ISSN 0972-9399

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001 : 2008 Certified Institution)

VOLUME 12 No. 1 | 44 | January – March 2012

Mega Events Special

- National Conference
- Ecstasy 2012
- Techno Tryst 2012

Contents

Editorial	.....	02
DIAS-A Mission to Excel	.....	03
Academic Contribution by Faculty	.....	03
Placements at DIAS	.....	05
Eco Club	.....	05
Activities at DIAS	.....	07
National Conference	.....	14
Ecstasy 2012	.....	34
Techno Tryst 2012	.....	44

Editorial Board

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

From the Editor's desk

As kids, we were always taught that our country is a democratic country with the principle "By the people, for the people, of the people", but of late this philosophy is under scanner for reasons best known to us.

With democracy and the charms of the position and power, politics is bound to be seen. Indian politics has been in news for reasons both good and bad. The political parties, be it the ruling party or the opposition, seem to have no clear cut ideologies and these seem to shift according to one's convenience, which are not necessarily good for the nation.

A change in the political fabric of the country has been observed, albeit a little. A new genre of politicians has replaced the old ones, changing the old rules and ways of working with introduction of new methods or alteration of the old ones. The extant genus of politicians is very conscious of the social scenario, net savvy and quick in taking decisions and implementing them. There is no dearth of people having power and access to means which, if intended, can provide positive results for the society. These means are used or misused, especially at the time of elections, to woo the general public with gifts and promises. But these attract only a section of the electorate.

The educated and aware voter doesn't shy away from taking an active part in the current state of affairs. They expect prompt answers to everything, be it by logging into the latest black berry phones or searching out solutions on Google. But life is not that easy. It is becoming all the more imperative for the common man to wake up to the reality and not be susceptible and be lured by the false promises of the political parties but be more vigilant towards their actions.

Small steps in this direction have been taken by a few individuals. Their efforts should be encouraged and supported to usher in a bright tomorrow sans corruption. This progression is evolutionary, but with patience and perseverance, the society can witness a transformation in the times to come. A single person or a group of persons alone cannot bring about the desired vicissitudes but a complete nation can. So, why not join hands for the welfare of one and all, shoulder our responsibilities, and make a nation truly"By the people, for the people, of the people".

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 Shr iLaxman 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 the Director General and Dr. I. B. Singh is its Director.

The Institute runs the MBA and MCA programmes affiliated with GuruGobindSinghIndraprasthaUniversity. 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, BhartiTouchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L and T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapient, J.K Technologies, Mindfire Solutions, Momentum Technologies, ACS Infotech (P) Ltd., Interra Systems, CE Infosystems, Nagarro, Tata Teleservices, Kotak Life Insurance, UTI Bank, Kotak Mahindra Bank, Grail Research, Planman Consultancy and many others. These ambassadors are making the Institute proud in the corporate world.

Academic
Contribution by Faculty

DR. S. N. MAHESHWARI, Director General, DIAS

Dr. S.N. Maheshwari, a prolific author with more than 100 books/monographs to his credit, has brought out the following new monographs in January – March 2012:

1. **'Elements of Corporate Laws',** 2nd Edition 2012, for B.Com (Hons.), CS Inter and similar courses. (Himalaya Publishing House Pvt. Ltd.)
2. **'Financial Accounting'** for National Institute of Applied Management, 2011. (Vikas Publishing House Pvt. Ltd.)
3. **'Financial & Management Accounting'** for National Institute of Applied Management, 2011. (Vikas Publishing House Pvt. Ltd.)
4. **'Accounting for Managers'** for MBA Executives, First Semester, Maharshi Dayanand University, Rohtak, 2011. (Vikas Publishing House Pvt. Ltd.)
5. **'Finance Reporting and Control',** International College of Financial Planning, 2011. (Vikas Publishing House Pvt. Ltd.)

MS. MANPREET KAUR, Faculty, DIAS

Ms. Manpreet Kaur, Faculty, DIAS, participated in one day National Seminar on "Emerging Trends in Computer Industry" organized by Department of Computer Science & IT, S D College (Lahore), Ambala Cantt on March 10, 2012. She also presented a paper entitled **"Towards Web Crawler"** at the seminar.

MS. MANPREET KAUR and MS. SHUCHI VASHISHT, Faculty, DIAS

Ms. Manpreet Kaur and Ms. Shuchi Vashisht, Faculty, DIAS participated and presented a paper titled **"Role Of ICT In E-Collaboration And Implementation Issues In Enterprise Collaboration System"** in International Conference on Innovations and Advancements in Information and Communication Technology (ICIAICT 2012), organized by School of Information and Communication Technology, Gautam Buddha University, Greater Noida, in collaboration with Computer Society of India, Noida Chapter, Uttar Pradesh on March 30-31 , 2012.

ADDING TECHNOLOGY TO CONSTRUCTION

L.R. Sharma & Co. is an Engineering and Contracting Company engaged in the Field of laying underground utilities for Water, Sewage, Telecommunication (OFC Laying) and Electrical Cables, Storm and Gas etc. We are a Government Contractor registered with Delhi Jal Board, U.P. Jal Nigam, Punjab Sewerage Board and Bangalore Water Supply and Sewage Board in Category One having a proven track record of past three decades. We have specialization in the field of various trenchless technology and confined excavation, executed many contracts using different sophisticated trenchless methods for laying underground utilities below busy road, highways, canals, railway tracks etc.

We are a team of Professional and Qualified Engineers who have the requisite expertise and experience to carry out the above jobs. We own the equipments to carry out the specialized trenchless technology projects. Presently, we have Laser Guided Tunnel Boring Machine from HEMI and Auger Boring Machine of American Augers make, Horizontal Directional Drilling Machines of VERMEER all from U.S.A. and other machines like Moling and Pipe Jacking:

Our Technology

- The Trenchless Technology
- Laser Guided Auger Boring
- Advanced Trenchless Techniques
- Laser Guided Tunnel Boring
- Pipe Jacking
- Horizontal Directional Drilling

We serve the Industries

- Sewage
- Water Supply
- Telecommunication
- Internet & Cable Television
- Power Industry
- Flyover Division
- Oil and Gas Piplines
- Metro Rail / Railways

Our Clients

- Delhi Jal Board.
- Delhi Metro Rail Corp. Ltd.
- Delhi Tourism and Transportation Development Corp. Ltd.
- Central Public Works Ltd.
- Delhi Development Authority
- U.P. Jal Nigam
- Rajasthan Urban Infrastructure Development Projects.
- RITES Ltd.
- Haryana Urban Development Authority.
- Bangalore Water Supply and Sewage Board.

For any queries please contact us at:

L.R. SHARMA & CO.
(AN ISO 9001 : 2008 COMPANY)
GOVT. CONTRACTOR & ENGINEERS

V-17, Green Park Extn., New Delhi-110016
Tel: 011-26174455, 26100333 Fax : 011-26174455, 25462325,
Mobile: 9811154900, 9810336246 Email: lrs_rajesh@sify.com

PLACEMENTS at DIAS

The placement season at DIAS is about fulfillment of dreams of the students. The story of students getting placed and entering the corporate world is moving right on track. This quarter saw many more recruiters coming to the campus to recruit MBA students of the 2012 batch.

More than 75% students have already been placed and the efforts of the placement committee to make this figure reach 100% are still on. The spectacular performance of MBA students in the corporate world is making recruiters come back to DIAS year after year.

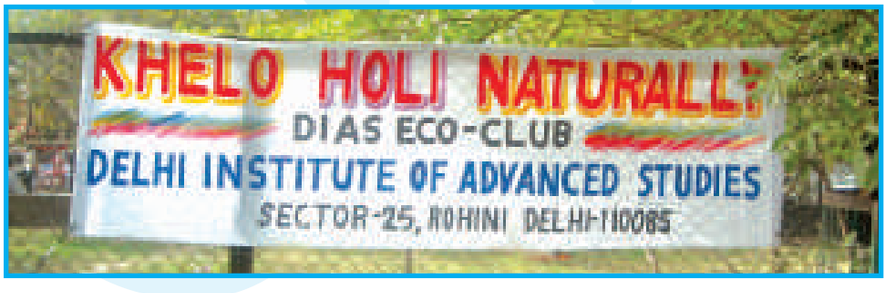
Apart from the list of regular recruiters like S&P Capital IQ, Grail Research, Federal Bank Ltd etc., this year the placement season at DIAS saw many new entries like Genpact, 99 Acres.com, Gooto Tech Pvt Ltd, HCL, Kyrion, Urbantouch etc. to the list of recruiters.

The new year brought with it new hopes for MCA students as well, as many companies like BrickRed Technologies, Mediology Software, MIND Infotech, Jaarwis, Steria, Consumate Technologies, etc. conducted their campus recruitment in the first quarter.

The efforts of the DIAS placement committee have been fruitful with more than 67% students' successfully joining their training session from this quarter. Students also got selected in companies like EXL and Brain Cafe. NIIT technology conducted its drive for technical writers; in which 5 students were shortlisted and final results are awaited. The placement activities of MCA 2010-13 batch have also started.

The holistic development of students is our first priority and for this purpose Future Mind Consulting was invited to conduct soft skill development programs regularly. Our alumni came forward to conduct mock interview sessions for the students and to share their own personal experiences of the corporate world. The college placement team makes continuous efforts to groom the students before they enter the corporate world so as to make the students of DIAS a step ahead of their peers.

DIAS Eco Club



KHELO HOLI NATURALLY CAMPAIGN

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

As part of our responsibility towards the society, we had also put up banners around our college and in Rohini to promote "Khelo Holi Naturally". The use of natural and herbal colors instead of dyes, paints, permanent and harmful colors was campaigned for. We educated the people in and around the vicinity of our college about the harmful effects of dye and chemical based colours.

"The occasion is one of brotherhood and peace and the significance of the festival would be maintained only if it is played in the same spirit by all". With this attitude in mind, Holi was celebrated amongst the faculty, staff and students of the Institute.

www.cjtechno.com www.codejammerhosting.com

CoDe JaMMeR Technologies

We Deliver Excellence

Complete IT Solutions

Software Development | Web Development | Mobile Apps. Development
Web Hosting | Domain Registration

Software Development

Web Portal Development

E-Commerce Solutions

Application Maintenance

Website Design & Development

Mobile Apps. Development

Web Hosting

Domain Name Registration

Search Engine Optimization (SEO)

Corporate E-mail Template

Logo Designing

Flash Design

CoDe JaMMeR Technologies

1207, Pearl Best Heights II, Netaji Subhash Place, Pitampura, New Delhi - 110034
Contact: +91 9910131132
e-Mail: contact@cjtechno.com
Web: www.cjtechno.com

Activities at DIAS

INTERACTIVE SESSION ON "CHANGING DYNAMICS OF INDIAN BUSINESS"

A session on "Changing Dynamics of Indian Business" was conducted by Mr. Vijay Gupta, Founder and Director of Qplexus Group of Companies, on 21st January 2012 at the institute's premises. Qplexus Group offers and provides business services in the spectrum of E-Commerce, loyalty and retail services. Their areas of expertise include end to end solution for internet and mobile commerce, teleshopping and logistics management.

Mr. Gupta shared his experiences and provided an insight into the business scenario at present and the various potential opportunities that can be tapped. The session started with discussion on few questions such as difference between E-commerce and traditional commerce, why management education is important, how to differentiate oneself in the cut throat competitive world, how to be successful, role of corporate sales with respect to E- commerce and many more.

Mr. Gupta focused on the various sectors in which one can be successful given the changing business scenario and globalisation. The most interesting and helpful part of the session was when the speaker talked about cracking interviews by applying simple mantras in life such as convincing people, backing it up with examples, coming out of comfort zone, taking risks, building networks, being aware of the market and being fearless. He also gave information on the NICE concept of corporate world i.e., N-Network, I-Intelligence, C- Communication and E- Execution.

He concluded the session by quoting 'Root cause of all our miseries is our attachment to non valuable things.' All in all, the session gave the students the morale and motivation to move forward and keep a positive outlook towards life.

INTERACTIVE SESSION WITH ALUMNI

The placement season at DIAS is about the fulfillment of dreams of the students by getting the right job and DIAS Alumni Association is always ready to provide helping hand. The Association, on 30th January 2012, invited Ms. Amandeep Kaur working as Probationary Officer in Federal Bank, in order to assist the MBA students for the placement process at Federal bank. She deliberated upon how the management graduates can pursue a fruitful career in the Banking sector.

She also discussed the stages involved in the selection process at Federal Bank. She acquainted the students about the growth prospects at Federal Bank and the opportunities available to the employees working at Federal Bank. She also enlightened the students about the salary component, training structure and culture of the organization.

Overall, the session was worthy and fruitful for the students who actually want to pursue their career in the banking sector.

GUEST LECTURE ON .NET TECHNOLOGY

An interactive session on. NET Technology was organized by DIAS on 6th February, 2012. Mr. Nishank Gupta, CEO, CoDeJaMMeR Technologies discussed how new technologies are transforming the World Wide Web. He inspired the students to enhance knowledge and learn new things by keeping themselves updated.

He also gave a golden rule "Live out of Books, do a favour to yourself". He emphasised the importance of reading blogs and technical magazines. He gave a brief overview on Microsoft's Active Server Pages (ASP) technology, its features, and various controls associated with. NET framework. He demonstrated the building of Web sites and Web applications using HTML, CSS and JavaScript in ASP .NET. He also discussed various User Controls and Validations available in .NET framework. The session was quite enriching and knowledgeable.

INTERACTIVE SESSION WITH YOUNG ENTREPRENEUR

The students of Delhi Institute of Advanced Studies had the privilege of interacting with Mr.Vipul Prakash, MD, Elixir Consultancy on February 16, 2012. Mr. Vipul Prakash, a visionary in the field of Recruitment Process Outsourcing (RPO) with more than 15 years of experience and one of the "Top 50 Daring Entrepreneurs of India 2011" by Dare Magazine is an entrepreneur who brought world-class recognition to the RPO sector in India. A young person who leads by experience and lives by core values, Mr. Prakash is an active speaker in various National and International forums on entrepreneurship.

He shared his experiences with the students in a very colloquial and interesting manner, wherein he accentuated that success is not a cakewalk, but only those who have a clear goal, orientation, perseverance and resilience win in the end.

The incidents of his success story amused as well inspired our students greatly. They put up certain queries intriguing their mind while following the road map of entrepreneurship. The guest was honoured with memento presentation by Dr. I.B. Singh, Director, DIAS. Ms. Anju Batra, event co-ordinator extended vote of thanks to the esteemed speaker.

The session was a great success and it will definitely help students to gauge their career plans with a new perspective.

GUEST LECTURE ON MERGERS AND ACQUISITIONS

A guest lecture on mergers and acquisitions was conducted under the aegis of The Institute of Company Secretaries of India (ICSI), by Dr. Rabi Narayan Kar, Senior Fellow of ICSI and Mr. Himanshu Sharma, Sr. Assistant, ICSI on February 28, 2012.

Dr. Kar discussed the evolving scenario of Indian Mergers and Acquisitions and their resulting implications. He explained the various stages of evolution of mergers with their reasons and patterns in India viz. pre independence, post independence and post 1990. He also focused on the research dimension of the mergers and acquisitions in terms of trends and types, impact on performance and integration issues.

He stressed on the importance of Cross Border Mergers and Acquisitions (CBMAs) for the companies to grow and expand. He further enlightened the students on the new takeover code rules proposed by the Securities Exchange Board of India (SEBI) that will ease acquisitions by Indian companies. The new takeover code became effective from 22nd October, 2011. The various features of the code like increase in initial trigger point from 15% to 25%, voluntary offer of 10% and scrap of the non-compete fee, an anomaly that enriched promoters over minority shareholders were deliberated upon.

Mr. Sharma highlighted the benefits of the Company Secretary course provided by The Institute of Company Secretaries of India. The lecture was a great learning experience for the students.

GUEST LECTURE ON "EMPLOYMENT OPPORTUNITIES IN KPO'S"

Dias Alumni Association organized a guest lecture for MBA students on 3rd March, 2012 on "Employment Opportunities in KPO's" to focus upon the growing importance of Knowledge Process Outsourcing (KPO's). The guest for the same was Ms. Rashmi Jain working as Research Analyst, Grail Research, Noida. The lecture initiated with a discussion about the inclusion of India and China securing the most favored spot as the destination for providing outsourcing services by firms across the globe.

Ms. Jain highlighted low cost, best talent and language as the core reasons why an organization intends to avail the KPO's services especially from India. Further, she deliberated upon how the management graduates can pursue a fruitful career in the KPO sector. She also discussed the stages involved in the selection process in various KPO's and highlighted the methodology involved in solving Guess Estimates and Business Puzzles with special emphasis on what the interviewer normally expects from an interviewee. She threw light on the opportunities being provided by the other KPO's - like Smart Cube, Corporate Executive Board(CEB), E-Value Serve. She also stated that the students should be well–versed with strategic management concepts like Value Chain, Porter's models etc.

She further enlightened the students with the training structure, organization's culture and importance of confidentiality and adherence to rules in Grail Research. The lecture ended on a positive note with the students gaining knowledge on the opportunities and selection process involved in the KPO's.

LECTURE ON "SUCCESS MANTRAS"

Dr. S. N. Maheshwari, Director General, Delhi Institute of Advanced Studies delivered a lecture on **"Success Mantras"** on March 14, 2012 on soft skills. Dr. Maheshwari began by quoting "Every failure is a step towards success". According to him, there are various sets of people, some are those who need motivation to achieve the ultimate goal of their life while others are not prepared to be motivated. He suggested that success is a mixture of aspiration, inspiration and perspiration which leads to happiness.

He quoted **"To be happy either change the world or change your thinking"** and emphasised that it is better to change your thinking rather than changing the world. He further described the relevance of experience and intellect in one's life. He explained that both the terms are complementary to each other and a person having mixture of both can do wonders in his life.

He further explained the various principles of success. First principle is to set clear, achievable and ethical goals. To achieve these goals, one needs to have or develop passion to achieve what he wants, enough passion to keep eyes from wandering away from the goal and total passion to finally achieve the goal. Dr. Maheshwari emphasised that one should put his best efforts and should never be afraid of failure as **tough times never last but tough people do**. He advised students to be innovative in their approach rather than relying on famous Indian version of innovation named "Jugaad".

He further said, setting goal does not meet the required purpose, attitude plays the major role. Defining the person with negative and positive attitude, Dr. Maheshwari said a person with negative attitude "Blames yesterday, curses today and cries tomorrow" while a positive person "Thanks yesterday, works today and looks forward for tomorrow". He quoted :

"Let us count our blessings and not our sorrows
Let us live our life by smile and not tears
Let us count our age and not years"

He also described the value of time and life. Quoting an example, he said value of time can well be understood by the following :

- **Value of a year :** A student who has failed
- **Value of month :** A mother who gives birth to a pre-mature baby
- **Value of one week :** Editor of a weekly newspaper
- **Value of one minute :** Person who missed the train
- **Value of one second :** Person who has survived an accident

He advised students to work hard with right kind of attitude and make value additions to one's life as "Growing old is mandatory, but growing up is optional". This expression highlights that with time every human grows up old but actual growth is achieved by a person who struggles for it. He further explained the importance of social responsibility and respect. By contributing towards social good, one gets immense satisfaction and happiness. He preached the echo of life: "You will get what you give" and explained the effectiveness of communication skills. According to him, communication skill is the LAW (Looks, Action and Words) of success. He advised students to be polite and polished as "courtesy costs nothing" and learn to appreciate and smile. He further elucidated the continuous phenomenon of change:

If we do not change with change, we shall perish
If we change with change we will survive
If we initiate the change, we shall prosper

Dr. Maheshwari explained the difference between a boss and leader by quoting that a boss says GO while a leader says LET US GO. He advised students to be the leaders and not boss.

He concluded by saying that business schools are like foundations of knowledge where some come to gargle, some come to sip and some come to drink knowledge. He wished every student to drink the knowledge and work hard seriously for the set goals and further added "Expect the best, prepare for the worst and capitalise on what comes".

POSTER MAKING COMPETETION

Poster Making Competition was organized in the premises of the institute on 17th March 2012 .The topic for the poster competition was "Bio Diversity". There was a lot of enthusiasm amongst the students.

The competition enlightened the students about the degree of variation of life forms within a given species, ecosystem, biome, or an entire planet. Biodiversity is a measure of the health of ecosystems. Biodiversity is in part a function of climate. In terrestrial habitats, tropical regions are typically rich whereas polar regions support fewer species.

The students were given participation certificates as well as merit certificates.

VISIT TO ASHRAN

'What is that life worth which cannot bring comfort to others'

- Dr. S K Burman, Founder, Dabur India Ltd

For growth to be responsible, it should go beyond numbers... It should do good to the society, create a better world. Keeping the spirits high, students of DIAS along with the social responsibility cell coordinator, Ms. Taru Baswan visited ASHRAN, an orphanage on March 3rd, 2012, on the occasion of the festival Holi.

Children enjoyed playing cricket with the students, and shared their viewpoints about the festival. Fruits, sweets, water guns and colors were distributed amongst the children. They were also told about the importance of HOLI festival. The day ended on a positive note and happiness amongst the students.

GUEST LECTURE ON "INFORMATION SECURITY AND ETHICAL HACKING"

Today, in this information age,communication and commerce via the Internet have become a central focus for businesses, consumers, government and the media.Therefore,

undoubtedly it can be called the 'INTERNET ERA'. Not a day passes without checking notifications on facebook or tweeting on any of the social networking sites. It clearly shows how internet technology is becoming a part and parcel of our lives.

But at the same time, we should not forget that every rose has some thorns too. There exist so many loop holes and vulnerabilities in the information technology

that may hamper our freedom and privacy if mishandled by malicious users. Being an aware and responsible technology user, it is imperative for all to be aware of these vulnerabilities. So, to make the students aware of the growing need of internet and information security, a guest lecture by the team from VMDD Technologies on 'INFORMATION SECURITY AND ETHICAL HACKING' was conducted in the college premises for the students of MCA II and MCA IV semester on March 16, 2012.

The lecture focused on demonstration of certain hacking techniques with the main aim to make students capable of protecting themselves from being victims of various malicious attacks. The term hacking is often understood to be something unethical and treated as a crime but the introduction of a special discipline called 'Ethical Hacking' has been brought up that means to use your hacking skills for some good and ethical cause. The VMDD Technologies' team also introduced our students with their 'Ethical Hacking Program' named HACKVEDA that is meant specially for students of IT sector to make themselves efficient ethical hackers and even get opportunities to work on various projects in collaboration with the VMDD Technologies. The team also introduced the students with HACKVEDA's free and open discussion forum, YouTube channel and official website where students can put their internet security, ethical hacking related queries and get answers from technical experts.

The session was very interactive and really informative and the students really enjoyed the session with a hope to attend more such sessions in the near future.

MOCK INTERVIEW SESSIONS

On 31st March 2012, mock interview sessions were conducted by alumni members for MCA semester IV students. Mr. Abhay Gupta and Ms. Ranjeeta Chaudhary working as Software Engineer in NIIT Technologies, Mr. Nitin Pant and Mr. Gaurav Gupta working as Software Engineer in Leeway Hertz came to enlighten the MCA students about the requirements of technology in IT industry.

The alumni members undertook this interactive session by conducting students' mock interviews and provided them valuable feedback to further enhance their skills.

The session provided positive feedback to students related to general questions asked in the interviews and also about the technical knowledge required to sustain and flourish in the IT industry.

They also shared the kind of skills required in NIIT Technologies and Leeway Hertz. In all, the session was a major addition to the skill and knowledge set of MCA students who are all ready to embrace the corporate world.

9910131132

contact@web2499.in

Get Website
IN
2499

Don't Make get it made

Get a complete Dynamic Website for your business, personal or any other purpose in ₹2499

Free Domain

Free Hosting

Free Personal Email

500+ Designs

Picture Gallery

CEO

WEB@2499 | www.web2499.in
1207, Pearl Best Heights II, Netaji Subhash Place,New Delhi, INDIA
E-mail : contact@web2499.in
Phone: +91 (0) 99 10 131 132 , +91 11 42 131 132

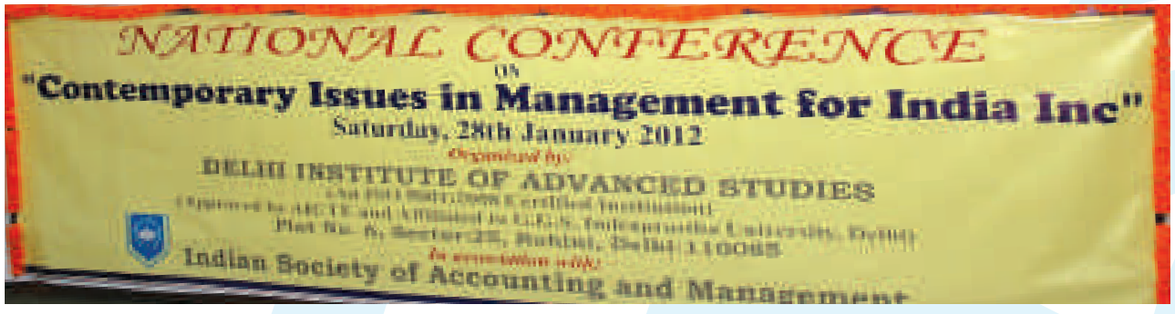
National Conference

on

"CONTEMPORARY ISSUES IN MANAGEMENT FOR INDIA INC"

CONFERENCE

NATIONAL CONFERENCE ON "CONTEMPORARY ISSUES IN MANAGEMENT FOR INDIA INC"



Management is that for which there is no algorithm. Where there is an algorithm, its administration.

- ROGER NEEDHAM

Modern age is an era of management resolution. In the changing society; management has become vital to all because of its universal application. Our society could neither exist nor improve without a steady stream of good management practices. Renowned management guru, Peter F. Drucker emphasized that effective management is probably the main resource of developed countries and the most needed resource of developing ones'. In a nutshell, all societies need a combination of good management practices and people to progress and prosper. Change is the only constant aspect of life and management practices are no exception. With changing times, the issues, environment and practices of management have also undergone a sea change. The contemporary business environment provides for a continuous effort towards better understanding and coping with the challenges of the present era which is characterized by the ongoing global crisis and intense competition. The mantra of "Progress or Perish" is being observed both in letter and spirit by all corporate.

Contemporary Issues on Management provide the basics on the effectiveness of work-life of individuals and groups who work within different situations in the competitive world. The current times require both management and leaders to employ "out of the box" strategies to combat competition and uncertainty. They should aim at promoting and implementing new practices in the light of their organization's vision. The finesse in execution of the practices would require the modern managers to develop the thought to be inspiring and sensitive towards people. Today's management is more feminine than it was in the past because it recognizes the need to nurture people and foster collaboration.

Emotional intelligence is essential to modern management as rational intelligence alone is no longer sufficient. Leadership

can be shown by anyone, regardless of position. It is just a matter of promoting a better future and enlisting support for the change. The primary responsibility of management is to ensure the rational identification and realization of the best return on a set of resources for achieving a particular goal in addition to ensuring that majority of the populace also attains their respective goals. The limited environmental resources need even better management in future. To be effective, management today needs to balance the needs of people with the demand for efficiency. The functional areas of management have been ushered into a new epoch and India Inc is adopting these changes to march ahead into the future.

Delhi Institute of Advanced Studies organized a National Conference on 28th January, 2012, to provide a platform to deliberate on the current issues, opportunities and challenges faced by India Inc. in enhancing customer need centric society. The conference started with an inaugural session which was later followed by Technical Sessions I and II.

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

INAUGURAL SESSION

The inaugural session commenced with the lighting of the lamp of knowledge by the **Chief Guest**, Shri R.B. Kabra, President, Hindustan Sanitaryware & Industries Ltd., **Guest of Honor,** Sh. Naveen Jain, President, DUET India Hotels Pvt. Ltd, Shri S. K. Sachdeva, Chairman, DIAS, Dr. S. N. Maheshwari, Director General, DIAS and Dr. I. B. Singh, Director, DIAS.

This was followed by welcome address by Dr. S. N. Maheshwari, Director General, DIAS.

WELCOME ADDRESS BY DR. S. N. MAHESHWARI, Director General, DIAS

Dr. Maheshwari accentuated the revolutionary changes in the political, social and economic environment all over the globe.

The whole world has become a global village where physical boundaries of the nations have lost their significance. Growing international trade and cooperation, efficient, economic and speedy means of transport and communication have brought proximity and inter-dependence amongst different nations of the world. There is a growing realization amongst the corporate community in general that since they are using society's resources, hence they also have to meet the increased and ever growing expectation of different sections of the society.

The emphasis of the corporate throughout the world now is not only on the enhancement of the long-term shareholder value but also protecting the interests of other stakeholders, viz., the suppliers, customers, creditors, bankers, employees, government and the Society at large. Corporates have to follow a policy which is essential not only for gaining credibility and trust but also as a strategy for survival, consolidation and growth. Corporate social responsibility, now also known as "Corporate Citizenship" has become a

buzzword with all sorts of lobbyists, regulators, NGOs and others. The corporate reporting system has become much broader and transparent. Many companies abroad have now started furnishing information about human, social and environment indicators besides financial performance measures.

There is a pressing demand for a long-term and synergistic partnership between the Government, civil society and the corporate sector to improve the efficiency of public service and delivery system. As a matter of fact, it is being increasingly realized that globalization and social transformation are the two sides of the same coin.

The Government of India by itself and also through its various regulatory bodies has taken up a host of measures to ensure that introduction of economic reforms initiated in 1991 and post liberalization measures are not exploited by unscrupulous players for enriching them at the cost of the Society. Securities Exchange Board of India (SEBI) has formulated the Code of Corporate Governance that would universally ensure: enlightened customers, satisfied suppliers, willing investors, trusted employees, happy creditors, assured governments, rich society, unified community and a protected environment.

The Ministry of Corporate Affairs, Govt. of India, has notified 35 Indian Accounting Standards (IND ASs) to comply largely with the requirements of International Financial Reporting Standards besides making mandatory filing of financial statements in XBRL form for certain classes of companies. Schedule VI to the Companies Act regarding presentation of financial statements has also been recently made more elaborate. All this will make the financial statements of Indian companies all the more informative, comprehensive, transparent and internationally acceptable. The MCA's recent notification regarding Cost Accounting Records and related reporting is another significant step towards improving the quality of governance.

The Companies (Amendment) Bill 2011, now before the Parliament, when becomes an Act, will bring in a new corporate responsibility framework, a rigorous regime and make the directors, particularly, the independent directors, work harder to earn their fees rather than more than just take a passing interest in the affairs of the company. The concept of Corporate Social Responsibility has also undergone a sea change. Earlier many companies considered CSR in terms of philanthropy. The concept has now transformed to conducting business in a responsible manner which is essential for long-term sustainability.

Thus, the Indian corporate management, in the new environment, has a more challenging and satisfying role to perform. It is heartening to note that a large number of corporates in India, initially voluntarily and later under the guidance of various regulators, have adopted practices for aligning as nearly as possible, the interests of individuals, corporates and society. The past few month's headlines in the domestic newspapers, such as scams after scams, governance deficit, policy paralysis or non-cooperative opposition in Parliament, etc. should not dishearten or deter the Indian corporates. Rather they should be positive, innovative and provide leadership to grow amid economic uncertainty.

He concluded by quoting Mr. Vineet Nayyar, Vice Chairman & CEO of HCL Technologies, "We need a big dose of optimism. Global uncertainties and recession are bad news, but can also be looked upon as an opportunity". Therefore, it is now imperative for all – be it Corporates or Business Schools, to realize that to survive, there is a need to change our thinking and scrap conventional ideas. As, nothing is permanent in life, we need to stand out, shout out and look out or else be prepared to shut out. It is well known that leaders of yesterday have become laggards today, and might become leaders again tomorrow or even altogether disappear. Hence, in today's competitive global environment, it is necessary for us, to run faster than ever before even to remain at the same place.

INAUGURAL ADDRESS BY SHRI R.B. KABRA, President, Hindustan Sanitaryware & Industries Ltd.

Mr. Kabra deliberated upon the contemporary issues faced by India. The corporate challenges, when understood and appreciated, can be transformed into current or prospective opportunities. Organizations are taking cognizance of the fact that the responsibility of managing employees should lie not

only with the HR managers, but should be the concern of every manager. The 21st century has brought forth many opportunities and challenges to organizations. He discussed five major areas of concern, globalization and uncertainty, integrity, change and its management, productivity and finally, availability of suitable workers.

Industry is dynamic and it's very important to strive in competition. Virtual boundaries have affected businesses located anywhere across the world, proving that business can neither be insulated nor isolated. The recent upheavals like depreciating rupee, Euro financial crisis, US economic growth have all been a cause of concern as their management would have a trickle down effect on the other economies, creating uncertainties. IMF, WTO and multi lateral agreements support and abet the countries and corporate in tackling the uncertainties, thus, resulting in boosting the confidence of both existing and emerging markets. With a shift in the business operations from mere allocation of products in pre globalization era to customer being the king in the current times, the manufacturer is now, at tenterhooks as he has to continually update lest he may perish. To add fuel, competition is not only from domestic players, but also international players making things all the more complex.

Business houses are wary with the increasing frauds at workplace, not just by the employees at all levels but also by the promoters. This deterioration in the value system can be attributed to the lack of role models, be it in the political, social or business arenas for people to look upon and emulate. Hard work has paved way for easy money. Integrity can be brought about only when the managers ensure that ethics and performance become a way of doing business.

Only change is permanent and nothing else. It is necessary to maintain the speed of change and also manage that. Technological changes are taking place at a faster pace than ever before, sometimes, resulting in the products becoming obsolete on the day of their launch. The cruciality of forecasting and managing change is apparent as well as essential so as to ensure that the future changes do not reduce their products or companies to redundancy. The tribulations of hard labour, disguised unemployment, training and motivating people, shortfalls of NREGA system and the level of political influence are stressing the need for remaining competitive and improving the levels of individual and organizational productivity.

Although, Indian education system is churning out the highest number of graduate and post graduate students, however, there is disparity between what is taught to the students and what is required to make them employable. The Government schemes providing freebies to the workers without putting any work, have only added to the plight. Practical exposure of students and research orientation of the institutions can provide necessary impetus to both parties.

He concluded by stating that the demography of the Indian work force, being a major advantage that India has over the rest of the globe, needs to be managed well. India is a land of opportunities and people here possess perseverance, grit and determination sufficient to make the country a super power in the times to come.

KEYNOTE ADDRESS BY
MR. NAVEEN JAIN, President - DUET India Hotels Pvt. Ltd

Mr. Jain initiated by sharing his experiences at the hotel industry. Rising expectations of the industry from the employees is resulting in lack of complacency in the organizations. As business is exposed to uncertainties, apposite plans might still prove to be futile. The 9/11 attack followed by the SARS scare, affected the tourism sector in India. Mr. Jain emphasized that companies capable of dealing with cyclical fluctuations effectively might be the only ones to be in a position to venture farther than the others and that adversities might also throw up business opportunities. He discussed the challenges faced by the economy in the era of globalization.

The rising interest rates and the depreciating rupee are a cause of alarm for the businesses as well as the economy. With increasing realization of vitality of employees and the fact that retention is the best way to enhance a firm's equity, the companies are focusing on and investing in their human assets.

The other issues of concern being bottlenecks in the infrastructure, bureaucratic interventions and indolence in

the governmental policies and systems like the taxation system where direct tax code has not yet been put to practice. Also, the demanding customer expectations are forcing companies to be innovative and come up with new business models with emotions, strong values and ethical conduct, akin to traditional models.

Mr. Jain also underlined the fact that social responsibility initiatives and good governance practices certify organizational success, but these need to be propagated through self sustaining models. With the future generation being the torch bearer, India Inc will soon be the next superpower.

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 the world has become global village without boundaries. Corporates have changed from dependence to interdependence work philosophy. Multi-national corporations have established their business facilities, research centres and markets at different locations in the world. They get finances from investors all over the world.

The companies utilize resources of society which are scarce and likely to be exhausted in time to come. It is the moral responsibility of these business houses to use these resources judiciously. They should also meet the expectations of the society in terms of providing higher productivity,

employment generation, energy efficient processes, care for preservation of environment, and the like. The environmental change had led to change in thinking of India at all levels – Government, Corporates and Society. And, these global and social transformations are bound to accelerate.

He thanked the delegates at the National Conference for deliberating upon the contemporary issues relevant for the corporate and dealing at length on these issues to benefit participants, management institutes and corporate.

INDSAM

Indian Society for Accounting & Management

One stop place for Students and Researchers in Finance and Accounting

INDSAM, established in 1998 by renowned academicians and professionals, aims to provide a platform for the inquisitive and aspiring young students and executives to discuss the exciting career options and opportunities with eminent, experienced and seasoned professionals, business executives and academicians to enable them to take informed decisions. The mission of the society is:

EDUCATION
- Development of young members
- Research
- Publications

SOCIAL OBLIGATIONS
- Scholarship
- Career Counseling

CO-OPERATION WITH THE INDUSTRY
- Interaction with the industry
- Gearing up to speed with the industry

INTERNATIONAL CO-OPERATION
- Universities and other institutes
- Knowledge sharing

The society, to encourage meritorious students , has constituted **SH . B.C. MAHESHWARI** and **SMT. SUGAN DEVI MAHESHWARI MEMORIAL SCHOLARSHIPS** of ₹ 10,000/- each on a yearly basis. For complete details, please visit or log on to http://indsam.com/student-scholarship.

TECHNICAL SESSION I

The first technical session was chaired by Dr. Ashok Haldia, Director, PTC India Financial Services Ltd. The speakers at the session talked about financial inclusion, relationship between spot and future prices of crude oil, analysis of investment in gold or equity, effect of managerial ability and governance mechanism on performance of firms, proposed tax code and its impact on financial markets in India and implementation of fair value accounting.

ADDRESS BY DR. ASHOK HALDIA, Director, PTC India Financial Services Ltd.

The substance of management is escalating for its universality and contemporary issues. The global crisis and the intense competition witnessed by the economic and business environment are making it imperative for the organizations to improve, initiate and innovate in all respects so as to survive and sustain themselves in the market. The definition of the word market has also evolved overtime from local to national, from national to global and now from global to global. These changes have led to increased complexity thus reducing reliability of managerial tradition and increasing the need to develop a more dynamic and complex view of the organization in global contexts.

Dr. Haldia accentuated the importance of ethical conduct for organizations to strive towards the path of success. Globalization and diversified nature of businesses have compelled the companies to decide whether to adhere to

constant ethical principles or to adjust to domestic standards and culture. As employees represent the organization, these principles should be instilled in them. The economy has witnessed a number of scandals and business failures due to lack of ethics and these situations would not have worsened had these ethical standards been adhered to.

There is only one major issue which needs to be understood, which is "What are your ethics and how do you imbibe them". Dr. Haldia stated that, what should not change is ethics, values and commitment to it.

ADDRESS BY SPECIAL CORPORATE GUEST DR. ASHOK JHAWAR

Formerly Country Head (India) - B P India Services Pvt. Ltd.

Globalization refers to the transnational circulation of ideas, languages and popular culture. It contributes to economic growth in developed and developing countries through increased specialization and the principle of comparative advantage. Surpassing the challenges generated by the process of globalization coupled with the evolution of business practices, markets and consumers' profiles is the need of the hour.

He talked about change management and illustrated the same with the help of examples of Kodak and Yahoo which faced adverse consequences because of inability to manage change and some examples of the long-standing, successful companies like Hindustan Unilever and Aditya Birla Group. Companies that manage their businesses well in terms of people and technological changes succeed and the rest become extinct.

He quoted the example of Toyota Motors, which has adopted the Japanese "just in time" inventory strategies in manufacturing plants as a step towards internal innovation. An important element of the philosophy behind Toyota

Production System was to work intelligently and eliminate waste so that minimal inventory was maintained. The following underlying principles, called the Toyota Way, were outlined by Toyota:

- Long Term Philosophy
- Hansei and Kaizen (Continual reflection and Improvement)
- Value to organization by developing people and Employee Empowerment
- Genchi Genbutsu (See for yourself to thoroughly understand the situation)

So, following Toyota's example, companies should initiate change to prosper lest they become extinct.

A STUDY OF PROPOSED DIRECT TAX CODE AND ITS IMPACT ON FINANCIAL MARKETS IN INDIA

MS. REENU BANSAL, Lecturer, Institute of Management Studies, Noida

The government has started phasing out the four-and-a-half-decade old Income Tax Act of 1961 with a new and 'taxpayer friendly' Code. The Code is designed to provide stability to the tax regime and is based on the accepted principles of taxation and best international practices. Ms. Bansal talked about the Draft Direct Tax Code released by Finance Ministry on 12th August, 2009. The Code envisages promoting voluntary tax compliance and an equitable and progressive tax regime by eliminating distortions in the tax structure, introducing moderate levels of taxation, expanding the tax base and simplifying the drafting language. The New Law is proposed to be effective from 1st April, 2012.

The proposed Direct Tax Code is a combination of major tax relief and removal of most tax-exempted benefits. It is expected to usher in a new tax regime of transparency and greater compliance. The proposed changes are expected to be beneficial for number of sectors & companies and would also impact individual savings and money markets.

She critically evaluated the tax structure of India with reference to Direct Tax Code and analyzed its impact on financial markets, due to various changes in taxation structure under proposed tax code. For the first time India has taken a very bold measure wherein the domestic law will override the double tax treaty which goes against the cannons of international taxation. This code introduces a total departure from multiple tax brackets and high rates of tax prior to reforms. Simplification and rationalization have been emphasized with the ultimate objective of mobilizing resources for investment.

IMPLEMENTING FAIR VALUE ACCOUNTING: A SPIKE IN FINANCIAL REPORTING

MS. RITU WADHWA, Assistant Professor – Finance, Jaipuria Institute of Management, Noida

The accounting industry is in a position of invariable change. Accounting for fair values is an intricate issue full of contentious acknowledgment, dimension, and reporting rules. Measurement and revelation of fair values are of great significance in many financial reporting frameworks. Auditors are expected to be sentient of the need to understand the accounting principles and rules relating to accounting on the basis of fair value, including disclosures, and to give suitable contemplation to their application.

Ms. Wadhwa discussed fair value accounting and its insinuations while considering the regulation of financial reporting, enhancing the requisite of bringing together the efforts and inputs of accounting professionals, accounting researchers, regulators and company managers.

She concluded by stating that fair values are more unswerving base to quantify the financial assets and liabilities that an entity

actively trades, whereas it is also argued that historical cost is the more apposite measure if management plans to clasp an asset or to oblige a liability until maturity. It is apprehended that accounting and reporting based on fair value principles, in comparison with historical cost-based principles, entail a wider and more comprehensive analysis of the methods and postulations used to determine values documented in the financial statements. This, in turn, will necessitate market participants to revamp the current financial reporting model and to train themselves in the application of these new principles.

EFFECTS OF MANAGERIAL ABILITY AND GOVERNANCE MECHANISM ON FIRM PERFORMANCE: A RESOURCE BASED APPROACH

MS. PRABHJOT DUTTA, Research Scholar, Department of Commerce and Business Management, Guru Nanak Dev University, Amritsar

Deployment focuses on managerial ability and governance mechanism for effective utilization of resources, thereby leading to better performance.The mere possession of strategic resources is not sufficient. A firm having resources with the characteristics of being valuable, rare and inimitable may still not be able to meet competition. The investment and deployment of resources work in congruence to achieve 'best results'. The development of a firm's capabilities is seen to be highly dependent on how effectively the resource investments are managed and governed.

She stated that the presence of independent directors has a significant impact on performance by analyzing the panel data set of six years (2005-2010) through random effects regression. A firm aiming to attain better performance should have on board independent directors which will help it take

objective and best decisions. These independent directors help mitigate the conflict of interest between the owners and the management thus, acting as the governance mechanism in an organization. They ensure the best deployment of resources which helps the organization attain superior performance.

CAUSAL RELATIONSHIP BETWEEN SPOT AND FUTURE PRICES OF CRUDE OIL

MS. HARITIKA CHHATWAL, Sr. Lecturer, Delhi Institute of Advanced Studies

MS. PRATIKSHA TIWARI, Lecturer, Delhi Institute of Advanced Studies

Over the last 25 years, the global oil industry has seen a transformation in the contractual structures used to purchase and sell crude oil. A market structure formerly based on rigid long-term, commercial arrangements has been replaced by a more efficient one that allows buyers and sellers greater flexibility in establishing commercial relationships that better meet their respective needs. The interactions of well-informed traders on spot and futures market assure that the global price of crude oil properly reflects its market value.

Futures speculation has an effect on spot prices in the way that when oil futures are traded, oil purchasers, like refiners, try to buy oil at prices that will benefit their margins in both, the short and the long term. High prices for oil futures lead to

high prices for, oil in the present. The significant rise in longer-dated futures prices reflects the perception of continued tightness in the physical market and is facilitated by increased investor interest. Recent entrants to energy markets (for example, pension and hedge funds) have added diversity to the market and can be a source of liquidity and price discovery.

Using the Granger-Causality tests, it has been concluded that there exists threshold co-integration and a bi-directional causality relationship between spot and futures markets.

COMPARATIVE ANALYSIS: INVESTMENT IN GOLD OR EQUITY

MS. NEERU RANI, Research Scholar, Department Of Commerce And Management, D.S.B Campus, Kumaun University, Nainital

Gold is valued in India as a savings and investment vehicle and is the second preferred investment option after bank deposits. India is the world's largest consumer of gold in jewellery as investment. Over the past decade, gold demand in India has increased at an average rate of 13 percent per year, despite the escalating gold prices. But, the recent boom in share markets has created financial awareness amongst the middle class. So, Gold and Stock Markets have become a central point in household and financial planning. A large number of investors have become rich by investing their money in shares and gold.

The question is whether gold is a better investment avenue as compared to stock market or not. Ms. Rani concluded by stating that investment in Gold is better than the investment in the stock market. The price of gold has been continuously increasing since 1929 and for the past 9 years there has been a rapid growth in the price of gold. In India, various income groups have invested their money in gold for the long-term investment. Due to less risk, more return and less knowledge of stocks, income groups invest in gold for long time period.

A STUDY ON THE MEASUREMENT, INITIATIVES AND STRATEGIES FOR ENHANCING FINANCIAL INCLUSION IN INDIA

DR. SANJEEV BANSAL, Associate Professor, Dept. of Economics (Kurukshetra)

(On behalf of Dr. Bansal, Mr. Om Veer Singh, Research Scholar presented the paper)

Since the era of liberalization, Indian Banking industry has undergone various reforms like deregulation in interest rate, diversification of ownership of banks, consolidation of DFIs, transparent and good governance through impressive institutional and legal reforms which have led to improvement in financial viability, profitability, overall stability and competitiveness of the banks. But, there are now growing concerns over vast population which has been excluded from the financial services offered by the banks.

In most developing countries, financial services, such as, saving accounts, credit from formal financial institutions and insurance is restricted to a large part of the population. The situation, known as financial exclusion, is detrimental to the interests of the people living at grass root level as it restricts them to realize the effects of development. Reduced financial exclusion can economically and socially empower poor and low income people and can help them to better integrate into the economy of their countries. This aspect together with the need to promote balanced regional development and social justice has brought the issue of inclusive growth to the center stage.

The presenter highlighted certain methods for measuring the financial inclusion like physical count method, average population per branch and econometric analysis of credit/deposit in rural, semi-urban, urban and metropolitan areas. He made use of regression analysis to find the reasons affecting the financial inclusion.

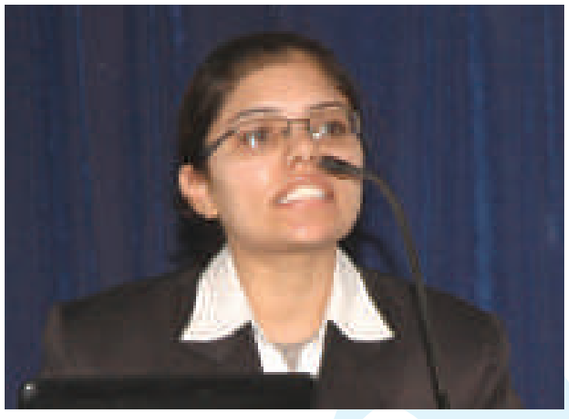
He further explained various initiatives taken by banks towards financial inclusion like Kisan credit card (2001), Branchless Banking (2009) and deregulation of interest rate for small loans (2010). Dr. Bansal further discussed various initiatives taken by different banks like UCO bank opened "No Frill Accounts".

Prevalence of financial exclusion is a clear cut injustice to vast section of people of India. He concluded by suggesting that banks in India should endeavor to address financial exclusion by redesigning their business strategies and should make an ongoing efforts to improve financial inclusion.

GREEN HRM - APPROACH TO SUSTAINABILITY

MS. RAEESA BEDI and MS. SINCHIT RAJPUT, Students, DIAS

Green HRM practices involve the use of HRM policies to promote sustainable use of resources within business organizations and more generally, promote the cause of environmentalism which results in greater efficiencies, lower costs and better employee engagement and retention.



They discussed that since we are living in a world where nature has begun to strike back, eco-friendly practices at work becomes necessary. They explained the green HR

initiatives that a company can take in the form of green buildings, car pooling, creating awareness amongst employees, going paperless and undertaking other environment related engagement activities. They justified it by the case study of 'IFFCO' which by taking green HRM initiatives like video conferencing has reduced its carbon footprints and saved around $US20,000.

They concluded that in order to save environment several indicators and measures should be established to minimize the HR carbon footprints by setting the scene for a business and eco sustainability future just like 'IFFCO'.

KUDOS

DIAS appreciated the commendable performance of the university toppers of their respective batches by conferring medals. Ms. Ruchika Sharma, MBA (Batch 2009-11), Ms. Richa Gupta, MCA (Batch 2008-11) and Ms. Kanchan Aggarwal, MCA (Batch 2007-10) were the recipients of the medals. Also, the meritorious and economically weak students were endowed with Student Welfare Fund Scholarships so as to motivate and encourage them to fulfill their dreams and achieve the pinnacles of success. The following is the list of students who were awarded with the scholarships :

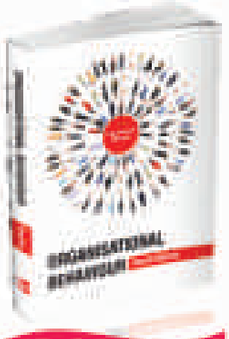
1. Rajat Prinja, MCA-II
2. Sushma Khatri, MCA-IV
3. Swati, MCA-IV
4. Divya Gupta, MBA-IV

The McGraw-Hill Companies

Mc Graw Hill Education

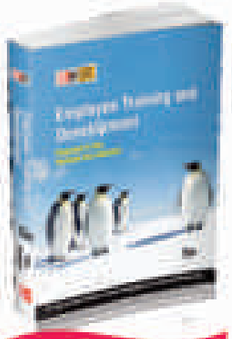
New From
Tata McGraw-Hill

ISBN : 9781259001673
Price : ₹450.00

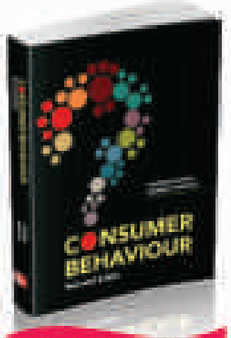


ISBN : 9781259005022
Price : ₹450.00

ISBN : 9781259001819
Price : ₹599.00

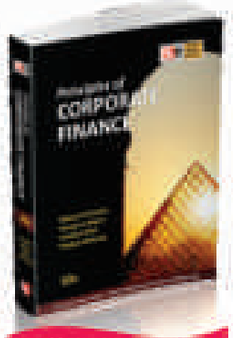

ISBN : 9781259004728
Price : ₹499.00

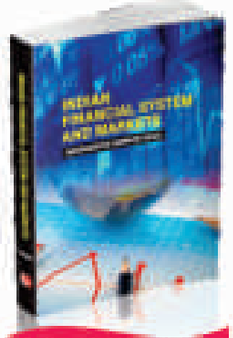
ISBN : 9781259001659
Price : ₹525.00



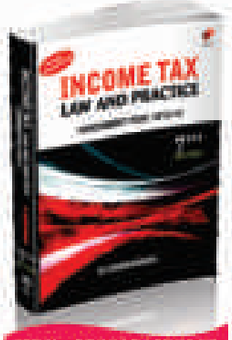
ISBN : 9780071078108
Price : ₹399.00

ISBN : 9781259004919
Price : ₹475.00


ISBN : 9781259004650
Price : ₹599.00



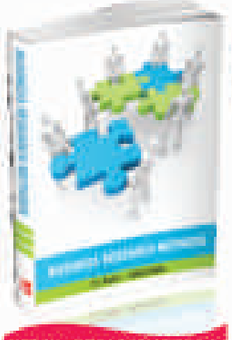
ISBN : 9781259005008
Price : ₹350.00

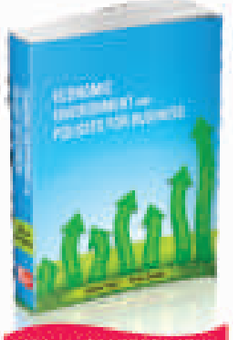


ISBN : 9788182093283
Price : ₹295.00

ISBN : 9781259004933
Price : ₹599.00

ISBN : 9781259004872
Price : ₹495.00


ISBN : 9781259005039
Price : ₹299.00


ISBN : 9781259004865
Price : ₹425.00

Mc Graw Hill Education

Tata McGraw-Hill Education Pvt. Ltd.
8-4, Sector - 62, Noida - 201301,Tel.: +91-120-4383400
Fax.: +91-120-4383401-403
Email: vijay_sarathi@mcgraw-hill.com

TECHNICAL SESSION II

The technical session II was chaired by Shri Subhash Jagota, Director, Global Business Solutions. The speakers deliberated upon consumer behaviour, identification of the existing market challenges pertaining to cold chain in the frozen food segment in Indian retail sector, youth and digital marketing, entrepreneurship and innovation, workforce diversity management, demographics management, manpower planning, corporate social responsibility and winning strategies in rural areas for sustainable development.

ADDRESS BY SHRI SUBHASH JAGOTA, Director, Global Business Solutions

It is becoming imperative for companies to develop the concept of "corporate entrepreneurship" or "intrapreneurship" by unleashing the entrepreneur in its employees so as to successfully face the pressure of competition in this dynamic and challenging environment. With Gen X taking the reins, their novel and fresh ideas will help companies to innovate, initiate new ventures and embark on the journey of success.

The adage "Customer is the King" is holding true today more than at any other time. Realising the growing needs of the clientele, customization is becoming the need of the hour in all sectors and industries. The companies need to customize their products as per the demands of the customers to retain their patrons, lest they lose them.

Mr. Jagota emphasized that "Intrapreneurship is a major driver for organizational renewal or reinvention".

CONSUMER BEHAVIOUR WITH RESPECT TO MOBILE TELECOM SERVICES

DR. AJAY SUNEJA, Associate Professor, Deptt. of Commerce, Kurukshetra University, Kurukshetra

Mobile telecom has made a revolutionary progress in India. Mobile telephony has enabled people to send and receive

information any where and at any time. India has emerged as one of the major markets for cellular telecom services. The easy affordability due to low charges and technological advancements have facilitated the widespread access to these services in urban as well as rural parts of the country. However, competition has become extremely intense amongst cellular service providers. Mobile Number Portability (MNP) has also given freedom to customers to switch from one service provider to another while retaining the same cell phone number.

Dr. Suneja discussed the various sources of information and factors considered by rural and urban customers while buying cellular services of a particular service provider. On the basis of his study, he concluded that the urban customers give more importance to each of the various factors than the rural people while choosing a particular mobile service provider and that the 'ringtone' is the most preferred service followed by SMS in case of both urban and rural customers.

ENTREPRENEURSHIP AND INNOVATION: A NEW MANTRA FOR SUCCESSFUL INDIA

DR. RITU BAJAJ, Associate Professor, Jagan Institute of Management Studies, Delhi

Innovation and entrepreneurship is a growing area of research. Entrepreneurship is innovation through calculated risk considering the uncertainty of the environment; which leads towards successful creation of wealth and sustainable growth of an individual in particular and India as a whole. There are various factors which influence capacity of small firms, but the entrepreneur has the most important contribution in assessing the firm's innovative capacity.

She discussed how entrepreneurial behaviour contributes to the building of a firm's innovation capacity with the help of numerous real – life examples and the common mistakes made by start-up entrepreneurs. Entrepreneurship is directly linked to the capability for exploiting successfully innovative

ideas in competitive market to construct competitive advantage which in turn contributes to improved performance.

She concluded by stating that 'Innovation' and 'Entrepreneurship' are two sides of a coin. While there is a need for the innovations to occur, this should be facilitated and even encouraged deliberately by entrepreneurs. It is equally important for them to create opportunities and environment to realize those innovations. There is no single, but a combination of factors such as idea, market opportunity, the common mistakes that Entrepreneurs usually make while starting a new venture, family background in Entrepreneurship, as well as long cherished desire, that lead to successful Entrepreneurship.

MANPOWER PLANNING FOR RESTAURANTS

MS. RICHA ARORA, MS. SUMAN YADAV, Research Scholars, Jamia Hamdard University

Manpower planning aims at ascertaining the needs of the manpower of the organization and ensuring the continuous supply of right kind of people to fill various positions in the organizations. Employees are the ones who actualize your goals - whether in finance, marketing or operations. In the hospitality industry, the interaction between customer and restaurant employee takes on a special meaning and

importance. There is a significant rise in the number of people dining out and they want more than just a good meal.

On the basis of factor analysis of nine listed factors, they concluded that frequency of visit of the customers depends broadly on the three factors viz., taste and flavour, helpful and friendly environment and the quality standards service. In addition, the restaurants should have the adequate manpower so as to cater to the service and quality needs of their customers so that no compromise is made on the quality of food served and also on the efficiency.

DEMOGRAPHIC FACTORS IMPACT ON MALL SHOPPERS SHOPPING BEHAVIOUR

MS. SUMAN YADAV, MS. RICHA ARORA, Research Scholars, JamiaHamdard University

The retail sector in India has undergone significant transformation in the last decade. Retailing is gradually inching its way towards becoming the next boom industry. The organized retail growth in the country has been triggered by tremendous increase in consumer spending, which in turn is fuelled by the rise in the disposable income. The retailing business in India has witnessed huge growth due to emergence of supermarkets as well as centrally air-

conditioned malls. The Indian retail market, which is the fifth largest retail destination globally, has been ranked the second most attractive emerging market for investment.

On the basis of mall intercept survey, conducted to examine the demographic factors affecting the shopping motivations of Indian shopper, they concluded that entertainment, shopping, social experience and mall ambience are the most important shopping motives of mall shoppers.

MARKET CHALLENGES IN THE COLD CHAIN OF FROZEN FOODS

MS. ANJU BHARTI, Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi

The tremendous potential of India in terms of geography, climate and soil has led to the focus shifting to the food sector

of India, since the last decade or so. The diverse climatic conditions and land types make it feasible for the production of varied types of crops all the year round. The production of food in India has shown a steady growth but there are issues of concerns though, that need attention, like huge losses in perishables (food) because of infrastructural deficiencies. This is primarily attributed to highly inefficient, inadequate and weak supply chains for food that require temperature controlled conditions i.e. the cold chain, to retain quality, safety and curb the decay process.

She discussed the challenges and opportunities faced by marketers in cold chains and the strategies to overcome the issues to increase the profitability of the organizations. A well organized cold chain reduces spoilage, retains the quality of the harvested products and guarantees a cost efficient delivery to the consumer giving adequate attention to customer service. The main feature of the chain is that if any of the links is missing or is weak, the whole system fails. She also deliberated upon factors affecting the effectiveness of cold chain and tools required for cold chain maintenance.

In spite of considerable competition between the frozen food industry and other sectors, extensive quantities of frozen foods are being consumed all over the world. The food supply chain needs the attention of the academicians, the industry and the Government for its enhancement.

CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF INITIATIVES TAKEN BY MCDONALDS

MS. SHILKI BHATIA AND CA RUCHI GUPTA, Lecturer, DIAS

The concept of Corporate Social Responsibility is neither new nor a passing social fad. Effective CSR aims at achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment. CSR literacy is fast becoming imperative for a variety of factors in a multiplicity of roles across governmental, business, and community sectors nationally and internationally.

With globalization, the concern for managing social issues has become prevalent and the role of CSR in multinational food companies is vital because it relates to the interface between industry and society. Hence, a requirement for integrated social responsibility structure in the food industry would help to understand the ongoing challenges further.

They discussed the concept and need of Corporate Social Responsibility in general, and in food industry with special reference to CSR initiatives taken by McDonalds. The generational steps taken with an eye not only for the present but also for the future, is the crux of CSR initiatives. As an

important tool for a developing economy, CSR ensures that the growth is evenly distributed amongst all to increase the quality of living of our society as a whole.CSR is clearly moving away from being simply an optional or marginalized part of corporate strategizing, decision-making and reporting for many companies, hence every company, like it or not, has to have a CSR policy and be alert to changes in what society expects of them in this field. Also, the concept of CSR should be Omni-present, at corporate level, in society and in educational institutes so that future professionals are well aware of the importance of the change that they can make in our society and have the knowledge and tools along with new ideas to achieve their social purposes.

DEMOGRAPHICS MANAGEMENT

MS. JIVETA CHAUDHARY GROVER, Assistant Professor, School of Management, ITM University, Gurgaon

Ms. Grover deliberated upon the concept of demographic diversity as degree of dispersion of population in terms of demographic attributes such as age, gender, religion, education, group tenure and sexual orientation.

She defined social identity theory as the building block of demographic diversity. According to the theory people exhibit favourable bias towards in-group and view themselves as being in conflict with out-group. She took the discussion further by depicting the relationship between demographics and affective and substantial conflict. Affective conflicts arise out of highly visible and non-job related demographic characteristics like age, gender while substantial conflict is a result of non-visible and job related demographic characteristics like education, organization tenure. She further explained relation between demographic and cooperation, creativity and employee attitude.

She concluded by saying that although demographic diversity impacts attitudes associated with group formation such as cohesion, cooperation and positive evaluation of group but it does not necessarily improve the talent pool, improve motivation, reduce conflict, improve organisational performance and lead to higher group performance.

WORKFORCE DIVERSITY MANAGEMENT: BIGGEST CHALLENGE FOR 21ST CENTURY MANAGERS

DR. RAJESHWARI MALIK, Associate Professor, Maharaja Surajmal Institute, Delhi

Management being a social discipline deals with the behavior of people and human insight. The workforce is our greatest asset and the workforce diversity is the primary concern for most of the businesses today. Organizations need to recognize and manage workforce diversity effectively in order to beat the competition and flourish. Diversity is more than a moral imperative or a business necessity—rather it is a business opportunity. Workforce diversity is the biggest challenge and at the same time the biggest opportunity for the 21st century managers. Implementing a successful diversity management program is becoming crucial for companies as it tends to encourage the development of latent skills and talent among employees.

Dr. Malik emphasized that diversity is not a case of representation of different nationalities or ethnicities, but a process of creating greater wealth through increased creativity and productivity. In today's fast-paced work environment, a successful organization is one where diversity is the norm and not the exception. The management and leaders must not lose focus and interest in creating a diverse workforce – due to the lack of immediate returns.

YOUTH AND DIGITAL MARKETING: IMPACT ON FOOD AND BEVERAGE SECTOR

MS. ATHIRA KUMARI, MR. RAKESH KUMAR, Students, Army Institute of Management & Technology, Noida

The dynamics of the marketing paradigm is shifting from brick and mortar to click and mortar. A new age of digitalization has dawned over the marketing mix which has in turn aided marketers in bridging the physical boundaries of reaching out to their customers. This transformation is in sync with the new age customer who is tech-savvy & time-pressed and needs prompt action. With every corner of the world becoming obsessed with technology, companies entering the market are also using technological advancement to their advantage and are striving to gain an edge over existing brands with the smart use of advanced technology.

Advent of technology and digitalization in the workplace has not only made it more efficient but also more competitive. The concept of paper-less workplace has evolved in the 21st century with the help of computers which are completing tasks cheaper, faster and better.Traditional modes of completing tasks are over as machines are completing tasks in a matter of seconds without any efforts. Digitization has brought a positive change in the way we communicate, interact, co-ordinate and work.The digital age marketer now swears by the new matrix of efficiency and quality.

Digitalization is implemented not only in daily routine tasks like payroll or accounting but it also helps in developing long term strategies for marketing or new product development. But digital marketing is not without its monster. They discussed the various issues emerging as a result of launch of digitalization as an official promotional activity.

Every corner of the world today has become obsessed with technology; companies entering the digital market are also using technological advancement to their advantage and are striving to gain an upper hand over the existing brands with the efficient use of advanced technology. Amidst cutting edge competition, digital marketing has earned an omnipotent position that cannot be overlooked and is seen as a sure way to reach the target audience and make a powerful impact.

WINNING STRATEGIES IN RURAL AREAS FOR SUSTAINABLE DEVELOPMENT

MS. TARU BASWAN, Lecturer, Delhi Institute of Advanced Studies, Delhi

The hinterland of the nation is undergoing transformation and opening untapped opportunities, to foray in the areas which are unexplored. Marketers are more focused towards

understanding the psyche of people inhabiting these areas and developing various strategies to capture the market share.

She discussed the growing potential of the rural market and various approaches implemented by the merchants, to cater to the needs of the populace. The strategies successfully implemented by marketers were deliberated upon like "GaonChalo" by Tata Tea and "Wheels of India"by Maruti.

Unlike urban markets, every aspect of the rural market is maiden, as marketers earlier, concentrated only in the urban areas which resulted in the saturation of markets, but now the marketers have realized that for sustainable and balanced growth they have to focus upon the 70% of the population living in rural India, whom we call "Bottom of Pyramid". Marketers need to develop strategic tools and investigate the growth indicators for successful exploitation of this virgin market.

A STUDY ON EMPLOYER BRAND MISALIGNMENT

MS. RUCHIKA AND MS. ANUBHUTI JHINGRAN, Lecturer, Chanderprabhu Jain College of Higher Studies and School of Law, Delhi

Decentralized decisions, continuous reductions in the efforts and resource availability for brand building, increased pressure to broaden brand portfolio in terms of diverse products and services and companies quick actions to fight competition are leading to brand misalignment.

The presenters elucidated the various parameters which affect the employer brand misalignment and the strategies to overcome the same. They deliberated upon the different concepts such as Leadership (Brand Champions), Employer Value Proposition, World Wide Branding Community, Best People Management Practices etc. for effective Brand Alignment.

They concluded by stating that in order to remove Branding Misalignment, the organization should focus on Transformational Leadership as transactional leadership may make employees feel like string puppets dancing for the customer with their supervisors operating them from backstage. Best People Management Practices motivate, retain and encourage the employees to work efficiently for the organization. A powerful branding community and a proper Brand's Knowledge Management system can work world-wide capturing the thoughts of all units and subunits of business and can collect, sort, and disseminated the centralized decisions to the entire organization as a whole. This will ensure the uniformity of decisions and thoughts.

VOTE OF THANKS by MS. N. MALATI, Event Co-ordinator

The Event Incharge, Ms. N. Malati expressed her heartfelt gratitude to all the dignitaries who had spared their valuable time to be at the National Conference and also share their knowledge and experiences with the audience, which she felt will help them all through their lives. She also stated that she can't thank enough all the paper presenters and participants for extending their support to make the event a grand success. She stated that she would be failing in her duties if she

did not thank Director General sir, Dr. S. N. Maheshwari for his constant motivation and guidance and Dr. I. B. Singh, Director sir for his constant support. She also thanked her organizing team comprising of Dr. Vibha Dua and Ms. Haritika Chhatwal, who stood by her all through and the faculty, staff and students for their unflinching support. She also stated that success of the event is dependent on collective effort and she hoped that she would receive their co-operation in future too.

★ 'DO NOT THROW PLASTIC BAGS IN OPEN, USE BINS, KEEP YOUR CITY CLEAN' ★

।। जय श्री कृष्णा ।।

CPPL Calko®

Calco Poly Compounds Private Ltd.

An ISO 9001:2000 Certified Company

Leading Experienced Name
for

Masterbatches

✱ Complete Range ✱ Prompt Service

Value Added Prices Benefits

CUSTOMISED TAILOR MADE

- TECHNICAL
- BLACK
- UV
- SPECIAL EFFECT
- WHITE
- ANTISCRATCH
- ANY COLOURED
- PROCESSING FILLERS
- BRIGHTNER

USAGE

• PPR Pipes • HM Carry Bags • Chair Moulding • Tank • Lamination • RAFFIA (Woven Sack) Ind. etc.

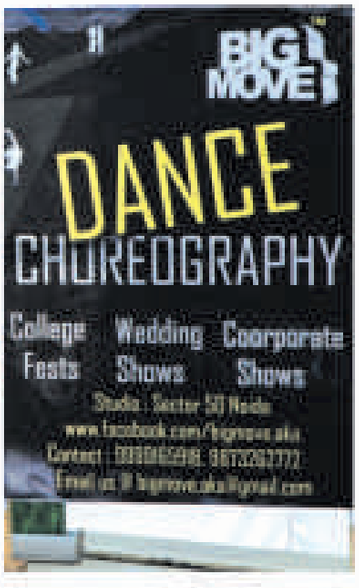
NEW POLYPROPYLENE BASE TWIN SCREW MASTERBATCHES

Contact : Regd. off. & Works : Plot No. 7, Phase-II, Badli Industrial Estate, Delhi-42 (India)
Ph. : 91-11-27893758, 27293758, 27853758 Fax : 91-11-47053758
E-mail : polykalko@gmail.com

Well known name to produce
new innovative products

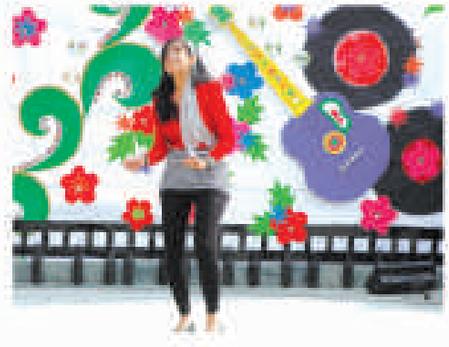
Chairman RAMESH AGGARWAL
Mobile : 9810811270, 9312071402

Ecstasy 2012

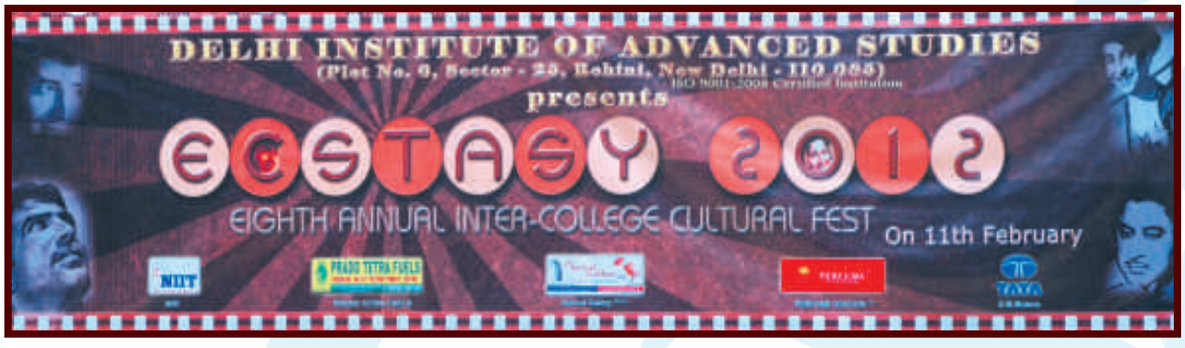


Disco

DISCO
FIGHTER



Ecstasy 2012



Meeting friends, both old and new is always fun and when the occasion of rendezvous is a college fest, it definitely increases the fun quotient by several notches. These festivals provide a splendid platform to students to interact with peers and participants from other colleges across India and showcase their creative skills and multi-faceted talents. Amid much fanfare and enthusiasm, DIAS organized its 8th annual inter-college festival, Ecstacy'12 on 11th February, 2012.

The past year took away some of the greatest legends of Bollywood viz. Dev Anand, Shammi Kapoor, Jagjit Singh, Bhupen Hazarika to name a few. They have inspired, entertained and livened up many generations and left indelible marks in our lives. To pay tribute to these Bollywood legends,the guiding theme of Ecstasy, 2012 was 'Rollin' on Retro!'. It centered on styles of 60s-80s era of Bollywood as it still continues to be a part of trend of every generation and keeps returning. Retro is the chance to relive glorious moments of the past, or explore an era that seems far more entertaining than the one we are in now.

Complete with the perfect blend of literary and cultural events, from music to legendary, from dance to dramatics; ECSTASY had something for everyone. Participants from all walks of student's life and different parts of the capital came together for Ecstasy. All through the festival, the campus came alive with fervor and activity, with the entire campus playing host to a myriad of events.

INAUGURAL SESSION

The inaugural session commenced with a salutation to the Chief Guest, Mr. J. Wason, CEO, GAIL and a warm welcome to the faculty and participants of various institutes and the audience. The Chief Guest, Mr. Wason along with his wife, Mrs. Wason, Dr. S. N. Maheshwari, Director General, DIAS, Dr. I. B. Singh, Director, DIAS and the event co-ordinators, Ms. Roma Jaitly, Ms. Surbhi Jain and Ms. Shuchi Vashisht lit the lamp and inaugurated the fest.

This was followed by welcome address by Dr. S. N. Maheshwari, Director General, DIAS.

WELCOME ADDRESS BY DR. S.N MAHESHWARI, DIRECTOR GENERAL, DIAS

It is well said: "All work and no play makes Jack a dull boy". Participation in extra-curricular activities builds intelligence, health, teamwork and character. Art and culture add values to one's life and also to one's success and happiness.

In today's environment, a person has to be an all rounder to be globally competitive and universally acceptable. Ecstasy'12, the institute's cultural festival is a continued link in the direction. Dr. Maheshwari introduced the chief guest, Mr. J. Wason, Chief Executive Officer of GAIL Gas Ltd. to the august audience and welcomed him to the institute.

ADDRESS BY THE CHIEF GUEST MR. J WASON, CEO, GAIL GAS LTD.

Mr. Wason emphasized that cultural fests are an integral part of college life, which help in raising the basic human spirit. He

accentuated the importance and distinctive characteristics of human race; awareness of self consciousness, mystery of life and awareness of mystic beauty of nature, which differentiates humans from other species. According to him, we should celebrate every living moment of life.

The similarities and relation between the culture and fine arts with management were stressed upon. He also spoke about the traits which the people need to be conscious about. The most important of all is Environment. The right environment requires a work culture which takes years of sustaining and nurturing. Another important aspect is culture of self respect. People today are more conscious about their status and they don't relate to people as people. The day this practice starts, we will see a world of difference.

Mr. Wason elaborated about the different types of prevalent cultures, a culture of learning, a culture of enjoying and a culture of caring. He concluded by encouraging the students to enjoy every moment of the event but also for the fest of life.

VOTE OF THANKS BY DR. I. B. SINGH, Director, DIAS

On behalf of the entire DIAS fraternity, Dr. Singh conveyed his deep regards and sincere thanks to Chief Guest, Mr. J.Wason for sharing his enlightening thoughts. He also thanked Mr. S. K. Sachdeva, honorable chairman of DIAS and Dr. S.N. Maheshwari, Director General, DIAS for their motivation, guidance and support.

He extended his special thanks to Mr. Satish Loomba and Mr. Anil Sachdeva for their presence for prize distribution ceremony. He also thanked all dignitaries present for judging the various events. He thanked all the participating teams, the management of institutes for their encouraging participation, all the supporters and sponsors. He extended his appreciation and special thanks to the organizing committee who had worked hard to co-ordinate the fest in the best possible way and the cheerful audience for motivating and encouraging the participants.

PRIZE DISTRIBUTION CEREMONY

VAAD VIVAAD (Debate Competition)		
Star Speaker (For the Motion)	Ishita Bhatia	TIAS
Star Speaker (Against the motion)	Ashwinder Kaur Snigdha Kumar	TIAS DIAS
HALLA BOL (Street Play)		
First	Jatin, Ankush, Nandan, Megha, Tanushi, Nagmani, Karan, Adil, Preeti, Tarun	DIAS
Runner – up	Tina, Shiksha, Kamal, Nisha, Sangeeta, Rita, Kirti	JDMC
HERA PHERI (Switch N Code)		
First	Diraj Pandey, Tarun Jain	GIBS
Second	Swati Bansal, Anand Pandey	DIAS
Third	Karan Verma, Pramod Kumar	RCIT
RANG BHARE BADAL SE (Graffiti Competition)		
First	Bhavesh, Aditya Bindal	Amity University
Second	Gaurav Sethi Jatin Lamba	MAIMS GITM
Third	Pritika Mehta, Madhurima	DIAS
GAATA RAHE MERA DIL (Solo Singing Competition)		
First	Sandeep	LBSIM
Second	Jai Bhardwaj	DIAS
Third	Anuj	Amity University
AANE WALA PAL JAANE WALA HAI (Extempore)		
First	Ashwinder	TIAS
Second	Rashi Oberoi	GIBS
Third	Ishita	TIAS
RANG BARSE (Rangoli Competition)		
First	Mayank Jain, Shweta Gupta, Pooja Khurana, Manisha Gupta	GIBS
Second	Rinni Jain, Hardeepika Singh Ahluwalia, Shiksha, Mansi	DIAS
Third	Richi Tanwar, Navnita Aggarwal, Prince Kapoor, Ridhi Kakkar	Trinity
KHEL KHEL MEIN (Management Game)		
First	Jyoti Jain, Puneet Nagpal, Prakhar Pathak	GIBS
Second	Radhika Lohia, Madhurima Mitra,	DIAS
Third	Vikas, Lalit, Mohit	RDIAS

PERFUME™ STATION
"World of fragrances!"
Exclusive Perfume boutique.
Vast collection of imported Perfumes&Deodorants
Now introducing
"Archie Perfumes"
First time in India!
"Avail the Special Rakhi Offer!"
Range Starting from ₹.250/- onwards
An Exclusive showroom of
YORK PERFUME
"it stays with you!"
For trade& franchise enquiry please call at +91-9820028111
Visit us at : Perfume Station,
follow us on facebook on www.facebook.com/PerfumeStation

ADDRESS BY MR. SATISH LOOMBA, IAAS, CUSTODIAN, DEPARTMENT OF FINANCIAL SERVICES, MINISTRY OF FINANCE

Mr. Loomba expressed his belief that "Life is a journey, and we must learn new experiences out of it". He emphasized the importance of time by saying that it is essential to respect "time" so as to reach zeniths in our lives. According to him, humans are a sum total of their impressions, learning experiences and teaching of elders. And to survive in this competitive era, people should continue to add new things to their knowledge, experience and skills which can be done on the basis of the momentum gained through such extra curricular activities.

He accentuated that information will make sense only when we comprehend, analyze and internalize it. So, to learn new things in life and become a successful individual, it is important to make correct use of both, thoughts and information.

He also talked about another current issue of creating a better environment by channelising our capabilities towards it. Since current environment status is alarming so our youth should take the responsibility of taking care of it. He appreciated the entire DIAS fraternity for organizing such an event which gives students a new platform to learn and acquire new things and experiences and to grow as an individual. He also showed his sense of appreciation to all the participating institutions. And, concluded by saying that "Be focused in your lives, make correct choices and grow as a good human being."

VOTE OF THANKS by Event Co-ordinators

The event co-ordinators, Ms. Roma Jaitly, Ms. Surbhi Jain and Ms. Shuchi Vashisht, on behalf of the entire DIAS fraternity thanked all for joining DIAS on this mega event. The tremendous participation and contribution of all made the day more beautiful and more enriched.

They thanked the guests at the event for sparing their valuable time, Dr. S. N. Maheshwari, Director General, DIAS for his continuous encouragement and Dr. I. B. Singh, Director,

DIAS for his constant support. They specially thanked the young and lovely talents from different institutes for making the event a grand success.

"If you hear a voice within you saying, 'You are not a painter,' then by all means paint, and that voice will be silenced."

Nothing happens until you decide. Make a decision and watch your life move forward. This was motto as well as the suggestion for all. Throw out the fears in you, dream a lot, live your life to fullest and stay blessed!!!

CORRIGENDUM

We regret the omission of the name of the contributor of the section 'The Man in News' on page number 34 in the 43rd issue of DIAS Times. The same was written by **Ms. Rita Sharma,** Accounts Assistant, , DIAS.

ANGLICAN INDIAN
CONSULTANCY GROUP

A GLOBAL IT CONSULTANCY COMPANY

Park OffiCenter, 5775 Wayzata Blvd., Suit 700,
Minneapolis, MN 55416 T : +1 952 525 2217
1001, Avenue of Americas, 4th Floor,
NY 10018 T : +1 212 403 2830
The Peach Tree, Suite 707, Sushant Lok 1,
Gurgaon, Haryana, India - 122002
Phone : +91 124 4040080
info@anglican.com, www.anglicanindian.com

Sr. Kirpal Singh

TATA MOTORS

KIRPAL MOTORS

TATA AUTHORISED SERVICE STATION

BRANCHES:

M/s S.M. MOTORS
DTC MAYAPURI DEPOT
PARTNERS
MANDEEP SINGH
M : 9812200407
HARPREET SINGH
M : 9211721010

M/s S.M. MOTORS
DTC KESHOPUR DEPOT
PARTNERS
MAKHAN SINGH
M : 9211516311
HARPREET SINGH
M : 9211721010)

M/s KIRPAL MOTORS
TATA AUTHORISED SERVICE STATION
NEAR BHALGARH CHOWK, NH-1, SONEPAT, HARYANA
Cont. No : 9813055407,9212455407

Optical Gallery (Regd.)

"Eye and Ear"
Complete Solution

*ALL MAJOR CREDIT CARDS ACCEPTED

*SEVEN DAYS OPEN

Ph. : 2731 5400, 2731 6400,
KD-173/3, Main Metro Road,
Near Kohat Enclave Metro Station,
Pitampura, D-110088

Ph. : 2731 8400, 2731 9400
F-5, Pacific Mall, KP Block,
Pitampura, Near Hotel City Park,
D-110088

DL-17-18243/31-08-07/Arpit (B)

VMDD Technologies

Hackveda Application Security Centre

We Develop Technology & Make Other's Learn How to Develop & Manage the Technology
Reach Us : http://www.hackveda.in, http://www.hackveda.vmdctech.org, http://vmddtech.org
Like Us : http://facebook.com/hackveda, **Mail Us :** vmdd.hackveda@gmail.com, "vmdd.tech2"
Contact Us : 011-27942293, +91-9891799066, +91-9654825370, 011-27028609, 011-27024897

DESIGN & DEVELOPMENT

- Desktop Applications
- Web Applications
- Mobile Applications
- Android Applications
- Website Security Audit
- Network Penetration
- Software Security
- Payment Gateway's
- Cloud Services

TRAINING PROGRAMS

- Information Security
- Cloud Computing
- Android Programming
- Software Forensics
- Windows 8 App Dev.
- Java Programming
- Dot Net Programming
- Web Development
- Extreme Web Security

Office Address:
Hackveda AppSec Centre
C-9/92 Sectory-8, Rohini, New Delhi
Near Rohini East Metro Station, Pillar Number #385.

Head Office:
#220, First Floor, Rama Market, Pitampura, New Delhi

Techno Tryst-2012

TABASE TECHN

TECHNO TRYST 2012 : DATABASE TECHNOLOGIES AND ITS IMPACT ON INFORMATION SYSTEM

The world over has witnessed a revolution in terms of Technology, Information and their outcomes. It is no exaggeration to say that Information System is the epicenter of this transformation. Information System involves the collection, classification and computation of data. The results so produced provide series of integrated information useful for efficient and effective decision making, so vital for the success of an organization.

The Information Processing has gained momentum over the years and the databases are no exceptions. The success mantra of the organizations these days is "Optimize and Succeed" be it data, physical, human or any other type of resources. Databases have completely changed the working culture of the organizations. Different database management systems are used in organizations to store and search their critical data. Competition, evolving technology, financial restructuring and geographic dispersion affect the management of database systems. Information System is the essential link through which the organizations can realize the complete value of their data.

The advances in database technology for data modeling, integration and retrieval have led to exciting new applications of database systems. The application galore include Commercial, Business Intelligence, Geographic Information Systems, Multimedia, Bio-informatics, Data Warehousing Online Analytical Processing Systems and many more. All these have enhanced the quality of decision making in the organizations leading to new business opportunities and growth prospects.

There are number of new directions in which databases are expanding and presenting exciting challenges that promise change in the entire society. The widening possibilities hold both current and future potentials that lie within the advancing field of database technologies. Further, it encompasses many aspects of life as its beneficial features and innovative functions impact society at countless diverse angles. The tremendous growth in database technologies has given new horizons not only to organizations but also to the individuals across the globe. The future of Information System belongs to databases.

Realising the growing need of the hour, Delhi Institute of Advanced Studies organized a national conference on "Techno Tryst 2012: Database Technologies And Its Impact On Information System"on 24th March, 2012. The conference started with an inaugural session which was later followed by Technical Sessions I and II.

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

INAUGURAL SESSION

The inaugural session commenced with the lighting of the lamp of knowledge by the **Chief Guest,** Prof. K.K. Aggarwal, Chancellor, Lingaya's University(Formerly, Vice Chancellor, GGS Indraprastha University), **Guest of Honor**, Mr. Sanjay Govil, Chief Information & Strategy Officer, Cosmofilms Ltd.,

Shri S. K. Sachdeva, Chairman, DIAS, Dr. S. N. Maheshwari, Director General, DIAS and Dr. I. B. Singh, Director, DIAS.

This was followed by welcome address by Dr. S. N. Maheshwari, Director General, DIAS.

WELCOME ADDRESS BY DR. S. N. MAHESHWARI, Director General, DIAS

Dr. Maheshwari welcomed all the esteemed guests, delegates and audience to the seminar. He emphasized that in today's world databases rank among the most significant structural elements of the World Wide Web. They are used to store information which is an organized collection of data. The database approach offers a quick and automated way for the information to be stored, managed, deleted or retrieved. There are numerous applications of databases like in business environments, for personal uses, in shopping malls, railways and airports. The database technology is not only improving the daily operations of organizations but also the quality of decisions that affect our lives. Firstly, the retrieval of information saves time by avoiding manual searching and secondly, the proper analysis of data influence the decision making process of many organizations.

Therefore, the management uses information retrieved from databases to make long-term and short-term decisions such as investing in plants and equipment, locating stores, adding new items to inventory, and entering new businesses. In order to meet the growing needs, database technologies is also undergoing a revolutionary change. These days' database technologies are being used in integration with other emerging technologies viz Data Warehousing, Web-Based Information System, E-Commerce and Information Security.

A Data Warehouse is a database that is designed for facilitating querying and analysis. The data for analysis are uploaded from the operational systems such as marketing and sales. Similarly, a web-based information system uses Internet web technologies to deliver information and services, to users or other information systems/applications. It is a software system whose main purpose is to publish and maintain data by using hypertext-based principles. Databases' powerful set of capabilities has determined the introduction of dynamic websites, which has opened a new page in the evolution history of the web.

E-Commerce is buying and selling of products and services over the web technology. When combined with database, it is known as a shopping cart manager, which maintains a secure database to store valuable information such as product inventory, shopping cart and credit card information for use by the company hosting the e-commerce process. The large pool of information gives rise to information security. The database has to be protected against unauthorized or unintended activity, malware infections, data corruption and/or loss.

Dr. Maheshwari thanked all the academicians and corporate executives who had come to present their paper by taking out the valuable time from their busy schedule.

INAUGURAL ADDRESS BY MR. K.K. AGGARWAL Chancellor, Lingaya's University (Formerly, Vice Chancellor, GGS Indraprastha University)

Prof. K.K. Aggarwal, Chancellor, Lingaya's University, addressed the audience by quoting Steve Jobs, "Till you marry the technologoy with arts, till creativity and technology learn

to co-exist, you will not be able to develop computer science to the real pressure of the users".

People have different perception of education in different era. The different views are there because of complexity of human environment, different philosophies of life and different educational theories and practices. He argued that professional education should be much more effective than classroom teaching which account to only 25% of total knowledge. Professional Learning is basically a discovery. It leads to a better knowledge of the world around and should help the students to better cope with it. Educational institutions play an important part in inculcating knowledge in the students.

He talked about the information explosion and explained how we are drowning in data, but starving of information. There is always a need to maintain the data and extract information from it by implementing data architectures, creating data warehouse, and using data mining techniques. All these techniques are required by databases.

Prof. Aggarwal emphasized that database technology is evolving at a rapid rate, the reason being the growth of the information system. Information is collection of large amount of real world data. Databases form a huge part of websites which include databases for maintaining the data for millions of users, their username and password. Efforts are on to develop software that can recognize the user identity just by the way he hits the keys of the keyboard. However, this would require a very huge database and complex related technology. The accelerated rate at which digital data is growing has expanded the current and future potential that lies within the tremendously advancing field of database technologies.

The growing power of database technology has made the world a knowledgeable hub, which when linked to hypermedia delivery systems allows courseware to maintain up-to-date data and deliver it to the professionals. This has been due to the growing availability of Internet at work places and residences in addition to a global market.

To conclude he said, database technology has numerous applications including telecommunications systems, banking systems, video games, and just about any other software system or electronic device that maintains some amount of persistent information.

KEYNOTE ADDRESS BY MR. SANJAY GOVIL
Chief Information & Strategy Officer, Cosmofilms Ltd.

Mr. Sanjay Govil, Consultant (Formerly, Chief Information & Strategy Officer, Cosmofilms Ltd.), thanked DIAS for giving him opportunity to be a part of National Conference. He discussed the fast pace at which Technology is evolving and changing us as individuals and as a society. This leads to tremendous potential for efficiency in technology but also poses various challenges to business organization.

He emphasized that the data explosion and its management as the biggest challenge faced by computer scientists. The amount of data that organizations store has grown exponentially in the last 10 years. Data capacity rate on an average in enterprises has grown from 40 percent to 60 percent. As the amount of available data grows for a business or company, the challenge of maintaining the information becomes more difficult, which leads to information overload. Users are also adding an additional layer of complexity as they want to access their data from wherever they are and from a variety of devices like mobiles, cars and other blue tooth devices.

The new hot IT buzzword of 2012 named as Big Data was discussed. Big Data is used to describe the voluminous amount of multi-structured and semi-structured data a company creates. These include text strings, documents of all

types, audio and video files, metadata, web pages, email messages, social media feeds, form data, and so on. Valuable patterns and information which was previously hidden because of the amount of work required to extract them have been found in this data. Therefore, a primary goal for looking at big data is to discover repeatable business patterns.

Big Data is increasing so fast, that it needs to be integrated with the cloud. Moving big data to the cloud allows companies to combine it quickly and easily with data analytics, using tools like Map Reduce and Hadoop. These tools distribute the work among tens, hundreds or even thousands of computers. Cloud can also aid in analysis and reporting of information. It gives enormous power to business divisions to work with large data sets, without limits.

Later he examined some of the challenges posed by database technology. These included digitization, enterprise resource planning, internet, social networking sites and cloud computing. He concluded the session by discussing database security issues.

TECHNICAL SESSION I

The technical session I was chaired by Dr. Rajni Jain, Sr. Scientist, National Centre for Agricultural Economics and Policy Research (NCAP). The speakers at the session deliberated upon testing data warehouse, database security and injection attacks, STDDL Library and SOFM-VQ Based Technique.

ADDRESS BY DR. RAJNI JAIN
Sr. Scientist, National Centre for Agricultural Economics and Policy Research (NCAP)

Dr. Jain introduced various issues of data mining through her presentation on data mining technique and applications. Data mining is the non-trivial extraction of implicit, previously unknown, and potentially useful information. In a simple statement, data mining is a knowledge discovery process, where data is analyzed from different viewpoints and summarized into useful information.

She gave a contrast of database and data mining, explaining that databases are a structured collection of data, or a system that holds large amount of data. Data mining techniques can extract hidden patterns from these storehouses of data. This process enables in building a relationship between internal and external factors prevailing in an organization, namely price, product positioning with competition in market, customer demographics, satisfaction, company profits, etc. She focused on major data mining tasks namely, classification, clustering, and associations. Association is finding the unsuspected data dependiences, also called as association rules mining. Another technique called classification, is one where data divided into groups or classes and analysis based on group membership. She discussed two popular approaches viz. decision trees and neural networks. She described classification relating it to a real life example based on neural network .i.e. "To forecast price using neural networks".

Clustering is another technique where data is partitioned into meaningful sub-classes called clusters. The clustering techniques are k-means clustering and expectation maximization (EM) clustering.

TESTING DATA WAREHOUSE IN EMERGING TRENDS

MR. YOGESH JASRAI, Project Lead, United Health Group Information Services(UHGIS), Gurgaon

Mr. Jasrai presented a research paper based on "Testing Data Ware Housing and Emerging Trends". He explained how the

vastly growing data needs to be retained and managed for effective decision-making. Since the data is growing, the information that flows from different sources and formats needs to be correlated in order to provide useful information to the decision makers. The fact that with the mergers and acquisitions, the data with the companies grows and there arises the need for data warehousing to merge the data with the companies as well.

The focus was on data warehouse testing stating how data abundance has led to the selectivity of data by testing its relevancy and facilitating it for seamless movement of data. He spread awareness about the various challenges faced during data warehouse testing and test accelerators. Later, he discussed about the various test accelerators techniques such as OATS, RBT and various other automation tools and techniques.

DATABASE SECURITY IN THE LIGHT OF INJECTION ATTACKS - A WEB APPROACH

MR. HARISH CHOWDHARY, Software Quality Engineer, Aricent Technologies and

MR. SHUBHAM MITTAL, Penetration Testing Engineer, Hack planet Technologies

Mr. Chowdhary and Mr. Mittal presented their work on testing web application against security attack. They included various topics such as penetration testing, SQL injections, SQL injection testing and how to avoid SQL injection attack using mitigation strategy. There are several types of attacks like environmental attack, input/output attacks, logical and data attack present in databases.

SQL injections technique is often used to attack databases through a website. This can done by including portions of SQL statements in a web-form entry field in an attempt to get the website to pass a newly formed rogue SQL command to the database (e.g. dump the database contents to the attacker).

These injections are classified as , Inb and Technique, where data is included in response from the web server, second- out band technique where data is retrieved using another communication, and Inferential technique, often called as Blind SQL Injection, where no actual data is transferred though tester is able to reconstruct the information by observing the behavior of sending requests.

They proposed an idea on handling these injections. The flow of data is observed inbound or outbound. Fault injection points are identified where application conversion to database server is detected. Once, the points are determined, and then counter measures are recommended.

CRM AND INFORMATION TECHNOLOGY

MS. TARU SINGH, Assistant Professor, DIAS

Ms. Singh initiated the topic of CRM technology and told how CRM technology is helping marketers to develop the relationship with customers and generate lot of revenue using quantitative and qualitative strategy.

She explained that by the use of data mining, we could analyze the data from different sources. Accordingly, the services are customized which are a delight to the stakeholders. We can summarize the information that results in increased revenue. Her paper emphasized the applications of the information technology, enabling creation and sustenance of long and value enriching relationship between the organization and the customer.

STXXL LIBRARY: HANDLING OF LARGE DATASETS

MS. KAVITA BHARDWAJ, Faculty - RCIT

Ms Bhardwaj enlightened the audience on the topic of STXXL template Library which is concerned with handling of large data sets that fit on single hard disk. She started with focusing on databases, which is an organized collection of data or

information that can be easily accessed, updated or manipulated. Database management system (DBMS) is software that manages database on a computer. Huge amount of data sets are obtained from systems like Geographical Information System (GIS) and Billing Systems of Telecommunications. In GIS, heavy visual files are stored and in Billing System, call log details of customers are stored. In such a scenario, STXXL library comes forth.

In short, STXXL is a software library that enables practice-oriented experimentation with huge data sets. STXXL is an implementation of the Object Oriented Programming standard template library (STL) for external memory computations. It supports pipelining technique that saves more than half the number of Input-output, parallel computing which handles asynchronous execution of algorithmic components. Some of the completed and ongoing projects are using STXXL as external memory algorithms like: External Memory Breadth First Search, External Memory Minimum Spanning tree, External Memory Spanning Forests and Connected Components.

A NOVEL TECHNIQUE FOR DIGITAL WATER MARKING USING SOFM-VQ BASED TECHNIQUE

MS. ARCHANA GAHLAUT, Assistant Professor, GIBS, Delhi

Ms. Gahlaut described digital water marking that is widely used to protect infringement of the intellectual property available on the internet. The process of digital water marking is embedding perceptual information into digital data that

identify the legitimate creator or owner. Digital watermark can be a logo, label, or a random sequence hidden carefully inside the cover image. There are different types of watermarks such as visible watermark, invisible watermark, public watermark, fragile watermark, perceptual watermark and private watermark.

She proposed a new digital water marking method using self organizing feature map (SOFM) technique. In this technique code book is created using Linde–Buzo–Gray (LBG) algorithm. Code book is then compressed using the vector quantization technique. This method utilizes the code book partition technique in which the watermark bit is inserted into the selected VQ encoded block. The significant feature of this scheme is that the watermark exists both in the VQ compressed image and the reconstructed image.

She concluded by saying that this method saves bandwidth by hiding the watermark inside the compressed image that is sent via the internet.

TECHNICAL SESSION- II

The second technical session was chaired by Dr. Devender Tayal, HOD, Computer Science and Engg. Department, IGIT. The presenters at the session talked about requirement engineering, trusted cloud computing, HADOOP, data aggrregation and RSSI.

ADDRESS BY DR. DEVENDER TAYAL,

Head of Department, Computer Science and Engineering Department, Indira Gandhi Institute of Technology

Dr. Tayal commenced the session by relating the concepts of Relational Database Model to mathematics. The Relational Data Model is based on branch of mathematics called set theory and predicate logic. The basic underlying idea is that a database comprises of unordered relations or tables, which are manipulated using non-procedural operations that return tables. This model is in contrast to the traditional database theory, which was much more complicated and less flexible. Some examples of RDBM are MS SQL Server, Oracle, MySQL, MS Access, SyBase, etc.

He explained the benefits of new database approaches such as Minimal Data Redundancy, Data Integrity and Data Sharing. The database technology should provide an internal model of the external world of interest. The emerging database technologies are Mobile Databases, Multimedia Databases, and GIS Databases. Devices like PDA or a smart phone are the source of Mobile Databases. Multimedia Databases are required to support storage, indexing, retrieval of wide range of data like Text, Graphics, Images, Animation, Video, and Audio.

A geographic information system (GIS) allows us to view, understand, question, interpret, and visualize data in many ways that reveal relationships. He emphasized that Database is a broader term and it is "a blend of various technologies".

REQUIREMENT ENGINEERING FOR DATA WAREHOUSE

MS. RENU YADAV, Asst. Professor, TIPS, Dwarka, Delhi and

MR. CHETAN JAIN, Software Engineer, Milestone SoftTech

Ms. Renu Yadav opened the session by explaining the business challenges that organizations have to face and which compel them to go for a data warehouse. She also explained how an effective Requirement Engineering can convert normal data into a highly refined data, which can actually lead to a better decision making process.

She enlightened the audiences about the design approaches for a data warehouse namely, the Data Driven approach and the Requirement Driven or Requirement Engineering approach. Her paper focused on the later, and she explained how the data from different sources is extracted, transformed and stored in a data warehouse. She explained the requirement gathering technique and focused on the interview technique for requirement gathering. Later she came up with the idea of "pre-research" which should be done by the interviewer so that the theme of the interview is pre-set and things become easy on both the sides. She further elucidated about the types of questions which can either be structured or non- structured. The speakers concluded by highlighting the significance of requirement gathering and how it can further help organizations to decrease their time and cost and increase the efficiency.

NOVEL APPROACH TOWARDS TRUSTED CLOUD COMPUTING

MS. MEGHA GUPTA, M.Tech Student, Jamia Hamdard University

Ms. Gupta explained the benefits of Cloud Computing with a simple formula where expenditure is directly proportional to usage. The idea behind this approach is that, instead of purchasing servers, one can hire them and pay according to their usage. Each of the enterprise can give an estimate of their need for servers and data centers from the cloud provider.

She considered device independence as one of the characterstic of cloud computing that can further lead to utilization and efficiency but security is still a major issue associated with it.This issue is faced by the providers as well

as the customers, where the provider must ensure that their infrastructure is secure and that their clients' data and applications are protected. The customers must ensure that the provider has takenproper security measures to protect their information. Back up is another issue associated with it.

She further explained Infrastructure as A Service (IaAS) in cloud computing where a service provider owns the equipment which is used to support operations, including storage, hardware, servers and networking and is responsible for housing, running and maintaining it. The client typically pays on a per-use basis.

She concluded by emphasizing on the fact that cloud computing is an emerging technology that provides unlimited infrastructure to store and executes the information. It has grown from being a promising business concept to one of the fastest growing segments of the IT industry and has a wider scope in the near future.

HADOOP : A NEW PARADIGM TO CLUSTER THE DATA

MS. POOJA SHARMA AND MR. YATHARATH SABARWAL, Students, DIAS

Ms. Pooja started her presentation by explaining components of Hadoop, i.e.,Hadoop Distributed File System (HDFS), Hadoop Map-Reduce.The file system component of Hadoop, named HDFS, stores file system metadata and application data separately. As in other distributed file systems, like PVFS, Lustre and GFS, HDFS stores metadata on a dedicated server, called the Name Node. Application data are stored on other servers called Data Nodes. All servers are fully connected and communicate with each other using TCP/IP protocol. She reiterated that files are broken up into blocks, typically 128 MB block size, and each block is replicated on multiple data nodes. The Name Node makes all the decisions regarding replication of blocks. It periodically receives a signal and an up-to-date 'Block report' from each of the Data Nodes in the cluster.

Mr. Yatharth explained the concept of Map Reduce which is a distributed programming model intended for processing massive amounts of data in large clusters. It consists of a Master node. The Map Reduce framework consists of a single master. The Job Tracker is responsible for scheduling the jobs/tasks to the slaves, monitoring them and re-executing the failed tasks. Slave node(s)execute the tasks as directed by the master. A notification is sent from the Task Tracker to the Job Tracker every few minutes to check its status.

Mr.Sabarwal concluded the presentation by emphasizing on the fact that Hadoop software library is a framework that allows for the distributed processing of large data sets across clusters of computers using a simple programming model. It is designed to scale up from single servers to thousands of machines, each offering local computation and storage. Rather than relying on hardware to deliver high-availability, the library itself is designed to detect and handle failures at the application layer.

PRAGMATIC REVIEW OF DATA AGGREGATION AND RSSI

MS. COSMENA MAHAPATRA, Assistant Professor, BCIIT, Delhi

Ms. Mahapatra started the presentation with a brief explanation of data aggregation. Data Aggregation is a process where information is gathered and expressed in a summary form for the purposes of statistical analysis. A common approach of aggregation is to get more information about particular groups based on specific variables such as age, profession, or income. She emphasized on two types of data aggregation techniques: Tree based and Cluster based.

Ms. Mahapatra's main area of discussion was the localization of neural networks using data aggregation and sensor network test-bed and interfacing. Wireless sensor networks

have emerged as an exciting new area of research in Computer Science. The challenging task is to enable indoor localization of sensor nodes since it consumes a notable amount of energy and it is quite expensive to integrate them in a dense network of energy constrained sensor nodes.

Another area of discussion was RSSI which is Received Signal Strength Indicator. She gave a brief introduction about RSSI technology in telecommunication which is a measurement of power in received radio signal. She explained how several sensor network applications require data aggregation to an observer. For this purpose, a data aggregation tree, rooted at the observer, is constructed in the network. Node clustering can also be employed to further balance load among sensor nodes and prolong the network lifetime.

VOTE OF THANKS by Event Co-ordinator, MS. BARKHA BAHL

All good things in life are either small or come to an end and these events are no exception. Ms. Bahl extended her heartfelt thanks to the distinguished guests, paper presenters and participants from various institutes for coming all the way and for sharing their valuable experiences with the audience.

Any institute is known for its culture, and the culture originates through the initiatives taken by the people at the top. She thanked Dr. S.N. Maheshwari, Director General Sir, who developed the culture of "Attention for Detail" which has helped our institute become one of the top affiliates of IP University. The discipline along with values has paved the way for success for our students. She thanked sir for being the guiding and motivating force behind all our activities. She also thanked Director sir, Dr. I.B. Singh for providing continuous support and encouragement.

The event would not have been a success, without the whole hearted support of all the colleagues. Ms. Bahl extended a special thanks to Ms. Sonia Gupta for her constant support right from the start till finish. At the same time, she thanked the office staff, student volunteers and dear students, without whom the event could not have been organized at this scale, and expected the same efforts in all future events to come. She also thanked her sponsors for extending their support in making the event a grand success.

VIJAY STATIONERY MART
Authorised Distributor
(A unit of V.S.M. Agencies Pvt. Ltd.)

Contact me
Ajay Gupta : Mobile - 9810126003
18, Palika Palace Annexe, Panchkuian Road, New Delhi-110001
Ph.: 011-23345431, 23345432, Fax: 011-23361382, Email: vsmagencies@gmail.com

DELHI INSTITUTE OF ADVANCED STUDIES

is organizing

NATIONAL CONFERENCE

Techno Tryst 2013

Computational Intelligence: Current and Future Trends

on

Saturday, 23rd March 2013

at Conference Hall, DIAS

According to scientific convention, Computational Intelligence is a computational part of Artificial Intelligence and comprises a number of techniques and methods that share the property of being non-symbolic, operating in a bottom-up fashion where structure usually emerges from an unstructured environment.

Computational Intelligence theories and methodologies are being extensively applied in solving complex and changing real-world applications in science, technology and business.

The conference aims to provide a unique platform to discuss, analyze and understand the current and future prospects of computational intelligence.

KEY FOCUS AREAS

The key focus areas of the conference are:
Computational Intelligence – Theories and Methodologies

- Artificial Intelligence
- Swarm Intelligence
- Neural Networks
- Knowledge Discovery and Data Mining
- Evolutionary Learning & Genetic Algorithms
- Fuzzy Theory and Models
- Fuzzy Systems and Soft Computing
- Kernel Methods and Supporting Vector Machines
- Cognitive Science & Computational Neuroscience
- Combinatorial & Numerical Optimization
- Nature Inspired Computing and Optimization
- Machine Learning Theory and Methods

Computational Intelligence – Emerging Applications

- Signal Processing
- Pattern Recognition
- Image Processing
- Intelligent Computing in Communication and Computer Networks
- Robotics
- Natural Language Processing
- Expert Systems
- Speech processing systems
- Computer Vision
- Bioinformatics
- Intelligent Agent and Web Applications
- Wireless Sensor Networks
- Fault Diagnosis
- Data Fusion and Security
- Information Retrieval systems
- Decision Support Systems
- Business Intelligence

The above areas are indicative only. Paper presenters may present papers on other issues relating to the main theme of the conference.

WHO SHOULD ATTEND

- Academicians
- Research Scholars
- Software Professionals
- Corporates
- Expert System Developers

REGISTRATION

All participants who wish to attend the conference are required to register. For registration, please fill in the registration form along with the Demand Draft of the applicable fee in favor of Delhi Institute of Advanced Studies, payable at Delhi and send it to Ms. Barkha Bahl (9811765551), Event In-charge, latest by 15th January 2013. Registration form can be downloaded from our website www.dias.ac.in.

IMPORTANT DATES

Submission of Abstract	22nd December 2012
Abstract Acceptance Notification	29th December 2012
Submission of Final Paper & Registration	15th January 2013
Acceptance of Paper for Presentation/ Publication	25th January 2013

REGISTRATION FEE

Delegate Category	Registration fees	Absentia
Business Executives	Rs. 2, 500/-	Rs. 2,800/-
Academicians:	Rs. 2,000/-	Rs.2, 200/-
Research Scholars	Rs. 1,500/-	Rs. 1,800/-
Students	Rs. 750/-	Rs. 1,000/-
Alumni Members	Rs. 500/-	Rs. 750/-

ORGANIZING TEAM

Ms. Barkha Bahl	9811765551
Ms. Tripti Mishra	9313969495
Ms. Sonia Gupta	9990311830

DELHI INSTITUTE OF ADVANCED STUDIES

is organizing a

National Seminar

on

"INNOVATION, PERFORMANCE AND SUSTENANCE: NEW AGE DRIVERS FOR ORGANIZATIONAL EXCELLENCE"

Saturday, 19th January 2013

at Conference Hall, DIAS

In this era of globalization and competition, creativity and innovation are considered to be key factors for survival, success and excellence in organizations. In order to combat with the changing times both management and leaders need to employ novel strategies to fight competition and uncertainty. Organizations use an integrated approach focusing on various aspects be it the new products or organizational and marketing practices, or process technologies. In addition, business performance and sustenance of individual and organizational objectives has become imperative for the organizations. Corporate follow the rule of "If you don't do it first, your competitors will". Hence, organizations ought to gear up for the change, to stay and progress in the current competitive environment.

The seminar intends to provide a platform to deliberate on the current changes witnessed by the corporate and the strategies adopted by them to move ahead of competitors for excellence.

KEY FOCUS AREAS

The key focus areas of the seminar are:

Organizational Excellence in Accounting:

- Enterprise Carbon Accounting
- Lean Accounting
- IFRS and IND-AS
- Brand Accounting
- Forensic Accounting
- Social Accounting

Organizational Excellence in Finance

- Financial Valuation
- Optional Volatility
- Financial Modeling
- Corporate Credit Analysis
- Financial Reengineering
- Behavioral Finance

Organizational Excellence in Marketing

- Flash Mob Marketing
- Strategic Marketing Communications
- Digital Marketing
- Cross Cultural Marketing
- Environmental Marketing

Organizational Excellence in HR

- Managing Remote Workers
- Green HR
- Quality Work Life
- Employer Branding
- Demographic Management

Organizational Excellence in Production and Operations Management

- Value Change Management
- Supply Chain Management
- Enterprise Resource Planning
- Lean Logistics
- Service Operations

Organizational Excellence in General Management

- Management by Consciousness
- Transition Management
- Sustainability Management
- Knowledge Management
- Corporate Governance
- Customer Engagement

Organizational Excellence in Information Technology

- Business Intelligence
- Cloud Computing
- Information Systems and Services
- E-business Databases
- Data Mining

REGISTRATION FEE

Delegate Category	In Person	In Absentia
Business Executives	Rs. 2,500/-	Rs. 2,800/-
Academicians	Rs. 2,000/-	Rs. 2,200/-
Research Scholars	Rs. 1,500/-	Rs. 1,800/-
Students/ Alumni Members	Rs. 1,000/-	Rs. 1,200/-

REGISTRATION:

For registration, please fill in the enclosed 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 Mrs. N. Malati, Event Incharge latest by 15th December 2012. Registration form can be downloaded from our website: www.dias.ac.in.