

# DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001 : 2008 Certified Institution )

VOLUME 13 No. 1

48

Jan. – Mar. 2013



## Mega Events Special

- National Seminar
- Anugoonj 2013: Zonal Prelims
- Ecstasy 2013
- Symposia
- Techno-Tryst 2013



### Contents

Editorial	.....	02
DIAS-A Mission to Excel	.....	03
Academic Contribution by Faculty	.....	03
Placements at DIAS	.....	04
DIAS Technology Grid	.....	05
New Staff Members	.....	07
DIAS Eco Club	.....	08
Activities at DIAS	.....	09
National Seminar	.....	14
Anugoonj 2013 : Zonal Prelims	.....	30
Ecstasy 2013	.....	34
Symposia	.....	40
Techno-Tryst 2013	.....	46

### Editorial Board

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





## From the Editor's desk

“Learning to excel and excelling to serve.” This mission of DIAS encourages us to enhance team spirit, integrity and commitment to serve the cause of humanity. As aptly put by our alumni, “The institute's growth has been appreciable ever since its inception in the year 1999 and its history corroborates the affirmative transformation and development that the institute has witnessed. However, one thing that hasn't changed about the institute is its steady commitment to high quality education, research and service to the community.”

We, in pursuit of excellence, endeavor to keep ourselves abreast of the current issues and practices, both on the national and international milieu, by organizing conferences, seminars, faculty development programs and symposiums for faculty and students. The first quarter of the New Year witnessed a plethora of events being organized at the institute's premises which was graced by a galaxy of eminent personalities from both, industry and academia.

A national seminar on “Innovation, Performance and Sustenance: New Age Drivers for Organisational Excellence” and a national conference on “Techno Tryst 2013: Computational Intelligence – Current and Future Trends” were organized in the fields of Management and Information Technology at the institute's premises. The events saw sharing of knowledge, thoughts and ideas by both, the distinguished speakers and the august audience. We had the privilege of having with us the faculty, students of other institutes and our alumni, which made the interactions even more lively and interesting.

As quoted by Henry Ford, “Coming together is a beginning, Keeping together is progress and Working together is success.” The statement seems apposite in today's dynamic and challenging environment wherein the need of synergistic teams cannot be overemphasized. DIAS organized a symposium on “Building High Performance Teams”, inculcating in our students the spirit of working together to match the rising expectations of the current times and be successful in the contemporary intricate situations. Along with academics, co-curricular and extra curricular activities play a crucial role in the overall development of the students. Our annual fest “Ecstasy”, brings out the latent creative side of our students. This year, we had the honor of hosting the zonal prelims of Anugoonj 2013, GGSIP University's annual fest. Both the events witnessed a huge support from the student fraternity, with their unsurpassed performance in the myriad of cultural events. DIAS acted as an enthusiast spectator and set the ball rolling for the activities galore in the current semester.

We hope to adhere to our mission statement by organising more such events to impart holistic education and build multi dimensional personality of our students.

Three cheers to DIAS and its team for keeping the tradition alive and for raising the bar a tad higher!

*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, Dr. S.N. Maheshwari, former Principal of Hindu College, Delhi University, is the Professor Emeritus & Academic Advisor and Dr. I. B. Singh is the Director.

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

corporate world.

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

## Academic

### Contribution by Faculty

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

Dr. S.N. Maheshwari, a prolific author with more than 100 books/monographs to his credit, has brought out the following new/revised editions of books/monographs during January – March 2013 in collaboration with Dr. Suneel K. Maheshwari and CA. Sharad K. Maheshwari.

#### **BOOKS**

1. **Elements of Cost Accounting:** 6th Revised Edition, 2013-2014, for B.Com, IV Semester of Delhi University. (Shri Mahavir Book Depot)
2. **Cost Accounting: Principles & Practices:** 5th Revised Edition, 2013, for B.Com (Hons), IV Semester of Delhi University. (Shri Mahavir Book Depot)

3. **A Manual of Business Laws:** 5th Revised Edition, 2013, for B.Com, BBA, M.Com, MBA, ICAI, ICSI and ICWA. (Himalaya Publishing House Pvt. Ltd)

#### **MONOGRAPHS**

1. **Accounting Information System** (Specialization Group A: Accounting) 2013, for M.Com, Part III, Paper IX, Utkal University, (Vikas Publishing House Pvt. Ltd.)
2. **Advanced Accounting** (Specialization Group A: Accounting): 2013, for M.Com, Part II, Paper VIII, Directorate of Distance & Continuing Education, Utkal University, (Vikas Publishing House Pvt. Ltd.)
3. **Economics for Engineers** (with Dr. H L Bhatia) : 2013, for Indian Technical Universities (Vikas Publishing House Pvt. Ltd.)



**MS. N. MALATI, Faculty, DIAS**

**ARTICLE**

*“Employer Branding: A Potent Organizational Tool for Enhancing Competitive Advantage”*, published in The IUP Journal of Brand Management, Vol. X, No. 1, March 2013, ICAI, Hyderabad.

**MS.N.MALATI and MS.PRATIKSHA TIWARI, Faculty, DIAS**

**ARTICLE**

*“Organizational Differentiation through Employer Branding”*, published in International Journal of Engineering, Business and Enterprise Applications, Vol. 2, Issue 3, December 2012- February 2013, STEM International Scientific Online Media and Publishing House, United States.

**MS. N. MALATI, MS.PRATIKSHA TIWARI and MS. RUCHIKA SHARMA, Faculty, DIAS**

**ARTICLE**

*“An Empirical Study of Employer Branding Information*

*Technology Companies”*, published in DIAS Technology Review, An International Journal for Business & IT, Vol.8, No. 2, October 2011 – March 2012, DIAS, Delhi.

**Dr. ANJU BATRA and MS.N.MALATI, Faculty, DIAS**

**ARTICLE**

*“Employee Engagement: A Tool for Organizational Differentiation”*, published in Proceedings on Innovation, Performance, and Sustenance: New Age Drivers for Organizational Excellence, DIAS, Delhi.

**MS.RUCHIKA SHARMA, Faculty, DIAS**

**PAPER PRESENTED:**

*“Customer Participation for Brand Establishment”* in the National Seminar on “Innovation, Performance and Sustenance: New Age Drivers for Organizational Excellence” organized by DIAS, Delhi on 19th January 2013.

## Placements at DIAS

The quarter ending March 2013 has witnessed the entry of high profile brands like DLF Pramerica, HDFC Life Insurance, Cvent Technologies, Staples, Aspiring Minds, Genpact and SR Holdings for MBA Students. The companies have offered handsome packages and commendable profiles to the students. The placement in this quarter has been 75%. In addition to this, many companies including Federal Bank, Axis Bank, Cosmic Structure Ltd. are lined up for next quarter.

With the start of New Year, industrial training session of MCA 2010-2013 batch has also started with high momentum. Efforts of DIAS Placement Committee have successfully placed 65% of the students in this quarter. The companies like

EXL Services and Indus Valley Partner have again approached the institute for the campus placements and absorbed the students.

The academia-industry interaction, corporate guest lectures, mock interviews and other Personality Development Programmes scheduled in the institute have given students of DIAS, an edge over the students from other institutions during the recruitment processes with various companies. The placement activities for the next batch 2011-2014 have already been started with personality development sessions delivered by Future Minds Consultancy.



## 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
Jai Bhardwaj	Mr. Zenith	GIBS- "Zenith-2013"	First
Jai Bhardwaj	Solo Singing		Second
Yash Sharma	Minute to win it		First
Shruti Vasudeva Shruti Nagpal	Recycle the waste		First Runner- up
Gulshan Tomar	Clay Modelling	GGSIPU- "Anugoonj-2013"	First
Jai Bhardwaj	Mr. Anugoonj		First Runner- up
Akhil Aggarwal	Kabadi Bazar	JIMS- "Markathon-2013"	First
Anjali Sarneet	Rangoli	GGSIPU- "Anugoonj-2013"	First
Jai Bhardwaj	Solo Singing	JIMS- "Verve-2013"	Third
Jai Bhardwaj	Quest Antakshri	BVICAM	Third
Himanshu Chhabra Parul Manchanda	Marketing Bingo	BVIMR- "Renasance 2013"	First
Jai Bhardwaj	Mr. Renasance		Second
Jaspreet Singh	Arm Wrestling	RDIAS- "Razzmataz"	Second
Jai Bhardwaj	Solo Singing		Third
Jobin Jai Bhardwaj	Antakshri		Third
Kuldeep Bishan Singh	Case Study Competition	Jamia Milia Islamia	First
Kshitij Abhishek George Livish	LAN Gaming	MERI - "La Kermesse"	First
Jai Bhardwaj	Solo Singing		Third



# Hylex<sup>®</sup>

home appliances



# 33

Years Of  
Trust



Buy **Hylex** Buy Comfort

Hylex Home Appliances India Pvt. Ltd.

website : [www.hylexhomeappliances.com](http://www.hylexhomeappliances.com)

e-mail : [hylexappliances@gmail.com](mailto:hylexappliances@gmail.com)

Customer Care : 011-64690000



## New Staff Members

We welcome the following new members to DIAS fraternity.

### JOINED AS OFFICE ASSISTANT

#### **Ms. Sheetal Goel**

Ms. Goel has done B.Com from Delhi University and PGDBA from Symbiosis, Pune. She has an experience of about 7 years in Banking and Insurance. She has worked in organisations such as HDFC Bank, IDBI FORTIS Life Insurance Co Ltd. and Aviva Life Insurance Co Ltd.

#### **Ms. Neeti Behl**

Ms. Behl holds bachelors degree in Commerce from Delhi University. She has also done diploma in Network-Centered Computing from NIIT Ltd. and completed her three years'

diploma in Modern Office Practice from Institute of Commercial Practice. Ms. Behl has an experience of about 12 years serving various educational institutes such as Bal Bharati Public School & DOEACC centre, Chandigarh.

### JOINED AS ASSISTANT LIBRARIAN

#### **Ms. Arundhati Deb**

Ms. Deb has joined the Institute as Assistant Librarian. Apart from B.A. (Hons) and MLTSc. from Gauhati University, Assam, she has also completed her M. Phil in Library and Information Science from Sambalpur University, Orissa. Ms. Deb has an experience of 4 years in Library Management in different colleges like IGIDI and Russell Square International College, Mumbai.

## KUDOS

### SEMESTER RESULTS

The Institute congratulates the following students for excelling in the semester results for the examinations held by GGSIP University in December, 2012.

R- Mh-	BK rr	M I d ne sg d rst c dns	Odqbdns' f d
0-	L A@- I	Anjali Chatwal	78-40
1-	L A@- III	Hardeepika Singh Ahluwalia	8/ -10
2-	L B@-I	Nikita Singhvi	80-50
3-	L B@- III	Preeti Gupta	81-60
4-	L B@- V	Sakshi Tyagi	80-70



## PAPER PRESENTATIONS BY STUDENTS

We congratulate the following students of DIAS for their commendable performance in the area of Research:

Research Title	Name	Conference/ Seminar
“Human Resource Management in the 21st Century” Best Presentation Award	Pranav Kharbanda Garima Keswani Isha Sharma Randhir Kumar	National Students Convention 2013, held on 9th March 2013, at Bharati Vidyapeeth’s Institute of Computer Applications and Management.
“Empirical Evidence on Weak Form Efficiency Of Indian Stock Market”	Pranav Kharbanda	National Conference on ‘Emerging Issues in Financial Market’ held on 15th February 2013, in University School of Management Studies.
“Energy Efficient Query Execution”	Pranav Kharbanda Varun Chauhan Sumit Jain	National Conference on ‘Techno Tryst 2013: Computational Intelligence - Current and Future Trends’ held on 23rd March 2013 at DIAS.

## DIAS

### Eco Club

#### KHELO HOLI NATURALLY CAMPAIGN



Holi festival has an ancient origin and celebrates the triumph of 'good' over 'bad'. The colorful festival bridges the social gap and renews sweet relationships. On the occasion of Holi festival, DIAS Eco club, since years has been undertaking “Khelo Holi Naturally” campaign for motivating the students of DIAS to play Holi in a human friendly manner. The faculty and students organized several campaigns to spread the message of “Khelo Holi Naturally”. The students were informed about the harmful effects of bad colours such as

dyes, paints, permanent colours and were educated about the peaceful spirit of this festival. The faculty members visited the classes to wish the students and bless them on this festival of colors and enthusiasm. DIAS believes in celebrating all the festivals with zeal and love in the most eco friendly and peaceful way. DIAS inculcates the cultural values and ethics in their students and helps in developing conscientious citizens of the nation.





## VISIT TO THE YAMUNA BIODIVERSITY PARK



DIAS believes in generating responsible citizens with a thorough understanding of their errands towards their families, institutions, people and nation. The institute creates a dependable interface between its students and their environment through different activities organized under DIAS Eco club. To sensitize the students towards nature, DIAS organized a visit for MCA students, accompanied by faculty members, Ms. Archana Gahlaut and Ms. Dimple Chawla to “The Yamuna Biodiversity Park” on 22nd March 2013. Yamuna Biodiversity Park is a prominent center for learning and understanding the environment and has become

a home for biologically rich wetlands, grasslands and large communities of birds, insects and animals. It is a natural conservation site for specific group of endangered plants and insects. The Yamuna Biodiversity Park is presently spread over an area of approximately 457 acres near Wazirabad village on the flat alluvial plains of the Yamuna. In current era, when the people are too occupied to conserve and balance ecosystem, these types of biodiversity parks help the students and other people to be concerned about the nature. It creates awareness about the side effects of pollution and imperative need for sustainable development.

## Activities at DIAS

### INDUSTRIAL VISIT TO HINDUSTAN SANITARY INDUSTRIES LTD. (HINDWARE)

Delhi Institute of Advanced Studies organized an industrial visit for the students of management on 9th March, 2013. A group of 48 students was accompanied by Dr. Vibha Dua and Ms. Balwinder Kaur, Faculty, DIAS to Hindustan Sanitary

Industries Ltd. “HINDWARE”, Bahadurgarh. The objective of the visit was to let the students witness actual working environment and make them understand the production processes and complexities involved in the functioning of a manufacturing unit.

Mr. A.K. Mohanty, Vice President, gracefully welcomed



everyone and designated two senior employees for visiting the plant. Starting from the acquisition of raw material till the production of the finished product, everything was well



demonstrated and explained. They briefed about different types of clay used in making final product and the ratio of quartz and feldspar which needs to be maintained to get slurry. The slurry after requisite quality testing is sent to the mould section where both automatic and manual moulding takes place. The new moulds are then sent to casting department followed by the dryer and finally to the glazing department, where it grinds the material. Last but not the least is coloring and heating at around 1210 degree temperature leading to the final product. .

The visit was quite interesting and exciting for the students followed by endless discussions and questions on operations and manufacturing processes of the company. It was an enriching experience for the students, and a source of practical exposure. The students showed gratification to Mr. Mohanty for providing them with an opportunity to understand and practically witness operations of a manufacturing company.

### INTRA COLLEGE DECLAMATION AND PAINTING COMPETITION

Shri Guru Granth Sahib says *“Paan supari khaandeyo mukh bidiya laaiyan, har har kade na cheteyo jamm pakad chalaiya”*.

which means “Oh man, do not smoke or consume tobacco both are injurious to your health. If you continue to consume you will soon end up your life”. The message was well communicated to the people through an Intra college Declamation and Painting Competition on the theme

“Smoking Deforms Life, No Smoking Reforms Life” organized by DIAS on 9th March 2013 in association with World Lung Foundation (WLF). The event was judged by two faculty members, Ms.

Archna Gahlaut and Ms. Roma Jaitly.

The participants underlined harsh realities related to consumption of tobacco which kills nearly six million people each year, of

which more than 5 million are users or ex users and more than 6,00,000 are non-smokers exposed to passive smoking. They also stated that though tobacco products are increasing globally but 80% of the world's one billion smokers live in low- and middle-income countries. The participants mentioned some of the solutions for reduction of tobacco consumption such as counseling and medication that can more than double



the chance that a smoker who tries to quit will succeed.

One of the participants mentioned that bans on tobacco advertisements, promotions and sponsorships can reduce tobacco consumption by an average of about 7%, with some countries experiencing a decline in consumption of up to 16% also. Only 19 countries, representing 6% of the world's population, have comprehensive national bans while 46% of





the world's population lives in countries that do not ban free distribution of tobacco products.

The participants pointed out the working of the two renowned organisations World Health Organisation (WHO) & World Lung Foundation (WLF) which are committed to fight the global tobacco epidemic. The WHO Framework Convention on Tobacco Control entered into force in February 2005. Since then, it has become one of the most widely embraced treaties in the history of the United Nations with more than 170 parties covering 87% of the world's population. Ms. Nikita Chhablani, MCA second semester, won first prize in Intra College Painting competition and Mr. Amandeep Singh Arora, MCA fourth semester, bagged first prize in Intra College Declamation Competition. The enthusiasm, knowledge and zeal of the participants made this competition a success and was highly acknowledged and applauded by the audience and the judges.

### INDUSTRIAL VISIT TO VIMLESH INDUSTRIES PVT. LTD.

Understanding the basic aim of education, both theoretical and practical, DIAS organized an industrial visit to Vimlesh



Industries Pvt. Ltd situated in Sonapat on 16th March 2013. The students were accompanied by two faculty members, Dr. Anju Batra and Ms. Ruchika Sharma. With the due cooperation of the member in charge for marketing and sales division at Vimlesh Industries, the students were able to understand facility layout, the operations layout, quality assurance norms and standards along with systematic execution of every task under production.

A comprehensive and informative presentation including different aspects of the company such as its vision, mission and quality aspects were delivered by the senior manager of the strategic and planning division. The company strives towards creating highest customer value by serving their customers with quality products while ensuring on time delivery.

The students were taken to five different sections; Extrusion section/ conform plant, Enamelling section, Taping section, Fiber glass and Kapton covering where the company carries out its different manufacturing processes. They learnt various new techniques such as LLC (Lesson Learnt Card), Potential Failure Mode Effect Analysis which are practically used by organisations.

It was an informative, interesting, insightful, knowledgeable and successful visit. The students were well contented and expressed special gratitude to Shri Vimlesh Jaju, Managing Director, Vimlesh Industries Private Limited for bestowing an opportunity for them to learn.

### ALUMNI ELECTION 2013

Alumni Association of Delhi Institute of Advanced Studies conducted the elections for the Alumni Association Office Bearers' for the period of April 2013 to March 2015 on March 16, 2013 at 12:30 pm in the Conference Hall. The following members have been elected as the Office Bearers for the above mentioned period.

1. President	Ms. Balwinder Kaur	MBA (2002- 2004)
2. Vice-President	Ms. Disha Verma	MCA(2008-2011)
3. Secretary	Ms. Dimple Chawla	BCA (2002-2005)
4. Jt. Secretary	Ms. Neha Goel	MCA (2005- 2008)
5. Treasurer	Ms. Ruchika Sharma	MBA (2009-2011)



# DIAS Technology Review

## An International Journal of Business and IT

Listed in the Cabell's Directory, USA since 2003

DIAS brings out a refereed Bi-annual Journal DIAS Technology Review - The International Journal for Business and IT. The journal intends to bring forth novel concepts and relevant practices in the field of management and IT. Contribution from Academicians, Corporate Personnel, Research Scholars in the form of Articles, Case Studies, Book Reviews, and Ph.D Abstracts for the publication in the forthcoming issues are invited. Submission deadlines for the same are March 31<sup>st</sup> (spring issue) and September 30<sup>th</sup> (fall issue). For the detailed guidelines, contributors may log on to the Institute's <http://www.dias.ac.in>



All manuscripts may please be sent both in soft copy and hard copy as per the details given below :-

### **ELECTRONIC SUBMISSION**

The electronic submission must be in the form of an attachment with a covering letter to be sent as e-mail to the editor at [dias@dias.ac.in](mailto:dias@dias.ac.in)

### **SUBMISSION Via POST**

Dr. S.N.Maheshwari  
Chief Editor  
DIAS Technology Review  
Delhi Institute of Advanced Studies  
Plot No.6, Sector 25,  
Delhi - 110 085 (India)

### **SUBSCRIPTION DETAILS**

Academicians, practitioners and students aiming to keep abreast with the latest developments in the areas of business and IT may subscribe to the journal. For subscription, a request may be sent to the Editor via email, phone and/or letter. The present subscription rates are: -

CATEGORY	1 Year	2 Years	3 Years
Indian (In ₹)			
- Institution	400	600	1000
- Individual	250	350	450
- Student	150	250	350
Foreign (in US \$) Air Mail	50	80	120
Single Copy (in ₹) 250/-			
(US \$) - 30/-			

\* Subject to change without prior notice

## Young Builders Pvt. Ltd.

(Dealing in Real Estate)



43, Babar Road, Bengali  
Market, New Delhi - 110001  
Tel: 42355235

## COMPUTER WAYS

(For Computers, Consumables and Peripherals)



G-16, Ashok Vihar, Phase - I, Delhi - 110052  
Tel: 27132817, 27461378, 28877202

### DIAS TIMES ADVERTISEMENT RATES\*

Particulars	Per Insertion	Per Annum
Full Back Cover	15,000	50,000
Inside Front	13,000	45,000
Inside Back	12,000	40,000
Full Page	8,000	30,000
Half Page	6,000	20,000
Quarter Page	4,000	15,000
<b>Annual Subscription :</b>	<b>₹ 500/-</b>	<b>Quarterly : ₹ 150/-</b>

\*Subject to change without prior notice.

# NATIONAL SEMINAR

## OUR SPONSORS

Mansarovar Impax  
Shree Mahavir Book Depot  
Sri Sai Enterprises  
Vikas Publishing House  
PTC India Financial Services Ltd.  
Indian Society of Accounting and  
Management











## AICTE SPONSORED NATIONAL SEMINAR

### “INNOVATION, PERFORMANCE AND SUSTENANCE: NEW AGE DRIVERS FOR ORGANISATIONAL EXCELLENCE”

In today's time of globalization and constant competition, the organizations cannot afford to be less interactive and slow in reacting to the dynamism of changing environment. Gone are the times when organizations were able to survive even with limited innovation. Factors such as globalization and outsourcing have increased the need for improving efficiency and effectiveness of organizations. They require more than good products to survive; they need innovative processes and persistent performance that can drive down costs and improve productivity.

Innovation has become an important factor for the advancement of the companies and society around the globe. It has been observed that innovative firms are in far better position to meet the external pressures of the changing markets as compared to non-innovative firms. The organizations need to realize the importance of innovation and its relation with performance and sustenance for long term results.

#### INAUGURAL SESSION



The Inaugural Session commenced with the lighting of lamp of knowledge by the **Chief Guest**, Sh. Bhuwan Chaturvedi, Formerly Managing Director, Eicher Ltd., President & Executive Director, Hindustan Motors Ltd., **Guest of Honor**, Sh. Vipin

The Institute organized an AICTE sponsored National Seminar on “Innovation, Performance and Sustenance: New Age Drivers for Organizational Excellence” on 19th January, 2013. The seminar intended to provide a platform to deliberate on the current practices and challenges faced by corporate world in generating excellence through innovative business strategies.

Agarwal, Executive Director & Group CFO, Dalmia (Bharat) Enterprises, Shri S.K. Sachdeva, Chairman, DIAS, Dr. S.N.Maheshwari, Professor Emeritus & Academic Advisor, DIAS, and Dr. I.B.Singh, Director, DIAS. This was followed by welcome address by Dr. Maheshwari.



**Welcome Address by  
DR. S.N. MAHESHWARI, Professor Emeritus &  
Academic Advisor, DIAS**

Dr. Maheshwari accentuated that organizational excellence is the single most important factor that differentiates a globally respected organization from others who are just about surviving. The ingredients of organizational excellence include not just globalization but also benchmarking an organization against global standards, both, financial and ethical, strongly driven by innovation, performance and sustenance. Organizational excellence is also a reflection of the company's attitude and its vision. The present rapidly integrating global economy, rapid technological changes and shifting consumer preferences are all together increasing competitive pressure on the firms. Innovation is now



recognized as being crucial for firms to remain at the forefront. "Perform or perish" is the new watch word for the business organizations. A leader demonstrates his leadership through performance. He prioritises the bottom line so that the organization does not run amuck chasing the profitless growth. He has to be visionary so as to ensure that the organization remains in business for a long time. As a matter of fact, survival is not an issue but sustainable growth is. However, 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.

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

organizations are realizing that they cannot sustain their growth in the long run without adopting a continuous innovative strategy. 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.

According to Prof. Peter Drucker, "The enterprise that does not innovate inevitably ages and declines and in a period of rapid change such as the present, the decline will be fast."

Today, we need to stand out, shout out and look out or else be prepared to be shut out. It is well known that leaders of yesterday have become laggards today and might become leaders again tomorrow or even altogether disappear. In today's competitive global environment, therefore, it is necessary for us, to run faster than ever before even to remain at the same place.

We, Indians, have the marvellous capacity to innovate and make-do all that helps our enterprises to flourish against all odds. It is an intangible asset with us which is not easy to replicate. A recent survey of 4000 businessmen in China & India by YouGov, a top online survey organization, has shown that around 90% of the Chinese businessmen say that the main reason for their spectacular success is network connections especially with the government officials while around 80% of the Indian businessmen say that the main reason for their success is "JUGAAD" that is ability to find innovative way to overcome prohibitive rules and restrictive procedures of the government and its institutions. It may be added that to remain innovative one has to constantly change his strategy as per the contemporary requirements. It has been well said, "If you do not change with change, you will perish, if you change with change, you will survive and if you initiate the change, you will prosper."





There have been amazing business innovations in India in the past few years. The world's best value car Nano is of course the most celebrated innovation. Our telecom industry is adding millions of new users every month by making it possible for the relatively poor to use mobile phones by pricing airtime extremely low and offering rather cheap handsets. Godrej's Chotu Cool refrigerators and Tata's low-cost water purifier Swach are great examples of inclusive innovation. BILT works with farmers to grow trees, which are then sold to the company's paper mills. At a higher economic plane, Hero Honda has managed to sustain a very high growth in motorcycle sales for a long period by partnering with villagers in extending its distribution and service network deep into rural areas. The most far reaching innovation of the past few years has been the introduction of financial transactions on mobile phones. The start-ups such as EKO India Financial Services and Financial Inclusion Network and Operations Limited (FINO) have taken financial services to the under-served rural and migrant population using mobile phones. All these examples show innovation for Inclusion also does make a good business sense.

It is being said that most innovative ideas arise first in business and not in business schools. There does exist a gap. The challenge before business schools is therefore, to identify the innovative practices and capture them. Business schools and universities are more in academics. There is, thus, an urgent need to break through the academic barriers. To some extent, this has been done by premier business schools, both, in India and abroad. They are signing MOUs for online competition, tapping alumni groups and entering into corporate alliances including creation of chairs in specialized areas in their respective schools to meet ever increasing need for additional resources. Similarly, to attract enough students, particularly, US Business Schools are selling this idea to potential students "One MBA is good but two are even better". This "Double MBA" is the next big tag which is becoming acceptable among a growing band of professionals. There is a growing realization that this is necessary not only to accelerate one's career globally but also to catch up with education and new trends.

**Inaugural Address by  
SHRI. BHUWAN CHATURVEDI,  
Former Managing Director, Eicher Ltd., President  
& Executive Director, Hindustan Motors Ltd.**

The Chief Guest of the seminar, Shri. Bhuwan Chaturvedi explained the spirit of Bhagvad Gita which states that high



performance & organizational excellence are the "phal" while innovation is considered to be the 'karma' and organizations ought to focus on innovations, continuous improvements and sustained high performance resulting in organizational excellence as the end product. Strong belief along with its application would yield the results. Further, he affirmed that organizational excellence is the result of continuous improvements through high commitment and performance. Organizations seek innovation in three major areas: Product, Process and Services. Japanese development, post World War, was highly dependent on innovation of processes with motto "if any one could do, we would do it as well, if not better, at a lower cost". This conviction in themselves helped them in providing an impetus to their economy. Therefore, process and service innovations are the major concerns and need to be explored in a wider perspective. All the manufacturing firms now view innovation in a holistic manner. In fact, the engineering students play a significant role in product innovation while the management students play a pertinent role in process and service innovation. In the modern age, there exists no debate on the issue that innovation is essential, rather the debate is on how organizations can create an encouraging culture for innovation. The answer to this lies in good decision making which could either be through divergent or convergent processes. Organizations must promote new ideas from their employees and evaluate their feasibility on various parameters. This entire scenario is the result of effective leadership. It depends on how positively the leader entertains



the suggestions and motivates the employees to take quick and timely decisions aiding innovation. The entire strategy should focus on reducing implementation time, assisting organizations in cutting cost and gaining competitive advantage. He also suggested that educational institutions should lay down the basic foundations of such innovations. The students should be acquainted with both the knowledge and skills to meet the future competition and challenges. The students should be encouraged to acquire tasks' leadership and team spirit to prepare them for future. In the end, he concluded by saying that if we adopt yesterday's methods to stay in business today, remaining in business tomorrow might become a distant dream. Organizational excellence has not only become desirable but is essential for survival and growth. Innovation and continuous improvement are the potent tools. Every organization needs to design an innovation index and evolve the parameters for its measurement for their survival and success.

**Key Note Address by  
SHRI. VIPIN AGARWAL,  
Executive Director & Group CFO,  
Dalmia Cement (Bharat) Ltd.**

Shri. Agarwal initiated the session with beautiful lines by our former president Dr. A.P.J. Kalam : "An ignited mind is the most powerful resource on earth, under the earth and above the earth", and a good teacher like Dr. S.N. Maheshwari is not



only igniting but generating a spark to that ignition in his students, through his knowledge, inspiration and motivation.

He proclaimed that innovation is imperative to achieve excellence by the organization. Organizations today focus on wealth maximization and consider themselves accountable for generating value for both shareholder's and other stakeholders. The economies are changing from 'product based economy' to 'knowledge based economy', and thus, innovation governed by intellectual capital or knowledge capital is the need of hour for wealth creation. Indian as well as global organizations which witnessed stupendous growth, include Unilever and P&G in the FMCG sector, Bharti Airtel in the Telecom sector and Dalmia Cements in the Construction sector. P&G gave a new definition to the products which already existed in the market (say Febreze Air Effects) and focused on their core strength of branding & innovation, while Bharti Airtel in the recent times has experienced exponential growth by providing extra services to users by cutting cost and increasing gross margins through increased subscribers'. It has also become the darling of the market because of its innovative differentiator in the form of providing connectivity and service at economic prices.

Implementation of discounted air tickets has changed the fortunes of Spice Jet, helping it hedge its revenues in lean period. In construction sector, generally the sale of cement dips in monsoon period. An innovative business model of Dalmia Cements, to tap the consistent demand for cement in construction under institutional segment, has yielded good returns.

He concluded by saying that apart from money, creative thinking and innovative ideas are the major resources and success drivers in this new age of competition. Adoption of Innovation should not be an intermittent strategy; rather a continuous and consistent one for organizational excellence. Only the organization with innovation as the part of their culture would be a long term contributor to the nation's success and its economic development.

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

Shri. Sachdeva shared his experiences with the august audience. He further affirmed that corporate world depends heavily on innovation. The biggest differentiator for organizations is through its people, products and processes. It is the people who through their "out of the box thinking", come up with products or processes which help organizations in scaling higher performance standards thereby attaining excellence. It is often observed that clarity of vision and goals of the top management are mantras for success.





Organizations which have leaders who have led from the fore front have achieved greater success. In addition, transparency, ethics and values have also helped organizations scale heights. Corporate governance has a larger role to play and organizations which have taken cognizance of this fact have made better inroads in business.

He further opined that today's students are tomorrow's change leaders. Hence, they ought to be equipped with necessary skills to deal with the future challenges. In addition to this, it becomes imperative to help students imbibe the right set of values and ethics to aid future growth. There exists no substitute to hard work and perseverance; this motto should be imbibed in letter and spirit as it is often seen that history has been created by people who adopted this principle. He also stated that he hoped and wished that the coming generations of India dream big and strive hard to turn their dreams into reality.

#### **Vote Of Thanks by DR. I. B. SINGH, Director, DIAS**

Dr. Singh extended vote of thanks on behalf of entire DIAS fraternity. He stated that the environment has completely changed itself in all the aspects whether political, social and economical. It has now turned into a global village with no boundaries. These boundary-less associations have encouraged more of inter dependency approach making the corporates more interactive. Multi-national corporations have established their business facilities, research centers and markets at different locations attracting not only national but



also international investors contributing to their finances. To survive and sustain effective performance, it has become mandatory for all the organizations to have consistent innovations in product design, manufacturing technology, business strategies and financial restructuring. Their survival and competitive advantage will be directly proportional to their strategy of standing out from the crowd of competitors. He thanked the delegates at the National Seminar for deliberating on all aspects of new age drivers of organizational excellence to benefit the participants, management institutions and corporate. He also congratulated all the faculty members and students of the organizing committee for their efforts in organizing and successfully accomplishing the seminar.

#### **TECHNICAL SESSION I**

The first technical session was chaired by Dr. Madhu Vij, Professor, Faculty of Management Studies, University of Delhi. The speakers at the session discussed about different Microfinance Activities, Ind AS and IFRS, The Role of Knowledge Management in Modern Competitive Organizations, Privacy through Digital Marketing and Indian Stock Market & its behaviour.

#### **Address by DR. MADHU VIJ, Professor, Faculty of Management Studies, University of Delhi.**

On the basis of an analysis of the recent environment, it can be observed that Innovation, Performance and Sustenance



are dependent on the economy. Hence, companies on the threshold of commencing new ventures often question the viability and sustainability of the project. Prof. Vij explained that sustainable development and CSR go hand in hand. The kind of change that has evolved over a period of time is something the nation should be proud of. Post 1990's, banking sector reforms transformed the sector into crazy banking. There was a time when banks undertook limited activities for specific time period, but with changing times the banks have been forced to extend their activities and provide services round the clock to keep up with the competition. Thus, it has become imperative for B- schools to guide the students on risk management and scenario analysis. She presented the fact that all the problems that evolve in the environment require analytical ability followed by "what- if analysis". She concluded by exploring the importance of seminars like these which provide a platform for idea generation as there is a need to have working papers to solve many realistic problems in the competitive environment.

### REGIONAL DISPLAY IN MICROFINANCE ACTIVITIES

**MR. HIMANSHU PURI**, Assistant Professor, IILM College of Management Studies, Noida, Research Scholar, Mewar University & **DR. G.L. SHARMA**, Professor and Dean, Lal Bahadur Shastri Institute of Management, Delhi

Microfinance is the provision of a broad range of financial services such as deposits, loans, payment services, money transfers and insurance to poor & low-income households and micro enterprises. Microfinance sector in India has grown



manifolds from its inception. This evolutionary growth process has given a great opportunity to the rural poor to attain reasonable economic, social and cultural empowerment, leading to better living standards and quality of life for participating households. Microfinance has been a panacea for poverty reduction in India and thus it is profoundly promoted by financial system throughout the economy. But there has been a great extent of disparity in region-wise growth and presence of such activities across the country. This disproportionate region wise presence of microfinance has been pointed out by many research scholars, microfinance institutions and banks . The presence of microfinance has always been enormous in southern part of the country. Mr. Puri presented an insight to such variation and analyzed it through various saving, borrowing and participation ratios. He also tried to derive the reasons for disparities and made useful suggestions for the same.

### IND AS FOR IFRS: AN ELUCIDATION FOR ABRIDGING FINANCIAL REPORTING IN INDIA

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

An unswerving, unflinching and uniform financial reporting is very critical for achieving good corporate governance. In order to enhance the integrity of the businesses in the eyes of stakeholders, implementing global standards for financial reporting has become the need of the hour. Ms Wadhwa clarified the concept of IND AS and further compared it with IFRS. She highlighted the major differences between IND AS





and IFRS along with their implication for the Indian corporate sector.

She concluded by stating that adaptation to IND AS or International Financial Reporting Standards necessitates more than just changing accounting policies, rather it involves the management to exhibit a cautious appraisal of their financial reporting systems. Complete implementation of IND AS would require more time as requisite training needs to be provided to the personnel employing it.

## INVASION OF PRIVACY THROUGH DIGITAL MARKETING

**MR. SANJIVE SAXENA, Associate Professor, Jagan Institute of Management Studies, Delhi & DR. RITU BAJAJ, Professor, Jagan Institute of Management Studies**

Mr. Saxena, addressed the issues related to data leakage, a phenomenon, which is slowly becoming a menace to



individuals on personal grounds as well as posing great business risks to various organizations resulting in loss of customer confidence and the like. Today's hyper competitive business world is heavily dependent on digital devices, which are equipped with several smart features and outstanding services. In fact, these digital gadgets define life in many aspects. No doubt these gadgets have simplified life and style of working but have imposed a threat to personal data (or as a matter of fact any data) encapsulating the confidential information that can easily be exploited by marketers to serve personal objectives. He concluded by saying that considering the gravity of the situation, government and other agencies have started contemplating various controls to tackle this issue.

## A BRIEF STUDY ON ENHANCEMENT OF ORGANISATION'S EFFECTIVENESS THROUGH KNOWLEDGE MANAGEMENT

**MS. ANJU BHARTI & MS. MONA KAWATRA, Assistant Professor(s), Maharaja Agrasen Institute of Management Studies, Delhi**

Ms. Bharti highlighted the role of knowledge management in gaining competitiveness in the modern organization. She stated that knowledge management is the set of proactive activities to support an organization in creating, assimilating,



disseminating and applying knowledge. Knowledge Management is applied today across the world, in all industry sectors, public and private organizations and international charities. She stated that effective knowledge management is recognized to be "the key driver of new knowledge and new ideas". In the current environment of high competitiveness,



technological development is the major key to achieve success. She concluded by emphasising the escalating need to develop the business skills to acquire information, transform that information into knowledge and disseminate it for the development of the organisation.

## SURPRISES AND INDIAN STOCK MARKET: EMPIRICAL EVIDENCE

**MS. RAEESA BEDI, Student, MBA, DIAS & DR. VIBHA DUA, Reader, Department of Management, DIAS**

Now-a-days volatility of the stock market across the world has become the cause of concern amongst the investors. Any information be it social, political, economic or financial has its



bearing on the stock markets. Ms. Bedi studied the impact of failure of the circuit breakers for stock prices. The study indicated that the market reacted negatively before and after the event date. Negative reaction of investors made NIFTY drop 15.5% below the closing level of the previous day which led to huge loss of investor's money and sentiments.

She concluded that this incident raised doubts over the risk management system and exposed the inadequacies of the country's stock market.

## TECHNICAL SESSION II

The second technical session was chaired by Dr. A.K. Saini, Professor, University School of Management Studies, GGS

Indraprastha University, New Delhi. The speakers for the session discussed about Cloud Computing and E commerce, Green Marketing, Brand Establishment, Flash Mobs and Maintaining Customer Relations for Brand Building in Hotel industry.

### Address by

**DR. A.K. SAINI, Professor, University School of Management Studies, GGS Indraprastha University**

Innovation has been a catch word since last twenty years. It has been rightly declared "You innovate or perish". As far as India is concerned, after Independence, the major aim was to settle in the democratic system. This was followed by developing an environment where people could renovate, develop and prosper with economic development. The first scientific policy resolution was adopted in 1958, technology was considered to be an important constituent for the development. The focus was to set up laboratories, equipments, and infrastructure for technological development. After decades, the science and technological policy was revised in 2013, but the change that has actually



evolved is its formulation as 'Science Technology and Innovation Policy 2013'. For the economic development, innovation was somewhere missing but now this decade has been declared as the decade for Innovation. It is disheartening to note that Indian organisations take their step back when it comes to investing in R&D irrespective of supportive government policies but it's high time to innovate both in hardware and software terms. He concluded by welcoming all the speakers to the session and conveyed his best wishes for their presentations and research work.





## A STUDY OF CLOUD COMPUTING AS A FACILITATOR FOR E-COMMERCE INDUSTRY

**DR. RUCHI JAIN & MS. GEETANJALI GULATI,**  
Assistant Professor(s), Amity School of Business, Noida

During 1990's, it was Internet that transformed the very way the businesses communicated to their customers. By mid 90s, e-commerce came into picture and virtualized purchasing for



customers and business partners. An era later, off-shoring took hold and swept away a lot of in-house business to countries which are the low-cost centers like, China and India. Today, cloud computing is, gaining masses' attention over the information technology landscape, bringing massive changes in the way IT services. There has been a new trend for e-commerce companies to adopt Cloud Computing. Most organizations are attracted because Cloud can save time and money for them.



The paper presenters discussed the technology of cloud computing and its various benefits serving as facilitator of e-commerce. They explored the cloud computing technology and its benefits in current scenario. In addition to this, they analyzed the benefits of cloud computing acting as facilitator of e-commerce firms. They concluded by stating that cloud computing has wide perspective in the application of E-commerce. Its characteristics and conceptions can bring noticeable improvements in overall IT Industry, given that cloud computing is a flexible and affordable technology that can help businesses to evolve, compete and succeed.

## MAINTAINING EFFECTIVE CUSTOMER RELATIONS: - A MAGNIFICENT TOOL FOR STRENGTHENING BRAND IMAGE IN HOTELS OF DELHI AND NCT.

**MR. AJEET KUMAR SINGH,**  
Research Scholar, Mewar University

Indian Hospitality Industry, specially the Hotel Industry, restaurant and fast food industry and various linked industries are the fastest growing segments raising the scope and opportunities for the organization in generating massive



revenue and growth. Indian Hospitality is expected to flourish and prosper undoubtedly but with more of unclassified Hospitality segments mushrooming in the market, organisations need to re strategise.

Mr. Singh explored the recent issues of customer retention and strategies to maintain a favorable brand image of the organization in a highly competitive environment where even



the businesses of branded hotels are striving for better occupancy. He emphasized on the marketing and branding measures applied by the hotels for their better future and also acknowledged the need of inculcating the essence of innovation, conceptual learning in achieving excellence on the shop floor. Mr. Singh attempted to find out the different ways of maintaining brand image, brand strength and customer confidence which are vital in development of the Hospitality sector. He talked about the issues such as employee retention, dealing with problems and harassment faced by women at work, dealing with compensation and benefits, breaks, shifts, employee motivation etc. He concluded by explaining the need of image building exercises to achieve sustenance and generate goodwill in the market to contribute to the GDP of the country.

### GREEN MARKETING AS A DIFFERENTIATION STRATEGY

**MS. VAISHALI SETHI,**  
Assistant Professor, Delhi Institute of Rural  
Development, GGSIPU

Green marketing is a way to use the environmental benefits of a product or service to promote sales. Many consumers will choose products that do not damage the environment over



less environment friendly products, even if they cost more. The development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line. Green marketing not only has the potential to boost brand esteem and win greater customer loyalty but can also save money and add "green" to the company's bottom line. The paper presenter discussed about how

businesses have increased their rate of targeting green consumers, who are concerned about the environment and allow it to affect their purchasing decisions. Ms. Sethi identified the challenges which the Green marketers are facing and come up with strategies which they need to adopt to sell their green products by differentiating them from others in the market. She concluded by stating that Green marketers need to adopt various differentiating strategies to sell their products and move ahead of competition. The marketers now have to go green by taking due care while framing the marketing plans, strategies and policies so as to prevent the environment and nature from any harmful effects not only today but also in future.

### MODERN EXPERIENTIAL MARKETING TOOLS: A STUDY ON FLASH MOBS

**DR. RAJESHWARI MALIK**, Associate Professor,  
**DR. PARUL DESHWAL**, & **DR. RAJEEV DAHIYA**,  
Assistant Professor(s), Maharaja Surajmal Institute, Delhi

The idea of flash mobs began as a meaningless act of gathering together, then shifted into a non-violent expression of beliefs, and briefly disappeared altogether before making its way into the marketing world. Flash mobs interventions re-introduce



the psycho-geographic longing for a different way of using the space of the city – and the hope of being able to live in a more free way, than the capitalist society dictates. Companies have turned to flash mobs as a unique way to launch viral marketing campaigns for new products. Although the idea of flash mobs is not new, using them for marketing campaigns is. The presenters attempted to present the evolution and the various stages of Flash Mobs.





## CUSTOMER PARTICIPATION FOR BRAND ESTABLISHMENT (RETAIL)

**MS. RUCHIKA SHARMA, Assistant Professor, DIAS**

Customer is the major concern for the current organizations. The pull strategies adopted by the market are completely based on the customer's perception about the brand and his expectations of the product. According to the famous saying that "customer is the king", it has become pertinent for all organizations to involve the customers in every process starting from idea generation to providing feedback about the



product or Brand. The major retail players in the market - Big Bazaar, More, and Reliance have raised the bar of competition and to reach the blue ocean, it's important to develop strategies that help the retailer to be ahead of one another. The presentation explored the different strategies to involve the customer for brand development and its establishment. Ms. Sharma concluded by suggesting that the firms need to employ strategies such as Proper Feedback Management System, Customer Loyalty Power Assessment, Organizing C-C Meet Worldwide and Online Brand Communities for successful Employer Branding.

### Vote Of Thanks by

**MS. N. MALATI, Event In charge**

Ms. N. Malati, Event Incharge expressed her gratitude to the dignitaries of the National Seminar, Shri B.K. Chaturvedi, Chief Guest, Shri Vipin Agarwal, Guest of Honor, Shri S.K. Sachdeva, Chairman, DIAS, Professor Madhu Vij, Chairperson, Technical Session I and Professor A.K. Saini,



Chairperson, Technical Session II. She stated that the event would not have been successful without the active participation and cooperation of the paper presenters who graced the seminar with their thought provoking research contributions. She also expressed her profuse thanks to Professor Emeritus and Academic Advisor, Dr. S.N. Maheshwari and Director, Dr. I.B Singh for their constant support, motivation and guidance. She further mentioned that Dr. Vibha Dua and Ms. Haritika Chhatwal, members of the Organizing Team, must be given a special applaud as without their cooperation, shaping the event would have been difficult and last but not the least she thanked the audience for their support and patient hearing.

## PARTICIPANTS' OPINE

Very well organized and managed. Congratulations!!

**Dr. Madhu Vij, Professor,  
Faculty of Management Studies, University of Delhi**

It's like home coming to me.

**Dr. Rajeshwari Malik,  
Associate Professor,  
Maharaja Surajmal Institute, Delhi**

Good facilities and great learning experience.

I would like to be in touch.

**Mr. Ajeet Kumar Singh,  
Research Scholar, Mewar University**



## KUDOS

DIAS appreciated the commendable performance of Ms. Sandhya Soman, MCA (Batch 2009-12), the university topper by conferring medal. Ms. Sakshi Chawla, MCA (Batch 2009-12) was also appreciated for her exemplary performance.

The meritorious and economically weak students were endowed with Student Welfare Fund Scholarship 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 scholarship:

1. Amandeep Singh, MCA – IV
2. Richa Chugh, MCA – IV
3. Varun Jindal, MBA – IV
4. Mohit Yadav, MBA - IV



# QHMP<sup>®</sup>

ISO 9001:2008 Certified Company  
20 Service Centers All over India



Dealership Enquiry Solicited, Please contact  
+91 9810187166, email: [vmatta@qhmpl.com](mailto:vmatta@qhmpl.com)  
+91 9717390005, email: [sanjaysharma@qhmpl.com](mailto:sanjaysharma@qhmpl.com)

Ph : 8447000005



[www.qhmplsecurity.com](http://www.qhmplsecurity.com)

**CCTV CAMERA AND DVR**

COMPLETE SECURITY SOLUTION



Reliable Security Solutions  
[www.qhmplsecurity.com](http://www.qhmplsecurity.com)





## Financing Energy Value Chain

Catering to Financial Needs of over 20000MW\* capacity

### Products

- Equity Financing • Mezzanine & Short Term Financing • Senior Debt Financing • Debt Syndication • Financial Advisory and Consultancy
- Credit for Power Purchase on IEX • Non-Fund Based Financial Services

### Sectors

- Power Generation – Coal Based & Renewable of all kind • Transmission & Distribution • Coal Mining & Logistics • Ports handling fuel

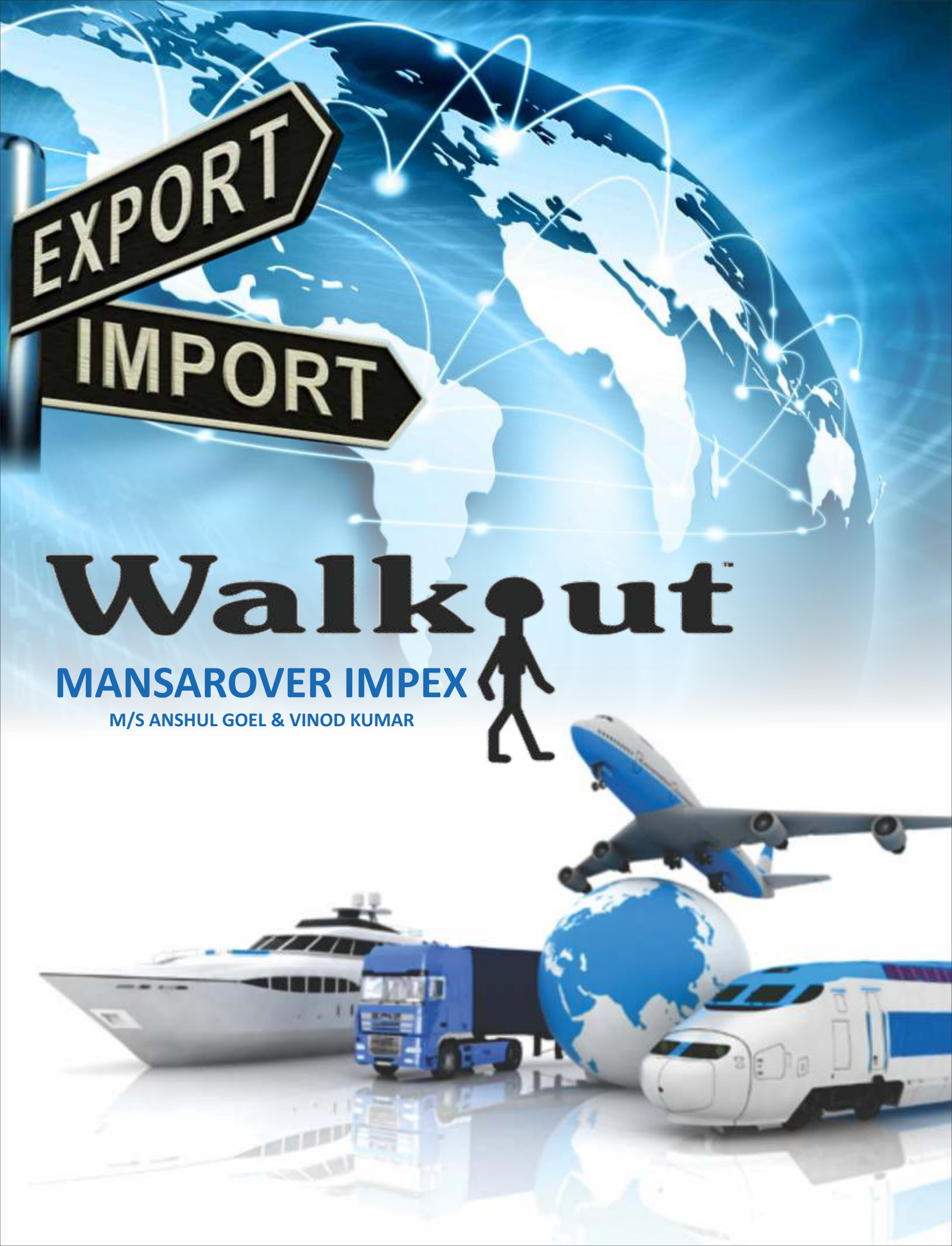
An 'A' rated Listed Infrastructure Finance Company

\*Includes consortium funding



PTC India Financial Services Limited

2nd Floor, NBCC Tower, 15 Bhikaji Cama Place, New Delhi - 110066  
Tel.: 011-41659500, Fax: 011-41659144  
Email: [info@ptcfinancial.com](mailto:info@ptcfinancial.com) Website : [www.ptcfinancial.com](http://www.ptcfinancial.com)



**EXPORT**  
**IMPORT**

# Walkout™

**MANSAROVER IMPEX**

M/S ANSHUL GOEL & VINOD KUMAR







## Anugoonj 2013 : Zonal Prelims







## ANUGOONJ 2013- ZONAL PRELIMS



For the first time in the history ever, DIAS was privileged to organize the Zonal Prelims for the university fest “Anugoonj 2013” on 22<sup>nd</sup> and 23<sup>rd</sup> January 2013. Mega event bagged the participation from nineteen colleges affiliated to Guru Gobind Singh Indraprastha University. In the true sense of the word 'Anugoonj', the music of festivity reverberated across DIAS for two days. The prelims for colleges from zone 2 were hosted with alacrity by teachers, coordinators and students alike.

### INAUGURAL SESSION

The inaugural session commenced with an inaugural speech by event coordinators, Ms. Roma Jaitly and Ms. Archana Gahlaut. The participants were welcomed and introduced to all the competitions in the agenda for the day. They were wished luck and encouraged to showcase their talent with zeal and true spirit of participation.

### MOSAIC OF ACTIVITIES

The entire event was divided into five categories that included Music, Dance, Literary, Fine Arts and Dramatics. The dance events comprised of footloose, classical dance, street dance and folk dance, the finesse of which could make even a person

with two left feet learn a move or two. What is dance without music; the musical events encompassed both Indian and Western music, where audience saw electrifying performances by different colleges. Additionally, events like Debate and Quiz formed the literary part of the event and posed brainstorming challenges to participants tickling their left hemisphere to work.

DIAS proved its mettle in music by winning first position in English group song and English solo song. Notwithstanding tough competition in Rangoli and Clay Modeling, it came first with flying colors. At the end, the enthralling stage presence of its students, DIAS won first position in Mr. and Ms Anugoonj too. Talking of dramatics, street play bestowed an effective platform for the students to showcase their outburst on social issues.

“Nobody's going to win all the time. On the highway of life you can't always be in the fast lane.” The legendary quote by Haruki Murakami, a best-selling Japanese writer defines the spirit of competition. Though early bird gets the worm, the other birds do not die of hunger. The Prelims proved to be morale booster for the winners and motivator for the other participants. DIAS felt honored to have pats from the event coordinators of participated institutions and university convener for successfully organizing such a grand event.





**Vote Of Thanks by  
MS. ROMA JAITLY  
and MS. ARCHANA GAHLAUT,  
Event Coordinators**

Event coordinators thanked Dr. S.N. Maheshwari, Professor Emeritus, DIAS for his untiring support, guidance and ever boosting words that motivated everyone to toil for translating this event into a successful reality. They also presented a thankful bow towards participants for enthusiastic and passionate participation. Last but not the least, they thanked all the faculty members and students without whom the event would not have been a memorable experience for all.



# 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:

### CO-OPERATION WITH THE INDUSTRY

- Interaction with the industry
- Gearing up to speed with the industry

### EDUCATION

- Development of young members
- Research
- Publications

### SOCIAL OBLIGATIONS

- Scholarship
- Career Counseling

### INTERNATIONAL CO-OPERATION

- Universities and other institutes
- Knowledge sharing

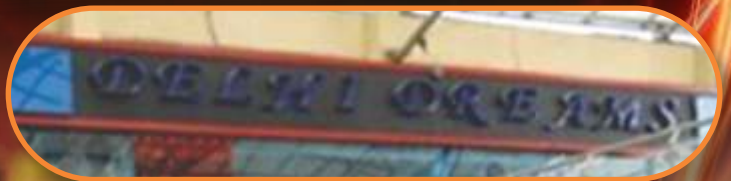
The society, to encourage meritorious students, has constituted SH . B.C. MAHESHWARI and SMT. SUGAN DEVI MAHESHWARI MEMORIAL SCHOLARSHIPS of ₹ 10,000/- each on a yearly basis. For complete details, please visit or log on to <http://indsam.com/student-scholarship>.



# CHILL HOUSE LOUNGE BAR

&

# DELHI DREAMS



## Facilities

Business Lunch

TV / Big Screen

Group Friendly

Fine Dining

Smoking Area

Air Conditioned

Corporate

Wifi

Parking Available

Home Delivery

No: B308, 3rd Floor, North Ex Mall, Near Kadambari Apartments,  
Sector 9, Rohini ,NCR, Delhi, PH: +918882908371,011 47323770



# ECSTASY-2013











# ECSTASY 2013



***Knowledge is not achieved by the conscious pursuit of books: it is generally the byproduct of other activities.***

-**Aldous Leonard Huxley**, the famous English Writer

There is no denying the fact that extracurricular activities are a great source of learning as well as self-enriching experience. It helps the students in developing many leadership qualities which are an important pre-requisite for all developments, whether - emotional, social, moral, intellectual or physical. Cultural fests are the gateways to polish the extra curricular skills of the students. They provide a splendid platform to the students to interact with peers and participants from other colleges and showcase their creative skills and multi-faceted talents. Amid much fanfare and enthusiasm, DIAS organized its 9<sup>th</sup> annual inter-college festival, Ecstasy'13 on 16<sup>th</sup> February, 2013.

The Institute's Annual Fest, Ecstasy is tantamount to zeal, competition, elation, triumph and tradition. It is an effective pedestal for students to unleash their creativity and showcase their talent. Living up to its spirit, '**Ecstasy-2013**' was an assortment of various cultural and literary activities honoring the students' interests, competencies and creativity through its theme- '**Celebrating Youth Icons**'. This theme was apt as today's youth possesses the capability to take the Nation to a new plinth.

The day had a perfect blend of literary and cultural events. From debate to dance, from collage 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 by lighting of lamp by Dr. I. B. Singh, Director, DIAS and event coordinators, Ms. Roma Jaitly and Ms. Archana Gahlaut. It was followed by an inaugural speech by Dr. I. B. Singh welcoming all the faculty members, the participants of various institutes and the august audience.

### Inaugural Speech by **DR. I. B. SINGH, Director, DIAS**

Dr. I. B. Singh, Director, DIAS welcomed the young talents from various institutes to the Mega event. He appreciated the



participants for having courage to showcase their talents in such events. He boosted the morale of the students by saying that we are the people who keep fighting and moving forward and we will create the values, opportunities, and guide the next generation. We should take a look at ourselves. We should set the goals and should achieve them. The only thing we should fear is the fear itself.



**Address by  
DR. S.N MAHESHWARI,  
Professor Emeritus, DIAS**

It is well said: "Happiness is like a butterfly- if pursued, is always beyond your grasp, but if you will sit down quietly, may



alight upon you". Participation in extra-curricular activities brings happiness in our dull and monotonous lives. It rejuvenates us to perform better in our professional and academic front. In today's competitive environment, a person has to be an all rounder to be globally competitive and universally acceptable. Ecstasy'13, the institute's cultural festival is a continued link in the direction. Dr. Maheshwari introduced the chief guest, Dr. Pawan Singh, Director & CFO, PTC India Limited to the august audience and welcomed him to the institute. He also introduced Guest of Honour, Mr. Anil Sachdeva, MD Exponential Financial Services to the audience. He thanked all the participants and congratulated them for winning prizes in various competitions. He encouraged the students to keep on trying for things in life till they succeed in getting them.

**Address by the Chief Guest  
DR. PAWAN SINGH,  
Director & CFO, PTC India Limited**

**"Victory is not getting success but victory is about not getting defeated".**

*Thomas Addison, American Inventor & Businessman*

Dr. Pawan Singh emphasized the fact that cultural fests are an integral part of college life that add extra edge amongst the students to perform and develop their overall persona. He

shared some of his own experiences with the audience and accentuated the fact that performance and acceptability go hand in hand in any organisation. Emphasizing the need of becoming a true and effective leader, he stated the fact that leadership is about taking responsibility of any situation. As per the current scenario of inescapable competition, it is



imperative to become the solution providers rather than being the problem finders.

**Address by the Guest Of Honour,  
MR. ANIL SACHDEVA, MD,  
Exponential Financial Services**

Mr. Anil Sachdeva entertained the audience with his lively speech and encouraged the students to be constant learners. He also quoted that "Have passion in whatever you do and







when you have passion, you will get innovation and when you get innovation, you will get dedication and zeal and all these will automatically accumulate and make you successful". He expressed the importance of these festivals as the best platform to ooze out the depression of studies and competition among the students.

**Vote Of Thanks by  
MS. ROMA JAITLEY and MS. ARCHANA GAHLAUT,  
Event Co-ordinators, DIAS**

On behalf of the entire DIAS fraternity, Ms. Jaitly and Ms. Gahlaut, event co-ordinators conveyed their regards and sincere thanks to Chief Guest, Dr. Pawan Singh, Director & CFO, PTC India Limited and the Guest of Honour, Mr. Anil Sachdeva, MD, Exponential Financial Services for sharing their enlightening thoughts. They expressed their gratitude towards Dr. S.N. Maheshwari, Professor Emeritus & Academic Advisor, DIAS for his constant motivation and



guidance. They also thanked Dr. I.B. Singh, Director, DIAS for his encouragement and support. Last but not the least, they thanked all the participants and the sponsors for making the event a grand success.

**PRIZE DISTRIBUTION CEREMONY**

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

<b>DEBATE IT OUT (Debate Competition)</b>		
Star Speaker (For Motion)	Bhavya	DIAS
Star Speaker (Against the Motion)	Ritika Sharma	MSI
<b>STREET SPELLA (Street Play)</b>		
First	Sakshi Bhatia, Anukriti Agarwal Iewa, Aparna Pathak, Anchal, Aditi Gambhir, Richa Tiwari, Harsha Singh, Asmita Sharma, Napeer Shurti, Tanya Singh, Swati Dev.	Kalindi College (D.U)
Runner - up	Sankalp Kak, Tanuj Rajput, Ankit Chawla, Chander Sharma, Deepali Marwaha, Dharam Madan, Akshay Sharma, Shreya Sharma, Saurabh	Amity School of Engineering and Technology



<b>CONCURS DE GRAFFITI (Graffiti Competition)</b>		
First	Bhavesh, Aditya Bindal	Dayal Singh College(Evening)
Second	Gaurav Sethi Jatin Lamba	MAIMS GITM
<b>TURN COAT (Flip Book Competition)</b>		
First	Sandeep Sharma	MSI
Second	Chetan Kothari	VIPS
<b>AANE WALA PAL JAANE WALA HAI (Extempore)</b>		
First	Aswinder	TIAS
Second	Rashi Oberoi	GIBS
Third	Ishita	TIAS
<b>COLOUR WITH PASSION (Rangoli Competition)</b>		
First	Nidhi Singh, Gunjan	Dayal Singh College(Evening)
Second	Sonam Gupta, Megha Shalini Gupta	GIBS
<b>KHEL KHEL MEIN (Management Game)</b>		
First	Jyoti Jain, Puneet Nagpal, Prakhar Pathak	GIBS
Second	Radhika Lohia, Madhurima Mitra, Mohit Yadav	DIAS
Third	Vikas, Lalit, Mohit	RDIAS





# Symposia on BUILDING HIGH PERFORMANCE TEAMS





## Symposia

### “Building High Performance Teams”

*“The strength of the team is each individual member. The strength of each member is the team.”*

Team building is a philosophy of job design in which employees are viewed as members of interdependent teams instead of individual workers. To inculcate team spirit in the students, DIAS organized a Symposia on “Building High Performance Teams” on 15<sup>th</sup> March 2013. The symposia was divided into two sessions, first session was chaired by Dr. Ashok K. Jhawar, Formerly Country Head (India)-BP India Services Pvt. Ltd. and Mr. Sharad K. Maheshwari, Sr. General Manager, Dalmia Cement (Bharat) Ltd. New Delhi was the chairperson for the next session.

**Inaugural Session by  
DR. S.N. MAHESHWARI, Professor Emeritus  
& Academic Advisor, DIAS**

Traditionally, management in all business organizations is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. The success or failure of the management function in any organization is largely measured in terms of some hard



bottom line indicators like productivity, efficiency, profit, shareholders' value and to some extent of softer values like customer service, quality, social responsibility and creativity. Times have now changed. Of course, these are important indicators but no longer sufficient. Globalization and workforce diversities, technological obsolescence, availability of abundant information data and rapidly changing social,

cultural, ecological and technical environment are some of the difficult problems which are being faced by modern management. Moreover, escalating competition and increasing expectations of all stakeholders in the business have made the situation all the more challenging for all business executives. “Perform or Perish” is the new watch word for business organizations all over the globe. “People factor” has now become the most important factor in all organisations.

Business education not merely comprises of theoretical knowledge but also the experience and skills which one may acquire through work or interaction with corporate executives. Keeping this in mind, DIAS invites corporate executives from time to time to enlighten and share their practical experiences. Symposia, “Building High Performance Teams” is a continuous link in that direction.

It is a well accepted fact that there can be no planning, no productivity, no management or sunrise of universal well-being without the readiness of the people to work with a sense of common aim, a perceived sense of common direction and a converging feeling of total dedication and higher consciousness. It is also true that “leaders of yesterday have become laggards today and might become leaders again tomorrow or even altogether disappear”. In today's competitive environment therefore, it is necessary for us to run faster than ever before even to remain at the same place. Hence, passion to learn, constant improvement and teamwork were never so essential for success as they are today. There is nothing like the “best option”. There can always be a better option. Hence, the process of search, research and again search is a continuing phenomenon. Moreover, whether at home or at work, success and happiness is all about effective team work.

**SESSION I  
DR. ASHOK K. JHAWAR,  
Formerly Country Head (India)-BP India Services Pvt. Ltd.**

Dr. Jhawar opined by stating the importance of training in corporate world. Despite being trained academically for sixteen to seventeen years, training is planned and provided in





corporate too, the reason being the prevailing gap between theory and practice. When a person enters the corporate world, he is an individual contributor and may be better than a person who has already spent considerable time in a job. The career progression graph moves from an employee being an individual contributor to being a first line supervisor followed by becoming a middle manager and progressing to



become a senior leader. In general, the orientation of an individual contributor is short term or task focused. Middle manager needs to plan for middle term with adequate spotlight on short term while the senior leaders ought to plan for long term and take view of the competitor strategies while planning for their own. The planning and implementation is incomplete without communication. Many a times it is observed that managers do not spend enough time in communicating with their employees, leading to ineffective implementation of the policies or strategies. Communication is required at all levels of a business organization. When challenges are posed to the organisations on the continuous basis, effective training and clear communication provide synergetic effect.

A team comprises of group of people linked for a common purpose. They are especially appropriate for conducting tasks that are high in complexity and have many interdependent subtasks. Various teams are formed in an organization such as natural work team while the others may be special purpose teams. An individual cannot be a one man army; he seeks the support and contribution of his team. Sachin Tendulkar, no doubt is a cricket legend, but without the Indian team his talent would have gone in vain. It has been observed that

human beings are restrictive as team players because every person vies for their individual attention and recognition. Dr. Jhawar further discussed the Tuckman's team model which consists of forming, storming, norming, performing and adjourning. The challenge lies in going through these stages quickly by developing conventional and unconventional approaches for the development of high performance teams. Dr. Jhawar shared his experience in building high performance teams of employees in his organization. He concluded by making a note that "Team Work and Communications are the pillars for a high performance team".

## SESSION II

**MR. SHARAD K. MAHESHWARI,**  
Sr. General Manager, Dalmia Cement (Bharat) Ltd.

Mr. Maheshwari started the session with a very interesting expression which said "No Bo No Po i.e. No Bonus No Porsche". Light was thrown on a live experience in Baker Hughes Incorporated, Qatar. A team of seven people called seven brothers was formed and 'No Bo No Po' was the



motivating factor for them. This gave them a sense of trend to realize their targets. To tickle the brain of the students, Mr. Maheshwari posed various questions and case studies to the students. To settle any task in an organisation, there are chaotic scenarios such as appointment of new leaders, groupism, giving up of egos to adjust to the native conditions, new challenges, new goals and hard work but if managed well through team oriented actions, it can lead to better accomplishments.



“Talent wins games, but teamwork and intelligence win championships”. He asked the students “What happens when you win or lose the match and what happens when one of the team members do not perform well?” Through these questions he differentiated between a high performance team with other teams. The morale of the team has to be bigger than that of combined individuals. A team of persons with different personalities and perceptions can perform effectively and make a dream team. Mr. Maheshwari also discussed the process of learning, unlearning and relearning and elaborated on the change of roles that comes with new responsibilities.

He concluded by elaborating on how a leader can set an example for others and achieve the desired goals differently.

**Vote Of Thanks by  
DR. I.B. SINGH, Director, DIAS**

Teams have become an integral part of every organization and success of organizations is just not dependent on individual performance but rather on high performance teams. With this, Dr. Singh extended vote of thanks to Dr. Ashok K. Jhavar, Formerly Country Head (India)-BP India Services Pvt.



Ltd. and Mr. Sharad K. Maheshwari, Sr. General Manager, Dalmia Cement (Bharat) Ltd. for sparing time from their busy schedule and enlightening the audience with their precious words of knowledge and experience. He also extended his gratitude to all the faculty members, staff and students for making the event a success.

25% Storewide DISCOUNT\* on producing your student ID

Dream Line: +91 971 111 7338 (M-F | 9AM-9PM)

Dream Big. Make It Happen.  
**Dreamaniac**  
www.dreamaniac.com

Exclusive and Limited Edition  
**DESIGNER COLLECTION**  
For The Trendsetters

\* Terms & Conditions Apply

Created in India, loved globally  
An exclusive designer brand by RC

Branding & Promotions by 351

A KREDible Cool Brand



Contact us:  
ECHELON LIFESTYLE PRODUCTS PVT. LTD.  
You may contact us at Administrative office  
C-R-274, Lalita Park, Laxmi nagar, Delhi - 110092.  
(For postal and courier purposes)

Visit us at Executive office  
Plot. No. 400, Lal Dora Ext., Firni Road,  
Near Shivam Farm House, Pooth Khurd,  
(6 km. from Rithala metro station)  
Main Bawana Road, Delhi-39

Tel No.: +91-11-27762540/41  
Fax No.: +91-11-27762544  
Mobile No.: +91-9811028600  
Email Address: info@homecarelifestyle.com  
SMS HCL to 56767 Customer Care Number: 1800-11-8877



# Optical GALLERY (Regd.)



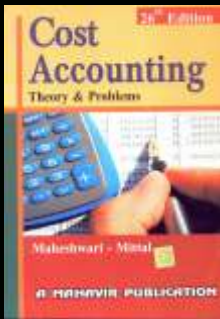
"Eye and Ear"  
Complete Solution

\*ALL MAJOR CREDIT CARDS ACCEPTED

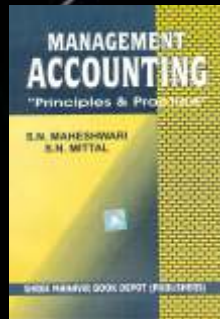
\*SEVEN DAYS OPEN

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

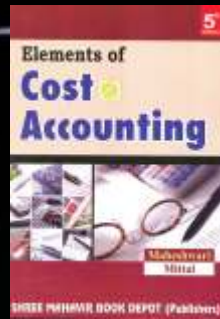
Ph. : 2731 8400, 2731 9400  
F-5, Pacific Mall, KP Block,  
Pitampura, Near Hotel City Park,  
D-110088



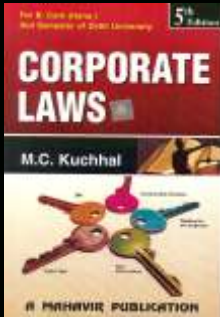
S.N Maheshwari, S.N Mittal  
ISBN : 978-93-81580-23-3  
Price : ₹480.00



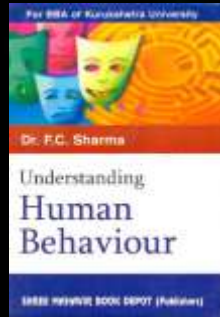
S.N Maheshwari, S.N Mittal  
ISBN : 978-93-81580-33-2  
Price : ₹ 280.00



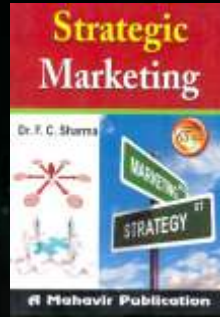
S.N Maheshwari, S.N Mittal  
ISBN : 978-93-81580-33-2  
Price : ₹ 280.00



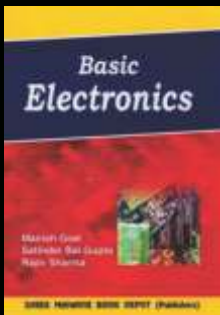
Kuchhal, M.C  
ISBN : 978-93-81580-46-2  
Price : ₹ 240.00



Sharma, F.C  
ISBN : 978-93-80266-58-9  
Price : ₹ 160.00



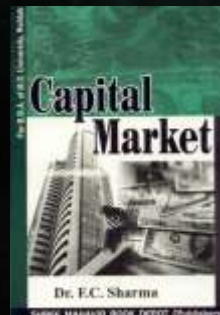
Sharma, F.C  
ISBN : 978-93-81580-60-8  
Price : ₹ 240.00



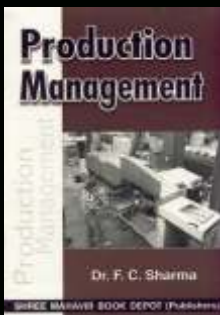
Goel, Gupta & Sharma  
ISBN : 978-93-80266-13-8  
Price : ₹ 160.00



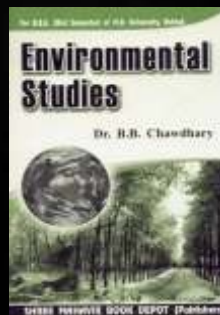
Goel, Gupta & Sharma  
ISBN : 978-93-80266-14-5  
Price : ₹ 160.00



Sharma, F.C  
ISBN : NA  
Price : ₹ 180.00



Sharma, F.C  
ISBN : 978-81-908208-6-8  
Price : ₹ 160.00



Chaudhry, B.B  
ISBN : 978-81-908208-7-5  
Price : ₹ 120.00

**SHREE MAHAVIR BOOK DEPOT (Publishers)**

2603, Nai Sarak, Delhi-110006

E-mail : mahavirpublications@hotmail.com

Website : www.mahavirpublications.com



# Techno Tryst - 2013











## AICTE SPONSORED NATIONAL CONFERENCE

### "TECHNO TRYST 2013: COMPUTATIONAL INTELLIGENCE-CURRENT AND FUTURE TRENDS"

In today's world, intelligence is often associated with geniuses and being smart. Intelligence is considered as having vast amount of knowledge and wisdom. However, as technology has become more advanced, intelligence has acquired numerous meanings. Intelligence is defined as the ability to achieve goals through computational process. Although intelligence is present in every living creature including humans, but the real challenge is to make machines as intelligent as human beings. Artificial intelligence is known as "the intelligence of machines and the branch of computer science that aims to create it".

Computational Intelligence (CI) is computational part of artificial intelligence. It is a field of computer science that attempts to simulate characteristics of human intelligence or

approaches, such as first principles modeling or explicit statistical modeling have become infeasible. Enormous success has been achieved through the modeling of biological and natural intelligence, resulting in so-called "intelligent systems". These intelligent systems are based on the concepts which include artificial neural networks, evolutionary computation, swarm intelligence, artificial immune systems, and fuzzy systems. Together with logic, deductive reasoning, expert systems, case-based reasoning and symbolic machine learning systems, these intelligent algorithms form part of the field of Artificial Intelligence (AI).

The first component of CI is artificial neural network which is based on computational model of human brain. The human brain is a complex, nonlinear and parallel computer. It has the ability to perform tasks such as pattern recognition, perception and motor control much faster than any computer – even though events occur in the nanosecond range for silicon gates, and milliseconds for neural systems.

The second component of CI is Evolutionary computation (EC). Evolutionary

senses. These include learning, reasoning, and adapting. This field studies the designs of intelligent agents, or systems that act intelligibly.

Computational intelligence is a set of nature-inspired computational methodologies and approaches to address complex real-world problems to which traditional

computation mimics processes from natural evolution, where the main concept is survival of the fittest and the weak must die. Various categories of evolutionary algorithms (EA) have been developed such as genetic algorithms which model genetic evolution, genetic programming which is based on genetic algorithms and evolutionary programming which is derived from the simulation of adaptive behavior in evolution





(phenotypic evolution).

The third constituent of CI is Swarm Intelligence (SI) which originated from the study of colonies, or swarms of social organisms. Studies of the social behavior of organisms (individuals) in swarms prompted the design of very efficient optimization and clustering algorithms. Particle swarm optimization (PSO) is a stochastic optimization approach, modeled on the social behavior of bird flocks. PSO is a population-based search procedure where the individuals are referred to as particles which are then grouped into a swarm. Realizing the growing need of the hour, Delhi Institute of Advanced Studies organized a national conference “Techno Tryst 2013: Computational Intelligence- Current and Future Trends” on 28th March, 2013. The conference started with an inaugural session which was later followed by the 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 lamp of knowledge by the Chief Guest, Mr. V. K. Jaitly, CEO C\_cube Consultants, Guest Of Honor, Mr. Pankaj Kumar Bansal, Senior Consultant, Tata Consultancy Services Ltd., Dr. S.N.



Maheshwari, Professor Emeritus, DIAS, and Dr. I.B. Singh, Director, DIAS. This was followed by the welcome address by Dr S. N Maheshwari, Professor Emeritus and Academic Advisor, DIAS.

### Welcome Address by DR S. N MAHESHWARI, Professor Emeritus and Academic Advisor, DIAS

Dr. Maheshwari welcomed the galaxy of eminent personalities from industry and academics to the conference. He accentuated the fact that in today's world, Computational Intelligence is the upcoming technology to be looked upon.



He gave brief overview of Computational Intelligence which is computational part of artificial intelligence. Computational Intelligence is a field of computer science that attempts to simulate characteristics of human intelligence or senses. These include learning, reasoning and adapting. This field studies the designs of intelligent agents, or a system that acts intelligibly. It incorporates a set of nature-inspired computational methodologies and approaches to address complex real-world problems. It primarily includes artificial neural networks, evolutionary computation and fuzzy logic. An important aspect of Computational Intelligence is adaptivity which is covered by the fields of machine learning and computational neuroscience. The emerging applications of Computational Intelligence include Signal Processing, Wireless Sensor Networks, Image Processing, Robotics, Natural Language Processing, Pattern Recognition, Decision Support Systems, Business Intelligence, Computer Vision etc. Dr. Maheshwari introduced Chief Guest, Mr. V. K. Jaitly, CEO C\_cube Consultants and the Guest of Honor, Mr. Pankaj Kumar Bansal, Senior Consultant, Tata Consultancy Services Ltd to the audience and welcomed them to the institute.





### Inaugural Address by The Chief Guest

**Mr V K Jaitly, CEO, C-Cube Consultants**

Mr. V. K. Jaitly began his address by explaining that the computational intelligence is the next biggest invention of man kind where by computers can think, reason and plan just like humans. He supported his statements by showing different video clips. These clips were about the swarm of



robots working as a team to perform a particular task just like human beings. He also showed a video clip of the robot "Curiosity" which landed on the Mars and the scientists were controlling all its activities from the earth. Curiosity is a car-sized robotic rover exploring Gale Crater on Mars as part of NASA's Mars Science Laboratory mission (MSL). Curiosity was launched from Cape Canaveral on November 26, 2011, at 10:02 EST aboard the MSL spacecraft and successfully landed on Aeolis Palus in Gale Crater on Mars on August 6, 2012, 05:17 UTC. He concluded by saying that the intelligent systems are highly efficient and could significantly reduce computational complexities.

### Address by the Guest Of Honor

**MR PANKAJ BANSAL,  
SENIOR CONSULTANT,  
Tata Consultancy Services Pvt. LTD.**

Mr. Bansal encouraged the students to be innovative and bring new ideas. He expressed that for every innovation and invention, there is an idea behind it. Mr. Bansal further explained that Computational Intelligence is the new technology that will change how people live their lives. All the gadgets that were seen in the Star Wars and Star Trek serial in



the television in late 1970's are a reality today. He quoted an example where the social networking sites helped a firm to increase its sale of toiletries products used for cleanliness and hygiene. Mr. Bansal further clarified that computational intelligence is used in home appliances which have made them a lot more intelligent compared to the appliances used in the earlier times. Mr. Bansal concluded by saying that application of Computational Intelligence covers the vast horizons including Business Intelligence, Telecommunication, Bioinformatics, Factory Automation, Speech and Vision Processing.

## TECHNICAL SESSION I

The technical session I was chaired by Dr. V.K. Panchal, Scientist 'G'/Associate Director, Defence Terrain Research Laboratory, DRDO. The speakers at the session deliberated upon the topics like e-learning in the rural sectors, pattern matching algorithms, timing attacks and Eco friendly databases.

### Address by DR. V. K. PANCHAL

**Scientist 'G'/Associate Director, Defence Terrain  
Research Laboratory, DRDO**

Dr. Panchal elaborated that intelligence which can be computed mathematically is known as Computational Intelligence. Artificial intelligence is now referred to as computational intelligence. He explained the nature has a unique way of solving a problem. The mechanism adopted by the nature should be adopted in creating an optimization technique used for solving various problems in the field of



computer science and other areas. He named a few techniques based on nature and applied in the field of computer science such as ant colony optimization, swarm intelligence, particle swarm intelligence etc.

He gave details of ant colony optimization technique that is based on the behavior of ants seeking a path between their colony and the source of food. In computer science and operations research, the ant colony optimization algorithm is a probabilistic technique for solving computational problems which can be reduced to find good paths through graphs. He gave the reference of the latest research undertaken by him at DRDO for developing an optimization theory based on the earthquakes and the plate tectonics that cause earthquake. Another interesting research undertaken by him was to find the underground water in the Thar Desert.

He elaborated upon the topic swarm intelligence, another important area in computation intelligence. Swarm intelligence (SI) is the collective behavior of decentralized, self-organized systems, natural or artificial. SI systems are typically made up of a population of simple agents interacting locally with one another and with their environment just like nature, where biological systems interact with one another. Natural examples of SI include ant colonies, bird flocking, animal herding, bacterial growth, and fish schooling.

He shared with the audience another significant approach in computer science, particle swarm optimization (PSO) which is a computational method that optimizes a problem by iteratively trying to improve a candidate solution with respect

to a given measure of quality. PSO optimizes a problem by having a population of candidate solutions, using dubbed particles, and moving these particles around in the search-space according to simple mathematical formulae over the particle's position and velocity. Each particle's movement is influenced by its local best known position and is also guided towards the best known positions in the search-space, which are updated as better positions and are found by other particles. This is expected to move the swarm towards the best solutions.

### **Address by the Guest Speaker DR. DEBASIS DAS**

**Principal Scientist, Institute of Genomics  
and Integrative Biology, Council of Scientific  
and Industrial Research, Delhi**

Dr. Debasis Das delivered rich information on analysis of individual proteomic experiments which has made great strides, but the crucial ability to compare and store information across different proteome measurements still presents many challenges. He quoted an example where he said it has been difficult to avoid contamination of databases with low quality peptide identifications. These contaminations lead to false positive identification of amino



acids in the proteins while combining data sets. Although, the contamination with low quality identifications has been addressed by joint analysis of deposited raw data in some public repositories. He reasoned that there should be a specific role of a database designed for high resolution and quantitative data. The database-wide false discovery rate is





controlled by adjusting the project specific cutoff scores for the combined data sets.

The real challenge lies in making the unidentifiable spectra identifiable with the help of computers. The scoring function that distinguishes real from fake is taking into account the continuity of ions, intensity of matches and delta m's which is the difference between match and differing one.

He concluded by saying, sample is important for biological discovery, so one can use combination of methods on samples rather than coming up with their own method in bio marker discovery for identifying important proteins. Once the algorithm has been developed, the real challenge lies in comparing the developed algorithm with world's best known algorithm.

## A SUSTAINABLE FRAMEWORK FOR EDUCATION IN RURAL INDIA

**MR. ALOK NIKHIL JHA, Student,**  
Department of Mathematics &  
Computer Science, IIT Delhi

Mr. Alok Jha enumerated upon the fact that education in rural parts of India is yet to be counted in developing phase. The rural India poses a lot of challenges such as no proper



infrastructure, no internet connection, very little or no electricity and no primary education amongst the people. In order to overcome these problems, he proposed a technology oriented framework and modeled it with the requirements and needs for people residing in villages. He

used the available infrastructure and resources of rural India to overcome these challenges. The design he presented to his peers was brainstormed in a way to use a low cost effective scalable classroom model that can be implemented in less time and has very less overheads. The idea goes around utilization of available infrastructure of Gramin Banks and maps it in a technology framework in a way to deliver knowledge and to educate the people.

## PATTERN MATCHING ALGORITHM

**MS. AKANSHA BANSAL,**  
**MR. DEEPANSHU GARG,**

**MCA Student(s), Amity Institute**  
**of Information Technology,**  
**Amity University, Noida**

Ms. Akansha Bansal explained the concept of string matching which defines the matching of a character or characters usually known as a pattern, in a text. A text is usually many



times longer than pattern. The problem of string matching focuses on finding all the occurrences of a character(s) in the text. She emphasized on finding the first occurrence of the pattern in the text. She provided an overview of two string matching algorithms - Naive string matching algorithm and Boyer-Moore algorithm. She analyzed the core ideas of these single pattern string matching algorithms. In the paper, the focus was on how accurately and quickly the pattern is matched and indicated. She concluded by saying that performance of string matching algorithms is based on the selection of algorithm used for a pattern.



## ECO FRIENDLY DATABASE

**PRANAV KHARBANDA, VARUN CHAUHAN, SUMIT JAIN, MBA Student, Delhi Institute of Advanced Studies, VINDHYA CHHABRA, B. Tech Student, Delhi Technical University.**

Mr. Varun Chauhan and Ms Vindhya Chhabra explained their research study which is based on the case of green data base undertaken by T Willis Lang and Jignesh M. Patel, Department of Computer Sciences, University of Wisconsin Madison, USA, where they have suggested and studied the importance of database going eco friendly. In the study, the database



management systems have always ignored the task of managing the energy consumed during query execution and query processing. Green database management creates an energy efficient and eco friendly system for the increasing demands of corporate employing utilization of database. Mr. Varun and Ms. Vindhya suggested that the economic and environmental factors requiring Data Centers must give attention to energy consumption and proper energy utilization. They presented some proposal for considering energy efficient query processing in a database management system thus hereby helping the environment by reducing the energy consumption and helping the environment go eco friendly. Their proposals centered on techniques that can trade energy for performance.

## TIMING ATTACKS ON IMPLEMENTATIONS OF DIFFIE-HELLMAN, RSA, DSS, AND OTHER SYSTEMS

**MS PRIYANKA SHARMA, Faculty, DIAS, MS. SWAGATIKA RATH (MCA Department), Academy of Business Engineering Science**

Ms. Priyanka Sharma elucidated that the accurate time measurements of the modular exponentiations used in public key cryptography can reveal the secret key exponent. She referred the research paper given by Paul Kocher who proposed the timing attack on the implementations of Diffie-



Hellman, RSA, DSS, and Other Systems. Any public key implementation where an attacker can make accurate timing measurements is potentially at risk. The timing attack and an increasing list of public-key implementations are vulnerable to Paul Kocher's brilliant idea.

## TECHNICAL SESSION II

The Technical Session II was chaired by Dr Amita Dev, Principal, Bhai Parmanand Institute of Business Studies (BPIBS), Govt of Delhi under Department of Training & Technical Education. The speakers at the session talked about the topics like Firefly Algorithm and Particle Swarm Optimization for Noisy Non-Linear Optimization Problems, Cyber Forensics, Collaborative Recommender Systems and Secured Authentication-3D Password.





**Address by  
DR. AMITA DEV  
Principal and Director, Bhai Parmanand Institute  
of Business Studies**

Dr. Amita Dev enlightened the audience on the topic Computational Intelligence, by explaining the characteristic of "intelligence" which is directly linked to the reasoning,



decision making, common sense, knowledge, and natural language processing. Fuzzy logic deals effectively with uncertainty that is common for human reasoning, perception and inference. It has a very formal and strong mathematical structure which allows uncertainties to be effectively represented and manipulated.

She further clarified the concept by saying that computational intelligence begins with nature and inspires from nature. Neural Network, Artificial Intelligence, Fuzzy Logic, Genetic Algorithm are all parts of Computational Intelligence and are best suited for real time applications.

The science of Computational Intelligence could be described as "synthetic psychology" or "computational epistemology" where Epistemology is the study of knowledge. It can be seen as a way to study the old problem of the nature of knowledge and intelligence, but with a more powerful experimental tool than was previously available. She said the companies are able to experiment with executable models of intelligent behavior. Most importantly, such models are open to inspection, redesign, and experiment in a complete and rigorous way and can be used in near future for research purpose.

By quoting an example of "speech" she said that gestures of hands, facial expressions, thoughts etc cannot be handled or answered by traditional systems. Hence, there is an utmost need to build computationally intelligent system. She also shared her knowledge about the recent trends in computational intelligence; neural network with fuzzy logic giving the neuro fuzzy system likewise genetic algorithm with fuzzy logic giving genetic fuzzy system etc.

It is a very challenging arena where work needs to be done in massive parallel computation. Input output mapping also plays a crucial role as it has to see the evidential responses and these systems should be of very high tolerance, so building such kind of systems is a challenging task.

**COMPARATIVE STUDY OF FIREFLY  
ALGORITHM AND PARTICLE  
SWARM OPTIMIZATION FOR NOISY  
NON-LINEAR OPTIMIZATION  
PROBLEMS**

**MR. SIDDHARTH AGARWAL, Student,  
(CS) GGSIPU New Delhi India ,  
MS. AMRIT PAL SINGH, Asst. Prof.  
GTBIT, GGSIPU New Delhi India**

Mr. Siddharth Agarwal emphasized that firefly algorithm is an evolutionary optimization algorithm, emphasizing on the flashing behavior of fireflies in nature. The primary purpose for a firefly's



flash is to act as a signal system to attract other fireflies. He clarified that many noisy non-linear mathematical optimization problems can be effectively solved by Meta



Heuristic Algorithms. Nature-inspired algorithms are among the most powerful algorithms for optimization. Firefly algorithm is one of the new Meta Heuristic Algorithms inspired by nature for optimization problems that simulate the flash pattern and characteristics of fireflies.

He concluded by saying that Firefly Algorithm in each noisy nonlinear optimization function performs better and effectively as compared to Particle Swarm Optimization.

### CYBER FORENSICS: A MODERN FORENSIC ANALYSIS PROCESS

**MS. NATASHA SINGH M. Tech. Student,**  
**MS. SONA RANI, Asst. Prof.**  
**CSE Department, UIET, KUK**

Ms Natasha elucidated the concept of Cyber Forensics which is a modern forensic analysis process and deals with identification,



extraction and reporting on data obtained from a computer system. She raised the awareness on the different types of computer forensics systems used and their importance in corporate planning. She discussed various kinds of forensic systems like Internet security system, Intrusion detection systems, Firewall security systems, Storage area network security systems, Network disaster recovery systems and Public key infrastructure security systems.

She concluded by saying that evidence gathered from computers is subject to the same standards as evidence gathered from any other type of crime scene. It must be authentic, accurate, complete, convincing to juries, and admissible. This is to ensure that evidence gathered from suspected computer-related crimes is credible. Cyber crime will continue to increase as the number of computer users increases. To combat this trend, local and national law enforcement agencies must maintain and improve techniques used in cyber forensics.

### COLLABORATIVE RECOMMENDER SYSTEMS: AT A GLANCE

**MS. HARITA MEHTA, Department of Computer Science, Acharya Narendra Dev College, University of Delhi, New Delhi, India**

Ms. Harita Mehta explained the Collaborative Recommender Systems which has proved useful in helping users to handle the



large amount of information on the Internet. This system helps the user in making choices based on opinions of other users. She explained the concept with the help of a very good example of "Goldberg" used in collaborative filtering to build a system called "Tapestry" for filtering emails. She also covered the issues related to collaborative recommender system such as lack of data, cold start problem (ramp up problem), changing user preference, scarcity problem, scalability problem etc.

She concluded with all possible extensions to provide group recommendations in collaborator recommendation system.

### SECURED AUTHENTICATION: 3D PASSWORD

**MS. NEHU GUMBER and**  
**MS. RICHA, Students of MCA, DIAS**

Ms. Nehu elaborated upon the topic authentication which generally consists of username and password. Whenever a user tries to access a system he/she is asked to authenticate themselves by entering their username and password. If the authentication check succeeds, they are allowed to access the system, otherwise their request is declined. She introduced a new authentication scheme "3D passwords". It is a technique





which combines all permutations and combinations of existing authentication schemes. 3D virtual environment is a form of computer based simulated environment where user can interact with different entities. 3D password scheme is very flexible and allows user to create infinite number of passwords. 3D passwords are relatively easy to remember and difficult to hack.

In the 3 D virtual environment, 3D objects can be used for interaction in the 3D environment. The sequence of interactions with the 3D objects will form the password. The speakers concluded by saying that 3-D password is a multifactor authentication scheme that combines these various authentication schemes into a single 3-D virtual environment.

## SMART PHONE APPLICATION DEVELOPMENT

**MR. LOKESH SEHGAL** Software Engineer (IOS, Java) U2opia Mobile

Mr. Lokesh enlightened the audience with Mobile Application Development. It is the process of developing application software for low power handheld devices, such as personal digital assistants, enterprise digital assistants or mobile phones. These applications can be installed on phones during manufacturing or downloaded by customers from various mobile software distribution platforms, or delivered as web applications using server side or client side processing. He also explained the process of smart phone application development. The application has thousands of developers, experienced and inexperienced, worldwide to release new and updated applications to attract users. So, they become



popular and in most cases make a profit. Unfortunately, this development madness tends to sacrifice security and privacy.

## FROM INFORMATION TO KNOWLEDGE BASE

**MR. RAJEEV JAIN** (Technical Writer) Rightster, Gurgaon

Mr. Jain explained the concept of information to audience. He took the pace to knowledge base which is a computer program that reasons and uses knowledge to solve complex



problems. Knowledge is acquired and represented using various knowledge representation techniques such as rules, frames and scripts. The basic advantages offered by such systems are documentation of knowledge, intelligent decision support, self-learning, reasoning and explanation. He also said that Innovation is a process that involves searching for new information and this information becomes knowledge. He



covered the theoretical insights on individual and organizational learning and proposed a knowledge based model of how actors search for information when confronted with innovation.

He concluded by saying that knowledge based system are systems based on the methods and techniques of Artificial Intelligence.

### Vote Of Thanks by MS. BARKHA BAHL, Event In charge

It is a well known fact that there exists a close relationship between overall development of the nation and education. The expansion of education ought to be carried out in an organized manner for the effective accomplishment of the desired results.



Ms. Barkha Bahl, the event co-ordinator, elucidated that the main purpose of the conference was to exchange ideas and views along with the determination of path for the expansion in researching the area of computational intelligence. The same has been achieved with the concerted efforts of all who have helped to make the conference a real success. She extended her heartfelt thanks to the distinguished guests for gracing the occasion by their benign presence and words of wisdom. She also thanked all the paper presenters and participants from various institutions for coming and for sharing their valuable experiences.

Any institute is known for its culture, and the culture originates through the initiatives taken by the people at the

top. We have the privilege of having a renowned personality, Dr. S.N. Maheshwari, Professor Emeritus, who has developed the culture of "Attention for Detail". The discipline along with values has paved the way for success of our students. Ms. Bahl thanked sir for being the guiding and motivating force behind all activities. She also thanked Dr. I.B. Singh, Director, DIAS for providing continuous support and encouragement.

An event like this cannot happen overnight. The wheels start rolling months ago. It requires planning and motivated team to accomplish the same. She expressed her deep sense of appreciation for Ms. Sonia Gupta and Ms. Tripti Mishra for extending their unflinching support right from the planning stages till date.

She further extended thanks to every faculty and staff member for their involvement and their willingness to take on the completion of tasks beyond their comfort zone. A Special thanks to Ms. Rita Sharma, Accounts Assistant, DIAS, was mentioned for bringing sponsorship for the event.

Ms. Bahl expressed her gratitude towards all the sponsors of the event. Last but not the least, she thanked all students and student volunteers who proved to be a source of strength by participating in full strength and grasping the insights imparted by the speakers at the conference.

### PARTICIPANTS' OPINE

Very nicely organized conference. Good Work. Keep doing.

**Dr. Debasis Das, Principal Scientist,  
Institute of Genomics and Integrative Biology,  
Council of Scientific and Industrial Research, Delhi**

Great opportunity to interact with the students and good infrastructure.

**Mr. Rajeev Jain, Technical Writer, Rightster, Gurgaon**

It has been an excellent conference providing platform for scholars to interact.

**Dr. Amita Dev, Director, BPIBS**





## SUSHIL JAIN ASSOCIATES

(SJA Infrastructure Pvt. Ltd.)  
SALE, PURCHASE & RENTING

**Sushil Jain**  
9810038479  
9312213705

**Kapil Jain**  
9968505012

**Satish**  
09991124732  
09034938479



H.O. : GF-34, NDM - 1 Plot No. B-234, Netaji Subhash Place Pitampura  
Delhi-34 • Ph.: 011-47061411, 011-47061412

B.O. : Shop No- GF-35, Rodeo Drive TDI City, Kundli Sonipat • Mob. : 09991124732  
Email : sjainfra@gmail.com

Jai Mata Di

## M/S. NAGPAL ASSOCIATES

GOVT. CONTRACTOR  
&  
SUPPLIER

Specialist in: Water and Sewerage works



Some relationships grow deeper with time.



### Pitampura Branch

18 Vaishali, Near Kohat Metro Station,  
Delhi – 110034  
Ph : 011 - 27312625/27315629/27314623

banking for all

# Kyrion

Digital Securities

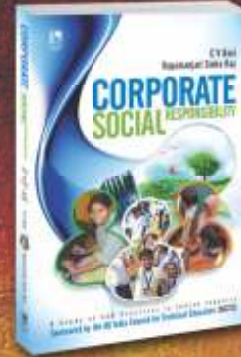
Ethical Hacking  
&  
IT Security  
Training Institute

Connaught place

Tel: +91-9555-9666-30  
Website: www.kyrion.in



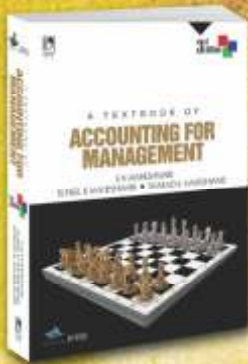
# New & Bestselling Titles



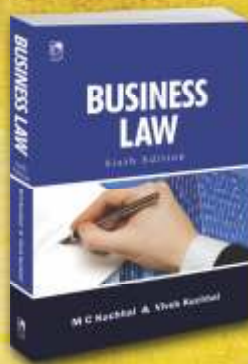
**Corporate Social Responsibility**  
C V Baxi & Rupamanjari Sinha Ray  
ISBN : 978-93259-57640  
Price : ₹750



**Marketing Management**  
-2nd Edn  
Arun Kumar & N Meenakshi  
ISBN : 978-81259-42597  
Price : ₹595



**A Textbook of Accounting for Management** - 3<sup>rd</sup> Edn  
S N Maheshwari  
S K Maheshwari  
Sharad Mehwari  
ISBN : 978-93259-56193  
Price : ₹475



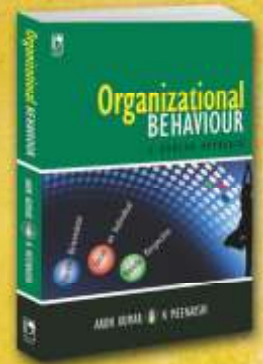
**Business Law** - 6<sup>th</sup> Edn  
M C Kuchhal & Vivek Kuchhal  
ISBN : 978-93259-63962  
Price : ₹325



**Financial Management** - 10<sup>th</sup> Edn  
I M Pandey  
ISBN : 978-81259-37142  
Price : ₹595



**Managerial Economics** - 7<sup>th</sup> Edn  
D N Dwivedi  
ISBN : 978-81259-23473  
Price : ₹410



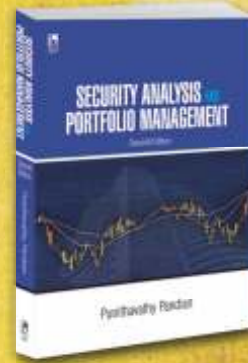
**Organizational Behaviour** - A Modern Approach  
Arun Kumar & N Meenakshi  
ISBN : 978-93259-30938  
Price : ₹445



**Research Methodology**  
Deepak Chawla & Neena Sodhi  
ISBN : 978-81259-52053  
Price : ₹450



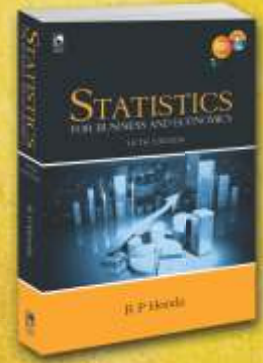
**Operations Research** - 4<sup>th</sup> Edn  
S Kalavathy  
ISBN : 978-93259-63474  
Price : ₹340



**Security Analysis and Portfolio Management** - 2<sup>nd</sup> Edn  
P Pandian  
ISBN : 978-93259-63085  
Price : ₹395



**Strategic Management**  
A Nag  
ISBN : 978-81259-42672  
Price : ₹425



**Statistics for Business and Economics** (with CD) - 5<sup>th</sup> Edn  
R P Hooda  
ISBN : 978-93259-61203  
Price : ₹595





# DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001:2008 certified institution)

(Approved by AICTE and affiliated to G.G.S. Indraprastha University, Delhi)

Plot No. – 6, Sector – 25, Rohini, Delhi – 110085

Tel: 27932742, 27934400, 27934011, Fax: 27934200

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

## I. QUALIFICATIONS & EXPERIENCE

### ASSISTANT PROFESSOR

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

### ASSOCIATE PROFESSOR (ALL PROGRAMMES)

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

### PROFESSOR (ALL PROGRAMMES)

- Qualifications as above i.e. for the post of Associate Professor, as applicable.
- Post PhD publications and guiding PhD students is highly desirable.
- Min. 10 yrs experience in teaching/ research/industry of which at least 5 yrs should be at the level of Associate Professor  
Or
- Min. 13 yrs experience in teaching/ research/industry.
- In case of Research experience, good academic record and books/research paper publications/ PR/ patents record shall be required as deemed fit by the expert members in Selection Committee.
- In case of Industry experience, the same should be at managerial level equivalent to Associate Professor with active participation record in devising/designing, planning, executing, analyzing, quality control, innovating, training, technical books, research paper publications/ PR/ patents, etc. as deemed fit by the expert members in Selection Committee.

## II. EMOLUMENTS

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

## III OTHER REQUIREMENTS

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