



**Janki Devi Memorial College
University of Delhi**

Name of the event	Add on course on artificial intelligence innovators lab
Name of the organizers	ICT COMMITTEE
Type of event	Online
Objective of event	Mastering AI and ML for innovation, harnessing AI for digital marketing, leveraging GPT-4 in E-commerce
Name and affiliation of resource person	iJaipuria Institute
Name and affiliation of speaker of event	Mohd Khurram Shakir (<i>Data Science Consultant</i>), Rupshanker Mishra (<i>Digital Marketing Consultant</i>), Dr. Shiva Kakkar (<i>Vice President of AI Initiatives at Jaipuria Group</i>)

Under the aegis of the Centre for Skill Enhancement (IQAC) of Janki Devi Memorial College, University of Delhi, the ICT Committee organized an add-on course on AI Innovators Lab in collaboration with iJaipuria. The 42-hour-plus course (30 hours of live training by industry stalwarts plus 12 hours of project) was open to all Delhi University students and faculty. The key highlights of the course involved mastering AI and ML for innovation, harnessing AI for digital marketing, leveraging GPT-4 in E-commerce, etc.

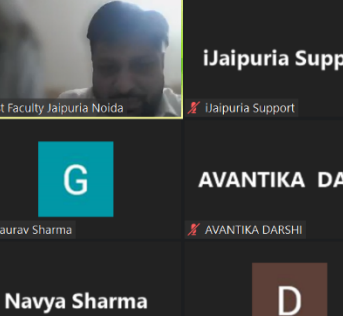
This course was divided into 6 Modules starting from Introduction to Machine Learning (ML) and Natural Language Processing (NLP), Generative AI and Prompt Engineering, Generative AI Usage in Digital Marketing, Research Tools (Affor AI, Notebook LM) Generative AI for Image Creation and Data Analytics with GPT-4. At the end of the course every student was given assessments related with the course curriculum where they have submitted their assessments and got their certificates after completing their assessments. The course was conducted from 8th February 2025 to 2nd March 2025.

Teacher Coordinators: Ms. Vrinda Kapur, Ms. Ekta Bansal, Mr. Ahirrao Dinesh Bharat, Dr. Ravindar Meena.

Screen shots for course sessions:-

The screenshot shows a Zoom meeting interface. At the top, a status bar indicates 'Recording...' and 'You are viewing Guest Faculty Jaipuria Noida's screen'. The main content area displays a presentation slide with the title 'WHAT IS MACHINE LEARNING' in large orange letters. Below the title, the text reads: 'Machine learning is a type of artificial intelligence that helps the machine to learn from the training data and gives the output according to the testing data. In these algorithms we basically make our machine to learn and adapt a certain behavior which in turn will help humans to reduce the work and to increase efficiency.' On the left side of the slide, there is a vertical blue bar with a series of colored dots and a circular logo containing the letters 'ij'. At the bottom of the screen, the Zoom toolbar is visible, showing options like 'Unmute', 'Start Video', 'Security', 'Participants' (44), 'Share Screen', 'Stop Summary', 'AI Companion', 'Reactions', 'Apps', 'Whiteboards', 'Notes', 'More' (with a red '54' badge), and 'End'. A small chat window in the bottom right corner shows a message from 'madhuri verma to Everyone' with the text 'No doubt'.

Formula for calculating the constant(A) :
 $\text{Mean}(Y) - (B * \text{Mean}(X))$



The image shows a Zoom meeting interface with a dark theme. At the top, there is a navigation bar with icons for back, forward, home, and a grid of windows. Below this, the main area is divided into several sections. On the left, there is a video feed of a man with a beard and a black cap, identified as 'Guest Faculty Jaipuria Noida'. To the right of the video feed, the text 'iJaipuria Support' is displayed in a large, bold, white font. Below the video feed, there is a blue square with a white letter 'G', followed by the name 'Gaurav Sharma'. To the right of this, the text 'AVANTIKA DARSHI' is displayed in a large, bold, white font. Below the 'G' square, the name 'Navya Sharma' is displayed in a large, bold, white font. To the right of the 'Navya Sharma' text, there is a brown square with a white letter 'D', followed by the name 'Dolly Singh'. At the bottom, there is a row of names: 'Gaurav Sharma', 'AVANTIKA DARSHI', 'Navya Sharma', and 'Dolly Singh'. Each name is preceded by a small red icon that looks like a stylized 'X' or a flame.

The screenshot captures a Google Meet session in progress. The primary focus is the screen share of a ChatGPT 4o mini interface. The ChatGPT window shows a conversation where the user has prompted for a marketing report on Tata Nexon. The AI has generated a structured response, including a role definition (marketing consultant at JP Morgan), context (report for CEO of Tata Motors), and specific tasks (write a detailed report on performance and future). The report also includes sections for abstract, introduction, competitor review, objectives, and research methodology. The meeting interface around the screen share shows a list of participants: Shiva, Jaipuria Support, Shaily Baisoya, Kamya, and Dolly Singh. The bottom of the screen displays standard Google Meet controls, including options to unmute, stop video, share screen, and view options.

Zoom Meeting

You are viewing Shiva's screen

Recording...

Sign in View

Participants (23)

Find a participant

IS IJaipuria Support (Host, me)

S Shiva

IS IJaipuria Support (Co-host)

AS amrita saraf

AK Anisha khandelwal

AS Aryan Sharma

Avantika Darshi

CA CHHAVI ARORA

Disha Vyas

D Dolly Singh

I Isha

K Kamya

Invite Mute All

Unmute Stop Video Security Share Screen Stop Summary AI Companion Apps More End

Safari File Edit View History Bookmarks Window Help

Shiva Kakkar's work...

Disadvantages...

Considerations for...

Conclusion...

ChatGPT

Shaily Baisoya

Kamya

Meeting Chat

IJaipuria x Janki Devi: AI Innovators Lab Session ...

Done sir

New messages

Sadiya shamim 21:07

sir was very informational and that we can use it in our daily lives

Who can see your messages? Recording On

To: Meeting Group Chat

Message IJaipuria x Janki Devi: AI Innovators La...

Kamya

sakshi sharma

IJaipuria Support

Chhavi Arora

Anisha kh

Sadiya shamim

Lipika Gogoi

Vidushi Pandey

Navya Sharma

Disha Vyas

Mute Stop Video Security Participants 21 Share Screen Stop Summary AI Companion Reactions Apps Whiteboards Notes More End

Zoom Meeting You are viewing Guest Faculty Jaipuria Noida's screen View Options

Participants (28)

Find a participant

Participants:

- MV Mittali Vats
- M Muskan
- NS Navya Sharma
- P Prachi
- PP prakriti pandey
- RS Rimika Saini
- SS sakshi sharma
- SB Shaily Baisoya
- SY Shivanya Yadav
- S sneha narang
- VP Vidushi Pandey
- SY Sakshi y

DATASET USED FOR EXPLANATION

DAY	Outlook	Temp	Humidity	Wind	Status of playing cricket
DAY1	Sunny	Hot	High	Weak	No
DAY2	Sunny	Hot	High	Strong	No
DAY3	Overcast	Hot	High	Weak	Yes
DAY4	Rain	Mild	High	Weak	Yes
DAY5	Rain	Cool	Normal	Weak	Yes
DAY6	Rain	Cool	Normal	Strong	No
DAY7	Overcast	Cool	Normal	Strong	Yes
DAY8	Sunny	Mild	High	Weak	No
DAY9	Sunny	Cool	Normal	Weak	Yes
DAY10	Rain	Mild	Normal	Weak	Yes
DAY11	Sunny	Mild	Normal	Strong	Yes
DAY12	Overcast	Mild	High	Strong	Yes
DAY13	Overcast	Hot	Normal	Weak	Yes
DAY14	Rain	Mild	High	Strong	No

Unmute Start Video Security Share Screen Stop Summary AI Companion Apps More End

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iJaipuria

JANKI DEVI MEMORIAL COLLEGE
(University of Delhi)

ICT COMMITTEE
in collaboration with
iJaipuria
under the Aegis of IQAC
Center for Skill Enhancement
PRESENTS
an Add-On Course on
AI INNOVATORS LAB

Key Learning highlights :

- Machine Learning & NLP
- Generative AI & Prompt Engineering
- AI in Digital Marketing
- Data Analytics with GPT-4
- Hands-On with AI Tools (GPT-4, DALL-E)

FOR ANY QUERIES, CONTACT :

Mr. Ashirrao Dinesh Bhasara: 8527 154758
ashirrao@jdm.du.ac.in
Dr. Ravindar Meena: 82003112710
ravindar@jdm.du.ac.in
Mr. Dhruv Sandhu: 7881040950
dhruv.sandhu@jaipuria.ac.in

Scan the QR CODE for more details

LAST DATE TO REGISTER : 15TH JANUARY, 2025

Duration: 23th Jan - 23th Feb 2025

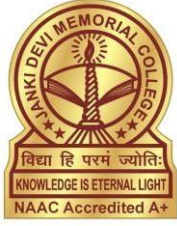
Course Fee: ₹3000/-

Timing: 11:00 AM - 2:00 PM (Saturday and Sunday)

Frequency: Three a week

Faculty:

- Mr. Ashirrao Dinesh Bhasara (Course Coordinator, IQAC)
- Mr. Ravindar Meena (Head of Center Coordination, IQAC)
- Mr. Dhruv Sandhu (iJaipuria Coordinator)
- Prof. Ashirrao Dinesh Bhasara (ICT Coordinator, IQAC)
- Prof. Ravindar Meena (iJaipuria Coordinator)
- Prof. Dhruv Sandhu (iJaipuria Coordinator)



जानकी देवी मेमोरियल कॉलेज

आयोजन का नाम	कृत्रिम बुद्धिमत्ता इनोवेटर्स लैब पर अतिरिक्त पाठ्यक्रम
आयोजक	आईसीटी समिति
कार्यक्रम का माध्यम	ऑनलाइन
कार्यशाला सांयोजक:	इजयपुरीया संस्थान
सांसाधन व्यक्ति:	मोहम्मद खुर्रम शाकिर (डेटा साइंस कंसल्टेंट), रूपशंकर मिश्रा (डिजिटल मार्केटिंग कंसल्टेंट), डॉ. शिवा कक्कड़ (जयपुरिया ग्रुप में एआई इनिशिएटिव्स के उपाध्यक्ष)
कार्यक्रम का उद्देश्य	नवाचार के लिए AI और ML में महारत हासिल करना, डिजिटल मार्केटिंग के लिए AI का उपयोग करना, ई-कॉमर्स में GPT-4 का लाभ उठाना

दिल्ली विश्वविद्यालय के जानकी देवी मेमोरियल कॉलेज के सेंटर फॉर स्किल एन्हांसमेंट (IQAC) के तत्वावधान में, ICT समिति ने iJaipuria के सहयोग से AI इनोवेटर्स लैब पर एक ऐड-ऑन कोर्स का आयोजन किया।

42 घंटे से अधिक का कोर्स (उद्योग के दिग्गजों द्वारा 30 घंटे का लाइव प्रशिक्षण और 12 घंटे का प्रोजेक्ट) सभी दिल्ली विश्वविद्यालय के छात्रों और शिक्षकों के लिए खुला था। पाठ्यक्रम की मुख्य विशेषताओं में नवाचार के लिए AI और ML में निपुणता, डिजिटल मार्केटिंग के लिए AI का उपयोग, ई-कॉमर्स में GPT-4 का लाभ उठाना आदि शामिल थे।

इस कोर्स को 6 मॉड्यूल में विभाजित किया गया था, जो मशीन लर्निंग (ML) और नेचुरल लैंग्वेज प्रोसेसिंग (NLP) का परिचय, जेनरेटिव AI और प्रॉम्प्ट इंजीनियरिंग, डिजिटल मार्केटिंग में जेनरेटिव AI का उपयोग, रिसर्च टूल्स (Affor AI, नोटबुक LM).

यह पाठ्यक्रम 8 फरवरी 2025 से 2 मार्च 2025 तक आयोजित किया गया।

Attendance link:

1. https://drive.google.com/drive/folders/1r1C-8pFIQzSYSBXa3zE2nofhhdGpGc2e?usp=drive_link

Certificate Link:

1. <https://drive.google.com/file/d/1eSnE4TsOsP-WwnChcQ5wlCBlju7UZaPX/view?usp=sharing>

Feddback session link:

1. <https://docs.google.com/spreadsheets/d/1Cza501YYLZiOyL2YYkMO4fEQYnDI dH71BsFxA-5IAo/edit?usp=sharing>