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DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

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Mega Events Special

National Conference
Techno Tryst 2016
Ecstasy 2016

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From the Editor's desk

Dear Readers,

"The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks and then starting on the first one."

- Mark Twain

The first step is always challenging but it marks the beginning of a new journey. As we take on each of the new steps, we grow stronger, wiser and more and more determined towards achieving the newer heights and the ultimate goal.

We at DIAS, start every New Year with new enthusiasm and passion for reaching newer and higher territories of success. The beginning of the year 2016 was started with a bang with three Annual Mega Events and numerous other activities like Guest Lectures, Industrial visit, workshops, Inter and Intra college competitions, celebrations and social responsibility initiatives showcasing the talent and spirit of students and institute.

Successful organizations in today's competitive business environment are built upon three pillars of success: Initiation, Innovation and Integration. Government initiative towards Digital India is one step in this direction which integrates a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. To deliberate upon this, DIAS welcomed distinguished and renowned personalities from all over the country to the National Conference on "Mantra for 21st century Managers: Initiate, Innovate and Integrate" organized on 27th February 2016 as well as National seminar on Techno Tryst 2016: Digital India Technological Leaps for developing Smart Cities organized on 19th March 2016. These two Mega Events brought eminent, Scholarly and Professional personnel from Industry and Academicians together to share their thoughts and experiences.

"Creativity is putting your imagination to work and it's produced the most extraordinary results in human culture."

- Ken Robinson

Exploring unseen colors of culture demands us to make music, sing songs, dance, paint the art, out our words and do more. In pursuance of this DIAS organized Annual Cultural Fest Ecstasy 2016 on 12th March 2016. The theme for this "Together we are stronger" is very relevant and appropriate. No individual, no corporation and no society can do it themselves. But together we all are stronger and better. Working together we can achieve more, create more, build more, enjoy more and move towards building a better, brighter world for all of us.

Believing in this, DIAS has always strived to provide a learning and joyful environment to its students and it shall continue to do so.

Ms. Neetu Chadha
Editor

DIAS
A Mission to Excel

Delhi Institute of Advanced Studies is 'A' Grade NAAC accredited 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 and Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is its Professor Emeritus and Academic Advisor and Dr. Barkha Bahl is the Director.

The Institute runs the MBA and 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 and 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. N. MALATI, DIRECTOR, DIAS

1. Published paper titled **"An Empirical study on faculty satisfaction and its demographic correlates in autonomous and affiliating Institutions in Delhi/NCR"** in Ansal University Business Review, Volume 2, Issue II, Pages 50-60, July-Dec. 2015, ISSN No. 2320-0502
2. Published paper titled **"Job Crafting: A Tool for Faculty"** in Proceedings of National Conference on "Management By Optimism" organized by USMS, GGSIP University, New Delhi on 19th February 2016.

MS. PRATIKSHA TIWARI, FACULTY, DIAS

1. Published paper titled **"Measures of Cosine Similarity intended for Fuzzy sets, Intuitionistic and Interval-Valued Intuitionistic Fuzzy sets with Application in Medical Diagnoses"** in Proceedings of 10th INDIACom; 3rd 2016 International Conference on Computing for Sustainable Global Development organized by Bharati Vidyapeeth, New Delhi, Sponsored by IEEE on 16th – 18th March 2016.

MS. SHILKI BHATIA, FACULTY DIAS

1. Published paper titled **"Corporate Social Responsibility Disclosure and Corporate Financial Performance in Automotive Sector- A Study of Select Companies"** in Anveshak International Journal of Management, 5(1), 85- 101, January 2016
2. Presented paper titled **"Corporate Social Responsibility (CSR) Regulatory Framework: Implementation on Automotive Companies in India"** at International Conference on Sustainable Corporate Governance in Emerging Global Market, at

MAIMS, on 5-6th February, 2016

3. Published paper titled **"Survival of Managers in the 21 Century: A Study on Skill Set Required"** in proceedings of National Conference on Mantras for 21st Century Managers: Initiate, Innovate and integrate" held at DIAS on 27th February 2016

MS. ROMA JAITLY

1. Presented paper titled **"Website traffic generation through digital marketing"** in National Conference on 'Mantra for 21st Century Managers: Initiate, Innovate and Integrate'on 27th February 2016 at DIAS

DR. ANJU BATRA

1. Published paper titled **"Social Media: The Business Booster"** in proceedings of National Conference on Mantras for 21st Century Managers: Initiate, Innovate and integrate" held at DIAS on 27th February 2016

MS. NEETU CHADHA, FACULTY DIAS

2. Presented paper titled **"Impact of Foreign Institutional Investment on Exchange Rate Movement in India"** in "Global Leadership Research Conference 2016" at Amity University Noida on 22nd - 23rd January 2016
3. Published paper titled **"Impact Of Derivatives On Stock Market's Volatility"** in proceedings of National Conference on Mantras for 21st Century Managers: Initiate, Innovate and integrate" held at DIAS on 27th February 2016

MS. DIMPLE CHAWLA, FACULTY DIAS

1. Published paper titled **"Analysing the Feasibility of Automatically Translating Micro Languages to a Java Framework"** in Proceedings of IT Conference on "Cyber Security Issues and Challenges" organized by Tecnia Institute of Advanced Studies, Rohini, on 26th February 2016-
2. Published paper titled **"Compare and Contrast Software Quality Testing with Software Quality Assurance"** in proceedings of 2nd International Conference on " Computer Science & Information Technology Trends, Challenges and Issues (CSIT-TCI 2016) at RDIAS, 29-30 January 2016 ISBN: 978-93-85777-10-3
3. Published paper titled **"Optimized Study of Polarization Technique - Imaging Sensors"** in 10th INDIACom 3rd International Conference on "Computing For Sustainable Global Development" at Bharati Vidyapeeth Educational Complex, New Delhi IEEE Conference ID: 37465, ISSN 0973-7529; ISBN 978-93-80544-20-5, 16th to 18th March, 2016
4. Presented paper titled **"Big Data Startups: The Next Frontier for Innovation, Competition & Productivity"** in NATIONAL SEMINAR Techno Tryst 2016 "DIGITAL INDIA: Technological Leaps for Developing Smart Cities" on 19th March 2016, ISBN: 978-81-927406-7-6 At DIAS
5. Published paper titled **"Scientific Research And Development Of Mobile Application For Android Platform"** in 4th National Conference on Emerging Trends in Information Technology (NCETIT '2016) at Institute of Information Technology & Management, D-29 Institutional Area, Janakpuri, New Delhi on 19th March, 2016

MS. BALWINDER KAUR, FACULTY DIAS

1. Presented paper titled **"Analysis of Gold Exchange Traded Funds in India"** in National Conference on "Mantra for 21st Century Managers: Initiative, Innovate and Integrate" organized by DIAS, 27th February 2016

MS. ANITA KUMARI YADAV, FACULTY DIAS

1. Presented paper titled **"Akodra: the first digital Village"** in "National Seminar Techno Tryst 2016: DIGITAL INDIA: Technological Leaps for Developing Smart Cities" organized by DIAS, 19th March 2016

MR. KAMAL UPRETI, FACULTY DIAS

1. Published Book Title – **" All In One Physics "** by Arihant Publication, November 2015, ISBN- 978-93-5203-617-2

Placements at DIAS

The persistent brilliance at DIAS is very well recognized among the corporate world. The students of DIAS have been serving some of the top brands and have brought laurels to the college. They have been successful in creating a niche for

themselves in the companies resulting in the increase in number of regular recruiters to the campus for more students. The new projects take shape in the companies and they look for fresh and potential candidates in the quarter January to March. The placement coordinators work diligently to groom the students to entice the employer and make the students placeable in the industry. This year January to March was a period that marked around 80% placement of students by the companies coming to the campus and selecting not just one student but a bunch of them.

Apart from many prominent and regular recruiters, a few new brands were added to the DIAS recruiters list. These were HDFC Bank, Copal Amba, ITC Ltd., British Telecom India Ltd., Bharti Airtel, Digital Vidya and many more. The warmth at the campus and the hospitality at DIAS was a special mention by the companies. Not only on campus, DIASians have outshined while participating in pool campus placement drives in other IP University affiliates.

In January 2016, MCA Students started their internships in various private as well as prestigious government organizations like NIIT, Expecient, SafeNet, OSS Cubes, Pragiti, Knownymous, Air India, NTPC, NIC etc. The annual total placement percentage increased to 72.2% with maximum package of 5 Lakhs per anum.

The other companies which had absorbed the students within the initial couple of month of second year of MBA are 99acres.com, KPMG, Copal Amba, WNS, Zomato, Intelligrape, Moody's Corporation, Ernst and Young etc. Overall the placement drive of MBA Batch 2014-2016 has been over whelming filled with pride and more than 80% of students are placed with the process still continuing to achieve 100% placements target and wish that they continue to bring the pride and fame they have been doing for years.

New Staff Members

We welcome the following faculty members to DIAS fraternity.

PROFESSOR, MANAGEMENT DEPARTMENT

Dr. K L Chawla has done PhD (Economics & International Business.), M-Phil & M.A (Economics). He has more than twenty five years of teaching experience. He has presented papers at various National & International conferences & published papers in various National & International refereed Journals and Edited Books. Apart from this, he also holds LLB in Law from University of Delhi.

Dr. R P Maheshwari has done PhD (Strategic Management.) & M.Com. He has more than forty four years of teaching experience. He has presented papers at various National & International conferences & published books in Marketing & International business.

ASSISTANT PROFESSOR, MANAGEMENT DEPARTMENT

CA. Veenu Somani has done MBA (Finance) and also qualified CA and CS examination. She has more than 3 years of teaching experience.

ASSISTANT PROFESSOR, INFORMATION TECHNOLOGY DEPARTMENT

Dr. Sameeksha Goel holds Phd in Artificial Intelligence and MCA degree from Delhi University. She has presented numerous papers at National and International Conferences, published papers in various refereed journals and attended many workshops.

Mr. Neeraj Kohli holds M.C.A. degree. He has qualified NET examination conducted by the UGC and has more than eight years of teaching experience along with two year of corporate experience. He has published various research papers in Journals of repute. He has also presented various papers in National and International levels of seminars and conferences.

Activities at DIAS

FDP ON "INCLUSION OF TECHNOLOGY IN TEACHING"

Technology has increased the complexity of literate environments. It has altogether changed the facade of teaching and delivering in twenty-first century. The environment demands that a literate person must acquire a wide range of

abilities and competencies that are essential to grow in the existing dynamic settings. The literacies—from reading online newspapers to participating in virtual classrooms—are multiple, dynamic, and malleable and need of the hour. Twenty-first century academicians need to develop proficiency and familiarity with the upcoming tools of technology to acquaint their students with the power to think, build and prosper. It's high time for academic institutions to make use of upcoming technologies and familiarize their faculty members in order to make them in a better position to use these aids while teaching and guiding their students.

Delhi Institute of Advanced Studies organized a Faculty Development Programme on "Inclusion of Technology in Teaching" which was delivered by Dr. Suneel K. Maheshwari, Professor, Department of Accounting, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, USA and Dr. Mukesh K. Chaudhry, Professor, Department of Finance and Legal Studies, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, USA on Saturday, 9th January 2016. The aim of the FDP was to train the academicians to make use of technology and advanced tools to teach and guide their students.

The program commenced with the presentation of bouquet to esteemed guests followed by welcome address by Dr. S. N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS. Dr. Maheshwari introduced the guests to the audience and thanked them for their benign presence as speakers for the day.

Dr. Suneel K. Maheshwari talked about the importance of technology in teaching and the different technology tools such as zaption, screen chomp, interactive white board: Doceri, flip express and powtoon to animate videos to make class more interactive and participative for the students. Dr. Maheshwari demonstrated that how these tools can lead to effective delivery of lectures by the faculty members and inculcate practical aspect of learning amongst the students.

Financial markets have now become closely interlinked with their global counterparts ever than before inspite of differences in risk perceptions of the markets or country profiles. So, it has become very important to know dynamics of stock markets sensitivities and its linkages with industrial production and inflation. With this aim in mind the second guest for the day, Mr. Chaudhry also delivered the talk on "Co-movement between Stock Prices, Industrial Production & Inflation". This was followed by interaction and question answer session that further highlighted many more important aspects of the topic.

The program was interactive with the active partaking of the participants. The FDP concluded with the vote of thanks by Dr. N. Malati, Director, DIAS. She expressed her immense gratitude towards the resource persons for sparing their valuable time and making this program a success.

CERTIFICATION PROGRAM on "Red Hat Linux"

The Faculty and Computer System Staff development programme on Red Hat System Administration and Cyber Security on 9th Jan 2016 was conducted by Mr. Santosh Gupta, Director IANT(Institute of Advance Network technology). IANT is a premier IT company facilitating Advance IT Training (Corporate & Retail), International educational Certifications, Outsourcing partner of Government project training & manpower recruitment solutions.

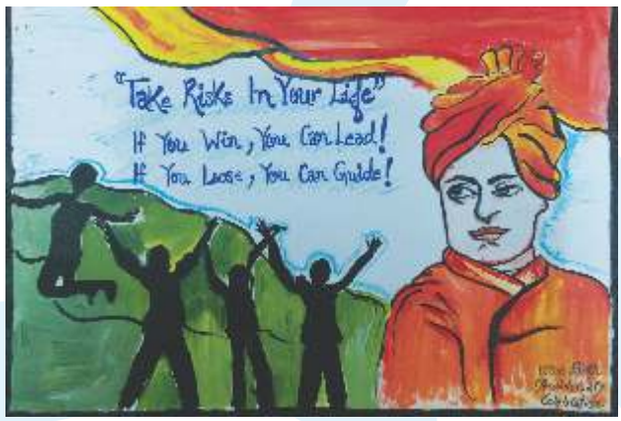
Two sessions were conducted during the program.

In Session I focus was on Red Hat Administration. Red Hat Entreprise Linux is based on code developed by the open

source community. The focus of the program was to enable faculty and system administrative staff officer to become capable of performing core administrative tasks including in-depth coverage of file systems and partitioning, logical volumes, package management and troubleshooting. It was also focused on extending the foundation of command-line skills which are invaluable for enterprise level system administration.

In Session II focus was on Cyber Security. Cyber security is the biggest challenge for a simple computer user to Security intelligence all across the world. Online transaction, email, social sites & web data are no more secured unless security measures are adopted. Cyber crime has not only put the common men at risk but has led to Cyber war in between the countries. Cyber Security aspects being discussed during the session included threat of Cyber security for the nation, note on huge demand of Cyber Security professionals in upcoming period in India & abroad & Govt initiatives to make India a CYBER POWER in the world. The Government of India has took a serious concern on the same and taken several steps to make India World Super Power in Cyber Security.

PAINTING COMPETITION



On the occasion of 153rd Anniversary of Sh. SWAMI VIVEKANANDA, DIAS organized a "Painting Competition" on January 12, 2016 from 3:00 pm - 5:00 pm in the institute's premises. The objective was to honor the contributions of Swami Vivekananda to the society and also as a mark of respect.

The students of MBA and MCA enthusiastically took part in the event. The students portrayed the life and teachings of Sh. SWAMI VIVEKANANDA through their paintings.

Around thirty students participated in the event and made the event a grand success. The event coordinators Ms. Roma Jaitly (Assistant Professor) & Mr. Kamal Upreti (Assistant Professor) congratulated the winners.

GUEST LECTURE ON E-COMMERCE AND ITS APPLICATION

Under the aegis of Corporate Academia Interface Committee, DIAS organized a guest lecture on E-commerce and its applications for MCA students on 16th January 2016.The resource person, Mr. Nishant Gutpa, Senior Manager, Technology, Sapient Corporation addressed the students with the usage and applications of E-commerce. Electronic commerce, in general referred as e-commerce, is the tradeoff or simplification of trading in products or services using computer networks. Electronic commerce find many applications such as in mobile commerce, electronic funds transfer, supply chain management, internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems etc.

One of the important applications is E-retailing or on-line retailing. It is the selling of goods from Business-to-Consumer through

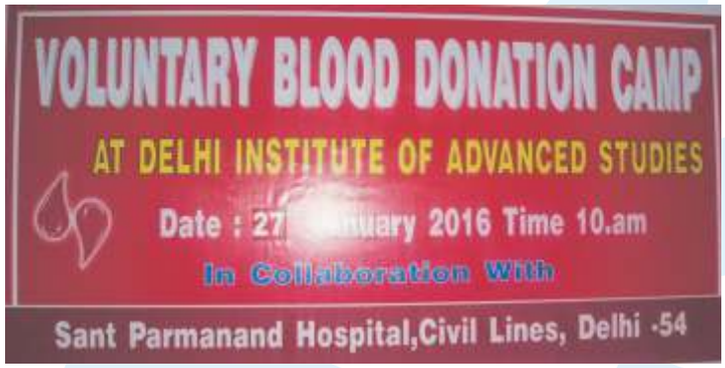
electronic stores that are designed using the electronic catalog and shopping cart model. He explained how each click on any E-retailing site will generate an information and a huge data set is initiated in this manner and how this set of data can be used to venture a new business model or used to draw customers to our site, keep them engaged, and ultimately compel them to recognize high credibility with what we have to offer them. In the current market of unlimited consumer consumption choices, the connecting points of light for e-commerce are to identify the customers, understand their media consumption habits, drive customers to the e-commerce website, captivate their attention, motivate them to dig a little deeper, encourage them to stay a little longer, inspire purchase of the product or service, generate incentive for repeat engagement and purchase and create seamless user experience from engagement to order fulfillment.

Overall the session was very interesting, informative and encouraging.

BLOOD DONATION CAMP

Delhi Institute of Advanced Studies organized a blood donation camp in association with Sant Parmanand Hospital, Civil Lines, Delhi on 27th January, 2016 in the Institute's premises.

The donation camp was a success and 64 units of blood were donated by enthusiastic students as well as teachers who were willing to join the noble cause. Dr. S. N. Maheshwari, Academic Advisor, DIAS and Dr. N. Malati, Director, DIAS



motivated and appreciated the spirits of the volunteers and donors who contributed in the smooth functioning of the camp.

GUEST LECTURE ON HADOOP TECHNOLOGY

Delhi Institute of Advanced Studies organized a guest lecture on Big Data - Hadoop on 3rd February 2016 for MCA students. The resource person, Mr. Rehan Ahmad Gauri, trainer from NIIT Technologies Pvt. Ltd. gave a fluent and informative lecture on Big Data - Hadoop and its relevance in the industry. Big Data has three major components: velocity i.e. need to be analyzed quickly, volume i.e. large amount of data and variety i.e. types of structured and unstructured data.

Structured data available is very less as compared to big amount of unstructured data available like pdf, audio, video or documents. Thus, it needs to be processed and this is done by Hadoop framework. At Hadoop framework, data is mapped, transformed and cleansed and is further sent to the data analysts. These data analysts summarize the data and send it to decision makers for extracting knowledge.

Hadoop is thus used for making decisions that are helpful for uncovering market trends, hidden patterns, unknown correlations, customer preferences or to develop new technologies.

In recent times, Hadoop has become very popular as it also stores information inexpensively and reliably, consolidates data with sophisticated and detailed processing and speedy analysis. Its industrial applications are in retail banking, finance, manufacturing and health care. Corporates like Snapdeal and Homeshop 18 are effectively working using Hadoop framework. Career opportunities in this field are vast starting from a developer to data architect, analyst and data scientist.

INTRA COLLEGE BUSINESS PLAN COMPETITION

Entrepreneurial Development Programme (EDP) Cell at DIAS organized an Intra College Business Plan Competition on 3rd February 2016 for MBA and MCA students. EDP Cell targets at creating, developing and disseminating knowledge for self-employment among students to make them 'Job Providers' rather than 'Job Seekers'. There were six teams presenting various business projects namely- '3D Prosthetics', 'Scooty taxi service', 'Indoor Cricket', 'Laundry Express', 'Phoenix Arising' and 'Plastic House'. Out of all these, two teams with business plan, 'Laundry Express' and '3D Prosthetics' were adjudged the winner and runner up respectively. These teams were given chance to represent DIAS in the Inter College Business Plan Competition "LEZERO - 2016".

Mr. Madhusudhan Sharma, a qualified cost management accountant and a practicing financial advisor and Dr. Anju Batra, EDP Co-ordinator were the judges for this competition. Mr. Sharma out of his vast experience of working with multi-disciplinary national and international project teams gave valuable practical suggestions to the participants. The event concluded with felicitation and vote of thanks to the external judge for the competition.

GUEST LECTURE ON SHARED SERVICES VS. OUTSOURCING OF FINANCIAL SERVICES

DIAS organized a guest lecture on Shared Vs. Outsourcing of Financial Services by Mr. Manish Chawla, Functional COO, KPMG Global Services Pvt. Ltd. for MBA students on 5th February 2016. Mr. Chawla explained the meaning of shared, outsourcing and offshoring services by taking contextual examples in terms of financial services. Shared Service Centre is basically known as an extended arm of existing organization at offshore or a different location. Shared Service has moved from Cost arbitrage to Centre of Excellence. There is a trend towards moving up the value chain to establish centers of excellence to undertake more complex work. Shared Services involve low risk as no investment is required and financial pressures are also low. The biggest example of Shared Service is KPMG.

In comparison, outsourcing means handing over control of services to an external organization (can be in the same country or in an another country). Outsourcing business is moving towards knowledge process centres as it helps in reducing the cost and also helps the firms to focus on their main activities. The biggest example of an outsourcing company is HCL. Outsourcing sometimes includes off-shoring. Off-shoring means relocation of work to another country. It is also known as relocation of a business process from one country to another – typically an operational process, such as manufacturing or a supporting process such as accounting.

INTERACTIVE ALUMNI SESSION ON EMERGING TRENDS IN MARKETING AND E-COMMERCE

DIAS believes in helping the students gain practical insight

along with theoretical knowledge. In order to cater to this, DIAS organises interactive sessions with the alumni of the college, who have firsthand experience in the corporate world, be it working for a firm or running a business. An interactive session on Emerging trends in marketing and e-commerce was held on 6th February 2016 for the students of MBA by the alumni, Mr. Mohit Bhatt, Brand Director, Foursquare Marketing, Mr. Varun Chauhan, Chief Technical Officer, Foursqaure Marketing and Ms. Garima Keswani, Senior Executive, Jabong.

Mr. Bhatt shared with the students his journey from being an MBA graduate to being a successful entrepreneur now. He started his career in advertising by working in a top notch advertising agency and later went on to pursue a business in the same field and founded Foursquare Marketing. He gave insights to the students related to the challenges one faces in the initial years of professional life. Mr. Chauhan, who is the co-founder at Foursquare Marketing, shared experiences of his college life and initial years of his job with the audience. He motivated the students to pursue their dreams and aspirations and asked them to follow their hearts. Ms. Keswani helped the students understand how firsthand experience of working with a firm helps in achieving professional goals. She encouraged all the students to be more confident and imbibe good communication skills. All the guests also put light on the trends that are prevailing in marketing and e-commerce as they have a rich experience in these fields. They made the students understand about how the e-commerce is booming and the reasons behind it. They also explained the importance of marketing in any business and its different types. The session, in its entirety, was a great learning experience for all the students and left them with some thoughts to ponder upon.

VALUE ADDED COURSE ON IOT, CLOUD COMPUTING & ANDROID

DIAS organized a value added course from 22nd Feb 2016 to 24th Feb 2016 on IOT, CLOUD COMPUTING AND ANDROID for MBA and MCA students.

The resource person, Mr. Rajeev Tiwari, Director, Tevatron Technologies Private Limited has about 12 years of experience in Electronic Chip Design Industry, having worked in diverse roles including product development, sales, marketing and HR. On the first day of the workshop, he talked about Internet of Things (IOT), the network of physical objects or things embedded with electronics, software, sensors, and connectivity to enable objects to exchange data with the production, operator and other connected devices. He discussed about the applications of IOT in our daily life for example, smart cities, smart homes, basic wearables etc.

On second day of the workshop, the resource person, Mr. Aditya Dua, Senior Consultant, Tech Mahindra with 7 years of experience in android platform, talked about android, which is a booming area now-a-days for IT professionals. Android is a mobile operating system (OS) currently developed by Google, based on the Linux kernel and designed primarily for touch screen mobile devices such as smartphones and tablets. Android's user interface is mainly based on direct manipulation, using touch gestures that loosely correspond to real-world actions, such as swiping, tapping and pinching, to manipulate on-screen objects, along with a virtual keyboard for text input. In addition to touchscreen devices, Google has further developed Android TV for televisions, Android Auto for cars, and Android Wear for wrist watches, each with a specialized user interface. Variants of Android are also used on notebooks, game consoles, digital cameras, and other electronics. He also developed some of the applications like how to make flashlight, calculator and many more.

On the last day of the workshop, the resource person, Mr. Saket, Business Head, Tevatron Technologies Private Limited shared his knowledge about cloud computing and embedded systems. In cloud computing, he majorly focused on what is cloud computing, how it is beneficial to us and how can we use it. He made an application with which we could either switch on or off a fan through sensors.

Finally, at the end of the workshop, students came to know about the booming areas of IT. The main objective of the workshop was to make students conceptually and practically aware about: what is Internet of Things, how Internet of Things is changing everything around us, industrial applications of IOT, cloud computing, android application and career options for MCA students.

CORPORATE WORKSHOP ON ROBOTICS

Delhi Institute of Advanced Studies organized a workshop on Robotics on 1st March 2016 for the MCA students. Mr. Sushant Shrivastava, Aptron Solutions Pvt. Ltd., the notable guest speaker for the workshop has rich experience in embedded software development.

Mr. Shrivastava explained the different options in the software industry and how to choose the best available option like embedded Linux. He emphasized that the IT professionals should not limit themselves to just software development but they should also bridge the gap between software and hardware. Throughout the workshop, he kept the audience engaged by performing live and interesting experiments like the use of technology to ease our daily problems such as using bluetooth technology to switch off or on a bulb in a room. He used AVR studio to show live experiment on 8 LED's which were glowing one after the other.

The worksop was very educational and left the audience with many ideas to be worked upon.

INTER-COLLEGE B PLAN COMPITITION "LEZERO-2016"

The intrinsic human spirit of adventure, creativity & competition gets an appropriate expression in entrepreneurship, wherein a person takes risk & initiative to launch a new venture. Keeping in view the similar idea an 'Inter- College Business Plan Competition' **"Lezero-2016: Bringing Innovative Idea to Ultimate"** was organized by *DIAS Entrepreneurship Development Programme Cell,* on March

3rd 2016. The main purpose of this competition was to explore hidden entrepreneurial talent amongst students and to encourage them to implement these business ideas in real life. In total eleven teams from different colleges of Delhi University, GGSIP University and other autonomous universities like Bharti Vidyapeeth and JIMS took part in this competition. There were business proposals with different ideas titled as "Track Bag", "Tech Intelligencia", "Shupridi- upcycling of waste clothes", "Indoor Cricket", "Online Portal for Artificial Jewellery on rent", "Laundry Express", "Nature Farm", "3D Prosthetics", "Magic Eye", "Scooty Taxi Service in Delhi" and "Ezee Lease in" etc.

Prof. Harsh Vardhan Kothari, an adjunct Professor at G D Goenka World Institute, Gurgaon and a certified mentor for entrepreneurs at National Entrepreneurship Network (NEN) was one of the two judges for this competition. The other judge for the event was a young entrepreneur Mr. S.K.Munjal, the managing director of a pharmaceutical company, BLUE STAR LABORATORIES, Gurgaon, Haryana. The judges with their academic knowledge as well as practical experience explored the workability of business plans, by evaluating all their pros and cons and gave necessary suggestions to the participants at the end. The business plan "Shupridi- upcycling of waste clothes" was adjudged the 'Winner' in the competition and bagged a cash prize of Rs. 5,000/. "Track Bag" was the other business plan to get 'Runner-up' position winning cash prize of Rs. 3,000/ respectively. All the team members received participation certificates. Dr. N. Malati, Director DIAS honoured our judges with mementoes and Dr. Anju Batra, Co-ordinator, EDP cell, extended vote of

thanks at the end. Overall this business plan contest was an integrated learning experience for the students trying a feasible business proposal.

INDUSTRIAL VISIT

Delhi institute of Advanced Studies had organised an industrial visit to Yakult Danone India Pvt. Ltd. on 4th March 2016 for the students of MBA, second semester. The students were accompanied by four faculty members namely Ms. Roma Jaitly, Ms. Shilki Bhatia, Ms. Ruchika Sharma, and Dr. Omesh Chadha. The aim of this industrial visit was to acquaint the students with the various procedures undertaken at the plant.

Probiotic drinks are not very famous amongst the Indian customers. Yakult being a probiotic drink made a good effort in attaining top position by itself in the market and try to make people aware of it through different sources, and possibly industrial visit for the students is one of them. Yakult Danone India factory, Sonipat follows a very tedious and formatted process for the production of its energy drink. The entire process was divided into different chambers starting from fermentation of milk till the final packaging of the product. A young employee of the company delivered a presentation which very well demonstrated the journey of Yakult from the year of its inception till date. He also talked about the various marketing and financial operations they undergo for making the product visible and worth purchasing.

After the presentation all the students were given the samples of Yakult and were taken for a visit to the plant. The entire process was well arranged and the cleanliness or hygiene quotient was amazing. Yakult is a drink enjoyed worldwide and it takes care of human's both digestive and immune

systems. The main purpose of the visit was to acquaint the students with the knowledge of how Yakult is producing its product and helps in maintaining the health of thousands of people. It's a drink worth purchase and consume.

ALUMNI INTERACTION ON EMERGING AVENUES IN IT

A college is as strong as its alumni base. DIAS alumni are today spread across the globe and are very much inclined to help their juniors by helping them prepare for the corporate world.

Mr. Prashant Jha, Design Engineer, Royal Bank of Scotland, Ms Swati Mehta, Quality Engineer, Ernst and Young and Ms. Harneet Kaur, Vice President, Knownymous Online Marketing Solutions were invited to have an interaction with MCA batch 2014-17 and batch 2015-18 on 5.3.2016.

Mr. Prashant Jha deliberated upon the topic of avenues in the field of Data Ware Housing and Data Mining and how students can prepare themselves to be a part of the companies working in this area. He encouraged students to look beyond the role of software developer and explore the opportunities which are very much paying and still unknown.

Ms. Swati Mehta asked the student to change their mindset for not taling up roles that are new. She explained her own career path from NIIT to TCS and then Ernst and Young. She said doing the unusual task reaped rich dividend and made her rise up the ladder much faster than others

Ms. Harneet kaur asked the students to concentrate on their attitude and take up their jobs very sincerely in the initial years. They must also think about becoming a job provider rather than being a job seeker.

The session was extremely fruitful for the students as they got to know about the new Avenues in the IT field.

Ms. Swati Mehta, Quality Engineer, Ernst and Young

Mr. Prashant Jha, Design Engineer, Royal Bank of Scotland

Ms. Harneet Kaur, Vice President, Knownymous Online Marketing Solution.

GOOGLE HANGOUT WORKSHOP ON "ADVANCED TOOLS IN MS EXCEL"

Computer is an integral part of each and every company whereas Spreadsheets, files and memos are necessary documents in most businesses. Microsoft word and excel are used to create all these records in computer. We are using

Microsoft word as a typewriter but it is more than that, and this was explained by Dr. Neeraj Kaushik, Associate Professor, NIT Kurukshetra in his Google Hangout workshop conducted at our institute on 5th march, 2016 for MBA students. Mr. Kaushik explained all the features of Microsoft word and these features are helpful in our project reports such as putting section breaks, inserting bibliography, text wraps, inserting caption of tables and figures etc.

Second part of the workshop was focused on MS Excel. In this part, he discussed when excel was evolved and how the date and time function works in excel. Due to time constraint he was not able to cover all of its features and functions. Overall the workshop was helpful and informative and knowledge enhancing.

VISIT TO ASHARAN ORPHANAGE

DIAS Kartavya Society organized a visit to the Asharan orphanage. A group of 10 students along with Ms. Balwinder Kaur, Faculty DIAS went to the orphanage on 21st march 2016. The orphanage had children of 1 – 10 years of age. So the donation items (toys, mosquito net, clothes, fruits) were accordingly arranged and

handed over to the orphanage in-charge. The students interacted with the kids and spent quality time with them. Students taught drawing and poem, sang songs and even played games with the children.

DIAS Eco Club

GUEST LECTURE ON AWARENESS OF ROOFTOP SOLAR

ECO CLUB of DIAS organized a guest lecture on "Awareness of Rooftop Solar" by Mr. Kaushik Sanyal, on 22nd January 2016 for MBA students. The session provided the students with an opportunity to learn about the importance of the solar energy, its uses, the role of government in promoting solar energy and the career opportunities for students in this emerging area.

In the next few years, it is expected that millions of households in the world will be using solar energy following the trends in USA and Japan. In India too, the Indian Renewable Energy Development Agency and the Ministry of Non-Conventional Energy Sources are formulating a programme to have solar energy in more than a million households in the next few years. At present, India is at 12th position in utilizing solar capacity in the world and it has planned to increase its share of non-fossil fuels to 40% of the total power generation capacity by 2032. India has an ambitious plan to add 100 giga watts (GW) of solar power by 2022. Keeping in mind India's high import dependence and

chronic energy poverty, it is imperative that solar energy should be given impetus. The tariff for solar power has fallen from Rs.18 per unit a few years ago to an unprecedented level of below Rs.5 per unit—a big step in promoting clean energy.

Mr. Kaushik concluded by referring to different types of Rooftop solar PV Models and how third party installed solar can reduce the Tariff.

"KHELO HOLI NATURALLY" CAMPAIGN

Holi is an important festival of the Hindus. It is a festival of joy. It gives us the message of friendship and goodwill. It's an occasion that brings in unadulterated joy and mirth, fun and play, music and dance, and, of course, lots of bright colors. The festival bridges gap between people of different communities and age groups and people enjoy with each other with colors.

DIAS, Eco club, motivates the students of DIAS to play Holi in a human friendly manner through "Khelo Holi Naturally"

campaign. The faculty and students organized several campaigns to spread the message of "Khelo Holi Naturally" with the help of eco-friendly colors and avoiding use of harmful dyes, paints and permanent colors. The faculty members visited the classes to wish the students and bless them on this festival of colors and enthusiasm. DIAS believes in celebrating all the festivals with zeal and love in the most eco friendly and peaceful way.

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NATIONAL CONFERENCE

MANTRA FOR 21ST CENTURY MANAGERS: INITIATE, INNOVATE, AND INTEGRATE

Companies that are flourishing in the 21st 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 21st 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 21st Century Managers: Initiate, Innovate, and Integrate" on 27th February, 2016 to deliberate on 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 stratagies 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.

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 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 21st 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

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 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.

KEYNOTE ADDRESS BY

GUEST OF HONOUR, 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.

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 a 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 are the days when we used to talk about improvements, re-engineering, 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 a part of our life. If we have the ability to question (Why, How) then innovation would automatically takes 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 a 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, innovate and integrate.

Remember, confusion, disruption, disaster and failure are now part of our life, we have to be a 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 working hard today and may be when we grow old, we would be able to incorporate a giant 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, technology, 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. 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.

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.

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.

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 stake holders, 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 kill 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 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 21st century capital markets. This is the major change which is going to happen in financial reporting in 21st century era because of the global market scenario. Forensic accounting has gained a lot of importance in India because of ongoing frauds and scandals such as Satyam scandal. In the 21st 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

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 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.

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 profit but they are also concerned about environmental and social issues. CSR is not only about giving money for social cause or just asking people not to print 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 does not only refer to the compliance of human right standards, labor and social security arrangements, but also 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

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 rat-race, 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 skill based teaching which would stay with students for life. Brain-Storming of the students must be done 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 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 under gone. 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 21st 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 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. Jhawar, 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. Jhawar 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 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.

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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HMR INSTITUTE OF TECHNOLOGY AND MANAGEMENT

MR. SANGEET SHARMA
STUDENT,
HMR INSTITUTE OF TECHNOLOGY AND MANAGEMENT

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.

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

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 145th Anniversary of Mahatma Gandhi on October 2, 2014 and put efforts across the county 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 Swach 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 JAITLY,
ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES, GGSIP UNIVERSITY

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)

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.

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.

He concluded by stating that in order to sustain and prosper in the competitive 21st 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.

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.

KUDOS

DIAS congratulated and appreciated the following students for their commendable performance in the university exams by conferring medals and certificates.

Dr. Niti Chopra, MBA (2013– 15)	For being the Gold Medalist in the University
Dr. Niti Chopra, MBA (2013 – 15)	For being the University topper in fourth semester at the Institute in the University Examination
Ms. Nikita Singhvi, MCA (2012 – 15)	For being the Institute topper in sixth semester in the University Examination
Ms. Radhika Kakkar, MCA (2013 – 16)	For being the Institute topper in fourth semester in the University Examination
Ms. Karishma Dhall, MBA (2014 – 16)	For being the Institute topper in second semester in the University Examination
Mr. Pulkit Manocha, MCA (2014 – 17)	For being the Institute topper in second semester in the University Examination
Ms. Deepti K Nair, MBA (2012 – 15)	For her exemplary performance in University
Ms. Nikita Singhvi, MCA (2012 – 15)	For her exemplary performance in University

ECSTASY 2016

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"The miracle of unity is being granted to us as we pray and work for it in the Lord's way. Our hearts will be knit together in unity. God has promised that blessing to his faithful Saints whatever their differences in background and whatever conflict rages around them." - President Henry B. Eyring, First Counselor in the First Presidency

Meeting friends, both old and new is always fun & when the occasion of rendezvous is a college fest, it definitely increases the fun quotient by several notches. Cultural fests are the gateways to polish extracurricular skills of the students. They provide the students the platform in which they can interact with students of different background and showcase their creative skills and talents. Amid much fanfare and enthusiasm, DIAS organized its 12th Annual Cultural Festival, Ecstasy '16 on 12th March, 2016.

The Institutes' Annual Fest, ECSTASY is a tantamount to zeal, competition, elation, triumph and tradition. It is an effective pedestal for students to unleash their creativity and exhibit their talents. Living upto its spirit, "ECSTASY 2016" was an assortment of various cultural and literary activities honouring the students' interests, competencies, creativity through its theme- "Together We're Stronger". This theme was apt because no one in this world is self-sufficient and it is good to be a support for each other.

The day was a perfect blend of several events. From debate to dance, from best out of waste to dramatics. Participants from different parts of the capital came forward to make Ecstasy 2016 a success. Throughout the festival, the campus was full of colours and the excited crowd made the festival much more energetic.

INAUGURAL SESSION

The inaugural session was commenced by lighting of lamp by Dr. N. Malati, Director, DIAS and event coordinators, Ms. Roma Jaitly and Mr. Kamal Upreti. It was followed by an inaugural speech by Dr. N. Malati welcoming all the faculty members, the participants of various institutes and the audience.

INAUGURAL SPEECH BY

DR. N. MALATI,
DIRECTOR, DIAS

It is well said: "All roads that lead to success have to pass through Hardwork Boulevard at some point."

Participation in extracurricular activities builds intelligence, health, teamwork and character. In today' world, a person has to be an all rounder to be globally competitive & universally acceptable. Ecstasy 2016, the institute' cultural festival is a continued link in the direction. Dr. N. Malati introduced the chief guest, Mr. Satish Loomba, who retired as Additional Deputy CAG, General, Government of India, to the audience and thanked directors of different institutes for cooperating and sending their students for being the part of the annual fest.

ADDRESS SPEECH BY
DR. S.N. MAHESHWARI,
ACADEMIC ADVISOR, DIAS

Dr. Maheshwari addressed the audience by saying that inspite of being an open and democratic society, we often get divided in the name of caste, religious, state or language. The recent unfortunate events in certain parts of the country indicate that our administrative machinery is still insensitive and dormant to the people's needs, expectations and exigencies. He explained the significance of the theme of our cultural fest i.e. "Together we are stronger". According to him, it is the mantra of our success to remain standing tall as one nation and we're having this theme in the hope that in spite of diverse cultures, religions, castes and communities, unity in diversity will continue to be India' key strength and keep us together for the generations to come.

ADDRESS BY THE CHIEF GUEST
SHRI SATISH LOOMBA
RETIRED AS ADDITIONAL DEPUTY CAG, GENERAL, GOVERNMENT OF INDIA

"No thief, however skilful, can rob one' knowledge and that is why knowledge is the best and safest treasure to acquire."
– L. Frank Baum, The Lost Prince of OZ

The chief guest talked about the changes that have been taken place due to Globalisation. And also he discussed the pros and cons through which the economy has undergone. For the understanding of the students, he also focused upon the knowledge base a student must possess in order to make a place for himself/herself in this competitive world. And according to him the best way to increase ones knowledge or awareness about the current happenings is to read as much journals on relevant topics, as possible. His encouraging words motivated the students to start off their journey of success with a great pace.

VOTE OF THANKS BY
MS. ROMA JAITLY AND MR. KAMAL UPRETI
EVENT COORDINATORS, DIAS

The event coordinators, Ms. Roma Jaitly & Mr. Kamal Upreti , on behalf of the entire DIAS fraternity thanked all for joining DIAS on this mega event. They thanked the guest at the event Shri Satish Loomba for sparing his valuable time from busy schedule. They extended their heartfelt thanks to Dr. S.N. Maheshwari, Academic Advisor, for his constant support and

guidance. They also thanked Dr. N. Malati, Director, for her continuous encouragement for the event.

They especially appreciated the efforts of the teacher coordinators, student coordinators, the sponsors and the young talents those who participated in many events & collectively made Ecstasy 2016 a success and a beautiful memory.

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TECHNO TRYST

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TECHNO TRYST 2016: DIGITAL INDIA: TECHNOLOGICAL LEAPS FOR DEVELOPING SMART CITIES

Today, the world thrives over technology. It has touched every aspect of our lives. Last few years have witnessed the role of technology in revolutionising and empowering the nations worldwide in creating and enhancing businesses, services, intelligence, networking, security, and productivity. This has improved quality of living and overall growth of the nations. Today, information finds us before we find information. Every day electronic utilities such as mobile phones that have penetrated into our lives can potentially harvest data that can be analysed to make our lives simpler. This information collected from the Internet of Things can be made useful to make every movable object intelligent and capable of taking unsupervised decisions. Leveraging such technologies to connect and utilise the power of data for building smart cities is imperative in order to have efficient planning and management systems, optimised energy and water systems, all round education, good governance and administration, housing and infrastructure, public safety and medical care, transportation and navigation systems including traffic management, waste management systems, and sustainable environment. Digitising India initiatives are ambitious steps towards connecting the disparate departments of the government services and digitally connect the citizens to bring them under e-Governance and mobile governance. Enabling local area development and harnessing technology are the smart cities initiatives by the Indian Government for a smart future of the Indian cities. Scarcity of resources, growing population in urban agglomerations, increased urban immigration, shrinking budgets, and plain old legacy systems have made it necessary to build well-planned smart cities. This poses challenges as well as throws opportunities onto the technology researchers for Internet evolution, Governance and innovations that will drive the growth of the cities and lead to modern urban transformation.

These innovations include various leading technologies such

as internet of things, internet governance, social media, cloud computing, networking techniques, web technologies, data analytics, resource optimization techniques, mobile computing, information and communication technologies, artificial intelligence, green computing and many more. The convergence of these technologies has gained momentum in enabling performance optimisation in all spheres of life and has already transformed how enterprises work today to improve their operations and increase profits. Social media has become an integral part of our lives today. People connect themselves to the social networking sites to share their preferences, thoughts, feedbacks and grievances. The data generated by their postings acts as rich source of insight on user preferences and trends. Mobile technology today makes information available to the users anytime and anywhere. It also allows them to engage in ecommerce transactions. Huge amounts of data available through social media and mobile connectivity needs to be analysed to give meaningful insights for efficient governance and business decisions, which include traffic jam spots, emergency situations, citizen opinions, customers demand trends, financial optimization etc. Integration of multiple analytics techniques and methodologies like statistics, neural networks and weibull analysis has led to Advanced Analytics. Moreover, advent of virtual computing through untethered storage and access to data, applications, services, and more has scaled up applications and their efficiency many folds. Cloud services providers use economies of scale and try to make use of every bit of computing space to provide cost effective services to users. So a cloud based offering provides services from anywhere using any device at a much lower usage cost.

These technological leaps in diverse areas and their amalgamations have a great scope in bringing advances in the implementation of Smart Cities in areas ranging from traffic and infrastructure management, energy management, Internet governance, crisis response management, digital equality, to uplifted overall city experience.

To bring forth and provide a platform to deliberate upon technology innovations, their applications, and challenges in developing them for building smart cities and digitising India, Delhi Institute of Advanced Studies organized a national seminar, "Techno Tryst 2016: Digital India: Technological Leaps for Developing Smart Cities" on 19 March 2016.

INAUGURAL SESSION

The seminar started with inaugural session that was presided over by the Chief Guest, Dr. Govind, Formerly-CEO, NIXI & Senior Director, E-Infrastructure & Internet Governance, Department of Information Technology, Government of India, and the Guest of Honour, Mr. Gaurav Kant Tyagi, Director-Delivery, Nagarro Software Pvt. Ltd. Dr. R. C. Chadha, Group Academic Advisor, DIAS, Dr S.N Maheshwari, Professor Emeritus, DIAS and Dr. N. Malati, Director, DIAS.

WELCOME ADDRESS BY

DR S. N MAHESHWARI,
PROFESSOR EMERITUS AND ACADEMIC ADVISOR, DIAS

Digital technology is one of the globally-tested chief drivers of economic growth. The pace at which people are taking to digital technology defies our stereotypes of age, education, language and income. In this digital age we have an opportunity to transform lives of our people in ways that was hard to imagine just a couple of decades ago. Today digital technology is seen as a means to empower and as a tool that bridges the gap between hope and opportunity. Now it is not important whether you are awake or asleep but whether you are online or offline. It has, therefore, been rightly said that "Building I-ways are as important as highways".

Keeping the above facts in mind, our Honorable Prime Minister Mr. Narendra Modi launched Digital India Programme on July 1, 2015. The main objective of the Digital India Programme is to improve the service delivery to our

citizens, businesses, government employees and others by blending information and communication technology with administrative reforms. It is expected to transform India into a digitally empowered society and a knowledge based economy.

The programme has been divided into three major areas: Digital infrastructure as a utility to citizens; Governance and services on demand; and Digital empowerment of people. Digital India is not a mere technical issue and hence all the three areas have to work together to make it a reality.

With this context, Prime Minister Shri Narendra Modi's Vision "Digital India", has set an ambitious plan to build 100 smart cities across the country, making them citizen friendly and sustainable. They are to be satellite towns of larger cities and by-modernizing the existing mid-sized cities. It is pertinent to quote here our Honorable Prime Minister Mr. Modi: "Cities in the past were built on river banks. They are now built along highways. But in future they will be built on availability of optical fiber networks and next-generation infrastructure".

The road to digital empowerment in India has thrown up some great challenges and opportunities. Effective co-ordination, efficient monitoring system and capacity building are real challenges. All processes of various Government Departments and agencies will have to be revamped and re-engineered. Data Security is a big concern. Digital-divide between urban and rural areas must be bridged. Political parties unable to digest these developments are likely to throw up complications and retard progress. This requires strong commitment and co-ordination of all stakeholders. A stable Government will go a long way in achieving the goal.

Dr. Maheshwari introduced the guests to the august audience.

INAUGURAL ADDRESS BY

DR. GOVIND,

FORMERLY-CEO, NIXI & SENIOR DIRECTOR, E-INFRASTRUCTURE & INTERNET GOVERNANCE, DEPARTMENT OF INFORMATION TECHNOLOGY, GOVERNMENT OF INDIA

The welcome address was followed by the inaugural address by the chief guest of the seminar, Dr. Govind. He explained the vision and mission of Indian Government initiatives towards making India digital. He discussed on how the academia and industry are contributing in the efforts and in future as well corroborate to create smart cities exploiting

technologies to their full potential. The Government of India is already shaping an endeavour to create technology rich environment for everyone irrespective of their income strata, language, culture, abilities or disabilities, such as the physically challenged people through its programs. Additionally, there are opportunities aplenty to be tapped via Internet Governance, m-Governance and e-Governance in order to improve administration and services to the citizens. A secure network technology infrastructure with well defined protocols and their standardisation form the premises of a technologically sound system.

KEYNOTE ADDRESS BY GUEST OF HONOUR

MR. GAURAV KANT TYAGI

Indian industry today is both a major producer as well as a consumer of technology today. The IT and IT enabled services companies are chipping in to empower themselves as well as the consumers at large with Digitization. With technological advances, every aspect of the industrial sectors are at an advantage including optimisation of resource utilisation such as energy awareness, round the clock feedback and support services, and discovering data insights for marketing and product placement, to name a few. Smartness of the businesses is driven by leveraging upon latest and next

generation technologies and improving operational efficiency.

VOTE OF THANKS BY
DR. N. MALATI,
DIRECTOR, DIAS

Technology and automation have enriched our lives in a number of ways. Things big and small can be controlled through technology. The country is on the cusp of building Smart Cities. In the Indian scenario, a Smart City is going to be an amalgamation of several factors such as basic infrastructure including water, electricity and solid waste management, affordability, education and healthcare to name a few. Digitalization will bring together all these aspects to present an environment that is fully smart. The Digital India initiative ties in well with the Smart Cities Project. The Digital India initiative by Government of India intends to make sure that all Government work goes online which will help citizens to avail benefits and get their work done easily and transparently. With the launch of Digital India programme, the government is taking a big step forward to transform the country into a digitally empowered knowledge economy. The objective of the programme is to reduce paper, work, and connection and also increase the speed. The Smart Cities Project is working on the principle of convergence which will bring together several key policies. This naturally syncs it with the Digital India movement because technology has a big role to play here.

It is stated that Make in India is important but 'Design in India' is equally important for digital India. We need to create products in different languages and age group. It is a market of 125 crore people. The future belongs to technology and the country and organizations large or small need to keep pace with the changes that it would bring.

National Seminar Techno Tryst 2016 provided an opportunity to highlight the research being carried out in this emerging area. The deliberations, discussions and exchange of ideas helped the academicians and researchers alike.

Dr. Malati congratulated the faculty members and students of the organizing committee for their efforts for organizing the National Seminar and getting the proceedings published for wider dissemination of knowledge.

TECHNICAL SESSION I

The technical session I was chaired by Dr. Vinay Thakur, Director, National e-Governance Division, Department of Electronics & Information Technology, Government of India. The speakers deliberated on topics like business intelligence, fuzzy theory, image processing, inferential techniques, and Internet of Things.

ADDRESS BY

DR. VINAY THAKUR,
DIRECTOR, NATIONAL E-GOVERNANCE DIVISION,
DEPARTMENT OF ELECTRONICS & INFORMATION TECHNOLOGY

Dr. Thakur elucidated the advancements in ICT that have driven up the efficiency in operational paradigms among various corporate and institutional users of technology. The Internet is transforming the conventional urban and rural planning models and compelling the planners to regard the deployment of Information

Technology acts as the efficiency drivers of the economy, environment, mobility and governance of an area. Indian cities must develop sustainable partnerships and cooperation strategies for ensuring the effective sharing of common city resources among citizens and businesses. Utilisation of high speed cost effective networks, using smart devices, developing energy efficient infrastructure and applying latest developments in cloud computing and the emerging IoT, open data, semantic web, and future media technologies would make cities grow smarter.

APPLYING A PROBABILISTIC INFORMATION MEASURE IN INTUITIONISTIC FUZZY THEORY TO SELECT LAPTOP COMPUTERS

DR. PRINCE GUPTA, ASSISTANT PROFESSOR,
DEPARTMENT OF APPLIED SCIENCE, GURU KASI UNIVERSITY, PUNJAB

Advances in technology and market competition drive the addition of new services and features. There can be seen a tremendous growth in wireless communications, mobile computing and services. Today, information technology, internet and computer play a key role in the world. The use of laptop computer has rapidly increased in almost every aspect of life. The demand of laptop is more in the market as compared to other things due to their convenience in terms of availability, flexibility and adaptability. In every field of life like hospitality, railways, metro trains, corporate houses, academics, professionals etc. we found the use of laptop/computer for different purposes. Dr. Prince Gupta empathised that laptops can be considered as the important roles in human life because of their ability, portability and mobility and hence the selection of effective laptops according to the needs of buyers is essential. Dr. Priti Gupta and Dr, Prince Gupta performed a hypothetical case study to aid a customer in the selection of laptop brand by identifying factors that would increase the overall credibility of customer. Dr. Gupta explained their methodology of analysis. They applied Max-Min-Max composition and a probabilistic measure in intuitionist fuzzy set theory which contains membership function, non-membership function and π-entropy (hesitation index). The study was based on considering the factors price, operating features, portability, durability, and security.

Dr. Gupta concluded by telling that there are numerous social and economical factors and reasons that affect the interest of a customer like age, education level, cost, portability, convenience, security, sturdy, durability, size, operating facilities or features, processor speed, connections, graphics

card, advertisement, friends and colleagues recommendations etc.

AKODARA: INDIA'S FIRST DIGITAL VILLAGE

MS. ANITA KUMARI YADAV,
ASSISTANT PROFESSOR,
DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

Rural parts of India are home to more than half of the population of India but rural population contributes only a small part in total economy of India. Most of the villages in India depend on agriculture. There are a large number of farmers that are living their life with minimum facilities. Many of the schemes for the famers have been launched by the government but they have only limited effect. The literacy rate and the healthcare facilities are not good in most villages. Use of digital technologies can improve connectivity of villages to the outside world, make use of e-market places to buy and sell produce, get information about government schemes etc. By making the village digital, some basic problems can be addressed. This paper focuses on the case study of a digital village that has been already initiated in India. This paper discusses on the developments and the impact of those changes.

In many villages of India, basic requirements such as clean water, health care, education and electricity are considered luxury. The areas are usually highly isolated and there is lack of access to government systems including health care facilities which are located at large distances. The rate of school dropout increases with the growing age because of people engaging in small scale activities for sustainability. The lack of employment forces people to lead a difficult life in these regions. As a result, the overall development and growth of a nation is affected thereby minimizing development initiatives in most regions of a country. Thus, in making India one of the developed countries, rural development in India becomes one of the most important factors for the growth of the Indian economy. The presenters discussed many schemes launched by Governments in the past for the same which have not yet been much impactful. Henceforth, more efforts in this direction are needed. A Digital Village is a scheme dedicated to providing access to Information Technology mainly through computers and mobiles within rural areas where access to this information is normally limited. It involves ground up participation with increasing connectedness of mobile networks. This helps encourage and enhance communication between the villagers and the outside world. Some Digital Villages also provide e-learning allowing people to increase their knowledge in a particular field. A digital village will be self-sustaining and self-correcting because people will understand the benefits of being connected to each other and further will give more support to the cause.

Akodara village is in the Himmatnagar sub-district, Sabarkantha district in the State of Gujarat. The village is at a distance of around 90 kms from Ahmedabad city. The village is a home of 1100 villagers in 200 households. Most of the families here are involved in cattle rearing and farming. Farmers mostly grow cotton and wheat in the village. Many villagers are also in service profession employed in nearby cities.

The digital village's objective is to show that technology can be used to eliminate barriers between rural and urban India. Akodara is the first attempt for such a future. The concept of Akodara is based on three C'. They are Cashless, Connected and Comprehensive.

Ms. Anita Yadav explained the various components of a digital village and their implementation in Akodara. Further Ms. Yadav concluded by discussing the benefits of a digital village.

COMPARATIVE STUDY OF VARIOUS FACE DETECTION TECHNIQUES

MS. DEEPIKA MAHESHWARI, MS. DEEPIKA VERMA AND MS. SHRISHTY GAUTAM,
M. TECH SCHOLAR, BIRLA INSTITUTE OF TECHNOLOGY, NOIDA

In the image analysis field, facial recognition is one the most successful applications. For Face Recognition, Face detection is one of the most fundamental requirements to be fulfilled. The various aspects like color of the skin, expressions, pose, position and orientation, facial hair, presence of glass, image resolution, lighting condition etc. make it even more difficult to be carried out. Another barrier in carrying out successful detection is the inability of a machine to understand emotions. A state of feelings like happy, sad, angry etc. is called as Emotion and it affects a person's thoughts, psychological changes and expressions. Decision making, perception and empathy understanding are affected in a positive way by emotions.

The presenters discussed the different architectures and models ANN provides for face detection and recognition. Since these models can simulate the way neurons work in the human brain, AAN models can be used in face detection and recognition. They described the differences among these technologies.

Today humans have discovered new ways of development in various fields, especially communication, security and privacy has become one of the most important issues. India is on the verge of a technological boom and in the race to become one of the top most countries in the world. Making Smart cities is one of our steps in achieving that. Face detection, in such a case will be very helpful in providing authentication to the people and will be another step in creating a smart India, through providing a smart and more accurate way to the citizens, and the administration, for security. It will help the government in keeping a better track of the citizens. It will be easier to identify and keep a record of the criminals and help in controlling un-authorized entry into the country.

The presenters concluded by telling that humans have a natural ability to recognize faces and identify persons but it is not the same case with machines. For exhibiting this capability in machines there is a need to simulate recognition artificially. In order to create intelligent autonomous machines Artificial Neural Network plays a vital role.

GRAIN (BASMATI RICE) QUALITY ASSESSMENT BASED ON DIP & INFERENTIAL TECHNIQUES

MS. SWETA KUMARI, MR. PURUSHOTAM KUMAR,
RESEARCH SCHOLARS, KIIT COLLEGE OF ENGINEERING, GURGAON

India is considered to be one of the leading countries in food production. The major issue faced by the rice industry for quality assessment is quality analysis of rice grains is done visually and manually by Human Inspectors. Sometimes, the decisions taken by Human Inspectors may be affected by some external factors like Tiredness, Revenge, Fatigue, Eyesight, Work pressure, Climate, etc. Moreover, this evaluation process is however tedious, time-consuming and is neither objective nor efficient.

The presenters proposed a solution to this problem by providing one method for quality analysis of Indian Basmati rice grains using Digital Image processing & Inferential sensing method (twin fold technique). The geometrical parameters of the grain (rice) would be estimated based on image processing algorithms using a camera, image grabber, computer interface and the image processing software. This method is fast, convenient, accurate, harmless, cost-effective and non-destructive.

The technique the presenters explained, would be established by comparing their findings with the results from standard test

laboratory on quality which helps in fixing the price of the produced during transactions. It can achieve high degree of quality.

The working model would help in analyzing the unknown sample based on physical properties based classifications technique. After the success of the project a second phase of the project would be taken up to help towards the development of an engineering unit for long term field trials before the transfer of technology.

AN APPLICATION OF DASH BOARD: A CASE OF SUPERSTORE SALES

MR. NIKHIL PAL SINGH, MR. PRANAV CHHABRA,
PGDM STUDENTS, APEEJAY SCHOOL OF MANAGEMENT, NEW DELHI, INDIA

Business Intelligence traditionally focuses on using a consistent set of metrics to both measure past performance and guide business planning, which is also based on data and statistical methods. BI includes a diversity of implements, process, methodologies and application that permits the organizations to gather data from internal and external sources. This prepared data is used for analysis, develop queries and create reports. The dashboards and data visualizations make the analytical results available to corporate decision makers as well as operational workers. In this paper, it discusses the usage of BA tool as Dashboard.

The authors of the study focused on the analysis of the superstore data and dashboard is implemented to describe the overall sales at the store. The presenter discussed the benefits of using dashboard as a BI tool. The dashboard represents a powerful executive reports, easy to design and take a great way to improve the future of business using data visualization skills. Excel dashboard gives you the flexibility, to design according to your requirement and imagination. And, best of all, one may want to implement it according to the prototype implementation. Excel dashboard is also the cheapest tool of business intelligence.

E-SELECTION OF CRICKET PLAYERS AND THEIR AUTOMATED EVALUATION

MR. DEEPAK SINGH,
TRAINEE, NIIT TECHNOLOGIES AND MCA STUDENT, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

Mr. Deepak Singh elaborated about current selection procedure of cricket players is affected by biasness. Cricket sport is not only an area of interest but a lucrative profession for people today. Various factors come into play while selecting a team. A human selection committee will invariably suffer from the shortcomings of unfair or biased judgment, human error, and overlooking of certain important points. A system is thus required which can effectively take into account all factors involved and give the optimal team, without human interference. This system should take as input various performance characteristics like players history, his average scores if he is a batsmen, wickets taken and runs scored if he is

a bowler, whether he is a wicket keeper, his performance as a fielder and so on.

The presenter discussed the current system, its lacunae and research technologies proposed by varied researchers, then discussed a technique in depth implemented to create an a web based application for automated selection of cricket players to alleviate biasness.

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TECHNICAL SESSION II

The second technical session was chaired by Mr. Vivek Varshney, CEO & Managing Director, Vivtra Technologies and Solutions Pvt. Ltd.

NCCP IN BUILDING SMART CITIES AND MOVING FORWARD FROM E-GOVERNANCE TO M-GOVERNANCE

VIVEK GUPTA
TECHNICAL DIRECTOR
NATIONAL INFORMATICS CENTRE, NEW DELHI

Mobile phones have become an important component in Indian household. But the telemarketing calls are a major cause of worry not only for people in India, but across the globe. TRAI is proactively and constantly working towards curbing of UCC which also grew along with the telecom Industry. The Authority also faces various set of concerns like making consumers choose their preference of UCC messages they wish to receive, either to block them or partially allow them, escalation of complaints, resolution of complaint with in stipulated time frame, communication to customer regarding their complain status and to monitor all the Service Providers. The presenters gave an overview of NCCPR implementation, which aims to develop a collaborative and unified service

platform to ensure seamless integration of various stakeholders, the consumers, the TM, The SP as a major step towards smart city delivering a transparent, accountable and 24x7 innovative platform. This is a unique initiative step in the country. Only few countries in the world have implemented solutions to curb UCC and handle them with respect to consumer preference.

RAKSHAK – A ONE TOUCH MICROCONTROLLER BASED SAFETY DEVICE FOR WOMEN/ELDERLY PERSONS

MR. SATISH KUMAR RANA, MR. SRINATHA MISHRA
RESEARCH SCHOLAR, ECE DEPARTMENT, KIIT, GURGAON

In today's world, women safety has become a major issue of concern for all of us, as they find it difficult to move freely round for their office and domestic work in spite of enjoying the equality rights and productive laws prevalence in the nation. The presenters proposed a novel technique (RAKSHAK), to help dealing such situation to ensure women safety. With the development of this novel device, the criminal activities against women would be greatly reduced. RAKSHAK would be an inexpensive and a user friendly electronic device for minimizing the risk as well as providing a quick and instantaneous notification. RAKSHAK would act as an instantaneous action against sexual assault, rapes, sexual harassment, molestation, trafficking, and worse treatment of women in houses and in remote areas as well. This technique is based on wireless technology along with ARM Controller, GSM & GPS module. The presenters in the end emphasised on the highlights of the quick responding, cost-effective safety device for carefree movement of an individual especially the women.

A STUDY ON "SECURITY INFORMATION AND EVENT MANAGEMENT (SIEM)"

MR. TUSHAR SHARMA,
CO-FOUNDER AND LEAD SPEAKER, TOFEE & STUDENT, LAL BAHADUR SHASTRI INSTITUTE OF IT & MANAGEMENT, NEW DELHI

Mr. Tushar Sharma described that with increased use of technology, the risk to human privacy and security is also increasing. Cyber-attacks are increasing day by day. These attacks could be both External Threats as well as internal Threats. So to provide the comprehensive view of an organization's Information technology Security and to protect the confidential data of the organization, an approach to security management is required. The presenter explained the working of Security Information & Event Management system with different models along with the selection process based on the requirement so that the internal as well as the external threats of the organization could be avoided.

The SIEM describes the product capabilities of gathering the information, analyzing and presenting it from network and security devices. It monitors the usage in a network with the aim of the data security. It consists of both SIM (Security

information management) and SEM (security event management) functions to achieve the objective of overall security. SIEM systems are typically expensive to deploy and complex to operate and manage. All the above mention tools have their own significance, their own merits and demerits. It depends on the project and organization that which tool the organization is using or will use in future on the basis of their requirements.

THE POLICY OF SHOPPING MALLS ON THE INVESTMENT AND MALL MANAGEMENT IN INDIA

MS. RICHA ARORA,
ASSISTANT PROFESSOR, LLDIMS, MANDI ROAD, NEW DELHI

The retail background of India is continuously evolving and retailers and developers are increasingly adopting practices such as investment transparency, inventory management, appropriate store sizing and improved mall-management techniques. The radical improvements in mall management techniques are foreseen to take place. The dominance of efficient mall management techniques to ensure strong footfalls will be appreciated by retailers and developers alike. Also, due attention will be paid to the issue of sizing of stores for different catchments. Furthermore, policy and infrastructural blockages will be duly dealt with. Collaboration is the way ahead for the stakeholders in the retail industry. Developers, retailers and authorities have to collaborate to coordinate a superior retail experience for the new-age Indian consumer. Indian retail today stands at an inflexion point

where the future looks promising albeit very different from the present-day scenario. The presenter discussed the

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growth of the shopping malls in India and the investment and mall management procedure for development of a mall in India including foreign direct investment policy and their impact on Mall development in India, the financing pattern of malls in India and, the Retail Asset Management policy and procedure for mall management in India.

BIG DATA STARTUPS: THE NEXT FRONTIER FOR INNOVATION, COMPETITION & PRODUCTIVITY

MS. RANJEETA POPLI,
ASSISTANT PROFESSOR
GITTARATTAN INSTITUTE OF BUSINESS STUDIES, NEW DELHI

MS. DIMPLE CHAWLA,
ASSISTANT PROFESSOR
DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI

Ms Popli and Ms. Chawla evaluated the role of big data in developing small corporate companies utilising valuable information that can help them expand their businesses and define a better strategy for the future. Young startups can employ one of the broad variety of Big Data tools available in market. The tool the presenters used for anlaysing start-ups is BigML. BigML offers a highly scalable, cloud based machine learning service that is easy to use, seamless to integrate and instantly actionable. This is now easily used to do predictive analysis to implement data-driven decision making in their applications. The presenters then discussed significant challenges or difficulties highlighted in big data start-ups and the features of BIGML tool.

A MULTI-LEVEL HYBRID DIGITAL IDENTITY AUTHENTICATION SCHEME

PULKIT MONOCHA,
MCA STUDENT,
DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

Providing digital authentication to any network enabled device leads to providing more security to that system. Digitising any application or service makes it reachable to a larger user base available but with challenges and security threats. There are many techniques based on authentication such as alphanumeric passwords and graphical passwords, but each of these individually has some drawbacks. Mr. Pulkit discussed about the existing digital authentication techniques, their limitations, description about 3D passwords, their applications, and proposed an improved authentication technique which overcomes shoulder surfing threat and key stroke tracing attack by the hackers. This authentication scheme combines benefits of 3D passwords. 3D password includes various strategies in various fields. This paper depicts a strategy which is based on 3D virtual environment.

VOTE OF THANKS BY

DR. BARKHA BAHL
EVENT CONVENER

Dr. Barkha Bahl, the Event In-charge extended her heartfelt thanks to the distinguished guest for agreeing to be the Chairperson & gracing the occasion. She also thanked all the

paper presenters for sharing their work, findings & opinions. She expressed hearty thanks to Dr. S.N. Maheshwari, Professor Emeritus and Academic Advisor, for developing the culture of organising conferences, FDPs and seminars in the institute and also for being the guiding and inspiring force behind all the activities. She thanked Director, Dr. N. Malati, for providing continuous support and encouragement.

Dr. Bahl expressed her deep sense of appreciation to the co-coordinators, Ms. Charru Hasti and Ms. Dimple Chawla for their involvement and willingness to take on the completion of tasks beyond their comfort zone for organising the event right from the beginning. She thanked her colleagues and staff members for their whole hearted support. Lastly, she thanked the sponsors and all the students for participation in the coordination of this event, and being patient listeners and expressed her expectation to receive the same efforts from all in the future events to come.

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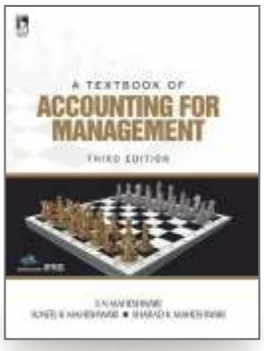

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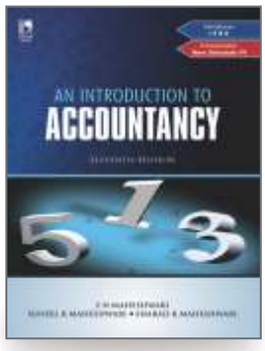

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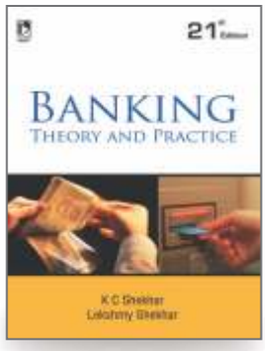

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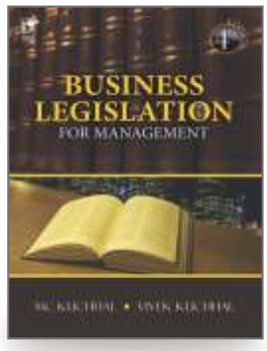

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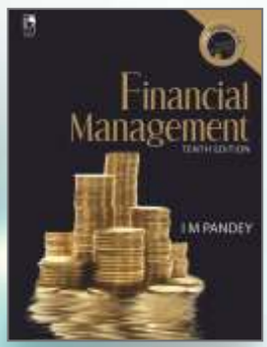

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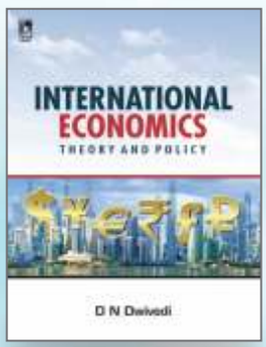

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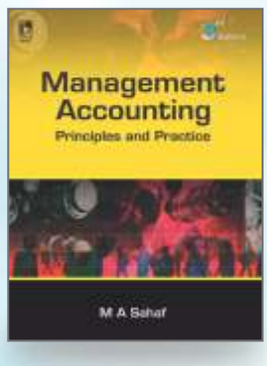

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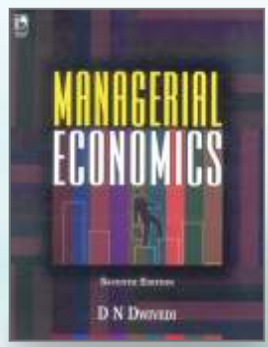

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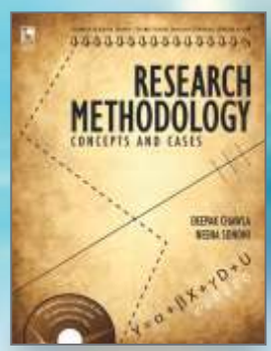

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