

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

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Mega Events Special



- Ecstasy 2010
- HR Summit



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Editorial Board

EDITORIAL ADVISOR	Sh. S.K. Sachdeva
EDITOR-IN-CHIEF	Dr. S.N. Maheshwari
EDITOR	Ms. Ruchi Gupta





From the Editor's desk

Dear Readers,

The sports season is here again or shall we say the cricket fever has gripped the nation once again. The sport, earlier known only for entertainment, is now being viewed as a lucrative business opportunity involving big moolah, thanks to Indian Premier League (IPL) which is about to enter its third season. The League has transformed the face of Indian cricket and the manner in which it is viewed. Not only the cricket world, but also the world of business and entertainment are investing big money in the teams which even though belonging to different states of India boast of international players of repute.

Like all other high profile business ventures, IPL, even though successful, has been marred by certain controversies. The first season saw disagreement amongst the players. The second season witnessed the shifting of the venue due to political factors.

The prominence of upcoming IPL – Season III has made it a powerful magnet for controversy, be it protests against cheerleaders, security concerns, the Telangana issue or faux nationalism.

The racist attacks on Indians in Australia have instigated the Hindu extremist groups, chiefly Shiv Sena activists into opposing the participation of Australian players in IPL which is to be held in India this year. Another area of concern has been the shifting of the home ground of the players of Deccan Chargers from Hyderabad to Cuttack due to the ongoing Telangana riots.

The feathers of global media were ruffled with news of no Pakistani player being selected amongst the eleven listed for IPL auction as no franchisee bid for them. It came as a major setback against the popular sentiments that the forthcoming IPL may resume the Indo-Pak ties. The warning of Al Qaeda commander, Ilyas Kashmiri's to foreign sportspersons asking them not to participate in forthcoming IPL has added to IPL's overflowing cup of woes. Coping with these challenges, the management of IPL has stood its ground instead of giving in to these threats and finalized every detail for the game.

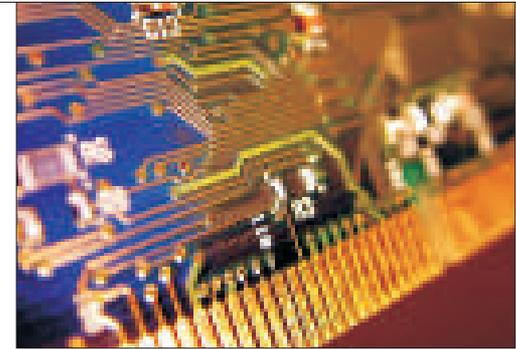
Let us hope that it keeps on progressing this way, providing the country a great game along with worldwide business opportunities. As they say, 'Cricket is the Heart of India', so, why not let's rejoice the game we enjoy.

Also, be it sport or general public, everybody wants to be kept away from these petty politics, because at the end of the day, none of them see any difference amongst people on the basis of countries of origin. But, patience and perseverance is the only way through which we know what awaits us in the future.

Ruchi Gupta

Editor





DIAS

A Mission to Excel

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

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

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

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

Academic

Contribution by Faculty

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

Books:

Dr. S.N. Maheshwari, a prolific author with around 100 books/monographs to his credit, has brought out the following revised editions of his books in January – March 2010:

1. **Financial Accounting for BBA:** First Edition 2010, for BBA Students of different Universities. (Vikas Publishing House Pvt. Ltd.)
2. **Business Mathematics:** First Edition 2010, for MBA students of Karpagam University. (Vikas Publishing House Pvt. Ltd.)
3. **Accounting for Management:** First Edition 2010, for MBA students of Karpagam University. (Vikas Publishing House Pvt. Ltd.)

Conferences / Seminars:

Dr. Maheshwari has presided over the following conferences / seminars:

1. Presided as Chairperson of the **"National Research Paper Presentation Competition"** hosted by Bharati Vidyapeeth University at their Institute of Management and Research, New Delhi on 20th February, 2010.
2. Chief Guest of the National Seminar on **"Effective Business Communication: The Success Mantra in Corporate World"** at Royal Institute of Management and Technology, Shahpur, Haryana on 20th March, 2010.

Ms. Barkha Bahl, Reader, DIAS

Ms. Barkha Bahl, Reader, DIAS, has presented a paper titled **"Designing an Optimized Trust Based Recommender Algorithm using BBO"** in an International Multi Conference on Intelligent Systems & Nanotechnology (IISN-2010), held on February 28, 2010 at Institute of Science & Technology, Klawad (ISTK), Ambala-Jagadhri Road, Distt. Yamuna Nagar, Haryana (INDIA).



Ms. Shuchi Vasisht and Ms. Surbhi Jain, Faculties, DIAS

Ms. Shuchi Vasisht and Ms. Surbhi Jain, Faculty Members, DIAS, attended two days workshop at IGIT, GGS Indraprastha University from 12th March - 13th March, 2010, titled **“Mobile Architecture and Programming for ARM Processors”**. The objective of the workshop was to provide exposure in the field of hardware and software architecture of mobile devices and programming.

Very knowledgeable and enriching presentations were given by eminent speakers on topics like “Low Power System Design” and “Mobile Technologies”. The first day of the workshop started with an Inaugural lecture on “Low Power

System Design”, “ARM architecture and Programming” and “Mobile commerce and Security Issues”. Also, the workshop focused on providing hands on experience on development of application programs for teaching embedded systems and conducting its lab using mobile devices based on the ARM architecture and Symbian software platform. The participants got practical exposure on mobile application program development using Python. The workshop was concluded with valedictory ceremony by Hon'ble Vice Chancellor, GGS Indraprastha University.

PLACEMENTS

at DIAS

The quarter witnessed a number of companies visiting the campus for recruitments absorbing almost fifty students at an average package of around 3.5 lakhs.

The companies from diverse sectors evaluated the students through a rigorous interview process including Group Discussions and various rounds of interviews, before committing to a permanent hire. A plethora of offers was received in varied profiles such as in Finance, Consulting, Marketing and Human Resources. Even more satisfying for the students has been the rich mix of offers equally spread across various domains to choose from.

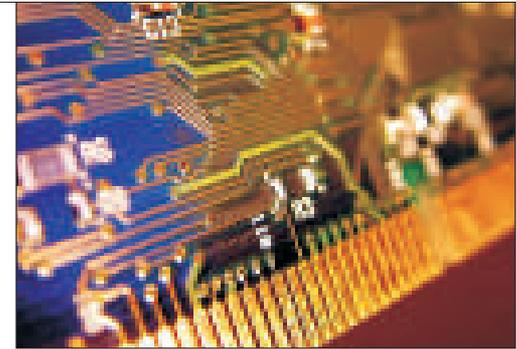
The financial services domain was represented by companies like Indiabulls Securities, SMC Global, Cholamandalam, Open Futures, HDFC-SLIC, Unicon Investment Solutions, ICICI Prulife and Tata AIG.

There were also diverse offers for the students in the field of marketing and HR from companies like Kajaria Ceramics, Rags Marketing, Home D-Mart, Planman Consulting, KNR Management Consultants, US Technologies and Super Tech Solutions.

Also, the institute conducted and participated in pool campus interviews with RDIAS. Sessions on Personality Development, Mock Interviews and Group Discussions had been a regular initiative by the faculty of DIAS and had seen a good participation from students as well.

The mention of MBA Summer Internship Placements cannot be missed. The month of March saw the students interning with varied profiles with companies like Cholamandalam, HDFC-SLIC and SMC Global, with a fair amount of stipend being paid.

Working in synchronization with MBA placement department, MCA placements also picked up smoothly. The success of MCA placement drive that had started in month of August 2009 gained momentum from January 2010. The students participated in pool campus drive conducted by colleges like IITM, RDIAS, JIMS and gave their best performance, with selection of almost twenty students in companies like NCR, WNS, SafeNet, W-3i Infotech and Indus Valley Partner. DIAS conducted pool campus interviews with Birlasoft in which 9 colleges were invited. The smooth and transparent conduction of the test was well appreciated by the training and placement advisors of other colleges. Nine of our students are currently placed in Birlasoft. With 82% of students being placed till the end of March is a motivating factor for our future course of action.



DIAS Technology Grid

DIASians take active participation in events organized by other institutions. We congratulate the following students of MBA who have brought back laurels to the institute.

Student	Organizing Institute	Event	Prize
Vineet Sharma	TIAS	LAN Game	II
Vijay Mogha			
Shanky Gupta			
Vipin Kumar			
Ruchika	Deendayal Upadhyay College	Treasure Hunt	I
Praveen Kishore	RDIAS	Fashion Show	II
Neha Tyagi	RDIAS	Solo Singing	III
Meenal Paliana	GIBS	Antakshri	I
Rashi Raina			
Neha Singhal	GIBS	Marketing Strategy	I
Prashant Goel			
Lalit Kumar	GIBS	Hoopla	I
Vaibhav Jain	GIBS	Hoopla	I
Abhinav Kumar	VIPS	Extempore	II
Abhinav Kumar	RDIAS	Just a Minute	I
Abhinav Kumar	RDIAS	Turn Count	I
Abhinav Kumar	RDIAS	Questionnaire Designing	I
Abhinav Kumar	RDIAS	LAN Game	I
Lalit Surana	GIBS	Bulls & Bears	II
Priya Arora	RDIAS	Fashion Show	II
Juhi Sharma			
Manish Rana			
Anubhuti Jhingran			
Sakshi Goel			
Pankaj Mittal			
Vivek Sharma			
Dharmendra Kumar			
Sunil Antil			
Anubhuti Jhingran			
Priyanka Gulati	RDIAS	Rangoli	I
Sunil Antil	GNIM	Paper Presentation	I
Asha Rani	GNIM	Speak out your mind	I
Sunil Antil			
Asha Rani	BPIT	Turn Court	II
Sunil Antil			
Sunil Antil	TIAS	Business Plan	Runners Up
Prerna Goel			
Vijay Mogha			



New Staff

Members

JOINED AS READER

Dr. Smita Gupta has done BA(H) in Psychology, MA in Industrial Psychology and Ph.D from Banaras Hindu University, Varanasi. She has been teaching for the past 4 years. Also, she has to her credit 10 papers published and 7 papers presented in both national and international conferences. She has authored a book titled "Medical Tourism – A Growth Industry" under ICFIAN Publication, 2009.

JOINED AS LECTURER

Ms. Anju Batra is M.A. in Economics from Kurukshetra University, Kurukshetra and has done M. Phil from Maharishi Dayanand University, Rohtak. She is pursuing Ph.D in Economics from Singhania University, Rajasthan. She has an experience of almost 10 years in academics & has taught in various colleges of Haryana as well as I. P. University, Delhi. Ms Batra has presented five research papers in national conferences and two in international conferences organised by different institutes of I. P. University & departments of M.D. University. She has published one paper titled "Farmers' Irrigation Management Knowledge as a Determinant of Farm

Income: an Empirical study" in MAIMT Journal of IT and Management, Vol. 3, No. 1 (May-Oct 2009) and has also attended numerous seminars on economics & management.

Ms. Roma Jaitly has done B.Sc (Comp Sc.) and MBA (Mktg. & IB) from MDU, Rohtak and M.Phil. (Management) from Madurai Kamaraj University, Madurai. Also, she has qualified UGC-NET (Management) and is pursuing Ph.D from Vinayaka Mission University, Tamilnadu. She has almost 2 years experience in the industry and 4 years in academics. She has attended a national seminar organized by MDU, Rohtak and has presented a paper in an International Conference organized by PDMDE, Bahadurgarh.

Ms. Taru Singh is B.Sc.Honours (Chemistry) from D.U & MBA from Banasthali Vidyapith with specializations in Marketing and Finance. Currently, she is pursuing Ph. D from from Banasthali Vidyapith, Rajasthan. She has a corporate experience of one and a half year and teaching experience of one year.

DIAS

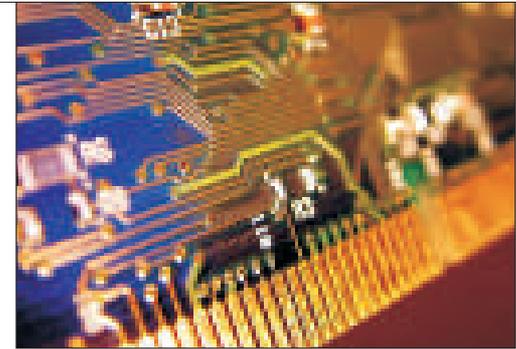
Eco Club

"HOLI KE RANG PHOOLON KE SANG" CAMPAIGN

DIAS Eco Club once again carried out "Holi Ke Rang, Phoolon Ke Sang" campaign for the fifth consecutive year during the last week of February. The students, faculty and staff members of DIAS enthusiastically participated in the campaign. They also energetically helped in enlightening and educating people in and around Rohini on the various adverse effects of harmful chemicals used in the colours.

Banners and hoardings were put up on several important locations to accentuate the importance of natural colours. Also, use of flowers and colours prepared from flowers was emphasised upon. The overall campaign was a success which could be seen from the increasing number of people demanding herbal and flower based natural colours.





Activities at DIAS

Guest Lecture on “POWER OF EMOTIONAL INTELLIGENCE”

Success requires more than IQ (Intelligence Quotient), which has tended to be the traditional measure of intelligence, ignoring essential behavioral and character elements. And, as we know, despite possessing a high IQ rating, success does not automatically follow.

DIAS organized a guest lecture on “Power of Emotional Intelligence” on 9th January, 2010. The eminent speaker, Mr. Nishit Lal, Leadership Trainer, talked about the five common problems that we come across everyday; relationship problems, decision making, lack of trust on people, little awareness of strengths and a blurred vision for self. According to him, the answer to these is Human Ability Index. For all levels of jobs, EI competencies are twice as effective as IQ in determining an individual's success rate. He asserted that the best way for an individual to remain happy is to “Disassociate yourself with unpleasant experiences and associate with the pleasant ones.”

Emotional competencies including social competence and personal competence were discussed. Another important point that was talked about was the most dangerous disease on this planet: HABIT OF WORRYING, which takes place when we have lots of time at our disposal. The solution to this was stated as “Don't let your work be your stress. Let it be



your direction.” Self regulation, dealing with criticism and the secret to prioritization were also taken up .

The session was interactive and involved active participation from the audience. Use of various exercises, audio and video clips made the session even more captivating.

Faculty Development Program on “RESEARCH METHODOLOGY – TECHNIQUES AND PRACTICES”



A Faculty Development Program on “Research Methodology – Techniques and Practices” was organized by the institute on 11th January, 2010.

Dr. Suneel K. Maheshwari, Professor, Division of Accountancy & Legal Environment, Marshall University, USA conducted the program focusing on the development and improvement of research paper writing skills. These programmes help enhance the skill set of faculties as research becomes an integral part of people in academics.

Our esteemed speaker, Dr. Maheshwari focused on three main aspects of a research paper:

- a) Objective of the paper,
- b) Motivation for the paper and
- c) Statistical tools to be used to achieve the objective.

According to him, formation and specification of the objective is the core to any research paper. He also emphasized on the



objective statement being simple and self explanatory. He further added that any research paper being written should make an additional contribution to the already existing body of research. Appropriate employment of statistical tools would further enhance the quality of research. This was followed by an objective writing session wherein the faculty was asked to develop a research objective for the paper they intended to write in the near future. Later, the objectives were analyzed and feedback was provided.



The faculty was asked to improve further wherever the changes were stated. In all, it proved to be highly beneficial activity for the participants.

Visit to World Book Fair

World Book Fair was organized at Pragati Maidan from 31st Jan, 2010 to 7th Feb, 2010 by the India Trade Promotion Organization (ITPO). The exhibition showcased stationery products, books, educational material, and services supporting buyers and sellers of books. In order to explore and recommend new arrival of books in various subjects and thereby update the library, four faculty members, Ms. N. Malati, Dr. Vibha Dua, Ms. Sakshi Saxena and Ms. Ritika Maheshwari visited various halls at the fair on 4th & 5th February, 2010.

Publishing houses like Oxford University Press, Wiley India Pvt. Ltd., SAGE Publications India Pvt. Ltd., PHI Learning, Tata McGraw Hill, Sultan Chand, Biztantra, etc. showcased new publications and new editions of various existing books. Wiley India Pvt. Ltd. had a wide range of books on different management areas like Human Resource, Business Research, Public Speaking, Strategic Management and Operations Management which can prove to be useful for the Business Administration students. They also showcased a wide range

of journals on areas like Business, Engineering, Life Sciences, etc.

SAGE Publications India Pvt. Ltd. has introduced numerous books on Management Games, Performance Appraisal Management, Culture and Organisational Behaviour, Merger and Acquisitions, Consumer Behaviour and the like. Dream Tech and Elsevier had a complete section for management and IT journals. Various stalls like Oxford University Press, Tata McGraw Hill, Pearson Education, Prentice Hall of India, Taxmann etc. also had a good collection of books on various management subjects like Sales and Distribution, Consumer Behaviour, Human Resource Management, Taxation & related areas, Economics, Financial Markets & Institutions, Mergers & Acquisitions to name a few, which will prove useful for the students.

The experience was enriching and valuable.

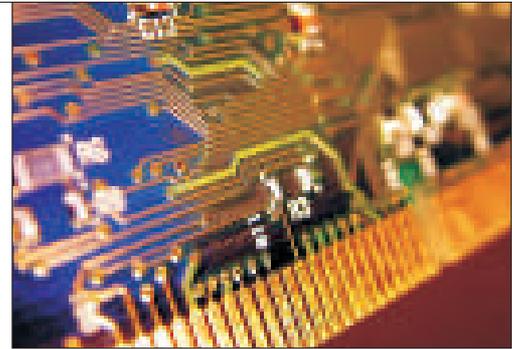
Guest Lecture on "CAREER OPTIONS IN MEDIA"

A guest lecture on "Career Options in Media" by Mr. Rohit Upadhyay, Head Sales – Retail and Govt., Reliance Media



World Ltd. (Big FM) was organized on 13th March, 2010 in the premises of the institute.

He began by conveying the message of brushing the knowledge everyday which is very imperative in today's dynamic environment. Mr Upadhyay laid special emphasis on being a rainmaker i.e. to be an innovator and create things to make a difference. His mantra to be a successful marketer is to always ask questions, treat each customer importantly; pre-plan sales call and identify the dominant motives of the buyer/client.



The eminent speaker talked about the red ocean and the blue ocean strategy for growth of a business. He highlighted the effective fundamentals of being successful in the area of marketing and sales and considered them as showing the benefits to the customers, not making excuses, daring to be dumb and most important of all, developing listening skills.

He concluded the lecture with an inspiring video of Steve Jobs', co-founder and CEO of Apple Inc. and Pixar, speech at the Stanford University's convocation ceremony. In this speech, Jobs spoke about 3 stories of his life. He conveyed a million dollar message of carrying an attitude of DON'T QUIT.

The session was targeted at first year MBA students who are yet to decide their area of specialization. The session was highly interactive as could be seen from the never-ending questions from the audience. Such corporate academia interface helps students to know about the practical applicability and implementability of their theoretical knowledge. It proved to be a learning experience for the audience.

Guest Lecture on "INTERVIEW SKILLS"

With the selection process in corporate world getting rigorous every day, it has become pertinent to groom the overall personality of students to face the interview board and sustain their success thereafter. Mr Vipin Sarin, Corporate Trainer, Access, enlightened the audience as regards how to improve personality and about the process of recruitment.

The circle of the individual's desires is becoming large day by day. The saying "survival of the fittest" has now changed to "survival of the best fit" because to cope up in this competitive environment you need to be the best.

He explained five parameters for improvement of communication skills.

1. **The Rate of Speech (ROS)** - Use not more than 70 – 130 words per minute and stretch and stress important words and phrases in the sentence.
2. **Pronunciation** - Speak words correctly.
3. **Enunciation** - To speak with clarity and confidence.
4. **Diction** - The choice of words should be correct so as not to convey wrong thought.
5. **Tone** should be polite.

Also, appropriate body language was stressed upon. He guided students about the interview skills which the student should possess comprising of four C's.

1. Clarity of thoughts
2. Convincing power
3. Correctness and
4. Confidence

Mr Sarin also suggested some mild answers to some frequently asked questions in the HR round of the recruitment process. He assisted students to answer some tricky questions and made them familiar with the mindset of the HR people who take the interview.

In all, it was a very fruitful session for students as it prepared them to face the initial stepping stones to the corporate world.

INDUSTRIAL VISIT TO ASIAN PAINTS LIMITED

Delhi Institute of Advanced Studies organized an Industrial visit to Asian Paints Ltd., Kasna, Greater Noida on 16th March, 2010 for the students of MBA, 2nd Semester. The objective of the visit was to familiarise them with the organizational mission, set up, field and plant operation and products. The students were accompanied by faculty members, Dr. Vibha Dua, Mr. Himanshu Puri and Ms. Roma



The visit was very beneficial as it acquainted the students with the practical aspects of management. Asian Paints Ltd. is the 10th largest decorative paint company in the world and follows the safety standards laid by British Safety Council (BSC), London. Students were made aware about the company's concern for the welfare of its employees and the



various facilities it provides to them like group insurance, flexible working hours, meals, proper working conditions, safety etc.

Students were also taken for a round of the plant to gain knowledge of the processes being followed by the company in order to manufacture quality products and service delivery. Explanation on process of distribution and marketing activities gave students an insight into time-bound and meticulously planned activities of the company. The session was very informative as it covered all facets of the operations from procurement to distribution.

The queries of the students meant to correlate theoretical learning with practical realities were effectively answered by the company representatives with great interest. The visit was a great learning experience for the students.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

DIAS organized an Entrepreneurship Development Programme (EDP) on 18th March 2010 to promote entrepreneurship amongst the students and to build an exhaustive human resource pool of future entrepreneurs.

The students were familiarized with the concept of entrepreneurship by Dr. Jagmohan Taluja, Director, DIAS and Mr. R.K Karoth, Deputy Director, MSMEDI (Micro, Small and Medium Enterprises development institute).



Dr. Taluja, an entrepreneur, with his own consultancy firm extending consultancies to many large, small, medium and even foreign companies, talked about the reasons for entering into entrepreneurship and what all it takes to start

one's own business. He emphasized that one needs to set a vision of being an employer and not an employee. He considers concrete thinking as the requisite for being successful. One has to face tough challenges, accept them and work towards conquering them. Successful entrepreneur is one who is creative and innovative. We should not only find opportunities but create them. Understanding the system, society and environment will help an individual to come up with an 'Idea'. He also mentioned that as per statistical data, 36% of Indian export is contributed by small scale industry accentuating the scope of this sector.



Mr. Karoth has helped many entrepreneurs set up their businesses in the area of food, chemical, leather, glass and ceramics. He acquainted the audience with the various aspects of being a successful entrepreneur, the obstacles faced and the resources required for setting up a new business. He also emphasized on the need of going for the product testing before launching it in the market. Being from the Ministry of India, he also explained about the various government schemes and policies which have been initiated to promote entrepreneurship. Government provides people with expert advice. Initial training is provided at very nominal costs to develop skills whether technical or non-technical. He motivated the participants with various examples of Indian entrepreneurs that have performed marvelously with the help of MSMEDI.

The session was an amalgamation of motivation and enthusiasm. It proved to be learning experience for the participants.



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For Sustainable
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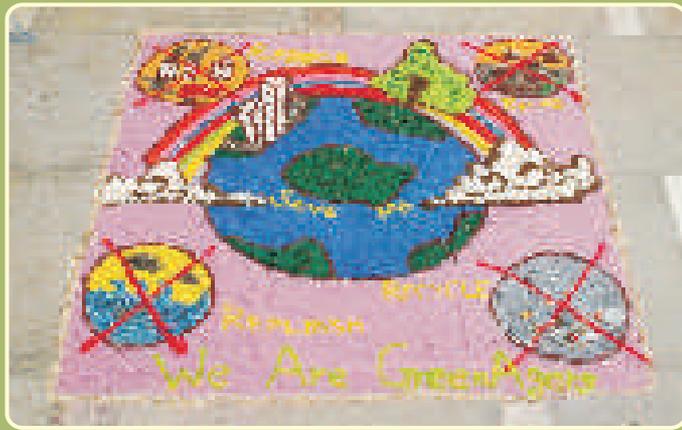
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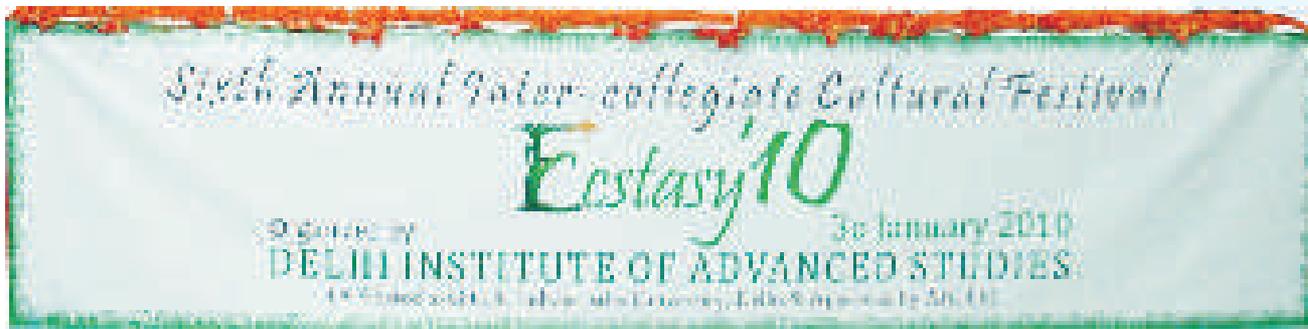
Proud Symbol of Trust, Dependability and Agro Excellence

Ecstasy 2010

SIXTH ANNUAL INTER-COLLEGIATE CULTURAL FEST







Ecstasy 2010 was a grand celebration of bonhomie, euphoria and gaiety. It was a day of indulgence, high spirits and jubilation. The Institute and its guests relished and reveled in the festivities that unfolded before them throughout the day. It was a day when the acumen, artistry, craftsmanship and dexterity of the participants came to fore. As some participants mesmerized the audience with their charm, some enthralled everyone with their oratory skills, some set the audiences' pulse racing with their electrifying dance movements and still others enchanted them with their singing prowess. The diversity of various talents and performances captivated the audience effectively. However, one thing that remained common and sustained throughout the day was the Fest's theme, 'Go Green'.

The institute being a responsible corporate citizen ventured to spread awareness about and influence youth towards conservation of the environment. This year the festival of zeal, competition, elation, triumph and tradition was a platform for students to unleash their creativity and showcase their talent and endeavor to generate feeling of responsibility amongst the youth towards the environment and a maneuver to generate conscientious sentiment towards Mother Nature.

INAUGURAL SESSION

The inaugural session commenced with a salutation to the Chief Guest, Col. Ashwani Kumar and a warm welcome to the faculty and participants of various institutes and the audience.

LIGHTING OF THE LAMP

asato ma sadgamaya
tamaso ma jyotirgamaya

mrtiyorma amrtam gamaya...

O Lord...

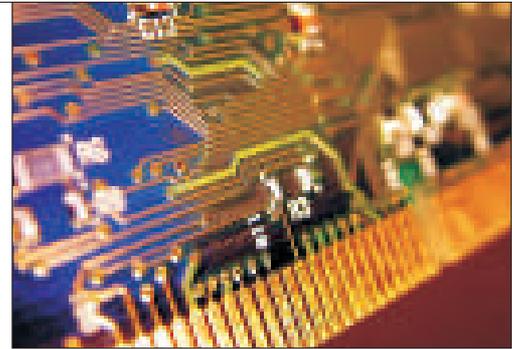
Lead me from the asat to the sat.

Lead me from darkness to light.

Lead me from death to immortality...



The Chief Guest, Col. Ashwani Kumar, VSM; the Director General, Dr. S. N. Maheshwari; the Director, Dr. Jagmohan Taluja and the Event Coordinators, Ms. Jiveta Chaudhary and Ms. Neha Tandon lit the lamp and inaugurated the fest.



**Welcome Address By
DR. S. N. MAHESHWARI,
Director General, DIAS**

Dr. S. N. Maheshwari welcomed the Chief Guest and greeted the faculty and the participants from various colleges and the audience to the institute on behalf of the DIAS family. He emphasized the relevance of extra-curricular activities in a student's life and accentuated the importance of such activities in building intelligence, nurturing spirit of teamwork and developing character.



Dr. Maheshwari explained about the importance of a student to be an all-rounder in order to be globally competitive and universally acceptable. He said that art and culture add values to one's life, success and happiness. In the end, he paid regards to the audience on behalf of Sh. S. K. Sachdeva, Chairman, DIAS and blessed the participants of the fest. He also expressed his gratitude to the faculty members and students of the various institutes for their cooperation and participation. Also, he appreciated the effort of the members of the DIAS fraternity.

**Inaugural Address By Chief Guest,
COL. ASHWANI KUMAR, VSM**

Col. Ashwani Kumar, Chief Guest of the event, welcomed the audience and thanked the institute for inviting him to the event. He recalled his days back at college when he organized the youth festival of the Punjab University and was the best student organizer. He said that today is the time when the youth of the nation would take it to the sky. He expressed how managerial and administrative skills are important in a student's life. He also emphasized the significance of cultural activities in building a students' career. He concluded by wishing good luck to the participants and the students for the day.



MEMENTO PRESENTATION

Dr. S. N. Maheshwari presented a Memento to the Chief Guest as a token of respect, love and appreciation. The Chief Guest donated some books written by his father to the institute as a token of remembrance.





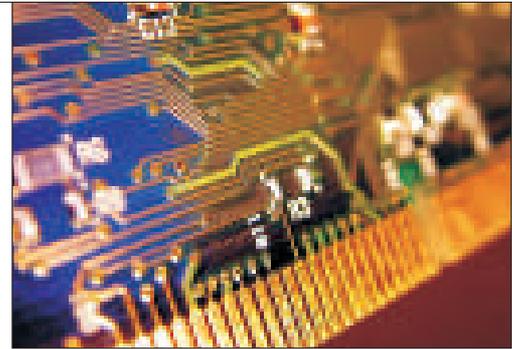
Vote Of Thanks By DR. JAGMOHAN TALUJA, Director, DIAS

On behalf of the entire DIAS fraternity, Dr. Taluja delivered the vote of thanks to the Chief Guest and the esteemed audience. He talked about how students had made commendable effort and applied the concepts, tools and techniques of management in managing the grand event. He explained how imperative it is for people to understand the importance of the environment.

His words, 'Treat the earth well because it has not been given to us by our parents as a gift but it is actually given to us on loan by our children... Time would not be far when walking on a green earth would be a miracle', described the true essence of having a benevolent sentiment towards Mother Nature. He wished luck to all the students and participants.

PRIZE DISTRIBUTION CEREMONY

EXPRESSING INTENT (DEBATE COMPETITION)		
First (For)	Anand Subramaniam	DIAS
Second (For)	Akanksha Bahl	DIAS
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First	Ishan Mahajan, Nishant Soni, Kuldeep Rana, Dileep Singh, Amit Kumar Singh, Kartik, Anand	BPIT
Second	Prerna, Vijay, Vipin, Shanky, Vineet, Mohit Singh	DIAS
Third	Dharmendra Kumar, Raman Kalra, Rajat Gupta, Golden Preet Singh, Varun Bahl, Neha Sharma	DIAS
TECH MAG (BUSINESS AND IT QUIZ)		
First	Mohit Arora, Jatin Gambhir, Nikhil Mehra, Nikhil Menon	Delhi School of Economics
Second	Vikas, Disha, Hemant	MERI
Third	Shreyas, Abhinav, Ashish, Prassan	NDIM
THRUST TALK (EXTEMPORE)		
First	Anand Subramaniam, Preetha Kannan	DIAS
Second	Apurva Bhatia, Aditi Singh	RDIAS
Third	Dipayan Choudhary, Anand G. Unni	NDIM



BATAILLE DES MOTS (GROUP DISCUSSION)		
First	Nived	Amity
Second	Anand Subramaniam	DIAS
Third	Sweeny	Amity
E-LAN-E-JUNG (LAN GAMING) (INDIVIDUAL)		
First	D.Shivkiran	DIAS
Second	Uday Gupta	DIAS
E-LAN-E-JUNG (LAN GAMING)(TEAM)		
First	Sanjay Rautela	USCT
	Vasu Chona, Mhd. Arif, Nakul Vyas	DU
	Avinash Pal	UPTU
Second	Santul, Prashant, Tanmay, Shreyas	NDIM
ROCKET SINGH-SALESMAN OF THE YEAR (AD-MAD SHOW)		
First	Mayank Nayyar, Aditi Rastogi, Simran Kaur, Harish Chowdhary	DIAS
Second	Avinash Kaur, Abhishek Chaudhary Gaurav Deswal, Rahul Kakroo	NDIM
Third	Anish Chahal, Nishant Arora, Aditi Sharma, Randhir Kumar	Trinity
MOSAIC (RANGOLI MAKING COMPETITION)		
First	Soni, Prabhjot, Neha, Namrata	DIAS
Second	Swapna, Ruchika, Kanika Luthra, Juhi Pandit	DIAS
Third	Manisha Gupta, Chitralkha	Kalindi College
JUNKYARD WARS (RECYCLING COMPETITION)		
First	Pallavi, Shivani Ahuja, Neha Gay, Nidhi Arora	BPIT
Second	Disha Gupta, Kanika, Kritika Gupta, Soni Dhanni	DIAS
Third	Vinod Bisht, Shweta Singh, Himani, Shikha Suloma	NIMS
CODERZ DECODED (SOFTWARE DEVELOPMENT)		
First	Gagandeep Singh, Harpreet Singh Banga	DIAS
Second	Shikha Jain, Shilpi Jain	DU
Third	Rohit Sharma, Piyush Bhatia	BPIT
STREET ROCKERS (STREET PLAY)		
First	Gaurav, Aditya Bhargav, Aditya Dubey, Akhil Satija, Gaurav Kochar, VK Vikram, Aakshi, Vinayak, Jatin, Megha, Gurjoot, Janush	MERI
Second	Anish, Randhir, Harsh Vardhan, Deepak Sanwni, Deepak Verma, Swati, Rashmeet, Pallavi	Trinity
Third	Nitish Bansal, Anurag Khurana, Rahul Awana, Aakash Prashar, Vasan Chawla, Chitrangda Shakeya, Sarvjeet, Ankit Kohli, Amit, Ajay	Mother Teresa Institute



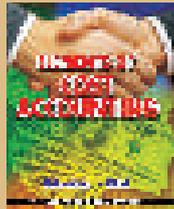
CONCOURS DE CHANT (SOLO SINGING COMPETITION)		
First	Arun Sachdeva	ARSD
Second	Jasmeet Singh	GTBIT
Third	Ritu Madan	BPIT
ENCASDE DANSE (GROUP DANCE COMPETITION)		
First	Ashish Singh, Jasmeet Singh, Parminder Singh, Kamaldeep Singh, Amandeep Singh, Ramanpreet Singh, Amanpreet Singh	GTBIT
Second	Deepak Swaroop, Naveen K Arora, Priyanka, Riti Chowdhary, Deepankar Miglani, Siddhartha Bindal, Varshika Sandev, Ritika Aggarwal, Rahul Juneja	MAIT
Third	Vikas Gupta, Disha Verma, Deepa, Sonam, Sonali Jain, Shefali Narang, Gaurav Gupta, Anusha Gupta, Rajat Yadav, Pravleen, Praveen, Asha	DIAS
MR AND MS. ECSTASY 2010		
Mr. Ecstasy	Sunil Antil	DIAS
Ms. Ecstasy	Aditi Rastogi	DIAS

**Vote Of Thanks By
MS. JIVETA CHAUDHARY AND
MS. NEHA TANDON
Event Co-ordinators**

The audience witnessed the finale of the event as the co-ordinators of the event, Ms. Jiveta Chaudhary and Ms. Neha Tandon thanked all the different participants from across various colleges for taking part in the fest. They expressed their gratitude to all the members of the DIAS fraternity for their contribution towards making the event a success. It was rightly remarked that Ecstasy 2010 was promised to be a Grand Event and that it proved to be one. The evening concluded with an assertion that all would unite next year again at the outset of Ecstasy 2011.



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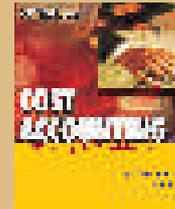
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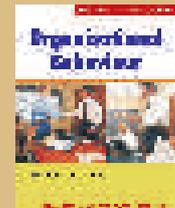
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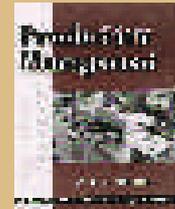
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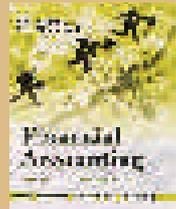
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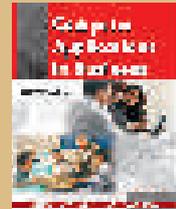
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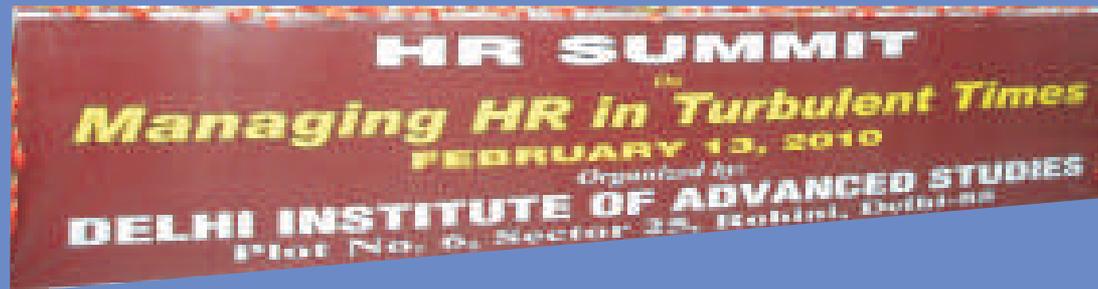
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HR Summit



"MANAGING HR IN





TURBULENT TIMES"





HR SUMMIT

"MANAGING HR IN TURBULENT TIMES"

A business is a vibrant and dynamic entity. It encompasses various functions, which act as its body parts. Though all the functions are important, HR in recent times has started to enjoy a special position. HR function has evolved over the years to be recognized as a vital part of any organization. HR management today, is no longer a function restricted to a handful of managers looking after the procurement, allocation, maintenance and separation of human resources in an organization but a contrivance of all to add to the organization's value proposition.

As it is said "The greatest tragedy in India is not just the destruction of our natural resources but also of the human resources by our failure to fully utilize their abilities."



Delhi Institute of Advanced Studies, hence, endeavored to organize a HR summit on "Managing HR in Turbulent Times" on February 13th, 2010. People from various organizations participated in the event and shared their views on various issues which plague the human resource utilization.

The summit started with an inaugural session which was later followed by technical sessions I and II. The summit was a platform for the populace of the corporate HR to share their views and help the listeners upsurge perspicacity of these and be au fait with their application in today's organizations.

The following is the summary of the activities at the event:

INAUGURAL SESSION

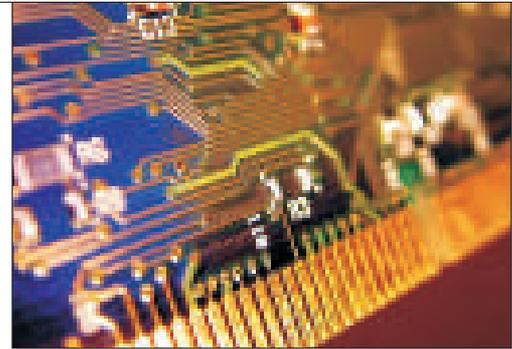


The inaugural session commenced with lighting of the traditional lamp by the Chief Guest - Sh. Amandeep Gupta, Executive Director, Dalmia Cement (Bharat) Ltd, Guest of Honour - Sh. Rajan Singhal, Executive Vice President - Corporate HR, DS Constructions Ltd., Sh S. K. Sachdeva, Chairman, DIAS, Dr. S.N. Maheshwari, Director General, DIAS and Dr. J. Taluja, Director, DIAS. This was followed by welcome address by Dr. S.N. Maheshwari, Director General, DIAS.

Welcome Address by DR. S. N. MAHESHWARI, Director General, DIAS

Dr. Maheshwari addressed the audience by stating about the entire world being transformed into a global village in the





present era of technology, knowledge, global integration, convergence of trade, business and related information. Business organizations today face constant danger from the forces of global competition. Moreover, the global financial crisis and economic slowdown has placed the corporate managers on the altar of existence and survival. Therefore, the current scenario demands for continued excellence and effectiveness of people in the organization.

He also talked about the root cause of the financial crisis. According to him, the recent economic slowdown did not happen solely by some accident of history or normal turn of business cycle but largely because executives made imprudent and dangerous decisions seeking profits with too little regards for risk, inadequate regulatory scrutiny and too little accountability. Banks made loans without appropriate appraisal of the borrower's repaying capacity and politicians spent tax payer's money without wisdom or discipline. The result was devastating loss of trust and confidence of people in the economy, financial markets and government. Many people became hopeless, jobless and homeless.

With companies struggling to keep their feet on the ground in the present financial turmoil, HR function has come a long way from being just a staff function to a key decision making function. He also emphasized that though the Indian corporates have excelled in the financial year 2009-10 but they still have to regain and retain the confidence of their employees regarding their ability and capacity to retain them comparatively for a longer duration as the employees' attrition rate continues to be alarming.

The HR summit was organised with the intention to provide a platform to discuss the challenges and opportunities faced by the corporate world in the turbulent times in addition to gauging the steps taken for generating and maintaining continued excellence and effectiveness. He then introduced and welcomed the guests at the summit.

Keynote Address by **MR AMANDEEP GUPTA,** Executive Director, Dalmia Cement (Bharat) Ltd

Mr Gupta asserted his belief that recession did not hit our nation, rather was present only in newspapers which influenced our mind. He also stated that turbulent times did not actually exist. He laid stress on the fact that whenever there was pay cut, it was accompanied by decrease in housing rent, shares prices, EMIs, interest rate, thus, in turn giving advantage to the people.



He also cleared that, when debate of cost cutting arose in organisations, the only way out identified was to decrease manpower, which was regretted soon after.

Mr Gupta firmly believes "An Employer never forgets a good or a bad deed. He takes you on a ride in the growth trajectory". In support of it, he emphasized that it was time of targeted hiring, when best personnel could be picked out of a wide choice available from market easily.



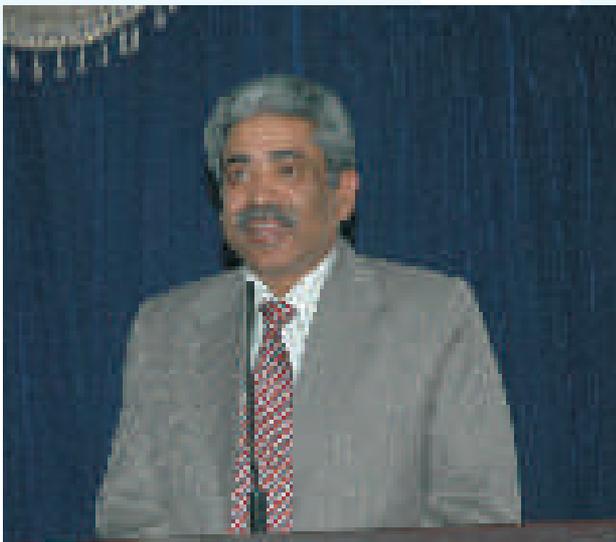
While stating his own experiences, he explained how he understood the importance of difficult times and realized that it all depends on how we look at the tough situations.

In the end, he concluded by saying that “Fear of problem freezes mind from taking action. One has to face the problem with a WOW, it raises the caliber and is an opportunity for a winner.”

Address by MR. RAJAN SINGHAL
Executive Vice President - Corporate HR,
DS Constructions Ltd.

Mr. Singhal accentuated the role of HR today. According to him, turbulent times help bring out the best in us. People in India have not experienced recession and the minimal effects on our country have proved to be an opportunity.

Talking about prospects, he shared his experiences with the participants. He took an example of Mr Naveen Jindal, who planned a 1.25 crore investment, purchased all raw materials at economic rates and then got a long term project. Jindal Steel & Power Ltd had its maximum growth during the said period and was awarded Best Employer of the Country. According to him, HR is building people and that is how the biggest mergers happened during this time, many to count

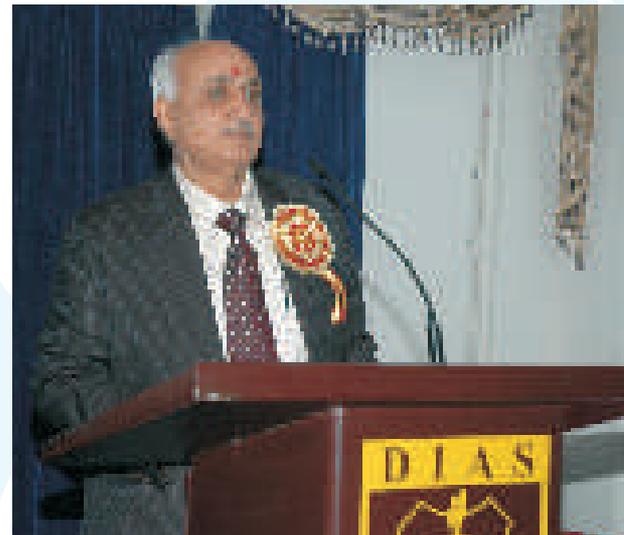


He concluded by stating that turbulent times help in nurturing talent. So, HR should identify the organisation's stage and focus on long term goals.

Address by SHRI S.K. SACHDEVA,
Chairman, DIAS

The address by Shri S.K Sachdeva reflects his simplicity and Élan. Not speaking in dogmatic manner, he advised the students to stick to the basics to achieve success as they are the foundation stones. He gave five mantras to reach to the pinnacle :

1. Nothing is impossible
2. Determination
3. Clear vision
4. Do not take other's credit
5. Honesty and trust factor

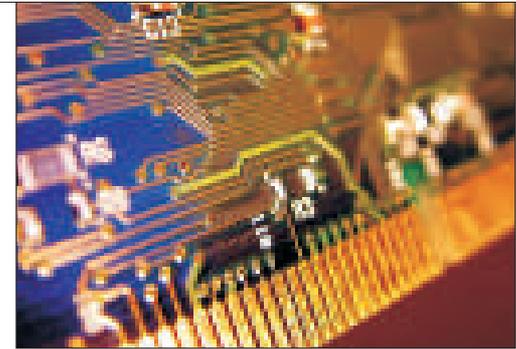


Though, he does not hold any formal education in management but his experience makes him a more knowledgeable person in the fields of HR, Marketing and Finance.

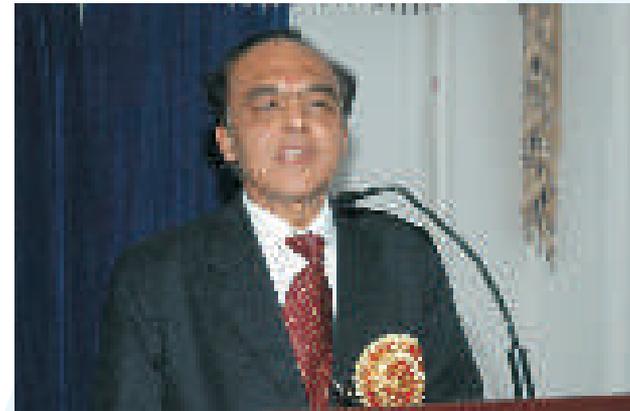
He also shared his experiences with the audience and motivated them with his inspiring words.

Vote of Thanks by
DR. J. TALUJA, Director, DIAS

Dr. Taluja extended vote of thanks on behalf of DIAS. He explained the meaning of turbulent times. He further stated that the tumultuous time does not occur only in the times of financial crisis and economic slowdown but is an intrinsic part of day to day business. He also emphasized how great people prove it wrong by converting their weakness into strengths



and stand firm and erect in the difficult times. HR plays a pivotal role in achieving the goals of the organization by retaining and motivating people during slowdown and growth. This is the impetus which makes an atmosphere calm and cordial. He concluded by saying that HR does not confine itself to the boundaries of managing people but also to make strategic decisions for the organization.



TECHNICAL SESSION - 1

The first technical session was chaired by Mr. Ashok Jhavar, Former Country Head - India, British Petroleum Ltd. The speakers at the session talked about work force diversity, Employee attrition in Indian B.P.O. and employee engagement.

**Address by MR. ASHOK JHAWAR,
Former Country Head - India, British Petroleum Ltd.**

Mr. Ashok Jhavar appreciated the inaugural session and all the guest speakers. He shared his past experiences starting from the time when Human Resource Management was termed as "Labour Management", which later got its nomenclature as "Personnel Management", and finally came to be called as Human Resource Management in the current era.

He mentioned that prior to 2007, it was widely believed that India's economy and its stock market were delinked from the world. But, it is a painful fact that India is not immune from the

turbulence that occurred in the West though India and China did not suffer as much but certainly there was a slowdown.

He also cited the names of some countries which were drastically affected by recession like Iceland, Greece, United States, Spain etc. But the most important question in current times is how to manage human resource, motivate people, how to acquire best talent and to retain them.

He then invited other respected dignitaries to take the session further.

EMPLOYABILITY OF TECHNICAL GRADUATES IN INDIA

MR. VARUN AGGARWAL, Co-Founder, Aspiring Minds

Mr. Varun deliberated upon the effects of recession on their firm by stating that the clients for "Aspiring Minds" shied away leading to a shortage of projects in the firm. They were forced to explore new markets and in turn found new clients but





they had to face workforce shortage as they were not optimally scaled up. A firm which used to assist others in hiring process was itself struggling to meet its own demands.

He mentioned that Aspiring Minds had conducted an employability study of technical graduates in India which comprising over 40,000 final year students of MCA and B. Tech. on the basis of the following parameters:

- Quantitative aptitude
- English speaking
- Reasoning ability
- Computer programming

This study covered 12 states to get a nationwide picture and was named AMCAT.

The study revealed that sector wise employability of students was 4.22%, 17.84% and 38% in the IT production companies, IT services industry and BPO's respectively. Further, more than 62% were not employable without 3-6 months training offered by the recruiter, which would add to the expenditures of the firm.

- It was stated that gender plays no role in deciding the employability
- Male to female ratio in technical colleges is 3:1
- He stated that employability of Tier-1 colleges is nearly thrice to that of Tier-2 colleges
- The sector wise employability ratio dipped in approximately the same proportion

When MCA and B. Tech. students were compared, it was observed that-

- MCA students are better at programming abilities
- B. Tech. students are better in overall cognitive skills
- MCA students can become employable if improvement of their cognitive skills is stress upon.

Mr. Aggarwal concluded by stating that if India has to retain its edge over other nations in the field of IT then a major revamping in the Education System is required because:

- More than 70% of the employable candidates come from Tier-2 colleges
- Tier-1 colleges are simply riding on input quality of students
- India needs to come out of text- book style of education and move towards practical methods of education.

WORK FORCE DIVERSITY MS JIVETA CHAUDHARY, Lecturer, DIAS

Ms Chaudhary started by mentioning an incident where a huge chain of hotels conducted a recruitment drive and one of her students (a girl) could not apply for the HR job because the minimum height required for the job was 5 feet and 6 inches.

By this incident she wanted to convey that certain organizations act in an irrational manner by not valuing the diversity.



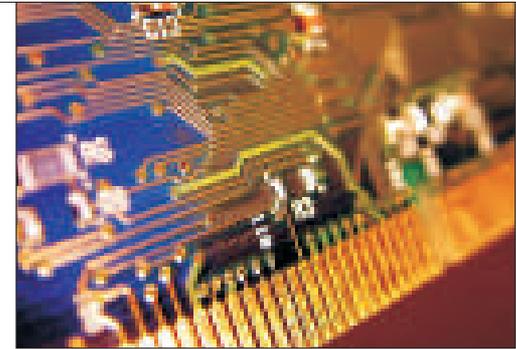
According to her diversity is about understanding, appreciating and respecting differences. It deals not only with the differences but also with the outcome of those differences. And, managing diversity is a strategic process which depends on how you align the thinking of an individual with that of an organization to make relations useful. Therefore a manager must fight against stereotype, prejudice and discrimination.

She also mentioned the need to manage diversity which were identified as-

1. Social responsibility
2. Economic payback
3. Resource imperative
4. Legal requirement
5. Marketing strategy
6. Business communication strategy

She concluded by emphasizing that in order to manage diversity the managers need to-

1. Embrace diversity
2. Recruit broadly
3. Select fairly



4. Orientation and training
5. Sensitize all employees
6. Strive to be flexible
7. Encourage employees to embrace diversity.

EMPLOYEE ENGAGEMENT
MR. BHANU SHARMA,
Research associate- M.D.I Gurgaon

According to a survey conducted by his firm which included questionnaires put across 789 HR people, the impact of recession on India was mild. And, in India recession came both as - a boon and a bane. For certain problems like, in past employees tended to take uninformed leaves that hampered the productivity of the firm, but during recession the fear of job loss among employees automatically eliminated this problem.



He also mentioned that one of the major problems faced during recession was to retain the employees because there was actually no work or projects where the employees could be engaged. According to HR, the worst hit area during recession was RECRUITMENT. Consolidation of employees took place and cross training sessions were conducted to keep employees busy and engaged.

New ideas were executed to cut costs incurred in recruitment process like switching to social networking sites, employee referrals, job portals etc and this actually helped in bringing the recruitment cost down. Various schemes like providing perks and incentives were also cut down. HR policies got restructured and redefined due to consolidation process and those companies following good and steady HR practices did not feel the brunt and heat of recession as remaining firms suffered.

EMPLOYEE ATTRITION IN INDIAN B.P.O.
MS. N. MALATI, Reader, DIAS

Ms Malati stated that in an intensely competitive environment, where HR managers are poaching for each other, organizations can either hold on to their employees tight or lose them to competition. Further, the most challenging issue faced by corporate is Employee Attrition as today's global workforce is more mobile than ever before. Departure of valued employee can have ripple effect on internal customers.



Analysts say attrition rates vary by 20%-40% in some firms, while the top ones averages at least 15%. According to her, the most important factors influencing the decision to leave are-

1. Dissatisfaction with pay
2. New career opportunity
3. No advancement opportunities
4. Lack of recognition
5. Quality of Supervision

She also stated that retention is one of the important aspects of an organization. Employee retention is the process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project.

Five factors that have been identified to help in retention are:

1. Compensation
2. Growth
3. Support



4. Relationship
5. Environment

She concluded by saying that the best retention intervention is not a single point resolution and organizations should understand that employees don't leave companies... they leave.

So the mantra would be "Love them or Lose them"

TECHNICAL SESSION -2

Address by **MR. SUBHASH JAGOTA**
CEO, Global Business Solutions

The second technical session commenced with the address of Mr. Subhash Jagota, CEO, Global Business Solutions. He said that it is not enough to possess the bookish knowledge only but also understand how to implement it. To be a successful person, he gave a success mantra "Do not underestimate yourself, have a fire in your belly and learn to challenge yourself."



According to him, there is no specific turbulent time; it is always the turbulent time if things are not managed and is always easy going if things are planned in a proper way. The only requirement is to "think out of box" to make a difference.

With his enlightening words, he ensured that the entire session was interactive.

EMPLOYEE ENGAGEMENT

MR. RAVI GUPTA,
Asstt. Vice President - HR, Promed Group

Mr. Ravi Gupta began by explaining the concept and origin of Employee Engagement. He discussed about some of the researches on Employee Engagement. Firstly, he talked about

Sears in which "employee-customer-profit chain" was discussed. He threw light on the interconnectivity of Employee satisfaction with customer satisfaction and hence with revenue of organization. With 5% increase in Employee satisfaction there is 1.3 % increase in customer satisfaction and ultimately 2.5 % increase in revenue of organization. Secondly, he talked about Gallup reports that surveyed 3 million people and found that as Employee Engagement increases, the productivity of employees also increases i.e. employees feel that they are part of the organization as family and give their 100% to generate profits for the organisation.



Further, he elaborated on Corporation Leadership Council's Employee Engagement, which stated :

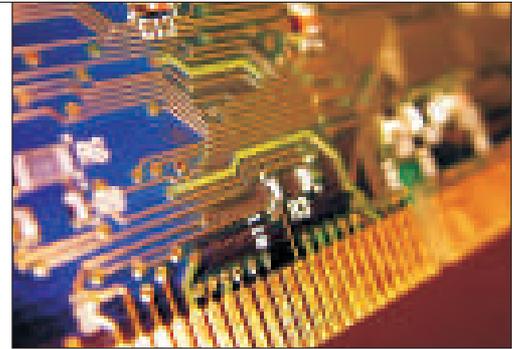
- Perform 20% better
- 87% less likely to leave

He also talked about the concept of Attachment Model comprising of:

- 1) Role including Positioning, Money, Tasks, Career development opportunities, Learning and Development opportunities and Future prospects
- 2) Organization including Values, Mission, Industry, Culture, Success and Induction program
- 3) Manager including Character, Attitude, Capability, Skills, Knowledge, Leadership and Management skills

He also explained about the Employee Engagement Cycle.

He concluded by saying that Employee Engagement has got a lot of value and has got a business if handled properly. It can be a tool of lesser attrition and better business skills.



ALIGNING HR POLICIES TO BUSINESS OBJECTIVES

MR. DIPANKAR KALITA,
Manager - HR, Planious Technologies Pvt. Ltd.

Mr. Kalita enlightened the audience on how to align the HR policies to the business objective in order to achieve success. According to him, when one starts up a new company, he needs to work out everything, keeping in mind his employee's emotional bondings and HR policies play a major role in it. On the path to success, the first and foremost step is to clearly understand the business objectives and then to make up strategies to meet them.

He talked about the concept of "As Is- To be Analysis" i.e. one need to analyze what you have and what you need in terms of resources etc. He further emphasized on revisiting the basic HR policies like setting procedures & process for routine tasks, setting boundary conditions for human behavior like working hours of 9 a.m. to 6 p.m. and activities and motivational tool to retain people and improving productivity. e.g. compensation, fringe benefits etc.

He also elaborated on the myths associated with HR policies by stating policies are for every person working in the organization and it is a myth that one size fits all. Different organizations need different policies.



Further, he talked about HR complexities. According to him, policies should cater to both diverse backgrounds and operating environments, wherein he said that one need to work with top management to understand objectives and then work with line managers to understand strategies. Then,

one needs to look at his existing framework (As Is) and think of what "he" will be and devise a framework for the same (To Be) Then do the Gap analysis by comparing, and finally see the difference and then bridge the difference.

"To create an appropriate framework to Get what we need and maintain what we have to reach where we want to be is Aligning HR to Business Objectives"

WORK LIFE BALANCE

MR. VIJAY SHANKAR KANTHAN,
Staff Development Officer, UNICEF

According to Mr. Shankar, work is an evitable part of the organization. We cannot take work out of our life. And, an individual has to manage his work life and personal life well. The term "Work-Life" suggests that there is an easy divide between work and life while the term "Balance" implies there is an implicit suggestion of an ideal goal of equality or at least equivalence.

Work life balance can be defined as "a growing recognition that individuals require a satisfactory balance between the demands of work and those from the rest of life". It is a person's control over the conditions in their workplace. Work-life balance is important to a person as well as to his organization because of the challenges and performance pressure, just to give cutting edge to beat the competition in the prevailing world.



If work interferes with life or life interferes with work, it can give rise to stress. According to him yoga, get together, spending time with family can be good stress busters. At individual level and at organizational level it is very important for the organizations to understand the need of giving



recognition to an employee. The environment should be such that an employee feels free to communicate the problems with the organization. This provides him with the strength to cope up the stress and incorporate a balanced life.

EMPLOYEE ENGAGEMENT **MR. OMKAR SINGH,** **Regional HR Manager, Blue Dart Express Ltd.**

Mr. Omkar Singh, Regional HR Manager Blue Dart Express Ltd. addressed the audience on 'Employee Engagement: Tool to deal in turbulent times'.



He emphasized on the importance of employee engagement in both good as well as bad times by sharing his experiences at his company. He talked about the various ways in which they ensure employee engagement which can be enumerated as follows:

1. Constant communication from top management through e-mails to every employee.
2. Daily News, a newsletter of the company containing networking of the company, list of holidays, appreciations and the birthdays of employees.
3. An annual employee satisfaction survey to connect with the employees better.
4. Circulation of internal job postings for vacancies in the parent organization, DHL.

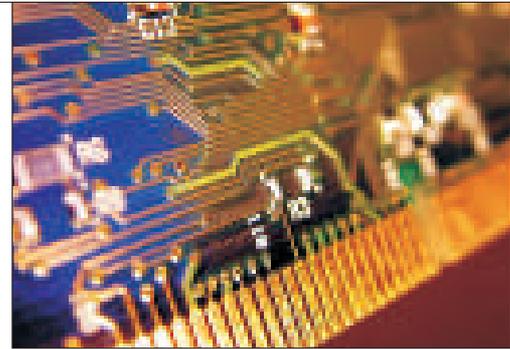
5. The company's core philosophy of PSP, P stands for people, S for service and P for profits. So as to equip the employees to offer best services to the customers thereby increasing profits of the company.
6. Other ways to keep employees engaged could be annual day, anniversary and open houses.
7. Introduction of team brief which includes the core brief by the MD of the company to all the functional heads and regional heads and local brief from these heads to their subordinates.
8. Use of four point programme called Progress, People, Policy and Points for action.

Mr. Singh concluded by reinforcing that an effective communication channel is important to ensure employee engagement because if the employees are happy and motivated, then the company can achieve its corporate objectives and vision.

Vote of Thanks by MS. N. MALATI, **Event Co-ordinator**



Ms. Malati, the event in-charge, thanked the dignitaries, faculty, staff, students and participants for their support and encouragement for the success of the seminar with the expectation of similar co-operation and strengthening of bonds of mutual relationship in the future.



WHAT OUR READERS SAY...

**MR. SUKHADEO THORAT, Chairman,
University Grants Commission**

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MS. PRIYANKA RASTOGI, Student, DIAS

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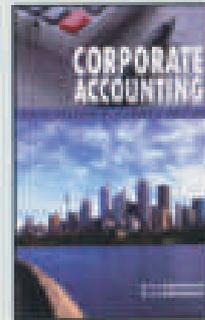
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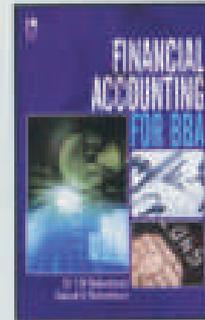
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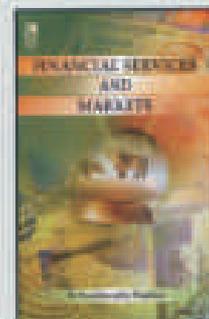
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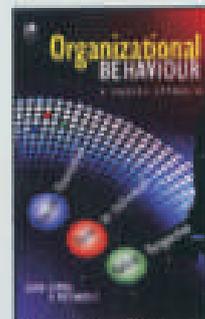
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