

# DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001 : 2008 Certified Institution )

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52

Jan. – Mar. 2014

## Mega Event Special



- National Conference
- Techno Tryst
- Ecstasy 2014



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## From the Editor's desk

Dear Readers,

Bidding adieu to 2013 has ushered in the New Year with new relations, expectations, promises and desires.

It is this time of the year again when the Institute is lit up with fervor and zeal to welcome distinguished guests and august audience in its premises.

The efforts of the entire year are apparent in the first quarter which is a witness to the three Mega Events organized by the institute annually in addition to the business plan competitions, industrial visits, guest lectures and numerous other activities conducted recurrently to engage the students, provide them with requisite exposure and broaden their horizon.

In continuation with the culture and tradition of DIAS, the first month of the new year welcomed renowned academicians and corporate personnel for the National Conference - "Organizational Re-Engineering: New Age Tool For Competitive Advantage" organized on 25th January 2014. The students got acquainted and gained valuable insights into the concept of re-engineering, the current changes observed by the organizations and the strategies developed by them to seize and sustain a true competitive advantage.

In the current revolutionary times, driven by the exponential growth of rapidly evolving technologies, global reach and competitive edge in the market place are gaining prominence. DIAS invited a galaxy of eminent personnel, both from scholarly as well as professional arena to delve upon the upcoming strategies using cloud computing, grid computing and agile methodologies in the National Seminar, "Techno Tryst 2014: Novel Paradigms Of Software Engineering And Database Technologies" on 1<sup>st</sup> March, 2014. The speakers at the seminar deliberated upon all pervasive technology, its applications and the challenges thereof to make technology more effectual.

Also, this year, the much awaited Annual Cultural Festival, Ecstasy 2014, with the theme "Dilli Dilwalon Ki" saw impressive partaking from various institutes spanning different corners of the nation. The increased involvement, participation and support of the corporate were evident in the form of the sponsorships received for the event. The excitement and fervor to succeed made the event a grand success garnering appreciation from one and all for the systematized arrangement, beautiful decoration, active participation and spell – bound performance of the students. The students were at their creative best and were also exhilarated with the opportunity to experience the trials and tribulations of teams.

The entire quarter was quite happening for the students, filled with fun and frolic along with learning, exposure and value additions to their knowledge. These events have definitely given the students a platform to express themselves, think "out of the box", give new dimensions to their talent and colour the canvas of their imagination. The essence of success is "diversity", and we, at DIAS, provide a platter of activities which are diverse and provide holistic development of the students and this quarter is a witness to this spirit / endeavor of ours. The journey continues with some of the most joyful moments being added to the coffer of memories.

*Ruchi Gupta*

Ruchi Gupta  
Editor







## DIAS

### A Mission to Excel

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

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

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

corporate world.

The Institute's students are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, 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, Sapien, J.K Technologies, Mindfire Solutions, Momentum Technologies, ACS Infotech (P) Ltd., Interra Systems, CE Infosystems, Nagarro, Tata Teleservices, Kotak Life Insurance, UTI Bank, Kotak Mahindra Bank, Grail Research, Planman Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

## Academic

### Contribution by Faculty

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

Dr. S.N. Maheshwari, a prolific author with more than 100 books/monographs to his credit, has brought out the following new editions of books and monographs during January-March 2014:

#### **BOOKS**

1. **“Accounting for Managers”**, MBA, BUS IC.09, Co-published with Calicut University. (Vikas Publishing House Pvt. Ltd.)
2. **“Business Regulations”** for BBM Students of Bangalore University, (Himalaya Publishing House Pvt. Ltd.)
3. **“B.Com/BBM Financial Management”** for III & IV Semester, B.Com & BBM, Bangalore University, (Himalaya Publishing House Pvt. Ltd.)

#### **MONOGRAPHS**

1. **“Management Accounting”**, MCA, Fifth Semester, Paper III, Sambalpur University, Directorate of Distance and Continuing Education, Jyoti Vihar, Sambalpur, Odisha, (Vikas Publishing House Pvt. Ltd.)
2. **“Management Accounting and Control Systems”**, MBA, Fourth Semester, FM 06, Mahatma Gandhi University, School of Distance Education, Kerala (Vikas Publishing House Pvt. Ltd.)
3. **“Corporate Financial Management”**, M.Com, MCMD 1313, Semester- I, SRM University, Directorate of Distance Education, Tamil Nadu, (Vikas Publishing House Pvt. Ltd.)
4. **“Advanced Financial Accounting”**, M.Com, MCMD 1311, Semester- I, SRM University, Directorate of Distance Education, Tamil Nadu (Vikas Publishing House Pvt. Ltd.)



5. **“Corporate Accounting”**, B. Com (Computer Applications)/(Travel and Tourism), Fourth Semester, Mahatma Gandhi University, School of Distance Education, Kerala, (Vikas Publishing House Pvt. Ltd.)
6. **“Financial and Management Accounting”**, Semester- I, MBA, MBD 13105, SRM University, Directorate of Distance Education, Tamil Nadu, (Vikas Publishing House Pvt. Ltd.)
7. **“Financial Accounting-I”**, CPD 1313, SRM University, Directorate of Distance Education, Tamil Nadu, (Vikas Publishing House Pvt. Ltd.)

**DR. N. MALATI and MS. RUCHIKA SHARMA, Faculty, DIAS**

1. Published research paper titled **“Expectation Gap between Generation X and Generation Y at Workplace”** in Management Perspective, Vol. II, Issue-I, October-March, 2014.

**DR. N. MALATI, Faculty, DIAS**

1. Published case study titled **“Illegal Lockout at Regency Ceramics”** in OJAS: Expanding the Knowledge Horizon, International Journal of Jaipuria Institute of Management Studies, Volume 3, No. 1, December 2013
2. Published research paper titled **“Paradigm Shift to Organisational Retail: Empirical Evidence”** in DIAS Technology Review

**MS. HARITIKA CHHATWAL, Faculty, DIAS**

1. Published research paper titled **“An Empirical Investigation of Volatility of Indian Spot and Future Prices of Crude Oil”** in Metamorphosis—A Journal of Management Research, IIM Lucknow
2. Published research paper titled **“Relationship Between Indian Spot and Future Crude Oil Prices: A Phase-wise Empirical Analysis”** in Asia-Pacific Journal of Management Research and Innovation, Volume 9, Issue 3, September 2013
3. Published research paper titled **“An Empirical Analysis of Causal Relationship between Micro Loans and Various Economic Indicators of India”** in International Journal of Engineering and Management Sciences”, Volume 5, Issue 2, 2014

**DR. ANJU BATRA, Faculty, DIAS**

1. Presented paper titled **“Violence Against Women-A Psycho-Economic Perspective”** at ICSSR approved National Seminar on 'Gender Inequality & Violence Against Women in North West India' organized by M.D.U. Rohtak, on Feb. 7-8-2014
2. Presented paper titled **“Business Correspondent/Business Facilitator Model- An Effective Tool of Financial Inclusion in Haryana: A study of Central Bank of India”** at ICSSR approved National Seminar on “Economic Reforms & Haryana Economy: Emerging Issues, Challenges & Prospects”, organized by IMSAR, M.D.U. Rohtak, on March 26, 2014

**MS. NEETU CHADHA, Faculty, DIAS**

1. Presented paper titled **“Crime Against Women: An Ill against Society”** at National Seminar on Women Entrepreneurship, Empowerment and Development at BVIMR, 2014

**MS. RUCHIKA SHARMA and Ms. ROMA JAITLY, Faculty, DIAS**

1. Presented paper titled **“An Empirical Analysis: Job Stress Profile in Hotel Industry”** at National Conference on Coping with Uncertainty organized by MAIT

**MS. TRIPTI MISHRA, Faculty, DIAS**

1. Presented paper titled **“Mining Students' Data for Performance Prediction”** at 2014 Fourth International Conference on Advanced Computing and Communication Technologies organised by RG Society, Hisar on 8th Feb. 2014

**MS. DIMPLE CHAWLA, Faculty, DIAS**

1. Presented paper titled **“Secure Modeling & Secure Design for Software Development”** at National Conference on CyberTimes 2014
2. Presented paper titled **“Bio-mimicry Approach for Innovations in Technology by Adopting Nature as the Engineering R&D Lab”** at International Conference on “Changing Global Economic Perspectives: Managing Sustained and Inclusive Growth (ICCGEP'14)





## Placements at DIAS

The excellence DIAS thrives to offer is no hidden secret and is very well established among the corporate world. DIASians for more than a decade now have been placed in some of the leading companies across the globe and have brought the college, great fame. In which ever organization students from DIAS have gone to work, they have created a niche for themselves and the employers have always returned to campus for more students.

January to March is the time where the companies look for talent for their projects that will start around June end, the placement coordinators work day and night to groom the students to entice the employer and the students give in all they have to get placed.

This year January to March was a very proud period that saw some of the great companies coming to the campus and selecting not just one student but a bunch of them.

Among the many eminent companies which visited the campus, a few worth mentioning would be Copal Amba, HDFC Life, Axis Bank, Indus Valley Partners, Exl Services, Tech Mahindra, AppStudioz, Naukri.com, Absoulte Data, Jaro Education, Xerox Technologies, Daffodil Software Pvt. Ltd. and many more. Some of the employers really liked the warmth at the campus and made a special mention about the hospitality at DIAS.

The interactions between the students and employers were really inspiring. Not only on campus, DIASians have outshined while participating in pool campus placement drives in other IP University affiliates as well. Naukri.com hired four students

in one such drive. Also, Indus Valley Partners has recruited seven students from DIAS.

Some of the other companies which have rave reviews about the students from DIAS working with them include big names like Grail Research, AON Hewitt, Genpact, Intelligrape, LeewayHertz, Blackrock, Convergys and the list goes on.

It brings great joy to the entire DIAS fraternity that students also went on to join the Indian Army at a package of 9.2 lakhs and High Court of India at a package of 6 lakhs.

In the beginning of year 2014, industrial training session of MCA 2011-2014 batch started with high spirit and has been able to accomplish 85% of students' placement with handsome packages and commendable profiles in various companies. The placement committee plays an important role in inviting industry experts for seminars and Guest lecturers for students so that they can learn something from the veterans of the industry.

The other companies which had imbibed the students within the initial couple of months in to the second year of MBA are 99acres.com, ICICI Securites, University18, Mirus Solutions etc. Overall the placement drive of MBA Batch 2012-2014 has been over whelmingly filled with pride.

More than 80% of students are placed with the process still continuing to achieve 100% placements target and wish that they continue to bring the pride and fame they have been doing for years.



## Technology Grid

The following students have won accolades at events organized by other institutes. We congratulate these students for their commendable performance in extra-curricular activities.

| S. No. | EVENTS (College)                                    | Name of Students   | Prize Won |
|--------|---|--|-----------|
| 1      | Traditional Walk (VIPS)                             | Disha Jain<br>Somya Gaur<br>Jai Kohli<br>Niti Chopra<br>Shilpa<br>Sonali<br>Garima<br>Vaibhav<br>Abhishek<br>Mohit<br>Swati<br>Akshay<br>Saaniya<br>Nishant<br>Manuj | Third     |
| 2      | Case Study Competition (DTU)                        | Bishan<br>Kuldeep<br>Vipin   | First     |
| 3      | Creative Writing in English<br>(Lakshmibai College) | Divya  | First     |
| 4      | Creative Writing in Hindi<br>(Lakshmibai College)   | Divya  | Third     |
| 5      | Declamation Competition (USIT)                      | Nikita Singhvi   | Second    |
| 6      | Poetry Writing (Bhai Parmanand Institute)           | Rajat Mishra   | First     |
| 7      | Collage Making (RDIAS)                              | Bhhavya Gulati   | Second    |
| 8      | Classical Dance (USIT)                              | Deepti K   | First     |
| 9      | Debate Competition (Shivaji College)                | Nikita Singhvi   | Second    |





## New Staff Members

We welcome the following new members to DIAS fraternity.

### JOINED AS PROFESSOR

#### *Dr. Daryab Singh*

Dr. Singh has a rich experience of more than 45 years spanning his service as Associate Professor at Shivaji College, University of Delhi along with 4 years in Ethiopia on a foreign assignment. He has to his credit 5 books.

### JOINED AS ADMINISTRATIVE OFFICER

#### *Mr. Prahalad Singh*

Mr. Prahalad Singh is a superannuated person from Nafed, a Co-operative Marketing Organization at Centre under the aegis of Ministry of Agriculture & Cooperation. At the time of retirement in December 2013, he held the post of Manager. He has rendered 35 years of service in the fields of Administration, Legal/Tie Up, Foreign Trade and domestic marketing departments with the organization.

He is a post graduate in Economics and possesses PG diploma in Marketing & Sales, Public Relations, Industrial Purchasing & Materials Management. In addition, he has undergone various in house trainings and short term courses with IIFT and other leading organizations for professional excellence.

### JOINED AS OFFICE ASSISTANT

#### *Mr. Amit Nagpal*

Mr. Amit Nagpal has done Bachelor in Arts from Delhi University and completed Certificate Course in P.G. in Travel & Tourism from Sri Venkateswara College, University of Delhi. He has previously worked with Jet Airways India Ltd. and Kingfisher Airlines India Ltd, Delhi Airport as Cargo Officer for 6 years.

#### *Ms. Akshaya Bhakta*

Ms. Akshaya Bhakta has done Bachelors in Management Studies from Mumbai University and has completed Certificate Course in Software Testing. Prior to joining the institute, she has worked with Vishal Bharti Public School, Paschim Vihar as an Admission Co-ordinator for 2 years. She also adds on to a corporate experience of 5 years with ICICI Lombard General Insurance Company Ltd.

### JOINED AS COMPUTER ASSISTANT

#### *Mr. Rahul Kalra*

Mr. Kalra has done Polytechnic Diploma in Computer Engineering in addition to B.Tech in Mechanical Engineering.

## DIAS Eco Club

### KHELO HOLI NATURALLY CAMPAIGN

India is a land of festivals. We have celebrations for all occasions from harvesting to change of seasons. Holi is one of the most cherished festivals celebrated all across the nation, where the people meet and share their happiness, joy and warmth. It promotes brotherhood, companionship and unity, keeping aside all the grudges and malicious feelings.

At DIAS, we believe in the same ideologies but with an eco-friendly approach. This year also, DIAS Eco-club promoted an eco-friendly Holi by spreading awareness amongst students and teachers about the harmful effects of synthetic and chemical colours and suggesting them to use herbal colours and flowers.



The Eco club accelerated their efforts one week in advance and put up banners and posters in the vicinity educating the people for the same. Considering its social responsibility, DIAS made an effort to direct the masses towards eco-

friendly lifestyle. If this gesture results in a little difference to the society, the purpose of this movement by DIAS would be considered to have been fulfilled.

## Activities at DIAS

### INSIGHTS INTO IT PROJECT EXECUTION

The institute organized a guest lecture on 28<sup>th</sup> January 2014 in which the career horizons of the students were broadened by Mr. Anurag Vasisht, BI/DW Consultant and Project Manager, Infosys Limited. He explained the working techniques of the IT companies on different projects in practice currently and deliberated upon the practical implementations of the basic theoretical concepts.



He introduced the different types of jobs to opt for and explained various stages which the project goes through in the industry. The uses of RFP were demonstrated which plays a major role in deciding how a particular solution for the customer's requirements is met and how the commercial measures are taken into account. A brief description was given on the project execution and the role of version control. He categorized the interfacing teams in project execution according to their roles and responsibilities. With the help of an excellent example of a specific live project which deals with the theoretical concepts, he provided an overview of why SAS tools are useful.

Mr. Vasisht threw light on the different avenues of building career in IT sector apart from developing code. There was an open house interaction in which various queries by the students were resolved and the audience was able to explore more about the way IT companies deal with projects. He concluded by saying that to survive in the industry, a person must adapt to varying environments and must be flexible enough to accept different challenges.





### VISIT TO 'TRIVENI DEVI VRIDH ASHRAM'

'Kartavaya'- DIAS Social Responsibility Cell organized "Sundarkand Path" on 8th Feb. 2014 for the elderly at 'Triveni Devi Vridh Ashram' in association with the Lions Club. The volunteers decorated the venue and temple with flowers, balloons and banners.



The ashram's residents shared good experiences of their lives with volunteers. The event was for 2 hours and attended by around 100 people, including families of a few Lions Club members. After the conclusion, Prasad was distributed amongst the attendees and lunch was served to the residents of the ashram and visitors by the volunteers.



The residents enjoyed the sumptuous lunch and appreciated the efforts of DIAS students for taking special care of them. They were very touched by the goodwill gestures of DIAS and

gave a lot of blessings to the volunteers. At the end of the event, Lions Club International Members- Mr. Naveen Gupta, Charter President & Mr. Durgesh Gupta, Member & Mr.V.K. Agarwal were facilitated with bouquets and garlands. They spoke about the Event, Ashram and Lions Club International and highly appreciated the efforts and helping spirit of DIAS

students. They also praised the social initiatives taken by DIAS to inculcate social values in the students at the right stage of their morals development.

### GUEST LECTURE ON "DIGITAL MARKETING"

A guest lecture on Digital Marketing was conducted by Mr. Vishwas Kshirsagar, DGM-Marketing, NIIT Ltd. on 11<sup>th</sup> February 2014. He commenced the session by describing today's age as the age of the customer i.e. now-a-days customers have become empowered and they have an elevated access to information about the product they want to purchase.

He emphasized that for staying competitive in this age of customer wakefulness, organizations need to know what their customers want and then to make sure they get it every time. This leads to the role of digital marketing.

Mr. Kshirsagar explained that digital marketing makes use of various electronic devices to engage with customers. It enables to gain insight into customer behavior and preferences and thereby helps in forming marketing strategies.

He also highlighted some of its benefits such as it is lesser expensive as compared to other marketing mediums, niche audience can be targeted easily and the results of various marketing campaigns can be measured and analyzed.

He also discussed about a certificate course to be conducted by NIIT in alliance with Digital Marketing Institute, Ireland in order to equip the students as well as working professionals with the skills required to thrive in the field of digital marketing.

The session was very informative and helped students in gaining an insight into digital marketing which is a rapidly emerging career domain.



### BUSINESS PLAN COMPETITION

An Intra College Business Plan Competition was organized by Entrepreneurship Development Cell, DIAS on 27th February, 2014 to explore latent leadership qualities and entrepreneurial talent in students. There were ten teams of enthusiastic participants both from MBA & MCA programmes. Mr. Ashwini Avilashi, Branch Manager, State Bank of India and Ms. Neetu Chaddha, Faculty, DIAS were the venerable members of jury for this competition.



First prize was bagged by the team presenting business plan "Easy Solutions", providing repair & maintenance services in busy metropolitan cities. "Tech-Shield Private Ltd." and "Echlon Modular Baskets" were the other two viable business proposals, which were adjudged second and third respectively.



Students received constructive feedback and useful inputs to make their plans economically viable. The competition provided a surge of motivation & practical knowledge to the students of DIAS.

### VISIT TO 'ASHARAN' ORPHANAGE

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

The students are encouraged to contribute their time by making sincere efforts with zeal and participate in the events to accelerate social and economic change in the society.

A group of 6 students and faculty, Ms. Charu Gupta visited 'Asharan' orphanage on 15<sup>th</sup> March on the occasion of Holi festival. The children of the orphanage (16 in number; aged 0 to 10 years) were delighted at the sight of DIAS's students and spent quality time with them.

They were engaged in various recreational activities of fun, dance, music and teaching poems. Many items were distributed like bed sheets, towels, oil, broom, dustpan, books, stationery, eatables etc. Any further scope of help and requirements of the children and orphanage were also discussed for a future visit.

The student volunteers got an opportunity to be with people who are different from them and to be able to make a difference in someone's life.

### INDUSTRIAL VISIT TO SIMBHAOLI SUGAR MILLS

DIAS organized an industrial visit to Simbhaoli Sugar Mill, Ghaziabad to inculcate in students a true sense of how the operations in an industry are carried out. Students from MBA accompanied by the faculty members, Ms. Roma Jaitly and Mr. Inderpal Singh visited the company on 11<sup>th</sup> March, 2014.

The company tour began with the first step of the production, wherein sugarcanes from all across India are transported to the mill and thereafter carried in a sophisticated manner using automated technique.

After passing through a number of processes, the sugarcanes are turned into fine fibre like material, which is subjected to extractor which churns the sugarcanes and extracts the juice.





The extracted juice is subject to high temperatures to separate it from any impurities for further refining. The students were shown the juice samples of different levels in test tubes to show the difference. As high temperatures are to be attained the machines can get heated up so there was a good cooling mechanism using water pumps.

crystals. The students were acquainted with the various technologies utilized by the mill users to have different size sugar crystals. Sample of freshly prepared sugar was given to students to taste and finally they were shown the packaging techniques. The colour code packaging for the delivery and different size' packaging, are dumped on conveyor belts which carry them out of the mill to the trucks which eventually take them to delivery place or storage place.



The final stage, post the juice refining, requires its conversion to sugar crystals. Symbhaoli per se, is the industry leader for the highest grade of purification and the various size of the

The one thing which was tremendous and got the students excited was that the waste from sugarcane is not thrown and is used to generate electricity on which the mill runs and is supplied to neighboring villages. Post the detailed tour of the wide spread mill, the management had a discussion with students wherein the doubts were clarified. The students also inquired about the possibilities of live projects. The wonderful learning visit surely acquainted students with the different levels of the operations in a sugar mill.







**INDUSTRIAL VISIT TO ATLAS CYCLES LTD.**

On 20th March 2014, MCA-IV semester students, accompanied by two faculty members, Ms. Tripti Mishra and Ms. Neha Rajan visited the Atlas cycles plant, situated in Sahibabad, U.P.

accessorized -fancy bikes, ladies bikes, kids bikes for different ages. The company has strong domestic sales network in various states such as Uttaranchal, Uttar Pradesh, Bihar, Nepal, Jharkhand, Bihar, Andhra Pradesh and Tamil Nadu. Atlas bicycles and accessories are used in more than 80 countries. It has strong international sales network which includes countries like Japan, Australia, UK, Sri Lanka, Holland and others.



After a warm welcome by Mr. Kapil Sehgal, the students were divided into two groups and the production manager took the groups to the plant and explained the entire process to familiarise with the plant. In the beginning, the production of various major parts of cycles like mudguard, Quadrants were shown for which the raw material is manufactured from outside vendors. Thereafter, the production of other parts, their assembling and the rest of the process was deliberated upon in detail by the company representatives.

Atlas Cycles (Haryana) Ltd (Atlas) is a leading manufacturer and marketer of bicycles, their components, accessories and steel tubes. It is one of the oldest and largest cycle manufacturers in India with a manufacturing capacity of 4.6 million (mn) per annum. Its product range consists of roadsters targeting common man, highly stylish and

The queries of the students were aptly handled. The visit was enriching and knowledgeable as the students got an insight into the actual functioning and working of the organization. The practical implementation of the theoretical concepts discussed in the class was witnessed.







### LEZERO, 2014

The Entrepreneurship Development Cell, DIAS with an aim of encouraging the ideas of budding entrepreneurs organized a successful business plan competition “LEZERO-bringing innovative idea to ultimate” on the 22<sup>nd</sup> March 2014.



The competition aimed at providing an integrated learning experience to the students regarding new venture creation, through their team's effort and faculty guidance for making feasible business proposals. The participants explored innovative ideas, developed them as a workable business plan



and then presented them analyzing all their pros and cons. The panel of judges of this one day event comprised of three esteemed persons from financial sector- Mr. Anil Kumar Upadhyaya, Faculty, Staff Training College, Oriental Bank of

Commerce, Mr. P.J. Maheshwari, Assistant General Manager, Punjab National Bank and Mr. L.N. Gupta, Chief Auditor, Punjab National Bank.

The contest witnessed huge participation of 14 colleges from various universities across Delhi NCR. The business plan “Easy Solutions” presented by students of DIAS won the first position. The second and the third positions were bagged by “Soch Book”, business plan presented by students of GGS College of Commerce and “Add on Bags” the presentation of Jamia Milia Islamia University students, respectively.



The winners were awarded attractive cash prizes up to Rs 10,000 along with the certificates of appreciation. All other teams were awarded certificates of participation. The program ended with a vote of thanks extended by Dr. Anju Batra, the Event Coordinator, with a positive note of having more such events in future.

### INDUSTRIAL VISIT TO HINDUSTAN SANITARY INDUSTRIES “HINDWARE”.

An industrial visit was organized for the management students, by Delhi Institute of Advanced Studies, on 22<sup>nd</sup> March, 2014. A group of 60 students accompanied by Ms. Shilki Bhatia and Ms. Neetu Chadha, Faculty, DIAS went to the Bahadurgarh plant of Hindustan Sanitary Industries “HINDWARE”.

The objective of the visit was to impart the knowledge about the inner atmosphere and industrial acquaintances of the finest company. The basic motive was to give the students a realistic view of the shop floor manufacturing and the



processes workers use, to manufacture the closets.

At HSIL, the employees of the company welcomed and divided the students into two groups of thirty each.

Each group of students was guided by a staff member of HSIL. Starting from the acquisition of raw material, till the production of the finished piece, they explained each and every process in detail.

They told about different types of clays, used in making final product and the ratio of quartz and feldspar which needs to be maintained to get slurry. The slurry after requisite quality testing is sent to the molding section where both automatic and manual molding takes place.

The new moulds are then sent to casting department, then to the dryer and lastly to the glazing department, where it grinds

the material. Then coloring is done and finally sent to kiln for heating at around 1210 degree temperature from where the final product comes out.

The plant also had a quality control department and a research and development department. Every piece before being sent to the retail outlet passes through different quality tests. Students learnt about how the standards are followed by the industry and also how samples of different types of pieces are being tested before final approval.

It was an enriching experience for the students, as they got a practical insight of the theory which they read in the books, which will help them to understand the concepts more easily. The realistic exposure of the shop floor working will be useful for the students, enabling them to understand the practical implication of theory.







### GUEST LECTURE BY INDIA VIDYARTHI

"India Vidyarthi"-An NGO which is mainly into educating the slum children, conducted a session on "Leadership and



Failure" for the students of MBA on 27<sup>th</sup> March, 2014. The session was taken by 'Mr. Kuldeep Choudhary , who is one of the founder members of the NGO.

The main objective of the session was to motivate the students to become leaders and take initiatives in life. He also suggested some of the ways to manage failure in our lives because failures e often demotivate us.

One should learn from the failures to get the success further. He also shared some real life examples to support the same. He spell bounded all the audience with his magical words.

The students interacted with him a lot and also shared their experiences on the topic. The session altogether was very motivating and thought provoking.

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# NATIONAL CONFERENCE











## NATIONAL CONFERENCE

### ON “ORGANIZATIONAL RE-ENGINEERING: NEW AGE TOOL FOR COMPETITIVE ADVANTAGE”

Technological progression, global competition and re-alignment of organizational processes with the markets have emerged as the new rules of corporate, with transformation through reengineering emerging as a key tool for competitive advantage.

Reengineering disregards the traditional assumptions and conventions of the business operations, and instead develops a novel, process-centered business organization that achieves a quantum leap forward in performance.

The reengineering process retires the current operations and constructs a new and ideal version of the organization.

better use of limited capital and enabling them to compete more effectively. Further, aligning workforce planning with strategic objectives ensures that the business is equipped to meet evolving customer expectations so as to capitalize on the opportunities.

As every change has its inherent pitfalls, the process of re-engineering is no exception. To address the risks, manage the fears, uncertainties and doubts and yet maintain motivation in the organization, it becomes imperative for organizations to constantly evolve to meet the dynamic changes of the environment.



A fresh perspective to achieve reengineering success, is required leading to creation of a new organization which will optimize the process of creating satisfied customers. Reengineering underpins every attempt to seize and maintain a true competitive advantage.

Organizations across a wide range of industries are recognizing the potential of re-engineering to deliver discontinuous leaps in performance. Many leading firms are seeking to simplify and streamline their businesses as a part of a more sustainable low-cost delivery model capable of making

Considering the said significance, the institute organized A National Conference on “Organizational Re-engineering: New Age Tool for Competitive Advantage” on 25<sup>th</sup> January 2014. The conference intended to provide a platform to deliberate on the current changes witnessed by the organizations and the strategies developed by them to seize and maintain a true competitive advantage.

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



## INAUGURAL SESSION



The Inaugural Session commenced with lighting of the lamp of knowledge by the Chief Guest, Shri Sandilya, Non-Executive Chairman, Eicher Motors Ltd, Guest of Honor, Shri Jayaram Easwaran, Management Consultant, Dr. S.N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS and Dr. I.B. Singh, Director, DIAS.

This was followed by welcome address by Dr. Maheshwari.

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

Organisational Re-engineering basically involves identification, analysis and redesigning an organisation's core business processes in order to dramatically improve customer service, cut operational costs to make the organisation a world class competitor. An organisation has to ensure that activities that do not add value to the customers are minimised and there is dramatic improvement in critical performance measures such as cost, quality, service and speed.

In the backdrop of tough competition and LPG (Liberalization, Privatisation & Globalization) wave sweeping through countries and economies, more and more organizations are

realizing that they cannot sustain their growth in the long run without adopting a continuous re-engineering and renovating strategy.

Re-engineering or renovating is less about developing mesmerizing technologies or products and more about creating smart business practices that package and deliver existing products and services to people from all income groups in the most cost efficient manner. To succeed in this endeavour, the firms may have to adopt a number of business strategies or any combination thereof. Such strategies may include and relate to cost

optimization, developing firm's core competence, effective utilization of human, physical and financial resources, adoption of new and advanced technologies, strengthening accounting procedures and corporate governance, adopting world class manufacturing, improving coordination with customers & suppliers and above all developing social consciousness and ethical business practices.

There is nothing permanent in life, relationship and business. The business model of the future has some new rules now. The customer of today is different from the one of yester years. A well informed and restless new generation called "Generation Y" is causing an immense market upheaval. This generation possesses enough purchasing power, cares more for its happiness, prefers speed and always looks for something different. Hence, only an organisation which has guts to do something different and adapt itself to this new environment can stay ahead.

History is proof of this fact that it is not the largest, strongest or fastest that survives but the one who is ready to adapt. Hence, a great product today may mean nothing. Reinventing or re-engineering the product or process again and again is the key to make it last long in the market place.





Organisational Re-engineering does not only mean a change but rather a drastic change. This drastic change may include overhauling the Organisational Structure, Management Systems, Employee Responsibilities and Performance Measurements, Use of IT, Strategies relating to different



managerial functional areas whether accounting finance, production or marketing. Thus, Business Process Re-engineering can potentially impact every aspect the way the business is conducted today. Change of this scale can cause results ranging from enviable success to complete failure. Leadership has therefore to be effective, strong, visible and creative in working and understanding in order to provide a clear vision to the future.

Companies of tomorrow will be only those who are willing to scrap conventional ideas, who are willing to try out new stuff and most importantly who are willing to fail but have a passion to succeed. This is because, "Success is neither final, nor failure is fatal, it is the courage to continue that counts".

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

organisations must always be felt by the Competitors. They should always be a force to reckon with under all circumstances. "Love me or hate me but you cannot ignore me" should be their mantra for success.

Dr. Maheshwari quoted one of our most successful and innovative industrialists, Shri Dhirubhai Ambani:

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

This means, the organisations have now to innovate, renovate or engineer and re-engineer all the more faster than ever before if they want to survive as vibrant and progressive organisations. As a matter of fact, in a broader sense, re-engineering has always been there in every field of life whether social, cultural, economic or business. However, it has recently become more intense, speedy and comprehensive due to organisations' dire need to have competitive advantage. As a result, certain new concepts, procedures and strategies have been evolved and are being implemented. They include financial re-engineering, green marketing, employer branding, lean accounting, corporate governance, ethical business practices, enterprise resource planning, zero-base budgeting, target costing, balanced score card, economic value analysis, sustainability management and many more.

Dr. Maheshwari introduced the guests to the august audience.

#### INAUGURAL ADDRESS BY

**SHRI SANDILYA,  
NON-EXECUTIVE CHAIRMAN EICHER MOTORS LTD**

Engineering is said to be the process of producing new things and objects from scratch whereas re-engineering is the process of restructuring, improvising through innovative ideas. Corporate ought to re-engineer, re-transform and re-innovate on a continuous scale by employing processes encompassing the concept of lean thinking. It is important to understand the three P's- Purpose of existence, Process that they observe and the People who carry out the actions to achieve the said purpose. Further elaborating the role of each 'P', it has been observed that Purpose may be multifold- from what the customer wants, to what the company wants or



where it intends to go? The second 'P' of process can be achieved through lean thinking and eliminating unnecessary work process. Both the purpose & process are undertaken through the most important 'P', People. Empowering people to observe the organizational processes for constant re-engineering and re-thinking will aid in increasing the value for all the stakeholders.

Shri Sandilya elaborated upon his experience at Eicher during the mid 80's when the company was going through a rough phase and needed a tremendous transformation. For this they re-engineered their organization to reduce waste activity.



Again in the year 2000, Eicher group incurred huge losses indicating the presence of major flaw in the company's management and operations. The company focused on Lean Management. The turnaround of the company was achieved by increasing the top line and bottom line while reducing middle line. Major cost reductions and engaging employees to identify and eliminate unproductive processes were looked into. Similarly, VRS option was also introduced for the first time. The combined efforts yielded results and in a span of 2-3 years, the company generated highest profits, without compromising on its 3 "P" philosophy. Further, Shri. Sandilya stated that the success of every organization can be achieved when they employ the mantra of CLIC.

C- Customer Focus L- Lean Process I- Improve Productivity

### C- Competitive Advantage

In the year 2005- 2006, Eicher Group decided to focus on two businesses- commercial vehicles and motorcycles with the other businesses being hived off. The company ensured that people who were taking over the businesses also possessed the same set of values and principles, lest the employees do not carry any ill feelings. This resulted in the employees also being happy and content.

He concluded by saying that in today's times, organizations which constantly re-engineer along with involvement of people in decision making in accordance with the dynamics of the environment will prosper while others who do not pay heed might succumb.

### KEYNOTE ADDRESS BY SHRI JAYARAM EASWARAN, MANAGEMENT CONSULTANT

Strategies are planned actions to tackle any problem. Even in the corporate world these strategies have materialized as differentiating factors for competitive advantage. With the rise in globalisation of markets, strategy consultants are in demand to provide their expertise in design and implementation of various types of business strategies. A clearly defined set of expectations, deliverables and a timeline facilitate the search for an appropriately skilled strategy consultant, who is able to transform a complex subject into one which is easily understandable by all, regardless of their background in addition to ensuring good value for the business.

With employee empowerment becoming the buzzword, it is imperative for companies to ensure development of people at the personal level as the excellence of organisations is now dependent on their people factor. With employees sensing low personal growth, their grievances towards organization escalates as absence of internal peace along with insufficient understanding of internal core, acts as the hurdle for the attainment of self-actualization. Gone are the times when employees were appreciated for being active, they have to be proactive now. Moreover, employees are currently required to be flexible and consistent performers for sustainability.

The cultural diversity of employees leads to differing opinions regarding beliefs and work ethics, thus, making it challenging for organisations to deal with demanding situations. It is important to develop competencies in employees to enhance





their performance. Cross-sectional training also aids in developing the leadership competency, other important skills being integrity, reliability and team work. The specific skills encompass entrepreneurship, communication, and ability to work with modern tools and technologies, self-motivation,



willingness to learn, problem solving skills, ability to conduct experiment and analyze data.

Shri Easwaran emphasised the importance of interpersonal relations as well, as various positions and individuals in the organizational structure end up playing multiple roles, reporting to the senior and reported to by the subordinates. Positive relationships can be a source of great joy in life and especially during hard times, so one needs to nurture these relationships.

Appreciating the pivotal role of leaders, he deliberated on the four categories of leadership at any level. The first ones compete with their juniors or subordinates, while the second ones compete with superiors. The third category vies with peers and equals while the fourth ones indulge in a race with their own self. This is the mantra to rise in life. Those individuals who exhibit the fourth kind of capability are the ones who eventually make up to the level of CEO and Chairman.

Shri Easwaran concluded by stating that organizations now understand that for the success of employees, work-life balance is significant as it supports the efforts of employees to

divide their time and energy between work and the other important aspects of their lives. Work-life balance is about creating and maintaining supportive and healthy work environments, which enables employees to have balance between work and personal responsibilities and thus strengthen employee loyalty and productivity. Hence, the constant endeavor of organizations to rethink, reinvent, reorganize and progress will be the harbinger of change.

#### **VOTE OF THANKS BY DR. I.B. SINGH, DIRECTOR, DIAS**

Dr. Singh extended vote of thanks on behalf of the entire DIAS fraternity. He stated that organizations require innovations, process changes and a demographically transformed



workforce to cater to the intensifying customer needs and survive in global competitive environment, thus emphasizing the evolution of the business world in the recent times.

Organizational re-engineering and business process re-engineering are widely-used strategies put to practice by corporations seeking improvement in their current organizational performance and intending to achieve cost leadership strategy in their operating industry and environment.

Re-engineering means to disregard all the assumptions and traditions of the way business has always been done, and



instead develop a new, process-centered business organization that achieves a quantum leap forward in performance. Organizations are required to re-engineer their business processes in order to achieve breakthrough in performance and long-term strategy for organizational growth.

He thanked the delegates at the National Conference for deliberating on all aspects of Organizational Re-engineering. He also congratulated the team members of the organizing committee for their efforts in systematic organization and successful accomplishment of the conference.

## KUDOS

DIAS, in its pursuit to motivate and encourage meritorious and economically weak students, endowed them with Student Welfare Fund Scholarship so as to enable them to fulfill their dreams and achieve the pinnacles of success. The following are the students who were awarded with the scholarship:

| FOR THE PERIOD JAN. – MAY 2013 |          | FOR THE PERIOD AUG. – DEC. 2013 |           |
|--------------------------------|----------|---------------------------------|-----------|
| Mohit Yadav                    | MBA – IV | Varun Chauhan                   | MBA – III |
| Varun Chauhan                  | MBA – II | Himani Arora                    | MBA – III |
| Amandeep Singh Arora           | MCA – IV | Nikita Chhablani                | MCA – III |
| Nikita Chhablani               | MCA – II | Arjun Virmani                   | MCA – III |







## TECHNICAL SESSION I

The first technical session was chaired by Dr. Ashok Haldia, Director, PTC India Financial Services Limited. The speakers at the session discussed about Indian Belief System, ISO 10668, Green HR, Rapid Metro Project, demand side considerations in non life insurance, mutual funds, returns and volatility in BRIC Markets and employee engagement.

### ADDRESS BY

**DR. ASHOK HALDIA,**  
DIRECTOR, PTC INDIA FINANCIAL SERVICES LIMITED

The rapidly changing lifestyle has burned many fast selling products and brands to ashes or has resulted in heavy loss of market share for them. Products which were considered a luxury yesterday have become a necessity today. The vicissitudes in the environment have generated numerous opportunities and challenges for organizations. Increased competition at all levels is one of the major challenges being faced by organizations. The fact remains that with diverse competitors, success is meted to only those who compete with themselves.



Planning, strategy building, implementation and monitoring are the management processes which continue at every level, leading to excellence. Hence, the ability to examine, probe, analyze and improve upon is reengineering. But, can re-

engineering alone make a difference or should it be combined with innovation through the development of fascinating technologies or through being proactive towards the dynamic environment. The keys to brand success are self-definition, transparency, authenticity and accountability. Branding has been made professional and is proving to be a forerunner of change in established norms, processes and implementation procedure in an organization. Dr. Haldia elaborated upon the methods of brand valuation, both traditional and prospective on the basis of new guidelines.

Green HR is an initiative aimed at retiring HR paper-based systems as well streamlining the business processes. Organizations are trying to provide the competitive advantage through goodwill generation, cost reduction and employer branding. In addition, competitive advantage can also be derived through employee engagement. High levels of engagement aim to help organizations build internal customer loyalty which translates into high customer retention, increased stakeholder value and improve organizational performance. Focus on employees can create wealth for organizations.

Dr. Haldia discussed the success story of Delhi Metro Rail Corporation vis-à-vis commencement of Rapid Metro, giving a stress free, safe and comfortable journey to all commuters in a pollution free and eco-friendly manner. He also deliberated upon the insurance penetration and emerging trends in money market in India.

He concluded by emphasizing that some of the organizations employing novel strategies through reengineering gain competitive advantage which is reflected in their financial performance. Hence, investors should carefully analyze the market before selecting the investment alternatives.

## INDIAN BELIEF SYSTEM – IMPLICATION FOR EFFECTIVE MANAGEMENT

**DR. C. S. SHARMA**  
DIRECTOR, MAIMS

**MS. ANJU BHARTI**  
ASSISTANT PROFESSOR, MAIMS

Belief is basic to humans. Interpretation of phenomena assessment of situation in individuals depends on belief system. Beliefs are intermingled with values as both determine the choice of behavior. Performance improvement can come through the acquisition of appropriate knowledge and skills alongwith possession of the right value and belief



system that in turn influence motivation, intention and engagement with a specific task.

The western concept of management relies more on motivating workers through incentives so as to increase their productivity. The workers have become a hire-able commodity in the eyes of management that can be used, replaced and discarded at will. This approach of dealing with a precious human resource does not ensure long lasting and permanent solution to the managerial problems on a continuous basis. The effective management requires a balance and harmony between thoughts and actions of its individuals; plans, policies, performance, goals and achievements. The basic belief is being held in the conduct of the business. Belief or the value system reflects behavior that enhances the trust, confidence and commitment of members of the community. It goes beyond the domain of legality and indicates decent and desirable behavior shown by people. Since business activities are carried on within the boundaries of the society, it should be guided by the values, beliefs and norms established by the society.

The presenter concluded by stating that to become effective in all endeavours, one should focus on individual self-management so as to set up an example of being inspired from within, as the first step onwards setting one apart from others. Managers can become good leaders who can effectively

respond to varied business situations and emerging challenges by imbibing the perennial wisdom principles of Indian scriptures.

### ISO 10668: THE ROAD MAP FOR BRAND VALUATION AND ORGANIZATIONAL REENGINEERING

**DR. S.L. GUPTA,**  
DIRECTOR, BIRLA INSTITUTE OF TECHNOLOGY,  
PATNA

**DR. D.D. CHATURVEDI,**  
ASSOCIATE PROFESSOR, GURU GOBIND SINGH  
COLLEGE OF COMMERCE, DELHI UNIVERSITY

**MS. UPASANA DIWAN,**  
RESEARCH SCHOLAR, BIRLA INSTITUTE OF  
TECHNOLOGY, MESRA

Brands help identify and differentiate the goods and services of one organization from those of another. Managers have also become aware of the fact that the brand has become an important company asset, and focus is needed on the creation of brand equity. As capital becomes less of a constraint on businesses, there will be far greater emphasis on how this capital is used to creatively differentiate the organization. The point of differentiation (and the source of shareholder value) will flow from intangible assets. But, in literature and in the commercial world, there existed a debate over the appropriate method of valuation, which came to an end with the publication of ISO 10668.







Although many important brand valuation methods are prevalent and applied, there is no consensus as to the superiority of any particular technique. Formulary approaches consider multiple criteria to determine the value of a brand. While similar in certain respects to income-based or economic use approaches, they are included as a separate category due to their extensive commercial usage by consulting organizations.

Ms. Diwan discussed four approaches to brand valuation as mentioned hereunder:

- Financial Analysis
- Market Analysis
- Brand Analysis
- Legal Analysis

She also deliberated upon David Aaker's "Brand Equity Ten" which utilizes five categories of measures to assess brand equity, viz. Loyalty Measures, Perceived Quality or Leadership Measures, Other customer-oriented associations or differentiation measures, Awareness measures and Market behavior measures.

The highlights along with the brand valuation approaches as specified by ISO 10668 were explained. She concluded by stating that ISO 10668 validates the procedures that can be considered systematic and sound for valuation. Although the input parameters for brand strength, which is a major ingredient in calculating brand equity, varies from brand to brand and also on the purpose of brand valuation, standardization of procedures would ensure that if brand valuation is done time and again with the same procedure, the results will be comparable and reliable.

### **GREEN HR: SHIFTING TOWARDS GREENER SIDE FOR INTERVIEWING AND SELECTING THE CANDIDATES IN MNCs**

**DR. RAMANI SWARNA**  
ASSOCIATE PROFESSOR, DELHI TECHNICAL CAMPUS,  
GREATER NOIDA

"GREEN" is new status icon in each and every sphere of life. It started off with GREEN environment and food. Slowly, the concept has sensitized the entire world so much that every part of the globe is in its grip. In the contemporary times, it has even entered the different organizations, companies and factories. The developments and practices in the department



of Human Resources are also changing with time. The HR Department needs to bring in certain changes to drive the GREEN HR MOVEMENT in the company. The major policies of the company are not required to be changed. However, minor changes like promotion of paperless environment, reduction in use of mobile phones, escalators, etc., recognition and reward to lean projects focusing on the green aspect, etc. will bring in good results for the organization and the employees.

Dr. Swarna discussed two different techniques, Green Lean Projects and Green Six Sigma Projects, which need to be focused on and encouraged amongst all the employees. These are the two areas wherein different green ideas might be collected or brain-stormed through the employees and rolled out in the company. The quality of the company would tremendously change in the above mentioned techniques. These would help automate and use the technology more and more in the company.

The analytical data presented proved competitive advantages for Human Resource Department. The presenter concluded by asserting that driving green lean projects in the company is the sole competitive advantage that places the respective company on the international level and supports different values and global ethics. It is this very edge that draws attention of the new candidates to take the work and join the company.



## A CASE STUDY ON "RAPID METRO PROJECT: GURGAON-A NEW TOUCH BASE TO MANAGEMENT INNOVATION"

**DR. BHAVYA TANEJA,**  
VISITING FACULTY, ICAI AND ICSI

**MR. HIMANSHU PURI,**  
ASSISTANT PROFESSOR, IILM-CMS

Rapid Metro Project is the first fully privately financed metro system in India, implemented under the PPP mode. The entire cost of the project will be borne by the private party and the Haryana Government will provide right of way on lease hold basis. The project, currently in Phase II, is expected to bring in the revolutionary change for the commuters in NCR region. This project has been one of the most advanced projects in India equipped with ultra-modern technological features that will also be aiming on providing adequate safety and security to the travellers.



The presenter elaborated on the Rapid Metro Project, connected to DMRC, focusing on its contribution towards giving relief to the daily commuters and benefitting & preserving natural environment. The environmental benefits along with the green initiatives and technology initiatives were discussed at length. The presenter concluded by stating that after DMRC, the rapid metro project is expected to offer ample useful value addition to change the face of Delhi-NCR region.

## DEMAND SIDE CONSIDERATIONS : KEY TO SUCCESS IN NON LIFE INSURANCE

**MR. INDERPAL SINGH**  
ASSISTANT PROFESSOR, DELHI INSTITUTE OF  
ADVANCED STUDIES

**MR. B. SINGH BHATIA**  
FACULTY, PGDAV, DU

The insurance penetration and density for non-life insurance is quite low in India. Penetration in India has remained between 0.55-0.75 in the last 10 years. Low Insurance penetration and high density suggest that there is too much to explore in this sector. Motor life insurance and health insurance products constitute the largest amongst growing segments. IRDA Report 2013 says that insurance penetration is low because there is misallocation of agents in the country. Hence, there is a need to shift our focus on demand side consideration.



The presenters analyzed various factors such as population, inflation, M3/GDP, real interest rate, urbanization, financial development with insurance factors from 1990-2012. The results of their study show that growth in population is positively associated with demand for non-life insurance. Also, the relationship between per capita GDP and insurance indicators are positive. There is positive relationship between financial development and demand for non-life insurance. The





results also suggest that financial development is causing insurance penetration, which is significant at 10% level. Real interest rate and insurance indicators are negatively correlated indicating it is an alternative for insurance. Urbanization is positively related with non-life insurance indicator signifying that with the rise in urbanization, the chances of risk of loss due to motor accident, theft, fire increase and therefore demand for non-life insurance increases. The implications of all the results are that demand factors affecting non-life insurance are of prime importance.

### STUDY ON COMPETITION IN MUTUAL FUNDS IN INDIA

**MS. ASHIMA AGARWAL**  
RESEARCH SCHOLAR, ALIGARH MUSLIM UNIVERSITY

Though, the mutual fund industry in India is currently in a nascent stage as compared to its global peers, it is attracting high amounts of investor cash flows by employing several marketing strategies, despite the very low levels of penetration. The presenter highlighted the competition



prevalent in the Indian Mutual Fund industry over a period of 11 years i.e., from 2003 to 2013, taking into account 25 mutual funds and their share of assets to find out the concentration and hence the level of competition. The classical competitive market structure is characterized by a high a number of firms competing, firm entry lower market shares and low prices. Ms.

Agarwal discussed the classical relation between competition and concentration in the industry.

The results of her study showed a decline in the estimated concentration ratio, thus, indicating that the competition has increased in the mutual fund industry. The trend in the concentration among the mutual funds is a downward sloping curve showing concentration among the funds has declined over the periods, signifying an increase in the competition. Over the years, the large, dominating firms still continue to have high market share.

### DAY OF THE WEEK EFFECT ON RETURNS AND VOLATILITY: EVIDENCE FROM BRIC MARKETS

**MS. RUPIKA KHANNA**  
RESEARCH FELLOW, GURU JAMBHESHWAR UNIVERSITY, HISAR

Security prices in an efficient capital market fully reflect their real worth. The capability of the market to instantaneously impound a given set of information into the pricing process makes it impossible to consistently make abnormal returns using a trading strategy based on a given set of information. However, empirical evidence suggests that not all markets are efficient but are often marked by certain anomalies in the





form of regularities in the prices. Day of the week effect refers to systematic disparities in daily returns, the knowledge of which could be harnessed for targeting higher returns.

Ms. Khanna investigated the presence of the day of the week effect on returns and volatility in the BRIC's equity markets during the period: April 1995 to October 2013. The time-varying efficiency in these markets has been studied by examining persistence of regularities in returns and volatility in these markets in pre-2006 and post-2006 periods, as this period has witnessed major changes in the structure and functioning of the BRIC's stock markets and can thus aid in developing an understanding of the pricing mechanism in these markets.

The results of the study showed that the highest return is observed on Wednesday, while the lowest return is observed on Monday in all markets except Russia. Returns in India are the highest on Wednesdays. Volatility coefficients in Brazil and China are significant for all days. The Chinese market observes the highest volatility on Monday which happens to be the most rewarding day too in the context of returns.

The presenter concluded by emphasizing the need for future research on the BRIC countries because these markets will continue to have a significant influence on the world economy in the near future. These markets are facing many challenges and problems, which may be traced to market microstructures, infrastructure, co-movement with other markets, volatility spillover, contagion effects and environmental issues.

## EMPLOYEE ENGAGEMENT AT GENPACT

**MS. PRATIKSHA TIWARI**  
ASSISTANT PROFESSOR, DIAS

**MS. N MALATI**  
ASSOCIATE PROFESSOR, DIAS

**MS. PARUL MANCHANDA**  
STUDENT, DIAS

The evolution of businesses, both in terms of nature of work and the diversity of the workforce, has resulted in quite a few challenges leading to pay freezes and layoffs. Organizations are now realizing the importance of re-engineering. The challenge organizations are facing is engaging the intellectual capital, which would help the organizations have a competitive advantage and thus improve their profitability. Employee engagement is being deployed by organization to increase the

contribution of the personnel. High levels of engagement aim to better customer loyalty, increase stakeholder value and improve organizational performance.



HR leads the way by designing, measuring, and evaluating proactive workplace policies that would help the organizations in attracting and retaining the talented people to help a firm gain competitive advantage and achieve growth and sustainability.

The study identified seven factors which affect employee engagement at Genpact, viz. work itself, culture, and organizational commitment, role of supervisor, pay benefits, work environment, teamwork, training and development. Hence, concentration on the mentioned factors will enable organizations to keep pace with their competitors and retain their employees too.

## TECHNICAL SESSION II

The second technical session was chaired by Mr. Suresh Mehra, Vice President & Regional Head Human Resources-North, AXIS Bank. The presenters at the session discussed topics like supply chain management, impact of job satisfaction on job performance, E-recruitment, Human Resource Accounting, Green Banking, Public Management, Green HRM, Security Attacks in MANET and spiritual HR Re-engineering.





## ADDRESS BY

**MR. SURESH MEHRA**  
**VICE PRESIDENT & REGIONAL HEAD, HUMAN**  
**RESOURCES-NORTH, AXIS BANK**

Globalization coupled with rapid technological change has brought forth a massive change in the functioning of the business. But, managing organizational change and achieving personal change is quite challenging. Change management entails thoughtful planning sensitive implementation, and above all, consultation with, and involvement of, the people affected by the changes. Forcing change on people gives rise to a number of problems. Change must be realistic, achievable and measurable. The people who are responsible for undertaking the business have also been not untouched by the change. The million dollar question is how can the organizations deal with the impact of these changes and create a competitive advantage for themselves. The current day corporate also understand that human resource is the most potent resource and has to be handled with utmost care.



The evolution of Human Resource Department from personnel department to a strategic department, providing solutions to every department of the organization in addition to being a favourable workplace environment has a substantial

impact on the employees' productivity. This leads to retention of talent and competitive advantage.

With increasing competition and rising demand for talent, E-recruitment is becoming the buzzword. Most Indian companies use their own web sites as well as job portals for recruitment, thus saving cost and increasing the talent pool.

Mr. Mehra deliberated upon the concept of Human Resource Accounting (HRA) along with Talent Development Investment. Organizations are increasingly focusing on going green and making efforts to make overall contribution in the same direction. Green HR has two essential elements one being, environmentally friendly human resource practices and the other being, preservation of knowledge capital. Green culture can become a key to competitive advantage in the organization. Being greener needs integration of environmental management into human resource management practices.

He also discussed another emerging human resource facet i.e., Spiritual HR, wherein HR re-engineering can be achieved through awakening and enhancement of spirituality amongst employees. This will result in increased employee satisfaction and greater commitment; reduction of voluntary employee turn-over, value oriented management, improved productivity and performance as well as holistic development of the organization.

In today's business scenario, technology is an inevitable tool for conducting the business and daily operations. These organizations face different challenges like ensuring security of the data internally and pertaining to the customers as well. One such vulnerability is MANET or Mobile Ad hoc Network which is a collection of wireless networks, comprising of a large number of mobile nodes. The organizations must ensure that different security mechanisms are introduced in order to preserve such networks.

Apart from dealing with challenges at an organization level, the need of the hour is for the different business sectors to contribute as a whole towards the benefit of the community globally. Green Banking is one such initiative taken by the Banking Industry across the world to contribute towards conservation of environment. The main challenge for the banks is to develop a business model which is sustainable and adaptable to the environment policies. The customers and society in general look upon the banks to fulfill their social responsibilities and commitment towards environment



protection and conservation. Adopting green initiatives becomes an excellent opportunity for the banks to gain competitive advantage over their competitors. Along with the private sector, public sector administration needs to become more efficient, effective and responsive. Implementation of administrative reforms will improve the quality of life for both the individual and the organization.

Mr. Mehra concluded by stating that it has become very important for the organizations to discuss innovative ideas through frequent meetings. Every department should be able to add value to the organization. This will bring competitive advantage, which if not gained will make it very difficult for the organizations to survive.

### **SUSTAINABLE COMPETITIVE ADVANTAGE AND EFFICIENT SUPPLY CHAIN MANAGEMENT**

**DR. R.P. MAHESHWARI**  
ASSOCIATE PROFESSOR, RAMANUJAN COLLEGE, DU

Strategic management has become so important that for all the functional areas the word strategic is prefixed. Competition has entered every field, bringing most industries as turbulent industries. Almost all the countries have antitrust regulators, whose primary job is to increase competition so as to help customers to benefit.



Having an advantage over competitors is not enough. For the business to be great, it needs to weather competitive and environmental storms. However, in a world where a competitive advantage often evaporates in less than a year, where competitors and customers are becoming unpredictable and many industries commoditised, is the quest for sustainable advantage futile? Supply chain management is concerned with activities from purchase of raw materials to final delivery of finished product to the consumers. Dr. Maheshwari elaborated upon the efforts made by Maruti for vendor development and ACC in trying to cut costs of logistics and improve margins.

He concluded by saying that no competitive advantage appears sustainable. The competitive advantage is sustainable only when innovations take place regularly. Sustainable Competitive Advantage entails agility by responding faster. This agility is required into strategy formulation and implementation to meet the pace of change in business environment. There has to be a vision for the long-term period and there is need to ensure consistency in communication.

### **RELATIONSHIP BETWEEN JOB SATISFACTION OF EMPLOYEES AND THEIR PRODUCTIVITY IN HARYANA ROADWAYS**

**DR. RAVIKESH SRIVASTAVA**  
PROFESSOR, FORE SCHOOL OF MANAGEMENT

**MS. RICHA ARORA**  
RESEARCH SCHOLAR, JAMIA HAMDARD UNIVERSITY

**MS. SUMAN YADAV**  
RESEARCH SCHOLAR, JAMIA HAMDARD UNIVERSITY

Employee's attitude is important to management because it helps in determining the behavior of workers in the organization. A satisfied work force creates a pleasant atmosphere within the organization to perform well. However, the total organizational performance depends on efficient and effective performance of individual employees of the organization. Therefore, every organization relies considerably on their individual employee performance to gain high productivity in the organization. The presenter attempted to analyse the correlation between extrinsic and intrinsic rewards with the performance of the employees in Haryana Roadways.





As per the results of the study, in case of extrinsic rewards, managers and non-managers are treated fairly and equally, health benefits and education assistance for number of kids have a statistically significant difference between the mean for managers and non-managers. In case of intrinsic rewards, managers and non-managers are provided with constructive and useful feedback, employees have the resources needed to do their job. Organization has a roadmap for every employee's personal growth. Providing employees with opportunities for personal growth has a statistically significant difference between the mean for managers and non-managers.

Ms. Arora concluded by stating that there is a positive correlation between the factors of intrinsic rewards of job satisfaction and factors of extrinsic rewards of job satisfaction with factors of the job performance. Hence, there is a significant impact of job satisfaction on performance of employees in Haryana Roadways.

### **E-RECRUITMENT : COMPETITIVE ADVANTAGES THROUGH HRM**

**MR. PANKAJ GUPTA,**  
ASSISTANT PROFESSOR, RAMANUJAN COLLEGE, DU

One of the most important sources of competitive advantage

is based on human resource efforts and recruiting top talent has always been a challenge. Acquiring and retaining the top talent acts as competitive advantage but finding right people for right job is equally important and difficult. Internet is one of the greatest recruitment resources available to recruiters. E-recruitment is nothing but use of internet in recruitment process.



The growth in the e-recruitment industry has been fuelled with the adoption of technology by prospective employers and Internet penetration. Organizations have cut costs by almost 80 percent over traditional recruitment modes by moving over to the online recruitment process.

Most Indian companies use both their own web sites as well as job portals for recruitment. E-Recruitment processes help companies in implementing the best practices of recruitment and hiring the best talent available in the market. This also leads to better employment opportunities to candidates. It is advisable to use both the methods to get the right type of people to apply for the jobs, as the loopholes of e-recruitment are covered by the traditional methods and recruitment process is faster and more globalised due to e-recruitment.



## HUMAN RESOURCE ACCOUNTING- ISSUES & CHALLENGES IN THE GLOBALISED WORLD

**DR. D. D. CHATURVEDI**  
ASSOCIATE PROFESSOR, SGGGS COLLEGE OF COMMERCE, DU,

**MR. VAIBHAV PURI**  
ASSISTANT PROFESSOR, SGGGS COLLEGE OF COMMERCE, DU,

**MS. JYOTSNA MAKEN**  
ASSISTANT PROFESSOR, SGGGS COLLEGE OF COMMERCE, DU,

**DR. SUNIL KUMAR GUPTA**  
ASSOCIATE PROFESSOR, SCHOOL OF MANAGEMENT STUDIES, IGNOU

Human resource ensures that there exists a symbiosis between financial and all other physical resources towards the achievement of organizational objectives and goals, thus emphasizing its vitality. Conventionally, human assets are not accounted for in the books of accounts as per the general principles of accounting. The past few decades have witnessed a global transition from manufacturing to service based economies. Though, Human Resource Accounting (HRA) was introduced way back in 1980s, it started gaining popularity in India recently. Still, an appropriate and fully validated model of performance based on accounting in the Indian context is not yet available.



In order to estimate and project the worth of the human capital, it is necessary that some method of quantifying the

worth of the knowledge, motivation, skill, and contribution of the human elements as well as that of organizational processes, like recruitment, selection, training, etc. which are used to build and support these human aspects, is properly developed. HRA denotes this process of quantification/measurement of Human Resources. The presenter elaborately discussed about the objectives and process of HRA in the Indian context, along with the Human Resources Accounting practices and the ensuing issues and challenges. Implementation of HRA would give an organization a correct vision towards the way forward. Unfortunately, the International Accounting Standards Board (IASB) and the Accounting Standards Board (ASB), have not been able to formulate any specific accounting standards on measurement and reporting of cost and value of HR of an organization. The presenter suggested that, considering the paramount importance of HRA, proper initiation should be taken by the Government as well as Professional Boards at the National and International levels in respect of formulation of specific accounting standard and suitable valuation models on the measurement and reporting of the value of HR.

## IMPLEMENTING GREEN BANKING: A ROADMAP TO ACHIEVING COMPETITIVE ADVANTAGE FOR INDIAN BANKS

**MR. RITESH BANSAL**  
ASSISTANT PROFESSOR, PGDAV, UNIVERSITY OF DELHI

**MS. CHARU GUPTA**  
ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES

The growing concern about the turbulent climatic changes, global warming and depleting natural resource reserves has led to a greater awareness among people and a growing commitment to address the environmental problems. A proactive multipronged action is necessary by all the industries, business sectors, regulatory agencies and also the individuals. Banking industry is also taking initiatives in the form of Green Banking across the world to contribute towards conservation of environment. It is a form of banking which considers the social and environmental impacts of its activities and its main motive is to protect and preserve the environment. It is a multi-stakeholders' endeavor where banks work closely with the government, NGOs, policy regulators, customers, industries and business communities to reach the goal of environment sustainability. The environment –friendly initiatives taken by them to conserve





energy will have a great influence on a large section of the society. Even the customers are willing to use ecologically friendly banking products and services and it is an extension of the bank's corporate social responsibility (CSR) initiatives.

The presenter elaborated upon the green initiatives undertaken by various banks in India. According to Mr. Bansal banks should be committed and persistent in their efforts to achieve real and substantial outcomes on environmental issues and opportunities. This is a win-win situation for all the stakeholders involved- banks, customers, society, environment, government and future generations as well. Since the customers and society in general look upon the banks to fulfill their social responsibilities and commitment towards environment protection and conservation, to adopt green initiatives becomes an excellent opportunity for the banks to gain competitive advantage over their competitors.

### IN THE PERSPECTIVE OF NEW PUBLIC MANAGEMENT IN INDIA

**MS. ASHA RANI**  
RESEARCH SCHOLAR, SCHOOL OF COMMERCE,  
H.N.B. GARHWAL UNIVERSITY

At the end of the 20th century, a post-bureaucratic paradigm of public management was firmly embedded in many countries reflecting the outcome of the suite of reforms intended to enact a break from the traditional model of public

administration. New Public Management encompassed the belief that Governments were unresponsive, inefficient, monopolistic, and unable to reach the formal goals. New public management (NPM), a term formally conceptualized by Hood (1991), denotes broadly the Government policies, since the 1980s that aimed to modernise and render more efficient the Public Sector. The basic hypothesis holds that market oriented management of the public sector will lead to greater cost-efficiency for governments, without having negative side-effects on other objectives and considerations. The New Public Management represents the government always finding out the outcomes/results by encouraging target achievements and mission driven efforts. Simultaneously, the governments in developing countries decentralize authority i.e. disperse authority from higher to lower levels and involve a shift from classical pattern of hierarchical control to participatory management and teamwork.



Ms. Asha discussed the extent to which India has taken up new public management reforms and the causes of non-implementation in the whole scale with main emphasis on corruption. A number of measures such as small government, professional management, output orientation, performance-based accountability system, performance measures, strategic planning, quality management, contracting out, privatization, output budgeting, accrual accounting, contract employment



and so forth have been suggested for improving the performance of the public sector in both developed countries and developing countries. Although New Public Management has been seen by critics as a market-based ideology invading public sector organizations previously infused with counter-cultural values, it is being recognized by others as a management hybrid with a continuing emphasis on core public service values, albeit expressed in a new way.

She concluded by stating that though India has shown some prospects in implementing new public management, still due to public hostility of Government and the imperatives of liberalization, privatization & globalization, India needs better government and more precisely better governance.

### **GREEN HRM: AN INTEGRATION OF ENVIRONMENTAL MANAGEMENT INTO HUMAN RESOURCE MANAGEMENT**

**MS. MEGHA GROVER,**  
ASSISTANT PROFESSOR, RUKMINI DEVI INSTITUTE  
OF ADVANCED STUDIES

**MR. DHIRAJ DEWANI,**  
STUDENT, RUKMINI DEVI INSTITUTE OF ADVANCED  
STUDIES

There is a growing need for the integration of environmental management into Human Resource Management (HRM) – Green HRM – research practice. Green HR has two essential



elements: environmentally friendly HR practices and the preservation of knowledge capital. Companies are quick to layoff when times are tough before realizing the future implications of losing that knowledge capital. Green HR initiatives help companies find alternative ways to cut cost without losing their top talent; furloughs, part time workers, etc. HR Green in 2014 is an exciting new initiative to retire paper-based processes and install automated end-to-end processing in the Human Resource area.

The presenter discussed a model of HR processes involved in Green HRM along with the nature and extent of green HR initiatives undertaken by Wal-Mart.

For employers and practitioners, there may be need to establish the usefulness of linking employee involvement and participation in environmental management programmes to improved organizational environmental performance, perhaps via a specific focus on waste management and recycling. For unions and employees, they may help in safeguarding and enhancing worker health and well-being. For academics, they may reveal additional data to add an HRM element to the knowledge base on Green Management.

Green culture becomes a key of competitive advantage in the organization. Being greener needs integration of environmental management into human resource management practices. The HR strategy must reflect and inspire the ambitions of the HR team and other employees, aligning with the company's strategy, values and culture, deliver sustainable returns to investors, address customer needs, identify and respond to emerging societal trends, respond to governmental and regulatory expectations, and influence the public policy agenda.

### **ANALYSIS OF SECURITY ATTACKS IN MANET**

**MS. SIMRANPREET KAUR**  
M.TECH SCHOLAR, I.E.C COLLEGE OF ENGINEERING  
& TECHNOLOGY

A Mobile Ad hoc Network (MANET) is an infrastructure-less type network, which consists of number of mobile nodes with wireless network interfaces. In order to make communication among nodes, the nodes dynamically establish paths among one another. The nature and structure of such networks makes it attractive to various types of attackers. Different types of attackers attempt different approaches to decrease the network performance, throughput. In this, the principal





focus is on routing and security issues associated with mobile ad hoc networks which are required in order to provide secure communication. These types of attacks consist of replication, modification, or removing information exchanged by other nodes. Mobile Ad hoc networks are vulnerable to various attacks not only from outside but also from within the network. Ad hoc network is mainly divided into two different



levels of attacks. The first level of attack occurs on the basic mechanisms of the ad hoc network such as routing. Whereas the second level of attacks tries to damage the security mechanisms employed in the network. Ms. Simranpreet deliberated upon some of the existing malicious attacks against MANETs and also the techniques to detect them. Different security mechanisms are introduced in order to prevent such network. The goal of system security is to have controlled access to resources. The key requirements for networks are confidentiality, authentication, integrity, non-repudiation, and availability.

### **SPIRITUAL HR RE-ENGINEERING: KEY ELEMENT IN THE MODERN CORPORATE WORLD**

**MS. NITI CHOPRA**  
STUDENT, DIAS

**MS. SHILKI BHATIA**  
ASSISTANT PROFESSOR, DIAS

HR professionals are involved in making changes in the work

culture of their companies and have started thinking radically to make improvements. Virtually every HR function in top companies is going through a transformation process to create a function that can play this new strategic role while successfully fulfilling its other roles. HR reengineering is not an exception; it is a planned and programmed effort to maximize the value of HR, so organizational & competitive power may achieve maximum productivity & profitability for the organization, and maximum level of career satisfaction for the individual himself.



The 21<sup>st</sup> century solicits the constancy of change wherein with the advent of turbulent diversity amidst adversity, opportunities flow abundantly for those desirous of transformational business practices. HR re-engineering has become a key element in the modern statistical office with an edge over winning via the awakening and enhancement of spirituality amongst employees. Although spirituality as a term is difficult to define, it can be viewed as a style of living that involves seeking the connection to something that is beyond the mind. Spirituality invokes a sense of accomplishment and is now seen as the ultimate tool for holistic development of employee and employer alike. At the employee level, spirituality seeks to render the heart towards achieving meaningful goals as well as to reap utmost satisfaction and inner peace from the deserved results. At the organizational level, spirituality delivers by redefining the cultural values that aim to guide and support a continually enhance workforce as well as by charging the environment with a spark of greatly



energized momentum of energy that arises from deep within. Universal 'spiritual anchors' that act as building blocks for development of individual spirituality are based on universal human values such as truth, wisdom, justice, inspiration, creativity, courage, honesty, and compassion.

Hence, it becomes essential to establish an understanding of the indispensable role of workplace spirituality and thus seek an approach for HR re-engineering in alignment with the need of a spiritually charged corporate environment.

Ms. Chopra deliberated upon the existing relationship between workplace spirituality and the triple bottom line objectives of the modern corporate world. She discussed the spirituality-productivity nexus in alignment with the evolution of a dynamically charged environment. Considering the positive correlation between workplace spirituality and organization success, the presenter elaborated upon the primary HR functions via SEEK that require spiritual incorporation and proposes an ABC model for the same. She concluded by suggesting an integrative spiritual HR re-engineering in alignment with holistic growth and success of organizations.

#### VOTE OF THANKS BY

**MS. N. MALATI,**  
EVENT CO-ORDINATOR



The Event In-charge, Ms. N. Malati proposed the vote of thanks at the end of the second technical session. She thanked all the dignitaries who graced the occasion and shared their immense knowledge and experience with the august audience. She stated that Corporate India can surge ahead in this global environment through organisational re-engineering and innovation. Further, the companies which think "out of the box" emerge as market leaders.

She also thanked the paper presenters for their valuable contribution. She stated that the ideas presented and shared by them will help all present to look into the challenges and opportunities in a new perspective. She also thanked Chairman Sir, Shri S. K. Sachdeva, Academic Advisor, Dr. S. N. Maheshwari, Director, Dr. I. B. Singh, all the colleagues and staff for their whole hearted support. She further reiterated that without the support of students who had patiently heard all the dignitaries and also soaked the knowledge, this event would not have been a success. Ms. N. Malati concluded by saying that she hoped to receive support in all the activities in the future too.

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## NATIONAL SEMINAR

### “TECHNO TRYST 2014: NOVEL PARADIGMS OF SOFTWARE ENGINEERING AND DATABASE TECHNOLOGIES”

In a global, knowledge-driven economy, technological innovation and the transformation of knowledge into products, processes, and services are critical. The implications of a technology-driven global economy for engineering practice are particularly profound. The globalization of markets requires engineers capable of working in and with different cultures in addition to knowledge about global markets. New perspectives are needed in building competitive enterprises as the distinction between competition and collaboration blurs.

The current scenario reflects a time of great change with an increasingly global society, driven by the exponential growth of new knowledge and knitted together by rapidly evolving technologies. It is a time of challenge and contradiction, as an

enable the creation and flourishing of new communities and social institutions more capable of addressing the needs of our society. Both these challenges and opportunities suggest that major changes will be necessary in engineering practice, research, and education in the century ahead, changes that go far beyond convention.

Technological revolutions are reshaping the world at fast pace. Multiple disciplines are converging and new products are entering the market everyday. Databases and software technology have been central to all the latest technological development and forms the foundation of computer sciences. Bluetooth, Wi-Fi, Global Positioning System, Mobile Computing, Imaging techniques, Robotics, Animatronics etc. dominate all spheres of our everyday activities, be it business,

education, healthcare, science or entertainment and use databases and software technology in tandem

All the enterprises are evolving themselves from traditional business to technology driven strategies using cloud computing, grid computing and agile methodologies.

This gives them global reach and competitive edge in the market place. Surge of i-phones and tablets are posing new challenges to software development. Sustained development has become the need of the hour and it imposes the constraint on software development models to be cost effective apart from being timely, high quality and effective. A complete spectrum of tools and techniques is available to manage data effectively and efficiently which has become all the more essential in this era of massive data storage and information driven market.

Today, software engineering and data base technology are growing in synchronization as almost all the applications have integration of both the technologies. This paradigm shift has



ever-increasing human population threatens global sustainability; and the current state of economy places a new premium on technological workforce skills through phenomena such as out-sourcing and off-shoring. Governments place increasing confidence in market forces to reflect public priorities, even as new paradigms such as open-source software, open-content knowledge and learning, challenge conventional free-market philosophies.

Shifting geopolitical tensions are driven by the great disparity in wealth and power about the globe, manifested in the current threat to homeland security by terrorism. Yet, it is also a time of unusual opportunity and optimism as new technologies not only improve the human condition but also



contributed to fast pace development in both the fields and provided a wealth of tools, techniques and methodologies to manage the information. It has become the underlying framework for every system as it assures easy and simple access of data. Software engineering and data base technology has wide applications in the fields of Artificial Intelligence, Geographic Information Systems, Embedded Systems, Networking etc. as well as all the commercial applications.

Delhi Institute of Advanced Studies, cognizing the rising need, organized National Seminar “Techno Tryst 2014: Novel Paradigms Of Software Engineering and Database Technologies” on 1<sup>st</sup> March 2014.

### INAUGURAL SESSION

The seminar started with inaugural function that was presided over by Chief Guest, Mr. Tamal Chakravarty, Director IT & Test at Ericsson Global Services India Pvt. Ltd. and Guest of Honour, Mr. Vineet Thakur, Executive Director and Group CIO, Dalmia Bharat Ltd., Dr S.N Maheshwari, Professor Emeritus, DIAS and Dr. I.B. Singh, Director, DIAS.



The inaugural session was followed by welcome address by Dr. S. N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS

#### WELCOME ADDRESS BY

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

Information Technology (IT) has completely revolutionized lives of all, be it a layman, a professional, a government or a businessman. Activities which used to take days can now be completed in hours. The IT revolution in India has not only put the country on the global map but has also transformed India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs providing world class technology solutions and business services.



The Government of India has very well realized the immense potential of IT as a catalyst for social and economic transformation in India. In order to promote IT growth in India, the Government has constituted Technical Advisory Group for Unique Projects which is expected to develop IT infrastructure in key areas. It has also set up the National Task force on IT and software development with the objective of framing a long term National IT policy for the country.

Both Software Engineering and Database Technologies have an important role to play in the growth and development of IT revolution. Their ideal and effective synergy can make it a powerful enabler and facilitator of IT growth. However, this is possible only when all concerned are not only conversant





with the existing concepts, techniques and practices but also keep themselves abreast with the speedy and constant changes taking place in these two areas.

There is no denying the fact that due to sustained and radical societal challenges and economic competitiveness there has been a continuous pressure on IT professionals to suitably align the software engineering with the database technologies. The successful integration of these two domains require continuous study and research.

Today, India is considered to be a software super power. However, growth potential of IT in India still remains immense and largely untapped. According to National Association of Software Service Companies, the IT is poised in to become a US \$ 225 billion industry in India by 2020.

**INAUGURAL ADDRESS BY  
MR. TAMAL CHAKRAVARTY  
DIRECTOR, IT & TEST, ERICSSON GLOBAL  
SERVICES INDIA PVT LTD**

Mr.Chakravarty deliberated upon the technological revolution that has infiltrated virtually every realm of the world in just a few short years. He said the future will be revolutionized by the growing effect of multidisciplinary technology across all dimensions of life: social, economic, political, and personal. Database technology and software engineering are working in synergy to solve real world crisis.



He cited the example of Ukraine crisis when many people were separated from their family and Government restricted news channels. It was only massive database of Facebook from which people could know the whereabouts of their family and reunite with them. Over the next 5-10 years, chemical, fluidic, optical, mechanical, and biological components will be integrated with computational logic in commercial chip designs. The results could be astonishing. All the gadgets at home will become self regulating and will be able to speak and technology will become the change driver. The adaptation to the change is going to polarize the world. Since these factors vary across the globe, the implementation and effects of technology will also vary, especially in developing countries. Nevertheless, the overall revolution and trends will continue through much of the developed world. Talking about the recent trends in technology, he said that the biggest driver of change will be cloud computing, that allows the software to be based somewhere else and retrieved somewhere else over the Internet. With cloud computing, upfront costs are usually much less and new versions of software appear as easily as an update on a smart phone, so the product is never out of date. Companies are shifting their data centers to the cloud reducing the cost and management overhead to minimal. Moving a company to cloud-computing services is also typically faster than old corporate software installations, which can take years and require the services of expensive consultants. He concluded by quoting Chris Anderson, editor ,Wired 'The past 10 years have been about discovering new ways to create, invent and work together on the Web. The next 10 years will be about applying those lessons to the real world.'

**KEYNOTE ADDRESS BY GUEST OF  
HONOUR**

**MR. VINEET THAKUR  
EXECUTIVE DIRECTOR AND GROUP CIO, DALMIA  
BHARAT LTD.**

Mr.Thakur started with the famous quote by Heraclitus "The only thing that is constant is change". He said that the rapid advances in technology have ushered this world in the digital era and has changed the very face of business. Practicing managers have to keep abreast with latest technologies in order to have competitive edge in the business environment. The digital built of business is resting on two strong pillars of database technologies and softwares & is being driven by Generation Y. Cloud computing, mobile technologies, customized softwares and big data analytics have empowered the decision making abilities of managers. He gave the



example of Dalmia Sugar factories where each sugar unit involves over one lac farmers, with each having different set of plots constituting a huge database. The two major problems the company faced were accurate measurement of acreage and communication to all the farmers residing in diverse geographical locations.

He concluded by saying that in the last few years, every trend witnessed by us has been made possible due to the flexible and reliable environment offered through resilient clouds. The cloud represents a fundamental shift in the way businesses have to operate and it is something that every organization must embrace in order to stay competitive. Thus, databases and software technologies are the tools shaping the business world and he congratulated the Institute for organizing the seminar “Techno Tryst 2014: Novel Paradigms of Software Engineering and Database Technologies” which brings academicians and corporate together to share their knowledge and discover new dimensions.

## KUDOS

DIAS appreciated the commendable performance of the university topper, Ms. Sakshi Tyagi, MCA (2010-2013) and Ms. Vandana, MCA (2010-2013) for her exemplary performance in the University exams by conferring medals and appreciation certificates. Also, the institute's semester toppers of both, MBA and MCA batches were congratulated and appreciated by presentation of medals and appreciation certificates. The following students were the recipients of medals and certificates as institute's semester toppers:

| Names of the Students                        | Semester & Batch              |
|--|-------------------------------|
| Ms. Preeti Gupta                             | MCA IV Semester (MCA 2011-14) |
| Ms. Nikita Singhvi                           | MCA II Semester (MCA 2012-15) |
| Ms. Hardeepika Singh<br>Ms. Aakansha Murarka | MBA IV Semester (MBA 2011-13) |
| Ms. Swati Jain                               | MBA II Semester (MBA 2012-14) |







## TECHNICAL SESSION I

The technical session I was chaired by Dr. Rajni Jindal, Professor and Head, Department of IT, Indira Gandhi Delhi Technical University for Women. The speakers deliberated on topics like Agile Software Technology, Business Intelligence, Lossless Image Compression, Video Content Retrieval and Classification Algorithm.

**ADDRESS BY  
DR. RAJNI JINDAL  
PROFESSOR AND HEAD, DEPARTMENT OF IT,  
INDIRA GANDHI DELHI TECHNICAL UNIVERSITY  
FOR WOMEN.**



Dr Jindal elaborated on the importance of advancement in software engineering and data base technology. Software engineering and database technologies are related in a number of ways. Software engineering methods and tools have to be used for the construction of software providing database functionality and for the development of database applications. Database technology support through appropriate services facilitates the activities, tools, and techniques involved in software development processes.

Explaining further she said Big Data is an important revolution in the field of database technology. Big Data can be seen in business arena where enormous amount of stock exchange, banking, online and onsite purchasing takes place. Data flows through computerized systems every day and is then captured and stored for inventory monitoring, customer behavior and

market behavior. She said that the leap in computational and storage power enables the collection, storage and analysis of these Big Data sets and companies introducing innovative technological solutions to Big Data analytics are flourishing.

Speaking on the very important aspect of Big Data she said in the era of big data, the cloud offers a potential self service model for data analytics. Cloud computing has become a viable, mainstream solution for massive data processing, storage and distribution. Software Engineering challenges of big data explore how the nature of building highly scalable, long-lived big data applications influences iterative and incremental design approaches.

The research in software engineering and database technologies focuses on addressing the challenges of building highly scalable big data systems. In these systems, the requirements for extreme scalability, performance and availability introduce complexities that require new design approaches and data processing methodologies from software engineering and database community.

## BUSINESS INTELLIGENCE FOR E-GOVERNANCE & IMPORTANCE OF DATABASE INTEGRATION TO SERVE CITIZEN CENTRIC INITIATIVES

**MR. DEBI PRASAD MISRA  
GENERAL MANAGER, E-GOVERNANCE ROLLOUT  
PROJECTS, ECENTRIC SOLUTIONS (P) LTD.**

Mr. Debi Prasad Misra provided very useful information on e-Governance. He said that the huge data sources have become the gold mines for the business and new tools and techniques are being developed for giving the organizations a competitive edge using this data. Citing an example, he said Business Intelligence is basically, human intelligence strengthened with experience and enhanced by the availability of data. Quality data implies quality of intelligence.

He said that Big data, e-Gov, i-Gov, m-Gov all indicate handling of large data volumes for processing various needs. Looking at the data volumes in Government Sector, we need to consider the e-Gov applications built over the years by various government and corporate agencies. As on date, there are 27 MMPs being implemented apart from other e-Gov applications across India. The data volumes in government sector show that the growth pace of NDCs, SDCs and DR sites across India has increased significantly. This shows the



opportunity for all those seeking to become Masters in Database Management and Administration.



He concluded that in coming years, we are here to see some significant usage of database integration techniques where in all the databases created across the govt. sector in India start talking to each other to improve deliverables through all G2G, G2E, G2C, C2G and G2B e-Gov applications.

### **SURVEY PAPER OF LOSSLESS IMAGE COMPRESSION**

**DR. DEEPA RAJ**  
ASSISTANT PROFESSOR

**MS. SEEMA GUPTA**  
RESEARCH SCHOLAR  
BABA SAHEB BHIM RAO AMBEDKAR UNIVERSITY  
LUCKNOW

Ms. Seema Gupta deliberated upon various Image Compression techniques. Image Compression minimizes the size in bytes of a graphics file formats. The reduction in file size allows more images to be stored in a given amount of disk or memory space. It also reduces the time required for images to be sent over the Internet or downloaded from web pages. There are several different ways in which image files can be compressed. For Internet use, the two most common compressed graphic image formats are the JPEG format and the GIF format. The JPEG method is used for photographs, while the GIF method is commonly used for line art. The main

emphasis of the presentation was to survey the different research papers for the lossless compression of image file by which we can move forward for better compression. She discussed different methods for the lossless compression like Run-length encoding used as default method in PCX and as one of possible methods in BMP, TGA, TIFF, DPCM and Predictive Coding, Entropy encoding, Adaptive dictionary algorithms such as LZW – used in GIF and TIFF, Deflation – used in PNG, MNG, and TIFF, Chain codes. She further discussed various Run length encoding, Huffman encoding, LZW coding, Area coding. She finally concluded by stating that the future work will be to develop an object oriented design of some lossless complexity technique, compare the technique which will be the best and try to develop a model and frame work for compression of image using prediction by partial matching.

### **DATA MINING CLASSIFICATION ALGORITHMS: A COMPARATIVE STUDY ON EDUCATIONAL DATA**

**MS. TRIPTI MISHRA**  
FACULTY, DELHI INSTITUTE OF ADVANCED STUDIES

Ms. Mishra deliberated upon Classification Algorithms, which are most widely used data mining models to extract useful information from large datasets. Classification algorithms are basically supervised learning that discover a relation between target class and independent attributes. She explained that







Classification is a two phase activity. In the first phase, a training dataset consisting of a set of independent attributes and one target (dependent) attribute is considered and algorithms are used to derive a model for determining the class label of target attribute based on independent attributes. Once the model is finalized, it is validated using a testing data set and determining the accuracy of the model. If the model accuracy is acceptable the model can be applied to predict the class label of an unseen data whose class label is not known. She further showed how the performance of MCA students can be predicted using various classification algorithms .

The performance of algorithms is evaluated on the basis of recall, precision, true positive(TP) rate and time taken to build the model. Precision is defined as number of correct positive prediction over total number of positive prediction and recall is defined as number of correct positive prediction over total number of positive cases.

She concluded her discussion by justifying that Random Tree has been found to be most suitable for this problem. Her future work will also include algorithms like Support Vector Machine and Neural Network .

### ENHANCING PRODUCTIVITY USING AGILE SOFTWARE METHODOLOGY

**MS. DIMPLE CHAWLA**  
FACULTY, DELHI INSTITUTE OF ADVANCED STUDIES

**MS. BHAWNA ARORA**  
FACULTY, DELHI INSTITUTE OF RURAL DEVELOPMENT

Ms Dimple Chawla focused on the theory to understand the conditions under which the use of agile practices is most effective in improving software project quality. Although agile development methodologies offer the potential for improving software development outcomes, where limited research has examined that project managers can structure the software development environment to maximize the benefits of agile methodology used during a project. As a result, project managers have little guidance on how to manage teams who are using agile methodologies. She discussed other characteristics of the agile methodology like frequent delivery , Good ROI for client, frequent testing and Collaborative approach.

She further explained that agile methodology is an adaptive methodology, it is people oriented. Agile methodology helps us to increase productivity and reduce risks. People believe



that there is less documentation in Agile. But agile also includes documentation and it can be used on either small or large projects. In agile development, testing is also integrated throughout the life cycle. But for the testers, they will not have a good business requirement. So they have to get the details from the client or through the developer. The testers will do more of Quality Assurance work than testing. She finally concluded that Agile is an iterative and incremental mode of development wherein the entire development life cycle is broken down into small iterations. The project scope and requirements, at a very broad level, are laid down at the start of the development. Plans regarding the number of iterations, the period and the scope are laid down at each level.

### VIDEO AUTHENTICATION BASED ON VISUAL CONTENT RETRIEVAL FROM MULTIMEDIA CLOUD DATABASES

**MS. VAISHALI JOSHI AND MS. NARINDER KAUR SEERA**  
FACULTY, BHARATI VIDYAPEETH'S INSTITUTE OF COMPUTER APPLICATIONS AND MANAGEMENT

Ms. Vaishali Joshi elaborated upon the study of multimedia databases, influenced by the exponential expansion of various applications in real life. Extension of database applications to handle multimedia objects requires synchronization of multiple media data stream. She focused on some key aspects of multimedia cloud databases such as challenges affecting multimedia cloud storage. She said that the poor performance and limitation of communication bandwidth, limited database



architectures and models, lack of structure, unstructured multimedia data, representation and integration of multimedia objects, distributed storage and resource constraints, security and privacy of multimedia data in cloud storage. She further discussed various approaches of visual content retrieval like Data-driven Approach and Model-driven approach.



She concluded that in most cases the identification of objects in an image or video is an interactive process. It is performed on image or video insertion time in the multimedia cloud database. When objects are identified by users, this is considered a domain-dependent approach. On the other hand, when indexing is applied this is considered a data-driven approach. The data-driven and model-driven approaches can be used in combination also. One approach or a combination of approaches is used for the generation of metadata and a combination can be used for the retrieval of visual contents.

**DATA MINING FOR BUSINESS INTELLIGENCE BY USING WEBFOCUS**  
**MS. PARMINDER KAUR, MS. SEEMA NATH JAIN**  
**FACULTY, IIMT**

Ms. Parminder Kaur presented her views on Business Intelligence using WEBFOCUS. Elaborating the topic she explained that Data Mining is the process of knowledge discovery involving finding hidden patterns and associations,

constructing analytical models, performing classification and prediction, and presenting mining results. One of the challenges of current business processes is that they are made up of multiple, different systems, all trying to talk to each other in various languages, different platforms, and different landscapes. Companies want to reduce their costs, find new ways of increasing turnover and profitability, and be able to flexibly adjust to all types of changes. In this context, the question of how to adjust or integrate existing applications and flexibly implement new applications plays a central role.



She described WEBFOCUS as the reporting engine that turns corporate data into meaningful information, complemented with Web components for presenting information and interacting with end users. "Business Intelligence is an art of making the customers to do better, than they do themselves. It includes activities like decision making support, query and reporting, online analytical processing, statistical analysis, forecasting, and data mining".

She finally concluded that, Data mining tools such as classification, regression, clustering etc. overcome manual search of data and assist in business development. Data mining represents the link from the data stored over many years through various interactions with customers in diverse situations, and the knowledge necessary to be successful in relationship marketing concepts.





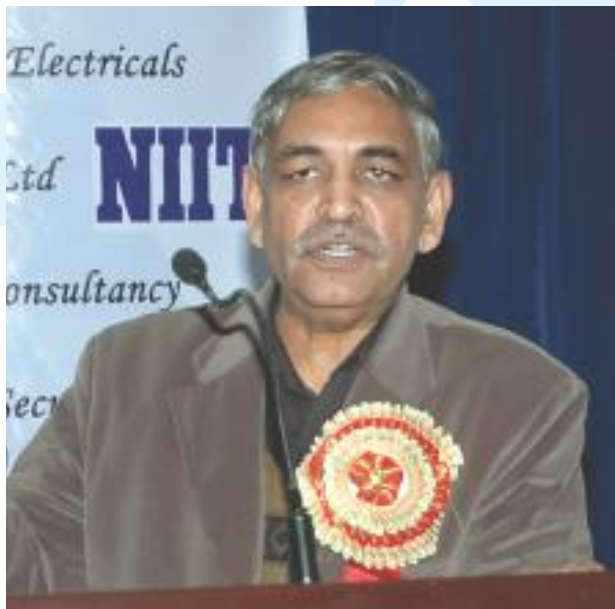
## TECHNICAL SESSION II

The technical session II was chaired by Dr. V.K. Panchal, Scientist 'G'/Associate Director, Defence Terrain Research Laboratory, DRDO. The various topics on which the speakers focused were Bio inspired Algorithms for Satellite Image Classification, Bio Inspired Algorithms: A Survey for Wireless Sensor Networks, Data Warehouse Security, Challenges in Distributed Software Development, Approaches to alleviate data security concerns in cloud computing service delivery models, Program Slicing- An Efficient Approach For Software Testing and New Trends in Vertical Search Engine- A Color Tool

### ADDRESS BY

**DR. V. K. PANCHAL**  
SCIENTIST 'G'/ASSOCIATE DIRECTOR, DEFENCE TERRAIN  
RESEARCH LABORATORY, DRDO

Dr. V.K. Panchal enlightened the audience by explaining how artificial intelligence algorithms can be used in software engineering and DBMS. AI algorithms and techniques find



important and effective applications that have impact on almost every area of software engineering activity. In particular, the SE community has used three broad areas of AI techniques which are Computational search and optimization techniques (the fields known as Search Based Software Engineering (SBSE), Fuzzy and probabilistic methods for

reasoning in the presence of uncertainty and Classification, learning and prediction.

He further explained that software engineering is a knowledge-intensive activity, requiring extensive knowledge of the application domain and of the target software itself. Many Software Engineering costs can be attributed to the ineffectiveness of current techniques for managing this knowledge, and Artificial Intelligence techniques can help alleviate this situation. Artificial Intelligence technique can be applied to various software development phases.

He also explained the integration of AI and DBMS. The integration of these technologies promises to play a significant role in shaping the future of computing. AI/DB integration is crucial not only for next generation computing but also for the continued development of DBMS technology. Both DBMS and AI systems represent well established technologies. Research and development in the area of AI/DB integration is comparatively new.

The motivation driving the integration of these two technologies includes the need for access to large amounts of shared data for knowledge processing, efficient management of data as well as knowledge and intelligent processing of data. In addition to these motivations, the design of intelligent database interface (IDI) is also motivated by the desire to preserve the substantial investment represented by most existing databases.

Databases are required in several areas of AI like algorithm storage and versioning in which complex decision rules must be stored, modified according to data inputs and data universe storage in which most AI algorithms are validated using real-world heuristics.

## BIO INSPIRED ALGORITHMS FOR SATELLITE IMAGE CLASSIFICATION

**COL. JOSHILRAJ**  
GSO I (GIS), DRDO, DELHI

Mr. Joshilraj elucidated the concept of Group Search Optimizer (GSO) which is an efficient population based evolutionary algorithm, inspired by animal searching behavior to design optimum searching strategies for continuous optimization problems. Ant colony optimization (ACO) is among the most successful swarm based algorithms inspired by the foraging behavior of ants and the phenomena known as stigmergy. Satellite image classification is a very vibrant area



of research in academia as large amount of remotely sensed data is now available for various applications. Researchers are experimenting with different techniques using the plethora of satellite image dataset so as to arrive at a suitable application specific method. Bio Inspired algorithms have proven to be effective classifier systems in many domains and have



successfully been employed in the task of satellite image classification. He explained the use of these two bio inspired techniques in the task of satellite image classification.

He concluded by saying that ACO & GSO are two promising algorithms in the realm of nature inspired algorithms which are promising & effectively been used in various combinatorial optimization problems.

### **BIO INSPIRED ALGORITHMS: A SURVEY FOR WIRELESS SENSOR NETWORKS**

**MR. SACHIN GUPTA**  
PROFESSOR, DRONACHARYA COLLEGE OF  
ENGINEERING , GREATER NOIDA

**MS. NEHA RAJAN,**  
ASSISTANT PROFESSOR, DIAS

The presenters explained that Bio inspired algorithms are the scientist's way of paying tribute to the perfectionist ways of nature. Our day-to-day dealing with the nature springs many surprises, in the form of solutions to the most discrete problems. The observation of the collective behaviours of the nature species (e.g., insects) provide a natural model for distributed problem solving, without external guidance or



central control. A global complex structure emerges from a set of simple individual rules accomplished according to limited local information. The global complex structures are typically flexible to adapt to a new environment and robust to resist individual failure.



Wireless sensor networks consisting of small nodes with sensing, computation, and wireless communication capabilities, can be seen as an analogy to the distributed working of nature species. A multidisciplinary research area such as wireless sensor networks, where close collaboration between users, application domain experts, hardware





designers, and software developers is needed to implement efficient systems. The flexibility, fault tolerance, high sensing fidelity, low cost, and rapid deployment characteristics of sensor networks create many new and exciting application areas in pervasive computing. A critical issue in this kind of networks is to maximize performance and lifetime by embedding smart and adaptive algorithms.

Ms. Rajan concluded with the application of Bio-inspired algorithms to provide specific applications in Wireless sensor networks.

### CHALLENGES IN DISTRIBUTED SOFTWARE DEVELOPMENT

**MS. RADHIKA SONI**  
ASSISTANT PROFESSOR, RDIAS, DELHI

Ms. Radhika Soni elaborated on Distributed Software Development (DSD). Distributed Software Development allows team members to be located in various remote sites during the software lifecycle, thus making up a network of distant sub-teams. In some cases, these teams may be members of the same organization. In other cases, collaboration or outsourcing involving different organizations may exist. Traditional face-to-face meetings are, therefore, no longer common and interaction between members requires the use of technology to facilitate communication and coordination. Companies in all types of industry compete with each other to sustain competitiveness and software companies are no different.



As a result, there is formation of distributed teams i.e. varied sized teams are formed in different parts of the world. These teams tend to communicate and coordinate through ICT (Internet and Telecommunication technologies). Apart from the benefits that the global software development provides, it has a number of challenges as well which are geographical dispersion, loss of communication richness, breakdown of traditional control and co-ordination, culture differences, loss of teamness and time zone difference.

She concluded by saying that ICT can minimize these problems but managing the knowledge that exists between the team members, processes, culture, and working environment of the software company is very important.

### APPROACHES TO ALLEVIATE DATA SECURITY CONCERNS IN CLOUD COMPUTING SERVICE DELIVERY MODELS

**MS. ASHIMA HASTI**  
ASSISTANT PROFESSOR, SCHOOL OF COMPUTER SCIENCE, DELHI

**MS. CHARRU HASTI,**  
ASSISTANT PROFESSOR, DIAS, DELHI

Ms. Hasti elucidated the concept of Cloud computing platforms which have grown in prominence in last five years. Cloud computing has made business applications and information reachable on the move without the need to buy, install and maintain necessary hardware and software. A cloud vendor seeks to provide its clients with all the programs





from all-purpose word processors to highly customized heavy services such as storage of warehousing applications or grid computing, commensurate with their requirements. She discussed various methodologies and suggested the ways forward in cloud security assurance.

Though there are enormous gains of scalability, agility and efficiency through the use of clouds, the cloud service providers (CSP) have the greatest challenge to deal with the issue of privacy breach of the users' data. Moreover, the CSPs can themselves manipulate or abuse data either deliberately or accidentally. A CSP using a service model such as SaaS, PaaS, or IaaS for deployment of a cloud or an intercloud, housing vast storage data centres and servers must ensure security from themselves as well as among subscribers.

She concluded that many vendors have come up with multiple approaches to create trusted secure cloud environments to work efficiently.

### PROGRAM SLICING-AN EFFICIENT APPROACH FOR SOFTWARE TESTING

**MS. JYOTI ARORA**  
ASSISTANT PROFESSOR, RDIAS, DELHI

Ms.Jyoti elaborated on Program Slicing. It is a process to classify the program into number of parts based on various types of dependencies between program statements. It elides program components not relevant to a chosen computation, referred to as a slicing criterion and the remaining



components form executable program slices. It is a white box type testing approach. Program Slicing is introduced to aid developer debugging, testing and program comprehension by reducing the complexity of the program.

She concluded by telling the concept of program slicing and its process based on dependency graph and using program slices to partition tests cases into those that need to be re-run and the other category is those test cases that need to be ignored. Program Slicing supports the process of program understanding and the understanding of program executions on module level.

### NEW TRENDS IN VERTICAL SEARCH ENGINE-A COLOR TOOL

**MS. RADHIKA KAKKAR**  
**MR. SAHIL MANCHANDA**  
MCA STUDENTS, DIAS

Internet known as WorldWideWeb is a huge pool of data where if a user puts his query for search, he gets the answer but after a



long list of URLs because of search engines like Google etc. Data on the web is redundant, linked and dynamic which causes ambiguity and waste of time. The presenters attempted to build a vertical search engine with two domains namely medical and non-medical. An approach has been used that states how a vertical search engine works and separates the URLs based on two domains and these domains are distinguished by a color tool which helps the user to locate his query with ease and comfort. The user gets the filtered and ranked result with no duplicity and relevance to the query which he/she has asked.





**VOTE OF THANKS BY  
DR. BARKHA BAHL  
EVENT CO-ORDINATOR**



Dr. Barkha Bahl, the Event In-charge extended her heartfelt thanks to the distinguished guests for agreeing to be the Chairperson & gracing the occasion. She also thanked all the paper presenters for sharing their work, findings & opinions. She expressed hearty thanks to Dr. S.N. Maheshwari, Professor Emeritus and Academic Advisor, for developing the culture of organising conferences, FDPs and seminars in the institute and also for being the guiding and inspiring force behind all the activities. She thanked Director, Dr. I.B. Singh for providing continuous support and encouragement.

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



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# ECSTASY-2014











# ECSTASY 2014



Mirza Asadullah Khan Ghalib said “I asked my soul: What is Delhi? She replied: The world is the body and Delhi its life”. Delhi with its vibrance, its colours, its multilingual population and the street food for ages has gathered tourism from the entire world. The largest democracy of the world has its roots situated in Delhi. It has been the center point of every national and international event, whether it is CWG games or auto expo or book fairs or any political event; it is most happening place of India. As Delhi celebrated its 100 years recently, the theme for the annual cultural fest organized by DIAS, Ecstasy 2014, could not have been anything but “Dilli Dil Waalon Ki”, a place for big hearted people. Going by the literal meaning Ecstasy marks the celebration of eternal joy and happiness of being a Delhiite. DIAS organized its 10<sup>th</sup> annual inter-college festival, Ecstasy'14 on 8<sup>th</sup> March, 2014.

A fest is not something that can be planned overnight. It requires dedication and commitment from not just few members, but from whole college. DIAS is well known among the premier institutes for MBA and MCA courses which showed their management skills to excellence. From Rangoli to Band performance, from Quiz to Fashion Show, Ecstasy 2014 catered to the feel of Delhi stupendously in each event. The Event witnessed huge foot-fall of students from all across the capital and other parts of the country. The showcase of talent at events left not just the guests and faculty startled but also the fellow contestants. Ecstasy had something for everyone. All in all, Ecstasy was a huge success, spread over an entire day of color, excitement and vitality.

## ADDRESS BY

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

Dr. Maheshwari highlighted the importance of participation in extra-curricular activities. Also, he emphasized the significance of prize distribution, which after several days of practice, prelims, rounds, tests and re-tests, rewards the young participants for their efforts in achieving and showing their excellence in the events conducted at the DIAS Cultural Festival – ECSTASY 2014.





He introduced the chief guest, Mr. Ashok Mehra, Global Head, Business Change Management, TCS to the august audience and welcomed him to the institute. He thanked all the participants and congratulated them for winning prizes in the various competitions. He encouraged the students to keep trying for things in life till they succeed in getting it.

**ADDRESS BY THE GUEST OF HONOUR**  
**MR. ASHOK MEHRA**  
**GLOBAL HEAD**  
**BUSINESS CHANGE, TATA CONSULTANCY SERVICES**

*“Life is a festival only to the wise.” - Ralph Waldo Emerson*

Mr. Ashok Mehra, emphasized that cultural fest plays an important part of college life. He also shared his experience of the college days and how much the event was and still is most anticipated. There are few important learnings for those who participate actively in such events that is responsibility, leadership, team work and performance, which gives the students an extra edge to set them apart from the rest.



He also addressed the students and shared his valuable experiences of the corporate world in a global perspective. He elaborated on his working experience at Apple Inc & TCS.

He congratulated DIAS on the completion of successful event and distributed prizes and trophies to the winners along with Dr. Maheshwari. He concluded by encouraging students to enjoy every moment and emphasised that while all good things come to an end, few leave you with memories to last forever and a hope that following year we will all meet at the same place.

**VOTE OF THANKS BY**  
**MS. ROMA JAITLEY AND MS. DIMPLE CHAWLA,**  
**EVENT CO-ORDINATORS**



On behalf of the entire DIAS fraternity, Ms. Jaitly and Ms. Chawla, event co-ordinators conveyed their regards and sincere thanks to Chief Guest, Mr. Ashok Mehra for sharing his enlightening thoughts. They also thanked Dr. S.N. Maheshwari, Professor Emeritus & Academic Advisor, DIAS for his constant motivation, guidance and support. Last but not the least, they thanked all the participants and the sponsors for making the event a grand success.





## PRIZE DISTRIBUTION CEREMONY

We congratulate the following winners of various events for their exemplary performance.

| GROUP DANCE      |                             |
|------------------|-----------------------------|
| Ist Prize        | Keshav Mahavidyalaya        |
| IIInd Prize      | MAIT                        |
| STREET PLAY      |                             |
| Ist Prize        | SGND Khalsa College         |
| IIInd Prize      | NIEC                        |
| YOUTH PARLIAMENT |                             |
| Ist Prize        | VIPS                        |
| IIInd Prize      | DIAS                        |
| RANGOLI          |                             |
| Ist Prize        | Keshav Mahavidyalaya        |
| IIInd Prize      | Kasturi Ram College (KRCHE) |
| TREASURE HUNT    |                             |
| Ist Prize        | DIAS                        |
| PHOTOGRAPHY      |                             |
| Ist Prize        | Akash (IHM)                 |
| IIInd Prize      | Sarchi Karawan (IHM)        |
| FACE PAINTING    |                             |
| Ist Prize        | NIEC                        |
| IIInd Prize      | DIAS                        |

| TUG OF WAR           |                                      |
|----------------------|--------------------------------------|
| Ist Prize            | Universal College of Medical Science |
| IIInd Prize          | DIAS                                 |
| DILLI KE RANG        |                                      |
| Ist Prize            | MAIT                                 |
| IIInd Prize          | SGND Khalsa                          |
| JAGO GRAHAK (Ad Mad) |                                      |
| Ist Prize            | MAIT                                 |
| IIInd Prize          | IHM                                  |
| FLAMELESS COOKING    |                                      |
| Ist Prize            | Kasturi Ram College                  |
| IIInd Prize          | DIAS                                 |
| SOLO DANCE           |                                      |
| Ist Prize            | Akshay (ARSD)                        |
| IIInd Prize          | Kimesh (JIMS)                        |
| CHANAKYA NITI        |                                      |
| Ist Prize            | Sumit, Johns, Yogesh (DIAS)          |
| IIInd Prize          | Gunjan, Parul, Swati (DIAS)          |
| MR. AND MS. ECSTASY  |                                      |
| Ist Prize            | Amandeep Singh (DIAS)                |
| IIInd Prize          | Tanvi                                |

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## STUDENTS' SECTION

### CASE STUDIES

#### GOOGLE: A NEW VISION TO ORGANIZATIONAL CULTURE

*Ms. Tanvi Rana, Assistant Professor, DIAS,  
Garima Bains, Student, DIAS,  
Jayati Sachdeva, Student, DIAS*

##### ABSTRACT

The case study has examined Google on the basis of two perspectives- HRM Policies at Google and Organizational Culture and Leadership at Google. Google is a huge company with commendable growth rates. Inherent with its growth Google has to face challenges which requires it to explore candidates with high level of creativity, self motivation, passion and a personality which is able to adapt and achieve in diversified culture. To articulate its employees Google continuously trains and develops its employees. The Perks and benefits received by employees are very impressive and offers way more than the basics. Their benefits are designed to take care of the employee physically, emotionally, financially or socially. The company has adopted OKR as a tool for Performance Appraisal which is fair and transparent. Further, Google follows a very open and free Leadership Style and obsessed by giving a quality and passionate culture to its people so that growth of employees and company can go hand in hand.

**Keywords :** Google, HRM at Google, Organization Culture.

##### INTRODUCTION

Google is an American multinational corporation specializing in Internet-related services and products. Founded by Larry Page and Sergey Brin it was incorporated as a privately held company on September 4, 1998. Google's headquarters in Mountain View, California, is referred to as "The Googleplex". Many employees have access to the corporate recreation center. Google has several international offices. As of September 2013, Google operates 70 offices in more than 40 countries. Google celebrated its 15-year anniversary on September 27, 2013. As of 2013, Google had 47,756 employees among them more than 10,000 software developers based in more than 40 offices.

**Aim :** "Creating a work culture that keeps employees happy will motivate them to do their best and will keep them loyal to the company."

##### HRM POLICIES AT GOOGLE

It's pretty well documented that Google has a unique culture. It's not the typical corporate culture. Google's success can be attributed to this culture. Google has people whose sole job is to keep employees happy and maintain productivity.

##### Hiring Policies:

Hiring at Google is a very crucial process as it's the people of Google who make Google what it is today. Google hiring process is designed to hire the most talented, creative, and train people to make them fit for the Google's world. Google carries out following Recruitment Process:

- Ø Recruiter screen
- Ø Phone screen
- Ø On Site Interview
- Ø Interview feedback
- Ø Hiring Committee
- Ø Executive Review
- Ø Compensation Committee
- Ø Final Executive Review
- Ø The Offer

Google believes that the answer isn't as important as your thought process and how you think under pressure is. The interview questions are designed to filter and find the smartest, most thoughtful candidates.

##### Training Policies:

Google teaches employees to "SEARCH INSIDE YOURSELF". It's a free course Google provides employees that is designed to teach emotional intelligence through meditation, a practical



real-world meditation which helps one in all spheres of life.

#### **Employee-to-employee training to scale L&D teams:**

The entire Google program is developed out of a need to match corporate training with employee on boarding. Google couldn't organize instructor-led training (ILT) fast enough to keep up with demand, therefore, most of the training is done by employees. Some course topics come from employees, some from Human Resources (HR) or Learning and Development (L&D).

#### **Perks and Benefits Policies**

When it comes to benefits and perks of GOOGLE, they have everything one can expect from a large company, like health insurance, retirement benefits and so on. Google offers way more than one can imagine in terms of perks and benefits. To highlight few:

1. If an employee's bangs are getting in the way during a furious coding session, he or she can schedule an on-site haircut free of charge.
2. Employees can play against each other in a quick game of ping pong, billiards or football—one can find game tables in several of the buildings on campus.
3. If an employee spills some of that fancy juice on his or her clothes, Google has laundry facilities available to employees on site. The company even offers dry cleaning services.
4. Google's healthcare plan includes on-site medical staff.
5. Free breakfast, lunch, and dinner. The organic food is chef-prepared
6. Hybrid car subsidies.

#### **Performance Appraisal Policies:**

Google schedules the performance reviews twice a year - major one at the end of the year and minor one in the mid-year. Each review consists of a self-assessment, a set of peer reviews, and if you're applying for a promotion, reasons for why you should be promoted to the next level. Each review component is submitted online.

Additionally, Google does its performance appraisal by using an organizational system called "Objectives and Key Results (OKR)." In OKRs first, you set up an Objective and then a number of quantifiable "Key Results" that will help to achieve

objectives. OKRs are conducted on an annual and quarterly basis. Google has OKRs at a company, team, managerial and personal level. They all work together to keep the company on track. At the end of the quarter, employees grade key results on the scale of 0-1. The goal is not to get a 1 on each key result; employees actually aim for a 0.6-0.7. If one gets a 1, he/she have created too easy a key result. If one gets below a 0.4, then he/she needs to check what is wrong. OKRs are not used by management to determine promotions. But they can be used by employees to keep an eye on what they've accomplished.

#### **Organization Culture and Leadership at Google**

The leadership practices at Google are dominated by its Culture. The leaders (Managers and Executives) at Google have introduced a unique Organization Culture which has a lot of special features for their employees enabling them to live a very "uncommon way" for business life. As Google was founded by two very young men, they have inserted their personal values, organizational behaviour, opinions and their way of living in its Culture. Google has become a fun place to work. It offers to the employees many possibilities which reflect their beliefs. Such is the benefit of Corporate Culture of Google. Besides this the work flow is also organized in an uncommon way. Instead of high organizational levels, Google has a flat hierarchy with only one step of top management in front. Furthermore, work is organized in small teams with changing project leaders among the teammates. These Teams work as self responsible units on Projects.

#### **The Innovation Strategy: The 70/20/10 Rule**

Google executives encourage employees and managers to work directly with each other, instead of through more formal channels. The executives work closely with employees and other departments in a form of cross-functional management. All Google employees follow a rule called the 70/20/10 rule, under which they are expected to devote 70 percent of every work day to whichever projects are assigned by management, 20 percent of each day to new projects or ideas related to their core projects, and 10 percent to any new ideas they want to pursue regardless of what they might be. The employees can share new ideas and projects directly with the top executives during meetings. The 70-20-10 rule is elegant, yet remarkably powerful. This method can be readily applied to many, many roles and functions, including those that focus on sales and process improvement.





**Fig.1: 70/20/10 Rule Of Innovation Strategy Leadership Policy**

Google has developed The Engagement Formula in order to define its Leadership Policy, which is as follows:

Step 1: Create a Full-Engagement Culture that Defines the Organization and Drives Performance:

A full-engagement culture revolves around four elements: Minimal Distractions, Single Status, Mission and Core Values.

Step 2 : Hire Only Qualified People Who Match With the Culture:

Google is very particular about the quality of its employees as well as how they fit into its culture. The company therefore, hires people who can think outside the box and work within the Google culture. They want very smart and creative people at the same time who are nice to work with. According to former CEO, Eric Schmidt,

*"It's much easier to have an employee base where everyone is doing exactly what they want every day. They're much easier to manage because they never have any problems. They're always excited, and they're always working on whatever they care about. So you're much better off if you select people to work for your firm who really want to change the world—they're doing their life's passion."*

noted here that when people are doing their life's passion, they're engaged with their work.

Step 3 : Leaders Must Lead, Not Give Orders

As former CEO Eric Schmidt put it, "Google is run by its culture, not by me." The company is organized from the bottom up which means the role of managers and executives is to provide encouragement, motivation and support to the employees who are working to achieve company's goals. People are free to give suggestions and carry out their tasks in the way they think is the best.

The culture and leadership practices at Google aim to provide an environment where employees are free to throw their idea, provide suggestions to managers and executives and

work freely. Its culture is to keep its employees happy by making their working conditions good and by giving them a space to fulfill their own passion. This has not only made Google an extremely successful company, but a very desirable place to work as well.

**CONCLUSION**

Working for Google is a dream of many, not just because of what this company has achieved in the last 15 years, but because of its enviable work culture. Google maintains a motivating work experience throughout its entire company. It is obsessed with quality of work and therefore hires quality people with smartness and creativity. Working for Google comes with perks that most other organizations can't even provide. The company's secret to success is putting the same amount of time and effort into keeping employees happy as it does into its innovative products. The company welcomes ideas from employees by maintaining an open Corporate Culture. Google has such culture which can retain more of employees with high level of satisfaction and proves to be one of the dream companies of many others.

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**Questions:**

1. How will you differentiate Google's Corporate Culture with Traditional Corporate Culture.
2. What are the benefits of introducing an open Culture in an Organization?
3. What are the flaws of having a flat hierarchy Organization Structure in a huge Company like Google?

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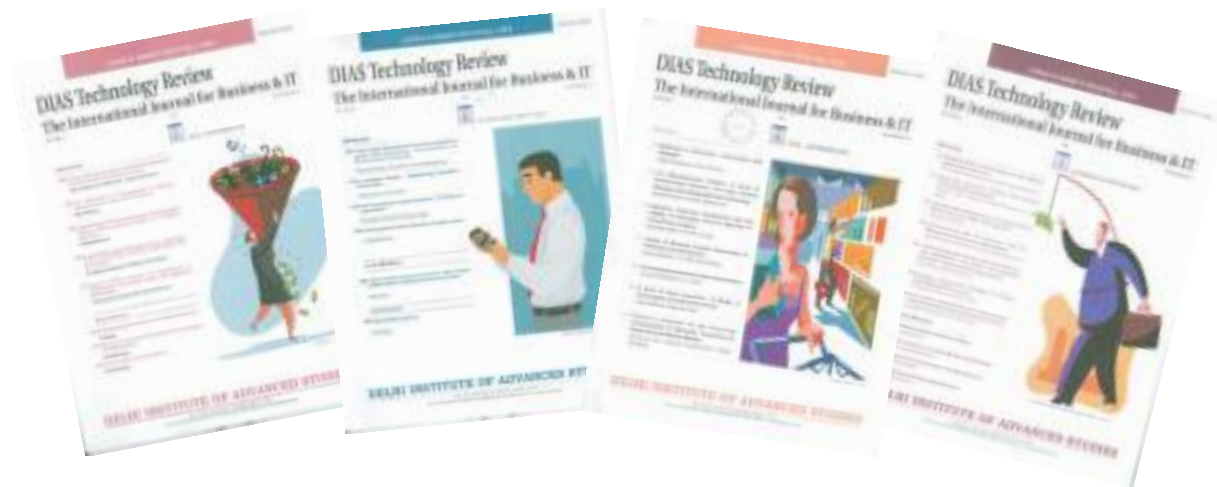
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## MAN BEHIND THE SAHARA FIASCO – SUBRATA ROY

*Ms. Shilki Bhatia, Faculty, DIAS  
Silky Yadav, Student, DIAS  
Shubham, Student DIAS*

### Summary

Subrata Roy began his journey of chit funds in the year 1978. Initially he only had Rs 2000 with which he started his business of deposits and Para banking. He created an empire of 50000 Crore. Sahara group became one of the leading and fastest growing business groups in the country. This was also followed by the great success in various big projects that were undertaken by Sahara group. Controversy began in November 2010 when they introduced a scheme in which “invest Rs 10,000, earn interest of 10% a year, and at the end of three years either get your money back or your next two generation will earn Rs 220 a month” initiated by Sahara forum. Mr. Subrata Roy was precluded from raising money from the public by Securities and Exchange Board of India. Thousand Crores of money that were raised through optionally fully convertible debentures was esteemed illegal by SEBI. Sahara India Pariwar was given three weeks' time by the Supreme Court of India to choose between two options in order to secure investments of public in OFCD scheme. They were told either to give sufficient bank guarantee or attach properties worth the amount raised through OFCDs. Subrata Roy had asked for bail because of his mother's sickness. Sahara had apprised the Supreme court of its inability to meet the bail terms which included depositing Rs 5,000 Crore cash and another Rs 5,000 Crore by way of bank guarantee. Mr. Subrata Roy was put behind the bars because of the whole controversy.

### The beginning (Subrata Roy)

Shri Subrata Roy kicked off his remarkable journey as the managing worker & chairman of Sahara India Pariwar with a belief that “ones emotion is the key to ones success” In 1978 Sahara finance, a endeavor company that ran a chit fund joined by Roy and later he took it over. He leaded a small office in Gorakhpur (Uttar Pradesh). Roy's journey started with little savings . His office composed of table, two chairs, one clerk and runner boy . Initially whole business of deposits and Para banking was handled by him alone. In 1990's, Roy stimulated to Lucknow which became the base of his empire. Roy's plan was to create a family and not just a company through out his life. He had formed a domain of over Rs.50, 000 Crore. Subrata

Roy always considered his place as that of “the chief protector” of the 'world's largest family' - Sahara India Pariwar was the biggest accomplishment of his life.

### The beginning (Sahara group)

Sahara group had worth over \$10 billion and was the largest first generation corporation of India. the Sahara India Pariwar had grown from just 42 depositors in all and a single establishment in the beginning to over 6.1 Crore depositors through 1707 establishments, across the nation in just 29 years span. Time magazine designated Sahara group as second largest employer of India after Indian railways The group was successfully expanded into infrastructure and real state, media, entertainment and in Aviation also .It also sponsored the Indian hockey and cricket team jerseys and other sports equipment's. On March 22, 2010 Pune IPL team was bought by Sahara group in the IPL franchisee auction for Rs 1,702 Crore and they named it 'pune warriors India”.

### Major Projects

- The Sahara group had undertaken a very prominent and determined property project called Aamby valley which was first of its kind megalopolis reached over more than 10,000 acres. Located in the outer edge of Mumbai, Aamby valley city was amongst top 5 destination cities in the world.
- Among its new projects, the union of the Sahara airlines with jet airlines formed waves throughout the aviation industry.
- Sahara group had also acquired a huge compound in Lucknow, Uttar Pradesh known as “Sahara city”.

### Achievements

- Subrata Roy was the main motivating force behind the exponential growth of Sahara group from an asset base of US\$ 43 in 1978 when it was founded to a company of US\$ 10.87 billion.
- He had been conferred the ITA – TV icon of the year (2007)



- He won the academy award from Indian television academy for his involvement to Indian television.
- Since 2003, he had been consecutively featured in the prominent list of 50 most powerful people of India in the reputed India today magazine.
- In 2012, Roy was named among the 10 most leading businessmen in India by the news magazine India today.
- Subrata Roy received an voluntary doctorate in business leadership from the university of east London (2013)

### Controversy begins

Now the controversy began in the following way, if Rs 10,000 are invested, either you would get your money back at an interest of 10% per year or your next two generations would earn Rs 220 a month. This incredible offer was not the product of a back-of-the-alley Ponzi scheme operator. It was a start, a beginning by some over enthusiastic and creative employees of an entity called Sahara Forum. (Source: Economic Times)

“Point to be noted that Saharasriji or the management has not issued the letter and it is only an emotional initiative from people in reaction to the ongoing situation. Hence, please abstain from giving such comments that Sahara has asked its workers to do this as no instruction or request has been made by Sahara management for doing so “said by Sahara official. (Source: Economics Times)

### Allegations and accusations

- On November 2010, Sahara chief Mr. Subrata Roy and two of its companies – Sahara India Real Estate Corp (SIREC) and Sahara Housing Investment Corp (SHIC) were precluded from raising money from the public by Securities and Exchange board of India. Thousand Crores of money that were raised through optionally fully convertible debentures was esteemed illegal by SEBI.
- On January 2011, a warrant was issued against Sahara India chairman Subrata Roy and four other officials of the group on a complaint that it swindled investors in a proposed housing project of Rs.25,000 Crore.
- On June 2011, Sahara firms were given orders from SEBI to

immediately refund the money collected through sales of OFCD. Two unlisted Sahara group companies were given strict orders to refund within six weeks about Rs 17,656.53 Crore with 15% interest which it had raised through a controversial flotation of OFCD's.

- On January 2012, Sahara India Pariwar was given three weeks' time by the Supreme Court of India to choose between two options in order to secure investments of public in OFCD scheme. They were told either to give sufficient bank guarantee or to attach properties worth the amount raised through OFCDs.
- On May 2012 Senior counsel Fali Nariman (appearing for Sahara India Real Estate Corp) apprises Supreme Court that SEBI could not have taken up this issue of Sahara group of companies raising funds through OFCD since there was no complaint from any investor.
- On August 2012, Sahara India real estate corporation Ltd. (SIRECL) and the Sahara housing investment corporation Ltd. (SHICL) are directed from Supreme Court of India to refund over Rs. 24,400 Crore

### Subrata behind the bars:

In order to get Subrata Roy out of jail, court ordered Sahara to pay Rs.5000 Crore by cash and Rs.5000 Crore by way of bank guarantee, But Sahara informed the court that they would not be able to pay such a huge amount immediately, though they have land of 36,631 acre but it is not possible to sell the land in such a short period. SEBI told Sahara that they should file a proposal before registry only than they would consider it. Subrata Roy is still in jail and Sahara has filed a new proposal in court where they assure to pay Rs.3000 Crore within 3-4 working days and another Rs.2000 Crore in cash by 30 May 2014.

### QUESTIONS-

- Q-1. What are the reasons of utmost faith in stakeholders mind for Subrata Roy?
- Q-2. Is Subrata Roy the only man behind Sahara fiasco?
- Q-3. Do you think SEBI has exaggerated the issue against Sahara group?



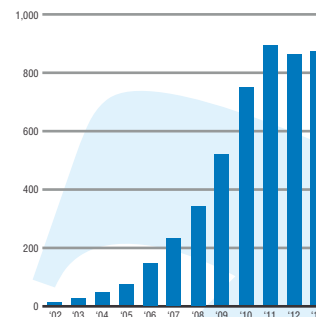


## VODAFONE'S SUPER NETWORK OPERATIONS CENTRE: A CASE STUDY

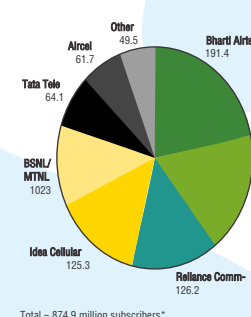
Ms. Charu Hasti, Assistant Professor, DIAS  
Sahil Manchanda, Student, DIAS

Vodafone is a brand name not unknown to anyone today. This leading telecommunications firm was set up in 1984, currently operating in over 30 countries and had around 238,000 base stations worldwide by the fourth quarter of 2013. In India as well, the firm is a major market player in mobile operations. It classifies the country's market structure into circles based on the earning power of the various regions. Vodafone India has around 74% mobile penetration in the nation's population of 1207 million. There is an opportunity for improved services which are stable and can serve large subscription base. The growth driving factors are data services that are growing in multiples and scope for margin improvement due to low average cost.

Mobile Subscribers  
Millions of subscribers



MOBILE SUBSCRIBERS BY OPERATOR  
Millions of subscribers



Total = 874.9 million subscribers\*

\* As of July 2013.  
Source Telecom Regulatory Authority of India.



### Challenge Ahead

Vodafone India, the second largest mobile operator in India has more than 150 million subscribers today. But at a point of time when the network usage was reaching its threshold limits due to an upsurge of customer base, the firm was facing challenges in terms of network quality and availability of services to the customers. Because of the legacy networks, there were impending performance issues in the services provided to customers that would compromise their experience. Hence, to provide seamless connectivity to the customers, improving the quality of cellular network was the major challenge that Vodafone India recognised in the year 2010. This required a transformation of the existing network operations into a unified structure. Revenue protection as well as increased operational efficiency was the goal identified by the firm.

### Legacy Approach

The firm's humongous network was being managed and operated in different sites and across multiple levels. India's mobile network is the fourth largest network in world and Vodafone India serves a huge portion of the same. It has around 120000 base stations installed across the country, MPLS points of presence, a fibre network spread over a lakh of kilometres, international voice gateway, and multiple technology network elements. Withstanding such a large-scale network, the stakeholders identified certain problem areas such as lack of visibility of 3<sup>rd</sup> party services, non existence of dashboard of availability of services and network, no status of service available when customers are roaming either domestic or international, no proactive notification from network to business, and lack of predictive network problem detection. The business thereby needed to improve customer experience by increasing service quality, transparency and mean time to repair and thereby to protect revenue which stood at INR 35,000 crores by the end of year 2013. The cut throat competition urged improvement in operational efficiency by improving the productivity and skill management.

### The success story

The network was being managed and operated in a non unified manner. Strengthening scattered and assorted network operations into a single collective centre called Super Network Operations Centre (SNOC) and non



existence of common course of action became the major challenges for this project. Selection of HP and MyCom's NIMS-PrOptima by Vodafone India as technology partners was driven towards bring together various strata of network operations, technologies, vendors, and geographic locations across 23 regions and about 150 million subscribers. IMS-PrOptima provides a cost effective way of managing networks and services through a horizontal unified system across an entire organisation. This approach gives an opportunity to service providers in offering the better quality of service to their subscribers and improve their profitability. Also this approach gives a chance to Vodafone India to create large-scale, real-time, multi-level network performance intelligence to provide a single collective and combined view of the network within its end-to-end service-oriented operations. It monitors and helps to resolve network related issues in real time, on both proactive and reactive basis. There are few benefits of SNOC:

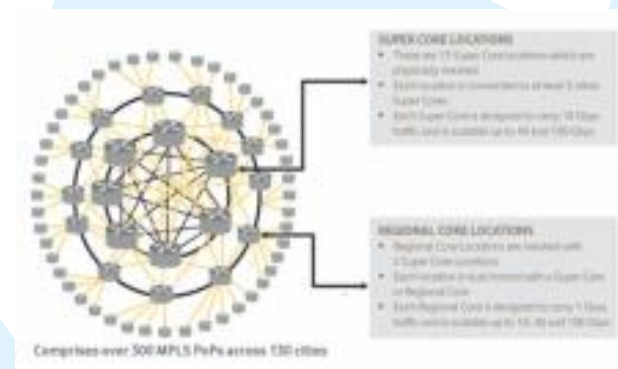
- SNOC will help the operator in tracking and resolve network concerns with more efficiency, thus improve the overall quality of service significantly
- Provides end to end visibility through a single collaborated and unified Network and Service Dashboard.
- Opportunity for integrated operations for Service Quality Management, Service Impact Analysis and Service Level Management
- Proactive operations using performance intelligence to predict and avoid issues, as well as fast service and network root cause analysis
- Allows faster turnaround time
- Dashboard shows the information about the number of sites which are down in Vodafone's markets across India.

Super Network Operations Centre is a successful worldwide implementation. It has driven transformation of the operations of customer service providers in a great way. It is a service oriented approach providing end to end view of the network to vendors, customers as well as the business operations.

Vodafone incorporated a streamlined technique for this transformation. The firm management as the first step gathered an appropriate blend of people process, technology, and IT systems and facilities. The project involved conceptualization of the business case, project initiation, process design, system and tools implementation, people

migration and centralisation of operations. Though the project, the team endeavoured customer satisfaction, high network and service availability, reduced mean time to repair (MTTR), and coalescing of processes.

The consequence of the setup was a modern network infrastructure with over 120,000 km of fibre backbone, more than 300 points of presence in more than 130 cities and a round-the-clock Network Operations Centre for performance management. The wired architecture includes a hierarchical Ring topology with super core switching facilities connecting regional core PoPs to ensure network reliability by network redundancy.



Vodafone's Network Super Core is built on an Auto-Switched Optical Network (ASON) architecture. This configuration enables workaround routes and automatic path switching whenever there are any faltering routes. For a proactive service monitoring, it was essential to perform service quality impact analysis, across varying technologies and vendors, across domains consolidating 23 circles. The umbrella management solution designed by MyCom with all the necessary features was thus implemented. It provided data integrity, dashboard and reporting, capacity analysis and trending as well as strong organizational support besides other features.

SNOC has thereby helped in realising the vision of improving service quality and enhance customer experience.

Now live and first launched in Pune recently, it has achieved amalgamation of operations, systems and teams. The business has planned to integrate all the aspects and levels of the network into SNOC within a span of two years and also expand it to mobile broadband services and cloud services too.





### Realisation of Super Quality via Super NOC

After Airtel had successfully established its Network Experience Centre (NEC) about two years ago, Vodafone India's leading telecom operator, has been investing more in upgrading and renovate its network to meet the dynamic demands of its data customers. Customer satisfaction and providing with what is needed by the customers is the main focus of the enterprise. It announced for the first time the unifying central base SNOC at Pune in June 2014 to enable network reliability and ensure customer satisfaction. SNOC is a realisation of the firm's vision to establish a world class opportunity to get core improvements in the technology capabilities. SNOC lets the business proactively measure and improve experience of the customer and improves the service quality in real time. It facilitates regular network health checks and quick repairing on real time basis. The SNOC provides a scalable overview into the working of over a hundred thousand base stations across the country to provide real-time data and efficient information system. Due to the increased complexities and demands in the market, the telecom sector must be today able to fulfil the ever growing data usage needs, besides being aware of how the data is being utilised by the subscribers.

This will help them to think and focus on required and targeted plans for their subscribers. The operations centre established by Vodafone thereby is their leap towards technology innovation and seizing the data subscription market in a big way. Monitoring and providing needed services to the customer complaints on real-time basis is the main goal of the enterprise. This implementation has led to a gain of 20 per cent in efficiency, 38 per cent more efficient compared to the other NOCs in India.

Vodafone India now targets to establish a business solution for enterprise communications and thus launching a super network experience centre (SNEC). The target is to enhance revenues through enterprise business. India is the largest data traffic market for Vodafone global. SNEC is employing SNOC to serve its enterprise customers. Vodafone India also launched Super Network Experience Centre (SNEC) in Pune. It is an engagement platform that provides showcase solutions designed for enterprise customers spread over 2500 square feet area. The SNEC enables enterprise customers to

experience the new and better business communication solutions to Communicate, Collaborate and Connect with more efficiency.

An average 40 per cent reduction in alerts for value added services activation, and other alert messages and services has been made possible because of SNOC. More customers will be satisfied on real time with more ease and efficiency, and more than 30% increase in 3G total network quality index in key 3G regions. Hike in the revenues of the enterprise is also expected through the SNOC. Quick rectification is possible as SNOC allows showing number of sites down in the market across the India. Vodafone is also looking forward to open the experience centres in Delhi and in Bangalore. Overall it is a great adoption at Vodafone SNOC and we hope that more and more operators take such proactive measures in improving customer experience.

#### QUESTIONS:

1. What were the challenges faced by Vodafone India that led to setting up of SNOC?
2. What are the highlights of SNOC that have helped Vodafone India seize data subscription market in a big way?
3. If you were a telecom networks manager, what features will you want to add to the legacy network management system to make it more customer friendly and business friendly?

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**Saturday, 10<sup>th</sup> January 2015**

**at Conference Hall, DIAS**

Economic growth of any country is reflected through the business performance. The performance of business is achieved through its stakeholders with responsible economy in turn aiding the environment as a whole. The responsible economy cultivates healthy communities, conducts business ethically, creates sustainable products, services and replenishes what it takes from the environment. There is a growing global dissatisfaction with the way the present economy is functioning. The rise in consumerism has led to overproduction and wastage of goods. Environment has degraded by increased carbon dioxide emissions, deforestation, extinction of species, water pollution, desertification, toxic chemical release etc. To address these issues, the various segments of the economy have started to take up responsibility collectively so as to progress towards a Responsible Economy. It is foreseen that the future belongs to those companies that are able to integrate their business in line with the changes that are taking place socially, economically, environmentally and strongly associate themselves with planet Earth.

The Conference intends to provide a platform to discuss the current trends, challenges and issues faced by the organizations in developing and implementing sustainable and socially responsible business strategies.



#### KEY FOCUS AREAS:

##### Responsible Economy through Accounting

Social Accounting  
Sustainability Reporting  
CSR and Shareholders Value  
Green Accounting

##### Responsible Economy through Finance

Behavioral Finance  
Financial Innovations  
Global Governance  
Ethical Banking

##### Responsible Economy through Marketing

Green Marketing  
Societal Marketing  
Crowd Funding  
Social Media Marketing

##### Responsible Economy through Human Resource

Social Audit  
Job Crafting  
Employer Branding  
Community Development

##### Responsible Economy through Production and Operations

Sustainable Operations  
Lean Manufacturing

Resource Management  
Logistics Management

##### Responsible Economy through Information Technology

Green Computing  
Ethics in Data Management  
E-Waste Management  
Ethical Hacking

##### Responsible Economy through General Management

CSR Management (ISO-26000)  
Inclusive Business  
Social Entrepreneurship  
Management by Consciousness

#### REGISTRATION FEE

| Delegate Category        | In Person | In Absentia |
|--------------------------|-----------|-------------|
| Business Executives      | ₹ 2,500/- | ₹ 3,000/-   |
| Academics                | ₹ 2,000/- | ₹ 2,500/-   |
| Research Scholars        | ₹ 1,800/- | ₹ 2,000/-   |
| Students/ Alumni Members | ₹ 1,000/- | ₹ 1,500/-   |

#### REGISTRATION:

For registration, please fill in the registration form along with the demand draft of the applicable fee drawn in favor of “Delhi Institute of Advanced Studies” payable at Delhi and send it to Dr. N. Malati, Event Co-ordinator latest by 6<sup>th</sup> December 2014. Registration form can be downloaded from our website: [www.dias.ac.in](http://www.dias.ac.in)