

DIAS TIMIES

DELHI INSTITUTE OF ADVANCED STUDIES

Volume 9 No. 4

35

October-December 2009



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From the Editor's desk

Dear Readers,

In our growing years, we had the North Pole, Antarctica, full of ice with lots of penguins and sea gulls making merry, Himalayas giving a lovely view from their height, the vast jungles of Indonesia and South Africa, the oil wells of Middle East giving an aura of royalty, the unbeaten beauty of the Alps and abundant wildlife which unfortunately today seems to be a fairy tale.

What went wrong, or shall we say, what wrong did we do? Maybe nothing & maybe everything if the receding number of penguins & seagulls, the melting ice of Antarctica, receding greenbelt of Indonesia & South Africa, depleting oil reserves, extinction of most wildlife species and melting of Himalaya is an indication of the things going wrong.

What we are trying to say is the uproar of GLOBAL WARMING is not just a hoax; it's a fact which has to be faced before it becomes too late for the future generations. If adequate action is not taken, the above would become folklore. Every nation, developed or developing, has equal responsibility towards restoring the environmental imbalance created by anthropogenic deeds.

An initiative was taken with the Montreal Protocol, 1987 to protect the Ozone layer by phasing out the production of halogenated hydrocarbons. A decade later, in 1997, Kyoto protocol was adopted aiming at attainment of stabilization of greenhouse gas concentrations in the environment but alas, the implementation was inadequately done.

The wakening call was, finally, the summit conducted at Copenhagen in December 2009, where the most influential world leaders got together to discuss the climate change which was met with great criticism. The negativism was largely due to the non-attainment of legally binding emission cuts which gave a clear picture of the sensitivity and magnitude associated with this issue.

The summit made most of the top leaders acknowledge and make requisite changes in their own systems for others to follow. It reinforced the sovereignty of developing nations and made the developed world realize that no longer can they employ economic edge to overpower the developing countries. The role being played by both the developed & developing countries was brought to light thereby giving no chance to either of the parties to pass on the buck.

In spite of these, most of us do know that sustaining the pressures of developed countries is hard but we expect the developing countries to hold their ground by staying united and having a single point agenda.

There is a flip side to every coin. Let us bury the negatives and surge ahead with the benefits that result from these steps.

Ruchi Gupta

Ruchi Gupta

Editor



DIAS A Mission to Excel

Delhi Institute of Advanced Studies is a dynamic growth oriented Institution affiliated to Guru Gobind Singh Indraprastha University. Established by Shri Laxman Dass Sachdeva Memorial Education Society, the Institute is providing dynamic learning environment that is changing in response to the changing needs of society. The Institute seeks professional excellence through ethics, passion and perseverance. The guiding philosophy behind all academic activities of the Institute is to inculcate professionalism and to enhance the effectiveness of an organization.

Sh. S.K. Sachdeva, a well-known name in the educational world, is the Chairman of the Institute. Dr. Jagmohan Taluja is its Director and Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is the Director General.

The Institute runs the MBA & MCA programmes affiliated with Guru Gobind Singh Indraprastha University. The credibility of education at the Institute is increasingly being realised and recognized by foreign universities as well as the corporate world.

The Institute's students are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L & T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapient, J.K Technologies, Mindfire Solutions, Momentum Technologies, ACS Infotech (P) Ltd., Interra Systems, CE Infosystems, Nagarro, Tata Teleservices, Kotak Life Insurance, UTI Bank, Kotak Mahindra Bank, Grail Research, Planman Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

Academic Contribution by Faculty

Dr. S.N. Maheshwari, Director General, DIAS

Dr. S.N. Maheshwari, a prolific author with around 100 books/monographs to his credit, has brought out the following new/revised editions of his books in October-December 2009:

1. **Business Law and Regulation:** Second Revised and Enlarged Edition 2009, for MBA Students of Jawaharlal Nehru Technological University (JNTU). (Himalaya Publishing House)
2. **Principles of Modern Banking:** First Edition 2009, for B.Com students of Mahatma Gandhi University (MGU). (Kalyani Publishers)
3. **Advanced Problems and Solutions in Cost Accounting:** Twentieth Enlarged Edition 2009, for CA, ICWA and MBA Examinations. (Sultan Chand & Sons).

Dr. Vibha Dua, Faculty, DIAS

Dr. Dua attended 8 days workshop at Amritsar from 1st to 8th December, 2009, on "Analytical Techniques for Research: Statistical Methods, Econometrics and Time Series Analysis". The objective of the workshop was to acquaint the participants with the advanced analytical tools and statistical techniques used for research activities.

These techniques are used in research activities in different areas like Finance, Marketing and Human Resource Management. The participants of the workshop comprised of academicians, research scholars and practitioners.



PLACEMENTS at DIAS

The last quarter of the year 2009 witnessed some of the crucial happenings in the placement wing of the institute. The focus of the placement activities this quarter was to establish liaison with the corporate and to infuse in students the skills de rigueur to crack future employment tests and interviews and take up challenges of jobs they will be serving tomorrow.

In this regard, MCA Semester V students were imparted training for competitive and organization based aptitude tests. This was supported by several Mock Interview sessions that were conducted for them. It was a matter of pleasure that DIAS' alumni came forward to facilitate the process and hence, made it a prolific exercise.

A workshop on .NET technology and a seminar on "Training Opportunity with IBM" were conducted by HCL and IBM respectively.

Placements for MCA have been lucky with the following MCA Semester V students securing positions for themselves in various organizations:

Student Name	Company Name
Rajesh Yadav	cKlear
Vishwamohan	OATI
Uday Gupta	
Arveen Kaur	US Technology System
Shrawan Singh	Net Edge
Abhishek Dutta	
Preeti Thapar	
Kartik Puniyani	Miracle
Deepti Gupta	
Kamal Singh Negi	NCR

Likewise, classroom and practical training were imparted to MBA Semester III students on interview and group discussion skills. The Mock Interview sessions here too were a successful endeavor. Although, the industry is at the verge of

gaining pace after recession, the effect was evident from the response our students got from "COLD Calling" to companies in DELHI and NCR.

The quarter proved favourable for the MBA Semester III students with many of them appearing for on-campus final interview also in various organizations namely: Indiabulls Securities, Pravah (a NGO), Capital IQ, Aires Engineers Pvt. Ltd., CitiBank, Rural Naukri and MapMyIndia.

Following are the details of the selected students:

Student Name	Company Name
Sanjeev Banduni	Indiabulls Securities
Vikas Ahuja	
Anup Goel	
Mohit Singh	
Gagan Uppal	
Mohit K Singh	
Sudhanshu	Capital IQ
Ekta Mahajan	
Namita Jain	
Priyanka Rastogi	Citibank (Shelter Group)
Deepesh K Anand	
Vidit Chhabra	Aires Engineers Pvt. Ltd.
Pratibha Nigam	

Many more companies are expected in the month of January. Also, we are working for the Summer Internship of the MBA II semester students.



KUDOS



Ms. Astha Goyal

DIAS has always been known for producing quality students who pass the knowledge and skills to change the world for good. Continuing our tradition, our MCA student, Ms. Astha Goyal (2006-09 Batch) was awarded Gold Medal for being the University Topper in her batch at the Sixth Convocation of the GGSIP University held on 1st December, 2009.

The Institute is proud of her achievement and the entire DIAS fraternity wishes her a bright and successful career.

DIAS ECO CLUB

The Eco Club of the institute organized an Anti-Cracker drive near Deepawali to promote environmental awareness not only amongst the students but also residents living in the vicinity of the institute. Banners were put up, in and around the institute, to educate people to celebrate Deepawali as a festival of light and happiness and not polluting the environment through noise and air pollution.

An enthusiastic response was received from the students who pledged not to use crackers and fireworks and promote the same in their family and friends.



New Staff Members

Department of Management JOINED AS READER

Mr. Sachin Sethi has joined as Reader in Department of Management from 1st October, 2009. He has done MBA (Finance) from Kurukshetra University, has cleared NET and is also a JRF awardee. He is pursuing Ph.D in the Finance discipline from Kurukshetra University, Kurukshetra. Prior to joining DIAS, he was working on tenure basis for 3 and half years as Asstt. Director in All India Council for Technical Education, a statutory body of Ministry of HRD, Govt. of India. He has a vast experience in educational administration. Before this assignment in the apex technical education body, he was working as Lecturer with DIAS for 3 years from 2002 to 2005.



DIAS Technology Grid

INTRA COLLEGE IT PAPER PRESENTATION COMPETITION

An increasing percentage of the population is acquiring IT skills, either as part of their education and training or in leisure or recreational activities associated with computers. With this increasing acquisition of skills comes the necessity of deliberating on the current topics in information technology.

An intra college IT paper presentation competition was organized in DIAS on 22nd October 2009. The participants of the seminar included the students of MCA I, III and V semester. The idea behind this event was to provide a platform to students to add research to their papers. A variety of topics were covered by students & ten papers competed at the preliminary stage, out of which seven were given the opportunity to present it. The event was judged by a panel comprising of faculties of DIAS, Ms Barka Bahl & Ms Sonia Gupta.

The following teams were awarded the first, second and third prize.



Prize	Team Members	Class	Topic
First	Uday Gupta Shravan Kumar Singh	MCA V	'CryptoDES'
Second	Kamaldeep Singh Lokesh Sehgal	MCA III	'4G: Born to Connect & Entertain'
Third	Vishwamohan Kumar Sharad Sapra	MCA V	'SEVENR Hashing'



INTRA COLLEGE MANAGEMENT PAPER PRESENTATION COMPETITION

At DIAS, it has been our vision to nourish the personalities of the students and help them transform into managers of tomorrow. In support of this endeavor several co-curricular and extra-curricular activities and competitions are organized in the institute to help students unleash their talents and develop their individual competence.

One such event was organized at DIAS, the Intra-college Paper Presentation Competition on the topic, **'Contemporary Issues in Management'** on October 24, 2009. Ten teams of MBA students out of many who enrolled were shortlisted.



The following teams were awarded the top three positions:

Position	Team Members	Class	Topic
First	Juhi Sharma Priya Arora Aman Mittal Varun Bhutani	MBA I	'Economies of Agglomeration'
Second	Ritu Saimpla Simran Talwar Harsha Narang	MBAIII	'Comparative Analysis of Customer Perceptions of CCD and Barista'
Third	Deepika Chaddha Parul Chauhan Sonam Jain	MBAIII	'Impact of Shopper, Store and Situational Factors on Store Image, Satisfaction and Loyalty of Customers'

In all, the event generated much enthusiasm and helped students learn the latest developments and issues in the field of management. Also, it enabled them in gaining expertise in presentation and public speaking skills.



Activities at DIAS

INDUSTRIAL VISIT TO YAKULT INDIA LTD.

MBA III semester students were taken on an Industrial Visit to Yakult India Ltd., Sonapat on 5th October 2009 accompanied by the faculty members, Ms. N.Malati and Mr. Sachin Sethi.



Yakult India launched in December 2007 is a 50:50 JV between Yakult Housha of Japan and Group Danone of France. The company is into production of a probiotic health drink namely Yakult, a 65 ml bottle containing 6.5 million Lactobacillus bacteria.

The visit familiarized students with the concept of probiotics and also enlightened them with the entire manufacturing process of Yakult.

Initially, they were briefed with the benefits of the science of probiotics, origin of Yakult, its production aspects, marketing strategies as well as health benefits of drink by Ms. Charu, PR Executive, through a comprehensive presentation. This was followed by the visit to the production site, wherein, they could view the production in terms of raw materials used and the various stages of production comprising of fermentation, sterilization, homogenization, dilution, quality control, boiling and packaging. The manufacturing process was fully automated and followed strict quality measures to ensure that the best quality product is produced day after day. Even the personal and factory hygiene standards adopted by them could be well appreciated.

The queries were very appropriately handled by the company representatives. It was altogether an enriching experience to learn about science of probiotics as well as Yakult's advanced production process with major concern for quality.

TECHNICAL PRESENTATION ON "WEB TECHNOLOGIES"

A Technical Presentation by Mr. Himanshu Jindal, Software Developer in Print Technologies Group, Adobe Systems Pvt. Ltd. Noida on "Web Technologies" was organized for MCA-III and MCA-V semester students on 5th October, 2009

The primary aim of the presentation was to create awareness about the changing scenario of web and applications in contemporary times. The presentation covered fundamentals as well as in depth concepts of web technologies.



Mr. Jindal provided information about web technologies relating to the interface between web servers and their clients. This information included markup languages, programming interfaces, languages and standards for document identification and display. The presentation helped students gain an insight about Web 2.0 and helped them know that it draws together the capabilities of client and server-side software, content syndication and the use of network



protocols. Standards-oriented web browsers may use plug-ins and software extensions to handle the content and the user interactions. Web 2.0 sites provide users with information storage, creation, and dissemination capabilities that were not possible in "Web 1.0". The session concluded with a brief introduction of Ajax. It has prompted the development of websites that mimic desktop applications, such as word processing, the spreadsheet, slide-show presentation etc.



The session was highly interactive which opened a window to a new world altogether - a world of ever emerging web.

ALUMNI MEET

An informal interactive session by the alumni members of MCA 2005-08 batch was held on 24th October, 2009 in the conference hall for the students of MCA 3rd semester and MCA 5th semester.



Mr. Aditya Panwar, Mr. Prateek Jain, Ms. Tara Agarwal and Mr. Rohit Advani interacted with the students telling them about the technologies that are in demand these days in I.T. Industry. They shared their experiences with the students and also guided them on how they can prepare for their placements.

GUEST LECTURE ON ERP

Mr. Ashutosh Dubey, Training Manager, ITSL Pvt. Ltd. along with him team, visited the campus on 27th October 2009. He delivered an enlightening talk on "Enterprise Resource Planning" and how it is integrated with the various activities of an organization. ERP is a fully integrated business management system that integrates the core business and management processes to provide an organization, a structured environment in which decisions concerning demand, supply, operations, personnel, finance, logistics etc. are fully supported by accurate and reliable real time information.

Mr. Dubey talked about the numerous benefits of ERP in the industry and how different ERP packages are implemented. The various ERP packages include SAP, Oracle, Ramco Marshal, BaaN ERP, Peoplesoft etc. He emphasized on SAP Business One. It is an integrated enterprise resource planning (ERP) software that targets business software requirements of small and medium sized enterprises (SMEs) from SAP AG based at Walldorf, Germany. He deliberated upon the 15 core modules of SAP Business One namely Administration Module, Financials Module, Sales Opportunities Module, Sales Module, Purchasing Module, Business Partners Module, Banking Module, Inventory Module, Production Module and others.