University<br/>Years of Exp: 22 years</p> | <p>7:30 PM to 9:00 PM</p> <p>Session 6 Topic: Marketing of Innovation<br/>Name of the Expert: Dr. Ridhima Bhanot Sharma<br/>Designation &amp; Organization: Asst. Prof., JIIT University<br/>Years of Exp: 12 years</p> | <p>7:30 PM to 9:00 PM</p> <p>Session 8 Topic: IP for Innovation<br/>Name of the Expert: Prof. T.K. Singhal<br/>Designation &amp; Organization: Professor, FORE school of Mgmt.<br/>Years of Exp: 23 years</p>        | <p>7:30 PM to 9:00 PM</p> <p>Session 10 Topic: Branding of New Business<br/>Name of the Expert: Dr. Anubha Vashisht<br/>Designation &amp; Organization: Director, JBS<br/>Years of Exp: 23 years</p>   | <p>3:30 PM to 5:00 PM</p> <p>Session 12 Topic: Communicating Ideas and Effective Storytelling<br/>Name of the Expert: Dr. Vartika Dutta<br/>Designation &amp; Organization: IIM Amritsar<br/>Years of Exp: 12 years</p>       |

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|---|--|--|--|--|--|
| 8:00 PM to 9:30 PM  |  |  |  |  | 5:00PMto7:30PM   |
| Session 2 Topic:<br>Technology<br>Management<br>Name of the<br>Expert: Nitin<br>Kumar<br>Designation&<br>Organization:<br>Senior Manager,<br>VISA<br>YearsofExp:15ye<br>ars |  |  |  |  | Session 13 Topic:<br>Sustainable<br>Business<br>Strategies Name<br>of the Expert: Dr.<br>Arti Khosla<br>Designation&<br>Organization:<br>Founder, COAE<br>Years of Exp: 20<br>years<br><br>Topic: Virtual<br>Tour of<br>Incubation Centre<br>of IIIT Name of<br>the Expert: Dr.<br>Anubha Vashisht<br>Designation&<br>Organization:<br>Director, JBS<br>Years of Exp:23<br>years |
|   |  |  |  |  | 6:30PMto7:30PM<br>Online test &<br>feedback  |
|   |  |  |  |  | 7:30PMto8:00PM<br>Valedictory<br>Session   |

The inauguration was held on 16<sup>th</sup> December 2024 online at 6:00 P.M. Chief Guest of the program was Mr. Manu Bhaskar Gaur, CEO JUIT Waknaghat, Himachal Pradesh, he highlighted the importance of FDP in the learning process of faculty members. Guest of Honor of the FDP was Prof. Denish Shah, Georgia State University has highlighted the importance of including AI in the academics. During the inauguration of the FDP Vice-Chancellor of IIIT University Prof. B. R. Mehta, Director JBS Prof. Anubha Vashisht and Coordinator Assistant Professor Dr. Neetima Agarwal and Assistant Professor Dr. Ridhima Bhanot Sharma further catalyzed it with their opening remarks.

Mr. Manu Bhaskar Gaur, CEO JUIT addressed the participants about online FDP and various initiatives by ATAL Academy, Prof. B. R. Mehta talked about role and responsibility of Entrepreneurs, Design thinking and Innovation for Business Excellence. Director JBS Prof. Anubha Vashisht, discussed about various AICTE initiatives

The inauguration was witnessed by more than 140 participants.



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The list of approved participants:

| Sr. No. | Name                        | Email                        | Phone      | Institute Name   |
|---------|-----------------------------|------------------------------|------------|--|
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| 100 | Mrs. Supriya A R                 | supirobby@gmail.com            | 9035427988 | ONE School of Business   |
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| 103 | Miss jyoti                       | jyoti199508@gmail.com          | 7838736381 | Jaypee Institute of Information Technology, noida                              |
| 104 | Dr. Saurabh Rawat                | vicious.saurabh@gmail.com      | 9792791434 | NA   |
| 105 | Dr. John E P                     | johnep.mba@srmvalliammai.ac.in | 9489473538 | SRM Valliammai Engineering College   |
| 106 | Dr. Gagan Bansal                 | gaganbansal12345@gmail.com     | 9634767752 | Graphic Era (Deemed to be) University, Dehradun                                |
| 107 | Dr. SOUREN SARKAR                | dearsarkar@gmail.com           | 9406298001 | Shri Shankaracharya Technical Campus,Bhilai                                    |
| 108 | Mr. Vidhyasagar Digambar Bansode | adv.vidhyasagar@hotmail.com    | 9421626462 | Modern College of Arts, Science and Commerce (Autonomous), Shivaji Nagar, Pune |



# ATAL Online Faculty Development Program

|     |                                 |                                  |                |  |
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| 109 | Dr. Swati Shah                  | swatishah18dec@gmail.com         | 865015382<br>7 | Kumaun University<br>Nainital  |
| 110 | Miss Sanjana                    | sanjanassj@gmail.com             | 981816763<br>6 | JIIT   |
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| 117 | Miss Khushi<br>narwat           | khushinarwat589@gmail.com        | 892032908<br>0 | Anangpuria School of<br>Management and<br>Technology                       |
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| 119 | Dr. Sulabh Tyagi                | sulabhtyagi2k@yahoo.co.in        | 987169795<br>3 | JIIT, Noida  |
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| 124 | Dr. Chidanand K<br>Mangrulkar   | cmangrulkar@gmail.com            | 973089146<br>1 | B M S College of<br>Engineering  |
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| 127 | Dr. Manoj Sharma                | manoj11@gmail.com                | 987307796<br>0 | BVCOE, Paschim<br>Vihar, New Delhi   |
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# ATAL Online Faculty Development Program

|     |                             |                                     |            |  |
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| 148 | Mr. Lalisetti Ganesh        | lalisettiganesh8@gmail.com          | 9182633022 | KG Reddy college of Engineering & Technology         |
| 149 | Miss Sejal Girish Rathi     | sejalgrathi@gmail.com               | 9403462378 | SND College Of Engineering & Research Center,        |

# ATAL Online Faculty Development Program

|     |                              |                            |            |   |
|-----|------------------------------|----------------------------|------------|---|
|     |                              |                            |            | Yeola   |
| 150 | Dr. Vijay Prakash            | vijaybhatt66@gmail.com     | 9410797996 | Government Degree College, Narendra Nagar   |
| 151 | Dr. SURESH TALAMALA          | dr.sureshsony@gmail.com    | 8985251139 | ANDHRA LOYOLA COLLEGE, VIJAYAWADA   |
| 152 | Mr. SURESH BABU PANATULA     | india.suresh@gmail.com     | 8639915785 | RISE Krishna Sai Gandhi Group of Institutions   |
| 153 | Mrs. DIVYA D                 | divyaaniesh1@gmail.com     | 9495391250 | SCMS School of Technology and Management  |
| 154 | Dr. Basanti                  | aryan310809@gmail.com      | 9964494923 | Sharnbasva University   |
| 155 | Dr. Anuradha patil           | anuradha.keshul@gmail.com  | 9481634093 | Faculty of Engineering and Technology exclusive for women, Sharnbasva University Kalaburagi.    |
| 156 | Mrs. Ashwini Sandip Deshmukh | ashwini.deshmukh@sycet.org | 8805691374 | Shreeyash College of Engineering and Technology Chh.Sambhajinagar                               |
| 157 | Miss Divya Sahu              | divyasahu29@gmail.com      | 8700775889 | Jaypee Business School, IIIT, Noida   |
| 158 | Mrs. Shobhana                | khanapurshobhana@gmail.com | 9742310529 | Sharnbasva university, Faculty of engineering and technology ( exclusively for women) kalaburgi |
| 159 | Mrs. Geeta M                 | geetamamani224@gmail.com   | 7899753151 | Faculty of Engineering and Technology(Exclusively for Women), sharnbasva university             |
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| 161 | Mrs. Amy Susan               | amysusanantony@gmail.com   | 9940175820 | DMI College of Engineering  |
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| 163 | Mrs. Laxmi                   | laxminijanand@gmail.com    | 9513300047 | FETW, Sharnbasva University   |
| 164 | Dr. Rekha Kanodia            | rekhaaone@gmail.com        | 8860885074 | SPARSH GLOBAL BUSINESS  |

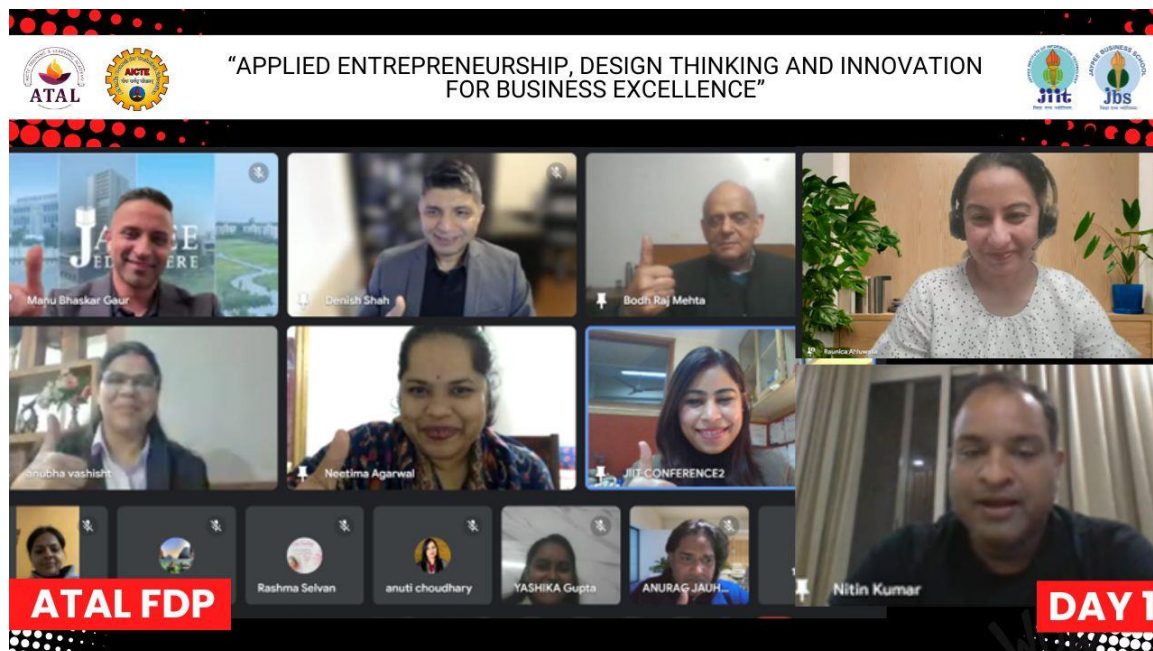
## ATAL Online Faculty Development Program

|     |                                    |                                    |                | SCHOOL   |
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| 165 | Dr. MANISHA<br>RAOSAHEB<br>SURVASE | mrsurvase1991@gmail.com            | 814967285<br>8 | INSTITUTE OF<br>BIOSCIENCES<br>AND<br>TECHNOLOGY |
| 166 | Mrs. shivleela                     | shivleelarevoorfetw@gmail.com      | 861813000<br>7 | FETW, Sharnbasva<br>university, kalburgi         |
| 167 | Mr. G.Arunagiri                    | arunagiri61@gmail.com              | 960067349<br>6 | DMI College of<br>Engineering                    |
| 168 | Dr. B.Rajeev<br>Kumar              | rkbasavas@gmail.com                | 984935315<br>3 | Andhra Loyola<br>College                         |
| 169 | Dr. Ravi Kanth<br>Makarla          | education4transformation@gmail.com | 944073932<br>4 | Malla Reddy<br>University                        |
| 170 | Dr. Dr. Sunil<br>Kumar Yadav       | sunilk.yadav@mail.jiit.ac.in       | 921201524<br>7 | Jaypee Institute of<br>Information<br>Technology |
| 171 | Dr. Ashutosh<br>Shukla             | shuklaabs@gmail.com                | 983979305<br>6 | Jaypee Institute of<br>Information<br>Technology |

# ATAL Online Faculty Development Program

The screenshot of the FDP (day -wise):

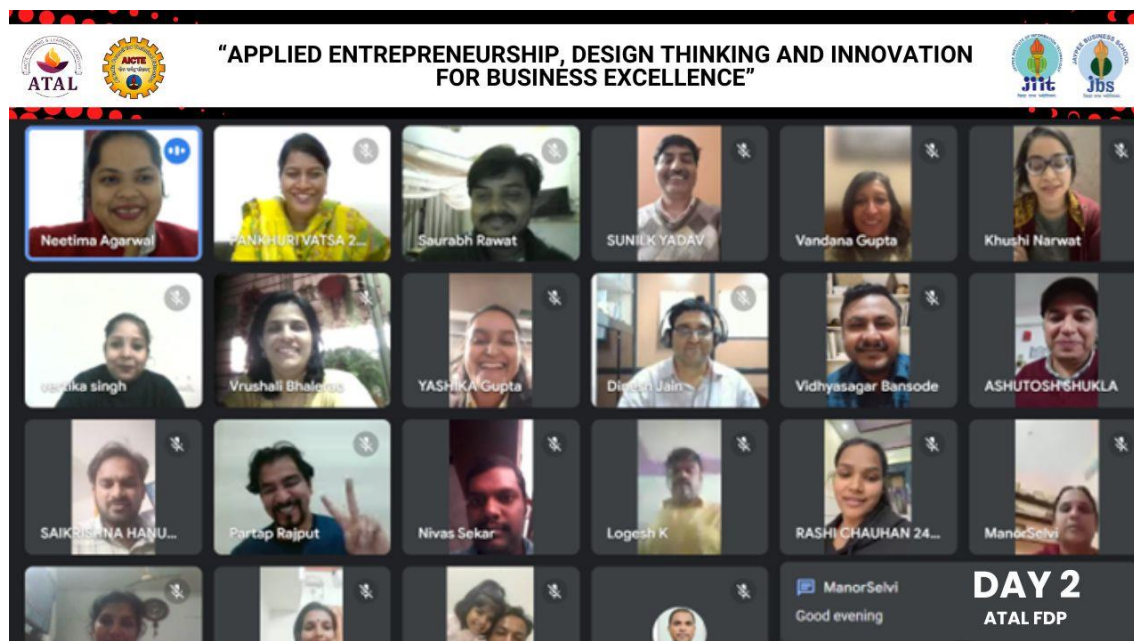
## Day 1: Monday, 16<sup>th</sup> December 2024 (Time: 6:00-9:30 PM)



**Resource Person 1:** Prof. Raunica Ahluwalia (Seneca Polytechnic, Toronto)

**Resource Person 2:** Mr. Nitin Kumar, Senior Manager, VISA Bengaluru

## Day 2: Tuesday, 17<sup>th</sup> December 2024 (Time: 6:00-9:30 PM)



**Resource Person 3:** Dr. Neetima Agarwal (Asst. Prof. JIIT University)

**Resource Person 4:** Dr. Nripendra Singh (Pennsylvania Western University)



# ATAL Online Faculty Development Program

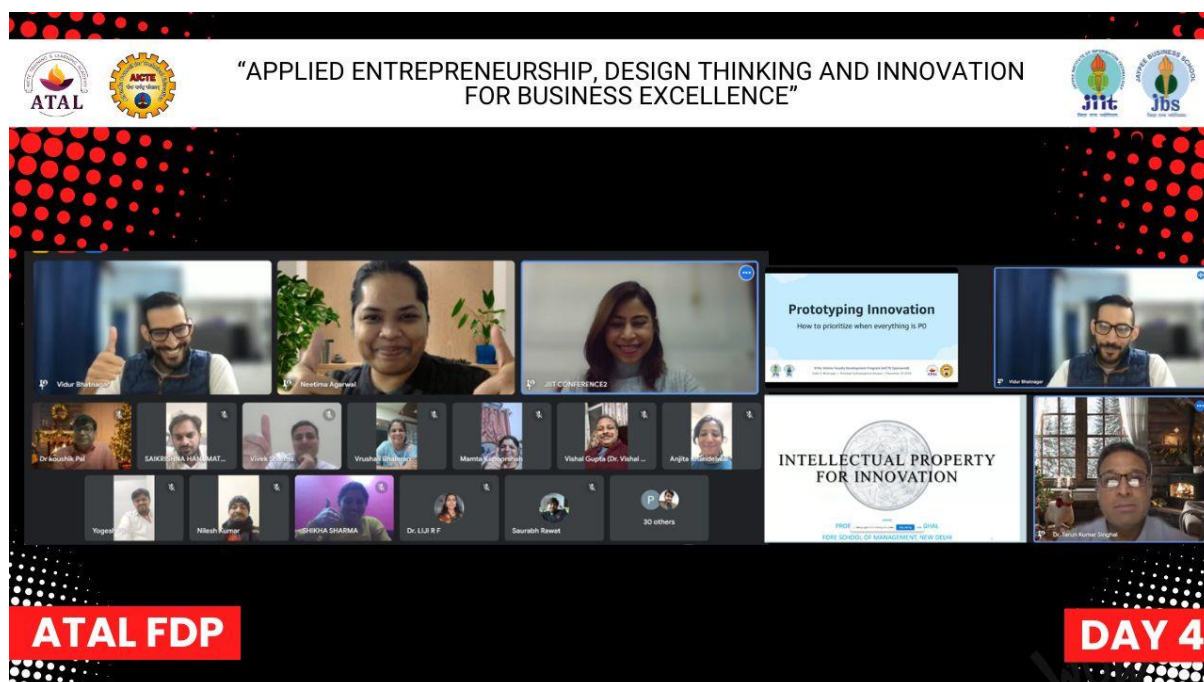
**Day 3: Wednesday, 18<sup>th</sup> December 2024 (Time: 6:00-9:30 PM)**



**Resource Person 5:** Harshdeep Rapal (Founder, Leggit AI)

**Resource Person 6:** Dr. Ridhima Bhanot Sharma (Asst. Prof. JIIT University)

**Day 4: Thursday, 18<sup>th</sup> December 2024 (Time: 6:00-9:30 PM)**



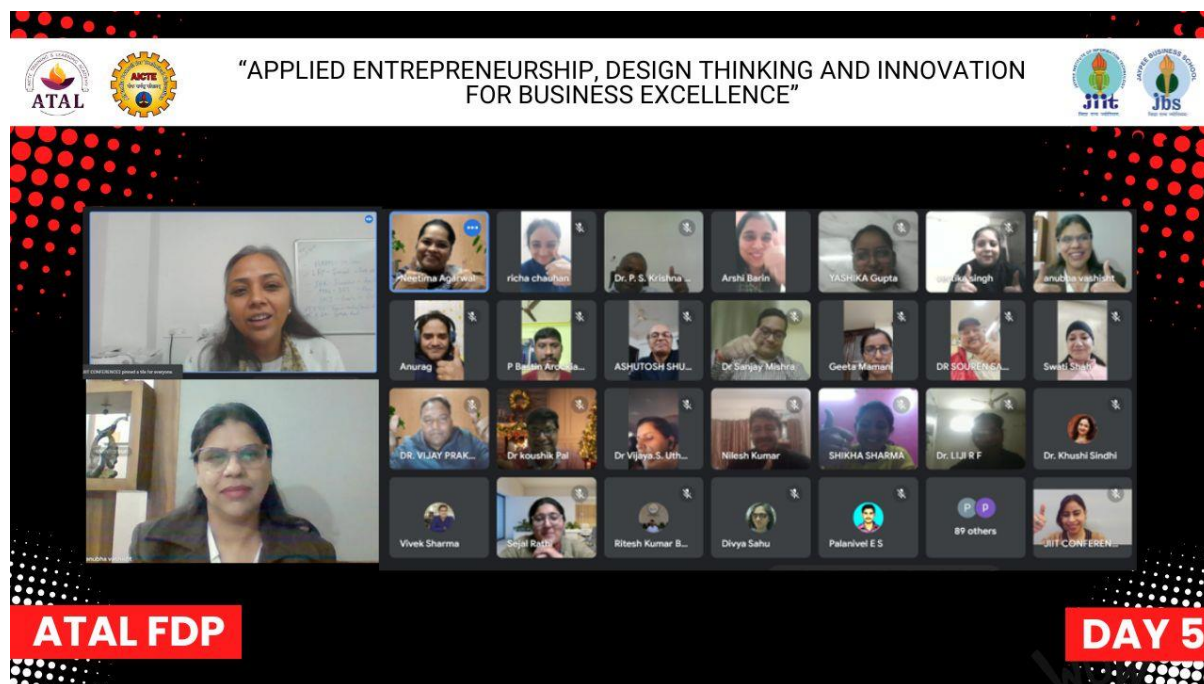
**Resource Person 7:** Mr. Vidur S. Bhatnagar (Product Manager, Amazon)



# ATAL Online Faculty Development Program

**Resource Person 8:** Prof. T.K. Singhal (FORE School Management)

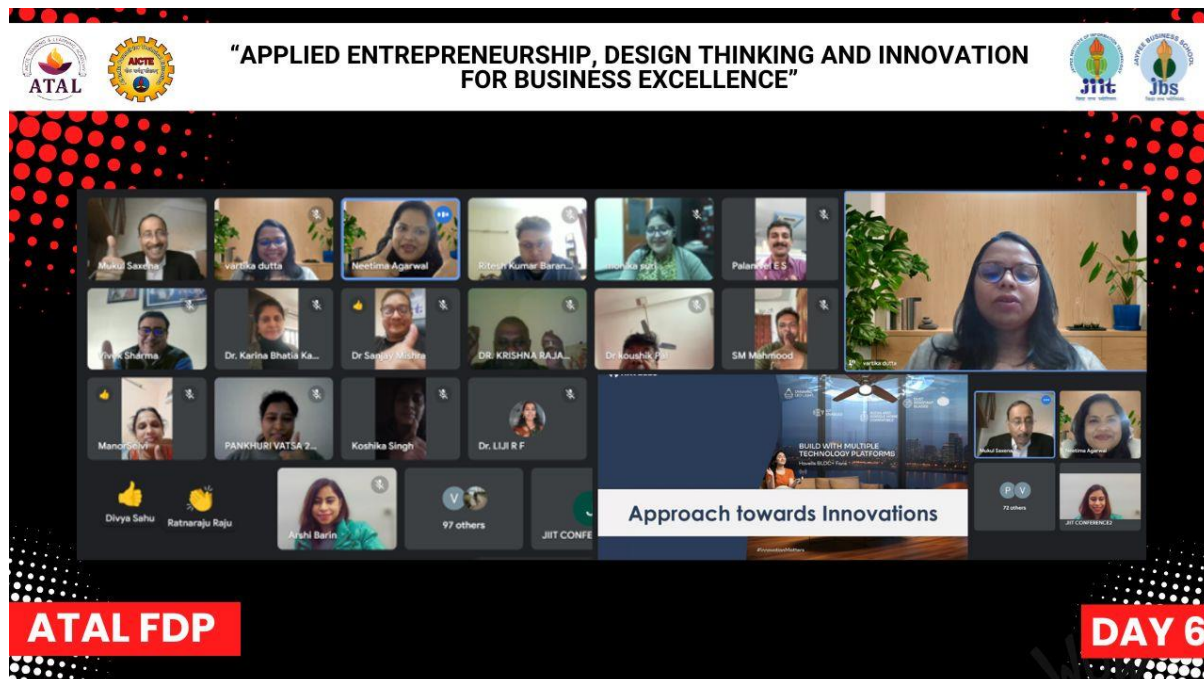
**Day 5: Friday, 18<sup>th</sup> December 2024 (Time: 6:00-9:30 PM)**



**Resource Person 9:** Dr. Shikha Bhardwaj (Asst. Prof. IIM Sambhalpur)

**Resource Person 10:** Dr. Anubha Vashisht (Director, Jaypee Business School)

**Day 6: Saturday, 18<sup>th</sup> December 2024 (Time: 2:00-8:30 PM)**



**Resource Person 11:** Mukul Saxena (President & CTO, Havells India Pvt. Ltd.)

**Resource Person 12:** Dr. Vartika Dutta (IIM Amritsar)

**Resource Person 13:** Dr. Arti Khosla (Founder, COAE)

The Media Coverage of the FDP was also done on various platforms:

LinkedIn:

Day-1 Link: [https://www.linkedin.com/posts/jbs-noida\\_aicte-entrepreneurship-innovation-activity-7274769886063575040-aDbA?utm\\_source=share&utm\\_medium=member\\_android](https://www.linkedin.com/posts/jbs-noida_aicte-entrepreneurship-innovation-activity-7274769886063575040-aDbA?utm_source=share&utm_medium=member_android)

Day-2 Link: [https://www.linkedin.com/posts/jbs-noida\\_fdp2024-aicte-sponsored-program-business-excellence-activity-7275892329985531905-Mu\\_k?utm\\_source=share&utm\\_medium=member\\_android](https://www.linkedin.com/posts/jbs-noida_fdp2024-aicte-sponsored-program-business-excellence-activity-7275892329985531905-Mu_k?utm_source=share&utm_medium=member_android)

Day-3 Link: [https://www.linkedin.com/posts/jbs-noida\\_jiit-atal-fdp-day-3-applied-entrepreneurship-activity-7275894310959464449-6EOk?utm\\_source=share&utm\\_medium=member\\_android](https://www.linkedin.com/posts/jbs-noida_jiit-atal-fdp-day-3-applied-entrepreneurship-activity-7275894310959464449-6EOk?utm_source=share&utm_medium=member_android)

Day-4 Link: [https://www.linkedin.com/posts/jbs-noida\\_fdp2024-aicte-sponsored-program-prototyping-activity-7275896698277638146-j8UQ?utm\\_source=share&utm\\_medium=member\\_android](https://www.linkedin.com/posts/jbs-noida_fdp2024-aicte-sponsored-program-prototyping-activity-7275896698277638146-j8UQ?utm_source=share&utm_medium=member_android)

Day-5 Link: [https://www.linkedin.com/posts/jbs-noida\\_fdp2024-aicte-sponsored-program-leadership-excellence-activity-7276173506470363136-aR2?utm\\_source=share&utm\\_medium=member\\_android](https://www.linkedin.com/posts/jbs-noida_fdp2024-aicte-sponsored-program-leadership-excellence-activity-7276173506470363136-aR2?utm_source=share&utm_medium=member_android)

# ATAL Online Faculty Development Program

YouTube links (Day wise):

Day-1 Link: <https://youtu.be/Mljvu6vIYZs?si=NboBEIVQv5TI3m8q>

Day-2 Link: [https://youtu.be/1VxniCz\\_N54?si=ghhG9dX48uGVJK3H](https://youtu.be/1VxniCz_N54?si=ghhG9dX48uGVJK3H)

Day-3 Link: <https://youtu.be/SFnaAMDzlaE?si=I5N7dPBG0cQWWgSt>

Day-4 Link: [https://youtu.be/-mG-m\\_DxX4I?si=seXFLR98Tg5Y7kI6](https://youtu.be/-mG-m_DxX4I?si=seXFLR98Tg5Y7kI6)

Day-5 Link: <https://youtu.be/PXFEVAj61XM?si=yI1Qg9Sny4c4RREK>