

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001 : 2008 Certified Institution)

VOLUME 11 No. 1

40

January - March 2011

Mega Events Special

- International Conference
- Ecstasy 2011



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From the Editor's desk

Human life is a mystery in itself and Mother Nature is more than a mystery. It has so many hidden secrets that man is always trying to unravel the secrets. The process of these discoveries sometimes aids the humanity while on some occasions harms the mankind.

Professors, doctors, scientists and experts of various fields have always tried to look out for constantly improving the present living conditions. The basic intention has been to create a better lifestyle with more luxuries at hand. But, they have ignored the pitfalls of technology driven comforts, which have been aptly emphasized by the law of nature. The widely observed examples of these are installation and testing of nuclear energies in water which is creating havoc in the form of tsunami while launching of missiles in air is leading to depletion of the ozone layer. In addition to these vagaries, an increase in pollution has been witnessed due to testing of reactors on land.

The recent disaster in Tokyo is the perfect example in this context. Japan, a country of islands, lies on the "Ring of Fire", which is an arc of earthquake and volcanic zone. It stretches around the Pacific Ocean where about 90% of the world's earth quakes occur. The city shuddered because of the 8.9 magnitude offshore quake which was later accompanied by a 23-foot (seven meter) tsunami near the coastal city of Sendai in Miyagi prefecture. This resulted in a first-ever state of emergency at the nuclear plant with orders for evacuations being given after the earthquake knocked out power to the cooling system.

The economic upheaval of Japan was witnessed by the entire world. Economy shrank at an annual rate of 3.7% against the predicted 2.0%, disrupting production and prompting consumers to cut back on spending, thus, tipping the country into recession.

The government ordered shutting down of factories to minimize use of electricity and eased the monetary policy to normalize the economy. The citizens also showed a calm, dignified and graceful attitude towards handling of the situation. Thanks to the training imparted to people, regardless of the age, everyone knew what to do and all were helpful to each other. The media also, instead of giving prominence to the failures and problems, helped in reaching out to public and highlighted the good deeds done, be it the government or the individuals. Another appreciable fact is that the politicians were not trying to score brownie points.

All this shows us that although an efficient and effective warning system in place cannot prevent annihilation but can still help us not only detect and forewarn but also minimize the extent of destruction caused due to the fury of Mother Nature.

But, all said and done, man through his inventions can only alleviate the pain but still the upper hand rests with the mother earth.

Ruchi Gupta

Ruchi Gupta
Editor





DIAS

A Mission to Excel

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

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

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

The Institute's students are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L and T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapiant, 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, 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 2011:

1. **Accounting for Managers:** First Edition, for MBA students of Maharashi Dayanand University, Rohtak. (Vikas Publishing House Pvt. Ltd.)
2. **Financial Accounting:** First Edition, for BBA First Semester students of Maharashi Dayanand University, Rohtak. (Vikas Publishing House Pvt. Ltd.)
3. **Company Accounts:** First Edition, for BBA Second Semester students of Maharashi Dayanand University, Rohtak. (Vikas Publishing House Pvt. Ltd.)
4. **Financial Accounting:** First Edition, for MBA students of IMT, Ghaziabad. (Vikas Publishing House Pvt. Ltd.)

MS. N. MALATI AND MS. TRIPTI MISHRA, FACULTY, DIAS

Technology, Entertainment and Design (TED) organized, a One-Day Conference on “**Social Entrepreneurship**” on 1st February, 2011 in DELHI TECHNOLOGICAL UNIVERSITY premises. It was attended by faculty members- Ms. N. Malati and Ms. Tripti Mishra. The speakers included social entrepreneurs, both from India and abroad, who have contributed to the society in their own way.

They shared their experiences in starting a new venture and the satisfaction they derived in making a difference to the society in their own small way. The event was conducted in two sessions. The speakers for the first session were Ms. Saloni Malhotra, Founder and CEO of Desicrew Solutions- A rural BPO initiative, Prof. P.B. Sharma, Vice Chancellor, DTU, Ms. Runa Khan, Founder, Friendship, Bangladesh- A NGO, Mr. Anshu Gupta, Founder, Goonj.

The second session had the following speakers- Ms. Ticia



Morente, Member, "Life line Hospitals", Ms. Sanjukta Basu, Sutradhaar, "Samyukta Media", Mr. Ajay Chaturvedi, Chairman, "Harva", Mr. Arvind Saraf, Founder, "Swasth".

This was followed by the entertainment segment which had two performers, Mr. Nitin Gupta, Standup Comedian and Mr. Haridas Dash, Finalist, 'India has Got Talent'

The event was highly enlightening, motivating and gave an insight into how the Generation Y is contributing to the growth of the society.

MS. N. MALATI AND MS. RITIKA MAHESHWARI, FACULTY, DIAS

Faculty members, Ms. N.Malati and Ms. Ritika Maheshwari, attended and presented a paper in the International Conference titled "**Management of Environmental Risks and Uncertainties in the Contemporaneous Business Milieu**" organized by Maharaja Surajmal Institute, GGSIP University on 12th March, 2011.

The objective of the conference was to address the growing concerns towards the environmental risks and uncertainties in the present business milieu by bringing together on a common platform for experts from the academic institutions and industries to deliberate on a wide spectrum of the growing issue.

The conference was conducted in two technical sessions and was well attended. A paper titled "**Employee Satisfaction and Retention Practices: A Comparative Study in PSBs**" was presented at the conference.

MS.NEHA GOEL, FACULTY, DIAS

Ms. Goel attended a one day workshop on "**National Workshop on Leveraging Technologies Using ERP and Open Source Technology**" at Tecnia Institute on 25th March 2011. The programme began with an audio visual presentation named 'nishan-e-kadam' which portrayed the glimpses of the various programs held at Tecnia Institute. During the inaugural session, the various dignitaries were felicitated by Dr. Sanjeev Manchanda, chief convener of the workshop. The workshop highlighted topics such as Open source Software, How quality of education can be achieved using Open Source, ERP, the softwares that are available for implementing Open Source and ERP. Dr. A. Q. Ansari, Jamia Millia Islamia, Chairperson Technical Session-I discussed the working of e-chaupals, e-governance and Ruby Rails. The resource persons in this session were Dr. Arun Sharma, Prof. S. Chaturvedi, IITM, Dr. V.A. Eshwar, SAAI Consultants and Mr. Anup Girdhar, CEO and Managing Director, Sedulity Group.

The post lunch session was chaired by Prof S.K. Gupta, Professor, IIT, Delhi who discussed about ERP. Other enriching presentations were given by Mr. Kamal Kundra, Dr. Vikram Goyal, IIIT, and Mr. Neeraj who deliberated upon topics like agile methodology, e-learning, m-learning and SAAS model. The workshop was a truly enriching experience and provided intrinsic details about ERP and Open Source. Best efforts will be taken to disseminate the knowledge amongst the students and faculty members of the institute.

PLACEMENTS at DIAS

The placement season is about the fulfillment of dreams of the students and DIAS has again managed to achieve the same this quarter with resounding success. The story of students getting placed and entering into the corporate world is moving right on track. In this quarter, IT sector witnessed a good amount of participation with bigwigs like TCS, Compare Infobase and Daffodils software coming in for hiring.

The finance sector was as always well represented with participation from leading players like Unicon, RR Investor Retail Services, I-Venture Capital and HDFC SLIC. The quarter was also blessed with the participation from a NGO called Pravah. Companies like Naukri.com, CAS Weighing,

Aspiring minds etc. are others from the bouquet. In this quarter, 9 more bright students were added on to the list of placed candidates. Now, our students are more motivated because of the response seen from the market.

We also had a placement related workshop on "Electronic Media: Evolution and Challenges Ahead" delivered by Mr. Abhishek Yadav, Star Den Media Services. The placement committee is also focusing on creating the tie-up with many consultants to increase the placements. This quarter is crucial and the placement team is working hard for better results.

The spectacular performance of MCA students in last quarter took one step ahead when Companies like NCR and Leeway



Hertz called back students from DIAS who had not been selected earlier. Total count of 15 students selected in NIIT went up to 20 in the second round. NCR and Lee Way Hertz selected one more student each. The company ObiZM recruited six students. However, as the market is open now,

the students are given chance and encouraged to appear in more companies through campus or walk-ins. By the end of this quarter, most of the students have been placed and efforts for training of fourth semester students have already started.

DIAS Technology Grid

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

NAME	Events	Organizing Institute	Prize
Rajat Prinja Nagmani	Debate (Hindi)	JIMS - "VERVE '11"	First
Juhi Sharma, Hitika Chawla Karan	Ad Mad Show		First
Arnav Rastogi Shiv	Still Photography		Second
Sunny Gaurav Kirti	Web Designing		First
Rajat Prinja	Extempore	Delhi Institute of Professional Studies and Research	First
Rajat Prinja	Role Play	Gitarattan International Business School	First
Rajat Prinja	Debate (Hindi)	G.G.S.I.P. University - "ANUGOONJ"	Second
Prashant Jain	Creative Writing	G.G.S.I.P. University - "ANUGOONJ"	Second
Sunil Antil	Extempore	Vivekananda Institute of Professional Studies	Second
Pravleen Kaur	Roadies	Techsurge and Mridand'11,MAIT	First
Arnav Rastogi	Still Photography		Second
Mukul Jain Sunny Gaurav	Sports Quiz		Second
Arnav Rastogi Shiv	Still Photography	Jaipur Engg. College and Research Center	First Third
Mohit , Shiv, Ayaaz	LAN Gaming	Institute of Information and Communication Technology	First
Rajat Prinja	Kavi Sammelan	Razzmatazz, RDIAS	Second
Rajat Prinja	Spin a yarn	NSIT	Third
Kirti, Sunny	Innobuzz	Cynosure 11, JIMS	Second



New Staff

Members

We welcome the following new members of DIAS fraternity.

JOINED AS LECTURER

DEPARTMENT OF MANAGEMENT

Ms. Neetu Chadha is M.Com and M. Phil from Kurukshetra University. She has qualified UGC-Net. Ms. Chadha has three and a half years' experience in academics with six published research papers in national and international refereed journals to her credit. Also, she has presented papers in both national and international conferences.

DEPARTMENT OF INFORMATION TECHNOLOGY

Ms. Neha Kohli has done MCA from G.G.S.I.P. University and B.Sc. (H) Computer Science from Delhi University. She has been teaching post graduate students for the past 2 years. Her areas of specialization include computer networks and e-commerce.

Ms. Manpreet Kaur holds Masters in Computer Application from Kurukshetra University and M. Phil (Computer Science) from CDLU, Sirsa. She has an excellent academic record and holds various certificates of merit. Ms.

Kaur is a member of Computer Society of India.

She has six years of teaching experience at both graduate and post graduate levels. She has to her credit five papers presented at national and international conferences. Also, she has attended several national and international seminars, workshops and FDPs.

Ms. Shilpy Pahuja is M. Tech in Computer Science from Punjabi University, Patiala and B. Tech in Computer Science from PTU, Jalandhar. She has an experience of almost one and a half year in academics. She has presented and published six research papers in national conferences and two in international conferences.

Ms. Somya Khanna has done MCA from BVICAM and B.A. Sc. (Electronics - H) from Delhi University. She is pursuing M. Tech (IT) from USIT, GGSIP University. She has one and a half years' experience in academics.

Ms. Kanwalpreet Kaur has done MCA from G.G.S.I.P. University and Physics (Hons.) from Delhi University. She has three years of industry experience and two years of teaching experience. Her areas of specialization include digital electronics, computer architecture and data structures.

DIAS

ECO CLUB

KHELO HOLI NATURALLY CAMPAIGN

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



At DIAS, we believe in the same ideologies but with an eco-friendly approach. "Holi ke rang, phoolon ke sang" was our call where DIAS Eco-club promoted an eco-friendly Holi, spreading awareness amongst students and teachers about the harmful effects of synthetic and chemical colours and suggesting them to use herbal colours and flowers.

The Eco club accelerated their efforts one week in advance and put up banners and posters in the vicinity educating the people for the same. So, this was DIAS's contribution towards society where we made an effort to direct the masses towards eco-friendly lifestyle. If this gesture of ours results in a little difference to the society, we would consider to have fulfilled our purpose.



Activities at DIAS

GUEST LECTURE ON ELECTRONIC MEDIA

In view of the growing importance of Electronic Media in our economy, DIAS organized a session on "Electronic Media: The Evolution and Challenges Ahead" on 29th January, 2011 at the institute's premises. Mr. Abhishek Kumar Yadav, one of the senior distributors amongst the 17 distributors of Star Den in India, delivered a very informative talk on this issue. Session was about how Star TV has evolved with the tastes of Indian consumers. STARDEN is 50:50 Joint Venture between STAR India Pvt. Ltd and DEN to create a platform for distributing television channels in India via all fixed networks including cable, DTH, IPTV, HITS and MMDS.

STARDEN is an exclusive distributor for several television channels in India, Nepal, Bhutan, Bangladesh and Sri Lanka. Star Den also seeks to expand bouquet offerings by including other channel partners for distribution. Both STAR India and DEN are pioneers in the media industry. After giving the introduction about the company, he discussed about the upcoming challenges and opportunities in the arena.

Technology is also posing a new challenge - the upcoming 3G technology supporting the live streaming of videos on mobile phones. The internet live TV is also playing a pivotal role in media and its management. With the upcoming consumerism centered viewership - the T.V. habits, timings, and content designing as per the new age consumers is posing a big challenge to producers.

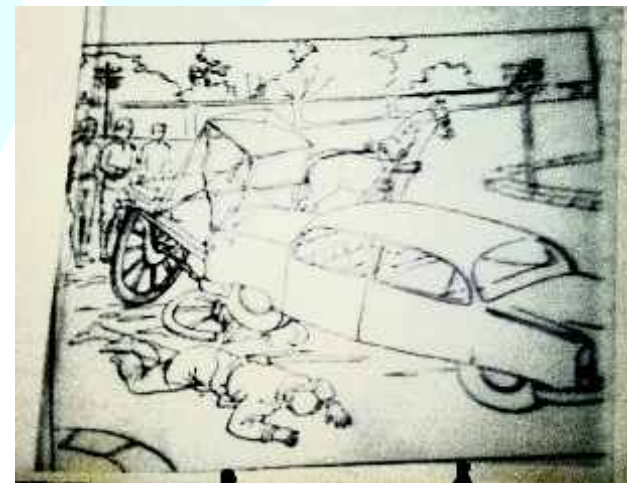
Rising number of channels airing the expenses on carriage fees is also becoming a big issue for the marketers and producers. Opportunities available in the media are also accelerating at a fast pace-the biggest example shared by the speaker is of Reliance. Reliance Big Fm, Street, DTH pictures etc., all are providing a superb example of business integration and complete value chain creation.

In the later part of the presentation, Mr. Yadav talked about how the management graduates can pursue career in the media sector. The ad sales, distribution, marketing, broadcasting and legal issues were the major subsections in media which were highlighted. Of these, the ad sales and distribution is the part which involves huge intake of specialized workforce and being a MBA candidate, it provides an edge to pursue career in the same. Session ended with a valuable question and answers session and finally concluded with a motivating lesson being learned by all the participants.

WORKSHOP ON PSYCHOMETRIC TESTING

"It is your attitude not your aptitude that determines your altitude". To check this attitude of the future entrepreneurs, DIAS Entrepreneurship Development Cell (EDC) organized a workshop on Psychometric Testing, on Feb. 9th, 2011. The resource persons for the same were Prof. Sunita Malhotra and Prof. Radhey Shyam from Department of Psychology, M. D. University, Rohtak. The workshop was conducted in two sessions wherein session 1 emphasized more on personal entrepreneurial skills and session 2 on team spirit and cognitive decision making.

The first session was conducted with 5 tests namely self efficacy, optimism, locus of control, behavioral testing and emotional quotient which were evaluated and rated on a scale of high, low and moderate. A score card was prepared for each student on the basis of their responses to the questionnaires related to the aforesaid tests. According to that score, their attitude was interpreted and individual feedback was given. By the end of this session, each student was well versed with their inner qualities and mindset to perceive things and situations.



balance of each student. A picture was shown for 30 sec and then students were asked to write 15 lines connecting each and every object in the picture. Each student was then given a brief idea about what their story reflected and how to develop a positive bent of mind in handling complex situations.



Second exercise comprised of critical and cognitive decision making wherein students were divided into groups of three. They were asked to analyse a case study about a medical institute and provide decision regarding the same. This

exercise focused on the ability to handle stress as well as power to convince others to the decision taken by a particular member, firstly among the group members and then within the whole lot.

The exercises created interest and liveliness as students participated in this session with great enthusiasm. At the end of the session, the students were given a brief idea about the entire test series they had undertaken as well as some other influential traits to be an effective entrepreneur. The whole workshop was very enlightening in which each participating student gained an insight into his/her own personality realizing one's weakness as well as strengths. Ms. Anju Batra, the coordinator of EDC, concluded this informative and interesting session with a vote of thanks.

SYMPOSIUM ON MANAGEMENT EDUCATION: EMERGING QUALITY INITIATIVES



Institutions are always on the look-out for opportunities on how to prepare students for their future careers. Right from the syllabus-framing to imparting instructions in classroom, changes have been incorporated accordingly, with students' interests occupying the top most position in the academia.



The effective way in which the institutions can provide a foretaste of what it is like in industry certainly goes a long way in giving confidence to students. Hence, the coming together

of the institutions and industry has been hailed at every level and from all quarters. A growing need for stronger industry-academia interface has been proposed to bridge the gap between classrooms teaching and the industry requirements.

There is a need to introduce application-oriented learning with meaningful exercises so that academic knowledge becomes relevant when students join industry. With the belief of providing quality education in order to make high-quality business education locally applicable and accessible and to capture and adapt best practices from around the globe, DIAS organized A One Day Symposium on "MANAGEMENT EDUCATION: EMERGING QUALITY INITIATIVES" on 5th March 2011. The symposium intended to provide a platform to deliberate on the current practices adopted and the challenges faced by the institutions to enhance their quality in imparting management education. The unique aspect of the



symposium was to address emerging topics for Management Education focusing on Industry - Academia Interface, Teaching Methodology, Learning Resource Utilization (for faculty and student) and Assessment Methods. The symposium was divided into three sessions: Inaugural session, technical session I and technical session II. The summary of the sessions is as follows:

INAUGURAL SESSION

Inaugural session commenced with lighting of the lamp by the dignitaries Sh. R. N. Jaju, Formerly President, ECE Industries



Ltd. (Hon'ble Chairperson), Sh. R. C. Jain, Formerly Vice-President, Eicher Group (Chief Guest), Sh. S. P. Marwah, Formerly Chief Election Commissioner and Director, Higher Education, Govt. of NCT, (Guest of Honor) and Dr. S.N. Maheshwari, Director, DIAS.

INAUGURAL ADDRESS by DR. S. N. MAHESHWARI, Director, DIAS

Management education has perhaps matured fastest in the world due to increased demands for professionals to effectively manage business organizations under extremely dynamic, rapidly changing and globally competitive economic and business environment. In India, there has been a massive up-surge in the number of business schools post 1991 after the country's economy was liberalized and opened to the global world.

Many multi-national organizations entered India creating a huge demand for business professionals. Business or management education has now moved beyond the domains of government control with the establishment of many private institutions. The entry of private players in the management education sector has been a boon to the aspiring young student population. However, the massive growth in the number of management education institutions has raised certain quality related issues also.



If business schools have to survive, they will have to ensure that the education there has not only to be imparted but also to be effectively administered and managed. This will require persistent efforts on their part to initiate, develop and apply such learning and teaching practices, both in form and content, that the business students really taste, drink, apply and cherish the knowledge obtained by them at the business schools. This will all make their students readily acceptable as 'right persons' for employment in business houses and other organizations.

An institutional mechanism for developing liaison between industry and each business school and evaluating its impact for business schools in India, is a basic pre-requisite for true growth and development of management education in our country.

KEYNOTE ADDRESS by Guest of Honour

SH. S. P. MARWAH, Formerly Chief Election Commissioner & Director, Higher Education, Govt. of NCT





Sh. S. P. Marwah stressed on the need of Industry Academia interface, curriculum revision and faculty development. He also stressed that the academia needs to join hands with the industry to strengthen issues like research, curriculum, entrepreneurship and employability. He deliberated on how these changes can be made useful at the ground-level; with faculty development being given top priority. He emphasized that the industry-academia partnerships could prove useful in areas like curriculum and faculty development.

Further, it was suggested that, as a part of Industrial Institute Interaction, students should be exposed to the actual work environment of various Industries. Hands-on training has to be offered to the students both on the conventional as well as in advanced techniques thereby bridging the skill gaps. The partnerships can take care of the shortage of appropriately skilled manpower across many industries which are emerging as a significant and complex challenge.

ADDRESS by Chief Guest

MR. R.C. JAIN, Formerly Vice-President, Eicher Group



Sh. R.C. Jain in his address highlighted that there is a growing need for stronger industry-academia interface to make up the difference between classroom teaching, which lags behind and industry which moves at faster pace. While the syllabi get updated in five to 10 years, the industry advances every few months, so does its resource requirements. Hence, faculty development and teaching modernization have to be accelerated to equip the young learners cope with job requirements of the every changing industry. He discussed at length about how bodies like ASSOCHAM, CII can be encouraged to participate in the curriculum development and delivery so as to provide the students with an exposure to the activities undertaken at the corporate level.

ADDRESS by Hon'ble Chairperson

SH. R.N. JAJU, Formerly President, ECE Industries Ltd.

Sh R. N. Jaju stressed on various aspects and methods in which students can be trained and prepared for future



challenges of the job market. He stated that innovative steps towards strengthening the relationship between industry and academia should be adopted. An insight into the available avenues, through which business schools collaborate with industry, was provided. Some of the commonly used avenues could be:

- Guest Lectures by industry representatives.
- Suggestions in curriculum and content designing.
- Executive Education and Management Development Programmes.
- Joint seminars by academia and industry both for executives and students.
- Consulting on management and related issues by academia;
- Academia generating ideas and acting as incubators to new business.
- Inclusion of industry experts in governing councils and other board of studies.
- Industry providing financial and infrastructure support to business schools for their development.
- Funding academic and applied research.

Hence, it was concluded that the institute management should keep looking for various opportunities on how to prepare students for future careers. The syllabus-framing and instruction in classroom should change accordingly with students' interests occupying the top most position in the academia. The effective way in which institutions can provide a foretaste of what it is like in industry can certainly go a long way in giving confidence to students. Hands-on training



should be offered to the students both on the conventional as well as in advanced techniques. Institutes should realize the importance of 'working closely with employers'

The speakers and participants engaged in lively discussions towards the conclusion of the Inaugural Session and understood the role of academicians and corporate for providing quality education.

TECHNICAL SESSION I

The guest speaker for the first technical session, Prof. J. L. Gupta, Professor, MDI, Gurgaon, Formerly Vice-Chancellor, GGU, Bilaspur, talked about **Methods of Assessment**.



He stressed that while evaluating student performance, it is important to keep in mind that there are different levels or outcomes of learning. Distinguishing among different levels and outcomes of learning is important. If teachers are unaware of different levels of learning, they are likely to focus on one level to the detriment of others. For example, a teacher may teach a vast amount of factual information but never get around to teaching students to apply and synthesize this information. Or a teacher may teach higher level thinking skills without realizing that these skills require the prior learning of basic skills that must be integrated into these higher order skills. Skills at different levels must be taught (and tested) in different ways; and therefore it is important for teachers and other instructional designers to take into account the following different levels and outcomes of instruction.

Knowledge- referred to as the remembering (recalling) of appropriate, previously learned information.

Comprehension i.e. grasping (understanding) the meaning of informational materials.

Application - The use of previously learned information in

new and concrete situations to solve problems that have single or best answers.

Analysis - The breaking down of informational materials into their component parts, examining (and trying to understand the organizational structure of) such information to develop divergent conclusions by identifying motives or causes, making inferences, and/or finding evidence to support generalizations.

Synthesis - Creatively or divergently applying prior knowledge and skills to produce a new or original whole.

Evaluation- (On same level as synthesis): Judging the value of material based on personal values/opinions, resulting in an end product, with a given purpose, without real right or wrong answers.

Assessment of teaching and learning can include assessment of how well the teacher performs as a learning facilitator, the appropriateness of pedagogic processes and practices including the suitability of methods of assessing student progress and development.



In the later part of Technical session I, Ms N Malati and Ms. Shilki Bhatia, faculty, DIAS, presented about teaching pedagogy and the quality initiatives adopted at DIAS. They explained that teaching and training are important but creating a thirst for knowledge by questioning, encouraging and challenging, is the most crucial task. This thirst is quenched at DIAS which, through its innovative pedagogical approach to management education, provokes students to think beyond text books and encourages them to construct their own bridges to find real time solutions. At DIAS, classroom learning is highly interactive involving case studies, simulations and exercises, individual & group presentations, role-plays and live projects.



The lectures and seminars by distinguished speakers from academia and industry are included in the curriculum to keep students updated on emerging trends in the industry and economy. The teaching methodology is designed to enhance originality of thoughts, creativity in decision making and building managerial competence. Strong emphasis is laid on building analytical capability among the students through participation and presentation of cases ranging from brief business situation analysis to functional cases in each stream.

Students with different educational backgrounds, qualifications and learning styles are encouraged to bring in their experiences and perspectives as key learning. In both individual and team-based projects, students constantly challenge themselves and are inspired to give their best in an academically rigorous yet open-minded environment. Team work and peer learning is one of the key focus areas at DIAS. Tasks/assignments are designed in such a fashion that these involve a lot of group work and interaction amongst students. All this enables students to learn interpersonal skills and group dynamics; an extremely essential requirement for later part of their career.



Ms N. Malati concluded by saying that Management Education is the need of the hour, it is a mass education not class education. So, no compromise on quality can be permitted. In today's changing times, learning should be made more interactive and the modern management education has also opened up new vistas of teaching pedagogies for the faculty.

TECHNICAL SESSION II

Keynote speakers, Dr. S. S. Vernekar, Director, BVIMR, Delhi, and Prof. Sanjeev Mittal, Professor, USMS, GGSIPU, Delhi very appropriately highlighted the importance of Quality Education and Learning Resource Utilization.

Prof. Sanjeev Mittal deliberated on some of the issues which affect quality like rigid and outdated course curricula, inability to adapt course curricula to dynamic industry requirements,



poor lab infrastructures, limited exposure to latest tools and techniques, limited exposure to industry problems, poor industry linkages, lack of good teachers and inability to enter into emerging areas.

Quality is the yard stick for all institutions and maintaining it becomes an essential activity. The institutions apart from employing new pedagogical tools should also aim at promoting independent learning because it increases the student responsibility for identifying their own "needs-to-know." This will help them in actively seeking ways to solve their own problems and difficulties and assessing their own learning to see if their needs-to-know are met with fruitfully. Faculty as a facilitator of learning should motivate students to learn more independently.

The support required to help students in their independent learning should be identified along with identification of suitable assessment methods. Students should be encouraged to use the resources of the institution like Library, Publications, Printed materials, Charts and Maps, Arte-facts, Models and equipment, Case studies, Electronic media, computers, intranet, Internet, CD/DVD etc Faculty should use more and more multimedia communication in order to Enthuse, Exhort, Excite, Arouse, Amuse, Transfer learning, Enlighten students. Faculty should educate, inspire, motivate and entertain students.

Dr. S. S. Vernekar, stressed on Quality education as the need of the hour in 21st century. He also stated that the education paradigm shifted from teacher push to learner pull. The need is to reach the un-reached, to play an effective role in knowledge economy and to create knowledge workers who are capable of global competitiveness. He also added that for the assessment of student, Performance based assessment should be used. Students should be assigned tasks through which they can demonstrate their mastery. It was opined that team-based or collaborative projects should be assigned to students for enhancing their inter- personal skills.



Technology as tool can be used to the advantage of the larger masses. But nevertheless new initiatives should be adopted for enhancement of quality.

Dr. Vernekar also discussed the "Stations Model" for the faculty. According to him, the faculty can be positioned in these stations. They are:

- **Steel Station:** People at the top level and for who compromise with quality cannot be tolerable.
- **Will Station:** This category of faculty has a will to grow. They are committed towards their goals, and institutional goals because of their sense of belongingness towards institute.

- **Skill station:** Faculty has the requisite skills and also wants to acquire them.
- **Hill station:** In this we have two categories of faculty. The first, Negative Hill Station includes those faculty members who are in the government jobs. They just enjoy the perks that they get from government and do nothing for students as well as for the institution. The second category, Positive Hill Station includes faculty members who enjoy their work as they consider work as a passion.
- **Still Station:** This category of faculty does nothing but pretends that they are very busy. They contribute nothing at work place.
- **Bill Station:** They are oriented towards money alone.
Faculty at the lower level stations can be counseled to develop their skills and move up the ladder.

The Symposium ended on a positive note with the take ways that together we have to build better institutions that meet the demands of the society. The task of preparing better citizens of the country is in the hands of faculty, so a framework for imparting quality education to the students should be developed and continuous changes should be incorporated taking in view of the dynamic environment. The Symposium was attended by faculty members of affiliate institutions of GGSIP University.

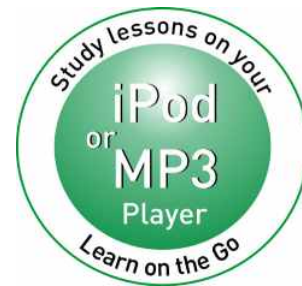
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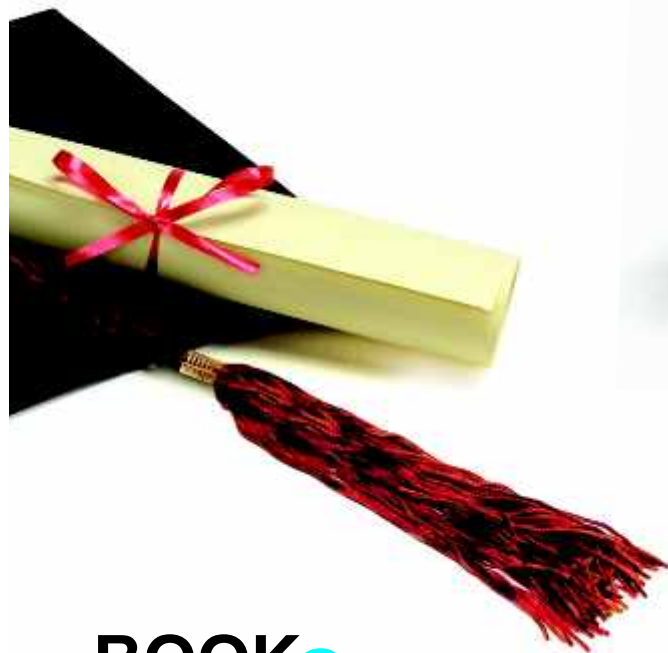
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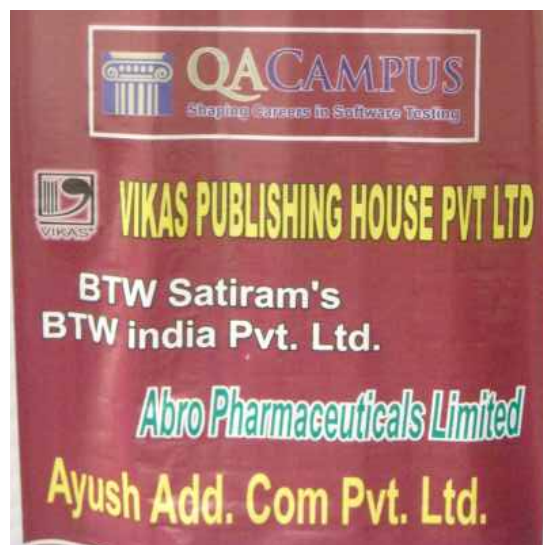
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While great leaders in the world might appear to have little in common, they all excel at turning every team member's talent into palpable performance. The business strategists know that the business climate is in permanent flux and that different approaches are necessary to achieve corporate excellence. They ought to be open to new opportunities, find ways to be innovative and be willing to change. As leaders realise the power of innovation, they must also be constantly adapting policies, procedures and even processes to make room for these dynamic changes.

Innovation is often thought of as creativity but the two are conceptually different. Creativity thinks up new things, innovation does new things. Innovation drives the heart of every exceptional business and focuses the business on its critical essentials. Innovation helps the business identify itself and establish its individuality. Thus, innovation is the need of the hour for a business to survive as well as grow in the industry.

The main obstacle impeding potential innovators in their tracks is that all innovation involves change, and change often is not welcomed, even by those that most might benefit from it. Change involves embarking on a journey into the unknown and is fraught with risks. People usually feel it better to stick with the tried and understood, however broken it might be, than upset the scheme of things.

In managing change and innovation, there is no one size that fits all as there can be no uniform prescription for organisations of all sizes in all industry sectors. Some sectors are fairly stable and stagnant with very slow change cycles. Others change rapidly but predictably, and yet others undergo sudden, discontinuous, shifts. The companies have to redesign their business strategies to cope with the challenges in the macro business environment.





Delhi Institute of Advanced Studies, realizing the growing importance, organized an International Conference in the institute's premises on 3rd January, 2011 to provide a platform to deliberate on the current practices and challenges faced by corporate world in generating excellence through innovative business strategies. 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 lighting of the lamp of knowledge by the Chief Guest - Sh. Subhodh Bhargava, Chairman, Tata Telecommunications Ltd., Guest of Honour - Sh. Anil Sachdev, Founder and CEO, Grow Talent, Co. Ltd., Founder and CEO, School of Inspired Leadership, Shri S.K. Sachdeva, Chairman, DIAS and Dr. S.N. Maheshwari, Director, DIAS.

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

Welcome Address By Dr. S. N. MAHESHWARI, Director, DIAS

Dr. Maheshwari addressed the audience by stating that corporate excellence is the single most important factor that differentiates a globally respected company from others who are just about surviving. The ingredients of corporate excellence include not just globalization but also benchmarking a company against global standards both financial and ethical. Corporate excellence is also a reflection of the company's attitude and its vision. Survival is not an issue, but sustainable growth is.

According to him, competitive pressure on the firms is

increasing at a very fast pace because of the integrating global economy, technological changes and shifting consumer preference. Innovation is now recognized as crucial for firms to remain at the forefront. The critical difference in today's world is the speed with which knowledge is transformed into economic activity. A global market place increases the potential return from the creation of new products and processes. Consequently, today, the incentive for firms to invest in innovation is much greater than when the focus was on smaller and largely domestic markets.

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



effective utilization of human, physical and financial resources, adoption of new and advanced technologies, business process re-engineering, strengthening accounting procedures and corporate governance, adopting world class manufacturing, improving coordination with customers & suppliers and above all developing social consciousness and ethical business practices.

It is unfortunate that in our country the fruits of economic innovation have not percolated down to the economically poor and rural sections of our society. More than half the Indian population remains unserved which are both a



tragedy and a missed opportunity. There is a large untapped domestic market which, if properly exploited, will help the Indian companies to enjoy the gains of scale and build muscle to go out and compete in the world. Thus, innovation for inclusion is critical for Indian industry.

He concluded with the quotation of one of our most visionary and innovative industrialist, Late Sh. Dhirubhai Ambani:

"You will never reach your destination if you stop and throw stones at every dog that barks. Better, keep biscuits and move ahead."

**Inaugural Address by
SH. SUBHODH BHARGAVA,
Chairman, Tata Telecommunications Ltd.**

Innovation has no boundaries - open space, continuous learning and risk taking being crucial. He opened the conversation by saying that excellence is the net present value of the future expectations of various stakeholders and for that, every corporate house should devise their own strategies for excellence. According to him, the pedigree of globalization should be defined by the corporates themselves since it is the prime challenge being faced by organizations today.



As a matter of fact, India needs to focus on explicit elements like competence and technology, to develop strategies and cultivate innovation in organizations. As India emerges as a powerful economy, technology, research and development would play a vital role for ushering prosperity. According to him, the next challenge to be focused on is the identification and management of change.

And lastly, he concluded by saying that we as Indians are in no doubt that all the challenges can be met as the young corporate India has proven and has been continuously proving their ability to deliver the unsurpassed.

**Keynote Address by
SH. ANIL SACHDEV
Founder and CEO, Grow Talent Co. Ltd.
Founder and CEO, School of Inspired Leadership**

India has grown as a nation and the world is eyeing India because it is innovative, exciting and one of the most potential markets. The current generation, belonging to the less than 35 years of age, desires to make a distinction to the planet by thinking and acting differently.



He highlighted that India has witnessed success stories of young corporates going the unexplored path and creating magic. We witnessed those too, who succumbed to greed and ultimately saw the crumbling of their corporate houses. This makes the role of teachers' all the more special to edify ethics.

He stressed upon the fact that more than 90% of children in the age group of 5-10 years are the most creative ones as compared to only 2% in the age group of 20-25 years. The difference arises due to the imposition of stringent rules without any reason which places fear and mars the creativity of people. Such hindrances are extended to the organizations too. So, independence is the need of the hour.

To conclude, he introduced the audience to the School of Inspired Leadership which trains and develops leaders in