



Directorate of Outcome
Guest Lecture Outcome Report AUH

1. General Information

Date: 17/02/2022

Event Type: Guest Lecture

Event Title: Guest Lecture on: The Challenges of Cross-Cultural Communication and Interaction between Indians and Germans

Event Theme: International Guest Lecture

Venue: Webex virtual platform

Web/Video Link of the Event: <https://amity.webex.com/amity/onstage/g.php?t=a&d=25162873275>

Organized by: Shailesh Kumar Ray, Assistant Professor, German, ASL, AUH

Event Level: International

Student Participation*:-150 AUH students

Faculty Participation*:- 10 Faculty Members from ASL, AUH:-

(Enclose attendance sheets in given format)

Event Coordinator(s) with designation:

Details of Expert/Speaker/Resource Person/Judge:

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1	USA	Prof. Vridhagiri Ganeshan	CIEFL, Hyderabad	Emeritus Professor	German Language, Literature and Culture	NA	germanganeshan@gmail.com	Y	Cross-Cultural Communication	
2										

About Resource Speaker: Prof. Vridhagiri Ganeshan

Prof. Dr. Vridhagiri Ganeshan is Emeritus Professor of German & has served as Vice-Chancellor at Central Institute of English and Foreign Languages (CIEFL). His academic career spans more than 40 years. He has written number of books and articles. He currently lives in the USA 'where he has been Visiting Lecturer' at Georgia State University, Georgia Technical University and 'Visiting Professor' at Emory University, Atlanta.

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				

a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.	Tangible	Proposed	NA	
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Tangible	Proposed	NA	
c) Collaboration for Funded Projects	NA	NA	NA	NA
2. Outcome related to Industry Connect				
a) Placement				
b) Collaborations for Research Papers				
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments				
d) Collaboration for Funded Projects				
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene				
b) Benefit to society in terms of Education				
4. Outcome related to Students Learning & Grooming				
Students now understand the cultural differences between German and India				
5. Any other				

3. Event Report along with glimpses of the event (Photographs)

3.1 General Introduction of the Event- Thought behind the event was to make our students aware of the cross-cultural communication.

3.2 Inspiration & Objectives of the Event- Cross cultural communication is very important when its comes to meeting of two cultures or someone going from one to another cultures, where cultural differences arise and leads sometimes to miscommunication.

3.3 Brief about the address/talk of speakers-The esteemed guest touched upon the differences between the Indian and German culture and thereby chances of miscommunication.

3.4 'Take Homes' for the Guest and Attendees- Students and other attendees are now able to avoid Cross cultural miss communications.

3.5 Future plan for utilizing the contacts developed with the Invited Guests- We can ask him to deliver lectures on Translation, Literature and Pedagogy which can benefit teachers and students as well.

3.6 Budget of the Event(Budget Sanctioned, Total Expenditure & Revenue Generated)NA

3.7 Details of Awards if Any: NA

3.8

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.9 Photographs (Few glimpses of the online event)



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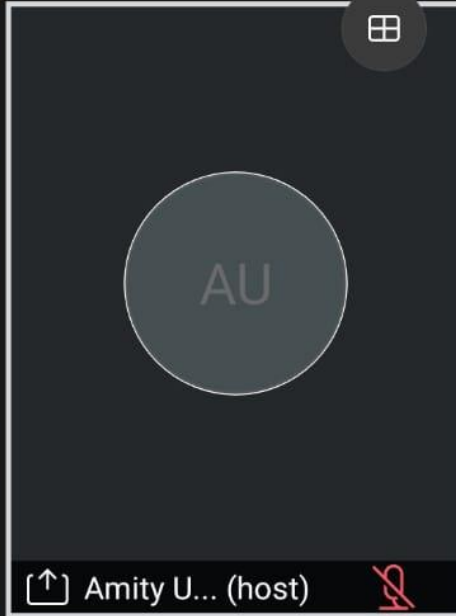
Webex



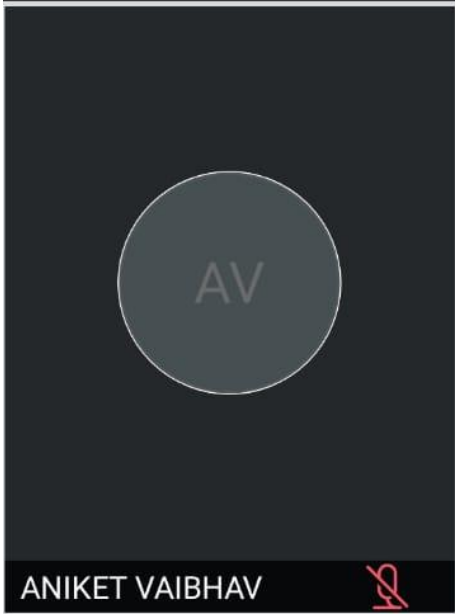
LIVE



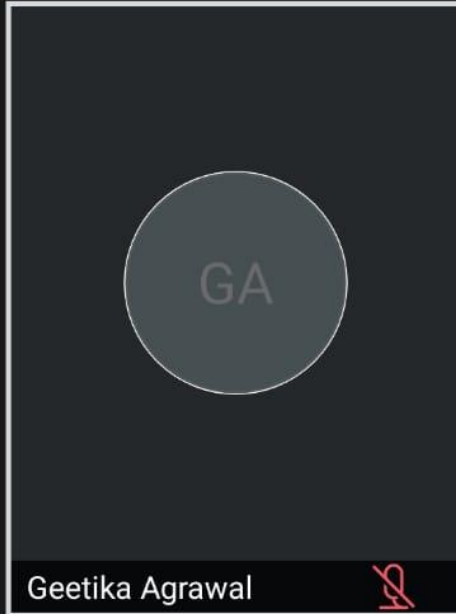
Vridhagiri Ganeshan



Amity U... (host)



ANIKET VAIBHAV




Geetika Agrawal



3.10 **Scanned copy of attendance sheets-**Attached in mail along with outcome report

SHAILESH KUMAR RAY

Event Coordinator


Signature of HOI



Stamp of the Department