

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

(Affiliated to G.G.S. Indraprastha University, Recognised by N.C.T.E. & Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)
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7.3 - Institutional Distinctiveness

7.3.1 Portray the performance of the institution in one area distinctive to its priority and thrust.

The following focal areas are listed as the institution's special qualities and attributes since these are where the institution devoted its efforts.

1. Experiential Learning through Live Projects, Harvard Business Simulations & FDPs

Live Projects: Experiential learning holds immense importance in the realm of education due to its profound impact on the holistic development of individuals. Unlike traditional classroom learning that primarily focuses on theoretical knowledge, experiential learning emphasizes active engagement, hands-on experiences, and reflective practices. Keeping this in view, the institution has provided tremendous priority in the introduction of live projects as a mandatory part of the curriculum across all courses as an outcome of learning beyond the classroom and experiential learning. A Live Project Consists of hands-on Practical Training, Industry Exposure, Assignments, Tests, Mentorships & Networking with Industry People. The students actively worked in teams, and visited various organizations, shopping malls, flea markets, and governmental offices, and finally came up with interesting observations and reports. The student team worked under faculty guidance, using knowledge they have gained in their programs of study, to address the specific business problem. The results of the live projects were delivered by the students through reports and presentations. Students brought fresh perspectives to business problems. The institution received an overwhelming response from students, this gave them a sense of responsibility and accountability as well.

Harvard Business Simulation Course Pack: MERI is now Licensed Partner of Harvard Business Publishing for its Simulations. The course gives the students an opportunity to relate concepts learnt in classroom, experiment with various strategies, make tough decisions, and face consequences in real-time. The simulations



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are introduced in various disciplines such as Organizational Behaviour, Marketing, Global Collaborations, Entrepreneurship, and Analytics.

FDPs: MERI every year conducts two Faculty Development Programmes (FDPs) for faculty upgradation and knowledge enhancement before the commencement of both odd and even semesters. Each programme revolves around a distinct theme, which could encompass areas such as cutting-edge research methodologies, innovative pedagogical tools, experiential learning strategies, and effective student engagement practices. This thematic approach ensures that the participants are exposed to the latest advancements and best practices in these critical areas. Additionally, the FDPs facilitate direct interaction between participants and renowned experts in the respective fields. This interaction not only imparts valuable insights but also offers a unique mentoring opportunity, particularly for faculty members aspiring to publish their research in esteemed academic journals. Such FDPs play a pivotal role in nurturing a culture of continuous learning and professional growth among faculty members.

2. Launch of MERI Startup Hub

The institute has also planned to boost the entrepreneurship culture among the students. Keeping this in view, the college launched its start-up hub named, MERI Start-up Hub headed by Dr. Anjali Nigam. The overall objective of the MERI StartupHub at MERI College is to establish the practical application of knowledge to facilitate entrepreneurship. By allowing potential students to get the chance to submit their creative ideas through competitions and brainstorming, and also examining original and creative ideas or concepts put forth by students, researchers, and faculty members from a range of societal and commercial sectors. Students are supplied with resources to design prototypes beneficial for promoting agriculture and rural development, which is also the one of goals of the incubation center. It also serves as a platform for students to transform their ideas into technological innovations. A beginning was made to develop our students and convert inventions into a crucial driver for economic progress, and ideas and innovations, which flow gradually with the start-ups. The major startups started by the students are Carpool, De Zaina (e-aggregator for Budding Fashion), baniyababa.com, and Yourstartup 9 etc. Students are encouraged to gain hands-on experience and better Industrial Exposure.



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Post launch, the department has organized number of activities and programmes including 'Corporate startup connect Forum 3.0 on 5th May 22, 'Entrepreneurship & Innovation Growth Fest 1.0' on startup India Day 16th January 22, and, 'Women entrepreneurs & Innovation Growth Fest 2.0' on 8th March 22, 'Creativity & Innovation workshop series 4.0' in May 22. It aims to provide necessary facilities for start-ups, such as mentoring, fund-raising, and technological support. Every member is nurtured by industry experts, management, and faculty. The MERI Start-up cell is eager to conduct a variety of seminars, speaker sessions, creative competitions, and games for prospective entrepreneurs and to help them by offering the tools they need, including funding, mentorship, consulting, and networking. This centre acts as a complete support system that provides hands-on experience in innovation and entrepreneurship. Every member is nurtured with the industry experts, management, and faculty.

