

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

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

VOLUME 19 No. 1

72

JAN. – MAR. 2019



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From the Editor's desk

Dear Readers,

Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision making, it is a burden, not a benefit.

William Pollard

Learning and innovation always go hand in hand. Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable. Managing innovation is one of the crucial drivers of attaining business excellence. It is imperative to solve the problems of today's society by developing creative solutions based on sustainable innovations. These innovations can be in the form of products, services or models addressing unmet needs more effectively.

To fulfill this aim of creating a learning and creative environment, DIAS has organized a National Conference on 'Achieving Business Excellence Through Sustainability and Innovation' on 5th January 2019. The conference provided a unique platform to academicians, corporate personnel, research scholars and students to discuss, debate and analyze innovative solutions for achieving business excellence and sustainability by addressing the social and environmental challenges encountered both by the corporates and the society at large.

The Institute's 16th Annual Fest ECSTASY took place on 24th March 2019 provided an effective platform for students to unleash their creativity and showcase their talent. New Age values are conscious evolution, a non-sectarian society, a non-military culture, global sharing, healing the environment, sustainable economies, self-determination, social justice, economic empowerment of the poor, love, compassion in action, going beyond religious fundamentalism, going beyond nationalism-extreme nationalism, culture. With this idea the theme of Ecstasy-2018, was "Indianism-The New Religion" which aims to reflect freedom of all faiths with no division into cults, caste or creed but only one belief of togetherness of being a "Proud Indian".

Quality Enhancement in Higher Educational Institutions is a never-ending journey towards excellence. However, it may be pertinent to understand various hurdles faced by the institutions. The National Seminar 'Quality Enhancement and Employability in Higher Education Institutions: A Holistic Approach' on was organized on 16th March 2019. The seminar highlighted the problems faced by the educational institutions in imparting quality education, to discuss probable solutions to be considered by policy makers in providing support to institutions and making them true partners in the nation building process.

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. Neetu Chadha
Editor





DIAS

A Mission to Excel

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

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

The Institute runs the MBA, BBA and Bcom(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. S. N. MAHESHWARI, PROFESSOR EMERITUS & ACADEMIC DIRECTOR, DIAS

1. "Fundamentals of Corporate Accounting" As per CBCS Curriculum for Various Indian Universities of all Regions (January 2019) (Vikas Publishing House Pvt. Ltd.)
2. 'Financial Management - Principles & Practice', for M.Com., MBA, CA, CS & CMA, 15th Edition, (February 2019) (Sultan Chand & Sons)

Dr. N. MALATI, PROFESSOR, DIAS

1. Published paper titled "Employability Skill Factors in Retail Vocational Education: An Empirical Analysis" in DIAS Technology Review, 30th Issue, October 2018-March 2019.
2. Published Research Paper titled "Perceptual Study of

Employee Engagement Practices In It Sector" in Research Journal of Humanities and Social Sciences; Vol. 10, No. 1: January-March:2019

Dr. BARKHA BAHL, FACULTY, DIAS

1. Published paper titled "Privacy Threats and Techniques to Secure Personal Data on Social Networks" in DIAS Technology Review, 30th Issue, October 2018- March 2019.

DR. PRATIKSHA TIWARI, FACULTY, DIAS

1. Published paper titled "Employability Skill Factors in Retail Vocational Education: An Empirical Analysis" in DIAS Technology Review, 30th Issue, October 2018-March 2019.
2. Published a Research Paper titled "Impact of



Digitalization on empowerment and transformation of society” in Research Journal of Humanities and Social Sciences;Vol:10No:1:January-March:2019

DR. SHILKI BHATIA, FACULTY, DIAS

1. Published paper titled “Employees’ Perception and Workforce Diversity: A Study of the Banking Sector in India” in Proceedings of National Conference on “Achieving Business Excellence through Innovation and Sustainability” held on 5th January 2019 at DIAS

MS. NEETU CHADHA, FACULTY, DIAS

1. Published paper titled “Food Delivery Apps: Blind Race to Increase Customer Base” in the National Conference on “Contemporary Issues in Business Excellence in The Era Of Digitalization” held on 14th & 15th March, 2019.

DR. DIVYA MOHAN, FACULTY, DIAS

1. Published Research Paper titled “Service Quality and Behavioural Intention: The Mediating Effect of Satisfaction in Online Food Ordering Services” in DIAS Technology Review, 30th Issue, October 2018- March 2019.

DR. H.V. KOTHARI, FACULTY, DIAS

1. Published paper titled “Business Value Creation through Development of Sustainable Business Strategies and Models-Case Study of ITC LTd.” in Proceedings of National Conference on “Achieving Business Excellence through Innovation and Sustainability” held on 5th January 2019 organized by DIAS

MS. PRAGYA JAYASWAL, FACULTY, DIAS

1. Published Research Paper titled “Critical Success Factors Affecting E-learning Quality for Management Students in Delhi-NCR” in Research Journal of Humanities and Social Sciences; Vol:10No:1: January-March:2019

MR. DINESH RAWAT, FACULTY, DIAS

1. Published a paper titled “Exploring Business networks and its impact on Firm Performance in an Auto-Component Cluster: A study of Gurgaon auto-component cluster” in Research Journal of Humanities and Social Sciences; Vol:10No:1: January-March:2019.

MS. DIVYA JAIN, FACULTY, DIAS

1. Publishes paper titled “Food Delivery Apps: Blind Race to Increase Customer Base” in the the Proceedings of National Conference on “Contemporary Issues in Business Excellence in The Era Of Digitalization” held on 14th & 15th March, 2019.

Placements at DIAS

The year 2019 started with companies lining up for the final placement for 2017-2019 batch. Companies like S&P Global Market Intelligence, Ameriprise Financial, OYO, Havells, Liberty, Protiviti, WNS, Naukri.com, 99 Acres, Ease My Trip, IndusInd Bank, Kotak Mahindra, ICICI Securities, Securenow are few among the many names to provide placements to our students. We are proud and pleased to inform you that this year 100% placement has been achieved for MBA students.

The placement activities for the next batch 2018- 2020 have already started with the conduction of personality development sessions by MRS Training Services. Following the trend,we hope to achieve good percentage of placements this year as well. Taking things forward, the placement cell activities are in full swing with a plethora of companies inviting students for Summer Internships like Nestkeys, Bridgegroup Solutions, MapleGraph, Reliance Retail.



New Staff Members

We welcome the following new members to DIAS fraternity.

JOINED AS ASSISTANT PROFESSOR, MANAGEMENT DEPARTMENT

Ms. Sakshi Anand

Sakshi Anand is a Post Graduate in Management (MBA) from Maharishi Dayanand University, Rohtak and has also Qualified UGC-NET Examination. Her area of specialization research is Finance and Accounts. More than 9 years of experience as an Assistant Professor in GGSIP University affiliated colleges. She has a good command over subjects of Accounts Finance and Quantitative Techniques. She has published numerous research papers in international, national and conference proceedings. She has presented various papers in international and national conferences.



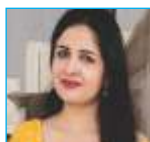
Ms. Khushboo

Ms. Khushboo is Masters in Business Administration from GGSIPU, Qualified UGC-NET exam and have pursued a full time Ph.D and submitted the thesis in the area of Organization Behaviour and Human Resource Management at University School of Management studies, Guru Gobind Singh Indraprastha University. She have more than 6 years of research and teaching experience. She has to her credit more than 25 papers published in Journal and Conference Proceedings of National and International repute and also 1 edited book. She have presented more than 16 papers at National and International conferences and presented one paper at University of Valencia, Spain. A half an hour interview programme was telecasted by Doordarshan in March 2016 on the National conference I co-coordinated.



Ms. Shivani Bajjal

Ms. Shivani Bajjal holds an M. Com degree from the University of Delhi. She has completed her graduation, B. Com (Honors) from University of Delhi. She has also qualified the UGC-NET in Commerce and Human Resource Management. She has authored and presented papers at National and International Conferences.



Ms. Divya Jain

Ms. Divya Jain holds MBA (Finance, HR) degree from Guru Gobind Singh Indraprastha University. She has done her graduation in BBE (Bachelor of Business Economics) from Delhi University. She is UGC-NET Qualified in Management. Her areas of interest are Finance and Human Resource. She has attended various FDPs, workshops, online courses and conferences. She has many papers to her credit presented at various National Conferences.



Ms. Kajal Mittal

Ms. Kajal Mittal holds an M. Com (Finance) from Department of Commerce, Delhi School of Economics. She has done her Bachelor of Commerce (Hons) degree from Sri Guru Gobind Singh College of Commerce, University of Delhi. She has also qualified the UGC-NET in Commerce. Her Area of Specialization is Finance and Accounts. She has written and presented a number of papers in several conferences.





Activities at DIAS

POOL CAMPUS DRIVE BY 99 ACRES

Delhi Institute of Advanced Studies organized a campus placement drive for 99 Acres on 7 January 2019 in college premises. The drive was open for MBA students with

Marketing specialization for Pan- India positions. Students from USMS as well as BPIT came to DIAS for this drive. It was presided by the HR from 99 Acres Mr. Aditya and Ms. Pragya Sharma.



A SESSION ON BUILDING AN EFFECTIVE RESUME

A resume building session was organized for its management student by DIAS on January 10, 2019 for students of BBA second year. Students were asked to introspect and find their strength, weakness and area of improvement which is the key aspect while building up the resume. All the students participated with a great competitive spirit making the session a success. The session was organized by Mr. Manish, Director and Chief Training Analyst, MRS Training services. 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.



CAMPUS PLACEMENT BY EASE MY TRIP

EaseMyTrip.com, is one of the topmost travel companies of India and is a trusted name in Indian travel industry. A Campus placement drive for Ease My Trip was organized on 11 January 2019 exclusively for DIAS students in college premises. The drive was open for MBA students with Marketing specialization for Pan- India positions. Three students were offered the final placement opportunity.





INTRA COLLEGE T-20 CRICKET MATCH (12th JANUARY, 2019)

**“Sports do not build character; they reveal it.”
-Heywood Broun**

DIAS organized a cricket match between the Sachin's Blasters and Warne's Warriors comprising of students from MCA, MBA, BBA and BCom (H) at Sachdeva Public School, Rohini. The match was played under the guidance of Mr. Rajat Naini and was graced by the presence of the faculty members Ms. Monika Sharma and Ms. Aashima.

The match was well played by both the teams and won by Sachin's Blasters comprising of MBA and BCom (H) students of the institute.

At the end of the match, trophy was presented to the winning team by the faculty members. Man of the Match award was presented to Vinay Sethi from MBA, Best Batsman to Abhay from MBA and Best Bowler to Anmol Tyagi from MBA. At the end, refreshments and photo session were organized for both the teams.

The game not only fostered discipline and team spirit but also left memories to be cherished by all the students.





SESSION ON “CONFIDENCE AS AN INSTRUMENT FOR SUCCESS”

A Session on “Confidence as an Instrument for Success” was conducted for BBA IV and BBA VI by Mr. Awal Eesh Singh, Motivational Speaker and Youtuber (ranked 6th in Top YouTubers of India 2018) on January 15, 2019.

He gave a lecture on the importance of self-confidence in shaping an individual's career. He used Public speaking as an example. He quoted that many people have the knowledge and skill to write a speech that an audience would enjoy, and when practiced in private, they may even do a decent job. But when they are put in front of an audience, they quickly succumb to feelings of self-doubt and worry.

He stated that self-confidence is a combination of a state of mind and a strong feeling of self-belief. It is that voice which comes from inside and gives a boost to do something which is beyond our limits. In today's epoch, there is no place for those who lack self-confidence because we all live in a competitive world.

Thus, self-confidence can be used as an instrument for achieving success and great heights.



GUEST LECTURE ON GROUP DISCUSSION

A session on “Group Discussion” was organized by the Student Industry Interface Forum (SIIF) on 17th January, 2019 for BBA IV students and all the faculty members. The central focus of the session was to enhance the understanding of the students about the basic skills required for an effective group discussion. The lecture was delivered by Mr. Manish, Director and Chief Training Analyst, MRS Training Services. Mr. Manish emphasized on the need for conducting group discussions, basic rules that must be followed during group discussion and their implementation. The interactive session was followed by two rounds of mock group discussions to enhance the practical clarity of the theory.





SELF-DEFENSE WORKSHOP FOR GIRLS

DIAS Social Responsibility Cell “Kartavaya” organized a “Self-Defense Workshop for Girls” in the Institute on Thursday, 17th January 2019 from 2:00pm to 4:00pm in the Conference Hall.

The workshop was conducted by Parivartan Cell, Delhi Police. 50 girl students participated and found the workshop very useful. In its continuation, two more sessions were conducted on 31.01.2019 and 14.02.2019 from 1:00-2:00pm in the Institute premises under “Self-Defense Training Camp for Girls”. Training was provided on self-defense techniques and martial arts.



ESSAY WRITING, PAINTING COMPETITION & SIGNATURE CAMPAIGN IN COLLEGE UNDER SVEEP-2019 ON 18.01.2019

To enhance the awareness of voter and increase participation in election and for promoting literacy among Indian citizens of all ages by engaging them towards interesting hands-on learning activities in their local languages in a strictly apolitical, non-partisan and neutral manner, the Election Commission of India launched a new initiative namely “Electoral Literacy

Club” under “Systematic Voters' Education and Electoral Participation(SVEEP)”. Under this initiative our institution organized Rangoli, Painting & Slogan Competition on 18th January 2019 witnessing a overwhelming response from the students and participation in large numbers.

WINNERS OF PAINTING COMPETITION

- 1 Elina Raymond MBA 2018-20
- 2 M. Shriniwas MBA 2018-20
- 3 Ishita Handa B. Com 2017-20

WINNERS OF ESSAY WRITING

- 1 Gagan Sethi MBA 2018-20
- 2 Sahil BBA 2017-20
- 3 Divya Chand BBA 2017-20





GUEST LECTURE ON “CAREER OPPORTUNITIES IN MARKETING RESEARCH”

A session was conducted on “**Career Opportunities in Marketing Research**” for MBA II A by Mr. Atin Babbar, Senior Research Analyst, S&P Global on January 19, 2019.

He started the session by introducing the topic to the students and went on to discuss the nature of job and role & responsibilities of a Market Research Analyst.

Further, he elaborated on the soft skills a Market Research Analyst must possess. Most of the soft skills required are acquired during the course of doing MBA and remaining soft skills can be acquired by students by getting enrolled in certification courses.

He threw light on the opportunities in the Industry in the field of Marketing Research. He quoted that the employment opportunities for a Market Research Analyst are large in number and the benefits are huge. As a Market Research Analyst, an individual can find job opportunities in a Market Research Firm, Advertising agencies, Manufacturing Industry, Consultancy firms, Government organizations, NGO, etc.





GUEST LECTURE ON "PROSPECTS FOR INTERNATIONAL INTERNSHIPS"

A session was conducted for MBA II B & MBA II C on "Prospects for International Internships" by Ms. Reena Mahajan, Content Strategist on January 19, 2019. She addressed the students and elaborated on the need to go for International internships. She discussed the various benefits International Internships offer:

- The ability to gain international experience along with the knowledge and skills you will learn on the job.
- A chance to network with professionals working in another part of the world.
- Learn more about what it takes to be successful working in another country.
- Increases your marketability as an internship abroad adds great value on a resume.
- A chance to get a job offer working in another country.

Also, she discussed the various online portals such as enternship.com, workinstartups.com, efinancialcareers.co.uk, targetjobs.co.uk, allaboutlaw.co.uk, etc. wherein the students can register themselves and apply for International Internships.



INTERNATIONAL SYMPOSIUM ON TEXTUAL ANALYSIS OF COMPANIES ANNUAL REPORTS AND MANAGEMENT FRAUD RISK ASSESSMENT MODELS - 23RD JANUARY 2019





DIAS organized an International Symposium on “Textual Analysis of Companies Annual Reports and Management Fraud Risk Assessment Models” on 23rd January 2019 in the Conference Hall. The Symposium was an initiative under the aegis of Academic Committee – MBA, organized by Dr. Shilki Bhatia, HOD, MBA Department and Ms. Neelu Walia, Academic Coordinator, MBA Department.

The symposium was organized for MBA Students to understand the Textual Analysis of Companies and various Fraud Risk Assessment Models. Along with the students Faculty members also participated in it.

The resource person for the session was Dr. Rajendra P. Srivastava, Professor Emeritus of Accounting & Information Systems in the School of Business, University of Kansas, Lawrence, USA. He has published over 110 academic articles in prestigious Journals. He is currently serving as an Editor of Journal of Information Systems of the IS section of the American Accounting Association. He gave information about the textual analysis of the annual reports of companies and how it is useful for the management in decision making process. He also talked about various models that companies uses to assess the Fraud Risk. He told students how companies can find out about various risks threatening to them and how they can overcome those risks. Overall the session was very enlightening and knowledge enhancing.

Dr. Rajendra P. Srivastava was felicitated with a Memento as a token of respect and appreciation by Dr. N Malati, Director, DIAS. A vote of thanks was proposed by Dr. Shilki Bhatia, HOD MBA, Department.

SESSION ON LIFE EDUCATION: THE SCIENCE OF MIND



DIAS Social Responsibility Cell “Kartavaya” organized an interactive session on “Life Education: the Science of Mind” in the Institute on Thursday, 24th January 2019 from 2:00pm to 3:00pm in Room No. 105. The session was conducted by Mr. Sambhav Gupta, Trainer, Advait for B.Com (H)- second semester students. The session was rated as excellent by the students.

A SESSION ON CLEARING THE GD ROUNDS

Group Discussion holds a special importance in academic and professional set ups. On one hand, GDs reflect the values of coexistence, motivation, tolerance and acceptance for others, on the other hand, they are a key tool for recruiters. During the selection process, they help the hiring team to identify if the job applicants possess the values which mirror the principles and the vision of the organizations. The organizations today not only stress on the knowledge pool of the candidates, but also give lot of importance to enthusiasm and adaptability in the workforce. With an aim to improve the GD skills of students, DIAS organized a series of Group Discussion sessions on 24th, 31st January and on 7th February 2019 for MBA students. Also, a similar session was organized for BBA Second year students to instill the skills of handling a GD Round in their placement. All these sessions were organized by Mr. Manish, Director and Chief Training Analyst, MRS Training services.





SUMMER INTERNSHIP DRIVE BY RUPEE MAKERS

Internships are a proven way to gain relevant knowledge, skills, and experience while establishing important connections in the field. With this aim, the placement committee organized a summer internship drive of Rupee Makers for MBA, BBA, BCom (H) students in the college premises on 28th January 2019.



SESSION ON APPLICATIONS OF E-BUSINESS

A session was conducted for students of MBA II A on “Applications of E-Business” by Mr. Rahul Pawar, Owner, Macron Incorporation on January 28, 2019.

He started by discussing the need of E-Business in today's world. He discussed the scope and applications of E-Business. He elaborated that E-business applications are web-based applications that can be implemented to perform tasks for businesses. These applications are not just for online businesses, but also for traditional ones.

Further, he quoted the various benefits that Companies can reap by using E-business. The Companies that have adopted E-business in their business models have a faster product development cycle, enabling them to respond quickly to market needs. They take advantage of being market leaders to increase revenues before their competitors can enter the market.

He ended the session with citing his own example of how they started his own Company “Macron Incorporation” and the challenges he faced.





HOW TO SET UP AND SUSTAIN A STARTUP

A session was organized by the Entrepreneurial Development Programme Cell of DIAS on the topic- "HOW TO SET UP AND SUSTAIN A STARTUP" on January 31, 2019 for the students of MBA, B.COM(H) and BBA. The session was conducted by Mr. Vinay Chaddha, founder of GVS System Pvt. Ltd and Mr. Siddharth Sharma, founder of Zip Zap Deals.

Mr. Vinay Chaddha started the session by raising questions about students' interest and why they want to become entrepreneur and after having a discussion about students interest he explained what actually a start-up is. He shared his entrepreneur journey- how his journey was full of struggle and how he overcame it. He elucidated that nothing in life is constant except change and it is the biggest problem which every entrepreneur faces while working in a competitive world. Further he added that every entrepreneur must innovate himself to remain competitive.

Then Mr. Siddharth took up the stage and started by sharing his journey on how he started from scratch. Also, he stated how he along with his team members implemented their business ideas. He stated that they did a survey regarding students' problem regarding financial crises which they face in the student life and from this they got an idea to start a firm whose objective was to give credit to students so that they can enjoy their student life.

It was an interesting session as it helped the students to clarify all their start-up related queries. The session helped the students in identifying their path to become an Entrepreneur and helped them to decide and start preparing for their goal of starting a start-up.





ANUGOONJ 2019 -GGSIP UNIVERSITY ANNUAL CULTURAL FEST

The GGSIP University organized its 20th Annual Cultural Festival “Anugoonj-2019” from 7th February to 9th February 2019. The students of DIAS showed immense enthusiasm for the event and participated with full vigor. The final annual cultural fest was preceded by Prelims that were being conducted in Gurunanak Institute of Management on 24th January 2019 and 25th January 2019. The students not only participated but also bagged prizes in different events.

The results of Anugoonj Prelims and finals are:

ANUGOONJ-PRIZES		
ARUN	MONO ACTING	1st Prize in GGSIPU - Anugoonj (9.02.2019)
ARUN	MONO ACTING	Runner up in - Anugoonj Prelims (25.01.2019)
JATIN DUREJA	MR. ANUGOONJ	Runner up in - Anugoonj Prelims (25.01.2019)

SOCIAL ENTREPRENEURSHIP

“Whenever society is stuck or has an opportunity to seize a new opportunity, it needs an entrepreneur to see the opportunity and then to turn that vision into a realistic idea and then a reality and then, indeed, the new pattern all across society. We need such entrepreneurial leadership at least as much in education and human rights as we do in communications and hotels. This is the work of social entrepreneurs.”-
Bill Drayton

The Entrepreneurial Development Programme Cell, DIAS organized an interactive lecture & discussion on Social Entrepreneurship on February 08, 2019 by Mr. Sanjay Jain.

Mr. Sanjay Jain started the session by saying that Social entrepreneurship is the field in which entrepreneurs tailor

entrepreneurship is the field in which entrepreneurs tailor their activities to be directly tied with the ultimate goal of creating social value. In doing so, they often act with little or no intention to gain personal profit. A social entrepreneur combines the passion of a social mission with an image of business-like discipline, innovation, and determination. The use of the term social entrepreneurship is gaining increased popularity. However, confusion and uncertainty are constantly noted about what exactly a social entrepreneur is and does.

Mr. Sanjay clarified the following queries of the audience i.e., How are social entrepreneurs different from other entrepreneurs? How are social entrepreneurs different from managers of social workers? What constitutes social entrepreneurship and what does not?

He said that the interest in social entrepreneurs stems from their role in addressing critical social problems and the dedication they show in improving the well-being of society. The public often hold social entrepreneurs in high regard because of the multitude of social needs they satisfy and the improved life quality they bring to affected societies. The ultimate goal of an entrepreneur is to create economic wealth whereas, for a social entrepreneur, the priority is to fulfill their social mission. Social entrepreneurs design their revenue-generating strategies to directly serve their mission to deliver social value.

He added by saying that Entrepreneurship is about creativity. Entrepreneurs use innovation and hard work to overcome obstacles to their success.

He also told students about problem identification and idea generation, i.e how to generate ideas and how to identify a problem. The key to generating ideas according to him is start identifying problem in current scenario- see what the existing company is doing and try to find out the hindrance in that scenario.

It was an interesting session as it helped the students to clear all their Entrepreneurship related queries. All the students thoroughly enjoyed the session as it helped them to decide and start preparing for their goal of becoming an Entrepreneur.





INDUSTRIAL VISIT TO PARLE BISCUITS

Delhi Institute of Advanced Studies had organised an industrial visit to Parle Biscuits Pvt. Ltd. on 15th February 2019 for the students of BBA II and BBA VI. The students were accompanied by four faculty members namely Ms. Tanya Chatwal, Ms. Kanika Dhingra, Ms. Jyoti Tandon and Dr. H. V. Kothari, Faculty, DIAS. The aim of this industrial visit was to acquaint the students with the various operations undertaken

at the plant. Students got to know about the nutritional value which a small packet of good health holds namely Parle biscuits. The students were taken to the factory in Bahadurgarh. They were escorted by the official who took them to the manufacturing unit and students got a chance to see the inside view of the factory where right from dough (the first input) to last stage i.e., packaging and how each step is performed mechanically. The students were also taken to the printing department. In one minute, lakhs of products can be manufactured by an efficient machine. The environment inside was aesthetic, pure and hygienic. The visit ended with a vote of thanks from both the sides. Students were given packets of Parle wafers and delicious Mango Bites.

Overall, the activity was highly interactive and a great learning experience for the students on the concepts related to production and operations within a manufacturing plant. The combination of learning while having fun was made possible by seeing the assembly process in person, which, like many other topics, can be explained in the four walls of a classroom, but is made so much more effective when it is accessible and experienced by the learners. Through such field trips, we hope to cultivate practical learners by fueling their innate





curiosity and encouraging them to understand in a hands-on way. The field trip was an overall success with the students' enthusiastic response.



CAMPUS PLACEMENT BY KOTAK LIFE

Kotak Life Insurance is one of the fastest growing insurance companies in India, covering over 20 million lives nationwide (as on 31 stMarch 2018). We were proud to invite Kotak Life to Delhi Institute of Advanced Studies for campus placement drive exclusively for DIAS Students on 8 February 2019 in college premises. The drive was open for MBA students with Finance and Marketing specialization. The placement process started with a Pre-Placement Talk, followed by 3 screening rounds. After the written test, GD and PI took place. Two students got the final opportunity to work with Kotak Life.





POOL CAMPUS DRIVE BY INDUSIND BANK

IndusInd Bank is a pioneer in the banking industry and the placement cell of Delhi Institute of Advanced Studies grabbed the opportunity of inviting IndusInd Bank for the first time to the campus for the placement drive of its MBA students. The drive was open for MBA students with Finance and Marketing specialization for Pan- Delhi positions. It was a pool campus drive and students of MBA were invited from BPIT, RDIAS and MAIMS to be part of this process. We are proud to inform that 11 of DIAS students were offered final placement opportunity from IndusInd Bank.



SUMMER INTERNSHIP DRIVE BY BRIDGE GROUP

Internships provide students with hands-on learning experience even as they gain a glimpse into the real world, giving them a front row seat to a potential career choice. Delhi Institute of Advanced Studies invited Bridge Group Solutions for the internship drive on 12 February 2019 in college premises. The drive was open for MBA/BBA/B.COM(H) students with Marketing, HR, Finance specialization.



GUEST LECTURE ON PERSONALITY DEVELOPMENT

A session on “Personality Development” was organized by the Student Industry Interface Forum (SIIF) on 15th February, 2019 for B.Com II and IV students and all the faculty members. The central focus of the session was to enhance the understanding of the students about the basic concepts of personality and various techniques for its development. The lecture was delivered by Dr. Nidhi, Certified Personality Development Trainer. Dr. Nidhi emphasized on the need for a confident personality and its advantages in a corporate organization. Various theoretical concepts like types of



communication, barriers to communication and effective communication were also discussed. Various activities were conducted by the speaker to enhance the clarity of the theoretical concepts of the students.



ART OF LIVING SESSION

DIAS Social Responsibility Cell “Kartavaya” organized an interactive session for all the faculty and staff members with senior Art of Living teacher Mr. Saleel Pulekar on Monday, 25th February 2019 from 4:00pm to 5:00pm in the Edusat room. Several techniques for dealing with stress were discussed and demonstrated.



DIGITAL MARKETING FOR E-BUSINESS

A session was conducted for the students of MBA II A, B & C on “Digital Marketing for E-business” by Mr. Pankaj Sehgal, Owner & Founder, Ridhinama Enterprises & Mr. Tarun Munjal, Director, Business Gearup Pvt Ltd. on March 6, 2019.

He started by discussing the importance of digital marketing which works not only in favor of marketers but provides something innovative to the consumers too. Digital marketing benefits businesses of all sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalized marketing. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way.

Further, he discussed the scope and applications of Digital Marketing. He elaborated how he started his own company and got others to indulge into activities like content writing, SEO, social media marketing, web-influencing, etc.





WOMEN ENTREPRENEURSHIP

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions. Government of India has given due importance to women empowerment in the country and several schemes has been introduced for the upliftment of women entrepreneurs. Women workforce ratio in the country is increasing due to the increase in the women literacy rate in India.

A session was organized by the Entrepreneurial Development Programme Cell of DIAS on the topic- "WOMEN ENTREPRENEURSHIP" on March 12, 2019 for the students of MBA, B.COM(H) and BBA. The session was conducted by Ms. Srishti Jain Co-founder of Feeding India, a social enterprise and Ms. Guneesha Kohli, Head, Footwear & accessories, Malika International (Export house).

Ms. Srishti Jain started the session by saying Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities. Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men. Today, many women have established their own economy i.e., entrepreneurial empire and are now ruling their world as they wished to. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

She took her example and explained how she being a woman started her journey and how she became successful.

Ms. Guneesha Kohli took over the stage by quoting a line "You can tell the condition of a nation by looking at the status of its women" - Jawaharlal Nehru.

She added that the country needs to mobilize and utilize fully all its resources including human resources. The participation of women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of women in the society. The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women. The long-term objectives of the development programmes for women should aim to raise their economic and social status in order to bring them into the mainstream of national life and development. For this, due recognition has to be accorded to the role and contribution of women in the various social economic and political and cultural activities.

The session was well appreciated by the students and the faculty members presented for the event. Both the speakers were liked by the students and it was a good event.





INDUSTRIAL VISIT TO MOTHER DAIRY ON 12th MARCH 2019 & 13th MARCH 2019

Delhi Institute of Advanced Studies had organised an industrial visit to Mother Dairy Pvt. Ltd. on 12th March 2019 for the students of MBA II A and B and on 13th March 2019 for students of MBA II C. The students of MBA II A & B were accompanied by four faculty members namely Ms. Monika Sharma, Mr. Dinesh Rawat, Ms. Khushboo and Ms. Shivani Bajjal, Faculty, DIAS and the students of MBA II C were accompanied by two faculty members namely Ms. Pragya and Ms. Neelu, Faculty, DIAS. The aim of this industrial visit was to acquaint the students with the various operations undertaken at the plant. Students got to know about the nutritional value which a small bottle/packet of good health holds namely Mother Dairy. Mother Dairy factory, Patparganj is designed as per international standards and special care was taken while designing to maintain the highest level of hygiene standards and deliver the best quality product to its consumers. The

entire process was divided into different chambers starting from clarification of milk, its standardisation and then homogenisation. The filling and packing is considered to be the most sensitive operation having appropriate access control. A presentation of Mother Dairy was projected in front of the students. After the presentation all the students were given the tour of all the above processes that are talked about. Then, samples of flavoured mother dairy milk and mother dairy ice creams were given to the students. Everybody was amazed to observe the cleanliness and discipline maintained throughout the plant. It has been a constant endeavor at Mother Dairy to stay connected with its stakeholders. The corporate tag line of the latest brand campaign - Happy Food Happy People - captures the essence of what the Company stands for. Mother Dairy is committed to bring happiness to every individual with its range offering pure, hygienic and adulteration-free high-quality products which has been the strength, differentiator and heritage of the brand over years.



VISIT TO ASHRAN ORPHANAGE





DIAS Social Responsibility Cell “Kartavaya” organized a visit to “Ashran Orphanage” on Friday, 15th March 2019 to celebrate the festival of Holi with the underprivileged children. Students spent time with those kids and donated several required items.

INTERNSHIP DRIVE BY RELIANCE RETAIL

Reliance Retail has grown to become India's largest retailer delivering superior value to its customers, suppliers and shareholders. Reliance Retail operates chain of convenience stores, supermarkets, wholesale cash & carry and specialty stores providing choice, convenience and superior value. Delhi Institute of Advanced Studies organized an Internship Drive for MBA and B.COM (H) students on 28th March 2019 in college premises. Reliance Retail offered 11 students the opportunity to work as an intern with them for a period of 12 Months.





GUEST LECTURE ON EFFECTIVE CV MAKING AND INTERVIEW ETIQUETTES

A session on “Effective CV making and Interview Etiquettes” was organized by the Student Industry Interface Forum (SIIF) on 28th March 2019 for BBA IV and VI students and all the faculty members. The central focus of the session was to enhance the understanding of the students about the basic knowledge of making CV and etiquettes to be observed while in interviews. The lecture was delivered by Ms. Naveena Sawhney, Corporate Trainer. Ms. Naveena emphasized on the need for a decent and up to date preparation of the CV. She conducted a role play of a corporate interview and guided the students as to how to exhibit the various etiquettes for successful completion of the interviews.



DIAS Eco Club

AICTE VISIT: 2nd CHHATRA VISHWAKRAMA AWARDS 2018

On 20th January 2019, All India council for Technical Education (AICTE) in association with Engineering Council of India (ECI) and Indian Society for Technical Education (ISTE) organized 2nd Chhatra Vishwakarma Awards 2018 for the students of AICTE approved institutions. The main objective of the award was to motivate the students to raise their performance in their specific domains leading to significant

contribution towards the growth and development of the Nation. The theme decided for this year was "Empowerment of Villages through Technologies".

Various colleges from different states participated in the event. More than 100 Selected teams from the Regional Convention which was held in eight places across the country were called to display their prototype on 20th January, 2019 at AICTE Office, Nelson Mandela Marg, Vasant Kunj, New Delhi. Students, with great enthusiasm and young ignited minds, exhibited their innovative projects like Rural Education and waste Management , Eco Chulhas, Eco Friendly Ideal Industry Model and various others.

The Hon'ble Vice President of India Shri Venkaiah Naidu facilitated the winners of the award function.

Two students Ms. Sanjam Arora and Ms. Priti Bisht of Master of Business Administration along with Eco Club Coordinator Dr. Divya Mohan attended the workshop. The models prepared by the students exhibited their efforts and enthusiasm to modernize villages through technology.

KHELO HOLI NATURALLY



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.

NATIONAL CONFERENCE

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NATIONAL CONFERENCE

"ACHIEVING BUSINESS EXCELLENCE THROUGH SUSTAINABILITY AND INNOVATION"

National Conference
**ACHIEVING BUSINESS EXCELLENCE
 THROUGH SUSTAINABILITY AND INNOVATION**
Saturday, 5th January 2019
DELHI INSTITUTE OF ADVANCED STUDIES
 (NAAC Accredited 'A' Grade & An ISO 9001:2015 Certified Institution | Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA, MBA & MCA Programmes)
 Plot No. 6, Sector-25, Rohini, Delhi-110 085 • Phone : 011-27932742/27934011 | Website : www.dias.ac.in | E-mail: dias@dias.ac.in
 Co-Sponsored by: **Indian Society of Accounting & Management (INDSAM)**

Business Excellence is about developing and strengthening the management systems and processes of an organization to improve performance and create value for stakeholders. It is about achieving excellence in everything that an organization does (including leadership, strategy, customer focus, information management, people and processes) and most importantly achieving superior business results.

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. Many issues are directly attributed to business misconduct like natural resources depletion, industrial pollution, health impact of products on consumers,

misconduct like natural resources depletion, industrial pollution, health impact of products on consumers, marginalized communities affected by industrial presence and discrimination at workplace.

For a business, this necessitates transformation to sustainable business, wherein success is measured not only in terms of its profits but also in terms of its performance in economic, social and environmental areas. The integration of the triple-bottom-line in mainstream business practices is often referred to as Corporate Sustainability.

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.



Companies which implement innovations to improve their processes and differentiate their products and services get significantly ahead of their competitors in terms of market share, profitability, growth and net income. Innovation is essential for creating a competitive advantage and company's subsistence. At the same time, it can be an extremely risky activity that constantly requires enormous financial and human resources.

Managing innovation is one of the crucial drivers of attaining business excellence. It is imperative to solve the problems of today's society by developing creative solutions based on sustainable innovations. These innovations can be in the form of products, services or models addressing unmet needs more effectively. It is important for the leadership team to provide an environment for innovation, to discover how operational processes enable the achievement of innovative designs for products and services.

Corporates need to maintain a balance between their financial aspects, conservation of the environment, education, and use of technology for achieving business excellence. There is a clear need for further exploring the concepts of Sustainability and Innovation for achieving Business Excellence, the two most important aspects which directly affects the society and environment.

Delhi Institute of Advanced Studies organized a National Conference on "Achieving Business Excellence Through Sustainability and Innovation" on 5th January 2019 to provide

a unique platform to academicians, corporate personnel, research scholars and students to discuss, debate and analyze innovative solutions for achieving business excellence and sustainability by addressing the social and environmental challenges encountered both by the corporates and society at large.



The aim of the Conference was to discuss and develop sustainable business strategies and model, to prioritize the enablers and drivers of Business Excellence for Corporates, and to encourage innovations in products, operations and service delivery leading to Business Excellence.

The conference was inaugurated by lightening the lamp in the presence of our honorable guests; Prof. KK Aggarwal, Ex-Vice Chancellor, GGSIP University, Shri RC Jain, Former Vice Chairman, Eicher Group, Dr. S.N. Maheshwari, Prof. Emeritus



& Academic Director, DIAS, Dr. N. Malati, Director, DIAS and Conference Convener.



**WELCOME ADDRESS BY
DR. S.N. MAHESHWARI, PROFESSOR EMERITUS, DIAS**



Dr. S.N. Maheshwari, Prof. Emeritus & Academic Director, DIAS welcomed the dignitaries and participants and briefed the gathering about the conference and called it a platform to learn and exchange information. He cited that business excellence is the single most important factor that differentiates a globally respected organization from others who are just about surviving. The ingredients of business excellence include not just globalization but also benchmarking an organization against global standards both financial and ethical, strongly driven by innovation, performance and sustenance. It is about achieving excellence in everything that an organization does including leadership strategy, customer focus, management of information, people, processes and more importantly achieving superior business results. It is also a reflection of the organization's attitude and its vision. He also quoted the words of our most successful and innovative industrialists Shri Dhirubhai Ambani, "Think Big, Think Fast, Think Ahead.

Ideas are no one's monopoly. Your ambitions have to be higher, your commitment deeper and your efforts greater. If you work with determination and with perfection success will follow. Pursue your goals in the face of difficulties and convert adversities into opportunities. Meeting the deadline is not good enough, beating the deadlines should be the expectation".

Dr. S.N. Maheshwari introduced the Chief Guest for the conference Prof. K K Aggarwal and Guest of Honor Shri R C Jain and welcomed all the participants to the conference. He appreciated the efforts of the conference team for organizing the event. He proposed thanks to the participants and Directors of institutions across Indian which have participated in the conference.

INAUGURAL ADDRESS BY THE CHIEF GUEST, PROFESSOR K K AGGARWAL



The inaugural speech of the Conference was delivered by Prof. K K Aggarwal, Chief Guest. He thanked DIAS for inviting him as a Chief Guest for the conference and addressed the participants. He stated that Excellence is a much better word than perfection. Excellence is a journey where one always keeps walking and always have something future to look forward too. In today's world, we participants. He stated that Excellence is a much better word than perfection. Excellence is a journey where one always keeps walking and always have something future to look forward too. In today's world, we must be sure that we are making some important improvement in our way to thinking and working. Then he quoted a famous quote of Aelison Wonderland, "You will have to run very fast to make sure where you are." With this he explained that to sustain even in our lives, education, services and business we must be innovative enough otherwise sustenance will become a challengeable question. With these words, he wished the luck to all the participants.



**KEYNOTE ADDRESS BY
GUEST OF HONOR, SHRI RC JAIN**



Shri RC Jain, Guest of Honor, gave key note address on the theme of the conference and talked about the different dimensions of sustainability challenges in the growth of business. He cited that world economy is seems to be at the movement slowing down. Indian economy it self in pressure so the innovation is the only key differentiator which demarked all the winners. Innovation is a new idea, creative thoughts, new imagination in the form of a method. He further stated that a lot of work has been done by R&D departments with huge investments but that should be reflected in results in a positive achievement. He quoted the thoughts discussed in 4th Summit of CII and shared different guiding principles of innovation with real examples. With this, he concluded his speech and showered his blessings to the participants and students.

Hereinafter, the Conference e-Proceedings were released by the guests. Our guests were felicitated with Momentums by Dr. S.N. Maheshwari as a token of respect and remembrance.

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

Dr. N. Malati, extended the vote of thanks for the Inaugural session and expressed her gratitude for gracing the occasion. She stated that India has been emerging as the fastest growing major economy in the world and is expected to be one of the top three economic powers of the world over the next 10-15 years, backed by its strong democracy, partnerships and leadership. Government initiatives like Make in India and Digital India launched by Shri. Narendra Modi, Hon'ble Prime



Minister of India aim to boost the manufacturing sector of Indian economy, to increase the purchasing power of an average Indian consumer, increase demand, and hence spur development, in addition to benefiting investors. Besides, the Government has also come up with Digital India initiative, which focuses on three core components: creation of digital infrastructure, delivering services digitally and increases the digital literacy. The Skill India campaign launched in 2015 aims at skilling 500 million people by 2022, the youth with an emphasis on employability and entrepreneur skills. Further, she strongly mentioned that Educational organizations need to re-innovate, revigorated and redefine themselves for excelling and surging ahead to sustain the competition.

**TECHNICAL SESSION I
TRACK 1**



Post Inaugural session and high tea, the first technical session including Track I and Track 2 began parallelly. Track I was chaired by Dr. Suneel K. Maheshwari, Professor of Accounting, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, USA. CA Sharad Maheshwari, Maheshwari Sharad & Company, Chartered Accountants and Mr. Sudipta Jash, Director Global Sales & Partnership PayU were Special Corporate Guests for this Track.





CORPORATE SOCIAL RESPONSIBILITY- ASSET OR LIABILITY
DR DIVYA GANGWAR, PROFESSOR HEAD, DR. AKHILESH DAS GUPTA
INSTITUTE OF TECHNOLOGY & MANAGEMENT, GGSIPU



The first paper of the track was presented by Dr Divya Gangwar, Professor Head, Dr. Akhilesh Das Gupta Institute of Technology & Management, GGSIPU on “Corporate Social Responsibility- Asset or Liability”. The paper pointed out that CSR is about how companies manage the business processes to produce an overall positive impact on society. Through this paper an effort has been made to study the CSR activities being undertaken by various companies and their effect on the growth of the company.

INTERNATIONAL JOINT VENTURES' INNOVATION THROUGH KNOWLEDGE TRANSFER: A REVIEW
MADHAVI KAPOOR, RESEARCH SCHOLAR, USMS, GGSIPU

The second presenter was Ms. Madhavi Kapoor, Research scholar, USMS, GGSIPU on “International Joint Ventures' Innovation Through Knowledge Transfer: A Review”. The presenter explained that a joint venture is a type of strategic alliance in which a voluntary co-operative agreement is formed for mutual economic gains between two or more independent firms, which results in a legally independent firm formed by combining the existing firms' skills, resources and capabilities to attain a competitive market position.



THE INVESTMENT PLANNING FOR JOB BEGINNERS
DR. KHYATI KOCHHAR AND MS. DHRATI SHARMA,
BANASTHALI VIDYAPITH, RAJASTHAN





The next paper presenters of this track were Dr. Khyati Kochhar and Ms. Dharti Sharma from Banasthali Vidyapith, Rajasthan, on “The Investment Planning for Job Beginners”. They discussed various investment avenues for new beginners. The Paper was confined only to the people of age group 20 to 30 or the people who were in a search of stable settlement and have some saving and wants to invest. They analyzed the questions one would ask when adding impact investments to an investment portfolio i.e why one should know impact investment or why and how one should adopt impact investment, what kind of changes one can create through impact investments and how one can assess their progress, when and how long one should invest.

DETERMINANTS OF DEBT MATURITY IN INDIAN CORPORATE SECTOR

DR. VENUGOPALAN T, ASSISTANT PROFESSOR, SGTB KHALSA COLLEGE, DU, SHAIFALI, ASSISTANT PROFESSOR, MAITREYI COLLGE, DU



Dr Venugopalan T, Assistant Professor, SGTB Khalsa college, DU, and Ms Shaifali, Assistant Professor, Maitreyi Collge, DU talked about “Determinants of Debt Maturity in Indian Corporate Sector”. The paper dealt with the Debt Maturity which is the composition of short-term and long-term debt in the capital structure of a firm and have significant role in financial decisions.

DIGITAL MARKETING: RESHAPING BUSINESSES

MUKESH PANDEY, PROFESSOR AND SHOBHA PANDEY, RESEARCH SCHOLAR, COLLEGE OF AGRIBUSINESS MANAGEMENT, GBPUAT, PANT NAGAR, UTTARAKHAND

Mr. Mukesh Pandey, Professor and Shobha Pandey, Research scholar, College of Agribusiness Management, GBPUAT, Pant Nagar, Uttarakhand presented a study on “Digital Marketing: Reshaping Businesses”. This paper focused on the significance of digital marketing for both consumers and users. It also presented two case studies on Kolkata Knight Riders and SonyLIV Myntra festive sale campaign.

A REVIEW OF ETHICAL AND SUSTAINABILITY CONCERNS OF FAST FASHION

VINEETA MISHRA, RESEARCH SCHOLAR, IBS, GURGAON

The next paper was presented by Ms Vineeta Mishra, Research Scholar, IBS, Gurgaon on “A Review of Ethical and Sustainability Concerns of Fast Fashion”. Fast fashion is a concept related to low cost clothing that is very similar to luxury fashion trends. It helps to satisfy the inherent desire in consumers for luxury garments. This trend has some alarming impact on sustainability.

CASE STUDY ON BLUE OCEAN MARKETING

ROHIT MAHAJAN, ASSISTANT PROFESSOR, AMITY UNIVERSITY





The next paper presenter was Mr. Rohit Mahajan, Assistant Professor from Amity University on “Case Study on Blue Ocean Marketing.” Blue Ocean Strategy is a method of creating business strategy of the enterprise, which was described in a book by W. Chan Kim and Renee Mauborgne. Blue Ocean Strategy is based on the idea that every enterprise can achieve higher profit by creating new demand in non-competitive market.

After this brain storming session, our guests concluded the gist of the track and shared their experiences with audience. Our guests were felicitated with Mementoes as a token of respect and remembrance.

TECHNICAL SESSION I TRACK 2



Track 2 was chaired by Mr. Pawan Kumar Rustagi, Vice President - Legal, Company Secretary & Compliance Officer JK Tyres & Industries Ltd accompanied by Dr Reena Sethi, Professor DIAS.

Several research papers were presented by the participants from different states across India. They discussed about Role of Technology in Education, Corporate Social Responsibility, International Joint Ventures, Digital Marketing, Mergers & Acquisitions etc. the session was interactive and informative also.

MANDATORY CORPORATE SOCIAL RESPONSIBILITY: SUCCESS OR FAILURE KK SRIVASTAVA AND SAKSHI VERMA ASSISTANT PROFESSOR, PGDAV COLLEGE, DU

The first paper of the track was presented by KK Srivastava and Sakshi Verma Assistant Professor from PGDAV College, DU on “Mandatory Corporate Social Responsibility: Success or Failure”. CSR refers to company's contribution towards

social development. Whether it is socialist society or capitalist, businesses across globe have realized that only profits cannot justify their existence. The paper dealt with results or impact of mandatory disclosures of CSR practices.

INNOVATION MEETS SUSTAINABILITY - ANALYZING THE FINTECH REVOLUTION FOR THE ULTIMATE GOAL OF SUSTAINABILITY NEHA GOSAIN, RESEARCH SCHOLAR, DELHI SCHOOL OF ECONOMICS, UNIVERSITY OF DELHI

The second paper was presented by Research Scholar, Neha Gosain from Delhi School of Economics, University of Delhi on “Innovation Meets Sustainability – Analyzing the Fintech Revolution for The Ultimate Goal of Sustainability.” In this paper, a Descriptive Research was presented by taking up a secondary analysis of literature on Digital Financial Inclusion, Start-ups in the game and their strengths and weaknesses. Further, researcher analyzed the providers of financial services and how they were categorized based on their importance in achieving Financial Inclusion.

CONSUMER BEHAVIOR TOWARDS SOCIAL MEDIA MARKETING IN 21 CENTURY SMITA MISHRA AND SAKSHI GARG, RDIA, GGSIPU





The next presenters were by Dr. Smita Mishra and Ms. Sakshi Garg from RDIAS, GGSIPU, on “Consumer Behavior towards social media marketing in 21 Century.” Social Showcasing is a procedure of progress in conduct and demeanors of people in general for accomplishing social, financial, political and business destinations.

BUSINESS EXCELLENCE THROUGH SOCIAL MEDIA MARKETING WORLDWIDE
ANJU BHARTI AND MS BHAVYA MONGA, MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY, GGSIPU



The next paper was presented by Dr Anju Bharti and Ms Bhavya Monga, from on “Business Excellence Through Social Media Marketing Worldwide”. The researchers concluded that business use of social media has also raised customer expectations. The expectations of immediacy have increased in their online interactions where the content is regularly updated and any comments they make are quickly replied accordingly. Now the time has come to consider how these expectations will be managed in future.

CRITICAL SUCCESS FACTORS AFFECTING E-LEARNING QUALITY FOR MANAGEMENT STUDENTS IN DELHI-NCR
PRAGYA JAYASWAL, ASSISTANT PROFESSOR, DIAS

Ms. Pragya Jayaswal, Assistant Professor, DIAS presented a



study on “Critical Success Factors Affecting E-Learning Quality for Management Students in Delhi-NCR”. The researcher explored factors affecting the e-learning quality for Management students of Delhi NCR. The exploratory factor analysis was conducted and five critical factors for the successful implementation of e-learning for management

MERGERS AND ACQUISITIONS
APOORVA GUPTA AND BHARAT, MAIMS, GGSIPU

Last paper of this track was presented by Ms. Apoorva Gupta and Mr. Bharat, from MAIMS, GGSIPU, on “Mergers and acquisitions”. Mergers and acquisitions are commonly done to expand a company's reach, expand into new segments, or gain market share. All of these are done to please



shareholders and create value. In this research, effect of merger on the profitability of the organization was studied in respect of its performance and profitability.

After these discussions, our guests concluded the essence of the track and shared their experiences with audience. Our guests were felicitated with Mementoes as a token of respect and remembrance. The Best Paper Award for Technical Session I were given to Dr. Venugopalan T, Assistant Professor, SGTB Khalsa College, DU and Ms Pragya Jaysawal, Assistant Professor, DIAS.



This was another brain storming session consisting different areas of research viz; Debt Maturity, Green Marketing, Human resource Management, Investment Behavior etc.



TECHNICAL SESSION II



The Second technical session was chaired by Mr. Ashok Mehra, Global Head -Workforce Transformation & Change Mgmt., Digital Operation & Platform, WIPRO Ltd. The Special Corporate Guest for the session was Mr. Arun Pandit, VP Business Operations - TruxApp Pvt. Ltd.; Founder, Don't GiveUp World.com.

**SOCIAL CAPITAL AT WORK:
A PROPOSED FRAMEWORK TO STUDY RELATIONAL
CAPITAL AND INTERCULTURAL COHESIVENESS**
ANAMIKA SANGWAN, RESEARCH SCHOLAR FROM
USMS, GGSIPU





The paper was presented by Anamika Sangwan, Research Scholar from USMS, GGSIPU on “Social Capital at Work: A Proposed Framework to Study Relational Capital and Intercultural Cohesiveness”. The researcher stated that the concept of social capital has become popular in a range of social science disciplines. An increasing number of sociologists, and economists have referred to social capital to find answers to the questions being posed in their own fields. Social capital can be roughly understood as the goodwill that is produced by social relations and that can be mobilized to enable action.

GREEN MARKETING: A STRATEGIC TOOL FOR DEVELOPING SUSTAINABLE COMPETITIVE ADVANTAGE

TAMMANA JOSHI, RESEARCH SCHOLAR
MUKESH PANDEY, PROFESSOR, COLLEGE OF AGRICULTURE AND BUSINESS MANAGEMENT, GBPUAT, PANT NAGAR, UTTARAKHAND

Our next paper presenters were Ms Tammana Joshi and Mr. Mukesh Pandey they presented a paper on “Green Marketing: A Strategic Tool for Developing Sustainable Competitive Advantage.” They briefed that in the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe. This is the biggest need of the time to promote and disseminate new decisions and innovations that lead to green marketing environment and sustain competitive company position in the market.

A STUDY ON HUMAN RESOURCE MANAGEMENT PRACTICES ADOPTED BY HIGHER EDUCATION INSTITUTIONS

SHIKHA DUA, RUCHI KEJRIWAL, RDIAS, GGSIPU



Ms Shikha Dua, Assistant professor and Ms Ruchi Kejriwal, student, RDIAS, GGSIPU presented a paper on “A Study on Human Resource Management Practices Adopted by Higher Education Institutions.” The paper was based on different HRM practices adopted by educational institutes.

EXPLORING BUSINESS NETWORKS AND ITS IMPACT ON FIRM PERFORMANCE IN AN AUTO-COMPONENT CLUSTER: A STUDY OF GURGAON AUTO-COMPONENT CLUSTER

DR. R.K. MITTAL, VICE CHANCELLOR, CHAUDHARY BANSI LAL UNIVERSITY
DR. VIJITA SINGH AGGARWAL, PROFESSOR, UNIVERSITY SCHOOL OF MANAGEMENT STUDIES,
MR. DINESH RAWAT, ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES



Mr. Dinesh presented the paper. The aim was to answer two research questions: first, what are the different types of business networks formed by firms with the stakeholders present in a cluster and second, to explain the relationship between business networks and the performance of firms. To answer the first research question, he stated that the study uses an exploratory research design which involves survey research method where data was collected through survey questionnaire. The study also used a descriptive research design which makes use of survey research method to examine the relationship among business networks and firm



performance by collecting data through survey questionnaire. He concluded that with respect to network with other stakeholders like financial institutes (banks), research institutes, and competitors, it shows that the interaction between a firm and these stakeholders is weak. With respect to impact of business networks on firm performance, the paper suggested that majority of the formed business networks are significantly and positively related to firm performance. He added that the business networks identified in the study provide a much deeper understanding of how firms connect with its suppliers, its buyers, government agencies, and educational institutes operating in an auto-component cluster.

**SUSTAINABILITY OF TOURISM IN INDIA:
PERCEPTION OF TOURISTS ON DELHI TOURISM
DR. VENUGOPALAN T, ASSISTANT PROFESSOR,
SGTB KHALSA COLLEGE, DU, SHAFALI, ASSISTANT
PROFESSOR, MAITREYI COLLGE, DU**



They examined the impact of tourism on economy, environment, and socio-cultural aspects of Delhi and explores how Delhi incorporated sustainable tourism development as the core mission to achieve economic, environmental, and socio-cultural development of tourist destinations. Dr. Venugopalan stated that the main objective of this research is to examine the environmental, economic, and socio-cultural

un-sustainability of tourism development in Delhi. Research findings establish that the resource management, pressure on resources, local empowerment, environmental management, socio-cultural un-sustainability, tourism governance, destination management, sustainable tourism promotion, local community participation and anti-social activities are the important factors, which affects the sustainability of tourist destinations in Delhi. He also added that the findings can guide the government agencies, tourism operators, hotels and restaurants, and NGOs while formulating and implementing tourism policies.

**RTI-ISSUES AND CHALLENGES
MR LAKSHAY KHANNA AND MS MANPREET KAUR,
STUDENTS, MAIMS, GGSIPU**



The next paper was presented by Mr Lakshay Khanna and Ms Manpreet Kaur, Students, MAIMS, GGSIPU on “RTI-Issues and Challenges.” Right to Information (RTI) Act was enacted in India in the year 2005. This law empowered Indian citizens to seek information from Public Authorities, thus making the Government and its functionaries more accountable and responsible.

**A STUDY OF IMPACT INVESTMENT IN SOUTH-EAST
ASIAN COUNTRIES
MS HARSHITA GUPTA, ASSISTANT PROFESSOR,
AND MOHD AZEEM, STUDENT, DEPARTMENT OF
COMMERCE AND BUSINESS STUDIES, JAMIA MILLIA
ISLAMIA**

They presented a study on “A Study of Impact Investment in South-East Asian Countries”. They concluded that Impact Investment also focuses on increasing the influx of private



capital investments towards eradicating environmental and societal issues.

To conclude the session, our guests gave the substance and shared their experiences with participants. In Technical session 2, Ms. Ruchi Kejriwal, Student RDIAS was adjudged with Best Paper Award. Our guests were felicitated with Mementoes by Dr. S.N. Maheshwari as a token of respect and remembrance.



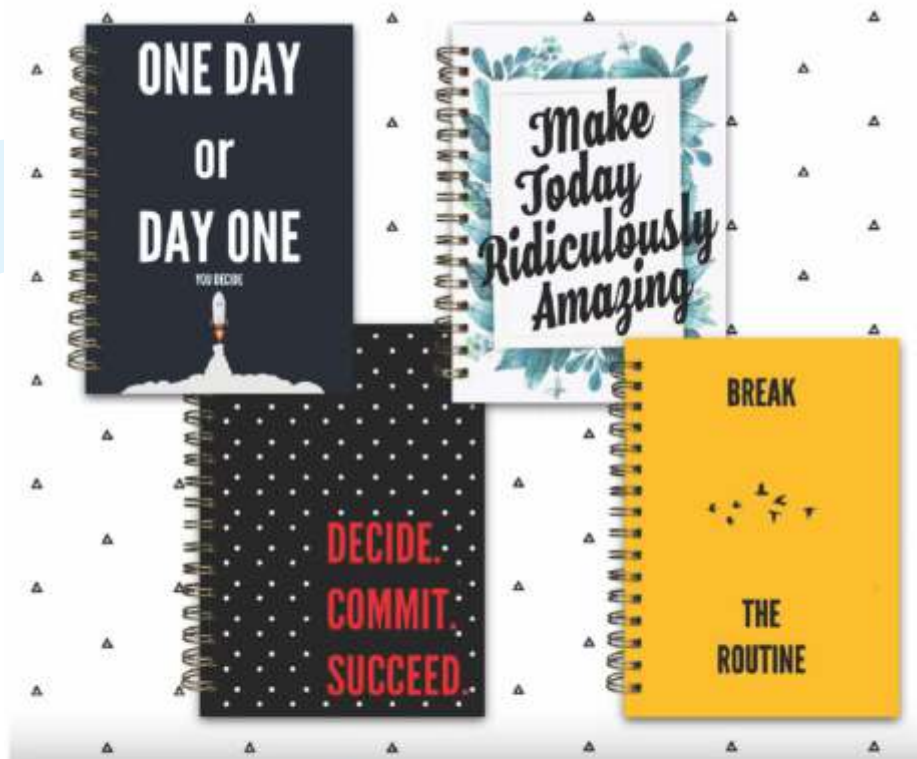


VALEDICTORY SESSION

The ending of Conference was marked by the Valedictory Session. Mr. Ashok Mehra, Global Head -Workforce Transformation & Change Mgmt., Digital Operation & Platform, WIPRO Ltd, Dr. S.N. Maheshwari, Prof. Emeritus & Academic Director, DIAS, Dr. N. Malati, Director, DIAS were the members of Valedictory session.

VOTE OF THANKS BY DR. . SHILKI BHATIA, EVENT IN-CHARGE

Finally, Dr. Shilki Bhatia, Conference Co-Convener proposed the vote of thanks to all the sponsors, Participants and DIAS Team – faculty & staff for making this event successful. She appreciated that the deliberations by the key speakers and the presenters were quite enriching for the audience. 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 and shared their knowledge and experiences.



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ECSTASY 2019







ECSTASY 2019

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 16th Annual Cultural Festival, Ecstasy '19 on 9th March 2019.

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-2019' will be an assortment of various cultural and literary activities from various colleges from Delhi and NCR, honoring the students' interests, competencies and creativity through its theme- 'Indianism-The New Religion'.

The edifice of India is its culture. This culture stems from traditions, values and belief that have been passed from one generation to another. The religions practiced by people are varied but what unite's each one of them is the love for their country and the pride one takes in their motherland. The youth of today is moving beyond the realms of religion advocating unity in spirit of religion representing Indianism.

With this thought DIAS brings Ecstasy 2019, "Indianism – The New Religion" which aims to reflect freedom of all faiths with no division into cults, caste or creed but only one belief of togetherness of being a "Proud Indian".

This year, the college festival witnessed huge participation from all around Delhi with more than 120 colleges and institutes. The festival comprised of several events which included Gully Cricket, Treasure Hunt, Rangoli Making, Debate competition, Group singing, Solo Dance, Group Dance, photography and Mr. And Ms. Ecstasy. The eye-catcher of this event was a soulful performance by the famous rock band "Engineer's Band" that attracted enormous crowd in this Annual festival.



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, Head of Department (BBA), Ms. Neetu Chadha, Head of Department (B.COM (Hons)), and Ms. Savita, Ms. Monika Sharma, Ms. Aashima Singhal and Ms. Jyoti Tandon, STF Advisors, DIAS.





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

Dr. S.N. Maheshwari welcomed the guests, faculty members and the participants of various institutes and the audience with his lovely words of welcome. He stated that the central theme of this year's ecstasy "Indianism - The New Religion" is in consonance with the present political, environmental and geographical situations prevailing in the Indian sub-continent. He laid special emphasize upon the fact that the time has come where people of all ages, have to realize, that irrespective of their castes, colour, creed or religion that they are first all Indians for whom the security and sovereignty of India is of utmost importance. India has a glorious history. It is the country where one of the greatest civilizations existed. According to the distinguished American writer, Mark Twain, "India is the cradle of human race, birth place of human speech, mother of history, grandmother of legend and great grand-matter of tradition": Let us therefore all understand and appreciate in the present turbulent times that Indianism demands from all of us, that we all people of this great country rededicate ourselves to build a new and vibrant India. An India that is united in thoughts and action and not divided by religion, culture, caste or political affiliations. An India that is caring and inclusive where every citizen will be blessed with a life of peace and happiness.

He welcomed Mr. Beni Kinha as the Chief Guest for this year's cultural festival Ecstasy and took the opportunity to welcome



and greet the young participants from different educational Institutions. Dr. Maheshwari also expressed his profuse thanks to the Chief Guest, Mr. Beni Kinha, distinguished guests and other dignitaries for benign presence. He also expressed his thanks to the team of energetic and enthusiastic teacher and student volunteers who meticulously organized, conducted and concluded this mega event with total precision and professionalism under the pleasing and dynamic leadership of Dr. N. Malati, the Director of the Institute.

**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 upon the fact that while every new religion sought to move away from the evils of previously existing religions, none of them despised other religions in order to gain followers and that the spirit of 'Indianism' takes inspiration from all those great religious reformers who tried to evolve something better without degrading any other religion or faith. Indianism acts as an umbrella which covers all the religions and religious activities under it. The decision was pronounced in the light of the fact that Indianism is the only '-ism' that stands true on the philosophy of our Constitution, apart from 'secularism', which is a part of the preamble itself. At a time when feelings such as Religious Nationalism, Hinduism, Sikhism and others are running high among the citizens, Indianism takes us back to what our forefathers had in mind while framing the Constitution, and what we have, as a society. It is believed that it is the youth which can take this philosophy forward. The potential of the younger generation coupled with their zeal,





enthusiasm, energy and versatility can work aid the country to rise above individual religion and practice one universal religion and that being Indianism. We need to empower and inculcate this spirit in our youth so that they can make a better tomorrow.

**ADDRESS SPEECH BY
BENI KINHA,
FOUNDER AND MANAGING TRUSTEE OF NECTAR
FOUNDATION & MOTIVATIONAL SPEAKER.**



Talking about the theme of the Annual fest 'Indianism-The New Religion', he stated that Indianism is an umbrella which covers all the religions and religious activities under it. The idea of Indianism is something similar to a religion, a unique conviction developed with the principles evolving from the synthesis of several outlooks that have been born out of or at least touched India. Indianism is the only '-ism' that stands true to the philosophy of our Constitution, apart from 'secularism'. It is an ideology that makes all these communities and cultures live together in peace and harmony, proud of their rich diversity and harmonious existence.

He stated that the concept of Indianism is propagated far and wide and youth ought to take the responsibility of promoting the feeling of oneness across the nation. "Gen Next," the backbone of the nation, must leave behind any orthodox, partisan or narrow mentality to maintain national integrity. The millennials have taken a step forward to create an India which is indivisible, invincible and inseparable by geographical boundaries, culture or religions.

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 & MS. AASHIMA
EVENT COORDINATOR**

Ms. Monika Sharma and Ms. Aashima Singhal on behalf of the other STF Advisors and event coordinators Ms. Savita and Ms. Jyoti Tandon thanked all the participating students and their institutes for participating in such large numbers. They thanked the chief guest of the event Shri Beni Kinha, 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'19 a huge success and a memorable day.



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NATIONAL SEMINAR

2019







NATIONAL SEMINAR

"QUALITY ENHANCEMENT AND EMPLOYABILITY IN HIGHER EDUCATION INSTITUTIONS: A HOLISTIC APPROACH"

"We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet". - Swami Vivekananda

Higher education system in India has expanded in a remarkable way. It is a dynamic and continually evolving sector that keeps adapting itself to recent changes. Quality is the backbone of any education system. There is only a few Indian Higher Education Institutions on the Global Education map which have earned a reputation for high quality services as per International quality parameters. There is a need for all the stakeholders of higher education to come together to ensure quality education, skill development and enhanced employment opportunities for the aspiring young generation of students.

The Government of India has undertaken several policy measures to infuse quality in the overall education system. The Graded Autonomy to universities confers them freedom to hire International faculty, enroll foreign students, enter into academy collaborations and run regular, distance and online learning programmes. Numerous conditions viz. National Institutional Ranking Framework (NIRF), National

Assessment and Accreditation Council (NAAC) and National Board of Accreditation (NBA) have designed ranking and rating methods for accrediting programs as well as Institutions/Universities for enhancing global quality standards in education. The compliance with specific norms is mandatory for all i.e. autonomous universities, deemed universities and other institutions for quality sustenance. The culture of research and innovation is being cultivated by various statutory bodies through provisions made for research project grants and boosting consultancy. Introduction of 'Smart India Hackathon' and the 'Innovation Cell' by AICTE are few steps in this direction. A specific National Policy on Skill Development launched by the Government of India also aims at honing the pragmatic knowledge and skills of the students to grab better employment opportunities in today's competitive corporate world.

Quality Enhancement in Higher Educational Institutions is an





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INAUGURAL SESSION





The inaugural session commenced with lighting of lamp of knowledge by the Chief Guest Prof. R.K. Mittal, Guest of Honour, Shri. Rajesh Agrawal, Dr. S.N. Maheshwari, Professor Emeritus, DIAS and Dr. N. Malati. Director, DIAS.

**WELCOME ADDRESS BY
Dr. S.N. MAHESHWARI,
PROFESSOR EMERITUS, DIAS**



Institutional excellence today is the single most important factor that differentiates a respected institution from others who are just about surviving. The ingredients of institutes excellence include not just imparting education but also benchmarking against global standards. It is about achieving excellence in everything that an institute does to impart quality of education and employability.

Since the last one decade, much concern is being expressed not only by academicians but also by policy-makers, and even media about the poor quality of education in higher education sector. The approach paper to the 12th Five Year Plan also vehemently argues that the focus should not only be on increased enrolment but also on improved quality in expansion of higher education sector. The studies conducted by different researchers have found a positive correlation between quality of education and employability. The Indian graduates, as compared to their counterparts, have a low

degree of employability. Since globalization has intensified the competition on developing a high-quality labor force which can deliver the best products and services at the lowest possible cost.

Improving and upgrading the quality and employability of graduates are matters of serious concern for all the stakeholders, be the planners, the industry or the educational institutions.

He conveyed that there is a need to understand and recognize that the knowledge, skills and productivity of the growing, young and dynamic work force is the backbone of a country's economy.

Dr. S.N. Maheshwari thereafter, introduced the guests to the audience and welcomed them to the institute. He welcomed all the participants to the conference. He appreciated the efforts of the seminar team for organizing the event.

**INAUGURAL ADDRESS BY CHIEF GUEST
PROF. R.K. MITTAL, VICE CHANCELLOR OF CHAUDHARY
CHARAN SINGH UNIVERSITY, BHIWANI, HARYANA**



He said that the topic of seminar is very significant and the same had been discussed for over more than one year with all Vice Chancellor and Academicians in Haryana, Rajasthan, Maharashtra and different places, So, this topic is relevant for throwing light on concern regarding employment. Everyone knows and it is reported in media, NSSO, CMIE as well that the rate of employment generation is sluggish in different sectors. As per Vice Chairman of Niti Yog, Dr. Rajiv Kumar,



there is problem of data related to employment but people said that around 2 Crores Jobs need to be created which is an exaggerated figure. When surveyed it was established, at the maximum, we need job creation upto an extent of 1 Crore. In that context, education sector plays an important role. As, it always said that Quality Education is a road to economic development, social transformation and every progress. Indian thought is very clear regarding Quality Education that education should clear out our ignorance, enable us to learn, enable us to live in society, in building family. In 1966, a report by Daulat Ram Kothari Commission talked about that how education can be instrumental in solving problems of an economy and education is holistic education. Nalanda and Takshila was also attracting a large number of students from several countries and served as a centre of learning but later on in British time, the education was shifted to their interest, so that, colonial type of education developed whereby more emphasis was on getting degree and we failed to correct that approach. We should try to develop the hobbies of students, so as to develop their personality. Also, Values and Ethics should be developed among students. The Rural area of India is under stress, so, if we want to solve the problem of unemployment, we need to develop our rural areas, i.e., agriculture and agro-based sector.

**KEYNOTE ADDRESS BY
GUEST OF HONOUR, SHRI. RAJESH AGRAWAL**



He elaborated that after completing higher education, one can be a job creator as well & not just the job seeker. One of the major issue to be taken into concern is lack of industry collaboration with education system. When B.tech, M.tech, BCA graduates are recruited the company finds that the students are unemployable. The students have learned theory and also have excel in coding in laboratory but no practical industry exposure. They are not industry ready, they have learned theory as coding, which has no connection with knowledge required at Corporate. Also, the personal grooming including how you dress up, the values you carry also matter a lot in getting job. These skills can be learned in order to become employable at a Corporate. Also, these should be included in the education system, so, as to enhance the employability of students doing various courses in different universities.



VOTE OF THANKS BY DR. N. MALATI



Dr. N. Malati, extended her heartfelt thanks to the distinguished guest for marking their presence and expressed her pleasure and satisfaction that the Department of Management of the Institute has organized the National Seminar on “Quality Enhancement and Employability in Higher Education Institutions: A Holistic Approach”. She believes that the biggest challenge that the higher education institutions have is that of enhancing employability of their students. Questions are being raised when it comes quantitative dimensions of education. Various issues like employment skills, employment related questions, success and failure in work, understanding the skills needed by management qualified employees entering the workforce and their relation to education must be understood. Generic employability skills are important because the labor market is intensely competitive, and employers are looking for people who are flexible, take the initiative and can undertake a variety of tasks in different environments. Employability skills are not as narrowly prescribed and defined as in the past and generally, they are more 'service oriented', making information and social skills increasingly important. Producing employable graduates' forms part of the process of educating. It encompasses the full educational spectrum of values from

imparting knowledge and understanding to developing skills and attributes.

The need of the hour is to design and deliver the curriculum keeping in view the requirements of the business organization. This will enhance the preparedness of the students and ensure a smooth transition into the corporate world.

She congratulated the organizers of the national seminar, Dr. Anju Batra, Ms. Charu Sarin, Ms. Kanika Dhingra and Ms. Divya Jain for bringing out the proceedings of the seminar.

She thanked all the participants for coming from far and wide to present their work and to attend the seminar and share with us their knowledge and work. She expressed her gratitude to the management, event sponsors, organizing committee and students for making this event a success.

TECHNICAL SESSION I

The technical session was chaired by Prof. Anil Kumar Saini, Professor, University School of Management Studies, GGS Indraprastha University, Prof. Veena Gupta, Principal Scientist, ICAR- National Bureau of Plant Genetic Resources, Ministry of Agriculture, PUSA Campus, New Delhi, and CA Sharad Maheshwari, Maheshwari Sharad & Company, Chartered Accountants.





ADDRESS BY
PROF. ANIL KUMAR SAINI, PROFESSOR, UNIVERSITY
SCHOOL OF MANAGEMENT STUDIES, GGS INDRAPRASTHA
UNIVERSITY: SESSION CHAIRPERSON



It is a common understanding that there exists a strong relationship between quality and employability. Quality is an on-going process, and not terminal. It is achievement of higher efficiency and higher effectiveness. There is a need to understand the impact of quality dimensions on employability. Even if enough job opportunities are existing in the job market, still corporates are unable to find good candidates. Gap exists between the quality of education and corporate's expectations. For overcoming this issue, youth need to have a T-type of personality. Having knowledge in one domain knowledge area is not enough. Students must work towards skill orientation. There should be overall grooming. The new concept of CBCS (Choice Based Credit System) is the need of the hour. In this system, along with basic knowledge, students are enabled to choose subjects in a specific area based on their desire, own interest, strengths or personality. This model will enhance the efficiency of education system and induce passion among students. The seminar will be able to provide insights on enhancing quality education leading to increase of employability.

ADDRESS BY
CA SHARAD MAHESHWARI, MAHESHWARI SHARAD &
COMPANY, CHARTERED ACCOUNTANTS
SPECIAL CORPORATE GUEST





He talked about the quality of education and employability from the perspective of a market situation. Educational Institutions are the production facility and at the receiving end is the Industry and students are the products. But are these students employability ready. Current education system is not efficient enough to produce students who are job ready. Importance of skill has to be increased, as only 25% of educated Indians are employable. The system lacks future estimation of skills which would be required 4-5 years down the line.

He further discussed the challenge to meet the automation growing at such a fast pace. Competition is very severe these days. One need to learn how to go beyond the algorithms. The Institutional limitations include the role of regulatory bodies, resources and funds and the course span time generally 3-4 years. The possible solution is to look at 4 C's (Critical Thinking, Communication, Collaboration, and Creativity) and more mental flexibility which relates to mental emotional stability and the behavior to let go certain things. Life is about focused learning and learning by self. The onus lies on the individual itself more than on the Institute.

ADDRESS BY

PROF. VEENA GUPTA, PRINCIPAL SCIENTIST, ICAR-NATIONAL BUREAU OF PLANT GENETIC RESOURCES, MINISTRY OF AGRICULTURE, PUSA CAMPUS, NEW DELHI: SPECIAL CORPORATE GUEST



Education liberates the intellect, unlocks the imagination and increase self-respect and confidence. It is the key to prosperity and opens a world of opportunities. Currently attention of education and policy makers is inclined more on skill development and vocational courses. After passing out of courses, students should have something to stand upon by based on their knowledge and acquired skills. Importance of education has also been emphasized on Sustainability Goals defined by United Nation. These goals are defined for 2030. Goal number four deals with quality and equality of education for all those who deserve it. Education will enhance the well being of an individual and when they apply their skills it will lead to the growth of economy and in turn our country. Quality education is not limited to scoring high grades but should be focused on inculcating various skills in students whether it be social, economic, emotional, mental or physical. It should be coordinative development for overall personality regardless of socio- economic status, gender, caste or geographic location. It prepares the student not just for learning but living the life. Quality education gives student everything to be successful. Quality education is dependent of excellence of teachers, having a student- centric approach, better student- teacher ratio, implementation of application-based curriculum and more use of high-end technology in education, strengthen placement departments. Competency based education will definitely lead to a higher rate of employment.

DETERMINANTS OF EMPLOYABILITY AMONG GRADUATES IN DEVELOPING COUNTRIES

MS. SAKSHI ANAND, Assistant Professor, DIAS DR. SUPREET SINGH, Assistant Professor, DIRD





In the paper they compared the skills which are required and where the students are lacking and how can academicians help them to overcome. According to them Academicians are still paying more attention on knowledge components. In fact, changing attitudes, self-efficacy beliefs and developing skills, which are highly needed, have become great challenges.

They added by saying training for employability is important, both in terms of general education and more specifically for future employment. One of the major problems facing the employability agenda is the discrepancy between what academics view HE to be for, and what the government views HE to be for. The mismatch between the degree and the demands of the job market as the main reason of this issue Curricula designed to enhance employability are also of benefit on purely educational grounds too, and can be divided into four areas:

- 1) knowledge and understanding of the subject that has been chosen to study,
- 2) developing skills, both subject specific and generic (key skills),
- 3) self-efficacy beliefs,
- 4) strategic thinking or reflection – thinking about what you have done and how it has helped you develop as a person, not just doing it (c.f. Knight & Yorke, 2001).

These dimensions will be developed through the programme of study, the methods of learning, teaching and assessment that the student experiences, through any paid work that is undertaken whilst at university and through their social life and involvement with Guild activities. Employability is about much more than just key skills. They concluded by saying that there is a need to take care that we do not focus on key skills development at the expense of other important areas – developing the self-more generally –for good citizenship and lifelong learning.

THE SAGA OF INDIAN HIGHER EDUCATION: PARADIGM SHIFTS AND THE ROAD AHEAD

PROF. PUJA KHATRI

Professor, USMS, GGSIPU

MS. KHUSHBOO RAINA

Assistant Professor, DIAS, GGSIPU



Ms. Khushboo and professor Puja presented a paper on the saga of Indian higher education: paradigm shifts and the road ahead. their paper talks about the status of the Indian higher education system since early ages and the reforms which it had undergone. The study was a sound conceptual ground for the academicians, regulatory bodies and researchers having similar interests. They added by saying that higher education trains people to take up different economic roles in society and spurs technological innovation that drives economic growth. It is important that the country's capacity in higher education is aligned to the demand for skills from the economy, which would include the demand for teachers from the education system itself. Indian higher education system has treated knowledge as a form of worship since ages. Once, students from all over the world used to come here and gain education. With the passage of time, the structure and demographics of this sector and the relevant shareholders changed completely. The Mughal period and the British era saw major degradation in context of the accessibility and quality of education. Post-Independence, major reforms were introduced in the education system and since then, it has only been upgraded. The Government of India is taking steps for reforming this sector and one of the major points of



consideration is the “quality of faculty”. The Universities for Research and Innovation Bill, 2012 has been approved for establishing new universities in public mode with private funding to promote research and innovation. The regulatory bodies need to collaborate with such universities to develop their faculty. The associations made with Western universities are generally for students; programs like student exchange program must be initiated for faculty as well. The commitment so generated by nurturing satisfied faculty will create an engaged faculty workforce. There is a huge difference in the functioning of a university in a Western nation than India. Lack of autonomy, development opportunities and practices so used are far ahead in universities abroad. Though UGC in India is focusing on the improvement of teaching and research environment here, universities with potential for excellence have been recognized and are being given importance by the apex regulatory body. They concluded by saying enhancing quality of faculty and improving recruitment processes are the major points for consideration.

A STUDY OF ROLE OF BRAND AMBASSADORS IN SOCIAL AWARENESS

MS. AARTI DEVI, BBA Student, RDIAS, GGSIPU and DR. SMITA MISHRA, Professor, RDIAS, GGSIPU



The aim of the paper was to obtain the relevant knowledge regarding effect of promoting business through brand ambassadors by their image in the society. Furthermore, light on social awareness has been given to make people understand about the product and effect of products on their life. They added by saying that this paper will tell us how much a customer got affected or attracted to the brand just because of the brand ambassadors and how effective are brand ambassadors in spreading social awareness. This paper supports the research questions that include consumer behavior and another important concept of effect of brand ambassadors on the mind of customers for social awareness. Also, the result of the study showed that customer is getting aware about their good and bad and social awareness becomes a very huge part of today's advance customer life.

ROLE OF INFRASTRUCTURE IN IMPROVING STUDENTS' OUTCOMES

DR. POONAM JUNEJA (ASSO. PROFESSOR, MAITREY COLLEGE, D.U.) & PRAJWALIT SHIKHA (ASST. PROFESSOR, MAITREY COLLEGE, D.U.)



The paper presents a study of the role of infrastructure in the working of an educational institution and presents some ways to enhance its performance. They investigated that the determinants of students' satisfaction in higher education and their influence on level of satisfaction. According to results teachers' expertise is the most influential factor on the students' satisfaction, whereas courses offered and learning environment are next important factors and classroom facilities is the least important factor among all the variables. This means that teachers' expertise, courses offered and learning environment do a good job of enhancing students' satisfaction in higher education. In the light of above results some suggestions and recommendations for the improvement of students' satisfaction determinants and hence level of satisfaction are stated below. Government and



institutions should pay special attention to raise the learning opportunities and environment both for male and female students. Efforts should be made to induct, train and retain qualified and expert teachers for promoting the quality education. Courses should be designed to meet the contemporary challenges and needs of the market.

INTEGRATION OF CORPORATE NEEDS IN CURRICULUM FOR ENHANCING PROFESSIONAL DEVELOPMENT

MS. SHIVANGI SAHAY (STUDENT, MAIT)



Ms. Shivangi Sahay presented an overarching curriculum framework - the Know-Do-Be. Next, identified the capabilities as they are described in various jurisdictions. Then offered a backward design planning process that allows for creative and coherent curriculum design. Models of integrated curriculum are explored followed by research on the effectiveness of integration. Finally, she showed how bringing together the competencies and integrated curriculum can create a rich learning situation. The paper concluded with recommendations for facilitating the foregrounding of the 21st Century capabilities through curriculum integration.

ANALYZING SKILL GAP BETWEEN HIGHER EDUCATION & EMPLOYABILITY

MS. CHARU SARIN (ASST. PROFESSOR, DIAS)

Ms. Charu Sarin presented a paper titled Analyzing Skill Gap between Higher Education and Employability. The purpose of



her study was to find out student's perceptions about which skills are important to attain for job while they are studying. Also, to find employer's perceptions about most important skills required in the future employees. The study findings reveal that skill gap exist between employers and students' perceptions of the skills and traits critical for securing employment. Another major finding of her study was to determine which skills are more important for employers so as to on which students should focus on acquiring to be better prepared for the job market. The study provided recommendations to close the gap between the skill gaps identified in the study. Ms. Charu stated that these steps must be taken simultaneously by all the stakeholders involved in the higher education i.e. Students, higher education institutions and corporate employers.

TECHNICAL SESSION II





The technical session was chaired by Dr. Vibhakar Shrimali, Professor & HOD of Electronics & Communications, G.B. Pant Govt. Engineering College and Mr. Kunal Gera, Founder, Reegera Hospitality & Reegera Fintech, Faridabad.



ADDRESS BY
DR. VIBHAKAR SHRIMALI,
PROFESSOR & HOD OF ELECTRONICS & COMMUNICATIONS,
G.B. PANT GOVT. ENGINEERING COLLEGE



He discussed about the concept of quality enhancement and employability in higher education system. A student is required to learn over a course duration but in Indian Education System we are simply looking over to complete the course and finish off with flying colors in exams and no focus on what is the skill that is acquired. The skill needs to be acquired on the basis of the experience and the experience is associated with involvement. For quality enhancement students should be involved in learning process and the curriculum does not involve skill-oriented learning.

The interaction and involvement of student in learning is very important aspect rather than just simply showcasing the concepts on PPT and explaining it.

He further discussed that when a student enters a course, the institute and the teachers are required to involve with each student and identify his skills. The further grooming and teaching should be provided according to the skills which one have. Employment comes automatically with skill and what skill is acquired is the most important aspect of learning.

ADDRESS BY
MR. KUNAL GERA,
FOUNDER, REEGERA HOSPITALITY & REEGERA FINTECH,
FARIDABAD



Mr. Kunal Gera is a daring young entrepreneur from last seven years who has opted for a learning-oriented path instead of following a defined & rewarding road in business. He is a business Analyst and Founder, Reegera Hospitality & Reegera Fintech, Faridabad. While addressing the audience he said that in student life, it is the responsibility of students to learn unknowns and to explore knowledge beyond the curriculum. They should find out what skills are required in the job market and how to get themselves equipped with these skills. Since employers a long list of expectations, students in general are not aware of those expectations, roles and skills. Here comes a problem in their employability. He suggested students to learn upcoming skill-set in the following areas, as per industry requirements in recent times:

- P2P learning
- Cyber Crimes
- Block Chain
- RPS



- ANS Fraud Detection
- Credit Score Cards
- Transaction Based Credits
- Recommendation System
- High Frequency Trading

He also suggested faculty to help students to acquire these skills for better employability by engaging them in live projects as well as more industry-oriented interactions, etc. This may help a lot in enhancing the quality education as well as employability.

MOTIVATIONAL FACTORS BEHIND INTENTION TO USE ICT IN HIGHER EDUCATION: AN INDIAN PERSPECTIVE
DR. POOJA GOEL (ASST. PROF., SHAHEED BHAGAT SINGH COLLEGE, D.U.) & MS. MANJU TANWAR (ASST. PROF., SHAHEED BHAGAT SINGH COLLEGE, D.U.)



The study focused to identify the motivational factors behind intention to use ICT among Degree College Teachers for performing their jobs. Their study extends Technology Acceptance Model (TAM) by adding two additional variables namely facilitating conditions and social influence with the expectation that they influence intention to use ICT. Dr. Pooja stated that the perceived ease of use showed low but positive and significant relationship with attitude to use ICT. The study also provided inputs for policy measures and stated suggestions to improve intention to use ICT tools

INTEGRATION OF CORPORATE NEEDS IN CURRICULUM: A HOLISTIC VIEW
DR. NEERU GUPTA, (ASST. PROF., MAIT) MS. SHIVANI GOEL (STUDENT, MAIT) & MS. SWATI CHOYAL (STUDENT, MAIT)

The paper identified key approaches that would help to



integrate corporate needs in curriculum. They stated that this paper will allow business educators to explore ways to accomplish their responsibility. Dr. Neeru Gupta concluded that integrated curriculum is a need of every B-school to increase their student skills and achieve their goals. It is in human nature that changes are adopted soon by the students, teachers and parents. In aspect of changes in curriculum, discipline subjects should be attached in the way so that every subject led to be practically viewed.

OPERATIONAL RESILIENCE -SERVICE RECOVERY STRATEGY
MR. GURMUKH SINGH BAWA



Mr. Gurmukh Singh Bawa in his presentation on operational resilience -service recovery strategy talked about how infrastructure is setup to serve a definite purpose and any disruption in its continuity will impact discomfort and affect the bottom-line of the business. Disruption could be major,



minor, short-term, long-term and it could affect the business directly or indirectly and, depending upon the type of operations, it could impact at local, national, regional or international level.

Study of various global best practices and strategies in crisis management, emergency management, response time during disruptions, effective communication and coordination during disruptions will derive synergy for overall corporate governance. There are identifiable factors of resilience. Once identified, they help the operators in managing and controlling the disruption in a more effective manner, if not preventing it. Timely action leads to manageable disruption. Being non-resilient is direct loss of business reputation. We need to dwell upon, why disruptions occur? Can disruptions be foretold? How operators shall prepare to manage disruptions? Can their preparedness be quantified? What are the factors of managing resilience? Are their any best-practices in this regard?

He added that there are certainly numerous factors, which are very much manageable and make the resilience a manageable factor! Managing a disruption in a well controlled manner and recovering from it in a successful manner speaks about the quality, capability and commitment of the organization towards its prime customer i.e. Passenger.

THE IMPACT OF EMOTIONAL INTELLIGENCE IN QUALITY EDUCATION

DR. RICHA ARORA (ASST. PROF., K.R. MANGALAM UNIVERSITY) & MS. VEENA RANI (STUDENT, K.R. MANGALAM UNIVERSITY)



Dr. Richa and Ms. Veena presented a paper the aim of which was to attain quality education by inculcating emotional intelligence in students for their success. The results were based on the secondary data collected to study how

emotional intelligence contributes to the student's behaviour and attitude. Their findings suggest that emotional intelligence and quality education has positive relationship. They also added that when the level of emotional intelligence became high then the value of quality of education simultaneously became high.

A DECISION SUPPORT SYSTEM FOR HIGHER EDUCATION

DR. TRIPTI MISHRA, (READER, DIAS)



Dr. Tripti Mishra presented a paper on "A Decision Support System for Higher Education". She said to provide quality education, Institutions are trying hard to reduce students' failure rate, dropout rate and trying to enhance their employability in the job market. Data Mining and Machine learning techniques like classification and regression have given deep insight into data coming from educational setup. If the academic performance and employability of the students can be predicted, the management authority can take corrective measures like coaching and counseling to the students, at risk of poor academic performance or unemployment

CHALLENGING FUNCTIONALISM IN MANAGEMENT EDUCATION: A CONFRONTATIONAL METAMORPHOSIS"

MS. DEEPTI LAORIA, (ASST. PROF. RDIA)

Ms. Deepti Laoria in her paper tried to contemplate the incorporation of a delicate balance of functionalist theories with enough scope for application of interpretive paradigm. She stated that there is a need to manifest Problem Based Learning in management Education with special reference to the Indian Economic needs. There are many ideas and topics



that have always been important but were left out of traditional B-school curricula due to the lack of infrastructural and technological requirements. Some of these ideas are now accessible through creative use of new digital technologies. Finally, and perhaps most importantly, there is a need to transform curricula so that it focuses less on “things to know” and more on “strategies for learning the things you don't know.”



VALEDICTORY SESSION

VOTE OF THANKS BY DR. ANJU BATRA

Dr. Anju Batra, the Event In-charge extended her heartfelt gratitude to distinguished guests Prof. Vibhakar Shrivastava, the Chairperson and Mr. Kunal Gera, the special corporate guest for gracing the occasion. She also thanked all the paper presenters for sharing their work, findings and opinions. She thanked profusely Dr. S.N. Maheshwari, Prof.



Emeritus and Academic Advisor, DIAS, for his perennial support and guidance to make the events like National Seminar a big success. She also thanked Dr. N. Malati, Director, DIAS, for her constant support and motivation. The event in-charge also commended the continuous support of her team members, Ms. Charu Sarin, Ms. Kanika Dhingra and Ms. Divya Jain who were always there to take up different responsibilities for a successful grand finale of National Seminar 2019. She also thanked her colleagues and staff members for their whole-hearted support. She acknowledged the contribution of class IV staff in arrangements. She congratulated and thanked students for their participation in organizing this event and being patient audience since beginning till end. She also made an expectation of similar type of help in future as well.

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 ASHITA GUPTA
 SHREYA SHARMA
 RAHUL SHARMA



DISTINGUISHED GUESTS' OPINE

Another visit to this Institute on the occasion of this Conference, which is being very well organized on a very relevant theme. All the Best!!

Prof. K.K. Aggarwal
Ex-Vice Chancellor, GGSIP University

Great experience with the students and faculty. Keep up the great work.

Mr. Sudipta Jash
Director Global Sales & Partnership- PayU

It has been great pleasure being here. Students are full of energy. Facilities are excellent. I extend best wishes for times to come.

Mr. Pawan Kumar Rustagi
Vice President- Legal, Company Secretary & Compliance Officer JK Tyres & Industries Ltd

It has been a pleasant experience as ever. Everyone at DIAS has made it a wonderful arrangement & expletive.

Mr. Ashok Mehra
Global Head -Workforce Transformation & Change Mgmt., Digital Operation & Platform, WIPRO Ltd.

The event was very well organized and the atmosphere was very warm and welcoming. Best of luck for the Future!

Mr. Arun Pandit
VP Business Operations - TruxApp Pvt. Ltd, Founder, Don't GiveUp World.com

It was pleasant experience to visit this campus and interact with faculty & students. My best wishes to the college and to all the students.

Shri. Rajesh Agrawal
Joint Secretary, Short Term Skill Development-NSDC, Ministry of Skill Development and Entrepreneurship

Always have good feeling after visiting the DIAS. Excellent academic environment. Best wishes to all.

Prof. R. K. Mittal
Hon'ble Vice Chancellor, Chaudhary Bansi Lal University

Very nicely organized event with focus on relevant theme. Good participation of students and faculty.

Prof. Anil Kumar Saini
Professor, University School of Management Studies, GGS Indraprastha University

It was a very good and educative interaction in the DIAS. Really very high academic records and good environment available for grooming the students.

Dr. Veena Gupta
Principal Scientist, ICAR- National Bureau of Plant Genetic Resources, Ministry of Agriculture, PUSA Campus, New Delhi

I have been in touch and association with DIAS for last 15 years and specially Prof. Maheshwari. I found the Institute with excellent academic environment with very good faculty team.

I wish them a good luck to go ahead for academic Autonomy.

Dr. Vibhakar Shrimali
Professor & HOD of Electronics & Communications, G.B. Pant Govt. Engineering College

It was immense pleasure to be part of such a great knowledge session.it was an impactful effort from the Institute side.

Mr. Kunal Gera
Founder, Reegera Hospitality & Reegera Fintech, Faridabad



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RAJDHANI BESAN SE BANA KARARA STUFFED BREAD PAKORA

1 PUT RAJDHANI BESAN IN A BOWL, ADD SPICES & WATER TO MAKE A THICK MIX.

2 CUT TRIANGULAR SLICES OF PANEER, SEASON WITH CHAAT MASALA, BLACK PEPPER & RED CHILI POWDER.

3 MASH 2 MEDIUM BOILED POTATOES IN A BOWL, ADD SALT & SPICES AS PER TASTE.

4 STUFF PAIRS OF HALF-CUT BREAD SLICES WITH THE ABOVE TWO MIXES, DIP THEM IN RAJDHANI BESAN MIX & DEEP FRY.

5 SERVE CRISPY BREAD PAKORAS WITH CORIANDER CHUTNEY OR KETCHUP.



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DIAS maintains a FACULTY DATA BANK for its future requirements as per the following details:

I. QUALIFICATIONS & EXPERIENCE

ASSISTANT PROFESSOR

- (MBA) First Class or equivalent in Masters Degree in Business Administration or equivalent and two years relevant experience is desirable.
- (MCA) BE/BTech and ME/MTech in relevant subject with First Class or equivalent either in BE/BTech or ME/MTech
OR
BE/BTech and MCA with First Class or equivalent in either BE/BTech or MCA
OR
MCA with First Class or equivalent with two years relevant experience

ASSOCIATE PROFESSOR (ALL PROGRAMMES)

- Qualifications as above i.e. for the post of Assistant Professor, as applicable and PhD or equivalent, in appropriate discipline.
- Post PhD publications and guiding PhD students is highly desirable.
- Min. 5 yrs experience in teaching/ research/industry of which at least 2 yrs shall be post PhD is desirable.

PROFESSOR (ALL PROGRAMMES)

- Qualifications as above i.e. for the post of Associate Professor, as applicable.
- Post PhD publications and guiding PhD students is highly desirable.
- 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/ PR/ 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/ PR/ patents, etc. as deemed fit by the expert members in Selection Committee.

II. EMOLUMENTS

Designation	Pay Scale	Other Admissible Allowances
Assistant Professor	Rs.15,600-39,100 AGP 6,000	Other allowances and benefits as per norms
Associate Professor	Rs.37,400-67,000 AGP 9,000	
Professor	Rs.37,400-67,000 AGP 10,000 (Minimum Basic Rs.43,000)	

III OTHER REQUIREMENTS

- Candidates who have cleared NET will be preferred for the position of Assistant Professor.
- Application forms can be downloaded from the institute's website: <http://www.dias.ac.in>. Duly filled in application form can either be submitted online or in person at the Institute's address mentioned above.
- Incomplete application forms are likely to be rejected.