

MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY

Celebrating 25 years of Academic Excellence



EXECUTIVE PROGRAM
SECOND COHORT - NOVEMBER 2025

Artificial Intelligence The Global Game Changer

An Opportunity to Upskill for Professionals
with a Certification from MATES



With 26 years of dedication to higher education MATES has earned a place for itself as a group of multi-disciplinary institutions with higher rankings and acknowledged accreditations.



ABOUT MATES

Your journey to a future-proof career starts here

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of well known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the fields of Technology, Applied Sciences, Management, Law, Journalism, Business, Pharmacy and Health Services to shape the human society for a better future.

With its consistent efforts and constant growth, over the last 26 years, MATES has been able to keep up its commitment in serving the nation with the motto 'Nation First'.

MATES runs three academic institutions namely, Maharaja Agrasen Institute of Technology, Maharaja Agrasen Institute of Management Studies and Maharaja Agrasen Business School besides Maharaja Agrasen University.

This group of institutions has been established by the vision and sacrifices of our founders led by Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor-MAU), and Sh. Vineet Kumar Lohia, Chairman MATES with inspiration from the legendary philanthropist, educationist, social reformer, industry inspirer and astute administrator Maharaja Agrasen Ji.

MATES institutions have made various accomplishments during their long journey and obtained prestigious rankings, global partnerships, industry collaborations and excellence in research.



DR. NAND KISHORE GARG

Founder Chairman
and Advisor, MATES



SH. VINEET KUMAR LOHIA

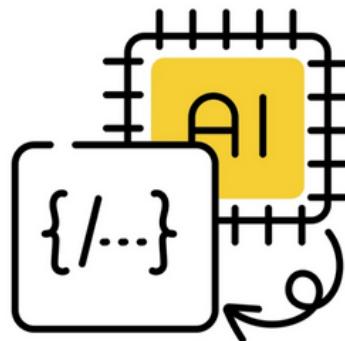
Chairman
MATES

Let AI Revolutionise Your Work

CERTIFIED ADVANCED TECHNOLOGY PROFESSIONAL IN ARTIFICIAL INTELLIGENCE **(CATPAI)**

A Compact Online Live Program

Strategic Learning helps to stay ahead



KNOWLEDGE PARTNERS

nasscom

futureskills® prime
A MeitY - NASSCOM Digital Skilling Initiative



CATPAI EXECUTIVE PROGRAM

Transform your future with AI

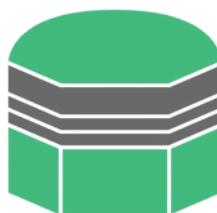
Step into the future of Artificial Intelligence and experience how AI can shape industries and unlock your potential.

CATPAI executive program is crafted for learners across diverse domains, making it accessible and impactful for everyone.

CATPAI covers a wide range of AI topics, from conceptual to domain applications, focussing on innovation and process transformation to help achieve organisational goals.

Industry Impact

AI's influence on various sectors worldwide



AI for Education & Research

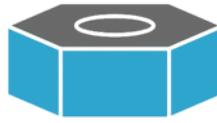
AI will revolutionise both classroom delivery and field research

Large Language Models

AI systems driving communication and understanding

Creative Arts & Visual Design

AI's contribution to creativity, arts and design



Ethical & Legal Implications

Addressing moral and legal challenges for responsible implementation



Generative AI in Business

AI's role in innovating business processes



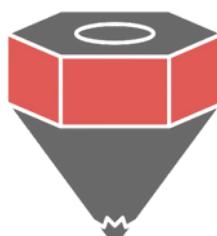
Customisation

Tailoring AI applications to specific needs



AI for Media & Journalism

Support and Promote Mass Communication



PROGRAM SUMMARY

Convenient learning tailored to suit your working schedule



Institution offering CATPAI

Maharaja Agarasen Technical Education Society,
Sector 22, Rohini, New Delhi



Program Duration

Every Saturday for 6 Weeks



Learning Mode

Online (Live)



Weekly Timing

10.00 AM to 01.00 PM on every Saturday



Program Fee

Early Bird : 15,000 INR + GST (Before 30th Sept) + 10% off (20 registrations)

Regular Fee : 18,000 INR + GST



Eligibility

Suitable for executives, professionals, entrepreneurs,
AI enthusiasts, academicians, researchers and graduates



CATPAI Highlights

- Start from scratch and build expertise
- Become a Certified Professional
- Study Material and Session Notes
- Easy and time saving
- The best growth-oriented program



Upon completion of the program, successful participants will be awarded the CATPAI Certificate which will enhance credentials.

WHO SHOULD ENROL

This program is ideal for all professionals and AI enthusiasts

Leaders from any industry aiming to upskill in AI

Non-technical enthusiasts eager to grasp and discover the usage of AI

Faculty in academic streams and research platforms

Graduates and Post Graduates exploring AI driven career opportunities

Unlock the power of AI in your profession.

Whether you're in business, governance, healthcare, education, research, law, HR, journalism, design, technology, agriculture, or the creative arts – AI is transforming every sector. From decision-making, forecasting, and customer services to medical diagnostics, climate studies, international relations, and life sciences, this course equips you to integrate AI tools into your work and stay future-ready.

Limited Seats Available | Secure Your Spot Today

Enrol Now

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AI can enhance leadership capabilities to guide an innovative and high productivity work force

PROGRAM MODULES

Module 1: Artificial Intelligence: The Global Game Changer

- **What is AI and Impact of AI on Life Systems**
- **AI terminologies, machine learning, deep learning, LLMs, NLP and generative AI**
- **History, Capability of AI, From content generation to process optimization**
- **AI vs Human Intelligence, AI vs Traditional Automation, Types of AI**
- **Potential Applications of AI** - Industry, Governance, Content Writing, Business, Supply Chain, HR, Legal, Journalism, Preventive Healthcare, Medical Diagnostics, Education & Training, Research, Defense, Software & Technology, Design, Creative Arts, Agriculture, Forecasting, Decision Making, Customer Services, Troubleshooting, Climate & Weather, Travel & Transportation, International Relations, Bio-Technology, Nature Studies, Life Sciences, Literature, Human Behaviour, Transcriptions
- **Role of Data in AI: What is Data and types of Data**
- **Personalized Capstone Project in your field of Application**

Module 2: Introduction to Large Language Model - Vehicle for AI

- **Most used LLMs (ChatGpt, Gemini, Perplexity):** Examples & Comparison
- **Introduction to Prompt Engineering:** A new User Input Mechanism
- **Types of Prompts:** Open-ended, closed prompts, instruction-based and question-based prompts
- **The Role of Context in Prompts:** How context influences output quality
- **Examples of Effective vs Ineffective Prompts:** Analyzing and comparing
- **Prompt Templates:** Common structures like instructions, role-playing, and scenarios

Module 3: Applicability of Generative AI in Business

- **Content Writing:** Text, Email, Report Generation, Summarization and Communication
- **Automating Customer Service:** FAQ generation, Chatbots and Support Systems
- **Business Practices:** Marketing, Sales, Branding, Data Analysis, Capacity Building, Demand Forecasting, Supply Chain, Logistics, Warehousing, Investment Management, Finance & Budgeting
- **Legal & Healthcare:** Legal Documentation, Contract Analysis. Medical Research & Diagnostics
- **Tech & Software Development:** Generating Code, Debugging, Problem-Solving Prompts

PROGRAM MODULES

Module 4: AI in Creatives Arts, Visual Design, Journalism, Media, Education

- **AI-Powered Design Tools:** How generative models assist designers, image to image translation
- **AI in Video Production:** Deepfake Technology, Video Editing, Animation, Creation, VFX
- **Creative Practices:** Journalism, Scripting & Editing, Column Writing, Art, Music, Design, Copywriting, Literature
- **Branding and Digital Marketing:** Logo, Brand Creation, Ad Campaigns, Social Media Content
- **Education & Training:** Course material development, efficient delivery, learning systems, Training Methods, Customizing prompts for learning and tutoring systems

Module 5: Customizing your work with AI

- **Integration with Existing Systems:** Tools and platforms to integrate AI models
- **Custom AI Solutions for Businesses:** Tailoring models to fit specific industry needs
- **Data Science, Computer Vision & Natural Language Processing**
- **Agentic AI:** What are agents and applications
- **Capstone Project Requirement & Design Specifications**
- **Case Study:** How a company successfully deployed generative AI for business transformation

Module 6: Ethical & Legal Implications of AI

- **AI Bias and Fairness:** How AI can reinforce bias and how to mitigate it
- **Intellectual Property Right Issues:** Ownership of AI-generated content
- **Regulatory Compliance:** DPDP, GDPR, AI transparency laws, emerging regulations
- **Best Practices for Ethical AI:** Creating a responsible AI strategy for your business
- **Social Damage Risk:** Disrupting society relationships and practices
- **Capstone Project Demonstration:** Project based on use case selected by the participant

Note: Modules/ topics are indicative only and may be modified as per program needs.

SELECTED CATPAI TOOLS

A comprehensive perspective in AI application



- **ChatGPT:** An AI conversational model that can generate human-like text responses to questions for creating content.
- **Gemini:** A powerful AI model suite developed by Google DeepMind, known for its advanced natural language processing & understanding capabilities.
- **Copilot:** Microsoft Copilot is a generative AI chatbot developed by Microsoft. Based on the GPT-4 series of large language models launched in 2023..
- **Perplexity:** An AI-powered search engine that provides answers from the web in real-time, optimized for more contextually rich results.
- **Claude.ai:** A conversational AI chatbot developed by Anthropic, designed to be safe, reliable, and user-friendly for various applications.
- **DALL-E:** A deep learning model by OpenAI that generates images from textual descriptions, enabling creative visual content generation.
- **Leonardo:** Leonardo AI is an AI-powered platform that uses machine learning to create images, videos, and other visual assets. It can be used for a variety of creative projects, including art, photography, and design.
- **Napkin:** Napkin is a no-code tool designed for creating interactive prototypes and workflows.
- **Grok:** Grok is a generative artificial intelligence chatbot developed by xAI. Based on the large language model (LLM) of the same name, it was launched in 2023 as an initiative by Elon Musk. The chatbot is advertised as having a "sense of humor" and direct access to X (Twitter.)
- **MidJourney:** A generative AI tool that creates unique, high-quality images from text prompts, popular among artists
- **GAMMA:** A data visualization tool focused on creating interactive reports and presentations, powered by AI for ease of use and creativity.
- **Prezi:** Prezi is a cloud-based presentation software that uses dynamic, non-linear visuals to create engaging and interactive slideshows.
- **Pictory:** Pictory uses AI to help repurpose video & text content into short branded videos for education & marketing.
- **Runway:** Runway AI allows you to generate high quality realistic video scenes from a simple text prompt, turning your creative ideas into vivid visuals.
- **Artbreeder:** A platform that blends images using AI to create new art, offering tools for artists and creators to generate unique visuals.
- **Murf:** Murf helps brands create dynamic and intriguing voiceovers for commercials, social media ads, and promotional and engaging videos.
- **DeepSeek:** DeepSeek's AI models are used in a variety of applications, including apps, home appliances, and other products.
- **tldraw:** tldraw is a conversational AI tool for visual programming, allowing users to generate content and process information using natural language.
- **Google AI Studio:** Google AI Studio is a free platform which enables you to access Gemini's features in multi modal capabilities.
- **Orange:** An open-source data visualization and analysis tool. It provides easy-to-use components for machine learning and data mining.

CATPAI TESTIMONIALS

GLIMPSES FROM THE FIRST COHORT



Mr. Girish C. Gandhi
VP, Infinite Civil Solns

Paralleled my ISB experience, wonderful.



RECOMMENDED



Streamlined performance through AI integration.



Mr. Mahesh Kumar
President, ICT Pvt Ltd



Mr. Umesh Khurana
VP, ICT

Engaging Sessions, Valuable Skills, Invaluable Knowledge

amazing



Confident in exploring more with AI tools



Mr. Kamal Kesharwani
Vice President, ICT



Ms. Arti A
Director, CEAI

Felt like opening a window to the future

**GREAT
JOB!**

CATPAI TESTIMONIALS

GLIMPSES FROM THE FIRST COHORT



Launchpad from prompting to research



Mr. Amit R. Phadatare
Highway Design Engineer



Wonderful experience



Dr. Anuj Aggarwal
Asstt Professor



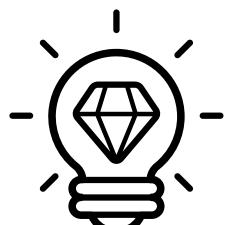
Progress from a learner's perspective to an innovative mindset



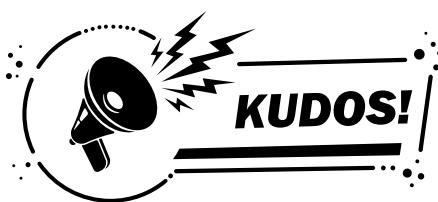
Mr. Vikas Kachroo
Manager



Fun and interactive, the assignments were challenging



Ms. Vedika Peter
Student



Innovative and well structured, instantly applicable to work



Mr. Vicky Saini
Senior Manager



I am exploring, experimenting and bringing ideas to life.



Ms. Sapna Raturi
Accountant

Global businesses expect AI to strengthen customer relations, increase productivity, save costs, drive up sales, improve services



**It is anticipated that India can add to its GDP by USD 400-500* Billion by adopting AI in the next 5 years
Let us be a part of this growth story**

* Source: Nasscom