Contents

From the
Editor's desk

Dear Readers,

We get up in the morning to begin a new day with new expectations, hopes and aspirations yearning to fulfill our dreams. But, yes, everything is not so full of life, cheery and radiant as we want it to be. There are problems, hurdles, obstacles, which make our journey a difficult one. The solution is not to just sit and ponder on the problems but to get up and solve them. Quoting Will Rogers, *"Even if you're on the right track, you'll get run over if you just sit there."* If you shake off your problems, step up and learn from them, you will feel exhilaration, contentment and boundless happiness. Even if you fail, don't be disheartened, because every step either gives success or leaves behind a lot to learn from. Failure is part of learning. It leads the road to success. We should never give up the struggle in life.

There are those who say life is like a book, with chapters for each event in your life and a limited number of pages on which to spend your time. But, we should look at life the other way round. We should create our own book with each page reflecting the moments we lived and cherished, the milestones we achieved, the knowledge and wisdom we attained. The book should bring a smile at our faces when we recollect moments. In our race to succeed and leave others behind, we should ensure there is time to sit back and relax, collect memories, or the book will remain blank and will leave us distressed in the end.

It is important to remember that in life, things happen around us, things happen to us, but the only thing that truly matters is how we choose to react to it and what we make out of it. Life is all about leaning, adopting and converting all the struggles that we experience into something positive. The more we enjoy, the better it becomes.

Although, life is a race and in this time of competition, we have to run faster to be at the same place, let alone surpassing others, but we should realize that the race, the competition has to be with ourselves not with others. We should be happy in what we do. In our race to be better than ever before, we will become the best.

In the end, I would like to remember what I said in the beginning. Our dreams, our aspirations are a part of us. Like a coin, everything has a flip side. Optimism prevails if we look at the positive side and we remain disheartened and depressed if we focus on the negative side. Bidding adieu to DIAS and DIAS Times, I wish that we remain happy forever and succeed in whatever we do.

Amen!!

Dr. Ruchi Gupta
Editor

DIAS
A Mission to Excel

Delhi Institute of Advanced Studies is a '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. N. Malati 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, Brick Red 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. S. N. MAHESHWARI, PROFESSOR EMERITUS & ACADEMIC ADVISOR, DIAS

Dr. S.N. Maheshwari, a prolific author with more than 100 books/monographs to his credit, has brought out the following monographs during Oct. – Dec. 2015:

1. **"Financial Accounting"** for MBA, IMBA, All P.G Diploma Courses Directorate of Distance & Continuing Education" Utkal University, Bhubaneswar, (October, 2015) *(Vikas Publishing House Pvt. Ltd.)*

2. **"Corporate Accounting - II",** Semester 4, B.Com, Directorate of Distance Education SRM University, (October, 2015) *(Vikas Publishing House Pvt. Ltd.)*

3. **"Management Accounting",** Semester – 4, B.Com, BBA, Directorate of Distance Education, SRM University, (October, 2015) **(Vikas Publishing House Pvt. Ltd.)**

4. **"Principles of Business Law",** 2nd Revised & Enlarged Edition, for BBM Students of Bangalore University (October 2015) *(Himalaya Publishing House Pvt. Ltd.)*

Placements
at DIAS

Placements offer students the ability to get involved with an organization. It is the ideal opportunity to "learn by doing" and the students of DIAS leave no stone unturned in making full use of those opportunities.

In this quarter, mock interviews and English communication classes were conducted to acquaint the students with the skills to face and crack the interviews successfully. Many Branded companies continued with placements for the year 2015-16 including Capital IQ, Blackrock, Bajaj Capital, Naukri.com. The highest Salary Package till date is 9.58 lakhs per annum with Capital IQ.

Our alumni have always been a constant source of support and motivation for our students. This quarter, the students got an opportunity to interact with their seniors who not only helped the students to gain an insight of the industry by sharing their experiences but also involved students in Live Projects.

The placement activities of MCA 2013-16 batch got its impetus in the quarter starting from October.

Students participated in pool campus drives of NIIT, Grapecity, Nagarro, QA Infotech, Successive Software, OSS Cubes and many more. Daffodil Software, Pragiti Infotech and To the New Digital conducted on campus recruitment drives. The total placements have gone upto approximately 70% whereas all students have got industrial training.

The SIIF (Students Industry Interface Forum) team is all the more excited as the upcoming year is expected to offer increased opportunities with increased packages. Efforts have begun for the next season and the forum is striving hard to get even better results with a hope that the next batch would experience remarkable placements.

Activities
at DIAS

GUEST LECTURE ON
"SELLING IN SOCIALLY CONNECTED WORLD"

DIAS organized a guest lecture on "Selling In Socially Connected World" by Mr. Puneet Kataria, Vice President (Global Sales), Kayako Ltd., Gurgaon on 3rd October 2015.

The guest lecture proved to be an enlightening affair for the management students since it focused on "Rethinking Sales" from the eye of the new age as the time and the society both are changing.

Mr. Puneet, in his lecture emphasized on the importance of learning which is a never-ending process. He pointed on the fact that learning is a cycle and it should be renewed with reference to the new age influences. The cycle of learning and un-learning should continue if one wants to excel in this dynamically changing scenario of today.

He also threw light on the scope of new start-ups and how they can grow and challenge the existing market giants. The approaches to marketing and sales are fast changing with the coming up of new technology. From the steam engines of the Industrial Revolution to today's world of Cloud Computing,

this change is visible. Hence, there is a need to un-learn and then re-learn in order to grow.

He guided the students by telling them to focus on the experience of learning by investing in knowledge and by choosing their social mentors so that they can follow the right path to grow.

VISIT TO ANIMAL SHELTER- 'FRIENDICOES'

DIAS Social Responsibility Cell "Kartavaya" organized a visit to the Animal Shelter "Friendicoes", Jangpura on 14th October, 2015.

The organization is recognized by the Animal Welfare Board of India and works towards taking care, rehabilitation and protection of abandoned animals. It was registered on 23rd April 1979. It has a country sanctuary to house those animals who need lifetime care and runs four Spay / Neuter clinics to control stray dog population in the suburbs of Delhi and in Gurgaon.

The entire DIAS fraternity (Faculty, staff and students) came forward and donated generously in cash and kind (items like: rice, dalia, bread, salt, dog & cat biscuits, old newspapers, bed sheets, carpets).

The donations helped to feed and provide medical assistance to animals in their care and for funding of their programs. DIAS students had an overwhelming experience after visiting the animal shelter as they developed compassion for animals and got sensitized towards their protection.

INDUSTRIAL VISIT TO NSE

MBA final year students visited National Stock Exchange, New Delhi on October 16, 2015 with faculty members Ms. Balwinder Kaur and Dr. Urvashi Ghai Khosla to gain knowledge about the financial market operations.

Students attended a presentation on the NSE Initiative "Soch Samajh Kar Invest Kar". This is an initiative to create awareness about steps that investors should take to prevent unauthorized transactions in their accounts. The students learnt about stock exchange structure, its operations and products traded on it etc. The heightened activity in the stock markets over the last few years has seen a significant rise in the investing population. A lot of investors face issues while trading in the market. One such important issue is the possibility of unauthorized trading in the account of the investor. After learning about NSE Initiative, students, as investment advisors in future will be able to tackle this issue and excel in the highly dynamic financial markets.

DIWALI CELEBRATIONS AT 'ASHRAN' ORPHANAGE

DIAS Social Responsibility Cell "Kartavaya" organized a visit to "Asharan" orphanage on 9th November, 2015 on the occasion of the festival of Deepawali.

The DIAS fraternity (Faculty, staff and students) came forward and donated generously in cash and/or kind.

Items like diapers, clothes for children, bath towels, sweaters for kids below 9 years of age, hair clips for girls, fruit juice, biscuits and chocolates were donated to the orphanage.

The Institute

FIRST ANNIVERSARY CELEBRATION OF SWACHH BHARAT ABHIYAN

To earmark the First Anniversary Celebration of 'Swachh Bharat Abhiyan' and be a part of the 'National Sanitation Drive' initiated by the Ministry of Urban Development, HRD and AICTE, the DIAS Social Responsibility Cell "Kartavaya" organized a Sanitation Drive to reenergize and reinforce commitment of the DIAS fraternity for Swachh Bharat Abhiyan. It was conducted over two days, 13th November and 16th November, 2015.

Swachh Bharat Abhiyan is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country. The campaign was officially launched on 2nd October 2014 at Rajghat, New Delhi. It is India's biggest ever cleanliness drive and 3 million government employees, school and college students of India participated in this event.


All the staff members ensured the cleanliness of their work areas, cabins, cupboards, etc.

The following activities were organized as a part of the Sanitation Drive:

1. Sanitation Drive All the students ensured the cleanliness of their classrooms, corridors and campus premises.

2. On the Spot Essay Writing Competition was organized on the theme, "Swachh Bharat Abhiyan".

20 students from both MBA and MCA participated in the competition.
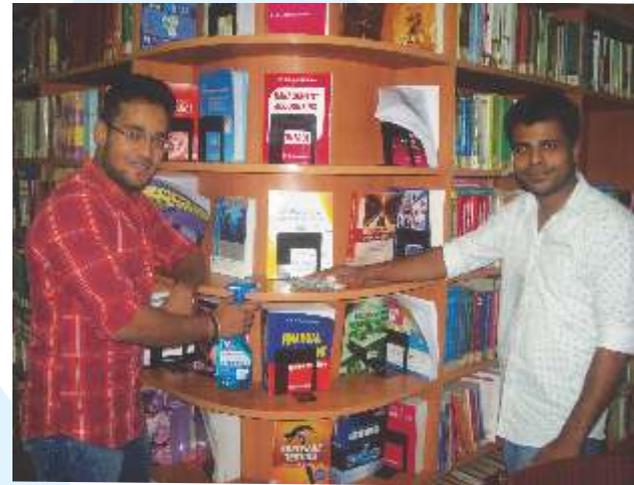
DIAS fraternity participated enthusiastically in the event and worked together towards the cleanliness of the areas in and around the campus.

ALUMNI MEET - SAMANVAY 2015

It's always good to welcome back the alumni as a day like this gives the opportunity to the teachers to meet their graduates

and also the alumni are able to meet each other and their former lecturers after a long time. With this aim, DIAS organized an alumni meet, Samanvay 2015.

The alumni meet began with the words of wisdom from Dr. S.N Maheshwari, Professor Emeritus and Academic Advisor, DIAS.

It was followed by the welcome address by Dr. N. Malati, Director, DIAS.

The cultural performances were organized by the students to give a warm welcome to their alumni. It is exciting to embark on the journey of old memories. In order to make the alumni relive the memories of their institute after years, a video presentation was done which left everyone nostalgic.

DIAS has a ritual of connecting with alumni through its publication of alumni directory every year. Following the legacy, Dr. S.N Maheshwari released the 9th Alumni Directory, for the year 2016.

It's an honor to receive contributions from our alumni members in terms of internships, projects and scholarships.

DIAS alumnus Lt. Manish Rana has started a scholarship for academically brilliant students belonging to economically weaker sections. For this purpose, a scholarship of Rs. 5000 each was given to students of MCA-I, Aakash Sabharwal and Anuj Kumar Pal.

From job seekers to job creators, DIAS boasts of producing

stars in every field. Awards in four categories were distributed to the achievers who made DIAS proud.

The award for Industry Excellence went to Mr. Harish Chowdhary, Entrepreneur of the Year Award went to Mr. Gagandeep Singh, Excellence in Research Award (For Education Industry) went to Dr. Nimit Gupta and Ms. Samiksha Goel and the last category i.e. Young

Philanthropist of the Year Award (For being Socially Responsible) went to Ms. Krithika Rao and Mr. Amit Pandey.

The meet was concluded with the vote of thanks given by

Ms. Tripti Mishra and Ms. Ruchika Sharma, alumni coordinators, DIAS.

DIAS
Eco Club

A SESSION ON BIO FUELS AS AN ALTERNATIVE SOURCE OF ENERGY

The students of Delhi Institute of Advanced Studies had the privilege of interacting with Prof. N.C. Gupta from Guru Gobind Singh Indraprastha University on 1st October, 2015. Prof. Gupta is a PhD from JNU and he has a rich experience of 22 years in research and 15 years in teaching. He has carried
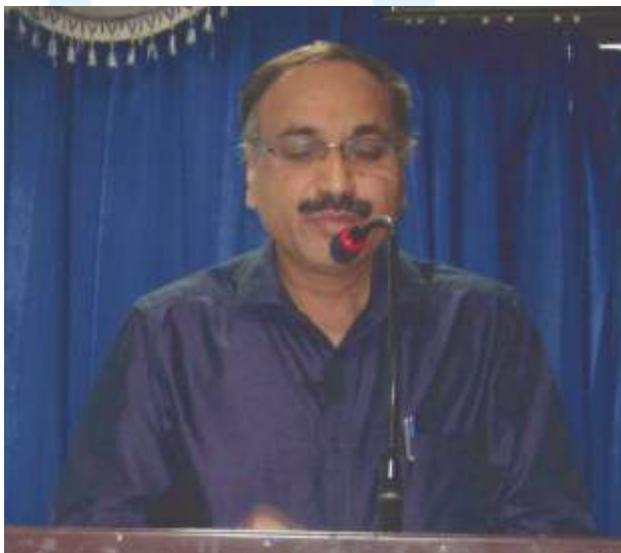
out several consultancy assignments for NTPC, IPGCL Power Plants, Larsen & Turbo. He has published more than 50 papers in National and International Journals. Prof. Gupta is a member of several academic associations.

During the session he highlighted about Ozone Depletion and Climate Change. The lecture was extremely informative giving details about the issue of ozone depletion and its consequences on the environment. Various alternatives to the current lifestyle trends which could be adopted in order to decrease the pollution and save the ozone were the highlights of the event.

The guest was honored with a memento by Dr. N. Malati, Director, DIAS.

At the end of the session, a vote of thanks was extended to the guest. The guest lecture definitely left an impression in the students' mind in relation to "OZONE DEPLETION AND CLIMATE CHANGE".

"PLANET EARTH 2020"

Eco club organized an event "Planet Earth 2020" on 9th October, which was graced by Dr. B.C Sabata, Senior Scientist in the Department of Environment, Govt. of NCT of Delhi and Mr. Saurabh Patel, Manager, Sales from EduExcellence, an alumni of IIT Roorkee.

The event started off by an impressive presentation by MBA students, Shruti Lav and Deepanshu Gupta highlighting the cause, effects and alternatives to reduce the pollution in the environment.

Next, was again an informative presentation by Mr. Saurabh Patel highlighting various studies undertaken with respect to air, water and land pollution and the harrowing findings with respect to the same. Detailed measures in order to avoid pollution at the individual level was explained along with live demonstration of the findings were the highlights of the presentation.

Then Dr. B.C. Sabata in his speech appreciated the efforts

made by the students of DIAS and Mr. Patel for spreading awareness on environment by their presentations followed by his valuable findings related to environment pollution and the possible solutions which could be imbibed by the students at the ground level to avoid them.

The guests were honored with a memento by Dr. N. Malati, Director, DIAS. At the end, a vote of thanks was extended by the honorable Director, DIAS to the guests.

The
Latest Buzz

RBI KEEPS REPO RATE UNCHANGED IN 5TH BI-MONTHLY MONETARY POLICY REVIEW

On December 2, 2015 Reserve Bank of India (RBI) in its fifth bi-monthly monetary policy review has maintained status quo in key policy interest rate. The key policy interest rates were kept unchanged on the basis of an assessment of the current and evolving macroeconomic situation in the country. The Key policy interest rates are Repo rate under the liquidity adjustment facility (LAF): unchanged at 6.75 per cent. Reverse repo rate under the LAF: unchanged at 5.75 per cent Marginal standing facility (MSF) rate and the Bank Rate has remained unchanged at 7.75 per cent. Cash Reserve Ratio (CRR) of scheduled banks: Unchanged at 4.0 per cent of net demand and time liability (NDTL). Continuation of liquidity under overnight repos at 0.25 per cent of bank-wise NDTL at the LAF repo rate. Continuation of liquidity under 14-day term repos as well as longer term repos of up to 0.75 per cent of

NDTL of the banking system through auctions.

ECONOMIC GROWTH RATE OF 7.4% IN CURRENT FISCAL FOR INDIA

According to projections of Standard & Poor's Ratings Services India's economic growth would be 7.4 per cent in fiscal year ending March 31, 2016. It was 7.3per cent in last fiscal year and is expected to increase to over 8 per cent in 2016-17. This reflects the increasing importance of the Indian economy as it has overtaken China. India's role as a new growth leader in Asia-Pacific region is becoming very prominent.

In its 'India Credit Spotlight' newsletter, S&P has also pointed out a weak operating environment for Indian corporate sector and has recommended significant reforms which are required to boost up performance of Indian corporates and banks.

DEALING WITH ACIDIC ATTITUDE BOSSES: GUIDANCE FOR MANAGERS

There are negative attitude people in every organization dragging you to the hell more often. They may themselves be a lot positive about their actions but will always find one or the other reason to criticize the work being accomplished by you. It's not always negative sometimes it also boosts the employees to work in their best form but that fails many a times. Manager should observe this attitude and give a sign of the limit beyond which these will not be tolerated. They must identify the actions of negative people – and make it clear those actions will no longer be endured. A healthy conversation and keeping your point will really help to keep the things transparent and working. Though this conversation will be no less than a war but it's important to speak, present a viewpoint and take a stand. Being quite and shut will develop them as a virus running in the background of a computer program, their acidic personalities eat away at the goals – and ultimately the bottom line – of the company week after week, year after year.

CORPORATE SPENDING PATTERN UNDER CSR PROGRAMMES

The Corporate Spending pattern by the corporate under CSR programmes as per the provisions of New Companies Act 2013 mandating the CSR expenditure upto 2% of the average profits of the preceding three years will be analysed by the government after completion of one year. The heads under which CSR spend has to be made have been "absolutely well drafted" under the new companies law and the spending can be done in a clear way without any ambiguity. Corporate Social Responsibility is the integration of social and environmental concerns in the business operations of companies. The Ministry of Corporate Affairs has also amended Schedule VII of the Companies Act, 2013 to specify that contributions to 'Swachh Bharat Kosh' and 'Clean Ganga Fund' would be an eligible CSR spend. There is a lot of confusion among corporates considering this contribution as a valid CSR activity. In a bid to invite corporate funds for its flagship schemes, like Swachh Bharat and Clean Ganga initiatives, the government has decided that corporate contributions towards these two key initiatives will now be counted as CSR spend.

REVISED FDI REGULATIONS ALLOW SINGLE-BRAND RETAIL COMPANIES WITH STORES TO SELL ONLINE

Single-brand retail companies wanting to sell on ecommerce platforms will be able to do so only if they have a license for setting up physical outlets, according to revised foreign direct investment regulations. Any brand entering India will have to apply for a license to set up stores and once it secures the license, it can sell products online through the automatic route.

Single-brand companies were until now not allowed to do retail trading in any form by means of ecommerce. "We have clearly stated that only companies with the single brand license can also do ecommerce directly in India. The license itself is only for physical outlets," a senior government official told ET. Last week, the Department of Industrial Policy and Promotion (DIPP) announced a slew of FDI reforms across 15 sectors. A press note notifying these changes in legal parlance is being finalized and will be released soon by the DIPP.

"There was no reason why brands, which are selling through their stores, be restricted from ecommerce platform. Government's intention was to make these norms easier for such companies not to let them apply for ecommerce directly," said Paresh Parekh, Tax Partner at EY. At present, single-brand retail allows 49% FDI under the automatic route, which can go up to 100% with government approval.

Besides, the ecommerce platform has been thrown open to all the companies that undertake manufacturing in India apart from selling through wholesale or retail without the government approval.

To give high-end single-brand entities easier access to India, the government has also said that "in case of state of the art and cutting edge technology, sourcing norms can be relaxed subject to government approval". The revised FDI guidelines say that sourcing of 30% of the value of goods purchased would be "reckoned from the opening of the first store".

PATANJALI ENTERS BIG RETAIL WITH FUTURE GROUP TIE-UP

Baba Ramdev's Patanjali Ayurved has entered into an exclusive partnership with Future Group to make its entire range of products available in Big Bazaar outlets across the country.

Other food-based chains of the country's largest retailers such as Easyday, KB's Aadhaar and Nilgiris too will subsequently sell Patanjali products, making them available in more than 240 cities and towns in the country, Future Group

founder and CEO Kishore Biyani told a press conference.

The two companies are also looking at forming a manufacturing partnership in the future. "Manufacturing is another relationship that we are exploring," Biyani said. "We have our own dairy, rice mill, spice mill and a lot of other edible product categories. This gives us a chance to work together on this relationship," he said.

Ramdev confirmed "initial talks" on production partnership. "We have planned around five units for Patanjali for the future expansion and wherever possible we would discuss about this proposition with Future Group in future," he said. "This is just the first step. We will explore all the available options in the future."

Under the marketing partnership, Future Group will set up an office for collaborating with Patanjali Ayurved in Rishikesh to develop, market and distribute these products exclusively in modern trade. Patanjali products will also be available at its own retail outlets which number around 5,000 now.

Biyani is hopeful that Future Group stores will do a business of Rs 1,000 crore in 20 months with Patanjali, which is considered the fastest-growing consumer products company in the country and is already bigger than rivals such as Emami and Jyothi Labs.

The company expects to start with Rs 40 crore per month sales of Patanjali products, which Biyani expects to go up to Rs 80 crore in the next 12 months. Biyani said he expected Patanjali to become one of the top three FMCG companies in a couple of years and help Future Group to add additional one crore customers.

BIG BANG MOVE: MODI GOVERNMENT ANNOUNCES FDI REFORMS IN 15 SECTORS

According to the government's release, "The crux of these reforms is to further ease, rationalize and simplify the process of foreign investments in the country and to put more and more FDI proposals on automatic route instead of government route where time and energy of the investors is wasted."

These FDI reforms are set to benefit sectors such as agriculture and animal husbandry, plantation, defence, broadcasting, civil aviation and manufacturing. "Further refining of foreign investments in key sectors like construction, where 50 million houses for poor are to be built. Opening up the manufacturing Sector for wholesale, retail and e-Commerce so that the industries are motivated to Make In India and sell it to the customers here instead of importing from other countries," the release added.

The proposed reforms also enhance the limit of Foreign Investment Promotion Board (FIPB) from current Rs 3,000 crore to Rs 5,000 crore. The proposal also contains many other long pending corrections including those being felt by the limited liability partnerships as well as NRI owned companies who seem motivated to invest in India. Few other proposals seek to enhance the sectoral caps so that foreign investors don't have to face fragmented ownership issues and get motivated to deploy their resources and technology with full force.

India got FDI of $19.39 billion in the April-June period, according to government data, up 29.5% over the year earlier. The Modi government has been pushing hard to drum up overseas investment, easing FDI regulations in various sectors including the railways, medical devices, insurance, pension, construction and defence.

The road map for the phasing out of corporate tax exemptions and reduction in the tax rate to 25% is being drawn up. Besides this, the Startup India, Standup India plan and the rollout of the National Investment and Infrastructure Fund (NIIF) are also being worked on.

A simpler foreign direct investment (FDI) policy, further easing of the external commercial borrowing (ECB) regime and changes in the public-private partnership (PPP) framework to attract more private investment could also be announced.

FDI INCREASES BY 13%

India received $16.6 billion in foreign direct investment in the first half of the current fiscal, a 13% increase from $14.69 billion recorded a year ago, according to data released by the Department of Industrial Policy and Promotion (DIPP).

Investment of $6.69 billion FDI came from Singapore, $3.66 billion from Mauritius, $1.09 billion from the Netherlands and $815 million from Japan. Computer software and hardware drew the highest amount of FDI, at $3.05 billion, followed by trading, which received $2.30 billion FDI.

Services sector got $1.46 billion and telecommunications $659 million. During 2014-15, FDI inflows grew 27% to $30.93 billion from $24.29 billion in the previous fiscal.

The government has recently taken a slew of measures to ease FDI inflows in the country by raising the limit in various sectors and putting them under automatic route.

As many as 15 sectors namely defence, single-brand retail, construction, civil aviation and banking have seen easing of FDI norms. DIPP wants to bring 98% of the sectors under automatic route for FDI. The government has also undertaken 'Invest India' initiative to promote foreign investments in India in a focused, comprehensive and a structured manner by providing quality input and support services to foreign investors.

COMPETITION COMMISSION INTRODUCES E-FILING FACILITY

Making it simpler for entities to submit information, fair trade regulator CCI has introduced electronic filing facility.

Competition Commission of India (CCI), which keeps a tab on unfair business practices in the market place, has been working on e-filing system for some time. E-filing system is also expected to help the watchdog handle submissions related to mergers and acquisitions in lesser time. The introduction of e-filing facility also comes at a time when the regulator has been witnessing an increase in the number of combination filings received by it. In October alone, the regulator received 21 merger filings - the highest number for any month in the past four years.

INFORMATION TECHNOLOGY

ENHANCED PACKAGE – SAP NETWEAVER

SAP Net Weaver includes features for developers --are only found in SAP NET Weaver technology " hubs " such as SAP NetWeaver composition Environment (SAP NetWeaver CE) and SAP NetWeaver process Integration (SAP NetWeaver PI), which are both based on the SAP NetWeaver 7.1 codeline.

While SAP NetWeaver CE is completely based on Java, SAP NetWeaver PI is based on the double stack (both ABAP and Java). It means that SAP NetWeaver PI introduces many new ABAP productivity features that were intended for all solutions on top of SAP NetWeaver 7.1 x and subsequent codelines. To bridge the gap specially for developers, though , SAP is introducing enhancement package 2 for SAP NetWeaver 7.0 which includes the ABAP and workbench innovation found in SAP NetWeaver 7.1x that do not violate the strict compatibility rules for enhancement package , giving

ABAP developers in the installed customer base as the ability to significantly increase their productivity.

THIS NIGHTLIGHT COSTS $100, AND IT'S WORTH EVERY PENNY

The Leeo Smart Alert is plug-and-play accessory that will listen for smoke and carbon monoxide alarms, alerting you and your emergency contacts if something goes wrong when you're away from the house.

Nest founder Tony Fadell could have been describing the Smart Alert, a new product by Palo-Alto based smart home startup Leeo. The Leeo Smart Alert is a $100 plug-and-play accessory that will listen for smoke and carbon monoxide alarms, alerting you and your emergency contacts if something goes wrong when you're away from the house. But the Smart Alert isn't just an alarm for your alarms. It's also quite possibly the world's most beautiful nightlight.

To use the Smart Alert, plug it into the wall, and connect it to home Wi-Fi, setting it up through an iPhone or Android app. Most of the time, the Smart Alert functions as a simple but beautifully designed night light, albeit one with some advanced features like an ambient light sensor, a ring to adjust brightness, and the ability to set the hue to one of 16 million colors. But the Smart Alert also has ears: it is programmed to detect noises in the frequency range used by smoke and carbon monoxide alarms. And if there's an emergency, the Smart Alert will go through a list of emergency contacts, telling anyone you specify—friends, family, neighbors, and even authorities, moving onto the next person if they aren't around—that there's a possible emergency in your house.

That sounds a bit like the Nest Protect, a combination smoke and carbon monoxide alarm that can also alert people if there's an emergency at home. But instead of letting people

replace their smoke alarms with a smarter alternative, Leeo wants to make the same tech as easy to install as plugging it into a wall outlet, while tossing in a nightlight for good measure.

Leeo hopes to release products that allow customers to feel safe at home, even when they're not physically there. But the barrier to entry has to be low. That's why, for company's first product, it was important to create an inexpensive product that could seamlessly integrate into people's homes, and as easy to install as, well, plugging in a night light.

That's what makes the Smart Alert such a satisfying metaphor: it's a nightlight that illuminates more than one kind of darkness. And although Leeo won't say what their next product is, they say that it'll probably be something more like the Leeo than what we usually think of when we talk about the connected home.

LESS POKING AROUND? GOOGLE SEEKS PATENT ON NEEDLE-FREE BLOOD DRAWING TECH

Google has filed for a patent on needle-free blood-drawing technology, described in a USPTO application.

Application 20150342509 suggests four potential implementations of the technology, including its use in a device that has an evacuated negative-pressure barrel with a membrane sealing an aperture at the far end containing an accelerator barrel.

Upon activating a trigger, pressurized gas would shoot a microparticle within the accelerator barrel to subsonic speeds. The microparticle would consist of nano-sized gold particles bound with a biodegradable matrix consisting of polylactic-co-glycolic acid. That microparticle would pierce the membrane and a user's skin, drawing a drop of blood, which would be sucked up by the negative-pressure barrel. The apparatus could be incorporated in a handheld or wearable device.

"Anything that's noninvasive and more user-friendly and works has the potential to have a significant impact on reaching more members of the public to participate in screening procedures and tests towards greater preventive health and earlier disease state confirmation and management," Miraculins VP of Sales and Marketing, Paul Moreau told TechNewsWorld.

Advantages of the Technology

"Serving the diabetic community would be advantageous, both for Google, due to the size of the market, and for patients, for its ease of use," said Shane Walker, a medical technology analyst at IHS.

Some 347 million people worldwide are affected by diabetes, and the World Health organization predicts it will become the seventh leading cause of death in the world by 2030, according to a paper he co-authored. In 2014, revenues from blood glucose meter sales totaled US$440 million worldwide.

However, Walker questioned whether enough blood would be drawn using Google's method to provide reliable readings.

Noninvasive glucose blood testing "has been the Holy Grail of blood testing diagnostics forever," remarked Venkat Rajan, global director of the visionary healthcare program at Frost & Sullivan.

Technology that measures blood glucose levels from the eye, from tears, from sweat and from infrared scanning exist, but the results they get "are never as accurate as a simple blood test offers that lets you modify your insulin dosage appropriately," he told TechNewsWorld. "The key is to administer the correct dosage of insulin."

Where Google's Tech Might be Used

Google might tie in this device to a glucose-sensing contact lens it's developing with Novartis, Rajan suggested, to triangulate blood glucose readings for greater accuracy.

The Google technology likely would be used to mark blood sugar level trends rather than to give accurate assessments of a user's blood sugar levels at any given time, he said.

"The results would let you understand how your blood sugar levels fluctuate throughout the day, so it could be used for folks who are prediabetic, or even to test the impact of a medication so doctors could see whether the dosage is appropriate and figure out the best time to administer a drug," Rajan said.

Instead of marketing the technology to consumers, Google could offer it to pharmaceutical firms, which could use it in drug trials or for other commercial uses, he suggested.

That might fit in with the wearable health sensor Google X is working on for cardiac and activity tracking. It's a clinical-grade sensor for investigational use rather than the consumer

market, and Google will be using it in clinical studies to see whether a continuous stream of medical-grade measurements of biological signals might be useful to physicians and researchers.

To be worn on the wrist, this sensor would continuously measure the wearer's pulse, activity level and skin temperature.

It also will be able to take an EKG and sense environmental information such as light and noise levels.

"In general, medication effectiveness across a range of different conditions is tested through blood draws," IHS's Walker told TechNewsWorld. "The potential of Google's needle-free technology goes well beyond diabetes -- as long as the system's proven safe and reliable."

Scholastic
Impressions

MANAGEMENT
CORPORATE SOCIAL RESPONSIBILITY AND SWACCH BHARAT ABHIYAN

Sathyanarayana Reddy and Dr. V. Balachandran

The Ministry of Corporate Affairs has amended Schedule VII of the Companies Act, 2013 to specify that contributions to 'Swachh Bharat Kosh' and 'Clean Ganga Fund' would be an eligible CSR spend. Corporate Social Responsibility is the integration of social and environmental concerns in the business operations of companies. Through CSR, companies achieve a balance of Triple Bottom Line approach of people, plant and profits, through the business model itself or through charity, sponsorships or philanthropy. SEBI has prescribed a format for 'Business Responsibility Report' as a mandatory requirement for top 100 listed companies. 'Swachh Bharat Kosh' has been set up to attract funds from various entities, including corporate for activities related to Swachh Bharat initiative whereas the 'Clean Ganga Fund' is aimed at pooling money for taking up works to clean the Ganga river. As regards these expenditures, no specific tax exemption has been made available so far.

After the enforcement of Section 135 of Companies Act, 2013, Schedule VII of Companies Act 2013 and the companies (CSR Policy) Rules 2014, this is the first year of implementation of CSR by the companies under the Act. Information on compliance by companies will be available only after statutory annual returns on CSR are filed by the companies, failing which the board is required to disclose this fact with reasons of non compliance. An overview of CSR spending of selected 100 BSE –listed companies that have published their annual reports and where information about the CSR spending was available on July 16, 2015, discloses that 27% companies have spent more than the prescribed CSR

spend and 64% companies have spent less than the prescribed CSR. Tax deductibility of CSR expenses is essential to encourage corporate to participate on a sustainable basis in government's social sector initiative through the CSR regulations. In order to enable corporate to participate fully in the philanthropy space, the participation must start with a more inclusive management of CSR policies where government and industry work side by side.

Ms. Shilki Bhatia, Faculty, DIAS

(For full text, please refer to Chartered Secretary, November, 2015, Vol.XLV, No.11, Pg 64-70)

TEST OF PERSISTENCE IN INDIAN STOCK MARKET: A RESCLAED RANGE ANALYSIS

Sibanjan Mishra, Bimal Chandra Mishra

While most traditional science deals with supposedly predictable phenomena like gravity, electricity, or chemical reactions, Chaos theory deals with nonlinear things that are effectively impossible to predict or control, like turbulence, weather, the stock market, our brain states, and so on. Hence such processes focus on non-randomness, nonlinearity and chaotic characteristics. In recent times, such nonlinear dynamics and chaotic dynamics have augmented in the field of financial analysis. This paper studies the extent to which the daily return data from the Indian Stock Exchange indices (Nifty and Sensex) exhibit these nonlinear, non-random characteristics. The Hurst exponent in rescaled range analysis rejects the hypothesis that the index return series are random, independent and identically distributed. The BDS test provides evidence for nonlinearity. The results confirm

the existence of fractal structure (i.e. self similarity across different scales) in Nifty and Sensex. Basing on these results, technical analysis theory, i.e., Elliot Wave theory, can also be justifiable.

Ms. Neetu Chadha, Faculty, DIAS

IMPACT OF BOARD CHARACTERISTICS ON CORPORATE GOVERNANCE & DISCLOSURE PRACTICES OF FIRMS LISTED IN INDIAN STOCK EXCHANGE

Pankaj M. Madhani

The top management of any company has to make important decisions for the company; it has to be done by individuals, or, a group of individuals, who evaluate the management performance by observing the optimum utilization of resources via "financial reporting". Investors have higher confidence in the firms with good corporate governance regulations. It reflects the public interest in corporate transparency and thus, market regulators enact numerous rules & codes to ensure timely and accurate disclosure by the firms.

The effectiveness of internal corporate governance mechanism, (such as board size & its composition) in maintaining healthy relationship between the management & the shareholders depends significantly on the board effectiveness and plays a crucial role in explaining the variations in the corporate governance & disclosure practices across firms.

Further, this study also focuses on the accounting fraud by Satyam Computers Services Ltd., a leading Global Consulting and Information Technology Services Provider. Though, Satyam had complied with all legal requirements on paper and was even conferred with the Golden Peacock Global Award for excellence in corporate governance, it became India's biggest ever corporate fraud. B. Ramalinga Raja, Founder of Satyam & nine others were given rigorous imprisonment, bringing to closure the fraud cases that shook the corporate India.

The case of Satyam raised lots of questions on the role of independent directors as there were five independent directors out of nine in Satyam. It appears the independent directors were trained to be lapdogs rather than watch dogs

therefore the presence of independent directors did not influence the management of the Satyam. And, such a board composition was fully compliant with rules & regulations of India but failed in its ability of sound judgments and rigorous decisions.

Thus, a higher proportion of Independent directors on board have not resulted in the better corporate governance & disclosure practices. It may be because Independent directors are not really independent as they are influenced by the promoters. The promoters who are owners & controllers of the Indian firms have negative impact on the performance of independent directors. The results have some implications for the policy makers who are trying to find a suitable board structure for the firms & define the role of Independent directors.

Dr. Urvashi Ghai Khosla, Faculty, DIAS

A STUDY OF THE FACTORS THAT CAUSE OCCUPATIONAL STRESS AMONG BLUE-COLLAR EMPLOYEES

Eliza Sharma

These days' people spend more than one third of their time at their workplaces. There are different factors that influence the health of the employees one of such is stress. These days the competition in the market and the policies and procedures of many companies is one of the major factors causing stress and health issues amongst employees. Blue Collar employees cause the direct impact on the production capacity of the company so it's important to understand the factors that cause stress and the leadership style that can lead to a decrease in the occupational stress among blue collar employees. This study was conducted in automobile industry. The objective of the study is to identify these factors and determine its relationship with the leadership styles. Also the differences in the level of occupational stress due to different demographic variables of the employees are explored. After the exploratory study and extensive literature review 17 statements were considered for defining occupational stress and 30 statements were used to define the leadership style. These 17 statements of stress were further factor analyzed which accounted to total of 5 broad factors namely Work Environment, job aspects, interpersonal relations, career and

growth and job authority. The three different leadership styles were considered under the second objective of the study. The three styles are authoritarian, participative and delegative. It was observed that occupational stress is high under authoritarian style of leadership while lowest in amongst employees under delegative style of leadership. It's moderate amongst the employees under participative style of leadership. On the further exploration over demographics age, gender, marital status, family type, dependents, education and earnings, only gender showed no relationship with occupational stress with p value as 1.105 otherwise all the other factors showed relationship with occupational stress. The study highlights that organisations can increase productivity by efficiently handling the stress factors revealed under this study and also these factors have demonstrative relationship with the leadership style an organization follows. The managers should follow delegative or participative leadership style because it causes less stress. This will improve the productivity of the company.

Ms. Ruchika, Faculty, DIAS

(For full text, please refer to The IUP

Journal of organizational Behavior,

Vol. XIV, No. 4, October 2015, Page No. 52-65)

A STUDY OF FIRST PAGE ADVERTISING TRENDS IN SELECT INDIAN NEWSPAPER

Arun Kumar Poonia, Gajendra Singh Chauhan, Meenakshi Sharma, Madhumita Das

Advertisements are present on each and every page of any newspaper including the first page. The paper looks at the trends of first page advertisements of the top three Indian Newspapers and English, Hindi and regional languages. The Paper analyzes the data to find whether a relation exists or not, between the language of a newspaper and the number of advertisements appearing, the total space under advertisements each day and the size of advertisements.

The study of the first page advertising of the nine leading newspapers reveals that the trends of first page advertising in Indian Newspapers can be characterized based on the language of the newspaper. This explains that the kind of products advertised in English newspapers belongs to Big Brands or companies with huge advertising budgets and they want to attract the classes. There seems to be a competition among advertisers in regional newspapers to put their products on the first page to get maximum attention from the

reader. The advertisers seem to consider the language of a newspaper before deciding upon the size of the ad to be placed. Similarly, the number of ads present on the first page depends upon the newspaper and its language. But, the same is not true when it comes to the space covered by ads on the first page, as it is related to the very survival of the newspapers and thus all the newspapers across regions and languages try to get maximum 'revenue' mileage from this 'Cash Cow' page.

Dr. Omesh Chadha, Faculty, DIAS

(For full text, please refer to The IUP

Journal of Marketing, November 2015,

Volume XIV, No. 4 Page 20--33)

EXPLORING THE IMPACT OF CSR ON TALENT MANAGEMENT WITH GENERATION Y

Corporate social responsibility (CSR) and talent management are at pivotal points in development companies. It facilitates companies stay competitive, helps in increasing market share, and enhance customer loyalty. Recently CSR become part of corporate strategy, many organizations are dealt with employee talent shortfall. This paper examines CSR and talent along with the impact of CSR on attracting employees and retaining them with focus on Generation Y.

In this research interviews were among Generation Y, Generation X and baby boomer talent in corporations. Telephonically 36 interviews were conducted in 2010. The data was collected through a self-developed questionnaire containing 15 qualitative items. The survey was designed to scrutinize the various factors that influence attraction and retention of employees and understand if CSR impacts or influences those factors, and if yes, to what degree. The interview questions were in four main sections:

Questions to understand their history and background.

Questions related to employees career.

Questions regarding drivers for attraction and retention.

Questions about connections with CSR.

Results suggest that employees do not necessarily stay at companies because of the CSR programme. From the findings, it is suggested that the main drivers of attraction and retention are iValue, iDevelop and iRetain. iValue illustrates that there is a shift from broad-based attraction of talent, to a deeper articulation for both the company and the employees in terms

of values. For iDevelop and iRetain, employees in Generation Y, shared in their desire for flexibility, career development, and an environmental fit.

CSR and talent management are of strategic importance to a corporation. However, it is a difficult direction, as talent management is becoming personalized. An employer needs to understand preferences of employee's in order to have better talent in the organization. They need to look at talent differently and needs to examine their CSR strategies, and not only how CSR can help increase market share and revenue but also how it can help identify the precise talent for the organization.

Ms. Pratiksha Tiwari, Faculty, DIAS
(For full text, please refer to Keri Ohlrich, South Asian Journal of Business and Management Cases (2015) 4(1) Pg. No. 111 – 121)

INCLUSIVE SOCIAL ACTIVISM BEHAVIOR WHOLES-UP EMPLOYEES' CAREER COMPETENCE: A META-DATA ANALYSIS OF NEW GENERATION MANAGERS' VIEWS

K Pradeep Kumar and S Suman Babu

An enterprise success is not merely through accident. Execution of business strategies as intended with an entrepreneurial spirit of talented workforce makes the enterprise successful.

Employee competencies have become the pivotal differentiation of an enterprise as global distance becomes more porous. Enterprises essentially face business challenges and talent issues. While enterprise talent management practices are influenced by enterprise agenda and enterprise urgencies, at micro level, the business issues of pursuing profitable growth by exceeding customer needs, expeditious decision making and execution excellence are primarily linked to talent issues, both in the form of competency demonstration and performance delivery (Pradeep et al., 2014).

Being selected for a new job in a new organization or for an elevated role is the most aspired and celebrated moment for an employee and hence, experiencing the success of talent management is the prime engagement driver and is an organizations' employee value proposition. Career growth is considered as the irrefutable top priority in every employee's mind (Aon Hewitt, 2013).

Managers form the linchpin for engagement as they are the implementers of the organizations' policies and processes. Managers of an organization are in a better position than anyone to identify and articulate the higher purpose of what employees do. Organizations need to make that purpose real and motivate its managers toward greatness. The more the organizations face challenges, the faster is the adaption to the changing needs. This allows organizations to undergo constant evolution of several business processes and talent management processes. The critical link for sustainable competitive gain is to endure the latest and diverse inclusive competence of the employees.

Much technological advancements occur at the workplace, and it would be a mistake for enterprises not to account and harness the technological adoption of their employees to these ever modernizing times. Emerging enterprises identify their advent by harnessing its human competence to become more evolved and universal. They cultivate social structures in-line with emerging social strata to derive sustainable competitive advantage.

Everything from social media to mobile connectivity to cloud computing has an impact on the way enterprises manage its talent management processes. Employees across borders are adopting new competency platforms by usage of social-technology, demanding improved social-work balance to smartly demonstrate these behaviors at workplace. This emergence of social activism defined as inclusive socio-activism behavioral syndrome (iSABs) of staying connected through Web-Socio-Media, Professional-Socio-Networking and Socio- Extra-Curricular activities while in employment, is the essence of this study. The research suggests that iSABs of an employee has a bearance on their career prospects —recruitment/selection and career progression/promotion.

The results reap significant benefits to employees across geographies, enterprises in varied segments and managers in dissimilar hierarchy, as the findings are noteworthy and novel which are derived based on empirical and logical analysis.

Ms. Charu Gupta, Faculty, DIAS
(For full text, please refer to The IUP Journal of Management Research, October 2015, Vol 14, No.4, Pg. No. 7 - 45)

INFORMATION TECHNOLOGY

DETECTION OF ORIENTED AND SKEWED NUMBER PLATE IN VEHICLE USING HYBRID APPROACH

Veena M.N , Shruthi S.J and Vasudev.T

The efficiency of an automatic number plate recognition system depends directly on the proper effective preprocessing of the number plate. The OCRs available for recognition are capable of reading the number plates which are in proper orientation of 00. In many situations the vehicle number plates captured may be in any different orientation like 900, 1800 and 2700. These orientations in number plates are due to declamping of number plate at one end or toppling of vehicle. Such differently oriented number plates cannot be subjected for reading by OCRs and such situations require the system to detect the direction of orientation and correct the same before subjecting the same for reading. The efficiency of automatic vehicle number plate recognition is high if the necessary preprocessing methods give results effectively.

Also an essential and important preprocessing in automatic number plate recognition system is correction of skewed number plates in vehicle images which is mainly due to position of camera while capturing the vehicle image. The skewed number plate affects badly on the accurate character segmentation and recognition. Once the number plate is segmented from the vehicle image, the plate has to be checked for skewness and the same has to be corrected for future processing. This paper proposes a work to detect the orientation and skewed of segmented number plates from vehicle image using hybrid approach combination of Autocorrelation and Radon transform. A good volume of training samples are generated synthetically to train the system and the system is tested using sufficient test samples. The results of the system show an overall efficiency 65.05% of oriented detection, efficiency of 85.71% skewed number plate and performs an essential preprocessing in an automatic number plate recognition system.

The work presented in this paper detects oriented number plates in vehicles which is an essential preprocessing required for an Vehicle Number Plate Recognition system under certain situations. The direction of orientation is detected using autocorrelation features from GLCM. The overall efficiency of proposed method is 65.05%. Misclassification is more between (00 and 1800) and (900 and 2700) due to

overlapping of autocorrelation threshold values and rejections are due to computed in autocorrelation values does not fit in threshold ranges. Since it is an initial attempt made in this direction the success rate is relatively less. However there is much scope to minimize the misclassification using multi features of GLCM with multilevel classification which is under investigation. The proposed method attempts to detect the angle of skew in number plate and corrects the same if it is skewed image. The detection of skew angle in segmented number plate is done using Radon transform. The method shows 85.71% correct classification of skewed number plate and failure case is 14.29%.

Mr. Neeraj Juneja, Faculty, DIAS
(For full text, please refer to, The International Journal of Multimedia & Its Applications (IJMA), October 2015)

ELECTION RESULT PREDICTION SYSTEM USING HIDDEN MARKOV MODEL [HMM]

Mohd. Manjur Alam, Md. MezbahUddin, Shamsun Nahar Shoma

Election is an important part of political and social science. It can be defined in the field of Game as the winning chance of a team and TV reality show where candidates are the participants and decide if the participants will stay or not based on public votes. The election result can be predicted before the actual outcome using a prediction method. There are many methods, theory, and research to predict election result. It is normally based on some factors such as numbers of years in active politics, Popularity, Vote Bank, Development performance, Currently in Govt., View of voters towards party, Major Issue, Party/Independent and Internal War. In this article, a most famous model named Hidden Markov Model has been used to predict the results using these parameters.

A Hidden Markov Model (HMM) is an automated system with output where both the state transition and the output are defined in a probabilistic manner. The state Transition arises according to a simple Markov model but it is assumed that we don't know on which state we are standing now and that we can observe an output symbol at each state .We could estimate the transition sequences through observing output sequence. In this thesis, the most flexible and successful approach, the Hidden Markov Model (HMM) method as the training/recognition algorithm for prediction in an election system has been used.

The election system of every sector in our country is very

neutral and fair. Many organizations conduct many surveys for prediction in the election system. Some data before the election are being gathered from the observations of B. M. Char Union Council election, 2012. The union is situated at Cox'sBazar in Bangladesh. The survey has been accomplished by SSSD. The data about the Chairman candidates are collected for the prediction. There are five candidates for the post. The candidates are Mr. Shahedul Karim, Mr. Musleh Uddin, Mr. Nuhan Jakir, Mr. MesbahUddin and Mr. Nurul Hossain. The purpose behind this research is to do prediction for a candidate without using only public opinion. For this purpose, concept of Hidden Markov Model [HMM] has used. Some factors related to election have been chosen because these factors effects election. Moreover the parameters can be changed as per the geographical area of constituency. Even the effect to time is also a responsible factor in election. New input parameters can be added or edited according to the time. Increment in sample size will also lead to give more accurate result.

Ms. Dimple Chawla, Faculty, DIAS

(For full text, please refer to International Journal of Computer Applications, Volume 129, No.3, November 2015, Pg. No. 0975 – 8887)

SENTIMENT ANALYSIS TECHNIQUES: A REVIEW

Shivani Rana

The growth of social web contributes vast amount of user generated content such as customer reviews, comments and opinions. This user generated content can be about products, people, events, etc. This information is very useful for businesses, governments and individuals. While this content meant to be helpful analyzing this bulk of user generated content is difficult and time consuming. So there is a need to develop an intelligent system which automatically mine such huge content and classify them into positive, negative and neutral category. Sentiment analysis is the automated mining of attitudes, opinions, and emotions from text, speech, and database sources through Natural Language Processing (NLP). Application of sentiment analysis to mine the huge amount of unstructured data has become an important research problem. Now business organizations and academics are putting forward their efforts to find the best system for sentiment analysis. Although, some of the algorithms have been used in sentiment analysis gives good results, but still no technique can resolve all the challenges. Most of the researchers reported that Support Vector

Machines (SVM) has high accuracy than other algorithms, but it also has limitations. More future work is needed on further improving the performance of the sentiment classification. There is a huge need in the industry for such applications because every company wants to know how consumers feel about their products and services and those of their competitors. Different types of techniques should be combined in order to overcome their individual drawbacks and benefit from each other's merits, and enhance the sentiment classification performance.

This paper summarizes the study of different supervised and unsupervised learning techniques of sentiment analysis. It discusses about TF*PDF, SVM, F-Measure and EFS Algorithm.

Ms. Anita Yadav, Faculty, DIAS

(For full text, please refer to Proceedings of International conference on Recent Invocations in Science, Engineering and Management (ICRISEM-15), 22 November 2015, Pg. No. 1172-76)

A COMPARATIVE STUDY OF HISTOGRAM SHIFTING, REVERSIBLE CONTRAST MAPPING AND DIFFERENCE EXPANSION METHODS

Navnath S. Narawade, R.D. Kanphade

The article explained to restore original image and watermark in many applications such as military and medical. It was also referred to as 'reversible watermarking'. Individual algorithm was difficult to analyze for a particular application, hence we compared the algorithm on some criteria. The comparative study of Difference Expansion (DE), Reversible Contrast Mapping (RCM) and Histogram Shifting (HS) methods were mentioned. The results showed that HS method was the best method. It gave better PSNR than the other two methods, while embedding capacity of DE method proved to be better than the other two methods. We tested all methods for high and low quality images and found that all methods were suitable only for high quality images, while HS method was additionally suitable for cartoon and medical images. DE and RCM methods need improvement for applications in cartoon and medical images.

The techniques of the reversible watermarking can roughly be categorized into following types, namely, difference expansion histogram shifting, contrast mapping, integer wavelet transform, modulo 256 addition, lossless multi resolution transform, lossless compression, invertible noise adding, circular interpretation of bijective transformation, fuzzy and

neural network. Other additional changes in reversible watermarking methods such as encryption and coefficient adjustment were also equally important to consider. The article mentioned watermarking using DE and embedding bit in least significant bit to achieve reversibility and very good embedding capacity. It was derived a DE transform for triplets and extended Tian's algorithm to embed two bits in every triplet of pixels. The article was developed a simple and efficient reversible hiding scheme based on Reversible Contrast Mapping (RCM), which does not need location maps to recover the host image. However, their scheme cannot fully control the position where information is embedded, so the quality of the watermarked image becomes poor. Histogram shifting method is one of the best methods of reversible watermarking.

Ms. Neha Rajan, Faculty, DIAS
(For full text, please refer to The IUP Journal of Information Technology, Vol. XI, No. 1, December 2015, Pg. No. 60 - 66)

E- GOVERNANCE: AN ANALYSIS OF CITIZENS' PERCEPTION

Shruti Agrawal, Poojae Sethi and Manish Mittal

The swift development, growth and proliferation of the Internet – based services have led to the option and acceptance of these Information and Communication Technologies (ICT), which have also seeped into the public services. In fact, offering web – based e-governance services has become a global trend. Web- based services have also been implemented by the Indian government to its citizens as ICT has become an important part of routine life.

E-governance is used to deliver and communicate information about government services such as VAT, vehicle registrations and other taxes, declarations to police, government bids, enrollment in higher education, application for building permission, change of address, registration of new company and tenders, etc to its citizens for better governance. It presents a descriptive analysis by identifying the relationship between demographic factors such as gender, age, education and occupation and the perceived relative advantage, perceived and Internet advantage, perceived reliability and perceived safety.

To strengthen the existing relationships and build new partnerships within civil society, ICT is transforming the governmental processes in serving citizens (G2C), businesses (G2B) and governments (G2G). Government agencies and departments are taking initiatives to use ICT tools and applications, Internet and mobile devices to support good governance.

The outcome of the research indicates that Indian citizens' demographic factors do not influence e-government acceptance and usage. Future research could look at other demographic variables such as income level, profession, place of residence, marital status, etc, as this has been a limitation of the current paper.

Mr. Kamal Upreti, Faculty, DIAS

(For full text, please refer to The IUP Journal of Information Technology, November 2015, Volume 11, No. 3 Pg. No. 34 - 46)

STUDENTS' SECTION

CASE STUDY ON INTERNET OF THINGS

Mr. Kamal Upreti[1], Mr. Pulkit Manocha[2], Mr. Nikhil Singh[2]
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INTRODUCTION

The Internet of Things (IoT) is the network of physical objects, devices, vehicles and other items which are

embedded with electronics, software, sensors, and network connectivity, which enables these objects to collect and exchange data. The Internet of Things allows objects to be

sensed and controlled remotely across existing network infrastructure, creating opportunities for more-direct integration between the physical world and computer-based systems. When IoT is augmented with sensors and actuators, the technology becomes an instance of the more general class of cyber-physical systems, which also encompasses technologies such as smart grids, smart homes, intelligent transportation and smart cities. Experts estimate that the IoT will consist of almost 50 billion objects by 2020[1].. The Internet of Things (IoT) is an environment in which objects and people are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. IoT has evolved from the convergence of wireless technologies, micro-electromechanical systems (MEMS) and the Internet. The concept may also be referred to as the Internet of Everything as shown in Fig 1.

EVOLUTION

Kevin Ashton, cofounder and executive director of the Auto-ID Centre at MIT, first mentioned the Internet of Things in a presentation he made to Procter & Gamble in 1999. Here's how Ashton explains the potential of the Internet of Things:

"Today computers are almost wholly dependent on human beings for information. Nearly all of the roughly 50 petabytes (a petabyte is 1,024 terabytes) of data available on the Internet were first captured and created by human beings by typing, pressing a record button, taking a digital picture or scanning a bar code.
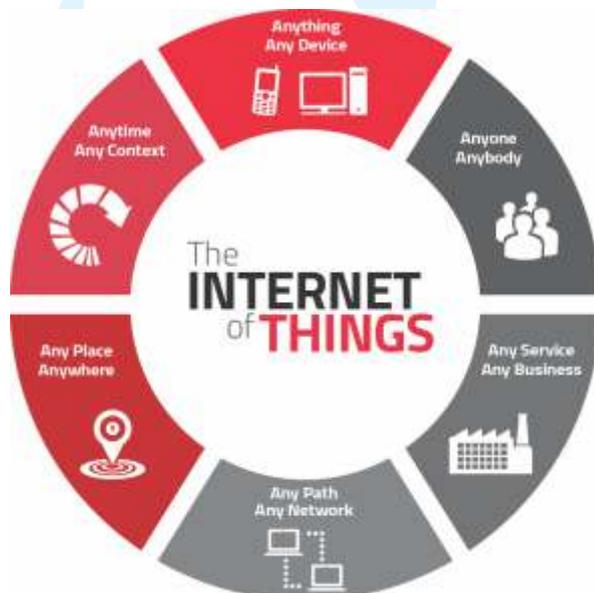

Fig. 1 Applications of IOT

The problem is, people have limited time, attention and accuracy all of which means they are not very good at capturing data about things in the real world. We would know when things needed replacing, repairing or recalling and whether they were fresh or past their best."

Although the concept wasn't named until 1999, the Internet of Things has been in development for decades. The first Internet appliance, for example, was a Coke machine at Carnegie Melon University in the early 1980s. The programmers could connect to the machine over the Internet, check the status of the machine and determine whether or not there would be a cold drink awaiting them, should they decide to make the trip down to the machine.

Application areas of IOT

1. **Environmental monitoring**

   Environmental monitoring applications of the IoT typically use sensors to assist in environmental protection by monitoring air or water quality, atmospheric or soil conditions, and can even include areas like monitoring the movements of wildlife and their habitats. Development of resource constrained devices connected to the Internet also means that other applications like earthquake or tsunami early-warning systems can also be used by emergency services to provide more effective aid. IoT devices in this application typically span a large geographic area and can also be mobile.

2. **Infrastructure management**

   Monitoring and controlling operations of urban and rural infrastructures like bridges, railway tracks, on- and offshore- wind-farms is a key application of the IoT. The IoT infrastructure can be used for monitoring any events or changes in structural conditions that can compromise safety and increase risk. It can also be used for scheduling repair and maintenance activities in an efficient manner, by coordinating tasks between different service providers and users of these facilities. IoT devices can also be used to control critical infrastructure like bridges to provide access to ships.

3. Manufacturing

   Network control and management of manufacturing equipment, asset and situation management, or manufacturing process control bring the IoT within the

realm on industrial applications and smart manufacturing as well. The IoT intelligent systems enable rapid manufacturing of new products, dynamic response to product demands, and real-time optimization of manufacturing production and supply chain networks, by networking machinery, sensors and control systems together. Digital control systems to automate process controls, operator tools and service information systems to optimize plant safety and security are within the purview of the IoT

4. **Medical and healthcare systems**

IoT devices can be used to enable remote health monitoring and emergency notification systems. These health monitoring devices can range from blood pressure and heart rate monitors to advanced devices capable of monitoring specialized implants, such as pacemakers or advanced hearing aids. Specialized sensors can also be equipped within living spaces to monitor the health and general well-being of senior citizens, while also ensuring that proper treatment is being administered and assisting people regain lost mobility via therapy as well. Other consumer devices to encourage healthy living, such as, connected scales or wearable heart monitors, are also a possibility with the IoT. More and more end-to-end health monitoring IoT platform is coming up for antenatal and chronic patients, helping one manage health vitals and recurring medication requirements.

5. **Building and home automation**

IoT devices can be used to monitor and control the mechanical, electrical and electronic systems used in various types of buildings (e.g., public and private, industrial, institutions, or residential). Home automation systems, like other building automation systems, are typically used to control lighting, heating, ventilation, air conditioning, appliances, communication systems, entertainment and home security devices to improve convenience, comfort, energy efficiency, and security. As shown in Fig 2.

ENABLING TECHNOLOGIES FOR IOT

There are mainly three types of technologies that enable IOT.

1. **RFID and near-field communication -** In the 2000s, RFID was the dominant technology. Later, NFC became dominant (NFC). NFC has become common in smart phones

during the early 2010s, with uses such as reading NFC tags or for access to public transportation [2].

2. **Optical tags and quick response codes -** This is used for low cost tagging. Phone cameras decode QR code using image-processing techniques. In reality QR advertisement campaigns gives less turnout as users need to have another application to read QR codes.

3. **Bluetooth low energy -** This is one of the latest tech. All newly releasing smart phones have BLE hardware in them. Tags based on BLE can signal their presence at a power budget that enables them to operate for up to one year on a lithium coin cell battery.
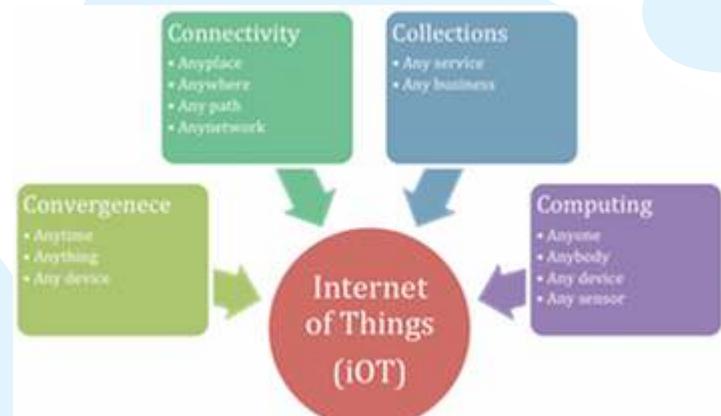
Fig. 2: Components of IOT

Exploring Human-Centered Innovation: NEST

As RIBA's policy officer, Emillia Plotka, stated, "Access to energy consumption data at a larger scale could help identify energy-use hotspots and point to areas that could benefit from community energy or retrofitting schemes." A more need to innovation and creativity to build smarter homes and intelligent devices that can contribute to sustainability. Founded in 2010 by Apple's former engineers, Tony Fadell and Matt Rogers, the Palo Alto-based company NEST has innovated smart products such as the Learning Thermostat and Protect. These products have been remarkable with their ability to be programmed with information while also learning about user behavior and then use this data for automatic settings. The company started as a small startup of 16 employees working in a garage and then moved to their office elsewhere in Palo Alto with 70 employees. In early 2014, Google acquired the company for $3.2 billion [3].

The company's first product, Nest Thermostat, was

introduced to the market in October 2011 and received attention from both media and scholars as it introduced the concept of machine learning. Nest Thermostat is programmed to generate a personalized heating and cooling schedule for home owners by promoting wireless and intelligent interaction between the owner and the different home devices while combining energy saving and comfort. Nest Thermostat contributed to saving around 1 billion kWh in the United States, which is enough to charge all the smart phones in the country for two years. In 2013, Nest Protect was introduced to the market as another intelligent device that can substitute for ordinary smoke alarms that are seen by the company's founder, Tony Fadell, as less usable and missing human-centered design guidelines. Nest Protect is designed to be more user-friendly and to communicate with Nest Thermostat to shut down possible sources of CO poisoning. Nest's latest product is the Nest Cam, which provides a surveillance remote system to monitor homes through wireless cameras that transmit views through mobile devices. It not only acts as a monitoring system, but also communicates with other people at home to chat. As shown in fig 3

Fig.3 Nest Learning Thermostat (Source: Nest)

Web-based Surveys

Online Surveys deliver Nest with the data required to develop new home solutions and improve existing products. In 2012, Google introduced Google Consumer Surveys, where both individuals and companies can build question-based surveys and use it to collect data from different visitors to the website. An affordable payment is charged from companies upon the completion of each survey. Results and data are collected in short time giving companies an affordable and quick method

for market research to make decisions that affect the production process. Relevant survey responses are collected from websites subscripted to Google Consumer Surveys as publishers. Surveys are embedded to these websites, as the questions pop-up for the users to answer before continuing to access the website content, which publishers can implement as an option to a traditional payment system. Unlike other web-based survey services such as Survey Monkey, Google Consumer Surveys collects anonymous responses that are not linked to the respondent identity.

The analysis of data collected in the period between May 2012 and September 2013 from Nest Energy Partner program indicated average saving in southern California of 1.16 kWh per day or 11.3% of AC-related energy usage after the installation of Nest Learning Thermostat. The energy consumption during the peak time has been reduced by 0.10 kW from 2pm – 6pm on week days. Based on Nest website, the Nest Learning Thermostat reduces the heating and cooling bill by 20%. The energy has been reduced by 10-12% on heating and 15% on Cooling based on a study in 41 states in 2014.

The energy saving using Nest Learning Thermostat depends on the number of family members and house size. The collected data indicated 14% saving for a family of four members living in a house of 3,000 sq. ft. in Chicago when Nest learned the efficient temperate and automatically change the house temperature based on the season and the time of the day. While a smaller family of two members living in a 1,500 sq.ft. Condo in Seattle was able to achieve 26% of energy, larger family of five members living in a smaller house of 2,000sq.ft. Was able to save 22% of their energy.

Email Survey

Based on the Nest White Paper (2015), evaluating Nest Learning Thermostat performance to save energy before and after installation depended on tools that Nest took over from MyEnergy after the acquisition of the company in 2013. These tools used to allow consumers to monitor energy usage on a monthly and yearly basis and compare the performance with friends' homes or homes in the neighborhood. This contributed to insights about energy usage patterns and energy savings achieved by consumer samples. This evaluation allowed for an impartial assessment of energy usage and saving. The MyEnergy service has been provided as a sign-up option of the users who bought Nest Thermostat and who are interested in tracking and controlling their energy usage.

Nest used the email survey as one of the research methods to evaluate the hypothesis that consumers who chose to sign up with the MyEnergy service are more conscious about energy usage comparing with the average Nest consumers. The email survey included the results collected from 657 MyEnergy customers and 763 other Nest customers who didn't sign up for the MyEnergy service.

The survey results supported the hypothesis as MyEnergy customers reported to have more efficient set points before installing Nest Learning Thermostat comparing with the other Nest customers who did not sign up in the MyEnergy service. 74% of MyEnergy customers were more likely to have programmable thermostat and employ two and more set points per day comparing with the average Nest customers. MyEnergy customers are less like to have no setbacks before the installation of Nest thermostats with 10% as the results indicated that 26% of MyEnergy customers were less efficient comparing to 36% of other Nest customers. More information has been revealed about the Nest Device setting through the survey as MyEnergy customers are more likely to set lower average heating set point (66.2 F) comparing with other Nest customers (67.2 F) and higher average nigh setback (4.9 F) comparing to 4.0 F for the other Nest customers.

Detailed information about how MyEnergy customer and Nest customers who did not sign up in the MyEnergy service use the Nest Learning Thermostat to save energy through setting setback and set points have been identified through the email survey that focus on the sum of 1420 customers from both MyEnergy and Nest consumer database. While the email survey allows email push effect which can drive answers from specific sample of users or targeted number of customers, the web-based survey is used to pull effect to receive results from wider database that can involve both customers and non-customers based on specific demographic information setting to collect more generic information about the product such as the product setting, interface design, user experience, and price. Concerns about the product design and usability has been identified such as the complex user manual that users have to review before programming simple features, and the small icons and illegible screen that reduce the product usability. While concerns have been highlighted about the product price, which places it as a luxury item, the innovation behind Nest extends to contribute reducing the energy consumption during peak time through the Rush Hour Rewards and Seasonal Saving programs.

The implementation of both surveys contributed to collect information about how innovative products such as Nest Learning Thermostat can be used by both customers and potential customers in order to improve the product design and function to meet with the consumer expectations. Formatting the questions to target different segments of Nest customers and non-customers contributes building insight about the market either before the development phase or to improve the product for better user experience and energy saving.

Nest was produced as one of the innovative companies that depend on web-based survey to collect data about its consumers and understand the metrics of energy savings achieved before and after installing their Nest Learning Thermostat. The company depended on both web-based surveys and email surveys. Google Consumer Surveys was used as a web-based tool to collect data about Nest products, while the email surveys were used to compare between Nest regular consumers and consumers who subscribed to the MyEnergy service to track their energy consumption.

BANGALORE, INDIA: The 28th International Conference on VLSI Design & the 14th International Conference on Embedded Systems is inaugurated in Bangalore on January 5, 2015. The theme for this year's conference is **"IoT: Building a Smart Connected World"**

Over the next five to ten years we will witness an unprecedented acceleration and proliferation of smart connected products and services. There will soon come a time where it will be increasingly rare to find a product category that won't be enhanced in some way by embedded microcontrollers, connectivity and services. The cities and towns we live in will have publicly owned and available interfaces to everything from the nearest parking spot to air quality, social events, pedestrian and vehicle traffic, utility and transportation information that will enhance our lives.

VLSI conference is bringing together all the stakeholders of the ecosystem – academicians, researchers, industry and regulators.

Sensor technology and the "Internet of Things" is at the cusp of transforming many sectors from healthcare to the smart management of cities. This is an opportunity to 'leapfrog' on developmental solutions. The right platforms will combine standards with the innovative energy of our young entrepreneurs.

A technology becomes ubiquitous only with the right combination of factors, and many never take off simply because it is too cost prohibitive relative to the value it enables. IoT is happening now because a number of contributing factors are available together for the first time.

More than a billion smartphones are currently sold each year in a highly competitive market, with new designs introduced every 12-18 months. This continual growth and design evolution drives down component costs, especially for adjacent markets that can use older generation devices. It's not just Moore's law driving down the footprint and cost for semiconductors and computing capacity.

This conclave also marks impressive participation from young innovators, scientists and researchers. The future of the eco-system rests on their shoulders. And so we very much appreciate and encourage their focus and dedication to finding technology solutions to interesting societal challenges."

IoT is on the verge of transforming every aspect of life with solutions that can accelerate India in domains like smart cities, agriculture, security, healthcare, energy, education to name a few. IoT in combination with sensors and wearable's herald enormous opportunities for fundamental research in chip design, system engineering, new materials, sensors, communication, embedded software and various allied fields.

We believe that IoT and data science will broadly and materially optimize operations across industries. An on-demand approach that relies on analytics applied to measurements across an asset population will reduce inefficiencies inherent in scheduled and repetitive tasks, reduce unplanned downtime, improve logistics and field support while simultaneously reducing waste. Detailed feedback on how products and services are actually used will allow producers to evolve their designs to more effectively address customer.

CHALLENGES AND RESEARCH OPPORTUNITIES IN IOT

IoT is a big concept in communication centric computing perspective. And big ideas always have big challenges. Countless technologies need to be clubbed to implement the actual aim where all of them come with different technological background. To merge all those technologies we need to face various challenges. The spectrum of research required to achieve IoT at the scale envisioned above requires significant research along many directions. Some are discussed below.

Heterogeneous set of Things: An IoT enabled system runs with several heterogeneous devices those are different to each other in terms of communication protocol, data format, data collection, data storage capability etc. This is a challenging task to develop communication protocols supported by all devices. Standard data format is required to enable machine to machine (M2M) communication more efficiently.

Energy: Most of the devices in IoT are wireless in nature and live in remote places (e.g. environment monitoring sensors) where energy is the most vital issue. We need ultimate energy efficient algorithms and hardware.

Security: Unlike any online system, security is one of the most important issues. This issue becomes more challenging In an IoT when we are using the network ubiquitously. Data encryption algorithms need to be much stronger. Most importantly, it should be energy efficient so that they could be used in very low power, low energy devices.

Privacy: The ubiquity and interactions involved in IoT can provide many conveniences and useful services for individuals, but also create many opportunities to violate privacy. To solve the privacy problem created by IoT applications of the future, the privacy policies for each (system) domain must be specified. Once specified either the individual IoT application or the IoT infrastructure (e.g., the utility capability) must enforce privacy.

Intelligence: Machine to machine (M2M) communication has high priority in IoT because machine automation must be improved to minimize delay, traffic, and immediate action. Smart technologies need to be more intelligent to enable automated systems.

Communication Protocol: The heterogeneous nature of IoT enabled services meet an unavoidable problem with communication protocols [5]. Each types of device use separate protocol in terms of data communication. Standard communication protocol needs to be developed for successfully implement IoT services.

Real-Time Solution: It will be really tough to implement the 'Anytime' concept of IoT in reality. The real-time systems need to be implemented in grass root level of the IoT things to react prominently at any time. The complexity of the existing real-time systems must be minimized, so that they could be

used in nano-scopic devices.

Creating knowledge and Big Data: In an IoT world there exists a vast amount of raw data being continuously collected. It can be expected that a very large number of real-time sensor data streams exist as it is common for a given stream of data to be used in many different ways for many different inference purposes. Here, the data provenance and how it was processed must be known, and privacy and security must be applied too. When the data is big, challenge becomes bigger. Data mining techniques are expected to provide the creation of important knowledge from all this data. In IoT system huge and huge amount of data needs to be managed in each second. It is said that 220 Exabyte's of data will be stored in this year.

Humans in the loop: As IoT applications demand more sophistication, many of these new applications will intimately involve humans, i.e., humans and things will operate synergistically. Human in-the-loop systems offer exciting opportunities to a broad range of applications including energy management, health care, and automobile systems. For example, it is hypothesized that explicitly incorporating human-in-the-loop models can improve safety, and using these models home health care can improve medical conditions of the elder people and keep them safe.

According to Cisco, "The fundamental problem posed by the Internet of Things is that network power remains very centralized. Even in the era of the cloud, when you access data and services online you're mostly communicating with a relative few massive datacenters that might not be located particularly close to you. That works when you're not accessing a ton of data and when latency isn't a problem, but it doesn't work in the Internet of Things, where you could be doing something like monitoring traffic at every intersection in a city to more intelligently route cars and avoid gridlock. Cisco is expecting the industry to gross over $19 trillion over the next few years.

CONCLUSION

IoT has been gradually bringing a series of technological changes in our daily lives, which in turn helps to make our life simpler and more comfortable through various technologies and applications. There is innumerable usefulness of IoT applications in various domains including medical, manufacturing, industrial, transportation, education, governance, mining, habitat etc. In spite of abundant benefits

IoT is facing several flaws in governance and implementation level. Key observations in the literature are as follows.

Firstly, there is no standard definition worldwide till date.

Second, universal standardizations are required in architectural level too.

Third, as technologies vary from vendor-to-vendor, interoperability issues are to be addressed more seriously.

Lastly, for better global governance, we need to build uniformly accepted global standard protocols with proper safety and security issues.

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CASE STUDY ON MUNNAR TEA PLANTATION STRIKE, KERALA

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Recent strike of women workers at Munnar Tea Plantations (MTP) in Kerala once again indicated that Labour welfare laws are not implemented properly. Plantation Labour Act which deals with Safety, Working hours, Wages, Health, Work Environment etc. of workers seems to be a myth in the Munnar region of Kerala where poor implementation of laws is one of the most serious issues of India. Women workers work for almost 12 hours a day in tea plantations against the

daily wage of Rs. 150-200 which is very evidently not sufficient for the fulfilment of their needs. And when money is not in question, working conditions are much below standard. This affects their health, both physically as well as mentally. Central and State Governments never paid attention on these issues. Even the Trade Unions avoided to address the issue due to male dominance. When management of MTP decided to reduce annual bonus of workers from 19% to 10% of annual wage, workers exploded. They stopped the work and demanded for more wage and annual bonus.

The salary of plantation workers in the state is decided by the Plantation Labour Committee. PLC comprises representatives of trade unions, plantation managements, and the government. PLC meeting and discussion is possible only if the labour minister takes the initiative. The wages of the plantation workers were last revised on May 22, 2011. The tenure of this wages was decided to be three years. The wages were to be revised by December 31, 2014. Nine months elapsed since then. The labour minister did not initiate meetings of PLC to take decision on the revision of the wages. An agreement on this was delayed as a result of this.

Plantation labours are comparatively a low-paid section among the workers. According to the last revision, they were paid the following wages: Tea Plantations Rs 232; Rubber Rs 317; and Cardamom Rs 267. Housing facilities provided by companies to tea, rubber and cardamom plantation workers in the eastern ranges of Kerala are deplorably poor. The workers are provided with a tent called 'laya', which is unacceptable as far as a civilized society is concerned. Medical care the plantation workers get and educational facilities for their children are inadequate. These sufferings have created great dissatisfaction among the plantation workers.

In spite of this, the wage revision was delayed. Revised wages were to be implemented on January 1, 2015; but regarding this the plantation management took a negative attitude in PLC. They shamelessly proposed an increase of just Rs. 10 in daily wages of the workers. Even this increase would be given only if workload and production is increased. The government has doled out favours to the plantation owners and management, but it could not exert pressure upon the management for a just decision on the wage revision.

When the wage revision was delayed indefinitely, the CITU organized a Secretariat March in July and a strike at the state level in plantations for one day on August 20. No other organisation came forward with any direct action. The CITU

strike had a good response from the workers. It was after this strike that the government decided to convene a meeting of PLC on September 26. At this stage the question of bonus for 2014-15 came to the fore. The management in Munnar estate summoned a meeting of trade unions and made a unilateral declaration of 10 per cent bonus to the workers. Last year, the bonus was 19 per cent. During 2014-15 also, the company had earned a good profit. Why did it reduce the bonus rate? The question was not satisfactorily answered at all. CITU did not approve this decision of the management. It, in fact, had decided not to receive the bonus. The other unions too did not have a different opinion.

In protest against the decision, the workers started a slow-down strike. The management informed the workers that the slowing down of the work would amount to a strike and that it would lock out the plantations. The trade unions, in this background, decided to stop the slow-down strike and the workers were informed of this decision. CITU planned to launch a struggle against the reduction of the bonus. The delay in the wage revision and the reduction of the bonus enraged the workers. All employees from the plantation sector had participated in the national strike on September 2. From September 3 onwards, all workers in the sector went on a strike demanding an immediate decision on their wages and bonus. The anti-labour attitude of the Tata management and the casual attitude of the government aggravated the situation. It is this that a few media described as anti-trade union struggle.

The leader of opposition and veteran communist leader VS Achuthanandan pledged his support to the protestors. He visited Munnar on 13 September to thumping applause and sat with the women for a day.

Sensing that the protest was gathering momentum, Chief Minister Oommen Chandy, on 13 September, revised the state's daily wage to Rs 500 and announced an economic package for Munnar. The planters, however, refused to pay the revised wages or pay a 20% bonus demanded by the workers.

Meanwhile, feeling left out, the unions too announced a strike on 1st October, demanding a Rs 500 daily wage. They soon started negotiating with the planters, but refused to take along leaders of Pempilai Orumai. The women, they argued, were not part of the Plantation Labour Committee, which comprises union leaders and planters, so they hence could not attend the discussions.

The committee has since held several rounds of talks but has failed to break the impasse. The planters unanimously oppose the wage revision, claiming it would make the plantation industry unviable in Kerala. They had told the government they would much rather close down the plantations than increase the wages.

In the meantime, the workers, of both Pempilai Orumani as well as the unions, had intensified the strike, closing down all shops and blockading roads in Munnar. The town has come to a standstill.

"The Munnar protest has revealed the weakness in trade union activism," said RSP leader N K Premachandran. "It has taught trade unions to provide women more forums to air their views. It had put an end to male dominance in trade union leadership."

Premachandran cautioned, however, that planters could use Pempilai Orumai to undermine the trade unions.

The movement denounced such criticism. "We are not puppets. We know what we want," Lissy Sunny told Catch. "We have nothing to lose. Hunger and suffering are part of our lives. We don't care even if we starve to death. But we won't allow anyone to exploit us. Enough is enough."

Sunny, 46, has worked on plantations for nearly 23 years. A matriculate, she is now a prominent leader of Pempilai Orumai, voicing the workers' demands with clarity.

"We were forced to stage the protest just to save our lives," Sunny said. "We worked 12 hours but we had nothing, not even good food. We lived worse lives than cattle."

And they are in no mood to give up. "The planters stand to lose more than us," said another leader Rajeswari, 48, "We have nothing to lose; we are already in peril."

The 17-day-long strike in Kerala's plantation was finally called off on Oct 14 after trade unions and the managements agreed on a hike in the minimum wages. The raised minimum wages were announced at a level long way off the original demand for Rs. 500 but at what were described as 'reasonable yet workable' rates starting at Rs. 301. The prevailing rate starts at Rs.232. The new minimum wages applicable for different type of plantations are: Rs. 301 for tea and coffee; Rs. 330 for cardamom; and Rs. 381 for rubber in ascending order of the labour skills called for and applied. These rates comprise the basic pay and dearness allowance. On adding up the statutory benefits, the total emoluments work out respectively at Rs. 436, Rs. 478 and Rs. 552.

Briefing newspersons about the deliberations, Chief Minister Oommen Chandy, Labour Minister Shibu Baby John, and Power Minister Aryadan Mohammed, said that other issues - mainly performance-linked incentive - would be sorted out after the local body elections. The PLC meeting also decided to appoint a one-man commission to study the problems in the plantation sector. The commission would submit its report in a month.

The state government would meet separately on November 4 with plantation owners to discuss their issues. Officials of the Forest and Revenue departments will attend the meeting. The Chief Minister urged trade union leaders to settle the strike for bonus payments at the Harrisons Malayalam Ltd. The Labour Minister said that the PLC would frequently after the local body elections to settle outstanding issues.

Discontentment among tea workers over wage pact

The trade union leaders had promised the workers that the daily wages would be increased from Rs. 232 to Rs. 500 a day and bonus during 2014-15 would be increased from 8.33 per cent to 20 per cent. Moreover, they were yet to take any decision on bonus or the measures to improve the pathetic condition of the estate lines. Workers turned up on duty on 15th Oct, only because of their financial difficulties. They are expecting a favourable decision at the PLC meeting scheduled on November 4.

RECOMMENDATION

Government should ensure that industrialists are not violating the PLA. Violation of Labour acts are not only against welfare of workers but also harmful for our economy as several working days are wasted in strikes. With rising competition from neighbouring markets, any dispute between employer and employee will further harm the future prospects of tea industry. Time is ripe for government to step in and bring peace and accord through method of collective bargaining using tripartite mechanism.

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Parents'
Feedback

DIAS has helped her (Ms. Apurva Rustagi, MBA 2014 – 16) show consistent brilliant academic performance and a continuous improvement in skills. Her overall personality has developed in the course of study in the institute.

Mr. Sandeep Gupta
Managing Director,
Rama Paper Packaging Ltd.

The way to teach is exceptional at DIAS. Also, the teachers are knowledgeable and sincere that motivates him (Mr. Vikas Saroya, MBA 2014 – 16) to study well. He has improved a lot on confidence and communication skills.

Mr. Lal Chand Saroya
Relationship Manager
Bajaj Capital

Mr. Shivam Sharma MBA 2014 – 16 has improved academically through constant support from the DIAS faculty. DIAS has

resulted in an overall enhancement of my child. He has experienced a positive change in his personality.

Mr. Dinesh Chand Sharma
Supervisor
Maruti Suzuki India Ltd.

Mr. Nitin Choudhary, MBA 2014 – 16 has improved academically through constant support from the faculty. DIAS contributed greatly towards the overall enhancement of my child. I observed his gaining immense knowledge.

Mr. Hari Bhan Singh
Businessman

CORPORATE
EXECUTIVES' OPINE

PAVEL MACO
CEO, HOME CREDIT INDIA FINANCE PVT LTD

'MAKE MISTAKES BUT LEARN FROM THEM.'

Home Credit India is a part of Home Credit BV (HCBV), an international consumer finance provider with operations in 10 countries across Europe and Asia serving over 45 million customers through 160,000 points of sale, loan offices, branches and post offices.

Maco believes that the biggest challenge for a leader is to change the culture in an organization. A leader is someone who is ahead of others in some directions and has the ability to influence others to follow him in that direction; someone who has a dream and a vision. The right mix for a leader includes five elements: integrity, passion, curiosity, empathy and communication.

To cultivate leaders in the organization, let the people make their own mistakes and learn from them. He believes that people who challenge the status quo come up with really exceptional solutions. But exceptional leadership cannot be learnt, if one is missing the needed traits. Many people actually have them; they are just waiting for some impulse to unlock it. For some, finding the right job can be impulse. It is possible to learn the new skills, which will make the leader more effective, convincing or organized.

The role of a professional leader in a government or family-run company remains more or less the same. A successful leader understands the opportunities and challenges of the environment he operates in and motivates his team to achieve a common goal.

He says that leadership during crisis is always specific. The primary goal is survival, and usually some sacrifices are necessary. Taking the right decisions under time pressure, providing the right information, convincing people to sacrifice makes the right leader.

Leadership according to him is treading the unknown path with the people to build something truly unique.

GAUTAM DUTTA
CHIEF EXECUTIVE OFFICER, PVR CINEMAS

'FAILURE IS THE MARK OF A PERSON WHO TRIES'

He has been with PVR Cinemas since 2006 and now works on advancing the company's mission and objectives and building future leadership within the organization.

He shares his thoughts on the key trends in retail entertainment industry. Small cities are matching the demands from big cities and people are not satisfied with what is available domestically. Content continues to be the driving factor beyond star casts and there is increasing consumer acceptance to movies based on strong story plots. The trend is similar across all cities. Customer convenience remains the key driver and digital platforms hold the key whether it is booking tickets or ordering food on seats and PVR continues to innovate, challenging every aspect of cinema experience.

He feels that growth at PVR every day is achieved by having sheer pleasure of creating something new and leading to a stimulating experience to the consumer. Learning the best of practices by co-relating different industries beyond the hospitality domain helps to grow. One needs to be consistent in the approach while innovating according to customer needs. It is important to believe in your people to motivate them.

His management mantra is to never lose sense of humility. This is what moves people and contributes to the leader's growth. The ability to de-learn and learn at every moment is the key to success. Leader should value his team, back them and recognize their worth as no one can work in isolation. No two problems will have the same solution. Deal with each situation with fresh mind and approach. Failure is the mark of a person who always tries. Therefore one should never be afraid of failures.

BOOK
REVIEWS

BE AN EFFECTIVE MANAGER

Author(s)	: Dr. V. K. Narula
Publisher	: AITBS Publishers
Edition	: First, 2015
Pages	: 316
Price	: ₹ 250
Reviewed by	: Ms. Shilki Bhatia, Faculty, DIAS

In the business world, a manager's success is measured not only by his own productivity but also by his employees' productivity. The employees' performance is affected by the feeling of insecurity or severe consequences of poor
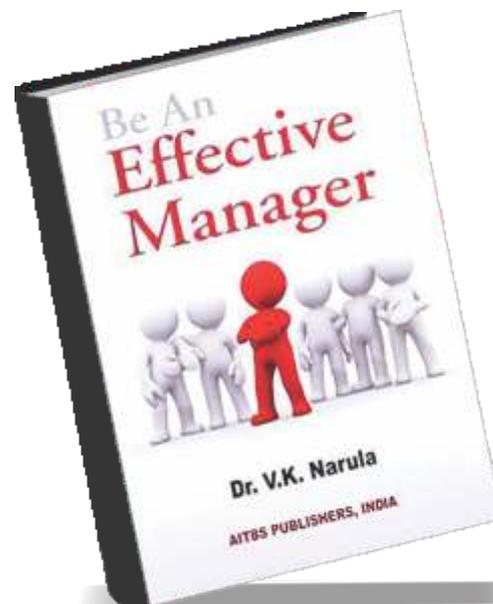
performance. This necessitates the training of managers enabling them to develop effective teams, handle problems, build strategies etc. They need to be aware of the needs of the employees along with their optimum achievement and performance. The book titled 'Be An Effective Manager' authored by Dr. V. K. Narula helps to understand various aspects of a manger's jobs, responsibilities, management styles and principles. A manager should read, understand, absorb and be able to apply the theoretical knowledge in his day to day job. The book is divided into thirteen chapters. The first two chapters help in understanding the initial learning tips to be a successful manager and know the basics related to management. A manager should have clarity about his job, customers and colleagues, products, operational areas, boss, key result areas, performance parameters, changed environment and the mission of the company.

The third chapter clarifies the authority and responsibilities of a manager. A manager should understand that an increase in authority comes with added responsibilities. Accepting the present team members and selecting new ones, making their strengths productive and ignoring their weaknesses are some of the major responsibilities of the managers explained in Chapter 4.

The author also makes the readers understand that managers are leaders and should have a clarity of objective, be fair to all, respect all, be firm and decisive. Managers are expected to be adaptive to change and have trust and tolerance towards their employees.

Chapter six of the book examines the management objectives in detail. As a manager the setting of goals and targets, planning, managing and monitoring, developing interpersonal relations, conduct meetings and giving feedback are some of the objectives to be fulfilled by managers.

The objectives can be achieved only if the managers have certain skills and traits and follow a management style which is not only acceptable to all but be also result oriented. The concept has been explained in chapters 7 to 9. The managers have to be good at negotiation and presentation. They should know how to handle conflicts and resolve them. To achieve success, the managers may opt for training and coaching the employees, motivating them and at times working on anger management and stress management.

But all the skills and traits can be used successfully only if the managers are themselves healthy and fit. Chapter 10 covers in detail the healthy habits that a manager should have, the attitude and aptitude he should possess, his ability to handle stress, his morality and emotional quotient is expected to be high.

The last two chapters clearly explain that managers should finally work on their self-development by identifying the self-improvement areas, prioritizing skill learning, means and times to learn. The managers should always focus on reading, updating their knowledge and self appraisals. The author in the last chapter has detailed the indicators of performance of an effective manager. An effective manager should be capable of managing his customers, his team members, his performance and himself too.

The book is designed for the front line managers who aim to reach the top. The book is written in a student friendly manner with the matter being presented in a simple language. The book is immensely useful to the students studying management subjects and strives to become managers in future. The author clarifies that to be an effective manager, one needs courage, stamina and a strong sense of dedication and should be ready to pay a price for success.

MARKETING MANAGEMENT

| Author(s) | : Rajan Saxena |
| Publisher | : Mc Graw Hill Education |
| Edition | : 5th edition, 2015 |

Pages   : 216

Reviewed by   : Ms. Ruchika, Faculty, DIAS

Since the year 1991, when the foreign players started invading the capital markets of the nation and competition altogether took a new picture, the market has been showing very diverse scenarios to retailers, customers and manufacturers. The tightened competition and need to beat it has converted the concept of selling into marketing and strategy of push into pull. The firms have started realizing that customer is the king of the market and the products and service should be delivered in a way that just not satisfy the customers but also delight them. So, it has become very important to train the existing or future workforce on the contemporary and future issues of marketing and this book has done it really well. The entire book is divided into five sections. The first section focuses on markets, structures and focuses therein, and what a marketer needs to do in order to understand them. This part contains 8 chapters. The first section introduces the concept of marketing, its scope and differentiates it from selling along with manufacturing and technology orientation. It explores the concept of marketing mix and how it contributes to the organizations' success. The marketing occurs in a specific environment where intrinsic and extrinsic factors play a vital role. These environments have been explores in chapter 2 to make the reader understand the marketing environment of the firm and provides tools and techniques for it. It also demonstrates the process of marketing research through which the marketers understands the need of their customers and plan their product and services accordingly. The highlight also includes understanding the profiles of the target audience and their demands. This part also deals with the changing profiles of Indian buyers abs helps the readers understand the motivations of buyers and also influences that work on their decision making. Part two deals with marketing mix and contains 10 chapters in it. This focuses on the different growing concerns in marketing such as brand equity, product decision in contemporary India, new product decisions and different pricing strategies. Also these concepts are well explained with the help of examples in Indian context. The proceeding chapters 13, 14, 15 and 16 are devoted to promotion decisions and the different elements of promotion mix. Chapter 17 and 18 further talks about sales and distribution management of products or services with special inclination towards Indian markets. Effective sales and distribution management is key to success for any

organization thus its management plays a crucial role. Part 3 focuses on the marketing strategy and organisational issues in planning, designing and implementing of marketing strategies of the organization. The proceeding chapters in this part also help the reader to better understand the linkages marketing strategy and core strategy of the business. It also explains the concept of marketing organization and its effective management and control. Next part of the book is on contemporary issues in marketing and explores the concepts such as integrated marketing communication, advertising management, sales and promotion, direct marketing and public relations. It explains all the elements of promotion and branding in Indian markets and also touches the area of retail management in both global and rural aspect. Last section 5 introduces the reader to case methodology and instrumentation in marketing. It helps the reader to establish connect between theory and real time examples. The book is in Indian context thus the readers are able to connect with the examples easily. This particularity differentiates it from other books in the market.

In all, the book is very comprehensive and an effectual combination of theory and examples presented in a readers friendly format.

ENTREPRENEURSHIP NEW VENTURE CREATION
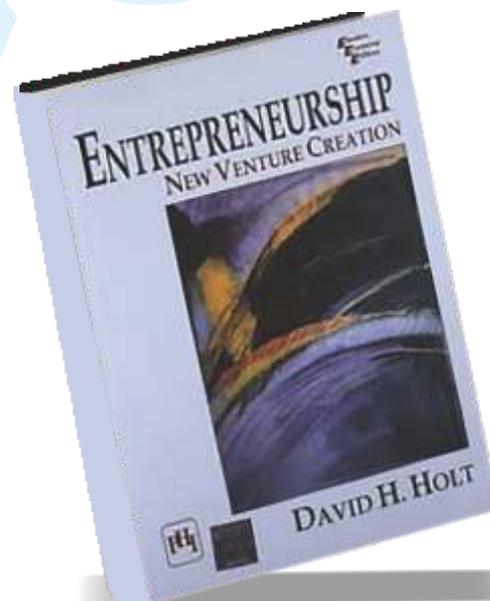
Author(s)   : David H. Holt

Publisher   : Pearson Education

Edition   : First, 2014

Pages   : 553

Price   : ₹ 325

Reviewed by   : Mr. Kamal Upreti

This book is organized to provide a historical perspective, followed by a systematic presentation of the elements in founding a new venture. Chapters are organized to help students learn about the entrepreneurial process with "checkpoint" questions, examples, and illustrations. Each chapter begins with a set of objectives. These are subsequently addressed at the end of each chapter with a descriptive synopsis for learning that repeats the objectives and briefly summarizes key points . Together with the checkpoint questions within the chapter, the synopsis assures continuity and reinforcement. The book has been divided into four parts consisting of fourteen chapters in total giving a detailed overview of issues related to entrepreneurship.

Part One includes four chapters that establish a foundation for the course. Chapter 1 emphasizes the historic foundations of entrepreneurship and free enterprise. Chapter 2 introduces the concepts of creativity and innovation and how those processes occur. Chapter 3 contrasts small business and corporate entrepreneurship, differentiating entrepreneurial roles and process in these environments, as well as for independent new high growth ventures. Chapter 4 presents the business planning paradigm and the elements of feasibility model.

The three chapters of Part Two describe product development, innovations and the human side of enterprise in services. Chapter 5 examines new product development and the ways in which innovation are brought to fruition. Chapter 6 addresses legal protection, patents and copyrights. Chapter 7 focuses on services industries and opportunities in personal service and professional fields for new ventures.

Part Three concentrates on market research and development. Chapter 8 is a concise presentation of marketing research responsibilities. Chapter 9 examines marketing functions and strategies peculiar to new ventures, and the focus is on developing a viable marketing plan with a workable program. Chapter 10 is a unique chapter that addresses international markets and global opportunities for entrepreneurial ventures. It treats exporting, importing, and overseas investing in a manner intended to challenge students to think globally.

Part Four emphasizes the roles of entrepreneurs in their organizations. Chapter 11 explores the personal roles and responsibilities of founders and their entrepreneurial teams. Chapter 12 extends the ideas of "Organization" to include alternative ways to get into business. Chapter 13 includes asset management, public offering, venture capital and source of government financial assistance. Chapter 14 concludes with a view towards the future. Specifically, it addresses new venture growth and transition roles of entrepreneurs during the organizational life cycle.

The book along with very simple and lucid language tackles the issues in detail in a reader friendly format. Various topics have been supported with case studies, numerical problems and updated facts and figures. The author has tried to provide comprehensive glossary, review questions, objective type questions for revision and marginalia for easy recapitulation of the concepts. Author has also provided ample references and selected readings for detailed studies.

The purpose of this book is to enrich students with an understanding of the entrepreneurial process. There is no presumption, however, that entrepreneurship can be "taught" because entrepreneurs have their own peculiar way of doing things. Yet it is possible to help them be better prepared for transforming dreams into realities.

Consequently, the book is organized to explore the nature of entrepreneurship, provide models for new venture creation, and describe ways to help entrepreneurs succeed.

Readers'
Views

Thanks for sending the DIAS TIMES (a journal of Delhi Institute of Advanced Studies). The journal is rich in terms of its contents and qualitative presentation. Please accept my compliments for not only the continuity of the journal but also keeping the quality aspect uncompromised.

Hitender Mehta, Partner, Vaish Associates Advocates Corporate, Tax and Business Advisory Law Firm

Reading DIAS Times is always a pleasure to the mind. It covers a wide range of topics and is fun to read.

Jitendra Sharma,
Senior Executive – Corporate Sales, 99acres.com

DIAS Times is both informative and intriguing. It stimulates the reader's brain to think in a different direction.

Ankit Singh,
Corporate Finance Analyst, RNM Associates

Alumni
Speaks

DIAS is a wholesome institute to be with. DIAS has its stand in every field right from academics to extracurricular activities.

DIAS has also integrated many cells for student welfare like SIIF (Student Industrial Interface Forum), EDP (Entrepreneurship Development Program), Vrinda - Ek Agaaz, Kartavya, STF (Student Technology Forum) and many more.

It is a matter of pride for me to be a student of DIAS and I would always look forward for association in future with DIAS.

Randhir Kumar
MBA (2012-2014)

I came to DIAS as an MBA student, fresh out of college (Graduation) after studying business management, I wanted to get in depth knowledge of the business operation so I chose the MBA program at DIAS and it was up to the mark.

At DIAS, I was able to enhance my professional knowledge through the detailed course curriculum and professional approach of the institute. The teachers were kind and helpful and had good hold of the subject that each one of them taught.

I am grateful I joined DIAS as I was able to hone my business management skills and excel in the field.

Gaurav Kashyap
MBA (2011-2013)

The Men
In News

Honesty is the policy, and combined with hard work and dedication it becomes strength to reckon with. It is this strength which makes an individual cross hurdles and create a new success path. This same path has been followed up wonderfully by Sanjay Pradhan, an Indian – American, working with World Bank.

Pradhan has acquired his Bachelor's Degree and Ph. D from Harvard University. He has gained an intensive knowledge and experience, brought by his involvement with private and government sectors. Currently working as Vice President for Change, Leadership and Innovation at the World Bank, he has been selected to lead an international initiative promoting government transparency, accountability and its response towards citizens.

The Open Government Partnership (OGP), launched by Eight Heads of State at the UN General Assembly, which was initiated in 2011, has just in four years, added on 69 countries in partnership, along with several multilateral organizations

SANJAY PRADHAN

and hundreds of Civil Society groups. OGP represents a historic opportunity to advance the open government agenda through a unique platform built on peer learning and the collaboration between government and civil society around the world, Pradhan's role is to ensure that OGP continues to succeed in its mission of not just accountability and transparency, but also lead the OGP Support Unit, and report to the International Steering Company of 11 Governments and 11 Civil Society Leaders. His long standing passion of determining how the lives of millions around the globe have been affected by open government makes him the best choice for this work.

He is praised as a thoughtful leader and practitioner in open government even since before the inception of the phrase. He has held three Vice President Positions at the World Bank Group (WBG) where he led the development of WBG's Governance and Anticorruption Strategy; helped launch Global Partnership for Social Accountability; and incubated ICT-mediated citizen feedback. He also launched Open Contracting with Partners; and rolled out a flagship Collaborative Leadership for Development program to help leaders in government and civil society undertake collaborative actions. He is also a member of the President's Senior Management Team.

He has an eminent record of working in developing countries of South Asia, Europe and Central Asia, and East and West Africa. He has penned numerous publications including being a principal author of the 1997 World Development Report, The State in a Changing World and addressed major high-level forums including the European Parliament, the British House of Commons, the BBC World Debate, and the TED Global Conference.

He has to his credit publication of The many faces of corruption : tracking vulnerabilities at the sector level, Anticorruption in transition : a contribution to the policy debate, Evaluating public spending : a framework for public expenditure reviews; Department Working Paper : Building blocks toward a more effective public sector; Working Paper : Building blocks toward a more effective public sector; World Development Report: World development report 1997 : the state in a changing world; Policy Research Working Paper : Budgetary institutions and expenditure outcomes : binding governments to fiscal performance&Some economic consequences of the transition from civil war to peace.

We wish Sanjay Pradhan a great success with his new role, and

may his planning and working bring in positive results for the OGP.

FRANCOIS HOLLANDE

François Gérard Georges Nicolas Hollande, better known as Francois Hollande is a well known name in World Politics. Holding office as President of France, since 2012, he has carved a niche for himself in the political world.

Born to Catholic parents, brought up in a Catholic school, he became an agnostic in later life and now believes himself an atheist. He says he respects all religious practices but has none of his own. He got employed as a councilor in the Court of Audit immediately after completing graduation from United States. He joined politics as a student volunteer and joined the Socialist Party, from where he was nominated for the French National Assembly.

He was on the staff of the Government's spokesman, became special advisor to the President and finally became the spokesman of the party. He won the position of first secretary of the French Socialist Party , a position which he held for eleven years. He was also elected as Mayor of Tulle. He became the public face of the party in 2002 Legislative Elections due to some problems in the party. Despite many ups and downs in his political career, Hollande managed to

contest for the Presidential elections in tough competition and won the same.

Hollande was elected President of France in May 2012 and is running the show successfully. The first measures he took were to lower the income of the president, the prime minister, and other members of the government by 30%, and to make them sign a "code of ethics". His economic policies are wide-ranging, including supporting the creation of a European credit rating agency, the separation of lending and investment in banks, reducing the share of electricity generated by nuclear power in France from 75 to 50% in favour of renewable energy sources, merging income tax and the General Social Contribution (CSG), creating an additional 45% for additional income of 150,000 euros, capping tax loopholes at a maximum of €10,000 per year, and questioning the relief solidarity tax on wealth measure that should bring €29 billion in additional revenue. He has also signalled his intent to implement a 75% income tax rate on revenue earned above 1,000,000 euros per year. He has declared many more plans which will benefit masses in various ways, promising a great future for social, economic and political development.

Hollande has also announced his personal support for same-sex marriage and adoption for LGBT couples. As President, Hollande pursued labor reform to make France more competitive internationally. Another key measure introduced are credits for training that follow employees throughout their career, regardless of where they work, and the right to take a leave of absence to work at another company. He pursued reform to the vast and expensive pension system in France. Hollande has promised an early withdrawal of French combat troops present in Afghanistan in 2012. He also pledged to conclude a new contract of–Franco-German partnership, advocating the adoption of a Directive on the protection of public services.

Life of Hollande has also been marred by controversies, varying from personal to professional. Where some of his suggestions and decisions have been applauded, some of his policies have been highly criticized. He has also paid the prize of being a public figure by having his life under scrutiny all the time. He has had his share of Honors & Felicitations from around the globe such as Grand Master & Grand Cross of the National Order of the Legion of Honour, Grand Master & Grand Cross of the National Order of Merit, Knight of the Order of the White Eagle, Knight Grand Cross with Collar of the Order of Merit of the Italian Republic, Grand Cross of the Order of Saint-Charles, Chain of the Order of Abdulaziz Al Saud, Knight Grand Cross of the Order of the Netherlands Lion, Honorary Knight Grand Cross of the Order of the Bath, Knight of the Royal Order of the Seraphim, Order of Friendship, 1st class. He also has a number of books & academic works published to his credit, proving that he is man who knows his job well.

Francois Hollande has been invited to preside as the Chief Guest at 67th India's Republic Day (26 January 2016) celebrations by Prime Minister Narendra Modi's office, which he has accepted. His visit to India is believed to strengthen the strategic partnership between India and France. This will be his second visit to India. Hollande will be the fifth French leader to be a chief guest at India's Republic Day celebrations, the maximum number from any country so far. France was the first country with which India established a Strategic Partnership, after Nuclear tests conducted by India in 1998. France is also the first country with which India entered into civil nuclear energy cooperation in 2008 after obtaining the NSG waiver. Here's hoping for a amicable new bonding among the two nations, benefitting both the nations.

Ms. Rita Sharma
Accounts Assistant, DIAS

Recent Notifications

CORPORATE AND OTHER LAWS

SEBI EYES E-TAIL FOR MUTUAL FUNDS

The Securities and Exchange Board of India (SEBI) is set to hold a board meeting in the first half of January 2016. This would be a break from the tradition of one meeting every quarter (90 days), as this meeting has been scheduled within 45 days of the last. SEBI plans to go heavy on reforms for the mutual fund sector and would include electronic Know Your

Client (e-KYC) on a priority basis.

BANKING

RBI PANEL FOR DIRECT TRANSFER OF CASH, ABOLISHING FARM SUBSIDY

A Reserve Bank of India (RBI) committee on financial inclusion has suggested that the government should transfer cash directly to persons instead of giving subsidies, and should replace interest subvention on agriculture loans with affordable universal crop insurance scheme. The committee on medium-term path on financial inclusion, headed by RBI executive director Deepak Mohanty, also recommended linking credit accounts with unique identification number, or Aadhaar number, and share information with credit information companies to enhance stability of the credit system and improve access.

RBI NOT TO PLACE RESTRICTIONS AGAINST BANKS IF NPAS RISE DUE TO CLEANUP OF BOOKS

The Reserve Bank of India has given an informal assurance to commercial banks that it will not place restrictions against these lenders if their stressed loans increase sharply on account of cleaning up their books as it has directed. This comes as a relief to the banks that were worried that RBI's mandate to downgrade a chunk of loans given to errant borrowers would impact their earnings and result in prompt corrective action.

SBI TO BANK ON INTEGRATED CHANNEL STRATEGY TO OPTIMISE SERVICES

To wring more efficiency from its operations, State Bank of India is preparing an integrated channel strategy for the next three years to achieve an optimum mix between various distribution channels. The distribution channels through which India's largest bank provides services include branches, ATMs, Point-of-Sale (POS) terminals, internet banking, mobile banking and business correspondent and customer service points.

RBI PLANS TO MONITOR PEER-TO-PEER LENDING

The Reserve Bank of India (RBI) will soon release a discussion paper on unregulated peer-to-peer lending (P2PL) arrangements, which is lending money to unrelated individuals without assistance from any financial intermediary. Several online portals have sprung up in India to facilitate such lending, some even getting private funding from investors, but it is still at a nascent stage compared with countries such as the US and China. In the US, the space is regulated and there are talks that China would bring regulations around P2PL arrangements.

INSURANCE

IRDAI TO LIBERALISE NORMS FOR TRADE CREDIT INSURANCE

In a move that can positively impact the availability of finance for trade, the Insurance Regulatory and Development Authority of India (IRDAI) will liberalise norms for trade credit insurance. Trade credit insurance is generally offered for short-term receivables in business and is a tool to protect businesses from sudden or unexpected customer insolvency. According to Suresh Mathur, Senior Joint Director (Non-Life), IRDAI, recent changes in the economy, especially in micro, small and medium enterprises (MSMEs), have increased the need for credit insurance manifold. Therefore, in order to give a fillip to the credit insurance market, it is necessary to revisit the existing guidelines which regulate the credit insurance market in India.

DIRECT TAXATION

CBDT RELEASES DRAFT POEM RULES

The Central Board of Direct Taxes (CBDT) has issued a set of draft guidelines for determining the place of effective management (POEM) of companies for taxation purpose. The new rules are significant because if POEM of a firm with operations in India and abroad is considered to be in India, its tax liability in India could potentially rise. If POEM of a firm is in India, then its worldwide income — not just income from Indian operations — would be taxed here.

CBDT CLAMS DOWN ON FISHING EXPEDITIONS, DIRECTS AO'S TO GET "SPECIFC"

The CBDT has issued instruction stating that instances have come to the notice of the Board that in cases selected under scrutiny, while issuing the first notice, Assessing Officers do not convey the specific compliance requirements like production of accounts, furnishing of documents, information, evidences, submission of other requisite particulars etc. Since the taxpayers or their authorized representatives are required to comply with the statutory notice issued by the Assessing Officer, they remain clueless

about the information required to be submitted and their appearance before the Assessing Officer does not serve any fruitful purpose except recording of their presence. This causes undue hardship to the taxpayers and unnecessary wastage of their time. The CBDT has directed that Assessing Officers should first go through the returns of income which have been selected for scrutiny and identify the issues which require examination. The initial notice issued under section 143(2) of the Income-tax Act, 1961 should itself be accompanied with the questionnaire containing details of specific documents/information/evidences etc. that are required to be furnished by the taxpayer in connection with scrutiny assessment proceeding in their respective case.

COMPUTATION OF INTEREST UNDER 234B

Interest u/s 234B would end on the date of determination of total income u/s 143(1) or in case of regular assessment, the date of such assessment and there is no scope for extending such liability to a later date to a revisional appellate or a rectification order as is desired by the revenue

NO DENIAL OF EXEMPTION TO AN INSTITUTE JUST BECAUSE IT WAS TRAINING ALREADY TRAINED PERSONS

Where assessee-society was providing latest information and training to those persons who were already in relevant field of advertising communication, etc. and in such process if certain persons became super-specialists in particular field and institution was charging fee, case would not fall under proviso to section 2(15).

AN ASSESSEE CAN'T BE COMPELLED TO DISCLOSE THE SOURCE OF INCOME OF ITS CREDITORS UNDER SEC. 68

In terms of section 68, assessee is liable to disclose only source(s) from where he has himself received credit and it is not burden of assessee to show source(s) of his creditor nor is it burden of assessee to prove creditworthiness of source(s) of said sub-creditors.

INDIRECT TAX

GOODS USED FOR EXECUTION OF WORK CONTRACT ENTITLED FOR CST REGISTRATION EVEN IF NOT TRANSFERRED TO CONTRACTEE

Where assessee, a works contractor, applied for inclusion of construction equipment, plant, machinery and tools used in process of execution of works contract in certificate of registration under Central Sales Tax Act, said items were eligible for inclusion

TOILET PREPARATIONS CONTAINING ALCOHOL AREN'T LIABLE TO EXCISE DUTY UNDER CENTRAL EXCISE ACT

Toilet preparations containing alcohol are subject to excise duty under Medicinal and Toilet Preparations (Excise Duties) Act, 1955 and said duty is collected by States; duty cannot be demanded thereon under Central Excise Act

FAILURE TO PAY ST, PENALTY IS TO LEVIED ON THE TOTAL AMOUNT OF SERVICE TAX DETERMINED BY CENTRAL EXCISE OFFICER

For computing reduced penalty of 25 per cent in section 78, 'service tax assessed or determined under section 73(2)' is taken, which shall include both : (a) sums paid prior to issuance of notice and appropriated in adjudication order; as well as (b) further sums confirmed as payable in adjudication order

Feedback
From Employers

Arti Negi (2010-12) is diligent, punctual, and honest and has well professional attitude which reflects her personality development. She has been a continuous support to our team.

Ms. Charu Gupta, Assistant Manager, WNS

Asha Rani (2009-11) is a sincere and responsible person. She is able to complete the tasks independently or with little guidance. She is undoubtedly a good asset for our organization.

Mr. Mohan Lal, Desk Officer, CBSE

Simant (2010-12) has been doing a great job. He possesses cut above the rest with great skill-set and analytical bent of mind. He has managed list uploads well & has shown responsibility to deliver on or before time. Simant understands the importance & take decisions appropriately and has been instrumental in responding to different requests from Marketing Team.

Mr. Opinder Sodhi, Assistant Manager,
CVent Tecnologies

Shweta Vishnoi's (2010-12) commitment and deliverance towards the organization objective is commendable. We have been able to successfully close many positions because of her speed and understanding of the requirement. She is always available for any challenge and assignment that is given to her. I look forward to her on-going support and commitment to the organization. I firmly believe that she will continue to add value to our organization as we grow together

Harneet Kaur, Asst. Manager,
Client Engagement, , Right Step Consulting Pvt. Ltd.

Aastha Chatwal (2009-11) She was placed through Campus placement in our company HSIL as a Management Trainee and was assigned to Corporate Finance Department. Within a year, she was absorbed in the company and was promoted as Sr. Executive Corporate Finance. She is an energetic member of the team, learns things quickly & possesses excellent ability to apply skills to resolve problems. She has given a new look to Management's Review Presentations through her excellent presentation skills. She also has an ability to work within deadlines and is always keen to share new responsibilities.

Deepak Jain, Manager MIS -Corporate Finance, HSIL

Technology
Browser

MANAGEMENT

HUMAN RESOURCE MANAGEMENT

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"Forensic Accounting and Capital Market Frauds", Rajkumar S Adukia & Samiksha Adukia, Chartered Secretary, The journal for Corporate Professionals, Vol. XLV No.10, October 2015	Pg. No. 46-49
"Financial Reporting Challenges in the New Era- Consolidation of Financial Statements", Parveen Kumar, The Chartered Accountant, Vol 64, No. 4, October 2015	Pg. No. 71-75
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"Financial Crisis and Stock Market Integration: An Analysis of Selected Economies", Aman Srivastava, Shikha Bhatia, Prashant Gupta Global Business Review, Vol. 16, Number 6, December 2015	Pg. No. 1127-1142
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INFORMATION TECHNOLOGY

CLOUD COMPUTING

Article	Page
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IMAGE PROCESSING

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