

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

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Mega Events Special

National Conference
Techno Tryst 2018
Ecstasy 2018



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From the Editor's desk

Dear Readers,

“The mind is not a vessel to be filled but a fire to be kindled.”

-Plutarch

Creativity is the primary driver of innovation, an occurrence whereby something new and valuable is created. It is also the qualitative impetus behind any given act of creation. Without creativity, innovation wanes, therefore choking the progress and growth of businesses.

To fulfill this aim of creating a learning and creative environment, DIAS has organized an International conference on 'Augmenting Competencies and Strengthening Organizational Strategies: Vision India' on 3rd February 2018. The conference provided a platform for academicians, consultants, practicing managers, research scholars, industry experts from all walks of society to actively participate and exchange their views on the contemporary issues faced by the world economy. Distinguished speakers with their silver words gave global exposure to the young minds who attended the conference.

The Institute's 14th Annual Fest ECSTASY took place on 24th March 2018 provided an effective platform for students to unleash their creativity and showcase their talent. India is one of the youngest nations in the World, with about 65 per cent of the population being under 35 years of age. Empowered youth is energetic, vibrant & passionate. With this idea the theme of Ecstasy-2018, was “Youth- Unleash the Potential” with a purpose to reflect the promotion of youth rights, youth activism and role of youth in community decision making as they are the leaders in the making.

The National Seminar 'Techno Tryst 2018' on “New India and Digital Revolution: Impact on Economy, Society & Business” was organized on 31st March 2018. The seminar provided a platform to deliberate upon the initiatives for developing New India, which includes the potential strategies, policies, schemes and technological advances being adopted to reach the Vision 2020 of the New India.

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 throughout the quarter.

Ms. Pragma Jayaswal
Asstt. 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, BBA and B,Com(Hons.) 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. DIVYA MOHAN, FACULTY, DIAS

- 1. Presented Research Paper on "An Empirical Study of Spirituality in the Workplace" in International Conference on Disruptive Technologies: Path Ahead 2023 held on 12-13 April 2018 at RDIAS, Rohini, Delhi.

DR. URVASHI GHAI, FACULTY, DIAS

- 1. Presented Research Paper on "An Empirical Study of Spirituality in the Workplace" in International Conference on Disruptive Technologies: Path Ahead 2023 held on 12-13 April 2018 at RDIAS, Rohini, Delhi.

MS. PRAGYA JAYASWAL, FACULTY, DIAS

- 1. Paper titled "A Conceptual Study on Application of Green Marketing in India" presented at XIX Annual International Conference "Managing Digital Revolution: Inventing

Future India" at Delhi Technological University organized by Delhi School of Professional Studies and Research on January 5-6, 2018

- 2. Paper titled "India's Way to Smart Education Swayam: India's MOOCs Initiative" presented at National Seminar on "Emerging Dimensions of Indian Business and Economy: Pace and Pattern" organized by Department of Commerce, Sri Aurobindo College University of Delhi on February 23-24, 2018.
- 3. Paper titled "Revolutionizing the Buyer's Journey Online: Augmented reality in E-tailing" presented at National Seminar - "Techno Tryst 2018: New India and Digital Revolution: Impact on Economy, Society & Business" organized by Delhi Institute of Advanced Studies, on March 31, 2018.



Placements at DIAS

With the start of New Year, MBA placements for the Batch 2016-2018 have also augmented. Companies like S&P Global Market Intelligence, Moodys Analytics, Taskbucks, Liberty, Protiviti, WNS, Naukri.com, ICICI Securities, Securenow are few among the many names to provide placements to our students. The placement activities for the next batch 2017-2019 have already started with the conduction of personality development sessions by MRSTraining Services. 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.

Training and Placement Cell is committed to provide all possible assistance to the students in their efforts to find employment. The benefits of this assistance are reflected in the preparation of students who have been able to secure lucrative and esteemed positions in recent years. Keeping in

view the industry requirements, the training curriculum is designed for preparing the students to gain easy entry into the industry of their choice.

The Training & Placement service operates year-round to facilitate contacts between companies and students. The aim is to ensure that students have the information and skills necessary for finding a job suitable as per their requirements.

Taking things forward, the placement cell activities are in full swing with a plethora of companies inviting students to take part in their respective recruitment drives. A number of companies where students have already been placed include Trigent, NEC Technologies Pvt. Ltd., Successivesoftwares.com, Dravito Technology, Parametric Technology Corporation, Neurosoft Tech Private Limited, etc.

New Staff Members

We welcome the following faculty members to DIAS fraternity.



DR. HARSH VARDHAN KOTHARI

Dr. Harsh Vardhan Kothari has done PhD from ICFAI University, Dehradun. He has background of working for 28 years in Manufacturing Industry. He holds Master of Management Studies from BITS, Pilani. He has also qualified NET. He has been Associate Professor at ICFAI Business School, Gurgaon, Reader & HOD, IME Sahibabad, and Deputy Director (CRC) & Reader, TIAS, Delhi. He has also been HR Consultant at SS Kothari Mehta & Company, Delhi and Visiting Professor at FMS DU, JIMS, GD Goenka World Institute, and Jamia Millia Islamia University, Delhi. His areas of Teaching, Training, Research, and Consulting are HR and Operations



MS. TANYA CHATWAL

Ms. Tanya Chatwal holds an M.com degree from University of Delhi. She has done her Honors in Bachelors of Commerce from Jesus and Mary College, University of Delhi. She has also qualified the UGC-NET in Commerce. She has worked in one of the most

prestigious Big Four Companies Deloitte & Touche for a couple of years.



MS. MONIKA SHARMA

Ms. Monika Sharma holds an MBA degree from Guru Gobind Singh Indraprastha University. She has done her B. Tech. in Electronics and Telecommunication from Guru Gobind Singh Indraprastha University. She has also qualified the UGC-NET in Human Resource Management. She has authored and presented papers at various National and International Conferences.



MS. TANUJA PURI

Ms. Tanuja Puri holds an M. Com degree from University of Delhi. She has done B. Com(H) from Daulat Ram College, University of Delhi. She has also qualified the UGC-NET in Commerce. She is currently pursuing DOEACC 'O' Level course from the National Institute of Electronics & Information Technology (NIELIT).



MS. SAUMYA CHATURVEDI

Ms. Saumya Chaturvedi holds an M.com degree from University of Delhi. She has done her Honors in Bachelors of Commerce from Shri Ram College of Commerce, University of Delhi. She has also qualified the UGC-NET in Commerce

and has been in this profession for more than a year now. She has written and presented a number of papers in several conferences. She has also written several books on Micro Economics, Indian Economics, Insurance and Risk Management, Banking and Insurance and Investing in Stock Markets. Ms. Saumya has also cleared several papers in Actuarial Science from The Institute and Faculty of Actuaries, UK.

Activities

at DIAS

PERSONAL INTERVIEW SESSION



MBA students was organized on 16th January 2018 by the Student Industry Interface Forum. The guest for the session was Mr. Manish, Director and Chief Training Analyst, MRS Training 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 it helped the students to understand the importance of being well-prepared for the interviews.

ALUMNI INTERACTION SESSION FOR MBA FINANCE STUDENTS

The placement season at DIAS is about the fulfilment of dreams of the students by getting the right job and DIAS

Placement Committee is always ready to provide them helping hand. The committee, invited Mr. Saad from WNS and Mr. Avi Nagpal, Analyst, RNM Associates in order to assist the MBA Finance students for their futures placements on 19th January 2018.

The objective of the session was to make the students aware about the content and how and from where students can prepare for the interview. They also suggested the websites from where they can take help in brushing their skills for the interview and also gave some topics which will help students in preparing for the interview. They discussed regarding the process of placements and the work culture at their respective organizations, giving an overview to the finance students about the life in the corporate world.

The alumni members shared their experiences and the problems they faced when they were in the same shoes as that of the students. The fluctuating trends of economy, the changing corporate culture, changing attitudes or expectations of employees and employers, pressure of performance were the highlighted discussions for the session. The students raised their doubts, dilemmas and fear and all of them were addressed in the most fruitful and possible way by the alumni members. The audience was more motivated, confident and clear about their future prospects after attending the session. The right guidance and connectivity with the speakers decide the overall success of any session and this was no exception.

INDUSTRIAL VISIT TO ELECTRONICS NIKETAN

An Industrial visit on 2nd February 2018 for MCA IV Semester students of Delhi Institute of Advanced Studies was organized to Electronics Niketan, Delhi to make students aware about Digital India Programme of Government of India. The program basically aimed at inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc.

During the industrial visit the students were made to focus upon three key areas Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital



Empowerment of Citizens The visit brought about the sight on various launched products/projects by Government of India on making a digital India as a successful India.

Also, students gave a demo of super computer model, projects/application developed and deployed by students of IITs and other reputed academic Institutions. The company representatives explained each of the government projects in detail with live demo and invited student's suggestion for each of these projects. Students showed their interest in the discussion by putting forward queries as well as giving suggestions on some very serious issues related to digital India mission like creation and deployment of projects for mobile and online applications, problems in unreachability of government programme benefits in rural areas.

Students had also gone through quiz session where they were asked to answer questions based on the topics covered in the session. Winning students got awarded with prizes.

The visit was very informative and useful for all students as they were made aware about many services and related web sites including health, education, agriculture, banking, etc. being started and provided for citizen's welfare by the Government of India as a part of Digital India Program.

GUEST LECTURE ON QUANTITATIVE APTITUDE

DIAS organized a "Quantitative Session I" for MCA IV students on 6th February 2018 wherein the resource person was Mr. Ankit Jindal.

It was the first session for MCA IV semester students. The topic covered were Time and Work and Time and Speed. Time & distance is defined as the amount of distance travelled in the unit time, i.e. distance per unit time. It is also a scalar quantity and is denoted by "r" or "s". The rate is measured in meter per second, kilometer per hour, or miles per hour. Time and speed concept can be understood as the average speed of an object in an interval of time is the distance travelled by the object



divided by the duration of the interval; the instantaneous speed is the limit of the average speed as the duration of the time interval approaches zero.

The session was an interactive one which helped students as there were practical questions that were given to the students as well. It helped them gain conceptual clarity.

CAREER AFTER MBA

A session was conducted by Mr. Manish, Director and Chief Training Analyst, MRS Training Services for the second semester students of MBA on 8th February 2018 to encourage students to ponder about their career after MBA. The trainer discussed about the career opportunities currently available in the fields of Marketing, Finance, Human Resource and also discussed regarding the various portals for job searching. Several important points about deciding career,





improving the communication skills and developing the personality were also discussed.

CRACKING THE CODE OF SUCCESS

The college organized a session for BBA and B.Com students on 9th February 2018. The session was conducted by Ms. Niti Bhardwaj, Corporate Trainer, Smart Leap. The speaker discussed about the ways in which an individual can improve his or her personality and gave an overview of different types of personalities. The session was very interesting as it helped the students in understanding ways of improving confidence through building their persona in a better way. The speaker made students understand about various aspects related to a person's personality and where do the students stand in terms of their goals for the coming 5 years. The session helped students understand how to attain these goals by asking questions related to their personality type.

MAKE WAY AS I PRESENT

DIAS organised a personality development session on "Make



Way as I Present" on 9th February 2018. The session was conducted by Ms. Niti Bhardwaj, Corporate Trainer, Smart Leap. 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. The trainer enlightened the students on how to make better presentations. 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.

GUEST LECTURE ON QUANTITATIVE APTITUDE II

Delhi Institute of Advanced Studies organized a guest lecture on "Quantitative Aptitude" on 13th February 2018 wherein the resource person was Mr. Ankit Jindal.

It was the second session conducted for the MCA-IV Semester students. The topic for the session was Boat and Streams, Time and distance, Trains and Capital Ratio. The resource person provided the students with study material in the form of sheets, which contains questions regarding the topic. Initially, the basics related to the topic were covered. Further, the resource person asked the students to start solving the questions. It was a very helpful Quantitative class for the students. The session was very interactive.

GUEST LECTURE ON CLOUD COMPUTING

DIAS organized a guest lecture on "Cloud Computing" on 13th February 2018 wherein the speaker was Mr. Chirag Gupta, Principle Software Engineering Manager at Microsoft. He enlightened the audience with his experience and knowledge.

It was a 3 hours session conducted for MCA students. Firstly, the students were told about is cloud computing. He mentioned that it is the practice of using a network of remote servers hosted on the Internet to store, manage, and process



data, rather than a local server or a personal computer. The students were familiarized with the types of cloud like IAAS, PAAS and SAAS. After the basics he introduced the students with a new tool BOT Testing. Step by step he told us how we can create a BOT.

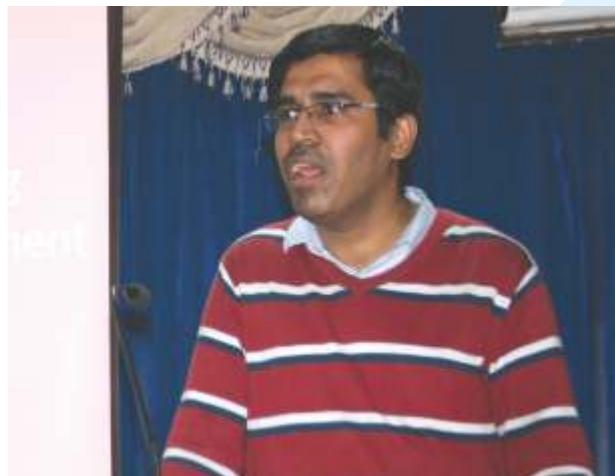
The students were able to grab the concepts very easily. The session was very interactive, students were participating by asking their doubts from the speaker. At the end, the students were also told about the companies which are doing good in cloud computing. He also gave some new projects ideas on which students can work.

CAREER OPPORTUNITIES IN BANKING AND FINANCE

A session on “Career Opportunities in Banking and Finance” was organized for MBA second semester students on 17th February 2018. The session was conducted by the trainers from Times Group. This session highlighted the various career prospects available to students in the areas of Banking and Finance after their MBA. The application process of various Government examination in the area of Banking and Finance were discussed to help the students in grabbing the opportunities in the Public Sector.

MOCK INTERVIEW SESSION

DIAS organized a “Mock Interview” session for MCA IV students on 17th February 2018 wherein our Alumni Ms.



Bharti Chauhan, IT Analyst, NCR Corporation and Ms. Aastha Gupta, Software Engineer, NEC Technologies and Mr. Rishabh came for the session.

All the three alumni took the interview of the students. They asked the students for their resumes and before starting the interview then went through the resumes of the students. Then they started the interview by asking the student about





their introduction. They asked many questions which are very important from the perspective of the interview they the interest areas of the students, technical knowledge about the subjects, the projects completed by the respective student.

All the three alumni guided the students on how to update their resume to do more projects, do some new course with respect of the interest area of the student so that the resume of the student can be differentiated from that of the other student. The students ask their respective queries from the alumni regarding the interview questions, jobs, internship. The alumni motivated the students to start working on themselves and choosing the line for them.

GUEST LECTURE ON QUANTITATIVE APTITUDE-III

DIAS organized a “Quantitative Session-III” for MCA IV students on 20th February 2018 wherein the resource person was Mr. Ankit Jindal.

It was the third session for MCA IV semester students. The topic which was covered in the session was Number System. In this session the previous class doubts of the students were discussed by the resource person. The session started with the students being provided with study material in the form of sheets, which contain questions regarding the topic. Basic



concepts related to binary system and hexadecimal number system were discussed initially to make the students comfortable with the topic.

The binary system is a number system where numbers are represented using the digits 0 and 1. It is used in the computers, since they work with two voltage levels, and thus their natural number system is the binary system (1 - ON, 0 - OFF).

The hexadecimal number system or hexadecimal system (sometimes shortened as Hex) is a number system that uses 16 symbols: from 0 to 9 and A, B, C, D, E and F. Its current use is highly linked to Computer Science, since the computers use the byte or octet as a basic memory unit. Since a byte has 8 bits, they can be represented with two hexadecimal digits.

The session ended with question being put forward by the students which helped them seek practical knowledge related to the topic.

ALUMNI INTERACTION FOR MBA 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. Ms Bhawna Warikoo, Research Associate, S&P Capital IQ was invited to interact





with the current batch on 24th February 2018.

Ms Bhawna Warikoo elaborated upon the implication of preparations for placements and what is expected from a new entrant in the industry. She also discussed the importance of doing internships and suggested that it is essential for the students to be proactive and complete their live projects and internships sincerely to grab good opportunities after MBA.

The objective of the session was to make students aware of the content which they should study for their interview. The best thing about the session was the queries of each specialization were catered by our alumnis. The students learned a lot from the session and they all felt very encouraged and motivated. This session helped the students by giving them an exposure to the real corporate world waiting for them outside the cushioned boundaries of the college life.

ELECTRONIC PAYMENT SYSTEM WORKSHOP

DIAS organized a workshop on "Electronic Payment System" on 24th February 2018 for MCA-IV and MBA-II semester students. The workshop was conducted by Mr. Lalit Mehra, Senior Tech Lead at Paytm. An Avid Programmer and an E-commerce Professional, he introduced the students to the concept of Electronic Payment System and its practical usage



in today's world.

The session was conducted for 2 Hours where in the speaker made students understand that the electronic payment system has grown increasingly over the last decades due to the growing spread of internet-based banking and shopping. As the world advances more with technology development, there



has been a rise of electronic payment systems and payment processing devices. As these increase, improve, and provide ever more secure online payment transactions the percentage of check and cash transactions will decrease. The audience was



also informed about the precautions needed to be taken care of while using electronic payment system as a means of conducting online transactions.

The workshop was extremely helpful for the students to understand the working of the electronic payment systems. At the end of the session the students got the opportunity to clear their doubts through a question answer session.

INDUSTRIAL VISIT TO MOTHER DAIRY

Students of MBA II semester of Delhi Institute of Advanced Studies got the opportunity to go for an industrial visit to Mother Dairy manufacturing plant in Patparganj on 28th February 2018. Mother dairy markets approximately 3.2 million liters of milk daily in markets of Delhi, Mumbai and Hyderabad. The plant is located within the ambit of lush green environment and has state of the art technology.

The Factory Operations Manager gave a presentation related to the history of Mother Dairy Plant. He told students about the white revolution and primitive and newer modes of milk collection and distribution. He also told about the actual milk

processing capacity of the plant with the significance of the steps in processing.

Further, a small documentary film of Mother Dairy Plant was shown, which depicted the process of milk production. Students also interacted with the staff of the Mother Dairy Plant and were shown videos and presentation of the drink. The process in the making is totally automated and is internationally designed keeping in mind the hygiene standards. Students enjoyed their visit and asked numerous questions. The visit was a great learning experience for the students and the students enjoyed themselves thoroughly.

EFFECTIVE RESUME BUILDING

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. A resume building



session was organised for its MBA second semester students by DIAS on 15th March 2018. The session was organised by a





renowned trainer Mr. Manish, Director and Chief Training Analyst, MRSTraining services. The trainers shared various tips and tricks of building an effective resume. It helped to build the confidence of the students and also provided them vital information related to the expectations of the corporate world.

CREATING AN EFFECTIVE RESUME

DIAS being a professional Institute conducts and creates many opportunities for its students. A resume building session was organised for BBA fourth semester students by DIAS on 16th March 2018. The session was conducted by Ms. Niti Bhardwaj, Corporate Trainer, Smart Leap. The session also aimed at apprising the students with significance of being confident in the interview and concentrating on the enhancement of communication skills. The session proved out to be an enlightening affair for the students. Students were asked to introspect their weakness, strengths and areas of improvements and then were asked to prepare their resumes in the Computer Lab in front of the trainer. The session proved to be an enlightening affair for the students. All the students thoroughly enjoyed the session conducted on resume building.

EMPLOYABILITY TEST BY ASPIRING MINDS

Aspiring Minds is India's leading talent assessment company helping Enterprise, Government and Academic Institutions globally to measure and identify talent. They understand that finding the right talent is the overarching initiative that supports organizational growth and stability.

Delhi Institute of Advanced Studies conducted the AMCAT assessment test by Aspiring Minds in its campus. The test was conducted on 16th March 2018. The AMCAT is a computer adaptive test which measures job applicants on critical areas like communication skills, logical reasoning, quantitative skills and job specific domain skills thus helping recruiters to identify the suitable candidate. While most aptitude tests only measure a test taker's verbal comprehension and reasoning





abilities, the AMCAT additionally evaluates personality traits and domain skills, thus becoming an ideal test to match jobs to candidates.

Post the test, AMCAT also helps match candidates with suitable jobs based on their performance on the test. The AMCAT is fast emerging as an industry benchmark with 700+ companies using it as a compulsory testing mechanism for entry level roles. We work alongside industry leading names like Accenture, Snapdeal, Axis Bank, Tata Motors, ITC and many more. Our client list covers multiple industries like IT Services, Banking & Financial Services, Automobiles, Telecom etc.

DIAS students through this test were able to identify their strengths, weaknesses and their key improvement areas so that they could work on it and at the same time can have some insight on how to develop a greater knowledge of the job quickly, make effective decisions, successfully reason and solve problems and respond appropriately to new or complex situations. The test provided a window for knowledge enhancement of the students.

INDUSTRIAL VISIT TO COCA-COLA

Delhi Institute of Advanced Studies had organised an industrial visit to Coca-Cola industry on 28th March 2018 for the

students of BBA 2nd semester.

The aim of this industrial visit was to acquaint the students with the various operations undertaken at the plant. The students were taken to the conference room at first, then were divided into the groups of 10-12 students, each group having a faculty (guide) with them, who explained to them about all the functions conducted there. Before taking the students to the working areas all of them were given a headcover each which showed the particularity about the cleanliness.

The students were explained about all the processes, like, the cleaning of bottles, the use of water, the making of bottles, to maintain the temperature of each machine, maintenance of machines as well as the products. They also explained us about their marketing strategies. They also keep launching new packs and brands, coupled with a competitive pricing strategy based on a balance of value pricing and eliminating waste. The industry truly focuses and sticks to the principles of safety, profitability and solid governance to claim sustained growth.

It was a good experience visiting the industry not only was it a fun activity but it also helped in gaining knowledge about the industry.



DIAS

Eco Club

A VISIT TO KAMLA NEHRU BIO DIVERSITY PARK

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, to get aware and preserve the ecosystem for us and for our upcoming generations.

A visit to Kamla Nehru Bio Diversity park was organized by the Eco Club of DIAS on Friday, 19th January 2018 to acquaint the students with the environmental issues and concerns and have a deep understanding and learning of the nature. The head official of the park not only guided through the pathways of the forest but also made learn about different species of flora and fauna present in the forest.

There is an absurd tomb like structure at the entrance of the forest. Due to the ambiguous structure of that small ancient monument, people named it "Bonta" and the national park is thus referred as "Bonta" park. It is known that the King at ancient time used to keep the refugees inside that small tomb

like structure. There was an artificial lake that was made for all the animals living in the forest. Students came to know about characteristics and specifications of different trees. They were also made aware of various trees and plants like Keeker tree, Neem tree, Kesia tree, Bagan veliya tree, Gulmohar tree etc. Two faculty members – Dr. Divya Mohan & Ms. Monica Dhiman along with 60 students visited the park.

BEST OUT OF WASTE- "SALVAGE"

Best out of waste event that is "SALVAGE 2018" was conducted under the Eco Club on 16th February 2018 at Delhi Institute of Advanced Studies. It was an inter college competition in which 25 teams from different universities like Delhi University, Guru Gobind Singh Indraprastha University, Indian Institute of Technology, Delhi Technological Universities etc. participated. Participants made creative things out of the waste material. The duration for the event was 90 mins.

The event was judged by Ms Jolly Rohatagi, a Graduate of College of Arts New Delhi, and University of Manitoba Canada, trained as a professional artist. She has worked all over India and intensively with Tribal population, rural people,





migrant and displaced people in the last three decades. Currently working as visiting Associate Professor of Design Environment at Indian Institute of Architecture and Design-IIAD Earlier, she has also previously worked at the Pearl Academy as Associate Professor of Culture studies – for ten years. Ms.Tripti Mishra, Associate Professor of Delhi Institute of Advanced Studies was the internal judge.

The Cash prizes for the winners were Rs. 1500, Rs. 1100 and Rs. 700 and participation certificate was given to each participant of the event. First prize was given to the team Saloni Garg and Sonali, Vivekanand Institute of Professional Studies, affiliate of GGSIPU, New Delhi, second to the team of Saumya and Srishti S, Delhi Institute of Advanced Studies, affiliate of GGSIPU, New Delhi and Third was given to the team of Rukayya and Pooja of Vivekanand College, Delhi University, Delhi. The event was a big success.

SPORTS MEET

“Sports create a bond between contemporaries that lasts a lifetime. It also gives your life structure, pure fulfillment that few other areas of endeavor provide”

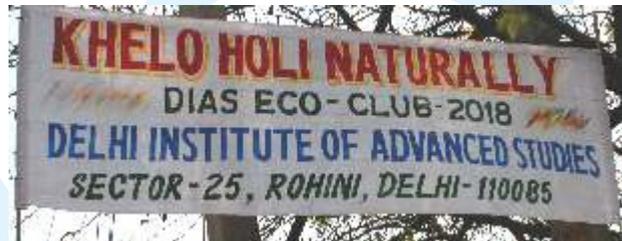
DIAS organized a INTRA College Sports meet for students of





MCA, MBA, BBA and B. Com (H) on 24th February 2018. Many sports competitions were organized in Sports meet like - Fitness Challenge, chess, cricket, Badminton, Table tennis, Carrom. Students participated with full enthusiasm. The matches were played under the guidance of Students Co-Ordinators & Faculties. At the end of the match, certificate & medal were presented to the winners by the Director of DIAS.

HOLI CELEBRATION



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.

WOMEN'S DAY CELEBRATION

Eco CLUB along with Kartavaya society celebrated Women's Day on 8th March 2018 in the institute. For this purpose, several activities were organized like Debate Competition in which students from various courses participated. Topic of the debate was "Women Empowerment". Some participants argued in favor of the topic and some in against. The winners for the competition were identified and awarded. Poster making Competition on the topic "Women In 21st Century" was organized and two winners were decided and awarded.

NATIONAL CONFERENCE

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NATIONAL CONFERENCE

"AUGMENTING COMPETENCIES AND STRENGTHENING ORGANISATIONAL STRATEGIES: VISION INDIA"

I have a vision of a Modern India. I have embarked on a huge mission to convert that vision into reality. My mantra is Development.

-PM Narendra Modi

The generated free flow of capital promoting a more robust and competitive Indian market. The Rainbow Power of India, as envisaged by Shri Narendra Modi, is the fulcrum of most initiatives in the lead to drive the vision of a secure, prosperous and capable nation by 2022- the platinum jubilee year of Indian independence. The seven focus areas embraced are knowledge, democracy, natural resources, agriculture, women empowerment, youth power and India's rich cultural heritage for creating a new India where the poor do not want anything by way of charity, but seek opportunity to chart out their own course unparalleled developments and reforms in telecom, infrastructure, financial and industrial sector has Initiatives such as Goods and Services Tax (GST), Demonetization, Digital India, Skill India, Insolvency and Code, Passing of Black Money Bill, Jan Dhan Yojana, LPG Subsidy Reforms, Industrial Corridors and Smart Cities etc. are being viewed as economic game changers offering new possibilities to realise the goals of Vision India. India's struggle with the downside risks like cross border terrorism and tension with neighboring countries, the rising employability of population, demands lowdown has made the development task to 2022 challenging. The only way for the organisations to move forward in this cutting-edge environment is using technology to convert their core competence into competitive advantage and developing strong policy action across multiple economic and social sectors so that the challenging development task to 2022 becomes achievable.

To address the challenges and the opportunities through different strategies and models, in the volatile and uncertain environment, every organization needs to diagnose and understand the complexities of market expectations. Modi's vision of New India by 2022, has coined sizeable reforms

destined to make lasting, rather than transitory, changes in the structure of the Indian economy and foresee the country as a dynamic and spirited entity in the truest sense of the word. Together, as the seven colours of the rainbow come together and brilliantly light up the sky, the Rainbow Power shall make India shine as a leader among the community of nations and help in promoting the economy to realize its growth potential and sustain the present growth.



Delhi Institute of Advanced Studies organized a National Conference on "Augmenting Competencies and Strengthening Organisational Strategies: Vision India" on 3rd February 2018 to deliberate on the effectiveness of the initiatives taken by government and corporate for realizing the goals of Vision India. The conference served as a platform for





discussing the challenges associated with the economic and business reforms initiative and helped in evaluating and searching gaps in the implemented plans. Measures were suggested to bridge the gaps for achieving organizational growth and new set of strategies were comprehended for future adoption.

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

The inaugural session commenced with lighting of lamp of knowledge by the Chief Guest Mr. Chetan Walia, Transformation Mentor, Dalmia Bharat Group, the Guest of Honour Mr. Vinod Jain, Hon'ble Chairman, INMACS and Dr. N. Malati, Director, DIAS.

WELCOME ADDRESS BY

**DR. S. N. MAHESHWARI,
PROFESSOR EMERITUS, DIAS**



In the backdrop of tough competition and LPG (Liberalization, Privatization and Globalization) wave sweeping through

countries across the globe more and more organisations are realizing that they cannot sustain their growth in the long run without augmenting their competencies and strengthening their organizational strategies on a continuous basis. The business leaders aspiring to be successful have, therefore to be on their toes constantly. They should always be thinking of something new, reinventing, branding their production and marketing strategies. Their presence as well as of their business organisations must always, be felt by the competitors. They should always be a force to reckon with under all circumstances. "Love me or hate me but you cannot ignore me", should always be their mantra for success.

Organisations need all support from the concerned Government to have a business friendly environment so that there is "ease of doing business". The present Indian Government headed by our Hon'ble Prime Minister Shri Narendra Modi is taking all proactive steps for removing red tape and laying out red carpet for persons interested in doing business in India. Shri Modi's Vision 2022 is for a New Inclusive India- i.e. an India for poor, middle class and women; an India where governance is responsive transparent and corruption free, an India which is one of the best places on the globe to live in and is proud of its leadership. For achieving this distinctive profile we have to perform reform and transform India's core competency in different areas viz Agriculture and Food Processing, Education and Health care, Information and Communication Technology, Infrastructure Development, Human Resource Management and Self-reliance in Critical Technologies. It may be noted that Vision India 2022, does not belong to any single party, Government or individual. It is a National Vision. Hence each one of us irrespective of our political ideologies, profession, religion, or age should come forward as One Nation to build a New India.

This is also definitely a challenge for our business leaders. They have to function more as effective business leaders as compared to efficient business leaders. This will require them to adapt to and adopt most innovative and contemporary business strategies to ensure that they constantly attain strengthen and achieve their business goals based on ethical business practices.

He conveyed a sincere message with all blessings to the young students, the aspiring future managers that they should remember the future is always created by innovators, thought-leaders, entrepreneurs, business strategists and managers who are willing to take risks. In the present growing



and vibrant economy there are vast opportunities for those who are willing to dream, work, sacrifice and are passionate for their goals.

Dr. Maheshwari, thereafter, introduced the guests to the august audience and welcomed them to the institute. He expressed his gratefulness to the distinguished guests, staff members, faculty and particularly to the event coordinators Dr. Shilki Bhatia, Dr. Anju Batra, Dr. Sandeepa Kaur, Ms. Monika and their team of cheerful and enthusiastic teacher-student volunteers who have organized and whole-heartedly worked for the success of the Conference.

INAUGURAL ADDRESS BY

**THE CHIEF GUEST, MR. CHETAN WALIA,
TRANSFORMATION MENTOR, DALMIA BHARAT GROUP**



Mr. Chetan Walia spoke on fundamental issues that affect people rather than on any specific managerial or organizational issues. He started his speech by emphasizing on the fact that people all over the world are trying to bring about

some change. He told the audience that he was intrigued with the concept of change and also by the fact that people were constantly wanting to bring about some kind of change. He said that people usually follow the notion that change can be brought about by doing something big and different. People all over the world want to do something purposeful and meaningful with their lives and they want to contribute in a manner that they can bring about some change in the world.

He asked the audience whether they could answer the question as to why people want to create change and how should they go about it? He emphasized on the fact that people are rather over obsessed with the concept of change. He said that if all of us are wanting to do something big and purposeful in our life, then it can be assumed that currently, we all have not yet found the real purpose of our existence. He said that people were looking out for opportunity where they can create something new and meaningful. He said the real point was to understand how to go about doing something purposeful and meaning to initiate change. He added that so was the obsession with change that even big business houses and educational institutes were flooded with change management theories.

He told the audience that he had, in his initial years of starting his career read that change means to alter or modify something that already exists. It also implies that some part of the old shall continue to be a part of the future. For instance, changing of a film camera to digital technology. He told the audience that change is the buzzword that brings about a functionality difference. Change has led to the creation of new things in defense, education and technology. However, going by the exact definition of change, nothing new has been created, only old things have been altered.

He told the audience that the human mind often confuses change with transformation. He said that an often-misused word in the world of technology and innovation is transformation. It is often said that if something is altered continuously it is transformation or in other words, exponential forms of change is transformation. However, surprisingly, nothing has really transformed in these 5000 years of human existence. To transform is to create something new that has never been seen, felt or heard of by anybody. He said that if we really want to transform ourselves, we shall have to think differently from what we have already created and then we shall be talking about transformation in the true sense of the word. He said that to



transform is to create something that till now does not exist. It shall take a lot of human patience, knowledge and effort to bring about real transformation which can truly alter the lives of fellow humans. The day humans can bring about such transformation, they shall truly move on the path of betterment and growth.

KEYNOTE ADDRESS BY

**GUEST OF HONOUR, MR. VINOD JAIN,
HON'BLE CHAIRMAN, INMACS**



I feel delighted to be amongst MBA students – Business leaders of tomorrow. Mr. Walia has talked about transformation for augmenting competencies. Competency starts from skill & knowledge, which if used efficiently & effectively may bring small improvement, change or innovation. We witness innovation in technology in manufacturing, services or medicine has brought huge functionality difference & has created billions of dollars making massive financial impact as well. But change cannot, be confused with transformation because whatever has been transformed in outer world is just an improvement. The world was suffering from hunger & wars 5,000 years ago & even today, there is no solution to violence. In spite of all technical advancements we are struggling with basic issues of food, employment & security. Human psyche has not transformed, because we are designed to alter not to be transformed. We are comfortable with predictable & incremental change & try to find an escape route in non-violence. We have failed to transform as we are not ready go beyond the construct. Today we are short of creators and

decision-makers as we have started following the west, a predictable & safe pattern. India has been a country which created, The First University, Game of Chess, Concept of zero, Ayurveda, trigonometry & USB ports to name a few.

In this world it is up to you to be a follower or creator. Just observe what is known already, apply your thinking & intelligence, develop an ability to look up things afresh and then transform, not only change.

VOTE OF THANKS BY

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



Crises and deadlocks when they occur have at least this advantage, that they force us to think.

-Pandit Nehru

The world is emerging to provide opportunities and challenges. The intricacies of the markets over the larger part of the globe are increasing every year and it is for the organizations to innovate, discover and augment business strategies for enhancing organizational performances and help the country achieve the vision India envisaged.

Further, welfare of people, particularly in India, continues to rise steadily. Technological innovation and scientific discovery are also proceeding at a swift pace. Growing competition from the private sector demands a pro-active outreach and marketing plan. Corporate leaders opine that to succeed in this age one needs to innovate technologies, strategies and business models.



Liberalization of economies and globalization of trade have forced organizations to gear themselves up for increasing competition. Organizations have been focusing on building core competencies to face competition. Some of the core competencies adopted by the corporate have helped them in adding customer value, differentiating between competitors and increasing the bottom line of business. The organizations have also seen paradigm shift in competing for core competence leadership. They are also focusing on creating assets and skills that are hard to imitate to ensure that organizations become immune to competition. But, this process should be continuous if the organizations aim to reach at the top.

People are an important component of every organization and today's managers must develop core competencies to survive and sail in the present day competitive world. Exploring new markets, employing attractive marketing strategies, keeping an eye on the demands of the customers and a constant vigil on the potentials of the product of the competitive firms are other pertinent issues. Technology also is an important enabler for surging ahead of competition. The changes brought forth on of account new governmental initiatives have also forced organizations to realign their strategies.

She thanked all the participants for coming from far and wide to present their work and to attend the conference and quench their thirst for knowledge. She expressed her gratitude to the management, event sponsors, organizing committee and students for making this event successful.

TECHNICAL SESSION I



The first technical session was chaired by Prof. Madhu Vij, Faculty, Faculty of Management Studies, University of Delhi. The Special Corporate Guest for this session was CA Amit Bhudhiraja, Practicing Chartered Accountant. The paper presenters in the first technical session discussed about Women Empowerment, Financial Inclusion in India, Green



Marketing, Education in India, Bitcoin, E-Consumers in India and on Foreign Direct Investment in India.

**ADDRESS BY
THE CHAIRPERSON
PROF. MADHU VIJ,
FACULTY, FACULTY OF MANAGEMENT STUDIES,
UNIVERSITY OF DELHI**



Dr. Madhu Vij, the Chair Person of Technical Session I of



National Conference 2018, taught about how a Corporate would align Competencies and Strengthen the Organizational Strategies. The focus for an Organisation is not only in field of Finance, Strategy or a particular area specific perspective. It has changed in context of the kind of events which were witnessed like Global Financial Crisis, more in terms of our thinking was a big impact but was not felt in India to that much extent which was observed globally.

Events like this also forced our regulators and policy makers to find out what can we do to realign our strategies to cope up with current scenario or how could we be more proactive enough. All that led to a lot of discussion that every B-School around the world should keep into consideration that there should be relook at the curriculum of management Schools, where would our students be lacking and to include that how could we make our students recession proof and there was discussion which went around all over the world like, best of B-Schools also discussed a lot and one thing which did emerge was that our students lacked in Risk Management and Scenario Analysis. Even if we look at Companies Act, 2013, it gives us special focus to Enterprise Risk Management. So, we had included Enterprise Risk Management even in our thinking. It's not only about finance, production, strategy or HRM. Its thinking about whole Organisation.

So, one should think about long term strategy of a Company regarding risk confronted. So, these areas should be taught to students and then align all our functions with our strategies. The other facts which we should include can be done by BOD (Board of Directors), when they asked the questions from the heads of different departments in an Organisation regarding their view points and various decisions regarding enterprise strategies. It could have led to mapped improvement by keeping informed the BOD about the changes in scenario and how the Organisation would cope up with the same. She elaborated in her speech that the topic and timing of holding the conference is very appropriate. As the topic of the Conference could be very rightly connected to real life and in alignment with disruptions and risk analysis in now-a-days which should be necessarily taught to the students.

**ADDRESS BY
THE SPECIAL CORPORATE GUEST
CA AMIT BHUDHIRAJA,
PRACTICING CHARTERED ACCOUNTANT**



Mr. Budhiraja spoke on the challenges faced by young entrepreneurs while establishing the startup. He also emphasized on the importance of understanding corporate culture & company work flow process.

Mr. Budhiraja stated that India is transforming rapidly. Many initiatives were taken by our government to make our country better and one of such initiative is GST bill. The GST bill is supposed to improve the Indian economy in coming years. According to the GST bill, all the complex and multiple indirect taxes were replaced by one ultimate tax which is GST.

He elaborated the supply under GST and highlighted the purpose of transaction as a significant contributor to GST. He also added that Goods and Services Tax (GST) is an indirect tax which has been implemented in India on 1 July 2017. The main objective behind the implementation of this tax is to make a uniform tax system in the country. Due to the implementation of the GST, incidence of tax evasion will come down in the country. So, GST will increase the total tax collection of the government.

Adding more to the discussion he differentiated between CGST, IGST and SGST. Central Goods and Service Tax (CGST) areas where the Central Government has the power to charge the Tax. State Goods and Service Tax (SGST) areas where the State Government has the power to charge the Tax. Integrated Goods and Service Tax (IGST) where the tax has been charged by states of the Indian union, initially it will



be collected by the union then transferred to the states.

Regular taxable person & Casual taxable person concept was also explored. A regular taxable person is required to be registered under GST and not classifiable as a casual taxable person or non-resident taxable person. Hence, regular taxable persons would be with a fixed business place in India. A regular tax payer enrolled under the GST composition scheme would be required to file monthly GST returns, maintain accounts as per GST Act, maintain a fixed place of business and comply with GST regulations. Casual taxable persons would find it hard to maintain a fixed place of business or file monthly GST returns continuously, as their business would be seasonal in nature with no fixed place of business. To accommodate the unique requirements of such taxpayers, special provisions have been provided under the GST Act for registration of casual taxable persons.

At the end he concluded that it is generally a misconception among people that GST is very complex and difficult to understand. We should not try to understand entire GST at one go rather we should try to see how it is affecting our day to day life and update our self regularly with recent amendments.

WOMEN EMPOWERMENT: TRENDS & CHALLENGES

**PREETY MEHRA, ASSISTANT PROFESSOR
ASIAN BUSINESS SCHOOL**



Ms. Preety started her presentation by explaining that women empowerment means emancipation of women from the vicious grips of social, economic, political, caste and gender-based discrimination. Women Empowerment itself elaborates that social rights, political rights, economic

stability, judicial strength and all other rights should be equal for women.

Land rights offer a key way to economically empower women, giving them the confidence they need to tackle gender inequalities. Often, women in developing nations and underdeveloped are legally restricted from their own land. Having a right to their land gives women a sort of bargaining power that they wouldn't normally have; in turn, they gain the ability to assert themselves in various aspects of their life, both in and outside of the home.

Improving education for women helps raise their levels of health and nutrition and reduces fertility rates. Education increases people's self-confidence and enables them to find better jobs, engage in public debate and demands government for health care, social security and other entitlements. In particular, education empowers women to make choices that improve their own and their children's health and chances of survival. Further, education empowers women to make choices that improve their welfare, including marrying late and having fewer children. Crucially, education also increases women's awareness of their human rights their confidence and their actual ability to assert those rights.

Women empowerment can be measured through the Gender Empowerment Measure (GEM), which shows women's participation in a given nation, both politically and economically. GEM is calculated by tracking "the share of seats in parliament held by women; of female legislators, senior officials and managers; and of female profession and technical workers; and the gender disparity in earned income, reflecting economic independence". It then ranks countries given this information. Other measures that take into account the importance of female participation and equality include: the Gender Parity Index and the Gender-related Development Index (GDI)

She concluded by saying that empowering women socially, economically, educationally, politically and legally is going to be a Herculean task. It is not going to be easy to change the culture of disregard for women which are so deep-rooted in Indian society. But it does not mean that it is implausible. Only revolutions bring changes in a day, but reforms take their time. This one, in particular, will take its time as well. The idea of women empowerment might sound hard by the yard, but by the inch, it is just a cinch. All we need is a concentrated effort focused in the right direction that would rest only with the liberation of women from all forms of evil.



**FINANCIAL INCLUSION IN INDIA:
A DESTINATION AT THE HORIZON MAHIMA RANA,
ASSISTANT PROFESSOR DEPARTMENT OF
COMMERCE, PG DAV COLLEGE, KARNAL**



Ms. Mahima, in her presentation, pointed out that with tremendous growth in digitalization of banking and payment systems, accessibility to financial services has become easier. Still, a majority of people in India remains excluded from this economic growth. According to World Bank estimates there are about two billion adults around the world without any access to bank accounts. In India, the Government and RBI have taken various steps to tackle this problem, but financial inclusion remains an issue. A sizeable section of the population, particularly financially weak and women, remain out of limits from banking facilities. This increases their vulnerability to exploitation at the hands of money lenders, corruption, and other evils of the society. In order to make India's growth inclusive, penetration of financial services sector into the remotest of locations is necessary. Her study aims to explain the need for financial inclusion and focuses on measures taken by the Government of India and the banking sector to bring inclusiveness in the Indian growth story.

She further stated that financial inclusion is no longer a choice. It is an objective which has to be achieved if a country wants to grow in the modern world. Provision of financial services has become a basic necessity because a country can advance in technology and be the innovation leader, but it will be developed and modern in the true sense only when every citizen has equal and undeniable access to basic necessities including financial services. Responsible achievement of inclusion is necessary in order to see productive results. The country has undeniably come a long way but a lot is still to be covered. The government and other authorities have to take well planned steps to create a sustainable growth for India. Supervision of proper implementation of schemes and programmes is necessary.

**INDUSTRIAL INITIATIVES AND REFORMS
IN GREEN MARKETING
DR. ANJU BHARTI, ASSISTANT PROFESSOR
MAHARAJA AGRASEN INSTITUTE OF
MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



Dr. Anju Bharti explained that green marketing is a part of the new marketing approach which does not just refocus, adjust or enhance existing marketing thinking and practice, but seeks to challenge those approaches and provide a substantially different perspective. Environment issues are seen everywhere in the world. These issues are very crucial i.e., global warming, waste disposal, climate change, and pollution etc. and influence our daily life. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services.

Green Marketing is still in the stage of childhood in the Indian industries. Lots of opportunities are available. This is the right time to go for Green Marketing globally. It will come with drastic change in the world of business only if all nations will make strict rules because green marketing is essential to save the world from pollution.

From the business point of view, a smarter marketer will be one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigour, as it has an environmental and social dimension to it. With the



threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad.

Ultimately, green marketing is for the consumers who needs a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even through governmental intervention. This is required to firmly lead the green marketing revolution. An environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion. Finally, it is the responsibility of consumers as well as of industrial buyers who can pressurise organizations to integrate the environment into their corporate culture, ensuring all organizations to minimize the detrimental environmental impact of their activities.

REORIENTING THE MANAGEMENT EDUCATION IN INDIA

MS. SWADHA AGARWAL,
RESEARCH SCHOLAR
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



With the liberalization of Indian Economy and IT revolution in the post-1990, B-schools have expanded scope of specialization in finance, and marketing areas during the last decade. The phenomenal growth of MBA or its equivalent Postgraduate Diploma in Management (PGDM) was largely triggered by the growth of corporate sector and industrialization in India. Since Business School graduates

played a critical role worldwide in building competitiveness of enterprise and industry, MBA education emerged as the most wanted subject in higher education. Increase in demand for professional managers has also fuelled the growth in number of Business Schools in the country. These MBA institutions have produced a large number of successful business leaders and entrepreneurs who have commanded respect not only in India but internationally. Undoubtedly, India boasts of one of the largest universe of B-schools, but we stand nowhere on the global stage. Our top B-schools lag behind on vital international parameters like research, rankings and accreditation. The Indian MBA education is currently passing through a turbulent period. There is absence of an integrated structure that can monitor and regulate the management education in the country. Lack of an integrated education policy for management education is one of the most serious void in our current system. There seems to be a clear mismatch between the skills that are being taught and developed in these institutions and the employer's expectations from the hired business graduates who will make future managers. Her paper aims at identifying the key skills that are essential to make a successful manager, who can perform his duties well and is well equipped to fulfill the employer's expectations.

An important aspect that calls for attention is the need for a transparent ranking and accreditation system within the country. Many times B - schools claim to have higher ranking than what they are awarded to attract more students. Few institutions also pay hefty sums of money to get an accreditation so as to add more credibility to their institution. It has therefore become imperative to maintain the transparency in the accreditation system so that no misguided information is promoted and students can take an informed decision. Recent initiative of the Ministry of Human Resource Development in India to rank institutions of higher learning under National Institutional Ranking Framework (NIRF) is right step in this direction.

Lastly, the management schools in India must focus on all the dimension of education i.e. knowledge, skills and values in an integrated manner. At present, the prime focus is only on imparting the most upgraded knowledge thus ignoring the skills and values components. So the curriculum must be developed in such a way that a balance is restored between all the 3 dimensions and more attention should now be paid to the values ("the being"). These students would make future



leaders of the country and should therefore not just be highly knowledgeable but also of a strong character.

**BITCOIN:
A CRYPTOCURRENCY EMERGING WORLDWIDE
MS. SHAGUN BAKSHI, MS. POOJAN BATHLA,
ASSISTANT PROFESSOR,
DELHI SCHOOL OF PROFESSIONAL STUDIES & RESEARCH
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



Bitcoin is a global digital currency on the internet. People can send bitcoins using applications on their smart phone or computer. It is identical to sending cash digitally. There is a growing number of businesses that are accepting bitcoin for merchandise and services. Research study is descriptive in nature and is based on secondary data.

Bitcoins are encrypted virtual currency, under which payments are made usually by transferring Bitcoins amongst Bitcoin users. It is faster growing crypto currency in the World. Its market value is higher in comparison to it's kind. Originator of currency was Santoshi who started open software in 2009. It is the first decentralized currency not regulated by any governing body. It is based on peer to peer network and transactions takes place without any middle men in between. Block chain technology is a distributor ledger where the transactions are verified related to all cyrtography. Reward process through which Bitcoins are created is known as mining. Exchange in Bitcoins takes place through currencies, services and products. BTC and XBT are ticker symbols that are representing Bitcoins.

Bitcoin is a virtual currency that is growing at a rapid rate. The legal status of bitcoins in India is still not clear as it is not totally banned nor it is regulated yet. The volume of bitcoins is seen to be increasing in India. It is becoming a serious competitor to traditional money transfer portals and is a major means of

payment in e-commerce Bitcoins has potential to become one of the leading medium exchange currency. It is speculated that it might help in avoiding capital control, high taxes and confiscation.

**A STUDY OF E-CONSUMERS IN INDIA
DR. REETIKA JAIN, ASSISTANT PROFESSOR
HANSRAJ COLLEGE, UNIVERSITY OF DELHI**



E-commerce has today become a way of our lives. From reading newspapers to ordering food, shopping for daily groceries or important purchases like electronics, formal wear, conducting bank transactions, etc., e-commerce has actually invaded our lives. This is more so when we have moved from being click away to being touch away from internet via our smartphones. Internet is now accessible anywhere and anytime. Mobiles are just a touch away from the consumer's shopping needs, information search, entertainment desires, cab hiring, location tracking, social media connects, news updates and many more applications. This has provided an opportunity for the marketer to stay connected to their customers throughout the day.

The primary objective of her current study is to understand buying behaviour of the e-consumers in India. Present study investigates some important secondary data sources to highlight the behaviour of e-consumers in India. The study also investigates the global trend of e-consumers world over to point out the uniqueness of the Indian online shoppers. Such investigation can help the e-commerce firms to further harness the unprecedented growth in the e-consumer market



by taking care of unique nuances of the Indian online shoppers. Besides, the study can also be of help to the Indian policy-makers to further boost the e-commerce boom by taking care of the grey areas like security issues, increasing the e-consumer trust on online payment mode, internet penetration in tier 2 and 3 cities, easy entry and financing route for e-business and so on.

ECONOMIC FACTORS AND FOREIGN DIRECT INVESTMENT IN INDIA: A CORRELATION STUDY KANIKA DHINGRA, RESEARCH SCHOLAR INDIAN INSTITUTE OF FOREIGN TRADE



Foreign Direct Investment (FDI) plays a pivotal role in the process of economic development particularly in the capital scarce country, where the domestic base of created assets like technology, skills and entrepreneurship are quite limited. It provides financial resources for investment in a host country and thereby augments domestic saving efforts. It also plays an important role in accelerating the pace of economic growth. FDI provides the much-needed foreign exchange to help the bridge the balance of payment or trade deficit. FDI brings complementary assets such as technology, management and organizational competencies and there are spillover effects of these assets on the rest of the economy. FDI is treated as a main engine of economic growth and technological development which provides ample opportunities in accelerating economic development. FDI contributes to exports directly and an enhanced export possibility contributes to the growth of the host economies by relaxing demand side constraints on economic growth. The present study adds to the existing literature on determinants of FDI by examining the degree of correlation between FDI inflow in

India and several economic factors like exchange rate, GDP, openness of trade etc.

She concluded by saying that as foreign investments are boosted by liberalizing FDI rules related to equity caps, foreign investment norms, it has supported India to attract more FDI in upcoming years. India is the only major country in South Asia where FDI inflows have fallen during 2010. A major reason for the decline in inward FDI is reported to have been the environment sensitive policies pursued, as manifested in the recent episodes in the mining sector, which appear to have affected the investors' sentiments. Added to this are the persistent procedural delays, land acquisition issues. If these factors are considered by the government it can help India in raising its share of FDI. In the sectors where no equity caps exist, it is believed that no such caps should be imposed in near future. The government of India by taking certain FDI related initiatives can improve the economic development of the country.

CUSTOMER RELATIONSHIP MARKETING (CRM): THE GAME CHANGER OF MARKETING WARFARE

Ms. DANIA FURKAN, STUDENT
GURU NANAK INSTITUTE OF MANAGEMENT
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



When companies start down the road of Customer Relationship Marketing (CRM), they are attempting to gain loyalty by implementing business processes that focus on enhancing the relationship with their customers. Customer



Relationship Marketing is not about implementing better technology; it is about building the process that fosters longer, more profitable customer relationships.

His paper discusses the conceptual backdrop of relationship marketing and attempts to emphasize upon the relevance of this CRM approach in today's highly competitive environment. The thoughts of various management thinkers on relationship marketing approach have also been incorporated and proves that RM is a major manifestation of the ongoing paradigm shift in marketing. This paper also explores the benefits, challenges associated with CRM implementation and discusses the live cases from industry.

When companies start down the road of Customer Relationship Marketing (CRM), they are attempting to gain loyalty by implementing business processes that focus on enhancing the relationship with their customers. Customer Relationship Marketing (CRM) is not about problem solving function or implementing better technology; it is about building the process that fosters longer, more profitable customer relationships

Finally, Customer Relationship Marketing Strategy starts with the commitment of the chief executive and the board. If the attempt at improving relationships is left to one function within the firm - typically sales or marketing, then it is unlikely that the firm will realize its full benefits.

AN EMPIRICAL STUDY ON EMPLOYEE ENGAGEMENT AND ITS EFFECT ON JOB SATISFACTION

MS. RASHI NAGPAL, MS. TANYA MIRG, MS. NITIKA JAIN, DELHI INSTITUTE OF ADVANCED STUDIES



Employee Engagement is the fundamental concept in the effort to understand and describe the nature of the relationship between an organization and its employees, both qualitatively and quantitatively. An engaged employee has a

positive attitude towards the organization and its values. This paper tries to identify the concept of Employee Engagement, its policies being followed by the companies, analysing them, taking viewpoints of employees, analysing the feedbacks received and giving recommendations for improvement. The paper applies factor analysis to study employee engagement through demographic variables. The primary data was majorly collected through the Survey Questionnaire Method. The questionnaire contains twenty questions that identifies strong feelings of Employee Engagement. It looks at a Five-point Likert Scale. Based on the above findings from the research it was suggested that organizations should use appropriate training programmes to ensure supervisors to build a supportive environment that can empower their subordinates. Organizations can improve engagement by opportunity thinking, enhancing employee decision making and commitment. The organization must work to develop and nurture engagement which requires a two-way relationship between employer and employee. This paper signifies employee engagement strategies that have been proven to reduce staff turnover, improve productivity and efficiency, retain customers at a higher rate, and make more profits. Most importantly, engaged employees are happier, both at work and in their lives. When one is engaged, it infuses everything one to do with purpose, energy and enthusiasm.

The research shows that that employee engagement in turn results in increase in innovative work related behaviour and satisfaction of employees from their job. Engaging employees is a long term task and cannot be accomplished by one training program, no matter how good its quality is. Organisations can improve Employee Engagement and their satisfaction level by opportunity thinking, enhancing employee decision-making, and commitment.

Organizations need to instill a sense of involvement, positive emotions about their work and a sense of community in their employees. Emphasis should be given to employee opinions and opportunities should be provided to them to be heard. Transparency from the senior leadership will also make the organization culture more open. Based on the above findings from the research it was suggested that organizations use appropriate training programmes to ensure supervisors build a supportive environment to empower their subordinates.

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 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.

TECHNICAL SESSION II

The second technical session was chaired by Mr Inbarajan, Sr Vice-President, Shiksha.com. The Special Corporate Guest for this session were Dr. Anup Girdhar, CEO, Sedulity Solutions and Technologies and Virander Kumar Verma, Consultant, Training & Change Management Passport Sewa Office, GOI.

The paper presenters in the second technical session discussed about Growth of Rural Non-Farm Sector in India, Employee Engagement, Digihealth and Online Streaming.





**ADDRESS BY
THE CHAIRPERSON**

**MR INBARAJAN,
SR VICE-PRESIDENT,
SHIKSHA.COM**



Mr. Inbarajan congratulated the DIAS management for organizing the conference and extended his warm welcome to all the dignitaries and paper presenters. In his address, he emphasized on the importance of the '3C' model which is 'college-corporate-collaboration' model. He said that students are the future leaders, the future managers and entrepreneurs and therefore the industry should collaborate with the students in order to enhance their skillset and make them corporate ready. He advised that students should think about how relevant they are to the current competitive environment and they can only become a good resource by sharpening their skillset.

**ADDRESS BY
THE SPECIAL CORPORATE GUEST
DR ANUP GIRDHAR, CEO,
SEDULITY SOLUTIONS AND TECHNOLOGIES**

Dr. Girdhar emphasized on the relevance of the topic of this conference and found it very apt. He said that in today's competitive scenario, it is very important to understand the challenges of the real corporate world and the conferences like this, provides a platform to the young managers to share valuable thoughts and ideas. Such conferences are really good opportunities for putting forwards one's thoughts and are eye



opening sessions for managers of all domains. He emphasized on the importance of technology learning and suggested that all managers should equip themselves with the latest technologies to gain speed and growth. He gave the examples of Google and Facebook to explain how ideas transform into reality. It was only through deep discussions and idea sharing that such plans turn into reality. Dr. Girdhar congratulated the management and the volunteers for organizing a successful conference.

**VIRANDER KUMAR VERMA
CONSULTANT,
TRAINING & CHANGE MANAGEMENT
PASSPORT SEWA OFFICE, GOVERNMENT OF INDIA**



Mr. Virander Kumar Verma shared his personal opinion that



future of MBA students is bright because they are right brain dominated professionals and can better understand the human needs and behavior in the working environment. Everyone wants success. It means different things to different people. Money, position, own house, luxury in hotel, world tour or having followers but what is the end result? "One is still not happy" he said. Based on his experience the placement of MBA students is not proper. A marketing person doing finance job or a finance person gets the marketing job and students mainly looks for the package not their interest and hobbies.

Think of the scenario when you are not able to do what you love to do, and do not love what you do. He suggests that all the students must give a deep thought before doing a particular degree and specialization. The interview process and degrees only helps one to get a job and give an indication to the potential employer to what extent one will be able to succeed in the job one is hired for.

Educations, job knowledge, skills, aptitude prepares one to handle a particular job or a situation. Your past experiences, your exposure to various situations, interest and attitude add on to your strengths and contribute towards extent of success or failure in your job. Be honest to yourself. Participate in life physically and mentally with full dedication and involvement.

Mr. Verma raised the confidence of the students by saying that they can achieve anything and everything they wish for by setting goals short term and long term and by reviewing them from time to time

He advised the students to work on their commitment and learn the skills of Time management

He said that students should follow the Rules like Yudhistira, be Skill full like Arjun, Be Strong like Bhim, be a good Trainer like Nakul and be a good Planner like Sehdev

He wished the management of DIAS to achieve greater heights of excellence in the field of education and to students not only excel in education but to raise the flag of DIAS.

In the end he mentioned the core five steps to his published theory on Happiness which is highly indigenous in nature and he related it with Maslow's hierarchy of needs. These five steps were "Swasth Raho, Vyasth Raho, Chust Raho, Abhyast Raho and Mast Raho".

CRITICAL ANALYSIS OF THE GROWTH OF RURAL NON-FARM SECTOR IN INDIA AND ITS IMPACT ON MIGRATION

MR. KARTIK SINGHAL
POST GRADUATE STUDENT
INDIRA GANDHI NATIONAL OPEN UNIVERSITY



Agricultural sector in India is suffering from surplus labor and low productivity leading to disguise unemployment. This results in distress migration from rural to urban areas. As a public policy concern, growth of the non-farm sector is seen as a holistic measure to check this type of migration.

Mr. Kartik Singhal stated that an increase in the number of census towns indicates a rise in the non-farm sector. However, the past decade has also witnessed an increase in migration from rural to urban areas he said. Moreover, the employment in the non-farm sector has remained stagnant during the same period. Several reasons can possibly explain such complexities. Inequalities have remained high in rural areas in terms of income, consumption and social ostracism. Access to credit by rural workforce is challenged by class and caste differences denying benefits to a large portion of the rural populace. But increasing numbers of rural youth are also migrating for pursuing higher education. Mr. Kartik in his paper analyzed the trends in the growth of rural non-farm sector during the past decade and its impact on migration.

RNFS is holding a significant role in the development of rural India. It has become an important source for supplementing



rural income. Hence, public policy focus should be on designing a framework and strengthening institutions responsible for creating employment opportunities in the sector. RNFS also holds vital importance in alleviating rural poverty and checking distress migration from rural to urban areas.

However, the sector is relatively under-researched part of the rural economy. His paper indicated that the non-farm income from RNFS accounts for a substantial portion of household income. But there exist wide variations in growth of RNFS across states, adding to rural to rural migration.

The rise in education opportunities, taken up by rural youth, as an explanation for the fall in non-farm employment bodes well for the realization that education improves prospects of finding employment in well-paid and regular non-farm occupations or the prospects of getting self-employed in future. It also has a significant bearing on the realization of the benefits of demographic dividend of the Indian economy. Education is immensely important for the upward social mobility of vulnerable sections like women, scheduled castes and scheduled tribes. These sections are majorly involved in agricultural and non-agricultural works. The Indian government has established a mechanism known as SETU (Self Employment & Talent Utilization) which will be a techno-financial, incubation and facilitation program to support all aspects of startup businesses and other self-employment activities.

The flagship scheme MGNREGA has positively contributed towards non-agricultural employment generation and raised the income of rural households. This has also addressed distress migration. The recently allocated Rs. 6000 crores for smarter cities project would further help sustain the non-farm sector and accommodate many low skilled workers.

However, the Indian fiscal and monetary authority needs to check the persistent high rural inflation which adversely affects the real returns to rural populace.

Wealth and credit access also seems to influence growth of non-farm occupations. Lower asset valuations and discrimination in the allocation of loans based on class and caste differences stands as an impediment to growth of RNFS. This needs to be checked through identification of such groups and subsidizing the credit allocation through interest-rate waivers and longer terms of repayment. Moreover, lobbying of the cooperative bank management should be

addressed by ensuring transparency in dispatch of credit and the reasons for disapproval.

The analysis of this paper suggested that the poor are inadequately placed to benefit from RNFS sector due to low education levels, wealth and social status. The indirect impacts of an expanding rural non-farm sector on migration and rural development need to be further examined.

IMPACT OF LEADERSHIP DEVELOPMENT ON EMPLOYEE ENGAGEMENT OF ASSOCIATES WORKING IN NATIONAL CAPITAL REGION OF INDIA

**MS. NITYA KHURANA,
RESEARCH SCHOLAR
UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**



Today's globalised organisations focus on leadership development practices where in leaders are developed at all levels in the organisation. The importance of employee engagement in helping to create resilient organisations that thrive in challenging conditions and are equipped to take advantage of more buoyant circumstances when they present themselves. Today's turbulent business environment calls for bold leadership. The role of managers and leaders continues to be the area of focus. Leadership has always played an important part in building employee engagement, we have observed that their role is even more crucial.

It is a systematic approach to expand the performance capability of individuals in leadership roles in the organisation.



Ms. Nitya defined that her study aimed to map the impact of leadership development practices on different parameters of employee engagement and overall engagement scores of employees in the organisation. A self-administered questionnaire was used to collect primary data of 300 respondents from 20 organisations. These organisations were from different sectors of the economy like manufacturing, automobile, hospitality, aviation, banking etc. The respondents were managers working at different levels in these organisations. On analysing the data, she found that there is a significant correlation between leadership development and employee engagement ($r = 0.71$). Regression analysis revealed that leadership development contributes 50% to the overall employee engagement score. She said that from her study it was evident that organisation which invest in developing leaders at each level in the organisation structure are able to facilitate collaborative partnerships, adaptability, agility, communication, feedback, technology absorption, process innovation, productivity, financial performance and employee engagement. Senior Managers in the organisation can enhance employee engagement by identifying leadership potentials among employees and providing them with appropriate opportunities to take up leadership positions.

She concluded that organisations which practice leadership are able to engage their employees more in comparison to those who do not follow. She found that there is a strong positive relationship between leadership development and employee engagement. Also, she explained that the causal model was tested in the paper which represents that leadership development impacts employee engagement.

DIGIHEALTH: A NEW APPROACH
MS. AASHITA CHHABRA,
ASSISTANT PROFESSOR
NORTHERN INDIA ENGINEERING COLLEGE
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Many digitized innovations have been occurring in every field but the most crucial and significant diffusion is coming in Health Care Industry. Various analytical tools came up in picture to analyze the health conditions of a patient. Digitization has the potential to affect every aspect of care delivery and operations, enabling smarter choices and better utilization of time and resources and allowing people to spend more time on patient interaction at the point of care. However, technology change is not a solution in and of itself.



Rather, transformation is a journey, one that includes organizational changes, workforce empowerment, and clear leadership. Accelerating your organization toward digitization requires fundamental transformation at all levels.

This aim of her study was to show that data being collected in big data for the health care industry will be strong enough to analyze the data with respect to patient's preventive measures. Digitization is empowering its impact over every industry, specifically the medical line, now a day, people are more concerned about their health, seeing the extreme condition of the environment. They need a pre-appointed doctor for facing the health-related issues before hand.

She analyzed the sphere of health care data analytics like predicting disease, providing preventive measures on time. Her paper analyzed several tools analyzing and maintaining data like Apache Hadoop, Microsoft HD Insight, No SQL, Hive, Poly Base and Big data in MS Excel.

She concluded that a new approach has been taken into consideration that getting familiar with the technology is not only the solution but following the right direction is more important. Patients are advised to change their perception by trusting the new digital technologies. They must not resist to change for letting data analyst work over it with full skills and knowledge. It should come up with extraordinary strategic plans to diagnose and to provide healthy tips to the society. Further it should decrease the morbidity rate in our country. Using Older methods of collecting data should be rectified with the upcoming tools of Big Data, so as to maintain large amount of data smoothly, efficiently and accurately.



IMPACT OF ONLINE STREAMING ON TRADITIONAL TELEVISION INDUSTRY

MANYA JAIN, TEENA K BHATIA
ASSISTANT PROFESSOR,
NORTHERN INDIA ENGINEERING COLLEGE,
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Video Streaming and broadband connections help users around the globe download and watch large video files from the comfort of their homes. Also, broadband-based television ecosystem has increased with the introduction of 4K Ultra High Definition (UHD) options. Not every available streaming service offers 4K streaming, but the major ones – including Netflix, Stan, YouTube, and Amazon Prime Video – all now offer the option for streaming UHD videos. Their paper explained the impact that video streaming technology and how the video streaming services have made a negative impact on the TV Viewership in today's world. They described the major factors that is mobilizing current generation from TV viewing to broadband-based ecosystem.

They studied the transition of Television industry to modern TV viewing systems. The Television industry has passed through many phases like black and white TV, color TV, LCD, LED, Smart TVs, Plasma TVs, 3D TV's etc with each individual technology having its own unique feature set, benefits and various advantages and disadvantages to the viewers. But with the current technology, users can access more content easily and conveniently, thereby increasing the sensitivity of the content to the customers.

According to their study, till now, Netflix is the best commercial application for online streaming having large number of subscriptions across the globe. Further one of the drawbacks of this large amount of content being available on a single click is that users have become less social and more introverts meaning always connected to a device and disconnected from others. There are large number of

competitors such as HBO, Amazon Prime, XBOX and Hulu who have just started to produce better versions of original content and streaming services available to gain attention of major audiences. They concluded by stating that the factors which helped current generation to switch to smart systems are more apps and websites for watching are easily available with just nominal cost providing features like portability, convenience and on demand supply services.

At last, TV will still have an important presence in our living rooms but the quality and technology used in Traditional system will keep on evolving to compete with its broadband based competitors.

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 away 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 performances in the university exams by conferring medals and certificates.

Mr. Piyush Aggarwal, MBA (2016-2018)	II Semester Topper
Ms. Komal Mehra, MCA (2016-2019)	II Semester Topper
Ms. Parul Goyal, MCA (2015-2018)	VI Semester Topper
Mr. Pulkit Manocha, MCA (2014-2017)	VI Semester Topper
Ms. Anu Jain, BBA (2016-2019)	II Semester Topper





STUDENT WELFARE SCHOLARSHIP

Ms. Anu Jain	BBA (2016-2019)
Mr. Tarun Bhola	MCA (2016-2019)
Mr. Gaurav	MCA (2016-2019)



SHRIMATI SUGAN DEVI MAHESHWARI MEMORIAL SCHOLARSHIP

The Shrimati Sugan Devi Maheshwari Memorial Scholarship was awarded to Ms. Deepti Bharani, MBA (2016-2018).



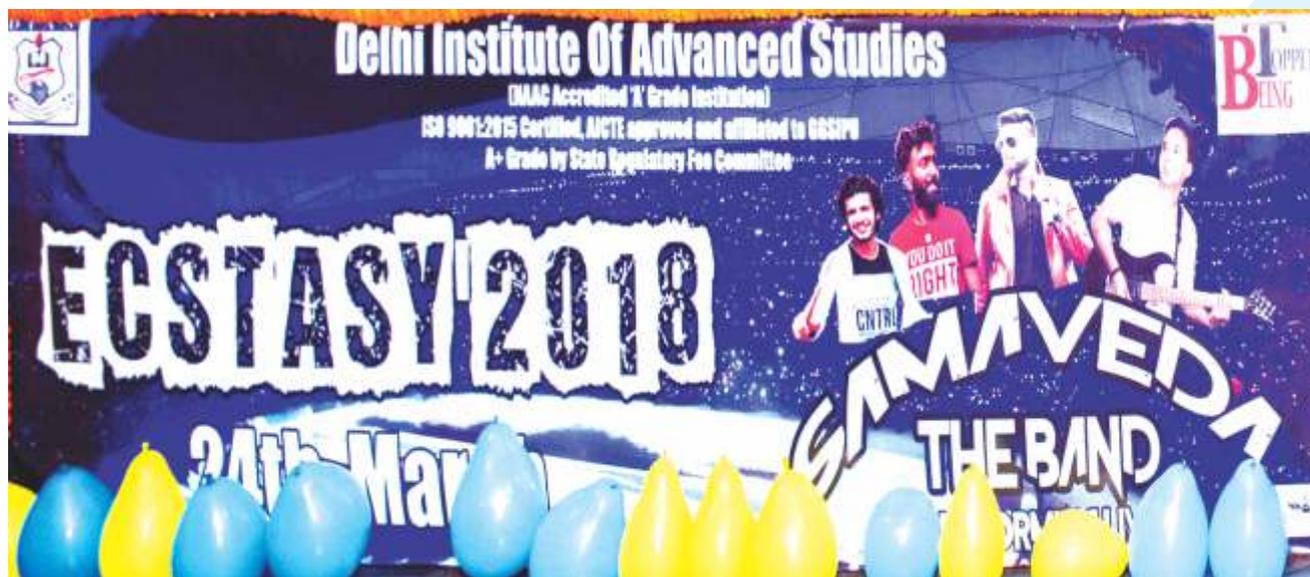
ECSTASY 2018



ECSTASY 2018







Meeting friends, both old and new is always fun & when the occasion of rendezvous is a college fest, it definitely increases the fun quotient by several notches. Cultural fests are the gateways to polish extracurricular skills of the students. They provide the students the platform in which they can interact with students of different background and showcase their creative skills and talents. Amid much fanfare and enthusiasm, DIAS organized its 14th Annual Cultural Festival, Ecstasy '18 on 24th March 2018.

The Institute's Annual Fest ECSTASY is tantamount to zeal, competition, elation, triumph and tradition. It is an effective platform for students to unleash their creativity and showcase their talent. Living up to its spirit, 'ECSTASY-2018' was an assortment of various cultural and literary activities from various colleges from Delhi and NCR, honouring the students' interests, competencies and creativity through its theme- 'Youth- Unleash the Potential'. India is one of the youngest nations in the World, with about 65 per cent of the population being under 35 years of age. Empowered youth is energetic, vibrant & passionate. They have to be provided with right amount of guidance and support for contributing positively to the society. With this idea the theme of Ecstasy-2018, "Youth-Unleash the Potential" promoted youth rights, youth activism and role of youth in community decision making as they are the leaders in the making.

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, Gully Cricket, Treasure Hunt, Debate competition, Ad-mad Show, Flameless cooking, Best out of waste, On the Spot Painting, Rangoli making, Solo singing, Group singing, Solo Dance, Group Dance and Mr. And Ms. Ecstasy. The eye-catcher of this event was a soulful performance by the famous sufi band "Samveda" that attracted enormous crowd in this Annual festival.

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 warmly.

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), Dr. Anju Batra, Department of (Management) and Ms. Savita, 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 the power of the youth of any nation is an index that will define the know-

how of the future of that country. The skilled and the enthused young people have the power to re-write the history, describe the future references and make the best of the upcoming opportunities on their way. With no contradictions, the youth is the present which will lead the future of India. Their power to accept the challenges and take the risks thrown at them makes them more an asset of all the existing age groups in the society. It is this enthusiasm that makes them the undisputed leaders of the respective initiatives being taken upon. The human race witnesses the zeal at peak during this span and this accounts to be a prime power of Indian youth. The theme of the current festival "Youth Empowerment" is apt in the current times and also goes quite well in the current scenario.

ADDRESS SPEECH BY

**SHRI C. ARVIND,
GENERAL MANAGER, DELHI TOURISM &
TRANSPORTATION DEVELOPMENT CORPORATION LTD.**



Shri C. Arvind gave a very enthusiastic speech to boost the morale of the youth. Taking about the theme of the Annual fest 'Youth- Unleash the Potential', he stated that youth can only grow in their career by finding their way to happiness. He asked the audience "What is the purpose of your life?" to which the answer was "Happiness". He quoted the famous senior psychiatrist Jonathan Haidt's three things that determine happiness in one's life. The first is "What to do with your life?". He said that in earlier times no one had the freedom to choose their professions. The son of a teacher would become a teacher and the son of a fisherman got to be a fisherman. But, today this has changed drastically and now each individual has got the freedom to choose their



professions and their career path based on their preferences and passion. He said that the present trend shows that the millennial generation changes their career/education path in every three years based on the new skillset they gain with every new exposure. The second pursuit to happiness is “The life you live”. Shri C. Arvind pointed that today the air we live in the city of Delhi is enormously polluted and is the biggest cause of concern. Industries are growing and with a similar rate the problems of environmental degradation are increasing. He urges the budding young managers to come up with potential measures to curb this problem of pollution and contribute to the wellbeing of the society which in turn will give you happiness.

The third and the last pursuit of happiness is “Whom to marry?”. He said that today we put a lot of time while selecting a shirt and in the same way we should think wisely before choosing our spouse because it will determine your happiness in the time to come.

He concluded his address by congratulating the management, the student coordinators and the participants for organizing a successful event.

**VOTE OF THANKS BY
MS. MONIKA SHARMA
EVENT COORDINATORS, DIAS**



Ms. Monika Sharma on behalf of the other STF Advisors and event coordinators Ms. Savita and Ms. Aashima Singhal thanked all the participating students and their institutes for participating in such large numbers. They thanked the chief guest of the event Shri C. Arvind, for sparing his valuable time and gracing the occasion with his 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'18 a huge success and a memorable day.



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TECHNO-TRYST

2018







NATIONAL SEMINAR

TECHNO TRYST 2018: "NEW INDIA AND DIGITAL REVOLUTION: IMPACT ON ECONOMY, SOCIETY & BUSINESS"

The revolution of a nation is driven by how the government administration, leadership and the citizens implement their plans to surpass the expectations and overcome the hindrances of the stereotypical conventional strategies at various levels of society, economy and the business. "Sankalp Se Siddhi" (Attainment through Resolve) programme is one such initiative launched in the year 2017 by the Honourable Prime Minister of India, Shri Narendra Modi for a New India movement. This programme aims to bring in several changes for the growth of country's economy, citizens, society, governance, security and other verticals. We as the citizens of a fast-paced growing nation need to contribute in this evolution. To achieve this objective, we need to bring in new models that positively transform our society, business activities, processes, competencies and economy in a strategic and prioritized way. The objectives of this revolution include

making India free from social impediments like poverty, corruption, communalism and casteism. It also involves bringing the nation up to the global standards in terms of hygiene, education, administration and technology. Globally, digital revolution is playing a significant role in improving the economies, society as well as businesses. Digital transformation has brought great benefits in terms of effective and efficient decision making, good governance, better citizen experience, product and service innovation, intelligent information management, work force enablement and enterprise collaboration etc. Digital India, Digital Villages, Digidhan Vyapar Yojana, DigiLocker and Pradhan Mantri Gramin Digital Saksharta Abhiyan are some of the initiatives taken by the Government of India to digitally revolutionise the nation. Various technologies for better data management, analytics, intelligence, communication and networking are





providing solutions to improve the processes.

Keeping this in view, the objective of the seminar is to deliberate upon the numerous challenges the society, economy, government and businesses are facing for evolving the country into New India.

The seminar will provide a platform to deliberate upon the initiatives for developing New India, which will include the potential strategies, policies, schemes and technological advances being adopted. Further discussions will additionally include their limitations, advantages and their wide scale applicability.

The seminar gave a platform to eminent academicians, corporate executives, managers, researchers, technocrats and experts from all strata for exploring and discussing the challenges and opportunities in building New India and bringing digital revolution.

The broad objectives of the seminar were to discuss the formulation, adoption, implementation and evaluation of proposed strategies/policies for New India. The aim of the seminar was to discuss new models that positively transform our society, business activities, processes, competencies and economy.

INAUGURAL SESSION

The inaugural session commenced with the lighting of the lamp of knowledge by the Chief Guest, Mr. Sanjay Govil, Founder Owner Techybrid Pvt. Ltd. It was followed by welcome address by Dr. N. Malati, Director, DIAS.



WELCOME ADDRESS BY DR. N. MALATI, DIRECTOR, DIAS

India represents a digital economy, which has biggest market potential for global players. This digital revolution, also known as 'the Internet economy', is expected to generate new market growth opportunities, jobs and become the biggest



business opportunity for businesses in the next 30 to 40 years. India has shown promise and proved leadership in the digital technologies over the past decade. The digital economy is being turned into a major growth enabler. Honorable Prime Minister Narendra Modi's "Digital India" programme's lists among the top priorities for the government. The objective of this programme is to connect rural areas with high speed Internet networks and improving digital literacy commencing digital revolution in India.

The benefits of Digital India' are manifold. The first is to make various utilities available to the citizens through cutting-edge digital infrastructure enabling delivery of services like banking and access to service centers at the doorstep of citizens with the assistance of high speed internet. Further it also enables the digital movement bringing everything in the palms of people across departments and places, helping in providing services to people in real time. It will also enhance the usage of cloud services and enable citizens to receive their due just from these services. Not to forget the ease in the procedures for starting businesses in India and the financial transactions thereby empowering citizens digitally. This vision of the digital India programme presented by the central government has resulted in inclusive growth in areas of electronic services, products, manufacturing, and job opportunities and will help realize the popular equation i.e. IT+IT= IT, which means India Today + Information Technology = India Tomorrow.

Digital India will usher in new India with over one billion consumers who will bring home unprecedented technological, social and economic transformation in the country. New digital infrastructure will enable digital inclusion for people, create a society with minimal digital divide and unleash a tremendous amount of entrepreneurship, innovation and creativity. In addition to aiding education and business, the proliferation of ICT will create pathways for open government/ e-governance, in India enabling the country to be a power to reckon with.

Dr. N. Malati introduced the guests to the august audience.

ADDRESS BY SANJAY GOVIL, FOUNDER OWNER TECHYBRID PVT. LTD



Mr. Sanjay Govil addressed the audience and emphasized on the importance of technology. He quoted, "We stand on a phase of technology revolution that will fundamentally alter the way we live, work and relate to one another in its scale, scope and complexity. The transformation will be unlike anything that the human kind have ever seen before. Today this may sound as something which is too high but what's going around us will definitely bear that out. We do not know yet how it will unfold but one thing is clear that the response to it needs to be integrated and comprehensive involving all stakeholders from public and private sector, civil society etc. There are 3 reasons why today's transformation represents not merely an extension of the third industrial revolution but, rather the arrival of a fourth and a very unique and distinct industrial revolution. These three things are Speed, Scope of Change and the impact it has on life all around us. The fourth revolution build upon the digital revolution that is being occurring and it is characterized by a fusion of technology which thins a line between physical, digital and biological domains. The two most developing technologies are Virtualization and Digitalization. Virtualization offers organization and individuals to use powerful computing resources without any big investment and digitalization. The



impact on business is the removal of geographical barriers. On the whole, there are 4 main effects that the Digital fourth industrial revolution has on business. These are Customer's satisfaction, Production Enhancement, Organization Structures and the Flat Structure of people working. It also has various impacts on Government. Government itself is being forced to reengineer itself. The current Digital fourth industrial revolution will be very disruptive. There is potential for tremendous benefits for human beings, society, Government, business etc. However, there are many challenges to overcome.

TECHNICAL SESSION I

The technical session was chaired by Lt. Col. Naresh Chaudhary, Chairman & Managing Director, Council of Information Security. The corporate speaker for this session was Shri Ram Ratan, Scientist F, Scientific Analysis Group, DRDO, Delhi. The speakers deliberated on the topics like Digitization, Digital Revolution, E-payments, Cloud Computing, Internet of Things and Machine Learning.





ADDRESS BY SESSION CHAIRPERSON

LT. COL. NARESH CHAUDHARY,
CHAIRMAN & MANAGING DIRECTOR,
COUNCIL OF INFORMATION SECURITY



Lt. Col. Chaudhary is a Chairman and Managing director, council of information security He is associated with cyber group for more than 15 years. He is the Former chief cyber security officer, Ministry of Defense and Instructor in Military college of telecommunication.

He talked about the issues faced by people in cyber world and how the technology is evolving day to day. Cyber security comprises technologies, processes and controls that are designed to protect systems, networks and data from cyber-attacks. Effective cyber security reduces the risk of cyber-attacks, and protects organizations and individuals from the unauthorized exploitation of systems, networks and technologies. He compared the evolution of mankind with the evolution of technology and where we will reach with this rate. With technology how people can survive and what new ways can be there in order to have a better survival. What is the feasibility of using technology to increase the life span of humans. People are shifting to artificial intelligence as it is difficult for humans to do big calculations which are in light

years so as to make life more easy and simple. Everyone is trying to develop their own artificial intelligence robots which makes them different from others and have competencies over others. The overall research goal of artificial intelligence is to create technology that allows computers and machines to function in an intelligent manner. Deep learning is any artificial neural network that can learn a long chain of causal links. Modern artificial intelligence techniques are pervasive and are too numerous to list. The next thing that comes up is Big Data which is service that is available to people. Big data is data sets that are so voluminous and complex that traditional data-processing application software are inadequate to deal with them. Big data challenges include capturing data, data storage, data analysis, search, sharing, transfer, visualization, querying, updating, information privacy and data source out of the 90% of data available just 4% which is accessible to us and we can make use of it. The physical realm of life is not to reach out to star and then come back but we can have laser technology which can travel directly and then come back. The memory is carried in physical form but there is a part of mind which carries conscious life. Fin-tech is the technology used in any kind of financial services and it is all mobile. It is at the application level to make service easy. Elon Musk's hyperloop concept is being developed between Washington DC and New York which will cover the distance in 20 minutes.

Although technology is growing and advancing at a fast pace, we cannot ignore its negative impact on environment. Technological advancement can be seen in different sectors such as healthcare facility. Healthcare facilities should also be increased as the life expectancy will be high and with that we will need more advanced technology to operate people. For every step that we take should be proper and without any difficulties and not harming anyone. With artificial intelligence people are coming up with robots that will not just make work easier and simpler but will have emotional intelligence too having the basic emotions like happy, sad, angry, etc. The basic difference that is considered between humans and robots is that robots don't have any feelings and they cannot work having emotions. But now even that is being worked upon and seen how can robots have emotions and can take decisions carefully. Robots are self aware these days and more realistic. With the help of cyber security, all technology and all information should be tempered & no one should be able to attack it. Cyber security makes sure that there is no fraudulent activities. Cyber security should be thorough and



seamless, regardless of business size or organizational standing. Computer networks will forever be the target of criminals, and it can be argued that the danger of cybersecurity breaches will only increase in the future as networks continue to expand. Having the right level of preparation and specialist assistance is vital to minimize and control damage, and recover from a cyber breach and its consequences.

ADDRESS BY CORPORATE SPEAKER

SHRI RAM RATAN,
SCIENTIST F, SCIENTIFIC ANALYSIS GROUP,
DRDO, DELHI



Mr. Ram Ratan discussed the shift from analogue domain to digital domain and the advancement of technology to make all of us self-reliant in getting world class competitive efficient technological solutions. He pointed that today the need is to make solutions cost effective, simple, flexible, robust and reliable. There has been a drastic change in life style in every sphere, whether it is health, entertainment, economy, business, banking, education, communication, information security or governance. He said that the success of new India and digital revolution plan' depends on its impartial implementation with proper monitoring to watch progress and at the same time it is essential to keep moral values high. He discussed technological solutions to achieve secure management of vital information along with the recent



technological advancements in information technology through digital revolution which has made the security solutions efficient and robust. He stated that India is marching forward to transform itself as a prosperous and smart India and is becoming self-reliant to provide world class competitive security solutions to defense services.

ROLE OF RURAL WOMEN ON PARTICIPATION AND DECISION MAKING IN KARNAL DISTRICT –WITH SPECIAL REFERENCE TO DIGITALISATION

KARAN SHARMA,
ASSISTANT PROFESSOR, GITARATTAN INSTITUTE OF BUSINESS STUDIES, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Karan Sharma discussed about woman, who are an integral part of society and play a significant role in the growth of



Indian economy. Even though, women in India are undertaking wide ranging activities but all these are considered their family responsibility as well as duty and are little appreciated and evaluated in monetary terms. Although rural women have played a pivotal role in the economic development, but their contribution has not been fully recognized. It is therefore of utmost importance to study and compare the pattern of participation by rural women in the various jobs associated with farm and non-farm activities. It is also of interest to see that how much the family is saving due to the work input by the females in various activities in addition to the household work, which they are performing as their normal and routine duty. His study examines the contribution of rural women in decision making of farm and nonfarm activities and aims at ascertaining the role of women in farming and animal husbandry and home activities in terms of their participation, time utilization, decision making. In his study, he observed that female labour employment decreased with the increase in their wage rates. It could be observed that in the changing conditions with the spread of education among both males and females, the television and print media and awareness to the rights of the opposite sex, the males in the villages are consulting their better halves in most of the important matters concerning agriculture, dairy farming/animal husbandry and home affairs. Literacy and formal education enable women to attain their rightful place through employment and economic independence. Though women have taken advantage of digitization in few realms, their overall advancement especially of rural and backward castes has been disappointing.

Literacy and formal education enable women to attain their rightful place through employment and economic independence. Increased say in decisions affecting their life-marriage, reproduction etc. The rural women are politically aware of their rights and duties with ability to break social and economic shackles and barriers like caste system, patriarchy etc. Digitalization also has a positive impact on the status of women.

Though women have taken advantage of digitization in few realms, their overall advancement especially of rural and backward castes has been disappointing with poverty, illness, illiteracy, subsistence and bonded labour, informal and unorganized nature of employment, domination of husbands in their economic and political spheres etc. It is imperative for Indian society to usher change in mindset of the society

regarding women and gender identities through moral education along with unshackling of caste and religious restrictions accompanied by empowerment of women can drive Indian society.

DIGITAL REVOLUTION IN RELIEVING INDIAN TELECOM CONSUMERS FROM GRIEVANCES

RAMYA RAJAMANICKAM,
SYSTEMS ANALYST, NATIONAL INFORMATICS CENTRE



Ramya Rajamanickam stated that telecommunication is one of the largest and drastically developing professions in India. The growth in this sector has immensely contributed the improvement in the quality of life of the common man. It is vital for telecom service providers to obtain feedback from their customers. Government and public sector undertaking organizations around the world are reforming their public administration organizations and delivering more efficient and cost effective services, as well as better information and knowledge to their stakeholders using digitization. The tremendous expansion of the telecom sector also increased the number of complaints from telecom subscribers. It has become a major issue to identify the right channel of complaint. Consumers are in need of various details such as where to complaint, process of complaint, has the complaint reached the right person, actions on their problem and has it been resolved.

He went on to explain that TRAI is in a mission towards redressal of consumer complaints which has grown along with



telecom Industry. The Authority also faces another set of concerns like escalation of complaints, resolution of complaint with in a stipulated time frame, communication to customer regarding their complain status as it involves many levels like Network channels and various Service Providers, His paper gave an overview of TCCMS implementation, gap analysis and proposal of CMS, which aims to develop a collaborative and unified service platform to ensure seamless integration of various levels of complaint monitoring and addressal, as a major step towards Digital revolution in delivering a transparent, accountable and 24x7 innovative resolution.

CMS helps to protect interest of the telecom consumers by ensuring the service quality and to conduct the periodical survey by the service providers. The authority maintains and updates the portal on the basis of feedback received from telecom consumers and service providers. The system also proposes credentials for different divisions and regional offices of TRAI who coordinate in lodging the received complaints of telecom consumers in the portal giving them a single platform for their purposes. Through this system TRAI oversees various cadre of data such as complaints of service provider cadre, state cadre, etc. Portal also facilitates TRAI to monitor all the service providers' activities. His paper also raises its concern where retrieving the right information from the Service Provider directly may be a challenge in coming up with the grievance closure. And the need to access the Service Portal in a secure way is one of the goal of the system proposed.

E-PAYMENTS: PLASTIC MONEY TOOL

JESSICA KAUR, ANKITA SHARMA, MADHUR CHADDHA,

STUDENTS, INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Ms. Jessica, Ms. Ankita and Ms. Madhur highlighted how communication and IT have transformed the business and its functioning all over the world. It has enabled better decision making based on latest and new information with reducing or minimizing the cost. The banking sector offers several facilities and opportunities to their customers. Among e-payments, plastic money or card banking is the prominent mode of payments. The development of IT and of new innovations coming up in the retail payment system known as plastic money i.e. debits card and credit cards. These have made





transactions easier and cheaper for consumers and merchants.

The perception of members towards plastic money in India is a study that examines the perspective users have for the use of plastic money. It focuses on some vital aspects like the challenges that are experienced by bankers and customers and some various factors that attract users to use these types of cards. The banking sector offers several facilities and opportunities to their customers. Among e-payments, plastic money or card banking is the prominent mode of payments.

The outcome of their survey recorded that the college going girls prefer debit cards instead of credit cards for their daily routine activities such as online shopping, payment of bills, entertainment and so on. On the other hand, they found that the girls who are using debit cards are not fully familiar with the disadvantages of debit cards.

She went on to explain that for payment through internet or e-payment, debit cards and credit cards have become one of the most used means for payments. Since, customers are educated about bank accounts; there is also a need to educate them about the different types of cards available. There is also a need to identify potential customers and target those who are still using mailers. As internet is growing at a fast rate and the net users can be targeted by having interactive skills. There should be a page where the company can solve queries in the best possible manner.

According to the survey conducted 50 responses were recorded through which we came to know about the preferences of the common people of different age groups, gender, occupations etc. in online banking sector with the help of different types of cards available.

TOMATO QUALITY EVALUATION THROUGH MACHINE VISION: A VIEW TOWARDS EXPENDING DIGITIZATION IN AGRICULTURE INDUSTRY

DR. NIDHI GOEL,
ASSISTANT PROFESSOR, MAITREYI COLLEGE, UNIVERSITY OF DELHI

Dr. Nidhi Goel started her presentation by discussing about the nine pillars of Digital India. While discussing the same, she told that she has chosen crop/food quality evaluation in agriculture. The most important reason for picking agriculture was that food planning and its quality evaluation is an important aspect of modern civilization. Secondly, with



scientific vision and developments, one can proficiently assess crop quality using various learning techniques which definitely substitute inconsistent, erratic and time consuming manual work.

She disclosed that her motivation behind this work was 3-fold.

First motivation is estimating the tomato quality.

Tomato is one of the most important productive food crops of India. India ranks second in the production of tomato and records approximately 18.227 million tons of production in the year 2013. This contributes to substantial amount of national income. Based on these stated facts, she selected to focus on quality estimation of tomato crop.

According to FAOSTAT Database 2014 (Food and Agriculture Organization of the United Nations (FAO-UN)) Statistic division, production of tomato in the world is around 164 million tons in the year 2013.

Amongst the various soft computing techniques, fuzzy logic is the one that models the problem in a manner that is very similar to human thinking process (Yager and Zadeh 2012). Since the philosophy to deal with reasoning is approximate, rather than precise, its prospects in agriculture domain have been explored.

The problem being studied is quality estimation of tomato which itself is fuzzy in nature and cannot be embodied in crisp values. For the same reason, fuzzy logic is applied in the work.



THE SURVEY OF USE OF INTERNET OF EVERYTHING (IOE) AND IOE'S IMPACT IN INDIA

PROF. HARSH V. KOTHARI,
PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Internet of Everything (IoE) is an umbrella term for various networks, shaping up out of all prevailing computing devices which are being embedded on virtually everything. The most important enablers for adopting IoE have been technology infrastructure and a skilled human resource pool. Both the enablers get boost from a healthy economy. Fortunately, India has both. India is one of the fastest growing economy and this year (2018) too it will be fastest growing among the major economies. India has given the importance of technology development, lately the pace of that has become rapid. Infrastructure and technology implementation through Central and State Governments leading to tremendous growth in Knowledge sector of our economy.

He came to the conclusion that there is going to be profound impact of IoE. IoE's impact on various elements of society namely Individuals, Corporate, Jobs, Economy, Social Sector in terms of Government of India initiatives, and Society at large will be revolutionary. Mostly impact is seen to be positive but there are huge problem areas listed. There is a big debate going on for misuse of private Data on face book by Cambridge Analytica.

He went on to say that if we can check misuse and build robust system like World Wide Web(WWW) then perhaps it can be a tool for solving most of gigantic Social Sectors like problems in Education, Health, Sanitation, and Cleanliness and also Governance issues faced by people of India can be solved.

TRAILBLAZER OF SOCIAL MEDIA IN ADVERTISING WORLD

MS. VIDHI SETHI,
STUDENT, JAGGANATH INSTITUTE OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Ms. Vidhi started by pointing out that social Media is like a water cooler- People come to talk about the latest news as in the latest jaw dropping series of 'Game of Thrones' and also to make a connection. Social media is emerging as a flaming fire and an engagement channel. It is all about allocating of info to carry out social interaction and has been a drift from a one-to-many & many-to-many model. Social media advertising is a very useful tool of communication. Advertisement is a medium considered to be very important in delivering the message to its target audience. Digital advertising grows out at 20.4% in 2017 in comparison to the overall average growth of 8.4%. Digital at 2017 have 11.6% share of the total market. Social media advertising is a binocular through which targeted customers on specific networks could see big brands in their feeds.

She concluded her presentation by explaining how social media has turned into a mainstream tactic. Social media has validated itself as a useful tool for helping companies to create consumers notions about peculiar brands and has even triggered some social actions like Ice Bucket Challenge etc.



Social media ads provide the most scalable content promotion and are proven to turn visitors into leads and customers. Social media advertising is an approach to target audiences on clear-cut system through demographic data so that targeted consumers can see your brand in their feeds.

IMPACT OF RESTRUCTURING & ORGANIZATIONAL DOWNSIZING - A CASE OF SELECT IT COMPANIES

DR. ANJU BATRA,
PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES,
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Dr. Anju Batra in her paper pointed out that a global hotspot for IT sector, India, has an indigenous domestic computer industry, which is capable of producing hardware and software for its huge domestic needs, as well as to cater to expanding foreign markets. As per reports of NASSCOM, India's IT sector has aggregated revenues of US\$150 billion approximately in the year 2017. It has export revenue standing at US\$101 billion and domestic revenue at US\$48 billion. The exclusive patented technology of Indian IT organizations that use to guarantee their near monopoly position, is being confronted today and the firms in present scenario are striving hard for survival. To recuperate, businesses are adopting different strategies and 'organizational downsizing' has become the 'strategy of choice' to attain significant economic and organizational benefits of efficiency, effectiveness and performance.

Her research is about the convergent downsizing practices adopted by two IT giants Accenture and Cognizant

Technology Solutions and their repercussions. Since organizational performance is the outcome of employees' performance, which again is the aftermath of employee citizenship behavior, this research paper finds out the constructs related with organizational citizenship behaviour.

She concluded by saying that even the most efficient employee does experience damaging impacts of situational changes caused by uncertainty due to downsizing. The employees' behaviour in response to implementation of convergence downsizing strategies (Bullon, Bueno, 2012) and (Romle, Talib and Shahuri, 2016) cannot be neglected by the organizations. The Value added per employee ratio, which evaluates productivity of employees in the organization has shown a slow but rising trend in Cognizant Technology Solutions, but it is falling at Accenture,

The three observed mediating variables namely Civic Virtue, Sportsmanship and conscientiousness are significant constructs to predict organizational performance, and have robust positive correlation with organizational performance. This has directed the study towards mediating variables of OCB, and further focused on OCB_o approving the observations of (MacKenzie et al., 2009) and (Moss, 2016).

For both the organizations, Cognizant Technology Solutions and Accenture India calculated financial ratios on yearly basis since 2008, especially Return on Assets ratio and Return on sales show not much increase in profitability due to convergent downsizing, as we see the ROS, ROA as well as Operating profit ratio have changed marginally when sizeable layoffs were made.

Thus, implying that layoffs motivate employees to work harder by creating promotional and career opportunities within the organization is not absolutely correct, it rather harms their enthusiasm, satisfaction and productivity. So, organizations should be meticulous and cautious while implementing this downsizing strategy.

TECHNICAL SESSION II

The technical session was chaired by Shri Ram Ratan, Scientist F, Scientific Analysis Group, DRDO, Delhi. The speakers deliberated on the topics like Augmented Reality, Digitization, Digital Revolution, E-payments, Cloud Computing and Internet of Things.



TALKING BRAIN: THE NEURO ANALYZER

DIPTI TYAGI,

STUDENT, KIIT COLLEGE OF ENGINEERING, GURUGRAM
MAHARSHI DAYANAND UNIVERSITY

Ms. Dipti Tyagi in this paper discussed the Superconducting Quantum Interference Devices (SQUIDS), which are the utmost used sensor to sense the very weak magnetic field of brain. These sensor heads have necessity to keep it at extremely low temperature to conserve the superconductivity. To measure brain activity in normal environment, a measurement system is required which will be based on highly sensitive Magneto-Impedance (MI) sensor which will generate a report of the study of measuring Auditory Evoked Field (AEF) brainwaves. This paper showed that the sensor signals can be processed in real-time to monitor brain activity. Talking Brain is a versatile ultimate system in which the electrical signals of the brain can be decoded and the information is displayed on screen. Ms. Dipti Tyagi discussed the future prospect of this idea and said that it can be implemented in medical sector, as it will help in communicating with patients who are paralyzed or disabled. Also, by the implementation of this system, it is possible that a physically challenged person can work in normal working condition.

NPA MANAGEMENT & ITS CHALLENGES IN STATE COOPERATIVE AGRICULTURAL DEVELOPMENT BANK (SADB): A COMPARATIVE STUDY OF THREE REGIONS FEROZPUR, JALANDHAR AND PATIALA OF PUNJAB SADB (PERIOD 2013-14 TO 2016-17)

SHRI. SHIVKANT SHUKLA,

SYSTEM ANALYST/SCIENTIST-B
NATIONAL INFORMATICS CENTRE (NIC)

Mr. Shivkant Shukla explained that the long term cooperative credit structure consisting of the State Cooperative Agriculture & Rural Development Banks (SCARDBs) and Primary Cooperative Agriculture & Rural Development Banks (PCARDBs) provides the loan to its customers for various agricultural and non-agricultural purposes. In some of the cases, he said, it is found that the customer is not paying back the loan amount at the pre-defined time interval. These types of loan falls into category of overdue accounts. When any account remains overdue for certain period then that account becomes NPA(non-performing asset).The Cooperative institutions have to face lot of challenges to run its operations



ranging from poor fund management to bad & doubtful assets leading to NPA. He points that the main issue in handling such cases is lack of proper record maintenance and interest calculations.

Looking at the scenario of NPA management in light of recent technology evolution, Mr Shivkant said that there is a need to study the NPA management in State Cooperative Agriculture & Rural Development Banks (SCARDBs). The Punjab State Cooperative Agriculture & Rural Development Banks (SCARDBs) has been chosen as study bank. In his study, he has compared NPA position among the three regions of Punjab State Cooperative Agriculture & Rural Development Banks (SCARDBs).

The bank has taken a digital initiative by implementing NIC's Core Banking Solution which have given them an advantage over manual banking system and thus better monitoring of loan was made possible. The bank has also introduced One Time Settlement(OTS) scheme along with credit policy changes to minimize NPA and improve recovery. His study shows that the use of Information and Communication Technology(ICT) has proved vital in banking operations and NPA management. He hopes that with the advent of digital initiative taken by banks the problem of NPA can be easily handled.

He analysed the findings and concluded that the farmers have not repaid the loan that they were given and hence these loans became NPA. He greatly focused that due to Digital revolution the problem of NPA can be handled in efficient



manner. The NIC's Software solution has helped SADB, Punjab to manage the loan accounts of farmers and thus giving prior notice to loanee so that the loan is recovered well in time. "The digital revolution thus is helping a lot as far as financial sector is concerned in addressing the burning issue of NPA. The digital revolution is definitely going to play the crucial role in improving Indian finance sector specifically co-operative banking structure", he said.

REVOLUTIONIZING THE BUYER'S JOURNEY ONLINE: AUGMENTED REALITY IN INDIAN E-TAILING

PRAGYA JAYASWAL,
ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES,
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Ms Pragya Jayaswal highlighted the on-going phenomenon where everything is moving online and retailers all over the world are realizing the huge potential of the online retail market. The digital wave has engulfed India and has influenced all the major sectors positively. Digitalization has also changed the Retail sector at par and thus Retailing in India has changed at a great pace. Customers want to shop at their ease, anywhere and anytime, and this is giving new business opportunities to the retailers.

The traditional retailing has now been overpowered by the coming of online retailing, better termed as 'e-retailing' or 'e-tailing'. E-retailing is buying and selling products and services over internet. As the line between physical and digital is blurring, the 'phygital' retail world is fast emerging.

E-tailing is expected to grow in India by several folds. IndiaRetailing.com expects that revenue generated from

online retail in India is projected to grow to US\$ 60 billion by 2020.

She cited many advantages of E-retailing but also counted on several shortcomings of it. She said that customers fear buying products online because they cannot assure themselves with the product's quality, its feel, or colour by merely seeing its pictures online. Sensory elements like touch and feel are of utmost importance during purchase decision making. During online shopping, many sensory elements are lost since customer cannot feel or touch the products and cannot judge on how it works or how it will fit, and therefore this leads to a gap in the shopping experience which in return leaves shopping carts empty. For marketers, this loss of interactivity and engagement with the customers, is a serious cause of concern.

To their rescue comes the new age digital revolutionary tool called as 'Augmented Reality' concept. Augmented Reality has the power of bridging the gap between the physical and the digital by providing the physical feature to the digital.

Her paper focused on how Augmented Reality is playing the role of a game changer in e-tailing in India. It also examined the growth of AR in India by featuring Indian retailers who are using AR to their advantage and the challenges faced by AR. It also focused on the application of Augmented Reality in e-tailing in Indian companies specifically. She said that AR powered Apps nowadays are helping customers in selecting a furniture by trying how it would look in their own homes or trying eye glasses, all through their smartphones. The AR app helps a customer to see their potential purchase in real time at scale in their home before making the decision to buy.

DATA CENTRIC SECURITY APPROACH IN CLOUD COMPUTING

AMANDEEP SINGH ARORA,
RESEARCH SCHOLAR, AMITY UNIVERSITY, RAJASTHAN

Cloud computing can be said to be the phenomena which enables one to use the common pool of configured resources with minimum administration labors often on the internet and this sharing paradigm give rise to many issues and one such issue is that the clarity of data transfer is not transparent in cloud and even lacks in providing the clarity regarding the ownership of the data. Cloud computing patterns are gaining worldwide well-known recognition because of the various assistance it can offer. These assistances comprises of cost-



effectiveness, saving of time and optimally utilization of resources of computing. Privacy of data and its security are the two major issues that prove to be hindrance in the adoption of this new technology. Recent researches have shown the focus of various researchers in improving of the security at OS level, Virtual Machine/Hardware level or at application level. But still no broad solution is provided for this problem and still the data security measures are being carried by the cloud providers. Another trend of research is based on Trust Computing concepts. This concept of Trust Computing provides certain set of technologies to trusted third party for securing virtual machines from cloud providers. This concept provides the user with various tools to monitor and assess the data in a secured manner but with much managed facility. In gap, Data Centric Security (DCS) is the upcoming technology that will provide the data provider with full control of security of the data that is being provided right from the beginning till it is removed i.e. throughout the lifespan. DCS technology has been mentioned in various ways in the literature but there is still not a homogeneous framework for applying it to cloud model. Mr. Amandeep Singh in his paper aimed at promoting the implementation of data-centric logging mechanisms which can be set to be the means to enhance its accountability and security in Cloud computing. He said that DCS not only provides the lucidity of the progress of data in the cloud, but it also laid emphasis on the protection for data leakage and life cycle management of information.

DIGITALIZATION: IMPACT ON EMPOWERING AND TRANSFORMING THE SOCIETY

MS. KARTIKA,
STUDENT, DELHI INSTITUTE OF ADVANCED STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



Digitization refers to the transformations triggered by the massive adoption of digital technologies that generate, process, share and transfer information. Without technology there can be no digitalization. Digital India is the outcome of many innovations and technological advancements. It transforms the lives of people in many ways and empowers the society in a better manner. Ms. Kartika in her paper identified factors which are influenced by Digital revolution and based on that she studied the impact of Digital Revolution on selected variables. The four identified factors were Individual Growth, Individual Effectiveness, Value addition and Career Advancement. She analyzed that there is no significant difference on the basis of gender on all the four-identified factor and on the basis of occupation perception differs.



E-PAYMENT: ISSUES, CHALLENGES AND FUTURE SCOPE

MS. PRERNA, MS. LEENA SHARMA,
STUDENTS, DELHI INSTITUTE OF ADVANCED STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



E-commerce gives the capacity of purchasing and offering products, information and services on the Internet. In ecommerce payments, money exchanges in an electronic form are called Electronic Payment. It offers the banking industry great opportunity, but also creates a set of new risks such as security threats. The rise of e-commerce has made new financial needs which are not effectively fulfilled by the traditional payment systems. Data security, consequently, is a vital management and technical requirement for any efficient and effective payment transaction exercises over the web. Online electronic cash system, electronic check system, online credit card payment system, and smart cards based electronic payment system are broad classification of electronic payment system. Each payment system has its benefits and drawbacks for the customers and merchants. Ms. Prerna and Ms. Leena in their study examined the security levels in association with fraud vulnerability, and determined how the relationship influences the preference of the user for one mode over another. They have studied various e-payment system, their security issues and algorithm used to make them secure. They have also compared two algorithms SET and SSL. They stated that the future scope includes study of more recent technology being used like Unified Payment Interface (UPI), BHIM (making India cashless)

INDIAN ADOPTION OF DIGITIZATION: A CASE STUDY OF NEW DELHI

MR. PRASHANT KUMAR,
ASSISTANT PROFESSOR, BANARASIDAS CHANDIWALA INSTITUTE OF
PROFESSIONAL STUDIES, GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY



We are living in the digital era, where internet becomes the main essential part of life. The digital world is a world where there is the best possible use of digital technologies. "Digital India" is an initiative of the Central Government of India to renovate India into a global digitized hub by improving digital connectivity. It aims at skill enhancement and to make the country digitally empowered in the field of technology. Digital India is a dream project of the Indian government to transform India into the digitally empowered society and to ensure all government services for citizens are available electronically by improving online infrastructure and increasing Internet connectivity.

Mr. Prashant pointed that there are various factors affecting the successful implementation of digitalization, these are digital illiteracy, low internet speed if available, non-access of internet to some Indian regions, lack of coordination among various departments. He suggested that these challenges should be surmounted for full implementation of the model in India. He deliberated on the reasons for adoption of digital



India programme over three years of its implementation. This paper analyzed the opinion of respondent on selected sector including banking, entertainment, education, transportation and bill payment and found out that after Digitalization, usage has enhanced in all the sectors simultaneously whereas the Banking sector is the most effected sector as the users have enhanced the use of internet for online transactions in banking sector. Study also shows that respondents are watching the TV shows online, listening music online and also read the news on E-Papers instead of hard paper. Mr. Prashant suggested that Government should provide all the information of projects in all languages, so as to make it easier for everyone to use and they should ensure that Government information like E-filing of returns, E-Ticket, Transport enquiry should be available in easy and local language. Government should make it simpler so that every citizen either belonging to rural or urban area, can easily get the benefit of it after pressing a single button.

VOTE OF THANKS BY

DR. BARKHA BAHL
EVENT CONVENOR



Dr. Barkha Bahl, the Event In-charge extended her heartfelt thanks to the distinguished guest for agreeing to be the Chairperson & gracing the occasion. She also thanked all the paper presenters for sharing their work, findings & opinions. She expressed hearty thanks to Dr. S.N. Maheshwari,

Professor Emeritus and Academic Advisor, for developing the culture of organising conferences, FDPs and seminars in the institute and also for being the guiding and inspiring force behind all the activities. She thanked Director, Dr. N. Malati, for providing continuous support and encouragement. Dr. Bahl expressed her deep sense of appreciation to the co-coordinators, Ms. Tripti Mishra, Ms. Tanya Chattwal and Ms. Tanuja Puri for their involvement and willingness to take on the completion of tasks beyond their comfort zone for organising the event right from the beginning. She thanked her colleagues and staff members for their whole-hearted support. Lastly, she thanked the sponsors and all the students for participation in the coordination of this event, and being patient listeners and expressed her expectation to receive the same efforts from all in the future events to come.

Distinguished

Guests' Opine

Very professional outlook of management and students. Also, students are confident and sorted in their thinking. My best wishes to this Institute

ANUPAM GUPTA

CO-FOUNDER,
ENRICH LIFE SOLUTIONS

Best platform to learn how to write and present paper. The team is very supportive and highly technically sound. Providing us with the best insights. It is always a win-win situation at DIAS. Proud to be a part of it.

MS. RAMYA RAJAMANICKAM

SYSTEMS ANALYST,
NATIONAL INFORMATICS CENTRE

It is good to be a part of a wonderful conference. Lots of ideas are circulated in this conference and many opportunities are available for students at DIAS.

DR. ANUP GIRDHAR

CEO,
SEDULITY SOLUTIONS AND TECHNOLOGIES

It has been a great learning experience as I had the opportunity to be a part of the best of academia. Hospitality was overwhelming.

MR INBARAJAN

SR VICE-PRESIDENT,
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Very nicely organized and managed conference. It was a great opportunity to connect with the distinguished speakers here. Hope to visit DIAS again.

MS. AASHITA CHHABRA

ASSISTANT PROFESSOR,
NORTHERN INDIA ENGINEERING COLLEGE
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

It was a very wonderful experience at DIAS. Speakers are very good and great support from faculties and staff members.

MS. VIDHI SETHI

JAGGANATH INSTITUTE OF MANAGEMENT STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Pleasant experience while interacting with the students. Found them to be quite worldly wise.

ADITYA JAIN

DNA ADVANTAGE

Students and teachers both work very calmly towards making the best. Behavior and attitude both are welcoming.

MEDHASREE SEN

DEXLAB ANALYTICS

Good experience in this institution. Talented students and nice faculty members. Event volunteers were very cooperative.

MEGHA MAGGO

LIVELIKE

A very well-run institution, working both for faculty development as well as for advancement of student attributes.

SHRI RAMESH NARAYANASWAMI

IAS(Retd)
FORMER CHIEF SECRETARY DELHI

I was very happy and delighted to interact with the students. Very impressed with the campus and the faculty.

ANIL SOMANI

EXECUTIVE CHAIRMAN, IFBS

It was a wonderful experience to present at DIAS. the whole seminar and presentations were very knowledgeable.

DIPTI TYAGI

KIIT COLLEGE OF ENGINEERING, GURUGRAM

Seminar was full of knowledge. It was energetic and helpful to understand the future of our economy. Faculty members are highly cooperative.

KARAN SHARMA

GITARATTAN INSTITUTE OF BUSINESS STUDIES
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Readers'

Views

I am so happy that I got an opportunity to read the DIAS Times Magazine. This magazine reflects all aspects of the institute, so that all new readers and students know about all the information's and USPs about the institute. I think who are interested in the fast-moving business environment must read this. Many activities are the main Centre of interest, which are covered very well by photographs.

It gives me an immense pleasure to congratulate and thanks all the staff members and students who have contributed in this edition for successful editing & publication.

MR. SUNIL SHAH

DY. GENERAL MANAGER- MARKETING
SEHGAL NEO HOSPITAL, PASCHIM VIHAR

Extremely happy to have a sixty sixth issue of "DIAS TIMES", a quarterly newsletter of the DIAS. I have been a regular reader of DIAS TIMES, and observing that the quality of each volume is coming with new thought every time. In particular, the EXECUTIVES' OPINE is very good feature.

The contents are very encouraging. The next generation will be dependent on the "Artificial Intelligence" rather it has started in some part of India. In Chennai, there is a hotel, that have a booking of 15 to 16 months for dinner etc. The reason behind is that there is no waiter and receptionist in the hotel but every petty job is being done by robot very deftly. Dias has also thrown light on ARTIFICIAL INTELLIGENCE AND FUTURE OF RECRUITMENT, worth reading. The utility of DIAS TIMES is also remarkable. Every latest issue of DIAS Times is based upon the demand of the industry. No doubt, DIAS TIMES is result of your constant and consistent and strenuous efforts.

I wish all success for the forthcoming issues.

DR. J.P. BHUTANI

FORMER PROFESSOR,
DIAS

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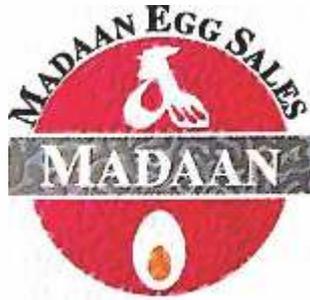
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White Egg

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Aman Madaan (Owner)

Wholesaler of poultry eggs, white egg & chicken eggs in Delhi



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NAAC Accredited 'A' Grade & An ISO 9001: 2015 Certified Institute
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is organizing a
National Conference on
“ACHIEVING BUSINESS EXCELLENCE THROUGH SUSTAINABILITY AND INNOVATION”
Saturday, 5th January 2019 at DIAS

Business Excellence is about developing and strengthening the management systems and processes of an organization to improve performance and create value for stakeholders. Embedding principles of sustainability can strengthen the connection between corporate responsibility and competitiveness. Companies need to embed a sustainability mindset into their systems, people and processes as a part of their business strategy to become more competitive and remain relevant in the rapidly changing markets and industry structures. The economic dimension of the sustainability challenge lies in enhancing profitability, increasing shareholder value and creating wealth whilst pursuing opportunities for growth. Such a focus will eventually transform into multifold business advantages for corporates resulting in Business Excellence.

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KEY FOCUS AREAS:

The key focus areas of the conference are:

Business Excellence through Accounting and Finance

- Social Enterprise Growth
- Community Economics
- Impact Investment
- Sustainable Accounting and Governance

Business Excellence through Marketing

- Corporate Societal Marketing
- Green Marketing and Responsible Consumerism
- Consumer Innovation
- Social Media Marketing
- Disruptive Marketing

Business Excellence through Information Technology

- Digital Innovation
- Blockchain Technology
- Artificial Intelligence
- Business Intelligence
- Enterprise Data Network

Business Excellence through Human Resources

- Development of HRM Competencies
- Strategic Leadership
- Knowledge Management
- Employee Engagement

Business Excellence through General Management

- Corporate Social Responsibility
- Social Entrepreneurship
- Social Enterprise Business Models
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For registration, please fill in the registration form along with the demand draft of the applicable fee in favor of “Delhi Institute of Advanced Studies” payable at Delhi and send it to Conference Team latest by 15th December 2018. Registration form can be downloaded from the website: www.dias.ac.in

PUBLICATION:

• The accepted papers will be published in the conference proceedings with ISBN Number.
An expert committee will further select a few papers from the accepted papers for publishing in UGC Approved Journal: Journal of Business and Management (Print with ISSN no.)

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- 1. Assistant Professor:** (MBA) First Class or equivalent in Masters Degree in Business Administration or equivalent and two years relevant experience is desirable.
- 2. Associate Professor:** (All Programmes) (I) Qualifications as above i.e. for the post of Assistant Professor, as applicable and PhD or equivalent, in appropriate discipline.
(II) Post PhD publications and guiding PhD students is highly desirable.
(III) Min. 5 yrs experience in teaching/research/industry of which at least 2 yrs post PhD is desirable.
- 3. Professor** (All Programmes) (I) Qualifications as above i.e. for the post of Associate Professor, as applicable.
(II) Post PhD publications, guiding PhD students, demonstrating leadership in planning and organizing academic, research, industrial and/or professional activities, and capacity to undertake/lead sponsored R&D consultancy and related activities are highly desirable.
(III) Min. 10 yrs experience in teaching/ research/industry of which at least 5 yrs should be at the level of Associate Professor
- Or
- Min. 13 yrs experience in teaching/ research/industry.
In case of Research experience, good academic record and books/research paper publications/IPR/ patents record shall be required as deemed fit by the expert members in Selection Committee.
In case of Industry experience, the same should be at managerial level equivalent to Associate Professor with active participation record in devising/designing, planning, executing, analyzing, quality control, innovating, training, technical books, research paper publications/IPR/ patents, etc. as deemed fit by the expert members in Selection Committee.

BBA/B.COM (H) PROGRAMMES

- 1. Assistant Professor:** (BBA/B.Com (H)) (I) Good Academic record with at least 55% marks or equivalent grade at Master's degree level in the relevant subject from Indian University or from Foreign University.
(II) Passing of NET/SLET/SET.
- 2. Associate Professor:** (All Programmes) (I) Eminent scholar with Ph.D qualification(s) in the concerned /allied/relevant discipline with high quality published work. Minimum of 10 publications as books and/or research / policy.
(II) Min. 10 yrs of teaching experience in university/ college / research at the University/ National level Institutions/Industries, including guiding Ph.D students.
(III) Contribution to educational innovation, design of new curricula and courses, and technology – mediated teaching learning process.
(IV) A minimum score as stipulated in the Academic performance indicator (API) as per the UGC 2010 Regulations.
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- 1. Research Assistant** First class or equivalent in Master's Degree in Management or allied subjects from an Indian University or from a Foreign University. Flair for research is highly desirable.

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- 1. Librarian** B.Lib/M.Lib degree(s) preferably with 2 yrs. of working experience in a computerized Library & well versed in English language.

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- Application has to be in the prescribed form. Applications not in the prescribed form or having incomplete details are likely to be rejected.
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- Command over English Language and Computer Skill is essential.