



## DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

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### MANTRA FOR 21<sup>ST</sup> CENTURY MANAGERS: INITIATE, INNOVATE, AND INTEGRATE



Companies that are flourishing in the 21<sup>st</sup> century are the ones that have learned to respond to dynamic global business environment. The nature of corporate environment is dynamic, constantly changing, inconsistent, unpredictable and so very challenging for the managers. Yesterday was a uni-directional era and here we are today, in an era of multi-dimensional universe. The only formula for success is to Initiate, Innovate and Integrate. Managing the change is not sufficient but to initiate that change is the key. Innovation can be a catalyst for the growth and success of the business, and help to adapt and grow in the marketplace. Sources of innovation can be found across any business, service line, organization, or industry. Integrating or synchronising technological and other corporate resources, business cultures and business strategies and goals is the final step.

Today's leaders face extraordinary new leadership challenges in the highly volatile, globalized, and hyper-connected 21<sup>st</sup> century and must learn to think differently about their role. To lead in this age of upheaval, managers should be constantly available, manage the huge flow of information, look around to find out the best ideas, make quick decisions, implement the best processes and practices and not only respond to but anticipate market movements around the world, empower employees and contemplate customers.

Delhi Institute of Advanced Studies organized a National Conference on **"Mantra for 21<sup>st</sup> Century Managers: Initiate, Innovate, and Integrate"** on 27<sup>th</sup> February, 2016 to deliberate on



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the challenges for corporates in managing and bringing about changes in the highly competitive business environment. The conference served as a platform for corporate professionals, academicians and students to share and learn the stratagems for the managers of this century.

The conference started with the inaugural session which was followed by Technical Sessions I and II.

### INAUGURAL SESSION



The inaugural session commenced with lighting of lamp of knowledge by the Chief Guest Mr. Sameer Nagpal, Group CEO, Dalmia Refractories, the Guest of Honour Dr Ashok Haldia, Managing Director, PTC India Financial Services Ltd., Dr R C Chadha, Group Academic Advisor, DIAS, Dr S.N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS and Dr N. Malati, Director, DIAS.

This was followed by the welcome address by Dr S. N. Maheshwari.



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### WELCOME ADDRESS BY

Dr S. N. MAHESHWARI,

PROFESSOR EMERITUS AND ACADEMIC ADVISOR, DIAS



In the backdrop of tough competition and LPG (Liberalisation, Privatisation and Globalisation) wave sweeping through countries across the globe, all economies have become global. Indeed the distinction between national business and international business is increasingly losing relevance. Earlier it was said that no man is an island by himself. Today, it can be said that no country can live by itself. Moreover, the world today is headed by innovations. New products and services hit the market almost every day, hungry for its space in the customer's mind. Entrepreneurs have new, crazy ideas for the world. The big question before today's managers is, therefore, "Are traditional business techniques good enough to meet new challenges." To me the answer seems to be a "Big No".

It may be pertinent here to quote Peter Drucker, "The enterprise that does not innovate inevitably ages and declines and in a period of rapid change, such as present, the decline will be fast". It is to be remembered therefore, companies of tomorrow will be only those who are willing to scrap conventional ideas, who are willing to try out new stuff and most importantly who are willing to





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fail but have a passion to succeed. This is because, “Success is neither final, nor failure is fatal, it is the courage to continue that counts”.

Business managers aspiring to be successful, have therefore to be on their toes constantly. They should be always thinking of something new, reinventing and branding their production and marketing strategies. Since the market place, technology and customers are all constantly changing they should have the passion to beat the competition in case they don't want to be doomed or ignored. Their presence as well as of their business organisations must always be felt by the competitors. They should always be a force to reckon with under all circumstances. “Love me or hate me but you cannot ignore me” should be their mantra for success.

So the 21<sup>st</sup> Century managers have now to initiate, innovate, renovate and integrate all the more faster than ever before if they want their organisations to survive as vibrant and progressive organisations. They have to continuously initiate, create, innovate and integrate smart business strategies and practices which will enable them to deliver new products and services with exclusive features to the people from all income groups in the most cost efficient manner. To succeed in this endeavour in to-day's volatile business environment, the business managers may have to adapt a number of business strategies or any combination thereof. Their strategies may include Effective Corporate Governance, standardization of accounting practices, Corporate Restructuring for Sustainability, Forensic Accounting & Auditing, Mass Customisation, Digital Marketing, Efficient Risk Management, E-Governance, Synchronisation of business goals with social goals, Effective Networking and more.

Dr. Maheshwari, thereafter, introduced the guests to the august audience and welcomed them to the institute.

### **INAUGURAL ADDRESS BY**

THE CHIEF GUEST, MR. SAMEER NAGPAL,  
GROUP CEO, DALMIA REFRACTORIES



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Change is the only constant with an additional importance in today's life because today is the time when we are perceived by our quantum and speed of change. Initiate means we have to begin somewhere which is also the first step, without which innovation will not happen. On the other hand integrate means that we cannot make use of that innovation unless we have very successfully figured out how to deploy it in the context of the society, job, work or customer benefits. Speed of change over the last few decades has been much higher than before. Today, innovation is every one's job. Earlier the innovation gave business some time to react. But today we don't get that time. Today, because of connectivity, innovation can happen anywhere, today it lands at your door step very quickly. That is the one very fundamental change called internet and internet of things. Now business can take advantage of it or die because of it. It was thought that retail chain will kill our Kirana stores. They would be out of business in India because those companies are having buying power but now this business retail chain is vanishing as retailing has killed their business in less than 10 years.

Initiate means to have a problem solving mind set. And integrate is having the idea of the road map of this implementation. So now, how can managers initiate, innovate & integrate. Nano, a great Idea, extremely well initiated a brilliant innovation but poor integration. Nano is one example of great idea because it came from the top but people just forge the ground. But also you have to have the capability to view from the top. Construct a big picture, look at how a strategy will work, go back on the ground and see what's happening. It is easy to be said but difficult to



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practice. Train your mind to take or live the change. Become comfortable with the change. Never get demotivated or lose heart. Learn to live with it and enjoy curiosity and find opportunities in it. Be a structured risk taker which means you need to bring some science in your risk taking, take risk even while selecting job. Practice connecting the dots. Today disruption does not come from within our industry. Music industry was disrupted by Apple which is not into music business.

He concluded by saying that engaging all the stakeholders is extremely important as they give ideas for integration with different view points from different groups of people from different kinds of network.

### KEY NOTE ADDRESS BY

**GUEST OF HONOR, DR. ASHOK HALDIA,**

**MANAGING DIRECTOR, PTC INDIA FINANCIAL SERVICES LTD.**



Initiate, innovate and integrate is one of those forward looking thoughts that any thoughtful institute should think about, to stir the minds and hearts of the students to set their perspective as to what they should look like, what they should do when they become a manager; not only when they become a manager but also when they live as an individual, when they live as a family and when they live as a part of the society.



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Innovation is the basis of survival. Innovation today has become an essential part of our life not as a manager but also as an individual, it has become necessary for business and survival, survival as an individual, as family, as a company, as a business, as a society. Those who do not live in innovation, die. If we make innovation a part of our life then the rest of the things would fall in place automatically. Gone were the days when we used to talk about improvements, we used to talk about re-engineering, we used to talk about percentage increase in our turnover; the time has come where we think in multiples 3 times, 10 times or 20 times. So the innovation has become part of our life. If we have the ability to question (Why, How) then innovation would automatically take place. If you question what value you can add, you would find ways to add that value.

Today we are at 2000 crores network companies with more than 14000 crores aggregate sanction in the power sector. That is how one has to apply; we have to be the part of our problem so that we have a commitment and an aspiration for growth, not growing as an individual but also as an organization and to become a part of the society. The innovation would automatically take place; we would initiate, we would innovate and we would integrate.

Remember, confusion, disruption, disaster and failure are now part of life, we have to be part of it, we have to change ourselves to respond to that, to become innovative, still survive and still grow. New leaders, new products and new technology, all come through innovation only. Earlier we used to think that start hard work today and may be when we grow old, we would become a larger company and then the legacy would follow to the children. Today the start-ups are the leaders of the industry, they lead the industry and that comes because of globalization, because of technology, because of their ability to think beyond, ability to innovate and ability to have patience. That is how they grow and the examples of Google and many other companies are alive and so when you innovate, you should also know how to lead. Innovation may be an individual exercise but carrying the innovation forward has to be a team exercise. There comes our ability as a leader, ability as a manager.

In conclusion, he pointed that there are various MNC's that vanished because of globalization, because of their inability to innovate. So every time, every day, we must think about innovation.





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### VOTE OF THANKS BY

DR. N MALATI,  
DIRECTOR, DIAS



Business leaders opine that to thrive in today's complex business environment, one needs to innovate technologies, strategies and business models. Exploring new markets, employing attractive marketing strategies, keeping an eye on the demands of the customers and a constant vigil on the potentials of the product of the competitive firms are some of the important strategies. Further, in the current age of Make in India, Digital India, it has become imperative for managers to constantly innovate lest they lose their supremacy to competitors.

Dr. Malati, thereafter, welcomed the esteemed guests to the conference and extended her heartfelt thanks to them for gracing the occasion and sharing their knowledge and experiences with the audience.

### TECHNICAL SESSION I

The first technical session was chaired by Mr. Kamlesh Mittal, Senior Director, Deloitte Touche Tohmatsu India Private Limited. The paper presenters in the first technical session, discussed about inflation and Indian stock markets, financial innovations and CSR initiatives.





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### ADDRESS BY

Mr. KAMLESH MITTAL,

SENIOR DIRECTOR, DELOITTE TOUCHE TOHMATSU INDIA PRIVATE LIMITED



The topic for this National Conference is very apt i.e. “INITIATE, INNOVATE & INTEGRATE” and it could not have been better than this. We have been linear and local till almost last decade and now we are no longer linear, we are not local; we are global. What needs to be understood is, what is making a change, what is the driver of change and what are the emerging situations and challenges which are leading to change.

Looking at the theme here, we are talking about accounting perspective, financial perspective, management perspective and going forward to human resource perspective, marketing, operations and IT. It covers all aspects of management and reporting and why the pace of change is so high as compared to past. We have lived in a generation where we have seen typewriter which was manual and today we carry cellphones. Change is taking place at a very high pace. A prediction is made that in the next 10 years, 40% of the fortune companies will no longer be there in the fortune 500 companies' list. Takeovers would take place. Companies like You tube, Whatsapp, Uber are using assets of some other company and building on them. They do not have their own assets and still they are multibillion crore companies because their ideas are strong and innovation is there.



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People are expecting that by 2020, almost the entire globe would be connected by internet and we cannot imagine the knowledge we all will have when that would happen.

### ADDRESS BY

CA NITIN MEHRA,

FINANCE CONTROLLER DEN NETWORKS



Things need to be initiated to grasp over the upcoming challenges in the new business world i.e. initiate and innovate. Come up with the new ideas to face the challenges and then integrate the new ideas with old ones to basically face the challenges, global market, comparability and fraud. In earlier times, focus of financial reporting was on financial information, information to be shared with the stakeholders, the investor and the public but in today's era, the challenge to be faced is deciding how to strike the balance between transparency in the financials and not giving away too much competitive information to our competitors. There are two things namely, transparency and timelines i.e. timelines of reporting. The transparency has to be maintained but that should not be vast enough such that the competitor takes advantage and kills our business so we need to make the right balance. If there are various stakeholders who take decisions about our company numbers of times on a day-to-day basis, then we need to have a system where we could update the critical information which they can use in their decisions about our company. These issues must be addressed but they should not be the reasons to stay where we are, we have to initiate the new things.

Corporations are moving away from primarily seeking statutory compliance towards meeting market needs. New world is interested in non-financial information and this is the most critical information, apart from profitability. The stakeholders look for the talent which the company has, the



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kind of patents they have, the kind of marketing potential they have so that they can encash upon them in the future. In the old system, there was only shareholder focus, now there is stakeholder focus. Stakeholders include public, investors, government, statutory bodies etc.

Focus is on the issues of what information should be provided and the way in which it can best be transmitted to fulfill the needs of 21<sup>st</sup> century capital markets. This is the major change which is going to happen in financial reporting in 21<sup>st</sup> century era because of the global market scenario. Forensic accounting has gained lot of importance in India because of ongoing frauds and scandals such as Satyam scandal. In the 21<sup>st</sup> century, the forensic accounting has come into limelight due to rapid increase in financial frauds and white collar crimes. Fraud is something that internal and external auditors are supposed to guard through their periodic audits but now the accountants know that auditors can only check for the compliance of the companies to the accounting principles, auditing standards and company policies. Within a span of one month of audit, they cannot deep dive to find out if there is any fraud happening in the company because they can just review the financials. Thus, the new category of accounting needed to detect the fraud in the company is forensic accounting. Forensic accounting is the integration of accounting skills, auditing skills and investigating skills.

### INFLATION AND INDIAN STOCK MARKETS: AN EMPIRICAL STUDY

**MS. ANSHIKA AGARWAL,**

RESEARCH SCHOLAR,

DEPARTMENT OF COMMERCE, UNIVERSITY OF DELHI





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In her study, Ms. Anshika analyzed whether inflation matters for Indian stock markets or not by studying the nature of relationship and the causality between inflation rates and stock market for the period ranging from April 2005 to March 2015. Augmented Dickey-Fuller Unit Root test is applied and it is found that stock market indices namely, BSE SENSEX series, BSE MID-Cap series, BSE 500 series and Wholesale price Index series are non-stationary at level and at first difference these series are stationary. And then by applying Granger-Causality test, she found that there is no causal relationship between inflation rates and different Indian stock markets. They do not lead or lag each other. Again, by applying Johansen co-integration test it was seen that inflation rates and Indian stock markets do not move together in the long run and there is no co-integration between them. She concluded by stating that the findings of this paper might help policy makers and investors to take better decisions.

### ANALYSIS OF GOLD EXCHANGE TRADED FUNDS (ETFs) IN INDIA

**MS. BALWINDER KAUR,**

ASSISTANT PROFESSOR,

DELHI INSTITUTE OF ADVANCED STUDIES, GGSIP UNIVERSITY



One of the most preferred investments for Indians is the defensive asset, the yellow metal, Gold. Gold has witnessed bull market for about 12 years till 2013 but has since lost momentum. Investment in this asset class can be made in various forms viz. physical form as jewellery, bars or coins or paper or electronic form as gold funds, gold ETFs etc. ETFs have opened a whole new vista of investment opportunities for retail as well as institutional players. ETFs enable investors





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to gain broad exposure to entire stock markets and specific sectors on a real-time basis and at a lower cost than many other forms of investing. An ETF is a basket of stocks or securities that reflects the composition of an index, such as CNX Nifty or BSE Sensex or of other products like commodities. The ETF's trading value is based on the net asset value of the underlying securities that it represents.

In this paper, Ms. Balwinder has made an attempt to analyze the performance of gold ETFs in India. All the gold ETFs available in India i.e. a total of 14 schemes in this category have been studied over the time period February 2011 to February 2016 (5 years).

Comparing the returns of the Gold ETFs amongst each other, it was found that there is not much of a difference in the returns realized over the last 1 month to 5 year period. So, the choice of an ETF over another cannot be based on the returns. Next, comparing the average returns of ETFs with the domestic gold price movements, it was concluded that over the last 3 years period, gold ETFs have delivered better returns than pure gold price movements whereas over the last 5 years period, pure gold investment beats gold ETFs. On comparing the Standard deviation for the volatility of the funds, R\* Shares Gold ETF was found to be the least volatile. Comparison on the basis of risk adjusted returns using Sharpe Ratio of the funds, Motilal Oswal MOST Shares Gold ETF was found to be the best choice for an investor with the best risk adjusted returns.

Further, she discussed some issues responsible for not so attractive development of gold ETFs in India. Unlike developed markets of the world, the market for ETFs in India is dominated by retail investors. This makes the securities regulators more conservative in allowing complicated products in this category. Further, investors need demat/broking accounts to trade in ETFs and many Indian investors do not have these accounts and therefore do not consider this investment product. Banks and other mutual funds distributors find it easier to sell open-end mutual funds that do not require demat accounts and also, they do not want to be seen as selling stock market products for the fear of additional regulation and scrutiny.



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### HOLISTIC GROWTH THROUGH INNOVATIVE CSR INITIATIVES BY THE CORPORATE IN INDIA

**MR. NIKHIL TIWARI**

STUDENT,

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES, GGSIP UNIVERSITY



Now-a-days, businesses are no longer solely focused on turning a profit but they are also keeping concern over environmental and social issues. CSR is not only about giving money for social cause or just asking people not to print emails for the sake of saving Earth but managing relationships to produce a holistic impact on society, CSR has generally been a pragmatic response to consumer and civil society pressures.

Mr. Nikhil discussed how accusations by governments and civil society of environmental pollution, human rights abuses and exploitation of labor in supply chains, have pressured companies to become more environmentally and socially responsible. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives. He explained that CSR can not only refer to the compliance of human right standards, labor and social security arrangements, but also to the fight against climate change, sustainable management of natural resources and consumer protection. Since company boards are increasingly discussing 'sustainability', it becomes necessary to examine the nature of sustainability drivers. Most approaches to corporate sustainability drivers have focused either on internal or external drivers. He focused on a more holistic perspective on the different corporate



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sustainability drivers in order to better catalyze change from the unsustainable *status quo* to a more sustainable-oriented state. He stated that the paper proposed a corporate sustainability driver model, which considers both internal and external drivers, and complements these with drivers that connect them which offered a holistic perspective on how companies can be more proactive in their journey to becoming more sustainability orientated.

### CREATIVE APPROACH IN MANAGEMENT TEACHING

**SARNEET KAUR,**  
RESEARCH ANALYST,  
BLACKROCK SERVICES PVT. LTD.

**SIDDHARTH RANA,**  
RESEARCH ANALYST,  
BLACKROCK SERVICES PVT. LTD.



Some of the important drawbacks of the Indian Education sector are Rote learning, Mindless rote-learning, Book based education system and the Methodology of Teaching-Pedagogy. The right approach to make education creative is very important. The faculty using the modern pedagogy must welcome new and innovative ideas, use existing pedagogy creatively in order to impart knowledge to the aspirants and not just delivering the words of speech. Also, it is much required to instigate the learning rather than teaching them of what is to be done. These days, the focus of the companies as well is shifting from highly qualified to highly skilled. We must move towards



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skill based teaching which would stay with students for life. Brain-Storming must be done of the students, so that they are applying and using their brains.

A process should be made to keep a check or evaluate if the students are able to learn what is being taught to them, the approach must be reflective. As an educator, it is important to mirror on what is functioning and what is not. Even when it is discomforting, we must admit to it even though a great lesson is really a flop. Teachers must constantly inspect the process and the concepts to make sure what is best for the students they teach to.

They concluded that faculty are putting efforts to move towards new style of teaching pedagogy and must keep moving and put in their best efforts as only this would help us to rise in the weak areas of the Indian Education system.

### **A STUDY OF EFFECTIVENESS OF TRAINING ON EMPLOYEE PERFORMANCE IN HOTEL INDUSTRY OF JHANSI, UTTAR PRADESH**

**PRIYAMBADA PUROHIT,**  
RESEARCH SCHOLAR,  
NOIDA INTERNATIONAL UNIVERSITY



Ms. Priyambada talked about training as the essential input for imparting knowledge, improving skills and reorienting attitude for individual growth and organization effectiveness. The purpose of her paper was to present the effectiveness of employee training and development program and its outcome in hotel industry. Outcome of the research shows that 70% hotel employees feel that





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the training program actually helps them to develop more and they can work more efficiently. Furthermore, 75% employees think that their promotion is just because of the training they have undergone. Interestingly, 65% of the candidates said that their social interaction gets better by attending the training sessions. Among the respondents of this survey, 60% said that their pay scale was improved because of training. So the research is useful to know about the efficiency of training and development in hotel industry in U.P. The research found that the training is very helpful to improve productivity.

She concluded that if the organizational training is not good then it will adversely affect employees. Her research clearly shows that training has direct influence on the employee's performance and it tends to increase the overall actual performance of an employee.

### CONCLUDING REMARKS BY SESSION CHAIRPERSON

MR. KAMLESH MITTAL

SENIOR DIRECTOR, DELOITTE TOUCHE TOHMATSU INDIA PRIVATE LIMITED



Mr. Kamlesh Mittal acknowledged all the paper presenters and highly appreciated their study on the relevant issues and perspectives of the 21<sup>st</sup> century. He emphasized upon the need to have a vision, having a larger picture to achieve. Micro is important as are steps to fly high or to reach to the mountain but mountain should be the vision otherwise we would probably stop at phase one, phase two or three. If there is no vision then only actions will be taken without any outcome. He



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highlighted upon the need for everyone to be a student forever, always ready to learn with an open mind.

Finally, he concluded that transformation is the latest jargon in today's time. Transformation is taking one step, then two, then three and so on, i.e. the point is incremental vs transformation or linear vs exponential pace of growth. It depends upon us how we can excel in life so whatever we do; we must do it seriously, with a purpose and with an impact.

### TECHNICAL SESSION II

The second technical session was chaired by Dr. Ashok K. Jhavar, formerly Country Head, British Petroleum, India. The speakers in the session deliberated upon various issues ranging from the branding of Swach Bharat Abhiyan to digital marketing, innovative leadership, developing competencies among teachers of higher education and project based learning.

### ADDRESS BY THE CHAIRPERSON

DR. ASHOK K. JHAWAR,  
FORMERLY COUNTRY HEAD, BRITISH PETROLEUM, INDIA



Dr. Jhavar discussed that from the surface of it, it seems a very easy thing to say that we need to change and adapt. Neuroscience has studied the brain and found that actually people are very resistant to change and it has to do with the evolution of the human being in primitive times when the brain was highly attuned to perceive risks. Awareness about this fact will alert us to the problem



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that we could be resisting change. So we have to be aware that we inherently are resistant to change and we should open up cautiously to change.

Several famous companies have completely gone out of business because they did not innovate and they did not change like in the airline industry, PAN America, TWA and many more. Amaco Oil was the third largest oil company in the US and fifth largest in the world but it failed to innovate, failed to change with time and it is no longer in business. It was bought out by British Petroleum.

He elaborated that earlier, the research and development (R&D) department was expected to innovate while there was no integration or implementation but it is no longer that way. Not stopping at the innovation stage but carrying through the integration or the implementation stage is extremely important so it could add some value to the society.

### ORGANIZATIONAL DRIVERS OF INNOVATIVE LEADERSHIP

MS

JIVETA

CHAUDHARY

GROVER

ASSISTANT PROFESSOR,

SCHOOL OF MANAGEMENT, THE NORTHCAP UNIVERSITY



Business excellence is a direct function of effective leadership. The present day business is characterized by global & competitive pressures and varying stakeholders' expectations. Business leaders hence, need to constantly innovate and learn new methods of managing business in order to generate competitive advantages for their firms. It is imperative that organizations create conditions that stimulate leaders' innovativeness and culminate any possible impediments.



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The organizational drivers identified from the literature include vision for creativity; tolerance for risk and ambiguity; employee commitment and involvement; high performance metrics; effective change management; strategic and structural alignment; communication and feedback; valuing change catalysts; team diversity and collaboration; climate for innovation; top management support and commitment; employee and leader training & development; and creating urgency for innovation.

### **PROJECT BASED LEARNING (PBL): A NEW PARADIGM IN INDIAN EDUCATION SYSTEM {ENGINEERING PROSPECTIVE- (PILOT STUDY)}**

**MR. PRANAV KHARBANDA**

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Higher education service sector significantly contributes to Indian economy in various ways and graduates from educational institutions form a large part of workforce in services sector.





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The New India has the onus of providing employment to the upcoming dynamic workforce, also looking into the fact that, are our youth employable? Enhancing the employability skills to improve productivity and strengthening the competitive fabric of the country and attracting foreign direct investment will require an efficient and diligent education system. The current theoretic curriculum does not provide students with a real time learning or first-hand practical experience. Collaboration between industry and academia is what is required at the moment.

They highlighted on the focus of their research i.e. the quality of engineering education in India and the kind of change required in the teaching-learning practices followed at Indian institutes. There is an urgent calling for curriculum development, which addresses the need to inculcate alternative education strategies like Project Based Learning. Widely accepted all over the world, it is at a nascent stage in India and still needs wide implementation. Project Based Learning (PBL) could be a suitable option to improve the quality of engineering education in India and make the students employable. It induces into students a way of learning the concepts and achieving professional skills through problem solving, project management, and team work and communication skill levels. This can be a key in bridging the great employability divide in the growing service sector.

### IMPACT OF BRANDING OF 'SWACHH BHARAT ABHIYAAN' IN RURAL AREAS OF DELHI

**DR. RITU BAJAJ,**  
ASSISTANT PROFESOR,  
JIMS, DELHI





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Mahatma Gandhi dreamt of clean India, but his dream of a clean India is still unfulfilled. He wished for clean India and even used it as a tool to integrate different sections of society. To fulfill his dream, Prime Minister Narendra Modi launched the “Swachh Bharat Abhiyaan” on 145<sup>th</sup> Anniversary of Mahatma Gandhi on October 2, 2014 and put efforts across the country in successful implementation of this mission by 2019.

The main objective of her study was to find the level of awareness and enthusiasm amongst people with regards to Swachh Bharat Abhiyan. This mission of Swach Bharat is launched as a responsibility of each and every Indian citizen to make this country a clean country from dirt and develop the habit of social hygiene. This campaign has initiated people globally towards the cleanliness and Prime Minister wishes to make it a mass movement by appealing people to devote 100 hours i.e. 2 hours a week to make ‘Clean and Green India’ where teachers, students of the schools, government officials, and organizations like Nehru Yuva Kendra and Mahila Mandalare are joining hands to voluntarily work for “Clean India Campaign”.

The study found a shocking result that only 1.98% people are completely aware about Swachh Bharat Abhiyan. They were not even able to recognize its logo. Moreover, 72% people have heard about it but do not know much about it. So to increase the awareness, she suggested to organize different awareness programmes on cleanliness and sanitation, construction of toilets in schools and in public places. In the end, on her request, the students took a pledge to make India, clean and green.

### **WEBSITE TRAFFIC GENERATION THROUGH DIGITAL MARKETING**

**MS. ROMA JAITLEY,**

ASSISTANT PROFESSOR,

DELHI INSTITUTE OF ADVANCED STUDIES, GGSIP UNIVERSITY





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Digital marketing has proven to be a boon in this growing and modern age. Potential customers are readily turning to their personal networks and publicly available information about them is increasing through digital marketing and social media. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels; the approaches customized to bring together the power of Search Engine Optimization (SEO), Pay Per Click (PPC) advertising, and Social Media Marketing (SMM) to create remarkable, results-driven marketing programs. . It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones. According to the Digital Marketing Institute, Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

She concluded that businesses want to build their presence over digital platform, because customers have high affinity towards digital media than other media, in the digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians and digital platforms help to increase the impact of brand recall in target groups.

### **A CRITICAL ANALYSIS OF NATIONAL AND STATE POLICIES ON DEVELOPMENT OF COMPETENCIES AMONG TEACHERS IN HIGHER EDUCATION SYSTEM**

**MS. SMRITI AHUJA,**

PH.D RESEARCH SCHOLAR,

DEPARTMENT OF MANAGEMENT, JAMIA HAMDARD (HAMDARD UNIVERSITY)





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The Indian higher education system is facing an unprecedented transformation being driven by economic, technological and demographic changes. India has also undertaken large-scale reforms to better faculty-student ratios by making teaching an attractive career path, expanding capacity for faculty at universities and delinking educational qualifications from teaching eligibility. Despite significant progress, Indian higher education is faced with several challenges in the area of teaching and learning. It is marked by poor quality teaching, out-dated and rigid curricula and pedagogy, lack of accountability and quality assurance and separation of research and teaching (British Council, 2014).

Since teaching is now multifaceted, teachers are required to be research focused and properly engaged with mentoring, industry engagement, research and consulting so newer approach that emphasizes on qualitative facet of teaching is widely acknowledged. Her study throws light on the various policy initiatives taken in the direction of professional development of teachers.

In the area of higher education, the phrase “competency-based” has been used in a variety of ways in the national discourse. Plans enunciated by UGC have addressed the qualitative aspects of teaching and learning such as development of soft skills among teachers, Introduction of Life Long Learning Programs, Personality Development through various orientation and Refresher Courses. But such competency development based initiatives are nested within an umbrella term of “Continuing Professional Education” or “Faculty Development Programs” and no separate policy has been drafted so far which contains the rubric for a competency based program or lays down competency standards for teachers. In order to ensure lasting impact on teachers, Competency Based Education programs must be given the latitude to exist apart from other numerous developmental initiatives for teachers.





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### CONCLUDING REMARKS BY SESSION CHAIRPERSON

**DR. ASHOK K JHAWAR,**  
FORMERLY COUNTRY HEAD, BRITISH PETROLEUM, INDIA



He thanked all the presenters of the afternoon session for their hard work and for educating the esteemed audience. He emphasized that learning does not end when the programme is over, it should keep on continuing. Multinational companies do not want to hire or employ experts from outside India when they can find them locally as it does not make economic sense so Indian youth have lots of opportunities but they need to focus on building upon their knowledge as well as employability skills.

He also discussed that the problem in today's time is "jugaad", the temporary problem solving method. Fixing up something for the moment does not really take us through the problem; it only postpones the need for solution. So the modern day students who are ready to take on the challenges of the corporate world should focus on building upon their careers and long term skills like being a good communicator, being good at teamwork and being aware of their own strengths. Most of the people feel that they have the skills but for a realistic and true picture, 360 degree review system should be used in which the seniors, peers and colleagues contribute in giving feedback about various competencies of an individual.



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He concluded by stating that in order to sustain and prosper in the competitive 21<sup>st</sup> century, one must be ready to learn and relearn, change and adapt, focus and deliver and most importantly, Initiate, Innovate and Integrate the new aspects, processes and practices with the traditional ones.

### VOTE OF THANKS BY

**DR. RUCHI GUPTA**

EVENT IN-CHARGE



The Event In-charge, Dr. Ruchi Gupta proposed the vote of thanks at the end of second technical session. She appreciated that the deliberations by the key speakers and the presenters were quite enriching for the audience.

She stated that in this era of cut throat competition, when each company is ready to gobble up the other, it is imperative for the companies to find ways to do away with the competition and emerge as a winner.

On behalf of the entire DIAS fraternity, she conveyed her sincere thanks to all the dignitaries - Mr. Sameer Nagpal, Dr. Ashok Haldia, Mr. Kamlesh Mittal, CA Nitin Mehra, Dr. Ashok K. Jhawar and all the paper presenters who spared their precious time to grace the occasion with their benign presence and enlighten the audience with their vast experiences.



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She expressed her gratefulness to Shri S.K. Sachdeva, Chairman, Dr. R. C. Chadha, Group Academic Advisor, Dr. S. N. Maheshwari, Academic Advisor, Dr. N. Malati, Director and all colleagues and staff for their whole hearted support for the conference. She also congratulated her organizing team members Ms. Shilki Bhatia, Dr. Urvashi Ghai Khosla and all the students for the success of the event.