

# DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

NAAC Accredited 'A' Grade and ISO 9001 : 2015 Certified Institution

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JAN. – MAR. 2017

## Mega Events Special

International Conference  
Techno Tryst 2017  
Ecstasy 2017



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## From the Editor's desk

Dear Readers,

What we learn with pleasure, we never forget.

-Alfred Mercier

We at Dias recognise the importance of letting the creativity flow and do our best to create an effective and fun learning environment for our students. On one hand we bring together academicians, scholars and industry professionals to enhance the intellect of the DIASians and on the other we try to unleash their talent and creativity in cultural and literary activities.

For this DIAS organised an International conference on 'Global Transformaton: Unleash, Augment and Reinforce' on 7th January, 2017. Dignitaries and eminent personalities from across the countries graced the occasion with their words of wisdom on the need to participate in the radical structural and institutional transformations. To succeed in today's global scenario, organizations need to embed innovation within their core business to continually develop new ways of creating and delivering value to customers in the most cost effective way. Companies must use the latest technologies as business innovation enablers and create an agile culture, organization, and asset base to thrive in an environment of change. The National Seminar on Techno Tryst 2017: Digital Transformation: Computational and Technological Advancements organised on 25th March, 2017 reflected the same thought.

The Desire to create is one of the deepest yearnings of the human soul.

-Elder Uchtdorf

Ecstasy 2017, the Annual Intercollege cultural fest on 'Colours of India' strived to provide a platform for satisfying this evident desire of the students. The theme of the Fest reflected ancient, eternal & ever new India, with the right blend of traditional & modern approach to life. Numerous other activities like Guest Lectures, Industrial visits, workshops, Inter and Intra College competitions, celebrations and social responsibility initiatives showcasing the talent and spirit of students and institute continued through the quarter.

Success stories are never by chance but backed by a couple of failures, diligent repeated trials and a never ceasing hope. Success of DIAS is the result of inexorable efforts of not only the institute but also its students. We salute the spirit of DIASians!

Ms. Neetu Chadha  
Editor





## DIAS

### A Mission to Excel

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

Sh.S.K.Sachdeva, a well-known name in the educational world, is the Chairman of the Institute and Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is its Professor Emeritus and Academic Advisor and Dr.N. Malati is the Director.

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

corporate world.

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

## Academic

### Contribution by Faculty

#### DR. S. N. MAHESHWARI, PROFESSOR EMERITUS & ACADEMIC ADVISOR, DIAS

1. Solutions Manual to "Financial Accounting for BBA" (March 2017) (Vikas Publishing House)
2. "Financial Control and Reporting" Elective: Finance MBA 14 for MBA Baba Saheb Bhimrao Ambedkar Bihar University, Muzaffarpur, Directorate of Distance Education (February 2017) (Vikas Publishing House)
3. Elements of Cost Accounting', 1st Edition Text –Book for B.Com. Semester IV of University of Delhi (February 2017) (Shri Mahaveer Book Depot)
4. "Financial Statement Analysis & Project Work" as per the Senior School Curriculum by CBSE for class XII Parts B & C (March 2017) (S. Chand School Books)

5. "Principles and Practice of Accountancy" (Accounting for Partnership Firms and Companies) as per the Senior School Curriculum by CBSE for class XII Part A (March 2017) (S. Chand School Books)
6. "Principles and Practice of Accountancy" (Financial Accounting and Project Work) as per the Senior School Curriculum by CBSE for class XI (March 2017) (S. Chand School Books)

#### DR. N. MALATI, DIRECTOR, DIAS

1. Published paper titled "Impact of Advergaming" in International Journal of Innovative Research & Development, Vol. 6, Issue-1, January 2017.
2. Published Research Paper titled "Market Basket Analysis and Product Affinity in Retail" in Effulgence, vol. 15, No. 1, Jan – June 2017



### MS. PRATIKSHA TIWARI, FACULTY, DIAS

1. Published paper titled "Job Satisfaction in Food and Beverage Industry" in International Journal of Innovative Research and Development, Vol. 6, Issue 1. 201
2. Published "Case study on issues and challenges faced by Paytm" in National Seminar "Techno Tryst 2017: Digital Transformation: Computational and Technological Advancements" held on 25.03.2017 at DIAS

### MS. SHILKI BHATIA, FACULTY DIAS

1. Published paper titled "Workplace Spirituality-An Employer-Employee Perspective" in Proceedings of International Conference on "Global Transformation: Unleash, Augment and Reinforce" held on 7.02.2017 at DIAS

### DR. ANJU BATRA

1. Published paper titled "Global Transformation Imprinting Indian Financial Markets" in "International Journal of Innovative Research & Development", Vol. 6, Issue-1, January 2017. ISSN 2278-0211.

### MS. NEETU CHADHA, FACULTY DIAS

1. Published Research Paper titled "Calendar Anomalies in Stock Markets: Day of the Week Effect" in Asian Journal of Management, Vol. 08, Issue 1, January- March 2017.

### MS. RUCHIKA, FACULTY DIAS

1. Published Research paper titled "A Study on Job

Satisfaction amongst Government and Private School Teachers in Delhi" in Asian Journal of Management, with ISSN No. 0976-495X, Vol 08, Issue 01: January- March 2017, Pg. 30-36.

2. Published Research Paper titled "Market Basket Analysis and Product Affinity in Retail" in Effulgence, vol. 15, No. 1, Jan – June 2017.

### MS. BALWINDER, FACULTY DIAS

1. Published Research paper titled "Effect of Mutual Fund Investments and Foreign Institutional Investors Investments on the Indian Stock Market: An Empirical Analysis" in DIAS Technology Review, Vol. 13, No. 1, Issue 25, April – September 2016

### MS. DIVYA MOHAN, FACULTY DIAS

1. Published Research Paper titled "A Study of effect of change in organization structure due to globalization: In terms of complexity" in Proceedings of International Conference on "Global Transformation: Unleash, Augment & Reinforce" held on 07.01.2017 at DIAS.

### MR. NISHANT, FACULTY DIAS

1. Published Research Paper titled "An Empirical Analysis of Consumer Based Brand Equity Constructs" in Asian Journal of Management, Vol. 08, Issue 1, January- March 2017.

## Placements at DIAS

With the start of New Year, MBA placements for the Batch 2015-2017 have also augmented. The efforts of last quarter have been fruitful with 50% students placed in corporate giants. Companies like S&P Global Market Intelligence, E&Y, Moodys Analytics, Taskbucks, Citi Bank, Federal Bank, WNS, Naukri Gulf, Airtel, Securenow are few names to provide placements and other opportunities to our students. The placement activities for the next batch 2016-2018 have already started with the conduction of personality development sessions by MRS Training Services. Few new initiatives such as corporate tie – ups with banks such as Citi Bank to provide corporate training to the students of first year

have also been taken up. 75% students have been placed and few more brands are lined up for the coming months. Following the trend, we hope to achieve good percentage of placements this year as well.

In January 2017, MCA Students started their internships in various private as well as prestigious government organizations like NIIT, Aon Hewitt, Black Light, NCR Corporation, Successive software etc. The annual total placement percentage increased to 84.2% with maximum package of 5 Lakhs per annum.



## New

### Staff Members

We welcome the following faculty members to DIAS fraternity.

#### PROFESSOR, MANAGEMENT DEPARTMENT



Dr. Reena Sethi holds PhD. in E-Governance and post-graduation degrees of M.Sc (Zoology), M.Ed, MBA from Swinburne University of Technology. She has more than 33 years of experience working in various departments of government of India and ministries like ministry of transport, food & civil supplies and external affairs. She retired as Director from Ministry of Civil

Aviation. She has research experience in medical field, transport and food & civil supplies.

#### JOINED AS OFFICE ASSISTANT



Ms. Sunyana has graduated in commerce from Delhi University, holds a Diploma in Pashto Language from Jamia Millia Islamia and a certification course in MS Office & Secretarial Practice from Lakshya Polytechnic Institute, Delhi. She has more than 6 years' of experience. She has worked for L&T Water Meter Project with Delhi Jal board as a Public Relation Officer.

She also worked as Showroom Manager in Sunrise Home Aids Pvt. Ltd.

## Activities

### at DIAS

#### CAMPUS PLACEMENT BY LIBERTY

Delhi Institute of Advance Studies organized a campus placement drive of LIBERTY on 12th January, 2017 in the college. It was presided by the guest HR from LIBERTY Mrs. Poonam, HR Department, Ms. Vertika Arora, Category Development and Mr. Shivam Gupta, School Marketing

The placement drive started with the introduction of the college afterward they introduced themselves and the company profile and also the presence of their company internationally with the help of presentation. They also distributed the pamphlets of their company.





LIBERTY, the pioneering footwear company, has launched an innovative concept of One Stop School called “Anything Skool” the concept has been evolved to serve the school requirement to alleviate the difficulty faced by both the parents and the school management.

Later on the interview process started, students went one after another and they asked questions to the students related to the marketing like sell this pen or mobile in front of me? Or tell me about yourself? One student was selected from our college.

The interview process ended with a vote of thanks.

### SESSION ON SYNERGY: UNLEASHING THE NEW STARTUPS IN THE DIGITAL WORLD

Synergy is the creation of a whole that is greater than the simple sum of its parts. . Delhi Institute of Advanced Studies organized a Session for MBA-II & MCA batch on January 14, 2017 by Mr. Ritesh Kapoor, Business Head (CO), ITG Telematics Pvt. Ltd. He talked about the IT revolution of 90s and the question of why aren't we able to grow after achieving



so much in various sectors. Discussing the answer to this he explained about Game theory which relates to exponentials. The fundamental idea of the session was to make students understand what they can do to overcome the barriers and



break the saturation point. He then expressed his idea about going along with the concept of Artificial Intelligence which he explained to be a revolution in itself to boost and overcome the saturation point. Lastly concluding the session Mr. Kapoor gave the startup mantra of adding Artificial Intelligence to anything, be it the product that anybody want to provide or any service they are thinking to cater for finest results.

Continuing with the session we had another guest speaker namely Mr. Pranjal Srivastava, Senior Programme manager, Adobe to deliver his lecture on the topic, “Are you ready to be successful in the Digital World?” The question is whether students are saying the right things. It basically forms the contemporary of being in the digital world. There are more connections and more information transfer between people now than ever before. This density of digital interaction has created a layer that permeates through the physical world. It calls for a reconsideration of the fundamental building blocks of strategy, the creation of value and its capture. Mr. Srivastava talked about the connected consumer, data explosion and digital disruption. He expressed his varied views about synchronization, compelling the content to fall in action and



monetizing choices and opportunities. With his words of wisdom he finally concluded the session with an intellectual video on how the world has got connected in a conglomerate manner.

### ALUMNI INTERACTION FOR MCA STUDENTS

DIAS has inculcated a culture of bonding its alumni with existing students. Our alumni who have scaled heights in their professional field return to their Alma Mater to guide those who are still waiting in the wings. Mr. Akshay Kalra, Software Engineer, Expecient Inc., MCA Batch 2013-16 was invited to interact with the current batch on January 14th, 2017.

Mr. Akshay Kalra elaborated upon the implication of preparations for placements and what is expected from a new entrant in the industry. It is essential for the students to be proactive and complete their live projects sincerely apart from preparing for the aptitude test. Taking care of their attitude was emphasized by Akshay. He also handled various queries of the students efficiently and gave them an insight of IT industry. It was a very engaging session for the students.

### A POOL CAMPUS DRIVE FOR MBA STUDENTS

A pool campus drive was organized on 21st January 2017 at Northern India Engineering College (NIEC) at Shastri Park. Various colleges and institutes participated in the drive amongst which more than 25 students took part from Delhi Institute of Advanced Studies.

The drive included various reputed companies from different domains like finance, marketing, human resource and information technology. The companies included

1. Atlanta Systems Pvt. Ltd
2. Seoczar IT Services Pvt. Ltd
3. SFT Solutions
4. Shipping Shields
5. Club Mahindra
6. IDBM
7. Frankfinn Aviation Industry
8. Aspiring Smart Solution Pvt. Ltd
9. Freedom English Academy
10. PDEES Advertising
11. Pyramids & Marine Aviation Pvt. Ltd
12. Accor Plus
13. IGT
14. Innov Source
15. Policy Bazaar
16. Indo Global Management Services

The student participated actively in different companies as per their area of interest.





### INDUSTRIAL VISIT TO LIBERTY SHOES LTD.

Liberty Shoes Limited (LSL) is an Indian shoe company, based in Karnal, Haryana. Established in 1954, the company presently produces 50,000 pairs of footwear a day through its six manufacturing units, sold through 6,000 multi-brand outlets and 350 exclusive showrooms, and has a presence in 25 countries, with 50 showrooms outside India. Liberty has its factory established at Gharonda, Kutaeil, Karnal, Pontasahib, Rurchi and Nimrana with its mother factory established at Gharonda.

A group of 34 students of MBA second semester were taken for an industrial visit to the Gharonda factory outlet of Liberty. The entire process of how shoes are manufactured was shown.

The procedure starts with cutting of the cloth for making shoes. The entire process of cutting of shoe material is done in Hall No. 7 at the factory outlet. As per planning and the demand by marketing department the cloth is cut in varied sizes automatically by machines. The waste material thus generated is later recycled and reused.

The process of Fabrication i.e. when the cloth that is cut in different sizes is stitched and colored for making the upper part of a shoe is outsourced by the company.

Thereafter, the process of injunction is done. In this process

huge machines are employed to make the sole of the shoe of different sizes and colors. The basic machine uses PVC balls to make the sole. These PVC balls are heated and then the liquid is poured in the mould of the sole and attached to the upper to complete a shoe after condensing. There were various machines that produce different number of shoes of different sizes and color at a same time. After this packaging is done and the consignment is loaded as per order and sent to different dealers.

There is a distinct machine namely PU 2/40 that prepares a complete show or even just the sole of different sizes and color. This machine uses an expensive chemical namely PU chemical which is used to prepare light weight shoes. This chemical is heated at 40-45 degree Celsius and put in molds of soles that are pre-heated at a temperature of 45-60 degree Celsius. The overall time of this process of the machine is 3 minutes which also facilitates for the shoe to get condensed. This machine prepares 200 shoe pair in an hour. A similar but bigger machine namely PU 3/60 is also used which prepares 225 shoe pair in an hour using the same PU Chemical. These machines produce an average wastage of 4% which cannot be reused.

Thereafter students were escorted to testing laboratory where they were shown various machines which tested the shoes on different parameters. Machines like electronic tensile





tester, compressed nail penetration tester, Bata belt flaxy, complete shoe flex, water absorption and disposition, color fastness etc. are some examples of different machines used for variant tests. Before any of these tests shoes are stored in a condensing unit at a particular temperature of 20 degree Celsius and 30% humidity.

Following to this were shown the leather unit where only leather is prepared from its raw form to make different products like bags, purses or shoes. At an initial stage leather is extracted from animals and a chemical is mixed in it to form it in wet blue form. From there on this leather is washed and then colored by keeping it on a channeled belt on which desired colors are sprayed. Then this leather is kept for drying on a wired channel all over the hall with finally ironing it and packing it for further use to make products like bags, shoes etc.

The liberty factory is a work ground for hundreds of employees who work 24\*7 in three shifts. Students 2 hour visit was summed up by an amicable meeting with the HR of the factory who discussed about various opportunities for students for internship programme. Students were also served with some snacks and waved an affable good day by adjuvant employees.

### BLOOD DONATION CAMP

Student Technology Forum of DIAS organized a voluntary blood donation camp in association with Sant Parmanand Hospital, Civil Lines, Delhi on 3rd February 2017 in the institute's premises. The blood camp was a huge achievement



and enthusiastic students as well as teachers joined the noble cause in enormous numbers. Dr. S. N. Maheshwari, Academic Advisor, DIAS and Dr. N. Malati, Director, DIAS motivated and appreciated the spirits of the volunteers and donors who contributed to the success of the event.

### SESSION ON INTERVIEW SKILLS FOR MBA

The Placement Cell of Delhi Institute of Advanced Studies had organized a one day training session on "Interview Skill Development" on 4th February, 2017. The guest for the session was Mr. Manish, Director and Chief Training Analyst, MRSTraining Services.





The session started with Mr. Manish explaining the importance of interview skills and how it was the right and ideal time to start developing them. He covered various aspects related to an interview, such as Importance of body language and gestures, Presentation and grooming, Communication skills, Importance of Zero distance and Do's and don'ts of an interview. Along with these, Mr. Manish also conducted mock interviews where he appointed certain students as interviewers and interviewees to see and show how students are able to answer commonly asked questions.

The session ended with Mr. Manish giving the students a lot of takeaway tips to crack and be impressive in an interview, which was very enriching for all. Overall it was a good experience and helped students understand the importance of preparing well for giving interviews.

### SESSION ON HONING COMMUNICATION SKILLS FOR A CHARISMATIC AND DYNAMIC PERSONALITY

A personality development session on “Honing communication skills for a charismatic and dynamic personality” was organized on 6th February, 2017, at 10:30 A.M at Delhi Institute of Advanced Studies. The session was conducted by Ms. Naveena, Corporate Trainer, The Oberoi and Shangri-La Group of hotels. The session focused on developing



one's personality by inculcating traits like open mind, pronouncing words correctly and confidence in an individual. The speaker stressed on the importance of communication skills for the development of the overall personality of students. Students were also provided with the handouts so that they can improve their communication skills by understanding the grammar well. Session also included discussion on some important aspects like leadership skills, time management, etc.

The session was highly interactive and helped students understand the importance of overall development. The speaker was very effective in delivering the lecture and guided students in understanding the effectiveness of having a charismatic and dynamic personality. Overall, it was a good experience. Students gained a lot of insights about how to develop their personality and improve communication skills.

### INTERVIEW SKILLS TRAINING PROGRAMME FOR MBA STUDENTS

On Wednesday 8th February 2017, the Placement cell of Delhi Institute of Advanced Studies had organized one day training programme on “INTERVIEW SKILLS, PSYCHOMETRIC AND PSYCHOTHERAPY INTERVIEW” for the benefit of MBA students. Mr. A. DIN. Pangotra from National Entrepreneurship Development Cell (NEDC) was the resource person for that training programme. Firstly resource persons were welcomed by the comparer of DIAS. While addressing students, Dr. Shilki Bhatia (HOD of DIAS) focused on the efforts of management and college administration for providing state-of-art facilities to the students. Adding to it, Ma'am stressed the importance of such training programmes and also assured that many more quality programmes will be introduced in the coming days for preparing students to face campus interviews. Session of training began with identifying the difference between simple





interview and psychometric interview.

In the training programme students were taught about some etiquettes to be followed while attending interviews. A mock panel interview was shown. Few frequently asked questions



and the effective answers for those questions were discussed. Trainers gave tips to handle office work stress and also advised the things to be written in C.V. Trainers also focused on GD's, how to take part in that and Do's and Don'ts of group discussions. After giving tips, students were asked to take part in Panel Interview under the guidance of trainers. At the end of the day session concluded with feedback from students and Vote of thanks by coordinator.

### **SESSION ON "ENGLISH COMMUNICATION" CONDUCTED BY MS. NAVEENA SAWHENY, CORPORATE TRAINER**

To improve the communication skills of MCA II students, English communication classes were conducted by Ms. Naveena Sawheny, Freelance corporate trainer in the month of February 2017. Starting with English Grammar, she emphasised the importance of body language and personal grooming. The session was very interactive as students were made to play various Role models and narrate incidents of their lives.

### **SESSION ON SHAPING A CARRIER**

A session was organized by the Delhi Institute of Advanced Studies on 13th February, 2017. The session was conducted by Mr. Manish, Director and Chief Training Analyst, MRS Training Services for the second semester students of BBA and it covered several important points about deciding carrier, improving the communication skills and developing the personality.



Various facts about pursuing a professional course, improving the decision making power, how to manage the time and enhancing the communication skills were well explained through relevant examples. Mr. Manish introduced the students to the various things that one should always be practical in life continued by an activity called 'The Lifeboat' which taught that instead of hating or disrespecting people for negative, respect and love them for positive. Later on a video clip was played to teach the students that one should dump all negative, don't judge people for what they are doing but why they are doing and be natural. He guided students the right path. It was a thoroughly knowledgeable and enjoyable experience. The session helped the students to understand the importance of remaining positive and the need to dump negative thoughts from interrupting the thought process.



### MRS TRAINING SESSION FOR MCA STUDENTS

Delhi Institute of Advanced Studies had organized an industrial visit to Parle Products Pvt. Ltd., Bahadurgarh, Harayana on 15th February, 2017 for students of BBA. The students were accompanied by two faculty members on industrial visit, Mr. Pranav Kharbanda and Ms. Kanika Dhingra.

The aim of this industrial visit was to acquaint the students with the various operations undertaken at the plant. At the start of the visit, students met the employees who would manage and acquaint them with the workings of the plant. An engineer-in-charge of production received the students at the entrance and gave a brief introduction about the factory and made them all settle in a hall where they were shown a documentary film about \*Parle-G\* which was an over-view of Parle factory establishment to its till date position.

The students were then taken to the various processes

related to the manufacturing of the parle products. They gained information about mixing of ingredients. They were shown the process through which the dough making machine which is associated with a roller moulds the dough to a particular shape. After the process is complete the dough takes a unique shape of Parle - G with its brand name embedded on it.

The students then visited the area where the dough was made to pass through a conveyor belt for the baking process through a series of oven. The technician informed the students that Asia's largest oven is used in the Parle plant. Everybody was amazed to observe the cleanliness and discipline maintained throughout the plant. Information related to the Research and Development department was also shared with the students. The students observed that the quality of biscuits was properly checked during the process by the support staffs continuously. After baking the biscuits again passed through 6





levels of conveyer belts for cooling and then collected in a sorting machine and goes for wrapping and packaging.

The technician informed the visitors that this particular plant manufactured 3 types of biscuits and snacks i.e. Parle Full Toss and Parle Lays in many flavors. The quality is not compromised. Any process of the product has to pass through several QC process. Later query session was taken by Ms. Saloni Goyal (HR of the industry).

It was an informative, interesting and a successful visit. The students thoroughly enjoyed the whole visit and found the visit to be highly informational.

### MRS TRAINING SESSION FOR MCA STUDENTS



#### SESSION ON "RESUME BUILDING" CONDUCTED BY MR. MANISH, TRAINER, MRS TRAINING ON 8TH FEB'17

Resume helps the applicant to gather the attention of recruiter or interviewer and fit oneself for the job. Writing a resume can be one of the most stressful experiences of the job seeking process, as there is so much importance that hinges on a high quality of this document. The resume, in addition to listing a person's professional experience, education and qualifications, is a reflection of who they are. This session was planned for the students of MCA IV Semester in order to give them the insight of a resume and how to appear for forthcoming corporate interviews.

The session began with the discussion about resume and its

importance. In order to make the activity interesting and knowledgeable sample resumes were shared with the students followed by some interesting videos. Before the resume writing activity could be initiated they were told some bullet heads which should be included in the resume like objective, academic profile/educational qualification, computer proficiency/technical skills, summer internship/projects, achievement and accomplishment, extra – curricular activities, work experience if any, personal details. Thereafter, the students were asked to prepare their resumes on the basis of points discussed. The session was useful as it provided an understanding to the students on how to effectively write summary statements, the employment history and other sections of the resume.

### VISIT TO SUBHAKSHIKA OPEN SHELTER HOME

A group of students accompanied with Ms. Kanika Dhingra visited Subhakshika (Rohini) on 7th March, 2017 in order to distribute the collections (old clothes, eatables) made from the faculty members and students.



The student volunteers organized a play and certain dance programmes with the children and shared their views on Holi celebration. The group also enhanced the knowledge of the children on why Holi is celebrated and what is its relevance in the Indian context.

Later, the same play and the dance programmes were performed by the children of Subhakshika at Memoir, 2017 at DIAS.



### VISIT TO 'ASHARAN' ORPHANAGE

A group of 4 students and faculty Ms. Kanika Dhingra visited 'Asharan' orphanage in the second half of 28th March.

The children of the orphanage (16 in number; aged 0 to 10 years) were delighted at the sight of our students and spent



quality time with them. They were engaged in various recreational activities of fun, dance, music and teaching poems. Many items were distributed like diapers, clothes, biscuits, fruits, baby food etc. Any further scope of help and requirements of the children and orphanage were also discussed for a future visit.

The Social Responsibility Cell of DIAS plays a vital role in imparting social commitment values in the students and helps them to grow as responsible citizens. It has enabled the

volunteer students to demonstrate commitment to a cause and experience the joy of helping others. The students are encouraged to contribute their time by making sincere efforts with zeal and participate in the events to accelerate social and economic change in the society. They got an opportunity to be with people who are different from them and to be able to make a difference in someone's life.

### SECURE KART POOL ON- CAMPUS DRIVE



DIAS conducted a Pool campus drive with Secure Kart on 3rd April 2017 in association with Aspiring Minds. 180 Students from Twenty Nine colleges, Pan India Participated in the event. The smooth and transparent conduction of the Process was well appreciated by the training and placement officers of other colleges.

## DIAS Eco Club

### A SESSION ON CLIMATE CHANGES

The students of Delhi Institute of Advanced Studies had the privilege of interacting with Prof. Arun K. Attri from Jawaharlal Nehru University on 17th February, 2017. Prof. Attri is a Ph.D in Environmental Sciences and he has a rich experience of 30 years in research and 32 years of teaching experience. He has been obliged with Investor's Award by US Department of Commerce. Prof. Attri has been a visiting scientist to various International Universities. During the session he highlighted "Climate change" has emerged as a single most imperative global issue of concern in recent times. The consequences of Climate modification mainly epitomises three central





scientific concerns: (1) Global Warming trends of surrounding environment, (2) Decline in the Stratospheric Ozone Layer, and (3) Air pollution in Delhi NCR region. Prof. Attri in a remarkable manner pointed out the hidden facts of climatic changes. His presentation, intended at the introduction about the functional dynamics between the Sun- The Earth and Biological Life-forms. He also discussed possible remedial measure for the reversal of Global warming. His lecture had made students aware of the climatic issues and they had put up certain queries intriguing their mind in respect to the same. The guest was honoured with a memento by Dr. N. Malati, Director, DIAS. At the end vote of thanks was extended to the guest. The guest lecture would definitely had a great understanding in student's mind in relation to the climatic changes

### BEST OUT OF WASTE- "SALVAGE"



Best out of waste event that is "SALVAGE 2017" was conducted under the Eco Club on 18th February 2017 at Delhi Institute of Advanced Studies. It was an intra college competition in which 19 teams from MBA, MCA, BBA of our institute participated. Participants have made creative things out of waste material. The duration for the event was 90 mins.

The event was judged by Dr. Barkha Bahl and Dr. Shilki Bhatia coordinators of MCA and MBA, BBA respectively.

The Cash prizes for the winners were Rs. 1000, Rs. 750 and Rs. 500 and participation certificate was given to each participant of the event. First prize was given to the team of Megha Bhargav and Annu of MBA IIA, 2nd to the team of Meghna and Mayank of MBA II A and 3rd was given to the team of Ashita and Arpit of MBA IIA. The event was a big success.

### INDUSTRIAL VISIT AT YAMUNA BIO DIVERSITY PARK

The Yamuna Biodiversity Park a place and prominent center for learning and understanding the environment, it has become a home for biologically rich wetlands, grassland communities, and a wide variety of fruit yielding species. It acts as a natural conservation site for specific group of endangered plants. The Yamuna Biodiversity Park is presently spread over an area of approximately 457 acres near Wazirabad village on the flat alluvial plains of the Yamuna.

The park features two major zones - the visitor zone and the nature reserve zone. The front portion of the Yamuna Biodiversity Park, a 220m southward and 140m northward stretch from the main entry gate with 20-30m width is demarcated as Domesticated Biodiversity Zone.



Nature interpretation Centre is a beautiful classical building with elegant lighting, a red carpet floor, and attractive interior designs, panels depicting various biodiversity levels, touch screens, and Visual-aids that provide an insight into the basic concepts of biodiversity. On the left, the landscaping provides two shallow valleys representing rangelands with 10 mounds representing different ecosystems present from the foothills of the Himalayas (Siwaliks) through the Yamuna basin, till the point of confluence of the Yamuna and Ganga. The first rangeland i.e. Rangeland 1, corresponds to an exclusive *Sporobolus diander* dominance while the second one i.e. Rangeland 2 showcases a mixture of native tropical grasses such as *Dichanthium*, *Chrysopogon*, *Vetiveria*, and *Bothriochloa*. These two rangelands are bordered by a serpentine trail. The first loop of the trail connects Rangeland 1 with Herbal garden, sacred grove and Rangeland 2 while the other loop leads to the butterfly conservatory and amphitheatre. The amphitheatre is an open auditorium; the herbal garden offers a collection of about 450 plant species with healing properties.

In current era we are ignoring and lacking the understanding about the conservation needs of the ecosystem. A deep sense of alienation, hopelessness and helplessness among the riparian people as regards any effort to the ecosystem to real glory. The "silver lining" a concept of ecosystem restoration vis-à-vis Biodiversity Conservation. So to get

aware and preserve the ecosystem for us and for our upcoming generations.

Dr. Divya Mohan & Ms. Neetu Chadha along with 60 students and Dr. Dimpay Sachar and Dr. Richa Arora along with 60 students visited the park on 30th January, 2017, Monday and 6th March, 2017, Wednesday respectively. There was no entry fee to the park, and a bunch of guys manning the gate looked too happy to see more human faces. The park was large, nicely conceived with paved pathways all along. There were old, knotted and interestingly-shaped trees and there were lots of newer guava and pomegranate trees. There were also lots of saplings under nets giving evidence of a regular supply of trees if those around didn't do well. The area looked promising and worth several visits in different seasons to check the difference in species. This park is unique landscapes, designed in house by DDA the first of their kind in India and perhaps in the world, which, like nature reserves, harbor hundreds of vanishing species living together in the form of diverse communities and provide ecological, cultural and educational benefits. On this trip we come across bouncing hares and have a chance to watch red-wattle lapwings and other grassland birds. The exit of the Butterfly Conservatory on the west side leads to Sacred Grove and the Gene Bank of Petro- and Oil-yielding and other plants through the Bamboo Bridge from which one can enjoy a view of the resident ducks' wetland.



### “KHELO HOLI NATURALLY” CAMPAIGN



Delhi Institute of Advanced Studies celebrates all festivals with equal zeal and enthusiasm. The fervor of Holi, the festival of colors, was no less. The preparations for celebrating the festival started days before. The faculty and students organized several campaigns to spread the message of a “Clean and Green Holi” - without the use of chemicals, oil paints, mud etc.

As a part of our responsibility towards the society, we had also put up banners around our college and in Rohini to promote

“Khelo Holi Naturally”. The use of natural and herbal colors instead of dyes, paints, permanent and harmful color was campaigned for. We educated the people in and around the vicinity of our college about the harmful effects of dye and chemical based colors.

With this attitude in mind, Holi was celebrated amongst the faculty, staff and students of the institute.

## CORRIGENDUM

This is regarding the content “The Men in News” on page 40- 41 of 63rd issue, Vol 16, No. 4, October- December 2016 of DIAS Times. The name of the contributor may please be read as Ms. Rita Sharma, Accounts Assistant, DIAS.

# INTERNATIONAL CONFERENCE

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## INTERNATIONAL CONFERENCE

# GLOBAL TRANSFORMATION: UNLEASH, AUGMENT AND REINFORCE

Global Transformation is the most thorough and wide-reaching account of the global forces that are reshaping our lives. It is a wonderful combination of history, political science and economics that casts new light on the changes we will see in the new century. It is the widening, intensifying, speeding up, and growing impact of world-wide interconnectedness. Globalization has brought fundamental changes in the economic, social, technological, political as well as cultural structures of the economy. It alters the character of the production, consumption and trade of goods and assets that comprise the base of the international political economy.

Global Transformation remade the basic structure of international order. The transformation involved a complex configuration of industrialization, rational state-building, and ideologies of progress. The principal driving force in the era of globalization is the search of both private and publicly-owned firms making profits world-wide. Their efforts are made possible or facilitated by advances in information technology and by decreasing transport and communication costs.

To succeed in today's global scenario, organizations need to improve their ability to capture and analyze an immense amount of data to develop timely customer, competitive, and operational insights. They need to embed innovation within their core business to continually develop new ways of creating and delivering value to customers in the most cost effective way. Companies must use the latest technologies as business innovation enablers and create an agile culture, organization, and asset base to thrive in an environment of change.

This will require radical structural and institutional transformation, but most of all a change in our convictions, values and interests. Therefore, DIAS organised an international conference, "Global Transformation: unleash, Augment and Reinforce on 7th January 2017.

### INAUGURAL SESSION



The inaugural session commenced with the lighting of the lamp of knowledge by the Chief Guest CA T.S. Vishwanath, India Side- IndoUK Task on accountancy and Former President, ICAI, the Guest of Honour Mr. Sandeep Parwal, Managing Director, SPA Group, Dr. R. C. Chadha, Academic Advisor, DIAS, Dr. S.N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS and Dr. N. Malati, Director, DIAS.

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

### WELCOME ADDRESS BY

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

In the backdrop of tough competition, globalisation is an idea whose time has come. The distinction between national and international business is increasingly losing its relevance. At the heart of the global economy are the twin policies of privatization and deregulation, which national governments have adopted worldwide since 1980's. Today, it can be said



that no country can live by itself. Moreover, the world today is headed by innovations. New products and services hit the market almost every day, hungry for its space in the customer's mind.. The big question before today's managers is, therefore, "Are traditional business techniques good enough to meet new challenges." But the answer is a 'big no.'

Business managers aspiring to be successful, therefore, have to be on their toes constantly. They should be always thinking of something new, reinventing and branding their production and marketing strategies. Since the market place, technology and customers are constantly changing, they should have the passion to beat the competition in case they don't wish to be doomed or ignored. Their individual presence as well as of their business organizations must always be felt by the competitors. .

So the future managers need to unleash, augment and reinforce all the more faster than ever before if they want their organizations to survive as vibrant and progressive ones. Smart business strategies and practices are the two stepping stones that will enable them to deliver new products and services with exclusive features to the people from all income groups in the most cost efficient manner to succeed in this endeavour in today's volatile business environment, the business managers may have to adapt a number of business strategies or any combination thereof.

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

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

#### INAUGURAL ADDRESS BY

**THE CHIEF GUEST, CA T.S. VISHWANATH,  
INDIA SIDE- INDO UK TASK ON ACCOUNTANCY AND  
FORMER PRESIDENT, ICAI**



Global transformation is determined by the eco strategic situation at a given point of time and the interplay of interests of various powers and countries and the sort of power contestation that takes place which is seeking to evolve an



acceptable global order. The only difference has been, this transformation which is continual in nature, not only rapid but torrential that has turned radical. So this radicalization of the societal functioning that needs to be understood. Accountancy and management are the only facilitators. If one understands that one has to be able to facilitate in a way that he is able to bring about the best possible solutions and results at a given point of time. While most countries want global advantages on one hand for the global access, at the same time they are seeking protectionist policies from themselves. This is what he referred as globalisation v/s nationalism.

The first challenge came out to be the world as a global economic theatre. Prominently, economies have substantially taken full advantage of the facilities available at home and are looking for access beyond.

The degree of cerebral requirement has arrived. Agricultural sector, which was the first commerce. Then manufacturing after industrial revolution but now, the service sector is flourishing at a rapid rate. IT sector itself includes all sorts of services including the faceless commerce and has come to affect our day to day lives and business. The Rise and fall of UK happened with the rise of America. Also, the fact that the US now has started to lose its grip of 25% in the global markets ever since China is challenging the United States.

India has now become now the 6th largest economy in the global scene. The affect of Donald Trump's appointment on the job scenario globally was also discussed. It is impossible to untwine globalisation from our daily lives, either way we need to adapt the newer and better technological changes and other transformations.

Disengagement comes at a greater cost which is unavoidable and far from affordable.

Initiate means to have a problem solving mind set. And integrate is having the idea of the road map of this implementation. So now, how can managers initiate, innovate & integrate. Nano, a great idea, extremely well initiated a brilliant innovation but poor integration. Nano is one example of great idea because it came from the top but people just forge the ground. But also you have to have the capability to view from the top. Construct a big picture, look at how a strategy will work, go back on the ground and see what's happening. It is easy to be said but difficult to practice. Train your mind to take or live the change. Become comfortable with the change. Never get demotivated or lose heart. Learn

to live with it and enjoy curiosity and find opportunities in it. Be a structured risk taker which means you need to bring some science in your risk taking, take risk even while selecting job. Practice connecting the dots. Today disruption does not come from within our industry. Music industry was disrupted by Apple which is not into music business.

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

#### KEYNOTE ADDRESS BY

**GUEST OF HONOUR, MR. SANDEEP PARWAL,  
MANAGING DIRECTOR, SPA GROUP**



According to him globalisation didn't started a decade or a century before. But started out historically, when Columbus moved from one part of the world to another with the voyages he took. It was slow then, but last century we saw decades of how globalisation became tangibly intertwined with all aspects of market and businesses. Going forward, technology evolved and digitalisation came up. According to him the areas of concern for globalisation in a very student friendly manner seem to be economics, politics and cultures related to that. Economic involves trades, businesses, power, better supremacy, etc. If it is convenient people want globalisation itself. Outsourcing became another much convenient way to hire much cheaper labour.

Globalisation comes with things that come with no defined boundaries like the climatic aspects, the fossil fuel exploitation. Snatching is not way and might make countries terrorist states. He talked about his experiences with start-



ups, as well as the giant corporation. Talking about how the first BPO Amex not believing in Indians to be conversant enough in a foreign language as English, which however lead to giant BPOs like Genpact and many more which eventually lead India to become the backlog of the world while China the manufacturer. A door map or global consensus must be built to make world a better place to live and trade.

Youngsters bring the new solutions to the challenges that are deceptive. Restrictions cannot be set to globalisation in terms of innovations. The students should be encouraged to learn from the mistakes of the US, Japan or EU and provide employment opportunities to the young people as all of 1.25 billion cannot turn away from the country and the generation of youth cannot be ignored.

#### VOTE OF THANKS BY

**DR. N MALATI,  
DIRECTOR, DIAS**



The market complexities in today's business environment demands for innovation in technologies by the business leaders. Business transformation needs to be taken under all aspect of product development. Judicious use of resources should be improvised to survive and excel in the global market of today's world. Further, in the era of Make in India, Digital India, it has become indispensable for managers to continuously innovate lest they lose their supremacy to competitors.

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

#### TECHNICAL SESSION I

The first technical session was chaired by Mr. Gaurav Vohra, Partner, Accounting Advisory Services, KPMG.

Accompanied by the special corporate guests, Mr. B.M. Solanki, Deputy General Manager, HR, Gas Authority of India Ltd and Mr. Rajat Vashishta, founder, director, Falcon minds consulting Pvt Ltd.

The paper presenters in the first technical session focused on finance and information technology.

#### ADDRESS BY

**MR. GAURAV VOHRA  
PARTNER,  
ACCOUNTING ADVISORY SERVICES, KPMG**



The topic for this National conference was an interesting one i.e GLOBAL TRANSFORMATION: UNLEASH, AUGMENT AND REINFORCE.

Financial management and the IT sector are the major fields at the forefront of major transformation in the world. Transformation is a journey, it has been going on for centuries. It is only the pace which has been picked up right now. He cited the massive global transformation of one of the most renowned company 'air bnb'.



There is a lot of creativity and innovation happening in today's world. While technology is aiding a lot in this transformation and growth, managers need to accordingly balance the pros and cons associated with the same. There are a lot of creative changes happening in the society thus, one should maintain the edge with the transformation and changing pace of the society.

Looking at the transformations happening, he talked about their implications on financial and IT sector.

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

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

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

#### ADDRESS BY

**B.M. SOLANKI**  
DEPUTY GENERAL MANAGER, HR,  
GAS AUTHORITY OF INDIA

Globalisation, basically refers to the integration of an organisation's business, operations process, strategies and culture. Managers seeking to work in organisations with diverse culture have to adopt their cultures in order to globalise and be successful in their respective areas. Globalisation offers unprecedented choice of goods, consumer goods, financial sources and technology.

Globalisation can be best exemplified with the evolution of technology in mobile phones.



It also contributes to the capital availability.

Companies like Shell, British Gas, Apple setting their business in India is a great example of globalisation. A buyer gets multiple choices in the market today is all because of the globalisation. Globalisation also urged the government to adopt internationally uniform procedures, this eradicates the stringent laws and welcomes foreign investments, labourers in the country contributing to its growth. With reference to this the government has constituted a committee, CCI to ensure that whosoever will be the competitor gets a fair opportunity.

We have to redesign our processes and measures, develop skills for the HR management. Every company beholds a succession plan depending upon their respective present situations, every company maintains a pool of talent from where you can develop the people.

#### ADDRESS BY

**RAJAT VASHISHTA**  
FOUNDER, DIRECTOR,  
FALCON MINDS CONSULTING PVT LTD.

Transformation is a very interesting topic to be discussed in today's era and stands to be need of the hour. If companies do not transform, they cannot survive in the future. One big example of this transformation is Snapdeal which started as a



deal company and eventually transformed its entire business market into an e-commerce marketplace.

At this point, it is very important for the individuals and the businesses to realise that transformation should come from within, one has to look at the entire business from a very fresh set of eyes, see how innovation can be inculcated and what new can be delivered. In order to survive, one has to think out of the box, think ahead and evolve.

**MANUFACTURING SECTOR IN DEVELOPING ECONOMIES AND FUTURE OF MAKE IN INDIA**  
**SHASHANK VIKRAM PRATAP SINGH,**  
**STUDENT, DELHI SCHOOL OF ECONOMICS**



In his study, he analyzed that in every parameter, Indian economy is doing very well. Macroeconomic variables seem very strong, stable and favourable in the Indian economy. Our economy enjoys the global competitive advantages. In the war of advertisement and battle of cost, India seems to be the best battlefield in the world. Some of the challenges in the development faced by many economies are lack of inclusive growth, growth of infrastructure (because of the PPP model, lack of funding etc.), world's population growth rate, possibility of trade war, and world is moving towards disintegration.

**ROLE OF NATIONAL STOCK EXCHANGE IN INDIAN SECURITIES MARKET**  
**KHYATI KOCHHAR,**  
**STUDENT, BANASTHALI UNIVERSITY**



Miss Khyati talked about the shift of NSE's trading platform from trading hall in the premises of exchange to the computer terminals, elimination of settling risks with NSE's innovative endeavours.

Outcome of the research was that NSE contributed massively for the economic development of the country and promoted professionalism in the capital market for providing better security trading facilities to the investors.



**LIGHT: A NEW WAY TO COMMUNICATE**  
**VIKASH SINGH**  
**STUDENT, JSS ACADEMY OF TECHNICAL**  
**UNIVERSITY, NOIDA**



He brought forward a very interesting research on sharing internet connectivity through led flash lights. He cited many advantages of this technology up gradation in our day-to-day lives such can be used intrinsically environment, it is easy to be used, possess high security, facilitates fast transfer of data, it is a harmless, cheaper and reliable mode of transferring data.

The technology to be known as LI-FI X will hold complete mobility and can be used with utmost flexibility by multiple users at a time. It is one of the most efficient technology up gradation with wireless communication in environment where radio frequencies are not suitable.

**FUTURE OF FINANCIAL SERVICES**  
**HOW DISRUPTIVE INNOVATIONS ARE**  
**RESHAPING THE WAY FINANCIAL SERVICES**  
**ARE STRUCTURED, PROVISIONES AND CONSUMED**  
**NIKHIL GARG**  
**ASSISTANT PROFESSOR,**  
**ASIAN BUSINESS SCHOOL, NOIDA**

The need of the hour is to make it easier for the people to set up their own mobile money without assistance. Financial institutions need to constantly monitor and assess their own social and financial performances. Client education and



awareness initiatives must be product and institution neutral. NGO's have proved out to be the most powerful tool to build the link between different groups to get all stakeholders working together. Financial institutions need to go to extra lengths to make it clear to a client that there will be no negative consequences and their complaints (if any) will be dealt with utmost sincerity.

**ENHANCING EMPLOYEE ENGAGEMENT THROUGH**  
**TRAINING AND DEVELOPMENT**  
**DR SHILPA JAIN (ASST PROF. USMS) &**  
**NITYA KHURANA,**  
**RESEARCH SCHOLAR, USMS**



The research conducted by them stated various managerial implications wherein managers can enhance employee



engagement in their organisation by identifying critical skills and whether the employee needs trainings in those critical skills. Every manager should make sure that employees of the organisation receive trainings whenever and wherever needed. Managers in every organisation should ensure the performance of training and development activities and appropriate measurement tools should be adopted to perform such activities. Human resource is the greatest asset for an organisation and accordingly should be taken care off for the efficient working of an organisation.

**ROLE OF TAX PLANNING IN PORTFOLIO PLANNING**  
**PRAGYA APURVA,**  
**STUDENT, MAIT**



In her study, Ms Pragya analyzed that while dealing with their investments, the investors should firstly consider deductions, exemptions and rebates and then move on to other investment avenues. She greatly focussed on the tax planning which adds on directly to the portfolio planning contributing to maximization of wealth. Her research identifies the link between tax planning, portfolio planning and increasing the real wealth of investors. It is solely based on the employees's response and their choice regarding investment avenues.

**5G TECHNOLOGY FOR WIRELESS COMMUNICATION**  
**RADHIKA LADHA,**  
**STUDENT, HMR INSTITUTE OF TECHNOLOGY AND MANAGEMENT**



5G is going to improve the network what we are using today and are going to utilize latest technologies in both radio and network sector. This is a new technology in systems market. It is a technology exquisitely known for its speed, spectrum efficiency and future scope.

**TECHNICAL SESSION II**

The second technical session was chaired by Dr. Suneel Maheshwari, Professor Indiana University of Pennsylvania

**ADDRESS BY**  
**THE CHAIRPERSON**  
**DR. SUNEEL MAHESHWARI**  
**PROFESSOR,**  
**INDIANA UNIVERSITY OF PENNSYLVANIA, USA**

Global transformation is actually transforming global learning down to an individual level in simplistic terms. India used to be the world's largest economy in the 18th century. So, India had about 33% of the global GDP at that time (pre-British era). In 2015, according to WTO, India's GDP is only 2.7% of the world trade. The opportunity for India to grow in terms of global trade and global economics lies in going back to the



golden days. Another fact that gives Indian businessmen, entrepreneurs and managers, operating on the global field great strength in the global market is that, India was the founding member of the GAT (General Agreement on Tariffs in trade) in the WTO.

India is now been recognized for its modern exports like IT, the robust manufacturing capability, pharmaceuticals. Liberalisation of FDI policies in the 1990's generated huge employment, and boosted the foreign Investment in India. With the global transformation the model of Leadership has changed, the management style is no more traditional. The concept of focusing on causes rather than the symptoms is now more widely adapted. The key skill to inherit for business leaders is that they should be aware of global trends and how they affect business.

As a successful manager, must be able to understand the customer's mind a person must have the quality to read between lines and move forward. The second key competency, timely decision making, to act and react well on time. Innovation management, strategic agility and building effective teams are other key competencies a manger must have in order to be a global leader. The importance of performance measures focus on quantitative and qualitative outputs of the business. Also the customer impact is equally important.

One must be able to adapt the differences in work cultures, to

be able to be a good global manager or admistrator and should avoid being overly ambitious.

### GLOBAL TRANSFORMATION: CRITICAL SUCCESS FACTORS

**RAJESH PRASHAR**  
MANAGING DIRECTOR,  
SNAPPRINT DESIGNS AND WEBSITES



Globalization has shaken traditional Leadership Development. Today's global businesses needs Global Corporate Leaders to be curious about the world and interested in people different from themselves.

Global Leaders are not born, but can be made by cultivating particular ways of looking at the world, Analyzing different ways for thinking about problems & opportunities. They should be the ones acting with integrity in pursuit of solutions. Global Leaders share some common characteristics and have a global mindset. Key areas highlighted in the research are Customer Focus, Dealing with ambiguity, timely decision making, Innovation management, Strategic agility, Building effective teams.

He concluded stating how we should take from the developed countries, the attitude towards their work and the ethics towards their work culture. Attitude also involves respect for



others, citizens of the country and the country to itself.

**FROM BRICK AND MORTAR TO ONLINE:  
THE CASE OF TECHNOLOGICAL INNOVATION  
AMONG TRAVEL AGENCIES IN INDIA**

**DR. SONA VIKAS  
ANSAL UNIVERSITY GURGAON**



Travel agencies have come a long way from the traditional brick and mortar model to the online business model, wherein technological advancements have changed the face of the entire travel industry. This paper discusses the various factors which have caused this organizational transformation of travel agencies, a critical part of the tourism industry. The major drivers for the growth of online travel agencies have been technological changes and the changing preferences of the customers over the years. With major business of the tourism industry being done online today, the travel agencies have had to restructure and re-orient themselves according to the business requirement. This evolution contributes a great hand in the development and integration of the economy.

**CONFLUENCE OF ANCIENT INDIAN  
LEARNING WITH CONTEMPORARY  
MANAGERIAL TECHNIQUES**

**DR. TANU KASHYAP  
ASSOCIATE PROFESSOR, ASIAN BUSINESS SCHOOL**



The most important contribution of ancient India not only for India but also for the world is in the field of education. We owe a lot to the Indians who taught us how to count without which no worthwhile scientific discovery could have been made. India is the cradle of the human race. Most valuable and the most instructive materials in the history of man are treasured up in India only. Teacher occupied a pivotal position in the Vedic System of education. The teacher was a parent surrogate (Parent Substitute), a facilitator of learning, exemplar and inspirer, confident, detector friend and philosopher moral educator, reformer, evaluator, character and personality builder, importer of knowledge & wisdom and above all a guru, religious & spiritual guide. Teacher was the spiritual father of his pupils. In addition to imparting intellectual knowledge to them, he was also morally responsible. He was always to keep a guard over the conduct of his pupils.

**IMPACT OF EMOTIONAL INTELLIGENCE ON  
LEADERSHIP IN ORGANISATIONS  
A Conceptual Study**

**GUNEET KAUR,  
ASSISTANT PROFESSOR, HMR INSTITUTE OF  
TECHNOLOGY & MANAGEMENT**

The objective of her research is to analyse how EI impacts the



leadership role in organizations and explore the benefits of EI in different leadership styles.

Effective leaders know how to impact others and take balanced decisions even by being empathetic. Astute judges people without being judgemental, the passion for their doing, balance between feelings and logic in decision making. They are an excellent communicators. Personal connection and rapport with people drive results with sensitivity to others.

**EMPLOYEE SATISFACTION AND ITS IMPACT ON INTENTION TO STAY AT COSMO SCIENTIFIC TRADERS**

**RITIKA SHARMA**  
MANAGEMENT TRAINEE, COSMO SCIENTIFIC TRADERS

The growth of an organization is dependent on the employee contribution, satisfaction and commitment. A happy worker is a productive worker and a satisfied worker is a committed worker. Factors which contribute to employee satisfaction include treating employees with respect, providing regular employee recognition and empowering employees.

Providing them with Training and offering above industry-average benefits and compensation contributes to the positive management culture. The results of this study indicate Training and Development to be a strong and significant relationship with intention to stay of the employee in the organization, sponsoring for the training programmes along with autonomy to apply the learning at the organisation acts as an indicator for the employee's intention to stay and work



environment is the least important factor involved in the employee's intention to stay in this organization followed by Role of the supervisor.

**A COMPARATIVE ANALYSIS OF SECTOR DIVISION IN AUSTRALIA, INDIA & CHINA**  
**DR. SUNEEL MAHESHWARI,**  
PROFESSOR, INDIANA UNIVERSITY OF PENNSYLVANIA, USA

Sector Diversification refers to constituting of a portfolio of stocks of companies in each major industry group. The study





aims to test the benefits of sector diversification across Asia-Pacific region using sector indices from Australia, India and China. Modern portfolio theory (MPT) by Markowitz, is a theory on how risk-averse investors can construct portfolios to optimize or maximize expected return based on a given level of market risk, emphasizing that risk is an inherent part of higher reward. A strategy that seeks to combine in a portfolio assets with returns that are less than perfectly positively correlated, in an effort to lower portfolio risk (variance) without sacrificing return.

Their study aimed to test the benefits of sector diversification across Asia-Pacific region using sector indices from Australia, India, and China. Basic concepts discussed were Modern Portfolio Theory – Markowitz Study and Applications of Diversification, Maximize Risk adjusted return. Results of their study suggests that the sector diversification benefits all three markets as the risk adjusted returns increased due to sector diversification.

**SPIRITUALITY AND WORKPLACE WELL BEING**  
**MS. RITA CHATTERJEE**  
**RETIRED JOINT SECRETARY, MINISTRY OF HUMAN**  
**RESOURCE DEVELOPMENT**



Modern spirituality is centered on the "deepest values and meanings by which people live." Spirituality in the Workplace is a movement that began in the early 1920s. It emerged as a grassroots movement with individuals seeking to live their faith and/or spiritual values in the workplace. The movement began primarily as U.S. centric but has become much more international in recent years. Spirituality in the Workplace is about individuals and organisations seeing work as a spiritual path, as an opportunity to grow and to contribute to society in a meaningful way. It is about care, compassion and support of others; about integrity and people being true to themselves

and others. It means individuals and organisations attempting to live their values more fully in the work they do.

Organizations have long been aware of the benefits of shared ownership of corporate values by every member of the organization. By acknowledging that one's general search for spiritual growth and fulfillment need not be separate from one's work, organizations lay the groundwork for spiritual development to assist in engendering understanding among employees. Companies that understand workplace spirituality go beyond being supportive of learning and development by helping employees develop a sense of "calling" or identification of passion about their lives and their work. Such companies emphasize the discovery and appropriate utilization of individual giftedness and encourage employees to use their unique skills within the organization. Grounded religious faith development is recognized as an important and deeply personal part of growth for many people, one that can help them more easily recognize their vocations.

In view of above discussion, it becomes clear that Spirituality has an important role to play in the workplace be it in indigenous workplace or at international levels because of new developments after mergers, acquisitions, globalization of industry and employment of local population.. It makes the industry to follow ethical policies and helps workforce not only to overcome the fear of uncertainties in their careers and life but also enjoy work and life.

**VOTE OF THANKS BY**

**DR. SHILKI BHATIA**  
**EVENT IN-CHARGE**





The Event-In-Charge, Dr. Shilki Bhatia proposed the vote of thanks at the end technical session II. She appreciated that the deliberations by the key speakers and the presenters were quite enriching for the audience. She stated that in this era of cutthroat competition, when each company is ready to gobble up the other, it is imperative for the companies to find ways to

do a way with the competition and emerge as a winner. On behalf of entire DIAS fraternity, she conveyed her sincere thanks to all the dignitaries and all the paper presenters who spared their precious time to grace the occasion with their benign presence and enlightened the students with their experiences.

## KUDOS

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

Ms. Karishma Dhall, MBA (2014-16)	IV Semester Topper
Mr. Vimal Saxena, MBA (2015-17)	II Semester Topper
Ms. Radhika Kakkar, MCA (2013-16)	VI Semester Topper
Mr. Pulkit Manocha, MCA 2014-2017	IV Semester Topper
Ms. Parul Goyal, MCA 2015-2018	II Semester Topper

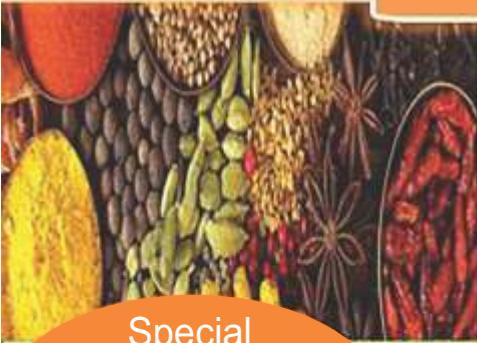




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# ECSTASY 2017

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# ECSTASY 2017

On 18th March 2017, Delhi Institute of Advanced Studies celebrated their 13th annual inter collegiate Cultural Fest ECSTASY'17. Ecstasy has carved a unique niche for itself among the multitude of cultural festivals.

“COLOURS OF INDIA”, the theme of Ecstasy'17 reflects ancient, eternal & ever new India, with the right blend of traditional & modern approach to life. The country with its diversity is making a steady progress in all spheres be it art, science or business. The theme reflects the multi facets of the country with a strong focus on its accomplishments. It is believed that the way to achieve truly sustainable progress is to get global citizens, businesses, non-profits and governments to all work together to alleviate poverty and place people on a path to prosperity. “COLOURS OF INDIA” reflects the colourful culture, lifestyles and traditions of the country. It reflects our non-competitive approach towards

life. With its gorgeous textiles, exotic flowers, exuberant advertising billboards, hand-painted rickshaws and trucks covered with lights, patterns and brightly painted pictures of gods, India is one of the most colorful places on the planet.

This year, the college festival witnessed huge participation from all around Delhi with more than 60 colleges and institutes. The festival comprised of sixteen events in total which included Counterstrike and FIFA (LAN Gaming), Gully Cricket (cricket match), Unearth the Treasure (Treasure Hunt), Debate it Out (Debate competition), Show Biz (Ad-mad Show), Master Chef (Flameless cooking), Craft from Waste (Best out of waste), Colour with Passion (On the Spot Painting), Colour the Floor (Rangoli making), Saptak (Solo singing), Sur Sangam (Group singing), Nach Baliye (Couple





Dance), Do the Tango (Group Dance) and lastly, the most awaited event of the day, Mr. And Ms. Ecstasy.

As an initiative towards the Institute's Social Responsibility, Subhakhshika Education Society was invited to the festival and a heart melting performance was beautifully presented by the children under the care of the society in the presence of huge audience. Their happiness could not be restrained as they shared the stage with the students of DIAS who applauded and encouraged them warm heartedly.

### INAUGURAL SESSION

The fest was declared open in the inaugural ceremony by the director, Dr. N. Malati. Lamp was lighted by the distinguished guests Dr. N. Malati, Director, Dr. Shilki Bhatia, Head of Department (Management), Dr. Barkha Bahl, Head of Department (IT), Prof. Reena Sethi, Department of Management, Ms. Balwinder Kaur, STF Advisor and Mr. Kamal Upreti, STF Advisor, DIAS.

### INAUGURAL SPEECH BY

**DR. N. MALATI,  
DIRECTOR, DIAS**



Dr. N. Malati welcomed the guests, faculty members and the participants of various institutes and the audience with her lovely words of welcome. She emphasized how cultural

festivals are occasions which bring fun, frolic and loads of responsibilities on to the shoulders of the students. They also help them imbibe the skills of managers be it initiating an event, managing a team, exhibiting leadership skills or negotiating a deal or resolving conflicts above all the spirit of sportsmanship. They help them understand that it is not about winning always but that being gracious in accepting failure is also equally important. All these nuances prepare them to face the corporate world more effectively. The theme of the current festival "Colours of India" is apt in the current times and also goes quite well in the current scenario.

### ADDRESS SPEECH BY

**DR. S.N. MAHESHWARI,  
ACADEMIC ADVISOR, DIAS**



Dr. S. N. Maheshwari addressed the audience and emphasized the unity in diversity of India. India being a large country with a huge population, presents endless varieties of physical features and cultural patterns. It is the land of many languages. It is only in India people profess all the major religions of the world. In short, India is the "the epitome of the world". The vast population is composed of people having diverse creeds, customs and colors.

Dr. Maheshwari introduced the chief guest, Capt. Kapil



Chaudhary, IRS, Director, National Health Mission, Ministry of Health & Family Welfare to the audience and thanked all the directors and principals of participating institutions for their wonderful co-operation and patronage.

**ADDRESS BY THE CHIEF GUEST**

**CAPT. KAPIL CHAUDHARY**  
 IRS, DIRECTOR, NHM- II,  
 MINISTRY OF HEALTH & FAMILY WELFARE



The fest concluded in the evening with the prize distribution ceremony and included speech from the Chief Guest of the occasion, Capt. Kapil Chaudhary, IRS, Director, National Health Mission, and Ministry of Health & Family Welfare. Capt. Chaudhary addressed the issue of work- life balance which is so imperative in today's stressful work environment. She also guided the students to learn to value health over wealth and family over work. Students listened to her speech with great interest and felt enlightened.

**VOTE OF THANKS BY**

**MS. BALWINDER KAUR & MR. KAMAL UPRETI**  
 EVENT COORDINATORS, DIAS



The faculty, especially Ms. Balwinder Kaur and Mr. Kamal Upreti, STF Advisors and event coordinators thanked all the participating students and their institutes for participating in such large numbers. They thanked the chief guest of the event, Capt. Kapil Chaudhary for sparing her valuable time and gracing the occasion with her presence. They also extended their heartfelt thanks to Dr. S. N. Maheshwari, Academic Advisor, DIAS and Dr. N. Malati, Director, DIAS for their guidance and support for the event.

They appreciated the efforts of the team of student coordinators, the sponsors of the event and the staff of the institute for collectively contributing in making Ecstasy'17 a huge success and a memorable day.

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# TECHNO-TRYST

2017







## NATIONAL SEMINAR

# TECHNO TRYST 2017: DIGITAL TRANSFORMATION: COMPUTATIONAL AND TECHNOLOGICAL ADVANCEMENTS

Contemporary global economies are incredibly affected by the digital innovations and advancements in myriad of technologies today. These innovations have transformed how the organizations operate in this hyper-connected age. What the world witnesses today is the digital economy. Advent of Internet and access to high end computational devices to the masses have made the engineers and industrial researchers look at the ways of upgrading their strategic thinking in terms of customers, competition, data, innovation and value. The strategists need to adapt and optimise the business processes. They must also determine how to harness customer networks, platforms, big data, rapid experimentation disruptive business model and to integrate these into their existing organizations.

Digital transformation is the profound transformation of these business activities, processes, competencies and models to fully harness the changes and opportunities of digital

technologies which have an impact on the society in a strategic and prioritized way. Digital transformation can play a significant role in terms of more effective and efficient decision making, better customer experience, product and service innovation, marketing and sales, risk optimization, intelligent information management, customer service and customer relationship management, human resource management and agile operations, workforce enablement, enterprise collaboration, learning and education, procurement and supply chain management.

All these aspects, functions and processes are interconnected and digital transformation has a role to play in various contexts. This enhances the existing applications and operations within the organizations.

Among many, the main elements of digital transformation to enable a business success are change management,





digitization, then restructuring organizational silos and creating skills for digital transformation. Change management involves looking at what can be done better and what should be reconnected in terms of processes, technology and people. This can be achieved using techniques such as data analytics, web analytics, new technological concepts, architectures and frameworks such as cloud computing, MEAN (MongoDB, ExpressJS, AngularJS, NodeJS) stacks, Internet of Things, advanced intelligence systems, robotics, mobility technologies and so on. Digitization involves automation of the existing processes and data, and make people as well as processes digital-savvy.

Role of digital transformation spans across all sectors, silos of the industry and governance including utility, retail, banking and finance, business process outsourcing and so on. Besides corporate world, the governments are also facing disruptive challenges in their various departments such as public healthcare, transport, public infrastructure, policing and defence, citizen services or regulation, smart city development plans and others.

Studying the profound advantages and wide scale applicability of digital transformation in terms of computational and technological advancements is therefore an utmost area of research.

In this context, Delhi Institute of Advanced Studies has organized a national seminar, "Techno Tryst 2017: Digital Transformation: Computational and Technological Advancements" on 25th March 2017 to corroborate technology advances and innovations by the intellectuals from academics, government sectors, and industry that play a key role in bringing digital transformation and making our cities smarter and more effectively livable. The seminar has also given the participants an insight on various aspects of evolving technologies for digitizing India and technological advances in Internet Governance and Internet of Things. The focus of the conference is to bring forth and provide a platform to deliberate upon the technological and computational advances in Digital Transformation, significance of digital transformation in Internet Governance and Internet of Things, novel technological ideas for smart city development and digitizing India, and the challenges in adopting the innovative technologies.

## INAUGURAL SESSION

The seminar started with inaugural session that was presided over by the Chief Guest, Professor Yogesh Singh, Honorable Vice Chancellor, Delhi Technological University and the Guest of Honour, Mr. Praneeth Pentakota, IT Business Partner, Philips Lighting, Philips India Ltd. Dr. S.N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS and Dr. N. Malati, Director, DIAS.

## WELCOME ADDRESS BY

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



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

Digital Technologies are changing the face of business. This change is accelerating at a pace faster than transformation in the Organizations. Organizations now need to evolve strategies to address the changing business landscapes to give



optimum results in terms of business innovation and continuous improvement. These strategies should aim to create the capabilities of fully leveraging the possibilities and opportunities of new technologies and their impact faster & better in the future. Digital technologies are now completely revolutionizing and transforming business activities. As a result some people prefer to use the term “Digital Business Transformation” rather than simply the term “Digital Transformation”. Digital transformation is thus acceleration of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact in a strategic and prioritized way.

In view of the above it is now correct to say that digital business transformation is the ultimate challenge in change management. It impacts not only industry structures and strategic positioning but it affects all levels of an organization (every task, activity, process) and even its extended supply chain. Business leaders must, therefore, constantly update and innovate their organizations' infrastructure to ensure that they can both unlock productivity gains and significant competitive advantage besides delivering exceptional customer satisfaction.

In this context, it may be pertinent to mention here that our Honorable Prime Minister Mr. Narendra Modi had launched “Digital India Programme” on July 1st, 2015. The main objective of the Digital India Programme is to improve the service delivery to our citizens, business, government employees and others by blending information and communication technology with administrative reforms. In the programme, there is an ambitious plan to build 100 smart cities across the country, making them citizen friendly and sustainable. Our Honorable Prime Minister Mr. Modi had quoted:

“Cities in the past were built on river banks. They are now built along highways. But in future they will be built on availability of optical fiber networks and next-generation infrastructure”.

Dr. Maheshwari introduced the guests to the august audience.

### INAUGURAL ADDRESS BY PROFESSOR YOGESH SINGH, HONORABLE VICE CHANCELLOR, DELHI TECHNOLOGICAL UNIVERSITY



Everyone is talking about Digital India. Our Prime Minister has also said about Digital India. He has some vision about digital transaction, issues related to digital- cyber world and after it is returned to two important things computational and technological advancements.

In 2001, there were issues related to IT and its applications, IT Bubble-Burst or so many words were coined. Everyone was thinking about the future of IT. Many companies in US became bankrupt, many people came in trouble due to the sudden demise of confidence in IT and its applications. AT & BELL laboratories are used to be one of the fine companies of the world, they were in the business of networking, company were laying cables in the sea, they wanted it to network the world, they did it also but they could not have developed the business model out of it and unfortunate situation happened. The whole IT sector of US and some of the European countries came in trouble but we are the beneficiary of that trouble, because cables were available, many other things were available and many things were available and then new



business applications were developed and as a nation we took advantage of that. Now after 15 years when we talk about the advancements there are some historical reasons. Similarly, when it happened with electricity, when electricity was discovered nobody would have thought about. Everybody was talking about captive power plant. It means that there is an industry, we know how to produce electricity, we will produce electricity which will be use in a particular reason. In those days, nobody would have thought of providing such large size electricity grids. Now in India also, we have northern grids, Southern grids, Eastern grids and if there is no requirement of power in northern India, electricity can be transferred to southern India. Everything is connected so these two important things, Internet, where we have connected the whole globe and prior to that electricity which connected all houses in a particular nation but there is a difference it is difficult to store electricity but here we are storing data, we are analyzing data, developing business applications on a data, integrating various technologies. An example of google maps, So much billion of instructions are being processed on a real time data and it is also accurate. At technological advancements things are happening at a faster pace but the point is we have to find and create our role in such technological advancements. This is very important. Google maps are only two years old systems and is best human produced technological integrated system. One should understand the working because this working will provide not many seeds but the grounds of many upcoming invitations in next five years. We really do not know what will happen. So these are the pillars of modern automated civilization. One is electricity and other is Internet.

Now people are talking about Internet of Things, It means what sensors will play is very important role. Now we can't imagine a day without cellphone or without sending a mail, WhatsApp. First physically we connected and now on those highways we all are connected, we can use in our own ways and means and try to develop business applications there. But worthy is not that whether we want it or we don't want it is going to happen. We have to create our own space here as a nation, as an individual, both. Ours is very highly populated country of 125-130 crore people. When it comes to import below of our country, maximum we are spending on oil import and second largest bill is on electronic import. Can this be sustain for very long time, no it is not possible, nation cannot afford, cannot sustain. We don't even produce a single

chip in our country and India is a second largest technology user country in the world. 125-130 crore people cannot sustain on imported technologies, we have already survived for 70 years after Independence but now time has come where we must create our role because India without technology cannot survive. Technology should be on our side. In last 300-400 years we have suffered because of lack of technology, technology is not good or bad but it should be on our side, never be on other side and if it is on other side then square of technology should be on our side, we have lost so many wars not because of bravery, not because of strategy, management principles, good leaders but because of lack of technology. One point has rightly said "Charkhon se nahi lada jata, seema par sholon kea age, ramayan nahi padhi jaati yuddhon mein topon k aage". When someone is using technology is using technology we should have that technology but we cannot survive on a borrowed technology all the time. This is a real situation which we have to address somewhere. Last year TIMES OF INDIA, published a news, news was "India's GDP share inverts GDP has doubled. GDP-Gross Domestic Produce means what is the value of services and goods produce in a financial year. Times of India published this news very proudly. They published India's GDP share has doubled in last 15 years. Everyone should be happy about it right? But no, doubled means what it is a mathematical jargon. In 2001 our GDP share inverts GDP, GDP was 1.43%, Now in 2016 it has become to 2.83%. 2.83% inverts GDP, Yes it has doubled no doubt. In last 15 years of the world we contribute to 18% of the world's population. So our share should be 18%. Sometimes these news they are indicative, they are telling our people that it has doubled but only 2%. But the statistics shows where are we today and why are we today 2.83 % is nothing for the country of 130 crore, because when we brought independence in 1947 it was 1%, 1947-2001 was only 1%, 1% to 1.43% and another 15 years to 2.86% and when we got independence we were 33 crore including Pakistan and Bangladesh, now we are 125 crore excluding Pakistan and Bangladesh. 1%-1.43% and 2.83%. Imagine the situation where we are but this situation is because of lack of technologies, because lack of innovation and discoveries Another Statistics show that in 1835 our GDP was 16% of world's GDP, US was 2%, China was 20%. Now in 2016, US has increased from 2% to 21%. We have reduced to 16% to 2.83%. The situation has changed drastically. Prior to 1835, our share was 23%, China's share was 28%. It means the two old civilizations of the world we are contributing to more than 45%. 31st Dec 1600, When



east India company was established and prior to 1600 BC to 1300 AD, India could maintain 36% share of GDP. What has happened in 1835. 1835 lord Macaulay father of modern education system introduced a bill in British parliament for the establishment of modern education system in India and based on his recommendation, three universities were established, University of Mumbai, University of Madras, University of Calcutta in 1857. When he was proposing Modern education system in British parliament he said that "I have travelled across the length and breadth of India, and I have not seen one person who is a beggar or a thief. Such wealth I have seen in this country, such high moral values. People with such caliber. I don't think we could ever conquer this country unless we break the very backbone of this country, which is her spiritual and cultural heritage and therefore I propose that we replace its old and ancient education system, her culture, if Indian thinks that English is good and greater than all they will lose their self esteem, their native culture and then they will become dominant nation as we want".

He concluded by saying that Vivekanand has said similar things that "My dear fellow countrymen, please come out of low self esteem, if others can do it, you can also do it. You are not second to none". This type of confidence Vivekanand wanted to impose on India.

### KEYNOTE ADDRESS BY GUEST OF HONOUR

**MR. PRANEETH PENTAKOTA**



Mr. Pentakota discussed the power of social media and the power of digital revolution which has been brought through twitter, amazon, facebook etc. Social platforms brought crores of products at user's end and thousands of customer reaches every day for different products but they should ensure their experience with the companies, so that's the concept of whole user experience can be managed. There is a whole unit, which is working on it. We can compare with tata click and new e-commerce site running today. With the quick growth of the Internet, many companies are finding new and exciting ways to expand their business opportunities. To the average web surfer, e-commerce means online shopping. Internet surfers go on the web purchasing anything from books to movie tickets.

He further asked "How many of you purchase something online or booked a flight"? Have you ever had issue with a product and write it to the brand, where they can't replace it on time or you frustrated and left the comment on the site like facebook, twitter. Brands like us, i.e Philips invest on social listening.

### VOTE OF THANKS BY

**DR. N. MALATI,**  
DIRECTOR, DIAS



Digital transformation is the profound and accelerating transformation of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact across



society in a strategic and prioritized way, with present and future shifts in mind. Digital transformation has created a rapidly changing business environment and is disrupting value chains and compelling companies to rethink nearly everything they do.

It is seen a journey with multiple connected intermediary goals, in the end striving towards continuous optimization across processes, divisions and the business ecosystem of a hyper-connected age where building the right bridges in function of that journey is key to succeed. A digital transformation strategy aims to create the capabilities of fully leveraging the possibilities and opportunities of new technologies and their impact faster, better and in more innovative way in the future. The core changes that it brings to the system include augmenting traditional business models, emergence of wholly new types of business models and offer better customer experiences, streamline operations and increase profitability

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

## TECHNICAL SESSION I

The technical session I was chaired by Dr. P.K. Saxena, Scientific Consultant (Cyber Security), Office of the PSA to Government of India & Former Director, SAG DRDO (Ministry of Defence). The speakers deliberated on topics like E-governance, digital authentication, image processing, data analytics and big data, and Internet of Things.

### ADDRESS BY

**DR. P.K. SAXENA,**  
SCIENTIFIC CONSULTANT (CYBER SECURITY)  
FORMER DIRECTOR, SAG DRDO (MINISTRY OF DEFENCE)

Dr. Saxena elucidated the advances in IOT and its applications. There are millions of devices that we are using, automation of lightning systems in our houses is a good example of it. Whenever these automations happen, it facilitates smooth working of day-to-day life, but with this advancement there always remains a concern for the security. For an example, web cameras that we use may connect when we demand remotely but they can also be controlled by an unauthorized person through hacking for some unethical



purpose. There are reports in particular about few brands of LED bulb of Philips. It is reported that these bulbs are vulnerable. They can be controlled remotely and there illumination is so adjusted that exposure to this for certain duration leads to epilepsy. So, this is a threat to our health due to the vulnerability of these home appliances. Similarly, many other devices which we use at our home will also remains a concern, unless there is a thorough analysis of the system to find out the loop holes in the security and to device a mechanism which can make them hacked proof.

Finally, he concluded that security becomes the paramount importance whenever we talk about digitization, because of our privacy, health, social engagements, etc.

### ADDRESS BY

**MR. ANKIT GIRI,**  
FOUNDER & CEO, EDUCATION360

Mr. Ankit talked about IoT, security risks and challenges. A simple IoT device has actually multiple stages to it and actually has multiple interactions with it. There is a user and a device that directly interacts with each other but the device at the end of it does interact with some gateway or the communication channel. It does have some connection as in we might be connecting it to our laptop to get some data from the smart watch or something. Similarly, that smart watch will be uploading some data to the cloud such as your mobile application or something. He better explained with the example, the Philips toothbrush that was showed (the Sonic), it is a similar thing where some data is being uploaded to the cloud and we are able to manipulate some of the data and use a device accordingly.



In the direction of technological advancements, everybody wants its devices to get connected to the internet. Moving further, the hardware of these devices are big blaming factor or they are the major concern factor for IoT industry so far. IoT devices, likely to be compact, light-weighted and portable. The focus is never on the security part, instead on the functionality. So that is where the whole of the issue arises. The industry needs to pay more focus on the security of the devices rather than only focusing upon the functionality.

### **M-GOVERNANCE IN FACILITATING TELECOM CONSUMERS IN INDIA**

**DR. RAKESH GUPTA,**  
SENIOR TECHNICAL DIRECTOR, NATIONAL  
INFORMATICS CENTER

**MR. VIVEK GUPTA,**  
TECHNICAL DIRECTOR, NATIONAL INFORMATICS CENTER

**MS. RAMYA RAJAMANICKAM**  
SYSTEM ANALYST, NATIONAL INFORMATICS CENTER

Mobile phone usage has increased drastically over the past decade. Growth in mobile Technology opened up new opportunities not only for development but also for spams and unsolicited commercial calls. India being the fastest growing mobile subscribers market with 936.46 million subscribers faces hindrance along with possibilities. TRAI (Telecom Regulatory Authority of India) is proactively and constantly working towards curbing of UCC (Unsolicited



Commercial Communication) which has increased dramatically with the growth of Telecom Industry.

Now-a-days m-governance is the most preferred way of providing citizen centric services in the country. TRAI released its "DND (Do Not Disturb) Services" mobile app in the direction of curbing UCC. This move came as a result of the increasing unsolicited commercial calls. Through this app TRAI sets to handle concerns like making consumers choose their preference of UCC messages they wish to receive or block, partial / complete blocking, escalation / resolution of complaints with in stipulated time frame and communication to customer regarding their complain status, etc. In this paper, we explore the potential and possibilities of DND app in playing a vital role in building a smart city.

DND service is an application that is made for handling UCC calls and text messages which are not only unwanted but disturbing also. Subscriber can activate the DND by using this app. This paper investigates circumstances under which citizens' move forward and uses mobile technology to bridge the gap between the government services and its reach to the citizens. In general, the adoption of modern technologies depends on its usage and how far it reaches out to its consumers equating the success story of such innovative step.



## EDI IMPLEMENTATION IN CARGO SECTOR AT INDIAN AIRPORTS: ISSUES AND CHALLENGES

**DR. REENA SETHI,**  
PROFESSOR, DELHI INSTITUTE ADVANCED STUDIES



EDI is successfully being used world over to improve cargo sector competitiveness in trade. Air cargo is a vital facet of India's growing trade with an impressive cargo traffic growth from 91.8 metric tons in 2010-11 to 153.5 metric tons in 2015-16. This article presents status of EDI implementation at various important airports in India handling cargo operations. It has been observed during the study that for imports, RMS bills are mostly cleared by Customs using EDI. However, for exports, at present issues are being faced like payment of customs duty through the banks in EDI. The linkages of EDI with systems of trade partners is in place but 100% message exchanges as envisaged is yet to be achieved. At some joint venture major airports, EDI implementation between Customs and Custodian is in place for Export/Import operations through Cargo Management System developed by airport operators. This system is capable of integrating with airlines, exporters/importers, freight forwarders and customs brokers. EDI Message exchange between all regulatory authorities involved in the air cargo supply chain is not happening leading to manual process at some stages, thus delaying cargo clearances. EDI of different allied agencies are not completely inter-linked. Banking Gateways for online

transfer/payment are not available 24\*7 hours. This paper highlights impediments in implementation of EDI in Indian cargo sector and suggests some policy interventions required.

## AN IMPLEMENTATION BASED COMPARATIVE ANALYSIS OF VARIOUS VULNERABILITIES IN ONLINE FORMS

**MR. ASHISH PAHWA, MR. ADITYA DHAWAN,**  
STUDENTS, VIVEKANANDA SCHOOL OF INFORMATION TECHNOLOGY, DELHI  
**DR. DEEPA KAMTHANIA,**  
ASSOCIATE PROFESSOR,  
VIVEKANANDA SCHOOL OF INFORMATION TECHNOLOGY, DELHI



In the present scenario web based applications are used for business transactions, which are vulnerable to SQL injection and web spam, as the inputs they use to construct structured output are not sanitized. SQL injection allows an attacker to inject commands directly to application's database server, alter its functionality and fetch confidential data by obtaining unauthorized access. On the other hand botnet spam attacks may cause a business to lose billions. In this paper an attempt two types of online form vulnerabilities have been discussed and the proposed algorithm for SQL injection and spambots



attacks have been implemented using Selenium, jQuery and Python and results are presented.

### PREVENTION OF IMPERSONATION IN EXAMINATION SYSTEM

**MS. AISHWARYA KUMAR ARORA,**  
**MR. ALOK MISHRA,**

STUDENTS, KIIT COLLEGE OF ENGINEERING,  
GURUGRAM, HARYANA

**DR. KANIKA KAUR,**  
ASSOCIATE PROFESSOR, KIIT COLLEGE OF ENGINEERING,  
GURUGRAM, HARYANA

Impersonation of the candidate is a serious problem in examination system often referred to as malpractice. Hall ticket and identity cards are normally used in the examination system for fraud detection. Existing examination system mainly deals with document analysis for identification, recognition and classification of the candidate appeared for the examination. Generally fraud is detected by using document image analysis whereas the proposed model is focused on the automatic image capturing for analysis. An image capture system with embedded computing can extract information from images without need for an external processing unit, and interface devices used to make results available to other devices. The choosing of an embedded platform is very unique and easy to implement. In this paper an attempt is made to describe automated face plus barcode detection and recognition for detecting impersonation of candidate in examination system. Automated face plus barcode detection and recognition can further be used in identity verification and attendance monitoring in examination system.

### SURVEY ON APPLICATIONS OF INTERNET OF THINGS (IOT)

**MR. SHUBHAM SHANDILYA,**  
STUDENT, KIIT COLLEGE OF ENGINEERING,  
GURUGRAM, HARYANA, INDIA

**MS. SARUCHI GUPTA,**  
ASSISTANT PROFESSOR, KIIT COLLEGE OF ENGINEERING,  
GURUGRAM, HARYANA, INDIA

The phrase internet of things (IOT) heralds vision of the future internet where connecting physical things, from bank notes to bicycles, through a network will let them take an active part in the internet, exchanging information about themselves and their surroundings. It will help to transform real world objects into intelligent virtual objects. This will give



immediate access to information about the physical world and the objects in it leading to innovative services and increase inefficiency and productivity.

The aim of IOT is to connect everything in the world to each other so that we can have a common infrastructure which will not only allow us to have control of things, but also it will keep us informed of the things. The concept of a network of smart devices was discussed as early as 1982, with a modified coke

Machine at Carnegie Mellon University becoming the first internet-connected appliance and the first application of IOT to be applied. The main objective of this paper is to provide an overview of applications of IOT which can be implemented in our daily life.

### DIGITAL AUTHENTICATION AND ITS APPLICATIONS IN IOT

**MS. CHARRU HASTI,**  
ASSISTANT PROFESSOR  
DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI  
**MS. GARIMA RAWAT, MS. KIRAN,**  
STUDENTS,  
DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI

Today most of the businesses and government organizations utilise networks communications to perform their routine operations. Hence, the maintenance of their networks mainly



the security of their networks is crucial. Digital authentication is a major goal of the network security that involves the verification of the sender data. This paper inspects the various authentication systems available for security that establish confidence for the individual's identity. This paper also briefly describes authentication, its types, existing techniques and applications in IOT. Through this, we have tried to find out the limitations of digital authentication techniques by comparing and analyzing the existing techniques for digital authentication.

### **FUTURE GENERATION WITH 5G - A COMPLETE WIRELESS APPROACH OVER 4G**

**MS. ANJANI GUPTA,**  
ASSISTANT PROFESSOR,  
DELHI INSTITUTE OF ADVANCED STUDIES  
**MS. GARIMA PANDEY, MS. ASHU PAL**  
STUDENTS,  
DELHI INSTITUTE OF ADVANCED STUDIES

Cellular industry is growing at a rapid pace, therefore they are busy with the standardization of the existing networks. The search for a new technology is always the main concern of the foremost cell phone companies to out innovate their competitors. This fast revolution in mobile computing brought the 5th generation (5G) wireless network. The main purpose of the fifth generation wireless technology (5G) is to design the ultimate wireless world that is free from limitations and impediments of the previous technologies. This paper focuses on all preceding generations of mobile communication along with fifth generation technology. Fifth generation network provide affordable broadband wireless connectivity (very high speed). In fifth generation researches are being made on development of World Wide Wireless Web (WWWW) that will support IPv6. Fifth generation

technology will offer the services like Documentation, supporting electronic transactions (e-Payments, e-transactions) etc.

### **TECHNICAL SESSION II**

The second technical session was chaired by Mrs. Usha Saxena, Technical Director, NIC. The speakers deliberated on topics like E-governance, software engineering tools, virtual reality, data analytics and big data, and digital money.

#### **ADDRESS BY**

**MRS. USHA SAXENA,**  
TECHNICAL DIRECTOR, NATIONAL INFORMATICS CENTRE



Mrs. Usha Saxena discussed the importance of digital transformation in our lives. Today, nothing is untouched from digital aspect. The government of India and NIC started Digital India program which is the flagship of the Prime Minister's vision that the country should be digitally empowered. There is 65% of the youth population which is very aware of it and all of them have the know how of the digital use, at least the basic knowledge about what to do and what not to do and all.

She further talked about the things, that are essential to progress. Whatever the students are studying in, whichever aspect of the internet or the human technology people will take, whether they are going to big data or cloud or cyber security or whatever stream they pick up, do in best possible way, because there are lots and lots of job opportunities waiting for them. But most of the time the employer won't be able to get the right person for the job, even if there are



surplus people who know things, but in depth knowledge and expertise really needs to be turned up.

#### ADDRESS BY

**MR. SANJAY YADAV,**  
TECHNICAL MANAGER, HCL TECHNOLOGIES LTD



Mr. Sanjay elucidated the advancements in digitalization that have driven up the efficiency in operational paradigms among various corporate and institutional users of technology. The Internet is transforming the conventional urban and rural planning models and compelling the planners to regard the deployment of Information Technology as the efficiency drivers of the economy, environment, mobility and governance of an area. Indian cities must develop sustainable partnerships and cooperation strategies for ensuring the effective sharing of common city resources among citizens and businesses. Utilization of high speed cost effective networks, using smart devices, developing energy efficient infrastructure and applying latest developments in cloud computing and the emerging IoT, open data, semantic web, and future media technologies would make cities grow smarter.

#### AN OVERVIEW OF THE STATE-OF-THE-ART SOCIAL ENGINEERING: ATTACKS AND THEIR MANAGEMENT

**MS. NIDHI SRIVASTAVA,**  
ASSISTANT PROFESSOR  
INSTITUTE OF INFORMATION TECHNOLOGY  
AND MANAGEMENT, NEW DELHI

The term “social engineering” (SE) has gained wide acceptance in the Information Technology (IT) and Information Systems (IS) communities as a social/psychological process by which an individual (called attacker) can gain information from an individual (called victim) about a sensitive subject. This information can be used immediately to by-pass the existing Identification-Authentication-Authorization (IAA) process or as part of a further SE event. Social engineering methods are numerous and people using it are extremely ingenious and adaptable. Nonetheless, the field is new but the tactics of the attackers remain same. Therefore, this paper provides an overview of the current scenario in social engineering and the security issues associated with it.

#### STUDY OF VARIOUS PRIVACY THREATS AND METHOD TO SECURE THE DATA ON SOCIAL NETWORKING

**DR. BARKHA BAHL,**  
PROFESSOR & HOD,  
DELHI INSTITUTE OF ADVANCE STUDIES, NEW DELHI  
**MR. RAHUL AGGARWAL,**  
**MS. AKANSHA AGGARWAL**  
STUDENTS,  
DELHI INSTITUTE OF ADVANCE STUDIES, NEW DELHI



Internet is one of the most efficient and effective ways to communicate and share the information especially in terms of social networking sites. With over billions of users connected



through online social network and due to the popularity of social networking sites, more people are concerned about the privacy and it has become an important issue. The focus of this research work is to provide security on social networking sites and analyze the personal information being influenced by internet and social network and also to study various privacy risks and ways to avoid these privacy risks.

### **SOCIAL NETWORKING SITES – A POWERFUL TOOL TO ENHANCE EDUCATION SYSTEM: A CASE STUDY OF POST GRADUATION STUDENTS OF DELHI**

**MR. PRASHANT KUMAR,**  
ASSISTANT PROFESSOR,  
BANARSIDAS CHANDIWALA INSTITUTE OF  
PROFESSIONAL STUDIES, NEW DELHI

**MS. SUSHMA MALIK,**  
ASSISTANT PROFESSOR,  
INSTITUTE OF INNOVATION IN TECHNOLOGY AND  
MANAGEMENT, NEW DELHI



WWW (World Wide Web) has changed the methods of communication for retrieving the information. We are living in the electronic world, where contact someone, sharing thoughts as well as opinion is just one click away. SOCIAL NETWORKING SITES are the place of communication for the people in which they share and exchange information and thoughts in different communities and networks. Social networking sites have made it possible for us to chat with friends who live apart in distant places as well as they share with them pictures and videos. Social networking sites are websites that make online place where people from all over the world can meet and share common interests by setting up

a “profile page”. Face book, Twitter, MySpace, LinkedIn etc are the example of SOCIAL NETWORKING SITES and nowadays, it is very hard to find a youngster who doesn't have an account on these sites. These sites are use to keep in touch with each others, to express or share what they have in mind and to use for study -related purposes. The purpose of this study is to examine the Perceptions of Post Graduate level students of Delhi about the use of SOCIAL NETWORKING SITES in Education. The study is conducted through the Questionnaire.

### **IMPLICATIONS & FUTURE TRENDS IN THE COST-ESTIMATION MODEL**

**MR. ALOK SINHA, MR. PULKIT MANOCHA**  
STUDENTS, DELHI INSTITUTE OF ADVANCED STUDIES  
**MR. KAMAL UPRETI,**  
ASSISTANT PROFESSOR,  
DELHI INSTITUTE OF ADVANCED STUDIES (DIAS)

Cost-estimation is a major part of every type of the projects management. Precise Cost-estimation helps us to finish the whole the project within time and budget. Cost-estimation become very powerful as it may lead to unfavourable results if the forecast estimates are wrong. The cost-estimation model is based upon the size-estimation of the project, which works on lines of codes (LOC) and function point (FP)s (FP) as metrics. The Software researchers are providing many Cost-estimation techniques for several decades. There are various techniques for executing the software cost-estimation, which includes expert judgements and algorithmic models. This paper supplies an overview of existing software cost-estimation models and its techniques. For this work, we have knowledge of all obtainable techniques and the tools. This paper focuses on the common overview of Cost-estimation dissimilar techniques and metrics including latest trends in this field.

### **A REVIEW OF APPLICATIONS AND CHALLENGES IN VIRTUAL REALITY**

**MS. CHARRU HASTI,**  
ASSISTANT PROFESSOR,  
DELHI INSTITUTE OF ADVANCED STUDIES  
**SHIKHA SINGH,**  
STUDENT,  
DELHI INSTITUTE OF ADVANCED STUDIES

Virtual reality is computer generated simulation of a three dimensional image or environment that can be interacted with



a person using software. Virtual reality uses different software and virtual devices to replicate a real environment. This paper provides a short survey on virtual reality technology. It describes a historic view of VR. The paper then focuses on enabling technologies, applications in virtual reality, and virtual reality devices. The paper then proposes a few more applications where the virtual reality technology can be put to use. The paper also summarizes the security issues and challenges faced in implementation of secure virtual reality applications.

### CASE STUDY ON ISSUES AND CHALLENGES FACED BY PAYTM

**DR. PRATIKSHA TIWARI,**  
ASSISTANT PROFESSOR,  
DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI  
**MR. RAHUL SRIVASTAV,**  
STUDENT, DELHI INSTITUTE OF ADVANCED STUDIES



The case study pose a strategic question on whether the Paytm will be able to survive in future or not. Whether they have scope in future or they have to shut down there working. The case study shows the problem and issues which are faced by the Paytm during its working. This case study also shows the losses which is faced by the company due to frauds in internal management and also how they lose the confidence of their customers. Digital payments & commerce platform Paytm saw its net losses climb four fold to Rs 1549 crore for

the year ended 31st march 2016, according to documents filed with the registrar of company the company had reported a loss of Rs 372 crore a year ago in 2015 compared to a profit of over Rs 5 crore during financial year ended 31st march 2014 as cashbacks, marketing & discounting have hit the company over the past two years.

### A STUDY ON CONSUMER DURABLE PRODUCTS WITH INFLUENCE OF DIGITAL MARKETING IN LLOYD'

**RICHA ARORA,**  
ASSISTANT PROFESSOR,  
DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI



Digital Marketing is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, and TV and radio advertisement. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." Lloyd Group is an established diversified Engineering Group with a history of over 60 years in business excellence. It is an acknowledged name in Heating, Ventilation, Air Conditioning & Refrigeration (HVAC & R), Defence Equipment and



Consumer Durables. The main purpose of the study is to analyze the approach which helps them to get more business and to study the growth of Digital Marketing. To meet the objectives, the study used qualitative research. The descriptive study was done through a review of existing literature that helped in validation and extraction of the important variables and factors. Lloyd is a consumer durable product brand which shows the complete process of how they work at each functional level, especially about the Digital Marketing as it entered this platform recently. It is a basic process for which intensive research is to be conducted to find out the target audience, clients, etc. The business development process starts from research and ends at project closure. This project has made clear the various key-points which are to be considered in promoting and selling a consumer durable product online.

### THE COMPARISON OF MACHINE LEARNING MODELS TO PREDICT INDIAN INFLATION RATE

**MS. CHESHTA SONI, MR. KUNAL DARGAN,  
MS. NIDHI SAKARWAL, MR. NIKHIL GUPTA,**

STUDENTS, KESHAV MAHAVIDYALAYA,  
UNIVERSITY OF DELHI

**MS. ASTHA GOYAL,**  
ASST. PROFESSOR, KESHAV MAHAVIDYALAYA,  
UNIVERSITY OF DELHI



Inflation Index is one of the most important measure of a country's financial growth. It reflects the market conditions of an economy and helps measure and regulate the market, to

suit the economy. Prediction of inflation index plays a vital role in planning of cost models for the corporates. This prediction is important and difficult task, as it requires analysis of time series by the Reserve Bank. Government's Policies are affected by the changes in purchase power of Rupee and Inflation Index. The research reported in this paper aims to investigate and compare the potential of artificial neural networks (ANN) and other machine learning techniques such as Logistic Regression, K-Neighbors, SVM (support vector machine)etc. in solving the forecasting task as a general case, when the time series inflation index (annually) is provided i.e. using the previous year's data . In this Researcher paper, we have considered several economic variables of which, we have tried to cater few data parameters by checking their dependency on the inflation index. This dependency is evaluated through Correlation factor. The comparative analysis through RMSE (root mean squared error) leads to the conclusion that which of proposed models can be successfully applied to forecast the financial data. Proposed models are implemented through Open source libraries in Python: Sklearn and Tensorflow, which provides precompiled tools for scientific analysis of data.

### VOTE OF THANKS BY

**DR. BARKHA BAHL**  
EVENT IN-CHARGE



Dr. Barkha Bahl, the Event In-charge extended her heartfelt thanks to the distinguished guest for agreeing to be the



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

Dr. Bahl expressed her deep sense of appreciation to the co-

ordinators, Ms. Charru Hasti and Ms. Anjani Gupta for their involvement and willingness to take on the completion of tasks beyond their comfort zone for organising the event right from the beginning. She thanked her colleagues and staff members for their whole hearted support. Lastly, she thanked the sponsors and all the students for participation in the coordination of the event, and being patient listeners and expressed her expectation to receive the same efforts from all in the future events to come.

## DISTINGUISHED

## GUESTS' OPINE

### **SANJAY YADAV** TECHNICAL MANAGER, WELGIS, NOIDA

Good to see student performing. Practice makes a man perfect so doing this make them, at good level. Best of luck to all of them.

### **MS. USHA SAXENA** TECHNICAL DIRECTOR, NATIONAL INFORMATICS CENTRE, NEW DELHI

Very nicely organized and managed. Enriching experience. Wishing all the best to all students. Thanks to the faculty and management.

### **DR. P. K. SAXENA** SCIENTIFIC CONSULTANT PSA TO GOI FORMER DIRECTOR SAG DRDO

Extremely happy to be here to participate in the National Conference. Nicely organized event technically enriching experience. Would like to visit again & engage in Technical activities/ projects.

### **PRANEETH PENTAKOTA** IT BUSINESS PARTNER PHILIPS LIGHTING INDIA

Great feeling to give speech to students at a college level should explore latest technologies and level of open source courses.

### **YOGESH SINGH** VICE CHANCELLOR DTU, INDIA

Today I enjoyed every minute of the programme. DIAS is not new to me. I know DIAS through Prof. S. N. Maheshwari from its inception. Institute is doing extremely well and playing a pivotal role in shaping future generations. All the best & keep it up. May God give strength & glory to its teachers, students and management.

### **VANYA KAPOORIA** ABC CONSULTANTS NEW DELHI

Great Experience to be back in college. It was a great opportunity to connect with the students and learn more from them. Would surely like to come back.

### **CA T. S. Vishwanath** INDIA SIDE-INDO UK TASK ON ACCOUNTANCY AND FORMER PRESIDENT, ICAI

I was indeed pleased to join the discourse of Dias International Conference and gave me insight into the vision of high quality education, research and academic base international with practical realities by trustees of trust and the academic resource. Dr. S. N. Maheshwari has really translated his lifes labour of love into his evolution of a fine institution. I wish every success to DIAS in its endeavour.



**SANDEEP PARWAL, MANAGING DIRECTOR,  
SPA CAPITAL SERVICE LTD., NEW DELHI**

It was a wonderful experience interacting with the DIAS Management and faculty with students on this International Conference on globalization. The event is very meaningful and timely specially in these times of disruption. I wish the DIAS term and students best for the future.

**SHARAD MAHESHWARI,  
INTERNATIONAL FINANCE MANAGER, BUMIARMADA LTD.  
KUALALUMPUR, MALAYSIA**

It was a great experience interacting with the distinguished guests and management of DIAS and students. The event was very educative and relevant for our time.

**GAURAV VOHRA  
PARTNER, ACCOUNTING ADVISORY SERVICES, KPMG**

It was a pleasure presiding over a very well organized & attended session on Global Transformation. Very good presenters & arrangements. A good institution. All the best for future.

**SUNEEL MAHESHWARI  
PROFESSOR, INDIANA UNIV. OF PENNSILVANIA, USA**

Overall, a great learning experience. The conference team organized every aspect of conference very well. A good group of students and faculty, who made the conference session very interactive.



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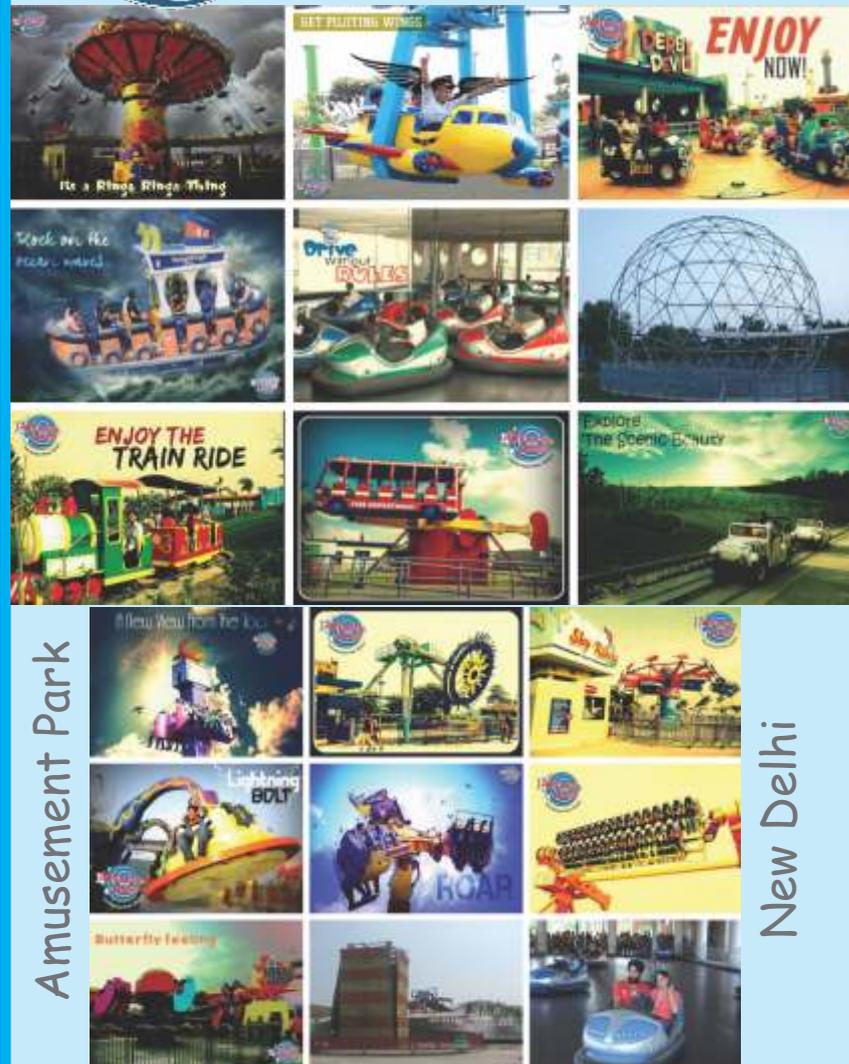


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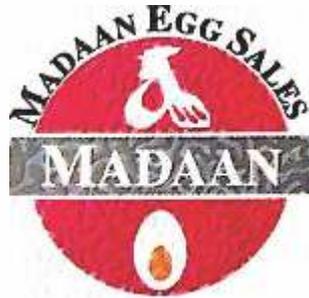
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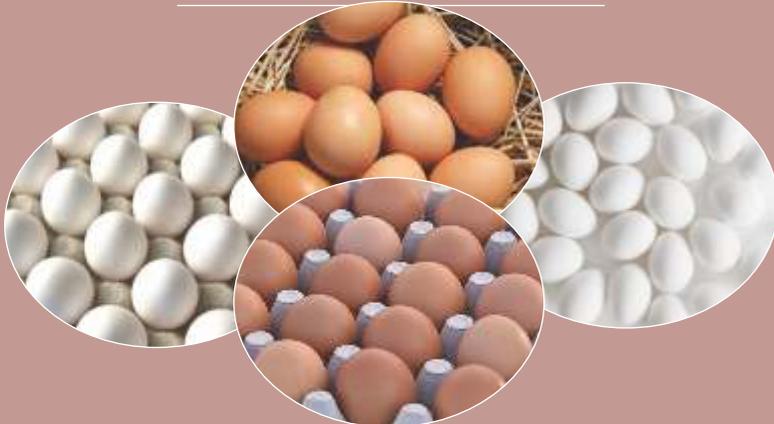
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