

**REPORT ON**  
**Certified Session on**  
**ARTIFICIAL INTELLIGENCE**

An initiative of **PRAYAS-Placement and Internship Cell** and  
**Department of Computer Science of Mata Sundri College for women**  
in Collaboration with  
**PEARL ACADEMY**

“Intelligence and knowledge are not the real harbingers of a successful and fulfilling life. It’s also about applying wisdom.”  
With this notion, this year **PEARL ACADEMY** visited Mata Sundri College For Women on **24<sup>th</sup> February 2023** to conduct a session on **Artificial Intelligence**.

**PEARL ACADEMY** is a multi-disciplinary university, offering its students a dynamic learning ecosystem designed around innovative ethos. We offer over 40 uniquely designed courses through our Delhi-West, Delhi-South, Mumbai, Jaipur & Bengaluru campuses. Through this, we strive to foster creative, perceptive, and adaptive intellectuals.

In 30 years of our establishment, we have nurtured our students to become confident professionals in design, fashion, business, and the media industry. Our long-standing legacy has made our name among leading brands and organisations across the country. This is how we have achieved a glorious placement record of 89% across all schools. Our ground-breaking partnerships with illustrious institutions like the Association of Designers of India (ADI), Fashion Design Council of India (FDCI), and Institute of Indian Interior Designers (IIID), help us bring the industry to the classrooms.

With 35 years of enriched academic & industry experience, **Mr. Varun Duggal** has been working as an Assistant Professor at Pearl Academy for 5 years and inspired legions of students to deeply understand & decode the nuances of AI, Big data, Business Intelligence, Database Management, Marketing & Advertising among other things. His specialises in teaching Data Analytics and Research, Artificial Intelligence / Machine Learning, Statistics, E-Commerce, IoT and Internet, Big Data and Database Management Systems, Entrepreneurship and Project Management and Operations Research

His academic qualifications include a PhD Scholar in AI and Quantum Computing at Thesis stage, Master's from NTU and a B-Tech in Computers Science and Engineering from IIT Varanasi. In research, his areas of interest include Artificial Intelligence and Machine Learning, Consumer Behaviour, General Management, Quantum Computing, Quantum Algorithms and Quantum Mechanics.

He has published many research papers using complex statistical tools including Structural Equation Modelling in various Journals including ABDC Journals. He's also been conferred the prestigious and envious Gold Medal for Excellence in Business Practice by the Foundation for Excellence in Business Practice, Geneva and encourages his students to be adaptive, agile thinkers and develop a keen interest in upskilling, mapping & understanding new technologies

The session was attended by **43 students** and it started at **2:00 pm and lasted till 3:15 pm**. The session took place in **Mata Gujri Hall**.

The **speaker** started the session by introducing students and interacting with them. He asked about their future plans, expectations regarding their earnings and how they will achieve their goals.

Later, He gave an introduction to **Artificial Intelligence**. As the name suggests the term consists of two words Artificial means something which is man-made and Intelligence means the ability to decide. Artificial intelligence is a field of science concerned with building computers and machines that can reason, learn, and act in such a way that would normally require human intelligence or that involves data whose scale exceeds what humans can analyse.

Further, The speaker elucidated over the Future and Scope of Artificial Intelligence. The scope of AI is prominent in all aspects of business, like sales, marketing, customer support, and the HR department. The students were briefed about the Types of Artificial Intelligence. Three types of AI- Creative intelligence, Practical intelligence and Analytical intelligence.

He gave practical instances such as, a company like Amazon uses AI to provide the most accurate services to its customers. The latest usage of artificial intelligence in the Amazon world is Amazon Go. More effectively than any other business now in operation, these stores automatically record each purchase made by a customer. By effectively anticipating customers' requirements through personalised product recommendations, Amazon is able to maintain customer satisfaction while gaining a larger part of the market.

The session witnessed energetic participation and all queries were answered by the speaker. The session was held under the maintenance and coordination of Dr. S. Kalpana Devi, Convener, Ms. Ashema Hasti, Co-Convener of Placement and Internship Cell of Mata Sundri College for Women.



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## New Delhi, Delhi, India

AUDITORIUM, MATA SUNDRI COLLEGE FOR WOMEN, Mata Sundri

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**New Delhi, Delhi, India**


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## New Delhi, Delhi, India

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