

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

(An ISO 9001 : 2008 Certified Institution)

VOLUME 15 No. 1

56

JAN. – MAR. 2015

Mega Events Special

International Conference
National Conference
Anugoonj Zonal Prelims
Techno Tryst 2015
Ecstasy 2015



100%

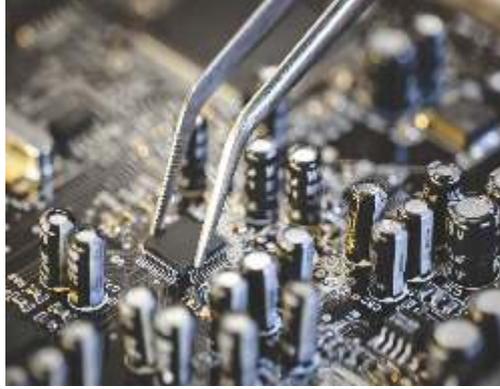
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From the Editor's desk

Dear Readers,

Every year, we bid farewell to the year passing by and whole heartedly welcome the New Year into our lives. As is rightly said, "Although no one can go back and make a brand new start, anyone can start from now and make a brand new beginning.", we should also make a fresh start and aim for new heights during the forthcoming year.

We, at DIAS, believe in the quote of Melody Beattie, "The new year stands before us, like a chapter in a book, waiting to be written. We can help write that story by setting goals." We set new targets for ourselves and aim to achieve them each year with new fervor and passion. The beginning of the year 2015 was also marked by organizing the Annual Mega Events, wherein presenting and gaining wealth of knowledge, put forth by experts in the respective fields along with numerous cultural activities witnessed. Industrial visits, guest lectures, inter college competitions and numerous other activities form the core of the institute, targeted at providing requisite exposure to the students and thus, broadening their horizon.

In pursuance of the culture at DIAS, the first quarter of the year 2015 welcomed eminent personalities from both India and abroad to delve upon their areas of interest related to the theme of the International Conference on "Progressing Towards Responsible Economy: Issues And Perspectives" organized on 10th January, 2015 as well as the National Seminar on "Techno Tryst 2015: Innovations and Challenges of Information Technology" organized on 14th March, 2015. The galaxy of personnel from scholarly as well as professional backgrounds enlightened the august audience with their share of thoughts, experiences and words of wisdom.

We are well aware that "All work and no play makes Jack a dull boy". In pursuance of this proverb, DIAS explored the latent talent of its students along with those of other sister concerns in the cultural events wherein the much awaited, annual cultural festival of DIAS, Ecstasy 2015, organized on 21st March, 2015 played a major role. The theme for this year, "Women Empowerment" was a very relevant and important one, keeping in mind the liberation of the society with respect to the fairer gender. In addition, DIAS was privileged to organize the Zonal prelims of the University fest, Anugoonj 2015 in its premises wherein colleges from in and around Delhi participated and showcased their talent.

The entire quarter was packed with fun and frolic for the students, simultaneously emphasizing the acquisition of exposure and knowledge. The conduct of these events ensures the holistic development of students by providing them with a platform to students for putting their creativity to work and exploring their flair for excellence.

So, we have a New Year ahead of us and we should aim to make the most of it, creating great memories to cherish in the future years.

Ruchi Gupta

Dr. Ruchi Gupta
Editor





DIAS

A Mission to Excel

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

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

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

corporate world.

The Institute's students are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L and T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, 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 150 books/monographs to his credit, has brought out the following new editions of books and monographs during January-March 2015:

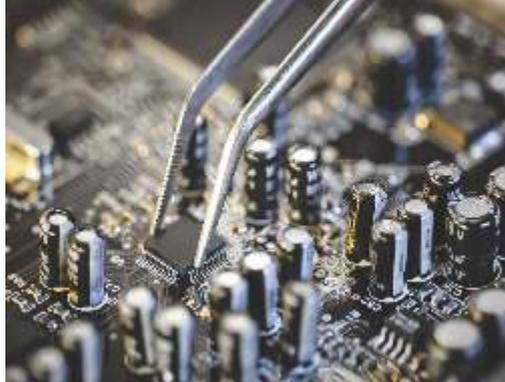
BOOKS

1. **'Management Accounting and Financial Control'**, for M.Com, MBA, CA, CS and CMA Examinations, 16th edition (*Sultan Chand & Sons*)
2. **"Cost Accounting: Principles & Practices"**, 6th Revised Edition, 2015 January, for B.com (Hon.) Semester IV, Delhi University (*Shri Mahavir Book Depot*)
3. **"A Manual of Business Laws"**, 6th Revised and

Enlarged Edition, Feb., 2015 (*Himalaya Publishing House Pvt. Ltd.*)

MONOGRAPHS

1. **"Business Accounting,"** for BBA 03, Babasaheb Bhimrao Ambedkar Bihar University, Muzaffarpur. (January, 2015) (*Vikas Publishing House Pvt. Ltd.*)
2. **"Management Accounting"**, for BBA, 5th Semester, Mahatma Gandhi University. (January 2015) (*Vikas Publishing House Pvt. Ltd.*)
3. **"Management Accounting"**, for MBA 03, Babasaheb Bhimrao Ambedkar, Bihar University, Muzaffarpur. (January, 2015) (*Vikas Publishing House Pvt. Ltd.*)
4. **"Financial Accounting"**, for B.com IS/BBA, BCM 112/BBA112, 1st Edition. International School of Business and Technology. January, 2015 (*Vikas Publishing House Pvt. Ltd.*)



5. **“Fundamentals of Accounting”**, for BBA, 5th Semester Core I7, Mahatma Gandhi University. January, 2015 (**Vikas Publishing House Pvt. Ltd.**)
6. **“Special Accounting”**, for B.Com (Computer Applications), B.Com (Travel & Tourism), 5th Semester, Mahatma Gandhi University. Feb, 2015 (**Vikas Publishing House Pvt. Ltd.**)
7. **“Accounting for Managerial Decisions”**, for B.Com (Computer Applications), B.Com (Travel and Tourism), 6th Semester, Mahatma Gandhi University, February, 2015 (**Vikas Publishing House Pvt. Ltd.**)

DR. BARKHA BAHL, DIRECTOR, DIAS

1. Published paper titled **“Paradigm Shift from Conventional to Geographic Information Systems' Data Models”**, in Proceedings of National Seminar 'Techno Tryst 2015: Innovations and Challenges of Information Technology' held on 14th March, 2015 at DIAS

DR. N. MALATI AND MS. PRATIKSHA TIWARI, FACULTY, DIAS

1. Accepted for publication, paper titled **“Confirmatory Factor Analysis of Faculty Retention in Technical Institutions”** in DIAS Technology Review: The International Journal for Business and IT, 22nd issue, October 2014 – March 2015

DR. N. MALATI AND MS. RUCHIKA, FACULTY, DIAS

1. Accepted for publication paper titled **“A Qualitative Approach to Faculty Attrition Cost in Technical Institutions”** in DIAS Technology Review: The International Journal for Business and IT, 22nd issue, October 2014 – March 2015
2. Published paper titled **“Effective Packaging: Simulation to Buying Behaviour with respect to Food and Beverages”** in IITM Journal of Management and IT, July - December 2014
3. Accepted for publication paper titled **“An Empirical Study on Sustaining Service Quality at Big Bazar”** in Ansal University Business Review

DR. N. MALATI, FACULTY, DIAS

4. Published paper titled **“Employer Branding: The New Age Mantra for Organizational Differentiation”** in Journal of Practicing Managers, Vol. 4, No.1, January-June 2014

5. Published paper titled **“Job Crafting: Emerging Technique for Organizational Sustenance Envisioning Employees as Active Job Crafters”**, in Proceedings of International Conference on Progressing Towards Responsible Economy, Issues and Perspectives” held on 10.01.2015 at DIAS

MS. HARITIKA CHHATWAL, FACULTY, DIAS

1. Published paper titled **“An Empirical Analysis of Causal relationship between Micro Loans and Various Economic Indicators of India”**, in International Journal of Engineering and Management Sciences”, Volume.5 Issue 2 2014
2. Published paper titled **“The relationship between Indian stock market with other developed stock markets of the world: A phase wise empirical analysis”**, in Proceedings of the International Finance Conference at IIM-Bangalore held on 17th Dec.2014
3. Published paper titled **“An Empirical Investigation of Volatility of Stock Market in India”**, in International Pacific Business Review, Vol. 7, Issue 4, October 2014
4. Accepted for publication paper titled **“A phase wise Empirical Analysis of Integration between NSE & NYSE”**, in MAIMS Journal of Management, Vol. 9(2)
5. Published paper titled **“Financial Deepening: An Empirical Investigation in India”** in Proceedings of the International Conference on “Progressing Towards Responsible Economy: Issues & Perspective” held on 10.01.2015 at DIAS

MS. CHARU GUPTA, FACULTY, DIAS

1. Accepted for publication paper titled **“An Exploratory Study on the Factors affecting Customer Perception towards Website Usefulness of Indian Banks”**, in Delhi Technology Review: The International Journal for Business and IT, 22nd Issue, Vol 12, No. 2, Oct 2014-Mar 2015
2. Published paper titled **“EPR (Extended Producer's Responsibility) in E-waste Management in India: A Comparative Study of Selected Consumer Durable Brands”** in Proceedings of International Conference on 'Progressing towards Responsible Economy: Issues and Perspectives' held on 10th January, 2015 at DIAS
3. Published paper titled **“Big Data Analytics: Current Efficacy Tool for Enhancing Business Performance”** in Proceedings of National Seminar 'Techno Tryst 2015:



Innovations and Challenges of Information Technology' held on 14th March, 2015 at DIAS

4. Published paper titled **“A Study of Innovations in Indian Railways Enabled by Information Technology”** in Proceedings of National Conference on 'Innovations in IT, Management & Education – Digital India Initiative' (IIMEDI-2015) at MSI (Maharaja Surajmal Institute), Delhi held on 21st March, 2015

MS. CHARRU HASTI, FACULTY, DIAS

1. Published paper titled **“Cloud: Motivation to use KM in Social Media”**, in Proceedings of National Conference on "Information Security Risks – Techno Legal Management TeLMISR - 2015", IET at VIPS on 29th January, 2015

Placements at DIAS

The brilliance DIAS constantly prospers to offer is no hidden secret and is very well recognized among the corporate world. DIASians have been serving some of the top brands across the globe and have brought laurels to the college. Students from DIAS have created a niche for themselves in the companies resulting in the employers returning to the campus for more students. January to March is the time where the companies look for talent to be absorbed for their new projects. The placement coordinators work day and night to groom the students to entice the employer and make the students placeable in the industry. This year January to March was a very proud time as this period marked around 80% placement of students by the companies coming to the campus and selecting not just one student but a bunch of them.

Apart from many prominent and regular recruiters, a few new brands were added to the DIAS recruiters list. These were KPMG, Copal Amba, Expicient, Daffodil Softwares, Indus Valley Partners, AON Hewitt, Nagarro, WNS, Zomato, Intelligrape, Moody's Corporation, IBM, Nec HCL, Absolute Data, Ernst and Young. The warmth at the campus and the hospitality at DIAS was a special mention by the companies. The interaction between the students and employers was

really inspiring. Not only on campus, DIASians have outshined while participating in pool campus placement drives in other IP University affiliates.

In the beginning of the year 2015, industrial training sessions of MCA 2012-2015 batch started with high spirit and accomplished 88% of students' placement with handsome packages and commendable profiles in various companies.

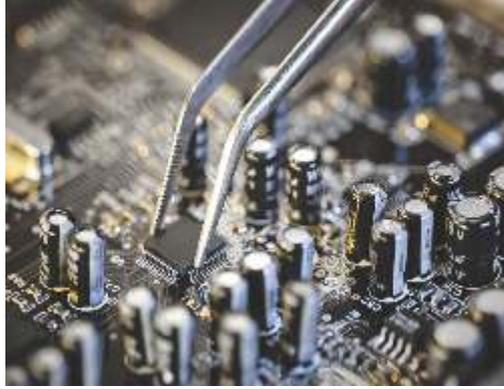
The companies which had absorbed the students within the initial couple of months of the second year of MBA are 99acres.com, ICICI Securites, University18, Mirus Solutions etc. Overall the placement drive of MBA Batch 2013-2015 has been over whelming. More than 85% of students are placed with the process still continuing to achieve 100% placements target.

The placement committee plays an important role in inviting industry experts for seminars and guest lecturers for students so that they can learn something from the veterans of the industry. The placement committee maintains a fruitful relationship with industry and conducts various workshops for the students. We wish that the students succeed in their future endeavors and continue to bring the pride and fame they have been doing for years.

New Staff Member

Ms. Charu Vashistha has joined DIAS as Office Assistant. She has done B.A from Janki Devi Memorial College, Delhi

University. Also, she has done Office Management/Secretarial Practice from Young Women Christian Association of Delhi.



Activities at DIAS

GUEST LECTURE ON "SOFTWARE DEVELOPMENT AND LATEST TRENDS IN JAVA"

Under the aegis of Corporate Academia Interface Committee, DIAS organized a guest lecture on Software development and latest trends in Java concepts for MCA students on 10th February, 2015. The resource person, Mr. Manjit Tomar from Brain Mentors, addressed the students with software development tips. He highlighted the meaning and importance of software development. He described today's market trends and different technologies. Many important tricks to solve the complexity of the software business were also explained.

He demonstrated the processes currently being used in software development companies like Dev machine, SIT, QCT, UAT, SLA. He discussed about the present model AGILE and some others like J-Unit, Jenkins, Maven, Spa, ORM, Restful, Sonar, Scrum etc. He mentioned the different roles to be played in the software development companies. They are developers, automation testers, release engineers and QA engineers. He focused on the customer expectations from software which are low cost, security, reliability, responsiveness and latest UI. At the conclusion of the session, he touched the importance of Rapid application development which includes Dot Net, Java and PHP.

The session was very informative and helped students in gaining an insight into software development and latest trend in java which is a rapidly emerging career domain.

WORKSHOP ON ANDROID

DIAS organized a 2-Days' Android Apps Development Workshop in association with Finland Labs on 12-13th February, 2015.

Android is an open source software stack that includes the operating system, middleware and key applications along with a set of API libraries for writing mobile applications that can shape the look, feel and function of mobile handsets. Small, stylish and versatile modern mobile phones have become powerful tools that incorporate cameras, media players, GPS systems and touch screens.

As technology has evolved, mobile devices are used for more

than simply making calls, but their software and development platforms have struggled to keep pace. In Android, native and third-party applications are written using the same APIs and executed on the same run time. These APIs feature hardware access, location-based services, support for background services, map-based activities, relational databases, inter



device peer-to-peer messaging and 2D and 3D graphics. Android has powerful APIs, excellent documentation, a thriving developer community, and no development or distribution costs. As mobile devices continue to increase in popularity, this is an exciting opportunity to create innovative mobile phone applications immaterial of one's development background. Android applications are usually developed in the Java language using the Android Software Development Kit.





The workshop focused on the Android Development Framework and its Architecture. It gave hands-on exposure to students to develop mobile applications.

After the commencement of the workshop, all the participants were given the chance to compete and five students were shortlisted to represent colleges at IIT Roorkee for the final round. The shortlisted students were:

1. Astha Gupta-MCA II
2. Sahil Manchanda-MCA IV
3. Gaurav Ahuja – MCA IV
4. Payal Goyal- MCA II
5. Shreya Gupta- MCA IV

VISIT TO 'ASHARAN' ORPHANAGE

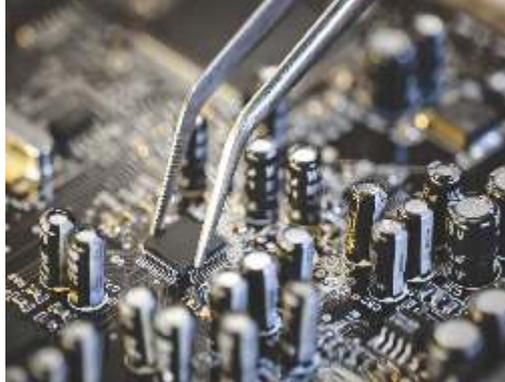
A group of 6 students alongwith Ms. Charu Gupta, Faculty, DIAS visited 'Asharan' orphanage on 26th February, 2015.



The students interacted with the children at the orphanage and spent quality time with them. Students taught drawing and poems, sang songs, played games in the play area and spread a lot of joy.



The donation items (Bed sheets, diapers, tissue rolls, hankies, Cerelac, Lactogen, chocolates, Frooti etc.) were handed over to the orphanage in-charge Ms. Anu.



INDUSTRIAL VISIT TO IETF, 2015

MCA 2nd Semester students visited 21st International Engineering & Technology Fair (IETF) 2015 on 27th February, 2015 along with Mr. Neeraj Juneja and Ms. Dimple Chawla, Faculty, DIAS.

IETF 2015 was an International Engineering Trade Fair which was organised by Confederation of Indian Industry (CII), supported by Ministry of Heavy Industries & Public Enterprises, Ministry of Skill Development & Entrepreneurship, Ministry of Labour and Employment, Ministry of Urban Development and Government of India. For 21st IETF 2015, the partner country for fair was Japan External Trade Organisation (JETRO), Japan.

There were around 46 exhibitors' booth from Japan and 80 exhibitors' booth of India itself. The main aim for this fair was to increase the effect of Make in India which was started by our honourable Prime Minister, Mr. Narendra Modi. The exhibitor's such as Tata Steel, Tata Automobiles, JCB, Maruti



Automobiles, Reliance Business Services, and many more were the attraction in Indian Exhibitor's pavilion. Panasonic, Honda, Hitachi, Takasaki City Manufacturers, Mitsubishi, East Japan Railway Company and 40 other exhibitors were the attraction in the Japan pavilion

It was a great experience for all the students as they got a chance to understand the practical implementation of the concepts learnt in the classroom. Visit was highly appreciated by all and the students learnt a lot.

WORKSHOP ON "FINANCIAL MARKETS"



Delhi Institute of Advanced Studies organized a two days' workshop on "Financial Markets" on 3rd and 4th March 2015. The organisers as well as the resource persons were Ms. Haritika Chhatwal and Ms. Neetu Chadha, Faculty Members, DIAS.



The objective of the workshop was to focus on the basic products, players and functioning of Financial markets. Workshop also intended to make participants learn the basic tools of excel and econometrics that can be used to comprehend the inter-linkages between variables and their impact on global economy and financial markets as Financial Econometrics has had a tremendous impact on the form and structure of modern global financial markets.

It is an active field of integration of finance, economics, probability, statistics and applied mathematics. Financial activities generate many new problems while economics provides a useful theoretical foundation and guidance. The quantitative methods such as statistics, probability and applied mathematics are essential tools to solve quantitative problems in finance.

The participants of the workshop comprised of academicians and students. With this workshop, DIAS tried their best to



disseminate the knowledge amongst the students and faculty members from different institutes.

The first day of the programme witnessed the coverage of capital market efficiency, micro variables affecting financial markets, basics of financial econometrics, regression analysis, time series analysis and unit root testing.

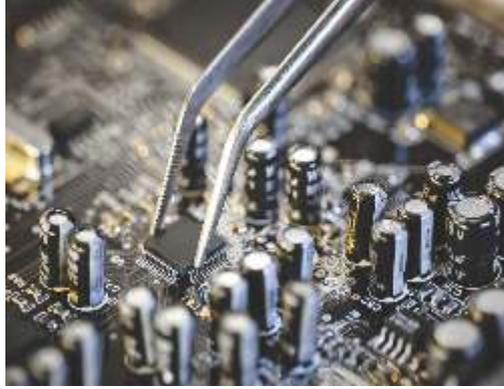
The second day started with sharing of learning experiences on research problems of the participants as well as to clear the queries regarding E-views tool handling.

Thereafter, workshop acquainted the participants with the Univariate analysis, Bivariate analysis, Volatility modeling through E-views and practical knowledge about Financial Markets by the various experts from NSE.

The 2-day workshop concluded with the valedictory

ceremony along with the distribution of certificates to the participants.

The programme was very enriching, worthy enough and useful as participants gained in-depth knowledge of the E-views tool and its applications in various areas of research. The workshop provided research stimulus to the keen learners who dispersed with enriched minds and contented hearts.



AN INTERACTION WITH YOUNG ENTREPRENEURS

Entrepreneurship Development Programme Cell of DIAS organized 'An Interaction with young Entrepreneurs' on 17th March, 2015, for the students of MBA and MCA courses. Mr. Gaurav Dalal, Director, IT Global Solutions and Ms. Anuja Chaudhary, Director, Corporate Interiors were the revered speakers for the day.



Mr. Dalal, a young man in his early thirties, recalled how he decided to start his own venture in spite of his family's disagreement to his decision, how he braved some low phases in his business and how he remained undeterred and persisted on till his business bloomed. His casual manner kept the students mesmerized.

A role model, especially for girl students was the other speaker for the day, Ms. Anuja Chaudhary, Director,



Corporate Interiors. This young lady deliberated upon how she carved up her place in the field of interior decoration dominated by men in general. Students learnt a lot from the interface; like how to manage odd timings, how to handle labour and how to meet deadlines to the clients' satisfaction.

Overall the session was very interesting, informative and encouraging.

INDUSTRIAL VISIT TO YAKULT DANONE INDIA PVT. LTD

Delhi Institute of Advanced Studies organised an industrial visit to Yakult Danone India Pvt. Ltd. on 30th March, 2015 for the students of MBA. The students were accompanied by two faculty members, Ms. Roma Jaitly and Ms. Ruchika Sharma, Faculty, DIAS. The aim of this industrial visit was to acquaint the students with the various operations undertaken at the plant. Students got to know about the nutritional value which a small bottle of good health holds namely Yakult, a probiotic drink.





Yakult Danone India, Sonepat is designed as per international standards and special care was taken while designing to maintain the highest level of hygiene standards and deliver the best quality product to its consumers. The entire process was divided into different chambers starting from fermentation of milk till the final packaging of the product. The company's officials delivered a presentation which very well explained the importance of health drinks and well presented the journey of Yakult from the year of its inception till date. The marketing and financial operations undergone for making the product visible and worth purchasing were also discussed. After the presentation, all the students were given samples of Yakult and were taken for a visit to plant. Everybody was amazed to observe the cleanliness and discipline maintained throughout the plant. Yakult is a product with purity quotient and that was well demonstrated throughout. It is helping people throughout the world to enjoy healthier lives. It has an overseas network based on the simple idea that "Yakult = Good Health", small bottle can do wonders for digestive and immune system. The main purpose of the visit was to acquaint the students with the knowledge of how Yakult is producing its product and helping in maintaining the health of thousands of people. It is well said "HEALTH IS THE VITAL PRINCIPLE OF BLISS".

GUEST LECTURE ON EMERGING AVENUES IN IT

Emerging Technologies promote research that will open up new avenues across the full breadth of future information technologies. They act as pathfinder while having the agility to react to new ideas and opportunities, as they arise from within science or society. They promote the exploration of radically new ideas and trends for future research and innovation and provide sustained support to emerging areas that require long-term fundamental research. DIAS organized a guest

lecture on the topic "Emerging Avenues in IT" conducted by Mr. Rajit Sikka, Academic Relationship Manager, North- Tata Consultancy Services on 31st January 2015.

He educated the students about various avenues in IT. He



explained the importance of knowing the concepts in depth. He urged to focus on building logics and thinking ability. His experience sharing proved as a catalyst in motivating the students.

Mr. Sikka also emphasized upon the importance of technical guest lectures and how they are helpful to know about the current events in the industry. He also said that it is also important to know about industry culture, expectations, and growth avenues prevailing in IT industry.

The lecture was quite enriching giving insights to students about the current environment prevailing in the corporate sector and the types of avenues available to the students.

DIAS

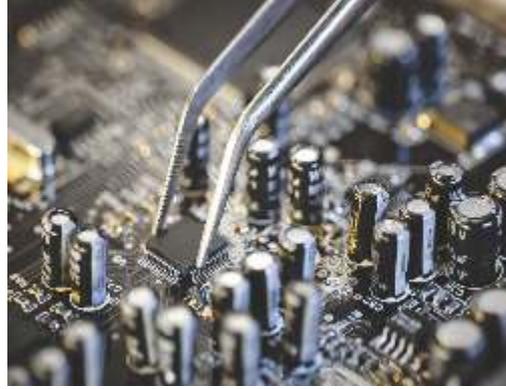
Eco Club

"SALVAGE 2015" -- BEST OUT OF WASTE

"SALVAGE 2015" - Best out of waste competition was organized at DIAS on 11th February 2015. It was an inter college competition in which 25 teams from different colleges of Delhi University and management institutes of Delhi/NCR participated. Participants made creative things out of waste

material.

The event was judged by Ms. Tripti Mishra, Faculty, DIAS and Ms. Jolly Rohatagi, Freelance Artist. Ms. Jolly has a rich experience of 25 years in art and culture. Ms. Rohatagi has worked with Pearl Academy and is now running an NGO



called “Jan Madhyam”. The judge was presented with a bouquet of flowers and a memento.

The cash prizes for the first three winners were Rs. 1100, Rs.



700 and Rs. 500 respectively and participation certificate was given to each participant at the end of the event. First prize was bagged by the team of DIAS, 2nd prize was awarded to the team of GIBS and 3rd was given to another team of DIAS.

At the end of the session, Ms. Jolly Rohatagi shared her rich experience with the audience and Dr. Barkha Bahl, Director, DIAS delivered the vote of thanks. The event was a grand success.





“KHELO HOLI NATURALLY” CAMPAIGN



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

As a part of our responsibility towards the society, banners were also put up around our college and in Rohini to promote “Khelo Holi Naturally” campaign. The use of natural and herbal colors instead of dyes, paints, permanent and harmful colors was emphasised upon. The people in and around the vicinity of our college were educated about the harmful effects of dye and chemical based colors.

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

VISIT TO YAMUNA BIO DIVERSITY PARK

In the current era, understanding about the conservation needs of the ecosystem is lacking. There exists a deep sense of alienation, hopelessness and helplessness among the people as regards any effort towards the ecosystem. So, it is important



to be aware of and preserve the ecosystem for ourselves and for our future generations.

DIAS organized a visit to Yamuna Biodiversity Park on 25th March, 2015 so as to create awareness about the environment amongst the students. Dr. Anju Batra and Mr. Neeraj Juneja, Faculty, DIAS accompanied the students.



The park was large and nicely conceived with paved pathways all along. There were old, knotted and interestingly-shaped trees in addition to newer guava and pomegranate trees. There were many saplings under nets giving evidence of a



regular supply of trees if those around didn't do well. The area looked promising and worth several visits in different seasons to check the difference in species. The park is uniquely landscaped, designed in house by DDA- the first of their kind in India and perhaps in the world, which, like natural reserves, harbors hundreds of vanishing species living together in the form of diverse communities and provide ecological, cultural and educational benefits.

The visit was very enriching and gave the students a chance to witness and be a part of the nature's glorious surroundings and understand the need for conserving it.

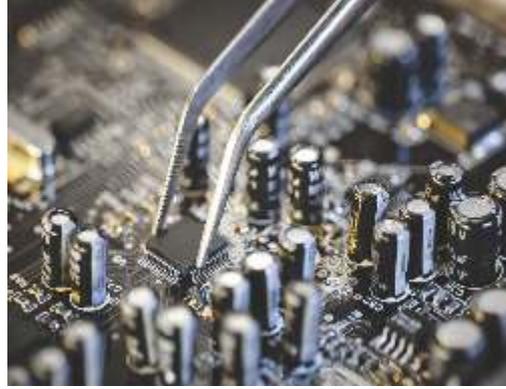
INTERNATIONAL CONFERENCE

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 - Hot Pot Snacks







INTERNATIONAL CONFERENCE

PROGRESSING TOWARDS RESPONSIBLE ECONOMY: ISSUES AND PERSPECTIVES



Business is the cornerstone of prosperity in society as companies create the resources that permit social development and welfare. It is important to realize that companies, through their commercial operations, actively contribute to progress in society. Corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generations to meet their own needs. It is no longer acceptable for a corporation to experience economic prosperity in isolation from those agents impacted by its actions. A firm must now focus its attention on both increasing its bottom line and being a good corporate citizen.

The concept of corporate social responsibility is gaining prominence with the shifting focus of the government as well bringing in place mandatory norms for companies. Although, it should be a voluntary responsibility that transcends the demands of national legislation and encompasses human rights and environmental and social issues, but the progression of the economy requires much more with respect to the contribution of the corporate sector.

In addition, keeping abreast of global trends and remaining

committed to financial obligations to deliver both private and public benefits have forced organizations to reshape their frameworks, rules, and business models. The quality of relationships that a company has with its employees and other key stakeholders—such as customers, investors, suppliers, public and governmental officials, activists, and communities—is crucial to its success, as is its ability to respond to competitive conditions and corporate social responsibility (CSR). These major transformations require national and global companies to approach their business in terms of sustainable development, and both individual and organizational leadership plays a major role in this change.

Organizations have developed a variety of strategies for dealing with this intersection of societal needs, the natural environment and corresponding business imperatives. It is becoming imperative to stimulate an attitude among businesses that is thoughtful, ambitious and farsighted as far as norms and values are concerned and increase awareness of the role of businesses in society and the importance of acting in harmony with social norms.

Delhi Institute of Advanced Studies organized an International



Conference on **“Progressing Towards Responsible Economy: Issues and Perspectives”** in association with INDSAM (Indian Society for Accounting and Management) on 10th January, 2015 to understand and deliberate on the current trends, challenges and issues faced by the organizations in developing and implementing sustainable and socially responsible business strategies. The conference intended to provide a platform to share best practices and to discuss the challenges and opportunities in creating a Responsible Economy.

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

INAUGURAL SESSION



The inaugural session commenced with lighting of the lamp of knowledge by the Chief Guest Sh. Akhil Gupta, Vice Chairman, Bharti Group & Executive Chairman, Bharti Infratel Ltd., the Guest of Honour, Sh. Sunil Sayal, Region CFO – India, Nokia Solutions and Networks, Dr. S. N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS and Dr. Barkha Bahl, Director, DIAS.

This was followed by the welcome address by Dr. S. N. Maheshwari.

WELCOME ADDRESS BY

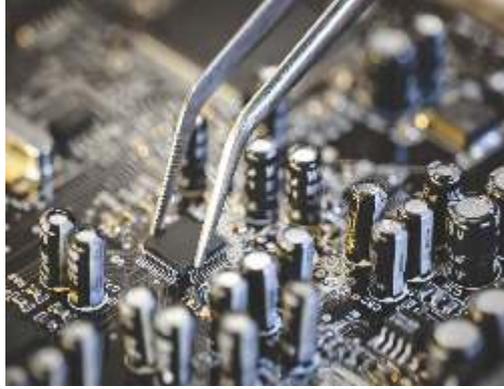
**DR. S. N. MAHESHWARI,
PROFESSOR EMERITUS AND ACADEMIC ADVISOR, DIAS**



A business organization is a social unit. It uses the society's resources and produces goods and services for which the society is the ultimate consumer. Thus, a business unit owes its very existence to the society. It is, therefore, necessary that a business unit should operate within the overall parameters determined by the society. Of course, profit making is one of the main objectives of the business, however, no business big or small, can be allowed to exist if its existence is detrimental to the interests of the society. This calls for the business being thoroughly aware and conscious of their social, environmental and economic responsibilities and balance these different considerations in an ethical manner.

Mahatma Gandhi, the Father of our Nation once said, “Our earth has enough for everyone's need, but not for everyone's greed.” As a matter of fact, in their greed, individuals, businesses and nations, alike have exploited the nature to such an extent that a host of problems like global warming, water and air pollution, dwindling food supplies, expensive energy, etc. are endangering the very existence of the mankind on mother earth.

It is now felt, more than ever before that the businesses now have to take responsibility for the way their operations impact the society and the natural environment. Since most of the global economy is driven by corporate culture, the corporate sector must focus its attention in achieving the triple bottom line – people, planet and profit. As a matter of fact, today's



corporate world across the globe is struggling with a new role of meeting the needs of the present generation without compromising the ability of the next generation.

It is heartening to note, that in India, the Companies Act, 2013 gave for the first time legal recognition to the concept of social responsibility thus, making it clear that the development agenda is better achieved with shared responsibilities. The business sector needs to take the responsibility of exhibiting socially responsible business practices that ensure optimum distribution of wealth and well-being of the communities in which the business operates.

The Ministry of Corporate Affairs in July 2011, came out with the "National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business." These guidelines state that companies should not be just responsible but also socially, economically and environmentally responsible. The rationale behind these guidelines is that responsible businesses should provide benefits to the shareholders and all other stakeholders in their industries. They should also provide benefits to their society, country and the world.

In continuation of this mission, Securities Exchange Board of India on 13th August, 2012 mandated the Business Responsibilities Report (BRR) as part of company's Annual Report for top 100 listed entities based on market capitalization at Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) as on March 31, 2012.

The Business Responsibility Report (BRR) lists nine fundamental principles for a "Responsible Business". According to these principles, businesses should:

- P1: Conduct and govern themselves with Ethics, Transparency and Accountability
- P2: Provide goods and services that are safe and contribute to sustainability throughout their life cycle.
- P3: Promote the wellbeing of all employees.
- P4: Respect the interests of, and be responsive towards all stakeholders
- P5: Respect and provide human rights
- P6: Respect, protect, and make efforts to restore the environment.
- P7: Engage in influencing public and regulatory policy, in a responsible manner.
- P8: Support inclusive growth and equitable development

P9: Engage with and provide value to their customers and consumers in a responsible manner.

All the above nine principles are equally important and non-divisible. This implies that if a business endeavors to function responsibly, it would have to adapt to each of the above nine principles entirely in all functional areas of management be it finance, marketing, human resource, accounting etc. This is necessary to enable businesses to enhance their competing and combating capacity and help India in achieving its ambitious goal of inclusive and sustainable development, while becoming a powerful economy by 2020.

Dr. Maheshwari, thereafter, introduced the guests to the august audience and welcomed them to the institute.

INAUGURAL ADDRESS BY

**CHIEF GUEST, SH. AKHIL GUPTA,
VICE CHAIRMAN, BHARTI GROUP &
EXECUTIVE CHAIRMAN, BHARTI INFRATEL LTD.**



Generally, responsible economy and corporate social responsibility (CSR) are linked to each other and most often than not, it is a fallacy that the onus of social responsibility lies only with Corporate. However, responsible economy has many participants like Political parties, Government, Judiciary and others including every individual of a country of any demographic profile, with the government being the biggest player.

Swachh Bharat is a part of responsible economy as the belief of the common man in cleanliness, honesty, discipline, consideration for others would reflect in the economic



progress and development of the country in the form of higher investments. In addition, there is scope for higher investments in a country with a strong character. It is important for the corporate to realize their responsibility and the government has to ensure appropriate policy formulation, its implementation and continuous monitoring.

The Indian political parties do not support their opponents on issues of national importance, thus, slowing down the progress of the country. The Insurance Bill has been one such bill caught in this battle.

'Responsible Economy' has to be balanced taking into account the interest of the common man with respect to employment, health care and education. The concept of CSR is mainly envisaged in the form of philanthropy, donation or charity, but people do not see the bigger picture.

Mr. Gupta shared an experience of Bharti Group, which through its expansion in business has achieved this objective. The company strongly believes that rather than giving donations, creating employment opportunities and aiding them to lead a life with dignity is far more important and fulfilling. He, then, emphasized that the corporate should set an example in terms of Corporate Governance and improve value for all the stakeholders who come in contact them

He concluded by stating that the students are the future of this country and the onus on them to imbibe the values and responsibilities that current corporate practice ought to be higher so as to ensure safety and prosperity to the country.

KEYNOTE ADDRESS BY

**GUEST OF HONOUR, SH. SUNIL SAYAL,
REGION CFO - INDIA, NOKIA SOLUTIONS AND NETWORKS**

Annually, the approximate spending is 1.4 times in excess to our earnings, affirming the faster pace of consumption of the earth's resources in comparison to that of replenishment. What is important is to realize that are we mere consumers or also contributors to responsible economy. Sh. Sayal deliberated upon the following primary and secondary issues with the help of numerous practical problems faced by companies:

Development and Sustenance: The first issue that arises is whether both of them are contra indicators or are they mutually exclusive. It is debatable whether development and sustenance can go hand in hand and should the focus be only on "Make in India", or make in India but responsibly.



Inequalities of Income or Concentration of Power: The GDP of India has increased multifold but not in terms of disposable income.

Sustainability and Innovation: Sustainability should be used to drive innovation, increase the bottom line and augment profitability responsibly.

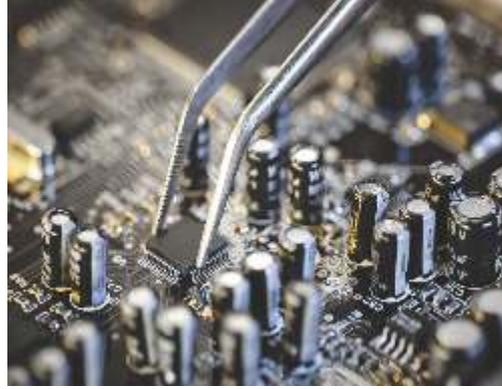
Need for Accountability: The point of debate is whether the role of companies should just be limited to creating financial wealth for its owners or should it also contribute to the wellbeing of its stakeholders.

Funding: Financing solutions are required as sustainability programs have long gestation periods and high paybacks. Hence assistance from the global banks and government is required to fund these innovations and technological changes for sustainability.

Measurement: In spite of the availability of measurement techniques, there is still a lack on standard matrix, information systems, processes and agencies which can assess and audit these initiatives on a uniform basis for comparison purpose.

Regulations: Sustainability goes much beyond philanthropy. A change of mindset is required. Self-awareness and self-regulation need to be emphasized upon.

In conclusion, he emphasized that companies which understand and respond to sustainability by changing their business models and taking a commercial approach will achieve long lasting benefits. In the words of countless



kindergarten teachers, “Do not take more than your share”. This when practiced by one and all will be the mantra for sustainability.

VOTE OF THANKS BY

DR. BARKHA BAHL,
DIRECTOR, DIAS



Dr. Barkha Bahl welcomed all the distinguished guests and paper presenters to the conference and thanked them for sparing their valuable time to share their experiences with the august audience. She extended her heartfelt thanks to Shri. Akhil Gupta, Shri. Sunil Sayal, Dr. Sunil Maheshwari, Mr. Sharad Maheshwari for agreeing to be the Chief Guest and Guest of Honour, Special Corporate guests and inaugurating the conference. She expressed her gratitude to the Chairman Shri. S.K. Sachdeva, for being the inspirational force behind all our activities and providing the best of infrastructure for conducting conferences/seminars/FDPs every year. She also expressed her gratefulness to Shri Sanjay Sachdeva our Governing body member and Dr. S. N. Maheshwari Sir, our Academic Advisor for their unflinching guidance, support and motivation in all our endeavours and encouraging us to undertake such activities.

She congratulated Dr. N. Malati, Event Incharge and the team members of the organizing committee Ms. Neetu Chadha & Ms. Charu Gupta for their untiring efforts to make the conference a great success. She also extended her thanks to all the sponsors Indian Society of Accounting and Management, Shri Mahavir Book Depot, Aditya Traders, Sai Tours, Hot Pot

Snacks, Verma jewelers, Royal Trading Company, KRV enterprises and Aneja Tutors Bureau.

TECHNICAL SESSION I

The first technical session was chaired by Dr. Suneel Maheshwari, Professor, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, USA. Mr. Sharad Maheshwari, Country Finance Manager, Bumiarmada Ltd., Lagos, Nigeria was the Special Corporate Guest. The paper presenters, in the first technical session, discussed about equity derivatives, Buddhist economics, CSR, GST and self help groups.

ADDRESS BY (SPECIAL CORPORATE GUEST)

MR. SHARAD MAHESHWARI,
COUNTRY FINANCE MANAGER,
BUMIARMADA LTD., LAGOS, NIGERIA



Mr. Sharad Maheshwari linked the concepts like kindness, sharing and touching someone's lives to the business environment and how these are essentially the building blocks of both personal life and businesses alike.

He quoted the Corporate Social Responsibility Statement of Dalmia Bharat that “We are committed to creating exceptional value for our customers, employees, shareholders, vendors and the communities we operate in and above all the nation, through our core values of Learning, Excellence, Teamwork and Speed.” His observations implied the various elements of how this approach facilitates making a



considerable and sustainable difference in the lives of all the stakeholders involved and how this difference can be achieved by building partnership with local community, non-government as well as government organisations.

The philosophy remains the same everywhere, even in different environments, be it a cement factory or a sugar factory or an oil field or a business services company; but the human values essentially remain the same.

He also catered to the issues of health, safety and environment for an oil field company. The companies now want every employee to go back home safe. Large amount of money is being spent on such issues because they want to reduce the occurrences of any accidents. In addition, he believes that Corporate Governance starts with Board of Directors and encompasses Independent directors and Various Committees like Audit, Remuneration, Risk and Risk Management Policy. The future can be enhanced only if everyone begins to take steps to create a “clean” environment. It is supposed that individual contributions are not going to protect the nature which is not the case. Each of us can bring about a significant change to protect the environment. Every day, we can make the world a cleaner and better place to live in.

SFAS 123 R AND ITS EFFECT ON CEO COMPENSATION STOCK OPTION EXPENSING, BOD MEMBERS, AND EARNINGS QUALITY

**DR. SUNEEL MAHESHWARI,
PROFESSOR, EBERLY COLLEGE OF BUSINESS
AND INFORMATION TECHNOLOGY
INDIANA UNIVERSITY OF PENNSYLVANIA, USA**

SFAS 123 (R) requires stock option expensing at fair value with the transfer of ownership in the form of stock options granted expensed to provide a positive association to earnings quality. The relationship between the number of Board of Director Members and Earnings Quality was discussed by Dr. Maheshwari when stock options are expensed under SFAS 123 R as part of CEO compensation. The association between expensing stock options as part of CEO Compensation and earnings quality before and after implementation of SFAS123R will be stronger (weaker) when firms have larger (smaller) number of BOD members.

The study, restricted to US publically traded firms only and compensation to the CEO, supported a positive association



between expensing of stock options and earnings quality when firms have a larger number of BOD members.

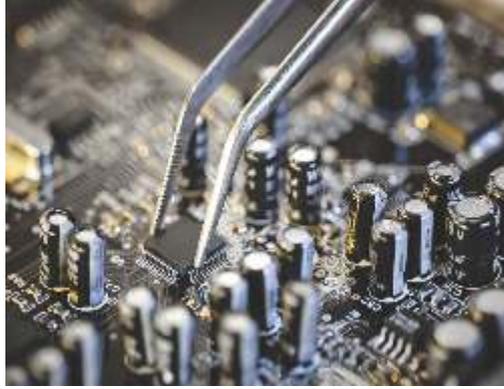
The study illustrated empirical support for the hypothesis and was consistent with expectations established by other research using earnings quality methodologies. With the majority of the publically traded firms using stock options and other forms of longterm compensation to align the interests of the CEO and owners, there is hope and need for continued efforts in improving the transparency and comparability of financial statements as prescribed by the FASB. Compensation committees should continue to monitor CEO incentives to reduce agency costs and thus improve Earnings Quality.

EXPIRATION-DAY EFFECTS OF EQUITY DERIVATIVES IN INDIA: AN EMPIRICAL STUDY

**MS. RACHNA MAHALWALA,
ASSISTANT PROFESSOR,
BHAGINI NIVEDITA COLLEGE, DELHI**

Ms. Mahalwala examined the presence of expiration-day effects of equity derivatives trading in India, which is reflected through abnormal volume, abnormal return, abnormal volatility, and price reversal in underlying stocks/indices as equity derivatives contracts on these stocks/indices expire.

She explained how the expiration day effects may result from a mixture of factors, including the existence of arbitrage



opportunities, the cash settlement of derivatives, the stock market procedures for accommodating the unwinding of arbitrage positions in the stocks and attempts to purposely manipulate prices.

The results of her study indicated the existence of significant expiration-day effect in India during expiration-days. These results supported the surmise that derivatives trading in India has helped in improving the overall market depth, augmented market liquidity, reduced asymmetric information and thereby reduced volatility of the cash market even at expiration. She concluded that the expiration-days of equity derivatives come and go without, in any way, destabilising the underlying stock market.

BUDDHIST ECONOMICS: THE FOUNDATION TO SOLVE CONTEMPORARY ECONOMIC ISSUES

**DR. CHINTALA VENKATA SIVASAI,
ASSISTANT PROFESSOR, SCHOOL OF BUDDHIST
STUDIES & CIVILIZATION, GAUTAM BUDDHA
UNIVERSITY, GREATER NOIDA**

Dr. Sivasai shared how Buddhism is both a course of liberation and a way of life. As a way of life, it interacts with the economic, political and social beliefs and practices of the people. According to him, it is time to introduce the world to such aspects of the general public within the structure of Buddhist Ethics and the basic ideology of Buddhism. The growth of a nation depends eventually on the advancement of the individual.



He explained the history of Buddhism. Over 2500 years ago, Buddha was born into a mystified society intertwined in a variety of views regarding life and thought in general and how through Buddhism it was possible to disentangle this tangle of views and to lessen this mystification. He connected this thought to the present circumstances and stated that in this confused society, it is generally believed that Buddhism could again help in lighting a path through the darkness of this confusion.

He discussed about whether a concept such as Buddhist Economics exists, or whether it is even possible. The economics that we are acquainted with is a Western concept and economics or matters pertaining to it, how we use a Western vocabulary and we think within the conceptual framework of Western economic theory. He provided some Buddhist perspectives on things that can be usefully employed in economics.

A STUDY ON LINKAGE BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND PROFITABILITY OF SELECTED COMPANIES: AN EMPIRICAL ANALYSIS

**MIKLESH PRASAD YADAV,
ASSISTANT PROFESSOR, CPJ COLLEGE**

The presenter discussed the linkage of CSR initiatives taken by Indian companies and its impact on their Profitability. For this purpose, he used various financial parameters like Return on net worth, profit before tax and earnings per share.



Data was analysed on the association between CSR and other financial parameters like EPS, PBT and RONR was tested by Regression analysis and ANOVA. He concluded by highlighting the result of his research, i.e. the presence of a significant relationship between CSR and RONR and negative relationship between CSR and EPS in selected companies. It means spending in CSR influences positively to the RONR of company not to the EPS. Increasing CSR spending leads to increasing Return on Net Worth. CSR helps to innovate in order to satisfy consumers, grab market opportunity and differentiate themselves from others to become more competent in selected companies.

MOVE TOWARDS A RESPONSIBLE ECONOMY - A STUDY ON GOODS AND SERVICE TAX (GST)

**DR. NEETU JAIN,
ASSISTANT PROFESSOR, BVIMR, DELHI**

Indirect taxes are intricately associated with trade and commerce as they are transaction based business taxes. The federal structure of India has led to multiplicity of indirect taxes on goods and services. The economic liberalization of India requires the indirect tax mechanism to be transparent, reduce duplicity of indirect taxes and also necessitates easing of cascading nature of taxes at various levels. In order to align the indirect tax structure with global standards, the Central Government has proposed implementation of Goods and



Services Tax (GST) in India.

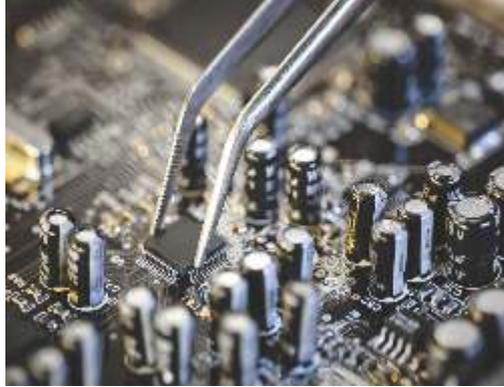
Dr. Neetu Jain concentrated on how the new tax system works and how it affects the Indian Economy. Central Government proposed implementation of Goods and Services Tax (GST) in India which is a new tax system, in order to align the indirect tax structure with global standards. The introduction of Goods and Services Tax (GST) would be a very important step in the field of indirect tax reforms in India.

She explained how GST will give more relief to industry, trade and agriculture through a more comprehensive and wider coverage of input tax set-off and service tax set-off, subsuming of several Central and State taxes in the GST and phasing out of CST. This transparent and complete chain of set-offs which will result in widening of tax base and better tax fulfilment may also direct to lowering of tax burden on an average dealer in industry, trade and agriculture. She concluded by emphasizing how this is likely to amplify the competitiveness of Indian goods and services in the international market and enhance Indian exports.

SELF HELP GROUPS- THE MECHANISM OF FINANCIAL INTERMEDIATION IN RURAL INDIA: A PERFORMANCE REALITY CHECK

**DR. ANJU BATRA,
ASSISTANT PROFESSOR, DIAS, DELHI**

A paradox surfaces Indian Economy, as a large part of its population is deprived of opportunities in sharing the fruits of growth in spite of around 5% per annum sustained growth



rate. The marginalized poor in the country do not have any access to credit, skills and networks, which may improve their personal, economic and social well-being. With an objective of uplifting masses through financial inclusion, Non Government Organizations and Self Help Groups offer financial intermediation mechanism, which provides low-cost financial services with a process of self-management. The above issue was explained by Dr. Anju Batra at length.

Her study was projected to explore the functioning of such Self Help Groups active in the state of Uttar Pradesh India. Grameen Development Society, an NGO running successfully in Maharajganj and Pharenda districts of UP, helps villagers in structuring Self Help Groups and running them successfully. The quantitative results obtained in the study indicated the performance of the SHGs, which may be further used by these SHGs to surmount their inadequacies and by the state government to identify if any changes to the pre-defined regulations for SHGs are required for their better implementation.

A COMPARISON OF CSR DISCLOSURE GUIDELINES AND A SELF PREPARED CSR DISCLOSURE INDEX – A STUDY OF SELECT AUTOMOTIVE COMPANIES

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

Ms. Bhatia discussed the CSR guidelines laid down by Global Reporting Initiative G3.1(GRI-G-3) and The National Voluntary Guidelines by Ministry of Corporate Affairs (NVG-MCA) and compared them with a Self-Composed CSR



Disclosure Index (CSRDI). The social responsibility initiatives taken by select Indian Automotive Companies were analysed and the companies rated as per the disclosures made by them.

The main focus of the presenter was to compare the CSR Rankings of companies as per CSRDI with the companies' rankings as per GRI-G-3 and NVG-MCA. She concluded by stating that out of the thirty Sensex companies, Maruti Suzuki and TATA Motors have been the pioneers in contribution towards CSR initiatives. The top five rated companies were TATA Motors, Maruti Suzuki, Mahindra and Mahindra, Hero Motocorp, Bajaj Auto and Apollo Tyres.

CONCLUDING REMARKS BY SESSION CHAIRPERSON

**DR. SUNEEL MAHESHWARI,
PROFESSOR, EBERLY COLLEGE OF BUSINESS
AND INFORMATION TECHNOLOGY,
INDIANA UNIVERSITY OF PENNSYLVANIA**

Dr. Maheshwari acknowledged the paper presenters and appreciated their study on the various issues and important perspectives of the corporate and economy. He highlighted need for continued efforts in improving the transparency and comparability of financial statements as prescribed by the FASB in addition to compensation committees continually monitoring CEO incentives to reduce agency costs and thus improve Earnings Quality. He talked about how the role of FDI has gained prominence in the progression towards a responsible economy and how the policy makers can attract more FDI inflows.

The economic role of pension funds is considerable and well



TECHNICAL SESSION II

The second technical session was chaired by Mr. Subodh Rustagi, Senior Vice President, MGRM Net Limited. The Special Corporate Guest for this session was Ms. Ritu Kalra, Manager HR, Indian Spinal Injuries Centre. The speakers at the session deliberated upon Islamic Ethical Banking Practices, cyber attacks, responsible economies through design, green marketing, job crafting, selection efficacy through decision tree analysis and EPR in e-waste management.

ADDRESS BY SPECIAL CORPORATE GUEST

**MS. RITU KALRA,
MANAGER HR, INDIAN SPINAL INJURIES CENTRE**

Ms. Kalra discussed in detail the three types of organisations, namely, value based, need-based and access based. Growth can only be achieved when the organisations are clear about which audience to target and define the right portfolio of opportunities.

acknowledged. Pension reforms in India have generated widespread interest internationally. A clear positive link between funding of pensions and financial development has been established and every citizen in the country also has the opportunity to participate in a regulated pension market. He further delved upon the vitality of derivatives to hedge risks arising out of volatility and instability in portfolio values.

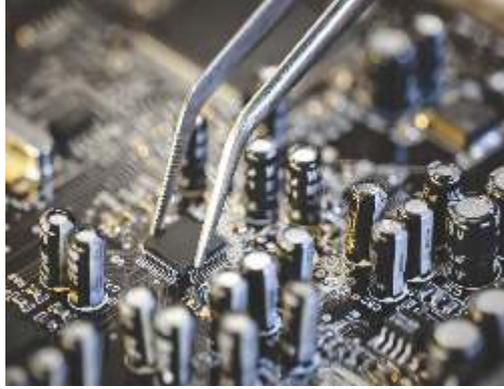
Dividend policies, their formulation and adoption were also discussed. Profitable firms with more stable earnings can afford larger free cash flows and thus, pay larger dividends, improve their market share and also have a competitive edge.

But the prevalence of unethical practices continue to adversely affect the Indian economy, thus making India Inc realize the importance of ethics. He talked about the positive relationship between CSR and EPS. CSR helps to innovate in order to satisfy consumers, grab market opportunity and differentiate themselves from others to become more competent. A rapid deterioration in human values and standards of behavior has been witnessed in all classes of society. The aftermaths of overconsumption and overproduction can be avoided if economists come to an understanding of the importance of ethics to their field.

Finally, he concluded that the designing of the system should be able to adapt to economic and social changes for decades to come. Economic activity must take place in a way that is not harmful to the individual, society or the natural environment.



Responsible organisations need to project the values of trust and confidence within all the customers. Besides customers, organizations need to focus on their internal customers i.e. their employees, their motivation and empowerment so as to leverage their level of energy, commitment, and creativity. She deliberated upon the concepts of empowerment, quality circles and teamwork, including how they can be associated with the betterment of the organization as well as personal



need fulfillment. It becomes imperative for organisations to continuously develop and evolve their policies and practices to ensure sustainable development. The current generation has a big responsibility of judiciously using the resources available and also safeguarding them for their future generations. The current generation should be trained and motivated to do the same.

She concluded by saying that the need of the hour is to 'Lead with Conviction'.

PEOPLE CENTRIC GOVERNANCE THROUGH ISLAMIC ETHICAL BANKING PRACTICES

DR. AJAY SINGH,
ASSISTANT PROFESSOR, COLLEGE OF BUSINESS
ADMINISTRATION, UNIVERSITY OF HAIL,
KINGDOM OF SAUDI ARABIA

Islamic banking is a rapidly rising industry worldwide and recognized as a people centric ethical governance thorough ethical banking theory and practices by applying principles of Shari'ah law. Islamic ethical banking is an obligation of an organization in the direction of humanity to work ethically by following the Shari'ah principles for supporting the underprivileged and convelescening the quality and life of society at large. As per Holy text of the Qurān, the rules for Islamic banking for individual investors, institutional investors and individual entrepreneurs is not only to be concerned with the kind of business transactions they are involved with, but also with how such transactions should be made, not only taking care of Shari'ah principles and practices but also avoid exploitation of the poor's, free of interest (riba) and exclude unlawful transactions (gharar) etc.

Dr. Singh, explained the Islamic ethical banking practices which are undertaken by various Islamic and non Islamic Banks with Islamic window for its stakeholders and general community of Saudi Arabia. People centric governance of Islamic ethical banking (PCGIEB) for the community and its increasing corporate participation for the society is the positive sign for the country as well as for the corporates and society both as Islamic ethical banking is a form of social accountability to Almighty (Allah), people and environment.

He concluded by stating a positive impact of Islamic corporate social accounting towards improving the quality life of people, poverty eradication, awareness of Islamic banking principles

and practices among society at all, in addition to concentration on uniform social ethical accounting standards as per Shari'ah principles and uniform level of disclosures among all Islamic banks.

TESTING A DAY, KEEPS ERRORS AT BAY

DR. RAJIV CHOPRA,
ASSISTANT PROFESSOR, GTBIT, DELHI



The Internet is now stripped off of its privacy and security. It is exposed to attacks on privacy of the users, be it their personal information, bank accounts, photographs or any other information. The benefits of the Internet go hand in hand with such problems of insecurity and breach of privacy.

Experts say that within a short span of 10 to 20 years, the present generation of terrorists and their methods of terrorism will appear elementary. This kind of information feud is the fundamental form of combat in the near future. Cyber hacking can cause unlimited mayhem. Even the world's giant is not safe today from cyber attacks.

Cyber vandals are imaginative and resourceful in their methods. Security analysts warn that it will have crippling effects on the economy. Dr. Rajiv Chopra elucidated the same problem in detail and how such glitches can be kept at bay by extensive website testing with vulnerability analysis.



ROLE OF EXHIBITIONS TOWARDS RESPONSIBLE ECONOMY: FACTS, FUNCTIONS AND OUTLOOK

MR. VINOD KUMAR,
RESEARCH SCHOLAR, HARYANA SCHOOL OF BUSINESS



In order to promote a business at an international level, the industry needs a platform to market its businesses. This platform can be given to the businesses by providing them with the opportunity to participate in exhibitions. The Exhibition industry is one of the main service providers in terms of progressing towards responsible Indian Economy and has got International recognition.

Mr. Vinod Kumar emphasized why exhibitions are really important and how they are responsible towards the growth of the Indian economy. They act as an effective means to promote ones business because the entire business fraternity is available usually under one platform to have trading in goods and services with several other reasons of participation. In this world of globalization, liberalization and privatization the importance of sector specific exhibitions with global significance will increase more in future which will result in progress of Indian economy at large.

RESPONSIBLE ECONOMICS THROUGH DESIGN

MR. ASHVIN SANGHVI,
SOFTWARE ARCHITECT, MICROSOFT CORPORATION, USA

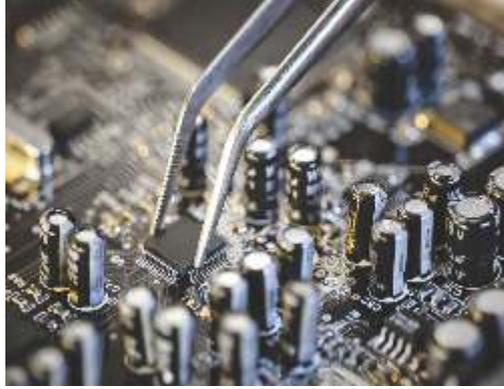
Mr. Ashvin Sanghvi connected the link between responsible economics and customer obsession. A good design eventually



leads to responsible economics, once a holistic view of design is taken. The rival of responsible design is narrow-mindedness in all spheres - selfish gain, short-sightedness, forgetting one's responsibility to the ecosystem or focusing on a single persona/ product/aspect at the loss of others.

A good design only comes from innovation as applied to overcome a set of constraints to deliver something of differentiated and sustained benefit to all the stakeholders. Good Design has proved time and again that one can pursue all the business goals like customer loyalty and market share while also benefiting the shareholders, community, ecology and employees. And bad design has achieved the opposite - they leave junked products, waste, pollution, lost jobs and economic disaster in its wake. It is possible to have a capitalistic/free-market approach that is irresponsible and can also create the undesirable results - however under a democratic system and informed citizens, with good security exchanges and anti-trust laws, in the long run those things fail in the market or get into trouble with the law. The measure of success is broader than market cap of the stock - but the proven track record of benefits it has delivered to all stake holders.

Mr. Sanghvi explained using a case study of Microsoft, that responsible economics are achieved through holistic design. The holistic approach that takes a loving, long term and systemic view of all the stake holders constantly helps drive innovation that creates value for every stake holder including the ecology, economy, standard of living and the realization of human potential.



RESPONSIBLE ECONOMY THROUGH GREEN MARKETING

MS. PALAK BEHL,
ASSISTANT PROFESSOR,
EDUCOMP RAFFLES HIGHER EDUCATION



With the rise of globalization and mass media, customers now are most aware than ever about the threats that are killing the environment on the whole. Shoppers these days are continuously looking for greener products so as to preserve the environment. Hence, businesses now are more focused on Green Marketing their products and services, keeping in mind the trends of the market. Environmentally-responsible or "green-marketing" is a business practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment.

Ms. Behl studied the implications of green marketing used as an instrument to achieve a responsible economy, such as promoting the environmental attributes of products, introducing new products specifically for those concerned with energy efficiency, waste reduction, sustainability, and climate control, and redesigning existing products with an eye towards these same consumers. She explained the point of view of both the customers and the employees and how both the parties can contribute to the green marketing initiatives.

JOB CRAFTING: EMERGING TOOL/TECHNIQUE FOR ORGANIZATIONAL SUSTENANCE ENVISION EMPLOYEES AS ACTIVE JOB CRAFTERS

DR. NITI CHOPRA,
STUDENT, DELHI INSTITUTE OF ADVANCED STUDIES



The perception towards Human Resources have changed dramatically in the last few years and organisations have realised the much needed makeover that should be given to the human capital make up of a company. The concepts of Taylor's scientific management have now become obsolete. The present employees demand, and rightfully deserve, a substantial say in matters pertaining to their jobs. The people have now moved on from the old and obsolete methods wherein time and motion studies determined the expectations in terms of performance from a worker and consequently the compensation deserved. Today, the person behind the wheel is no longer considered a part of the big machine, rather the driving force – the essence of running the machine smoothly. Employees can no longer be treated as machines, but need to be widely appreciated, acknowledged and respected as the most vital resource for any organization that wants to grow and be successful.

Amidst a plethora of existing sustainable corporate house practices, Service primarily deals with providing quality



customer experience. The work of a service provider is one that demands great levels of motivation, patience and the feeling of satisfaction derived from dealing with customers round the clock. Consequently, Job Crafting - a trending phenomenon across the corporate culture that revolves around intrinsically deriving meaningfulness from one's job has much potential to benefit service professionals. The presenter identified various variables affecting Job Crafting behaviour.

She stated that Job Crafting has the scope to unfurl mammoth possibilities of employee engagement, thereby resulting in multiplicative profits and growth to organizations. The concept of Job Crafting has gained much momentum in the western world. Extrapolating the advantages of Job Crafting to the Indian context of the work place seems to give a rather interesting angle for development and retention of employees that are intrinsically motivated to craft the change.

She concluded by stating that organizations today have come to realize that at the bottom of each success lies in essence an extremely dedicated workforce. Employees that are satisfied, engaged to work towards the goals of the organization and motivated towards achieving their personal growth are the ones who are to be nurtured and retained. Job crafting helps organizations in identifying their craft and planning in accordance and help employees chalk out their career plan in the organization.

EXTENDED PRODUCERS RESPONSIBILITY (EPR) IN E-WASTE MANAGEMENT IN INDIA: A COMPARATIVE STUDY OF SELECTED TOP CONSUMER DURABLE BRANDS

**MS. CHARU GUPTA,
ASSISTANT PROFESSOR, DIAS, DELHI**

E-waste or electronic waste consists of any broken or unwanted electrical or electronic appliance. Managing this e-waste in a proper manner is both an immediate and long term problem. The speedy growth of technology, rapid up-gradation of technical innovations and a high rate of obsolescence in the electronics industry have led the producers to deal with this problem.

Ms. Gupta discussed about the implementation of EPR (Extended Producers Responsibility) falling under direct purview of E-waste (Management and Handling) Rules 2011 by top 28 consumer durable brands operating in India. She also



compared the E-waste management strategies of selected brands operating in India, with their global strategies.

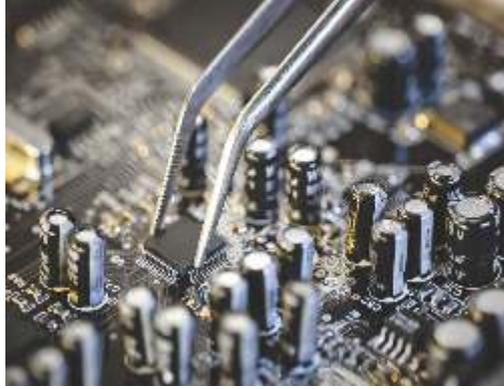
She concluded stating suggestions that can enable efficient E-waste management in India. It is the joint responsibility of all the stakeholders in the E-waste value chain including Government, industry, regulatory bodies, NGOs, recyclers, consumers and unorganized sector to tackle the problem and efficiently manage the E-waste in order to preserve the environment.

CONCLUDING REMARKS BY SESSION CHAIRPERSON

**MR. SUBODH RUSTAGI,
SENIOR VICE PRESIDENT, MGRM NET LIMITED**

Responsible Economy is the one that builds healthy communities, creates meaningful work, and takes from the earth only what it can replenish. It should be able to earn profit without forgetting the principle of three R's: Reduce, Reuse and Recycle. The pace of emission of gases, deforestation, pollution, water containment and other aspects is very alarming and requires immediate attention with respect to a reversal process for sustenance.

He discussed about Islamic ethical banking and its relevance especially for the people who are involved in Islamic banking and finance in Saudi Arabia and worldwide. He also delved upon the connection between internet and security. Security



analysts warn that cyber terrorism will have crippling effects on the economy. Website hacking and mobile hacking have become recent trouble hot spots and the challenge is to curb all such attacks by taking some proactive actions like measuring cyber security, providing training to staff on cyber awareness and evolving more cyber certifications. The organizations need to responsibly manage these threats both at their level and by creating a culture of imbuing strong values in their employees. An employee in any organization must constantly undertake vulnerability management.

Indian Exhibition Industry which is at a nascent stage, yet offering enormous opportunities for the development of the economy was also deliberated upon. Exhibitions contribute by providing employment, improving GDP and improving relationships with other countries.

He also said that there is no static model of a “Responsible Economy” but if one incorporates the element of continuous evolution at every level in a healthy and honest organization, within a free-market economy in a jurisdiction with individual liberty, property rights and rule of law – it can be earned every day.

Green Marketing as an evolving concept and e-waste management were also discussed. He also emphasized the reliance of sustainable business on HR Capital. Job Crafting, as a Bottom-Up Approach, involves creating an environment for change, restructuring the available resources at hand, allowing

necessary room for creativity, fitment of Job Description into Job Landscapes and transforming the job to the one the employee wants. This can lead to increased productivity and further aid the economy.

He concluded by stating that the only viable way to sustain and prosper is by taking suitable actions across various aspects of the economy and progress towards building a responsible economy with responsible citizens.

VOTE OF THANKS BY

DR. N. MALATI,
EVENT CO-ORDINATOR



The Event In-charge, Dr. N. Malati proposed the vote of thanks at the end of the second technical session. She expressed her profuse thanks to all the dignitaries who graced the occasion with their benign presence and shared their immense knowledge and experience with the august audience. She stated that business and society are interwoven and that all businesses have a responsibility beyond their basic responsibility towards that of shareholders. The corporates ought to comprehend that accountability of organizations have increased manifold and longevity of business is dependent on its social responsibility initiatives.

She also thanked the presenters for their valuable contribution. She stated that the concepts and ideas presented and shared by them will help all the participants to



look into the challenges and opportunities in a new perspective. She thanked the International dignitaries - Dr. Suneel Maheshwari, Shri Sharad Maheshwari, Mr. Ashwani Singhvi and Dr. Ajay Singh for their valuable contribution. She also thanked Chairman Sir, Shri S. K. Sachdeva, Academic Advisor Dr. S. N. Maheshwari, Director Dr. Barkha Bahl, all colleagues and staff for their whole hearted support. She

further reiterated that without the support of students who had patiently heard all the dignitaries and also interacted actively, this event would not have been a success. Dr. N. Malati concluded by saying that she expected to receive the same support in all the future endeavors of the Institute.

KUDOS

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

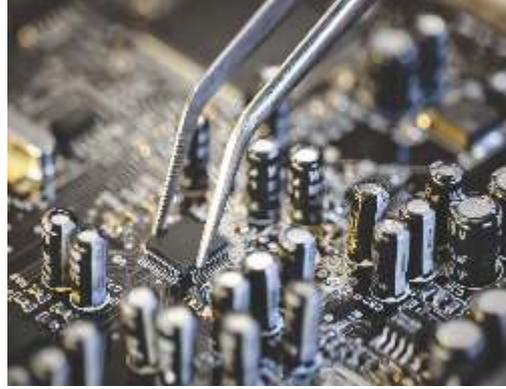
Ms. Nikita Chhablani	MCA – IV
Mr. Arjun Virmani	MBA – III
Ms. Radhika Kakkar	MCA – II
Mr. Raghavendra Pal Singh	MBA - II



ANUGOONJ ZONAL-PRELIMS 2015







ANUGOONJ 2015

Anugoonj 2015
"ZONAL-PRELIMS"
18th & 19th February

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Delhi Institute of Advanced Studies got the privilege to organize the Zonal Prelims for the GGSIP University fest "Anugoonj 2015" on 18th and 19th February 2015. Mega event bagged the participation from 21 colleges affiliated to the 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 4 were hosted with alacrity by teachers, coordinators and students alike. The presence of participating colleges like Maharaja Agrasen Institute of Technology, Jagannath Institute of Management Studies, Vivekanand Institute of Professional Studies etc. glorified the occasion.

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 the audience saw electrifying performances by participating Institutes. Additionally, events like Debate and Quiz posed brainstorming challenges to

participants which required left hemisphere to work at full capacity.

DIAS proved its mettle by holding positions in poetry, Just-a-Minute, creative writing, mono acting etc. At the end, the enthralling stage presence of its students, DIAS won first position in Mr. Anugoonj too. Talking of dramatics, one act play bestowed an effective platform for the students to showcase their outburst on social issues wherein Diasians bagged second position. The famous RJ of Fever 104 FM, Mr. Abhilash graced the occasion with his benign presence. The judges for various events were experts and well known personalities in their respective areas.

"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 defines the spirit of competition. Though early bird gets the worm, the other birds do not die of hunger. The Prelims proved to be a morale booster for the winners and motivation for the runners up. DIAS felt honored to have pats from the event coordinators of participated institutions and university convener for successfully organizing such a grand event.

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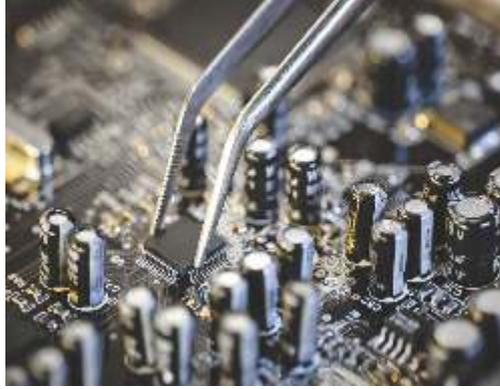
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NATIONAL SEMINAR

TECHNO TRYST 2015: INNOVATIONS AND CHALLENGES OF INFORMATION TECHNOLOGY

The penetration and massive progress of Information Technology (IT) has drastically altered our lives for the past few years. Life has become much less manual and a lot hassle-free for people all around the globe that have active access to the innovations of information technology.

Information Technology innovation can be defined as the creation and new organizational application of digital computer and communication technologies. IT innovation can take many forms. For instance, it can be used to turn business processes into automated IT functions, develop applications that open new markets, or implement desktop virtualization to increase manageability and cut hardware costs. There are four key technologies that have converged to drive innovation: social networking, mobile computing, big data analytics and cloud computing.

The era of innovations has ushered in a wealth of opportunities to advance science, improve health care, promote economic growth, reform our educational system and create new forms of social interaction and entertainment. To compete in a globally-integrated economy, today's

organizations need a comprehensive understanding of markets, customers, products, regulations, competitors, suppliers, employees and more. This understanding demands the effective use of information and analytics offered by big data. The capabilities of big data enable management of large multi-structured data and provide analytic applications to improve decision making across the organization. Big data environments require clusters of servers to support the tools that process the large volumes, high velocity and varied formats of data. Cloud computing offers a cost-effective way to support big data technologies. Social media has provided a platform for business to directly access a global audience. The scope of social networking sites is not only limited to business. It also facilitates better student learning, awareness and networking with outside world. Due to increasing internet connectivity and rapid adoption of mobile devices, social networking has migrated to mobile platform.

Yet these opportunities bring with them increasing challenges related to data security and privacy. The network is becoming more complex, with different applications being deployed, and





external devices and solutions interfacing with it. The technology stack also poses a potential information security risk for organizations, as they open more doors for hackers to enter and cause damage. New technologies are opening more doors for information leakage, so organizations need to revisit their security policies regularly, have more stringent controls over access rights and re-define authentication mechanisms.

Delhi Institute of Advanced Studies organized a seminar, "Techno Tryst 2015: Innovations and Challenges of Information Technology" on 14 March 2015 to corroborate innovative thoughts in the IT field by intellectuals from academics and industry as well as to give the participants an understanding of the recent and upcoming innovative developments in information technology. The focus of the seminar was, therefore, to discuss at length the innovations and challenges of Social Networking, Mobile, Analytics and Cloud (SMAC).

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

INAUGURAL SESSION



The inaugural session commenced with lighting of the lamp of

knowledge by the Chief Guest, Shri Akshay Bhargava, Head PMO Government ISU, Tata Consultancy Services, the Guest of Honour, Shri Gulshan Kharbanda, Director and CTO Progressive Infotech, Dr. S. N. Maheshwari, Professor Emeritus and Academic Advisor, DIAS and Dr. Barkha Bahl, Director, DIAS.

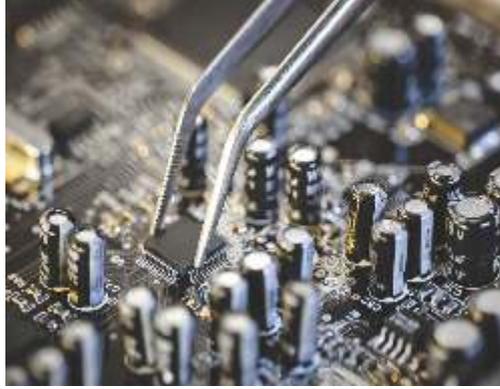
This was followed by the welcome address by Dr. S. N. Maheshwari.

WELCOME ADDRESS BY

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

Information Technology is one of the globally-tested chief drivers of growth. It plays a significant role in running a borderless economy today. It not only empowers us to do what we want to do, but also makes us creative and productive. Mr. Steve Ballmer, former Microsoft CEO, once correctly said, "Information Technology lets people learn things they did not think they could learn before." In a way the story of Information Technology is all about human potential.

It is to be noted that many countries, especially those in the developed world and some of the developing countries, are putting in place policies and plans designed to transform their economies into an information and knowledge economy. As a matter of fact, the revolution taking place in Information Technology has been the central and driving force for the globalization process and has resulted in dynamic changes in all aspects of human existence. Today as a result of Information Technology revolution, national boundaries between countries and continents have become indistinct. Information Technology today is being treated as



the tool for the post-industrial age and the foundation for a knowledge economy.

It is now a well-accepted fact that complexities with regard to the management, governance and compliance of businesses have increased manifold. In this vibrant context, the surge of information technology, adds to the efficiency of business executives. At the same time, it opens for the entrepreneurs new possibilities in the emerging areas of knowledge economy. Information Technology based domain eg. Social Networking, Mobile Computing, Big data Analytics, Cloud Computing, XBRL, ERPL Control Design and Implementation, Cyber Forensics and Forensic Accounting, Information System Audit, E-Commerce, M-Commerce, E-Governance etc. have amazing offers in their kitty for the well-educated and trained information technologists. To be successful, they have to be constantly innovative and visionary to ensure that their enterprises do not become laggards and ultimately may have to opt for shut out.

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

Information Technology through its growth, development and innovation has become a mixed blessing. It has given speed, pleasure, joys to the younger generation but also deprived them of peace, pleasures and susceptible to cyber frauds and burning out soon.

INAUGURAL ADDRESS BY CHIEF GUEST SHRI AKSHAY BHARGAVA, HEAD PMO GOVERNMENT ISU TATA CONSULTANCY SERVICES

Mr. Bhargava inaugurated the conference by his words of wisdom. He put light on the impact of technology on the human life.

Use of technology has increased manifold in the recent years; massive progress has been made in this field of Information Technology. With the rise in IT innovations, our lives are now completely dependent on technology in ways which we could not have imagined even a decade ago. Despite the numerous positives we attain from these advancements, a critical matter that seems to be surfacing in our lives is our values. Such progress in innovation should not leave our values such as patience and perseverance behind. Technology has decreased the amount of patience in the lives of people which has led to a negative impact on our values.

He emphasised on the fact that today's generation needs to



mould itself to face the hindrances and convert these hindrances into opportunities. For innovation to be encouraged, such technical sessions play an important role in stimulating the minds of the youth of the country.



KEYNOTE ADDRESS BY GUEST OF HONOUR

**SHRI GULSHAN KHARBANDA,
DIRECTOR AND CTO PROGRESSIVE INFOTECH**

Technology has completely altered the human life. The continuous progress in the area of technology has made our lives more effective, efficient, convenient and easy. But at the same time we have become dependent on technology to a very large extent which unfavourably affects our lives. It is impossible for us to think of a life without gadgets like mobile



phones, computers, internet or any other electrical device.

Mr. Kharbanda's main concern was how this technology can be absorbed by maintaining proper balance between IT and communication.

He emphasized that , today's students must understand, that in order to make their careers in the IT industry, they ought to set up a firm foundation of education along with ethical and human values, and continue to improve their knowledge in synchronisation with the new technology and research activities that are taking place in different fields. The most significant characteristic for running a business venture is the attitude of the person and not a tag of an IIT or MIT. The only difference is that one has to prove his/her ability if he/she doesn't carry a tag from the beginning. And to make a place in the organization, one needs to innovate. An analytical mind and dedication are the only things that is the need of the hour.

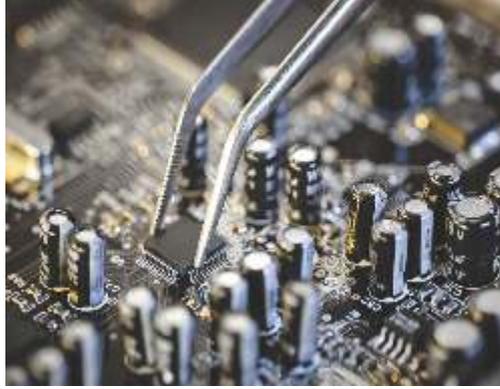
VOTE OF THANKS BY DR. BARKHA BAHL DIRECTOR, DIAS

Technology is all pervasive and also dynamic in nature. Organizations that constantly rethink, reform, regroup and re-innovate stay in business. The methods adopted may be specific to an organization but the goal of every organization would be to excel and become leaders in their respective domains. With product life cycles shortening, a constant need for innovation is the greatest challenge for the corporate. The emerging areas bring forth both opportunities and challenges. The organizations in the last couple of years have offered products and also created markets for the same. The focus of the seminar was on the impact of information technology innovations with specific emphasis on Social Networking, Mobile Computing, Big data Analytics and Cloud Computing



covering data models, open sources, Data analysis techniques and various networking aspects.

Dr. Bahl, Director, DIAS thanked the dignitaries for agreeing to share their valuable knowledge and experiences with the august audience on “Innovations and Challenges of Information Technology” and all participants for coming from far and wide to participate and present papers on the key focus area.



TECHNICAL SESSION I

The technical session I was chaired by Mr. Susheel Chandra, Senior Consultant, Tata Consultancy Services. The presenters at the session deliberated upon e-governance, quality assurance, digital forensic, face recognition, etc. Also, guest speaker, Mr. Ashish Rastogi shared his thoughts and experiences on the theme of the seminar, thus, enlightening the august audience.

ELECTRONIC- GOVERNANCE

DR. DHANI RAM,
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,
RAMJAS COLLEGE, UNIVERSITY OF DELHI

With the continuous improvements in technology, it is essential to use IT to make the functioning of processes easier and smoother. IT can be used to simplify many processes which were done manually in the past. One of these areas to use technology is government functioning. This is called e-governance. E-governance or electronic governance refers to the application of information technology to the process of government functioning in order to bring about Simple, Moral, Accountable, Responsive and Transparent (SMART) governance.



Dr. Ram highlighted how technology can be put to efficient use in order to make the filing of documents for any official work with the government agencies and creating a network of e-services and e-administration. Nowadays companies can file applications or any other document in electronic form over

the internet and also pay the fee using credit card and internet banking. His paper attempted to understand the importance of E-Governance as good governance and discussed the legal aspects of the IT Act, requirement of Companies Act, 2013 and government's commitment to governance reforms.

MOVING AHEAD OF TESTING, TOWARDS QUALITY ASSURANCE

MS.AAKANKSHA MALHOTRA,
SOFTWARE ENGINEER-TESTING AND QUALITY,
U2OPIA MOBILE PVT. LTD., DELHI



Testing is a well-known concept, it can be described as a "Process of evaluating a system to check for errors, gaps, or any mismatch from requirements." Even though testing is considered as a process to be taken once the development process is completed, it has now been taken as part of each phase in software development life cycle.

The paper presented by Ms. Aakanksha included the importance of testing in the field of information technology and the challenges it offers. The focal point of the topic referred to how testing has progressed from sheer manual testing to quality assurance which includes a means of monitoring the software engineering processes and methods used to ensure quality. She also explained how the latter is divided into a broad spectrum of prevention, rectification and improvisation. She also stressed on how software with good quality can be developed by blending man power and technology to create better products.



INTELLIGENT ENVIRONMENT ENHANCES MOBILE SECURITY ARCHITECTURE

MS. ARUSHI GOYAL, MS. TARISHI SHARMA
STUDENTS,
DELHI INSTITUTE OF ADVANCED STUDIES, DELHI



In today's day and age, technology is continuously being improved thus making a path for highly architectural, integrated and persistent storage network devices. As a result, pervasive computing comes into existence. Thus, many applications depend on the existence of small devices that can exchange information and build communication networks.

A large amount of information has been delivered and published on pervasive computing. Pervasive computing environments with their interconnected devices and services assure seamless integration of digital infrastructure into our everyday lives. Pervasive computing augments an environment as an intelligent environment by providing security, adaptability, context-aware computing, invisibility, confidentiality, integrity and availability in the field of mobile computing. The paper presented by Ms. Arushi and Tarishi Sharma elucidated the challenges in the area of security regarding the mobile devices and providing an architectural view for it. It also explored high-quality theoretical as well as practical concepts on a wide range of problems significant to pervasive computing.

DIGITAL FORENSIC IN CLOUD COMPUTING ENVIRONMENT: A SERVICE FOR SOCIAL BENEFIT OF THE COMMUNITY

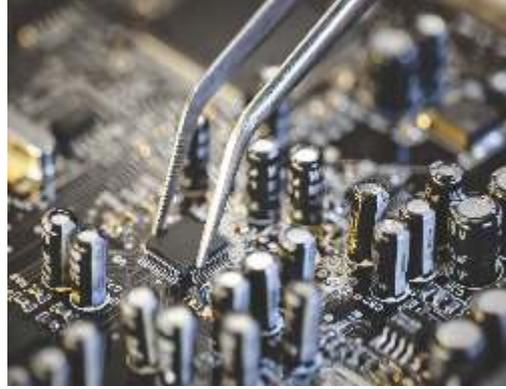
MS. VAISHALI JOSHI,
ASSISTANT PROFESSOR, BVICAM, NEW DELHI

Digital Forensic is a fairly novel scientific concept but it is one

that has evolved greatly in the past decade. Digital Forensic can be defined as, "The use of scientifically derived and proven methods toward the preservation, collection, validation, identification, analysis, interpretation, documentation and presentation of digital evidence derived from digital sources for the purpose of facilitation or furthering the reconstruction of events found to be criminal or helping to anticipate unauthorized actions shown to be disruptive to planned operations".



Digital Forensic is roughly a forty year old concept. Previously, forensic techniques were used primarily for data recovery. Today most of the last decade's development is quickly becoming irrelevant. Digital Forensics is now in an appalling position. Ms. Vaishali presented a paper to put forth the use of the cloud for digital forensics in mass storage and remote processing, and to split a single data structure into elements. The prime advantage of cloud computing is centralized data, having the data all in the same place assists in forensic readiness, which leads to faster, coordinated response to incidents. With centralized data (Infrastructure-as-a-Service) (IaaS) providers can create a dedicated forensic server within the cloud, which is ready for use when needed. The expected outcome of the research work is to propose forensics as a service for social benefit of the community.



FACE RECOGNITION USING NEURAL NETWORK

MS. RATANDEEP KAUR,
FACULTY, SRI GURU TEGH BAHADUR
INSTITUTE OF MANAGEMENT AND IT DELHI

Developing a computational model for face recognition is difficult as face is a complex, multidimensional, visual mode. Ms. Ratandeeep in the seminar proposed a methodology for coding and decoding face image which is a connection of two stages- feature extraction using principle component analysis and recognition using the feed forward back propagation Neural Network.



Face conveys identity and emotion. The human ability to recognise faces is remarkable. Many security systems, credit card verification, criminal identification, etc, have started using face recognition because the ability to detect faces, as against to recognise them is vital. Only after research for more than twenty years has a computational model of face recognition been developed. Therefore, face recognition is a very high level computer vision task, in which many early vision techniques can be involved.

The biggest challenge is faced when one needs to quantize facial features so that a computer is able to recognise a face with the given set of features. Two fundamental ways for face recognition are based on extorting feature vectors from basic parts of the face and then converting them into feature vector.

A STUDY ON UNDERSTANDING DISTRIBUTED DEADLOCK DETECTION

MR. PRASHANT KUMAR,
ASSISTANT PROFESSOR, IT DEPARTMENT,
BANARASIDAS CHANDIWALA INSTITUTE OF
PROFESSIONAL STUDIES, DELHI

A deadlock may occur among the processes in a distributed operating system or database whenever they compete for limited resources and are allowed to obtain a lock by acquiring a resource and thus preventing others from using the resource while the process waits for other resources. This occurs whenever distributed transactions are performed or access control is executed. No progress would take place without an outside intervention. Several processes can be involved in a deadlock when there exists a cycle of processes waiting for each other. The deadlocks may be local to a site or global if the deadlocked sites are on different networks.



There are many well-known techniques for handling deadlocks through prevention, avoidance, and detection. In prevention, the focus is on denying one of the necessary conditions of deadlock to happen. These include mutual exclusion, hold and wait, no-pre-emption and circular wait. Implementing prevention techniques enables a distributed system to smoothly perform without runtime support. Avoidance schemes require anticipation and assessment of the system for a possibility of the deadlock. Detection techniques however focus on dynamically identifying correctly whether the system is in a deadlock and then recovering from them. Mr. Kumar discussed some techniques



for deadlock detection in distributed systems such as Wait-for-graph (WFG) and the challenges involved in different deadlock models in message communication systems.

A MULTI-AGENT BASED PERSONALIZED SEARCH ENGINE WITH TOPICAL CRAWLING CAPABILITIES

MS. DISHA VERMA,
ASSISTANT PROFESSOR, DIAS



Ms. Verma elucidated the concept of the web search engine services which have a vital role, since they form an information broker between the user and the huge amounts of disseminated information. Conventional search engines aim at fetching maximum results which match the specified keyword. The presenter proposed a search engine which had a layered architecture (multiple agents) which personalized the results on the basis of different parameters and domain. The domain under consideration is education. The search engine was merger of client side and server side personalization. The search engine personalized results on the basis of user browsing history and explicit profile created by him. The server side personalization worked on the profile created by him whereas users browsing pattern would be stored in his personal computer in the form of cookies. For maintaining the speed and reliability, the technology used in computation is in-memory data grid.

The presenter concluded that the search engine will fetch

results from search engines like Google and will then refine the results according to user preferences and choices. User also has a choice for levels of personalization according to the information provided by him. Though the major focus would be academia searching. A vision for the system would be inclusion of user search profile sharing system.

CONCLUDING REMARKS FROM SESSION CHAIRPERSON

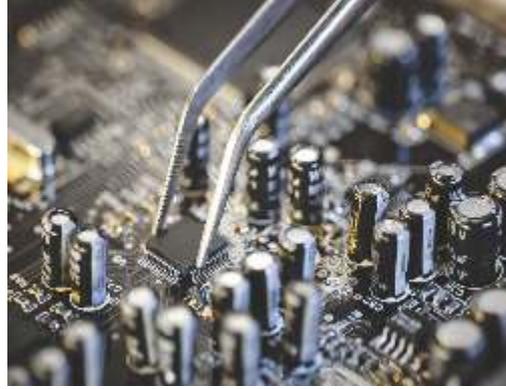
MR. SUSHEEL CHANDRA,
SENIOR CONSULTANT TATA CONSULTANCY SERVICES

Mr. Susheel Chandra concluded the first technical session of the conference by elaborating on the importance of innovation. He quoted the famous author John Kaoby, "The job of an innovation activist is to imagine and innovate to confront the enforceable future."



Innovations materialize when different bodies of knowledge, perspectives, and disciplines are blended well. What is necessary is to develop a thinking that looks into the future to predict its needs, identify white spaces for innovation, plan for different future scenarios and align opportunities with innovation strategy.

According to Mr. Susheel, innovation is just a small step towards the big idea. He believes that there are two main elements of innovation. First one is Imagination. Imagination which is the realm of the mind where you see things that do not yet exist in this world, but which one day might exist. The second component is sensitivity and necessity of the people around. He believes that keeping in mind the needs of the people around you and then initiating innovation is what the



need of the hour is.

He concluded by sharing with the audience that if we renew our commitment to being the world's leading innovator, we must teach foundational values – the desire to think big, initiation with small steps, will to mastery, the spirit of risk taking, and the embrace of continuous change.

TECHNICAL SESSION II

The technical session II was chaired by Dr. Devendra Tayal, Associate Professor, Indira Gandhi Delhi Technical University for Women. The speakers at the session delved upon topics like software quality models, big data, green cloud computing, etc.

BIG DATA TRANSFORMING INFORMATION TECHNOLOGY: SENTIMENT ANALYSIS CASE STUDY

MR. SAHARSH JAIN AND MR. ISHAN SHARMA,
STUDENTS, B.TECH (IT),
MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY



Big data has not only changed the way we store data but also we analyse the data. The reason for storing big data has changed from just looking up in history to predict the future. Enterprises are using tools to analyze the past in order to reveal the opportunities for data driven decisions on where to invest in the future for market space leadership and differentiation.

Business intelligence is dictated by information about people, places and things adding on to the data stored by enterprises. Whether it's fine-tuning supply chains, monitoring shop floor operations, gauging consumer sentiment, or any number of other large-scale analytic challenges, big data is having a tremendous impact on the enterprise. With more types of data information being stored in digital formats, the business built has increased steadily.

GREEN CLOUD COMPUTING: A REVIEW

MS. ASHEMA HASTI,
ASSISTANT PROFESSOR, DKES-SCS

MS. CHARRU HASTI,
ASSISTANT PROFESSOR,
DELHI INSTITUTE OF ADVANCED STUDIES DELHI



Cloud computing has come into view as a commonly accepted as well as a sought-after technology because of its several advantages like scalability, low cost maintenance, and utility based sharing of computing resources. These are a few reasons why cloud computing is now gaining popularity and being commercialised in big enterprises as well as small and medium sized businesses.

Cloud computing is a model for enabling ubiquitous, convenient, on demand access to a shared pool of configurable computing resources such as Applications, Application Development Platforms, Data and Infrastructure. Nevertheless, because of the growing demand of cloud infrastructure, the energy consumption of data centers has



been a disturbing issue. High power and water consumption in order to sustain cloud data centers in terms of backup as well as cooling effectively leads to high functioning cost and high carbon footprint harming the environment. Therefore, energy-efficient solutions are necessary for reducing the effect of Cloud Computing on the environment.

Ms. Charru Hasti and Ms. Ashema Hasti explained how different measures can be taken in order to reduce these harmful effects on the environment. They discussed the projected approaches for “Green Cloud Computing”. Through optimised utilisation and reuse of non renewable energy resources and adoption of renewable resources, becoming green is achievable and is a rewarding experience which enables organisations to reduce both costs and environmental damage.

STEPS TOWARDS GREENNESS IN IT

**MS. JASVINDER KUMAR,
MR. AMANDEEP SINGH ARORA,
ASSISTANT PROFESSORS,
SRI GURU TEGH BAHADUR INSTITUTE OF
INFORMATION TECHNOLOGY AND MANAGEMENT DELHI**



Even though the terms “Green Computing” or “Green IT” have lately become widely accepted and become very important, they were conceptualized almost two decades ago.

Green computing refers to the practice of using computer and related resources in an environment friendly way. It is an idea that studies, constructs and assists methods for enhanced energy efficiency and reducing wastage in the full life cycle of

computing equipment from the initial stage i.e. from manufacturing, then through delivery, use, maintenance, recycling and then finally, the last stage, disposal in an economically realistic way.

Computers have now become a necessity in the lives of humans. The increasing demand of computers has led to an increased amount of energy consumption as well, which in turn has resulted in increasing the carbon content in the atmosphere. This issue has been recognised by people and steps are being taken which help in reducing the power usage of computers. Hence, this approach is called as Green Computing. The objective of this paper was to examine how the users can develop their energy effectiveness and manage the resources connected with it. The speakers gave their opinions on the topic and ways to minimise the wastage of energy.

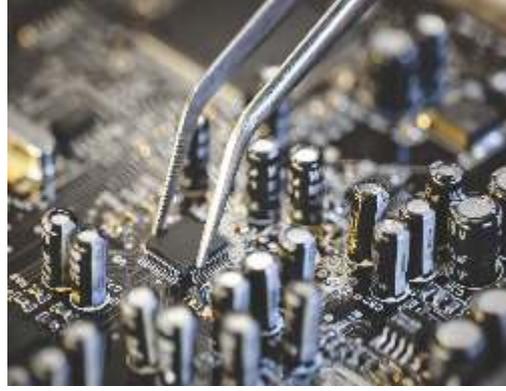
ROLE OF BIG DATA IN ROAD TRAFFIC MANAGEMENT

**MS. LIPI PASSI, MS. SHREYA GUPTA,
STUDENTS,
DELHI INSTITUTE OF ADVANCED STUDIES DELHI**



Since the emergence of the Internet, the volume of data that needs to be indexed and queried has been increasing in multiples. In the initial stages, database technology worked well but soon it was found that it was neither well-suited nor cost-effective. These days, organisations have started to use the information such as the search histories of the customers on search engines so that this information can be put to better use and serve advantageous for the organisation.

The stakeholders of large companies worldwide speculate whether they are getting full value from the huge amount of information they already have within their organizations.



Several new technologies have been used to gather more data than ever before, yet many organizations are still struggling to understand how to obtain value from their data and compete in the industry. Problems related to traffic control like congestion and long delays can be easily tackled if data analytics tools are employed. The speakers talked about latest deployment of dig data analytics in traffic management. These include solutions provided in diverse global cities by large organisations with big data analytics capabilities such as IBM, Google, Oracle and SAP.

ARCHITECTURE OF BIG DATA: A COMPARISON WITH TRADITIONAL STORAGE

**MS. NAGAMANI MUTTENI, MS. B. RAJESWARI,
ASSISTANT PROFESSOR (IT), MERI**



The need to analyse the large volumes and types of data to obtain maximum business value are rising swiftly because of the popularity of social media and networking sites like Facebook and Twitter. Data is being generated every second by network devices. Traditional data warehouses and other management tools are not up to the mark so as to resourcefully process and analyse Big Data in a time or cost effective way. Data must be organized into relational tables, neat rows and columns, before a traditional enterprise data warehouse can ingest it.

More than 200 hexabytes of information is being generated by

the current digital world every year. Sadly, these large-scale storage warehouses are generally not supportive for long-term preservation of data. New methods of creating and capturing the content are required to be adopted by organisations. The speakers examined the concept of Big Data as another important storage area with different characteristics and requirements. The paper compared the traditional storage architecture and the architecture of Big Data on the basis of the long expected lifetime of digital preservation systems and their need for complete reliability, the nature of storage failure and threats.

MONITORING CRIME- A STEP TOWARDS A SAFER WORLD

**MR. NEERAJ JUNEJA,
ASSISTANT PROFESSOR, DIAS**



It has always been a challenge for the governance authorities and crime management organizations to analyze and beat the criminal activities before their occurrence. Technological innovations are being made in this field for maintaining crime statistics as well as keeping a tab on the persistent offenders.

The role of several business intelligence tools such as spreadsheets, efficient data warehousing techniques, OLAP, and accurate reporting and querying software such as Cognos, is significant in facing these challenges. This paper uses real life past crime instances and saves the data in a star schema data model, to create fact and dimension tables in



Microsoft excel. Data from the fact table is extracted for a Dashboard creation and summarized using a pivot. Some key performance indicators presented that are helpful in tracking the crime are Region wise crime rate, Age group wise number of crimes, Gender wise number of crime, Time wise number of crimes, Region wise involvement in crime of a gender, Region wise involvement in crime of age group.

CONCLUDING REMARKS FROM THE SESSION CHAIR PERSON

DR. DEVENDRA TAYAL
ASSOCIATE PROFESSOR
INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN

Dr. Dayal emphasized on the evolution of Information Technology from being a specialist subject to a universal tool with operational and strategic impacts. Use of IT in businesses has transformed the way organizations are operating. Every process is automated now, gone are those days when a single process needed huge amounts of paper work, effort and times of the employees.



He gave an insight on how the Electronics Commerce has developed business strategies to reduce time and distance, free flow of information has altered organizational culture, Decision Support Systems have supported the managerial skills and telework has granted flexibility in work using work from home and work on the move. SMAC –Social Media, Analytics and Cloud Computing is the buzz word to envelop all such activities. SMAC, in many ways, is quickly eclipsing the significance of such old standbys such as ERP, network infrastructure and basic communication and messaging

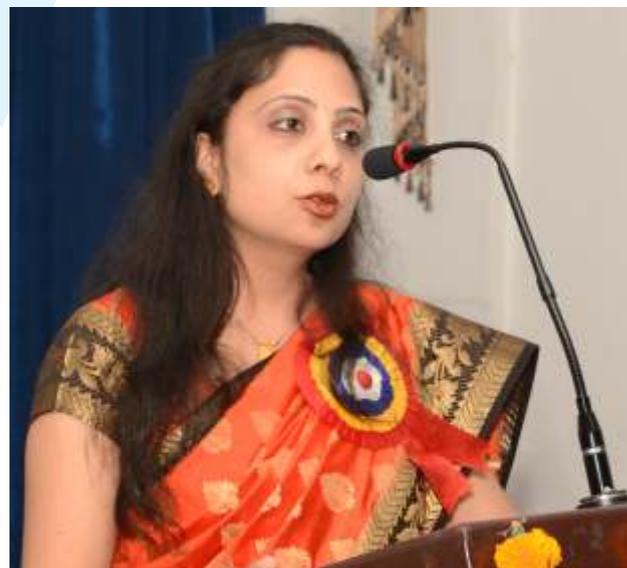
services.

SMAC aims at giving the customer a delightful experience, which has become an essential ingredient in the survival of all organizations. The biggest obstacle organisations are facing is to make proper use of the SMAC for achieving goals and making profits. At the same time as SMAC trends have made a deep positive impact on the business for some organizations, not all organizations have been able to exploit the value of their SMAC investments. The value of these investments depends on various aspects, such as business model, operating model, type of business service/product, customer demographics, organization size, processes, applications, integrations, organization culture, etc. Organizations that invested in these emerging technologies without doing a proper assessment of the value (business impact) of the investments are not only far from realizing the value of those investments, they are also ending up with increased complexity and wasted resources.

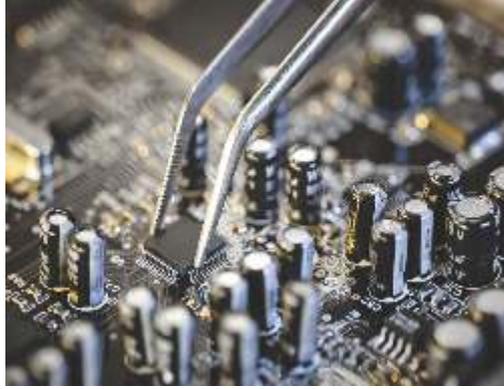
He congratulated the organizers of this seminar for giving a platform for discussions on the Innovation as well as challenges of Information Technology.

VOTE OF THANKS BY

DR. SONIA GUPTA
EVENT CO-ORDINATOR



With the quote, “There is one thing one has to have: either a soul that is cheerful by nature or a soul made cheerful by work and knowledge.”, the event co-ordinator, expressed her



belief that the audience has benefited from the words of wisdom, experience and knowledge by the eminent speakers at the national conference.

She thanked the dignitaries, eminent speakers, the audience

and the college staff for gracing the occasion by their benign presence and making the event a grand success with the hope that this association will strengthen in the times to come.

KUDOS

DIAS congratulated and appreciated the following students for their commendable performance in the university exams by conferring medals and certificates.

Ms. Swati Jain, MBA (2012 – 14)	For being the University Topper
Dr. Niti Chopra MBA (2013 – 15)	For being the university topper in second semester at the Institute in the University Examination
Ms. Nikita Singhvi MCA (2012 – 15)	For being the university topper in fourth semester at the Institute in the University Examination
Ms. Radhika Kakkar MCA (2013 – 16)	For being the university topper in second semester at the Institute in the University Examination
Ms. Preeti Gupta, MCA (2011 – 14)	For her exemplary performance in university
Ms. Harneet Kaur, MCA (2011 – 14)	For her exemplary performance in university
Ms. Anjali Chhatwal, MBA (2012 – 14)	For her exemplary performance in university



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Chief Editor
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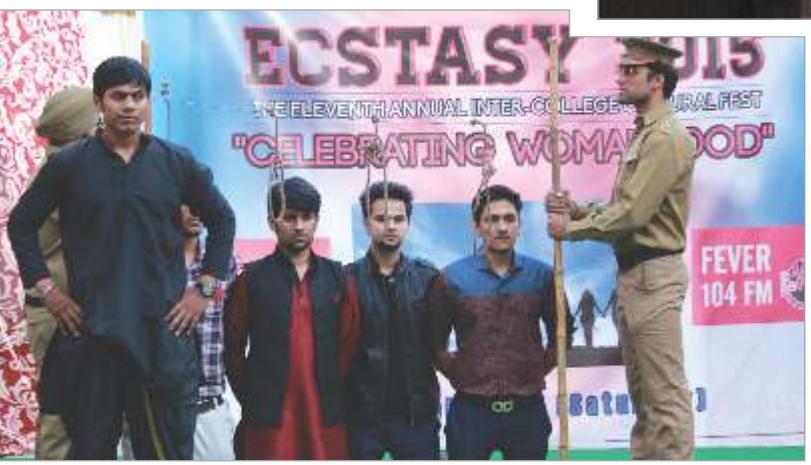
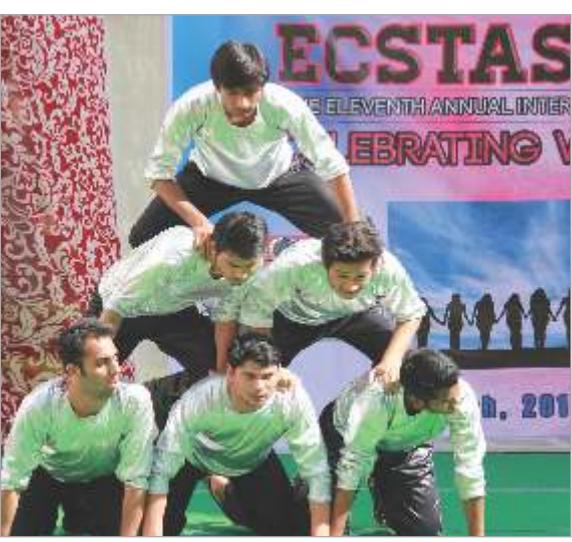
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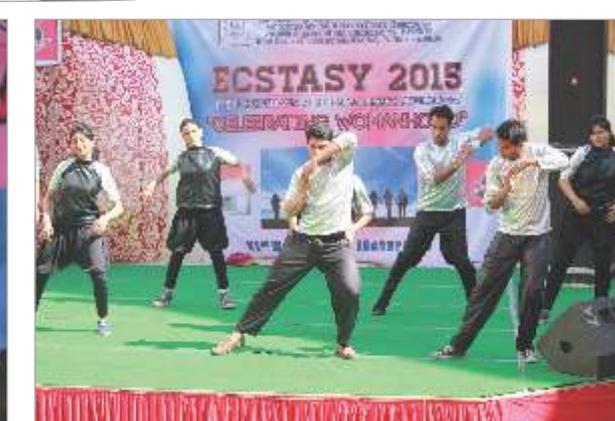
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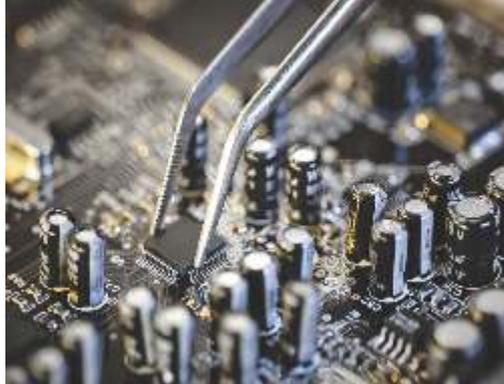
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ECSTASY 2015







ECSTASY 2015

ECSTASY 2015

THE ELEVENTH ANNUAL INTER-COLLEGE CULTURAL FEST

"CELEBRATING WOMANHOOD"

Knowledge is not achieved by the conscious pursuit of books : it is generally the by product 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 fulfilling experience in themselves. They greatly help the students in developing many qualities like leadership, team work, time management, creativity etc. which are important prerequisite for all round upbringing- emotionally, socially, morally, intellectually & physically.

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 as well, in addition to the opportunity to showcase creative skills and multi-faceted talents. Amid much fanfare and enthusiasm, DIAS organized its 11th annual inter-college festival, Ecstasy'15 on 21st March, 2015.

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-2015' was an assortment of various cultural and literary activities honoring the students' interests, competencies and creativity through its theme- '**Celebrating Womenhood**'. This theme was apt as today's incredible woman is juggling between so many roles and responsibilities cheerfully. To say it is an opportunity to thank these wonderful women would be an understatement.

The entire day was 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. Judges having expertise in their respective areas like RJ Addy from Fever 104 FM, Ms. Madhu Sachdeva from Natraj Academy, Ms. Anita Verma, a free lance journalist, and many others were invited for judging the various events.

INAUGURAL ADDRESS

The inaugural session commenced with an inaugural speech by Dr. Barkha Bahl, Director, DIAS. The event co-ordinators, Ms. Roma Jaitly, and Ms. Dimple Chawla along with programme coordinators, Dr. N. Malati and Ms. Tripti Mishra lit the lamp and inaugurated the fest.

ADDRESS BY

DR. S.N. MAHESHWARI,
PROFESSOR EMERITUS AND ACADEMIC ADVISOR, 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'15, the institute's cultural festival is a continued link in the direction. Dr. Maheshwari introduced the chief guest, Justice Ms. Mukta Gupta, High Court, Delhi to the august audience and welcomed her to the institute. He thanked all the participants and congratulated them for winning prizes in the competition. He encouraged the students to keep trying for things in life till they succeed in getting it.

**ADDRESS BY THE CHIEF GUEST
JUSTICE MS. MUKTA GUPTA,
HIGH COURT, DELHI**



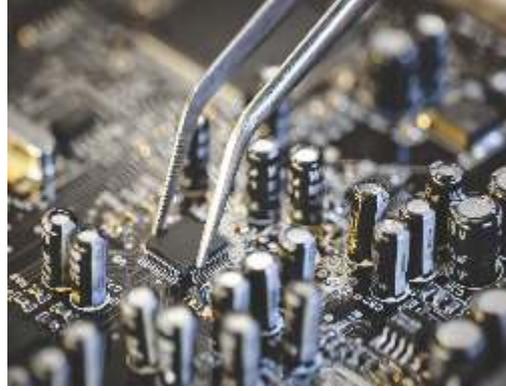
Justice Ms. Mukta Gupta opened her speech by emphasizing the fact that cultural fests are an integral part of college life, which adds extra edge amongst the students who perform and take part in these activities. She shared with the students some of the important lessons that she has learnt in her life.

Relating to the Ecstasy-2015 theme 'Celebrating Womanhood', she accentuated the fact that the women in today's world are much more competent than men. Women play multiple roles/responsibilities and justify all of them equally. Ms. Gupta also discussed about the increasing crime against women in the country and said that if women take a firm stand, no one can harm her in any way. With this she congratulated all the winners of Ecstasy-2015 and gave away prizes to them.

**VOTE OF THANKS BY
MS ROMA JAITLY & MS. DIMPLE CHAWLA,
EVENT COORDINATORS**



On behalf of the entire DIAS fraternity, Ms Roma Jaitly conveyed her regards and sincere thanks to Chief Guest, Justice Ms. Mukta Gupta for sharing their enlightening thoughts. She also thanked Dr. S.N. Maheshwari, Academic Advisor, DIAS and Dr. Barkha Bahl, Director, DIAS for their motivation, guidance and support. Last but not the least, she thanked all the participants and the sponsors for making this event a grand success.



PRIZE WINNERS

S.No.	EVENT NAME	INSTITUTE NAME	STUDENT NAME	POSITION
1	Debate	SGND Khalsa	Raj Kumar, Vipin Dubey	1st
		DIAS	Varun Sachdeva, Karishma Dhall	2nd
		GNCE	Vineet Kaur	Best Speaker
2	Turncoat	GNCE	Meharpreet Kaur	1st
		SGND Khalsa	Raj Kumar	2nd
3	Street Spella	DIAS	Jatin, Shivani Gahlot, Lakshay Pahwa, Karan Khurana, Nikhil, Neha Singhal, Sushmil Sahai, Anmol Goyal, Mounmita Das, Richa Chauhan, Akansha Agarwal, Shruti Joshi, Ritika Gupta, Vikas Kumar Jaiswal, Shashank Sharma	1st
		BCIPS	Abhinav Shukla, Subhashree Mahapatra, Anjali Dadlani, Kiran Yadav, Pratibha Yadav, Neelam Sahu, Abdul Basit, Priyanka Singh, Shweta, Dipali Choudhary	2nd
4	Take the Challenge	Jaipuria Institute of Management Noida	Prabhat Lohani, Saurabh Sharma, Arpan Omer	1st
		DIAS	Shobit, Neha, Divya	2nd
5	Colour with Passion	DIAS	Ishita Arora, Prabha Sharma, Rashi Sharma, Poem Jain	1st
		DIAS	Yatin Kapoor, Archika Sehgal, Manisha Kumari, Chetna Sharma	2nd
6	Lan Gaming NFS	DIAS	Harsh Bhasin	1st
		JIMS	Rahul	2nd
7	Lan Gaming CS	NIEC, MVSIT, MAIT	Tushar, Siddharth, Siddharth, Pulkit, Umang	1st
		JIMS, ALS	Varun, Abhishek, Girish, Amit, Anurag	2nd
8	Showbizz	DIAS	Lakshay, Shivani, Namra, Jatin, Mounmita	1st
		DIAS	Vikas, Nikhil, Neha, Anmol, Shruti	2nd
9	X Quiz IT	DIAS	Kshitij Rai, Neeraj Aggarwal, Manish Kumar Lohia	1st
		DIAS	Dinesh Yadav, Pranjli Virmani, Himank Manav	2nd
10	Zara Nach Ke Dikha	DIAS	Manisha Vohra, Mohit Kukreja	1st
11	Do the Tango	MAIT	Sumit Kumar, Yukti Gulati, Parminder Singh	2nd



S.No.	EVENT NAME	INSTITUTE NAME	STUDENT NAME	POSITION
			Krtika Mishra, Aman Sachdeva, Tanishq Ganotra, Akash Dahiya, Devyani Verma, Sanya Gulati, Anjali Paul, Pranav Kumar, Raunag Dua, Amritesh Thusu, Yukta Mehta, Nikhil Jain	1st
		DIAS	Payal Goyal, Divya Bisht, Rahul Aggarwal, Deepak Jha, Sachin Bisht, Deeksha Rathore Waris Jamal, Kanika Rajput, Rashi Goyal, Radhika Kakkar, Anurag Kumar, Arushi Goyal, Deepak Singh	2nd
12	Paint the Flesh	DIAS	Arushi, Nikita	1st
		GNCE	Harpreet, Navjot	2nd
13	Mr and Ms Ecstasy	DIAS	Jatin Ritika Sharma	Mr Ecstasy Ms Ecstasy

The Men In News

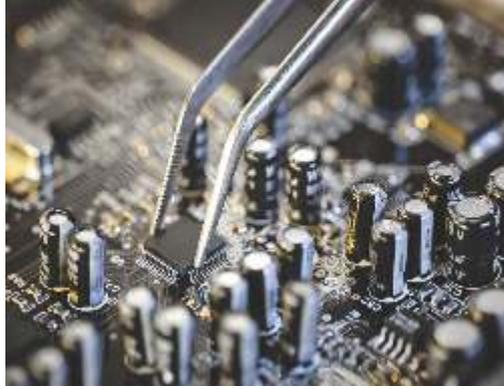


MR. B. ASHOK

“Consultants always know that when you see the light at the end of the tunnel...order more tunnel.”
David Tickner

Success never comes easy. It is a fact known worldwide. One needs to work hard, strive for it and only then is this unusual result achieved. B. Ashok, Chairman, Indian Oil Corporation Ltd., is a wonderful example for the same. A graduate from the College of Engineering, Madras University received his Post-Graduate Management Diploma from the prestigious National Management Programme of Management Development Institute, Gurgaon.

His aspiration to learn and improve lead him to the position of Chairman of Indian Oil in 2014, a company which he had joined in 1981. He is admired and appreciated for his expertise in the Oil and Gas domain. His association with the same amounts to an experience of 33 years which is not a small feat to achieve. The company has flourished and improved under his guidance. He has been holder of various vital positions in the company. He was managing around 23000 strong retail networks as Retail Sales head which contributed to 55% of the volumes. He acted as the State Head in two major states, handling the complete business portfolio along with acting as the entire industry's Co-ordinator. He had successful stings in Lubes & Technical Services in the field, a Divisional Head at the Head Office level. He has also headed Corporate Communications and has been a Training & Development person.



His contribution to the industry include promoting the more economical and less polluting gaseous fuel State Auto LPG Dispensing Stations, innovation of pilfer-proof locks for tank-trucks which transport petroleum products to prevent adulteration and theft of the same. This was later established as an industry norm. His ideas and suggestions have been known to improve clarity and promote transparency in business transactions. His programme "Project Chetna" as a Retail Head stimulated field teams to focus on upgrading skills, check the response and behaviour of the public dealing customer attendants at the retail outlets on a massive scale. He has transformed the way of working by his strategic interventions such as the "Total Look and Feel", 'Highway networking' strategies, solar operated retail outlets and introduction of mobile applications like mPower, XSparsh and XSnehash.

He is commended for his ability to energize entire teams to perform and deliver results through positive engagement and shared vision. He has been a transformations and people focused leader throughout his career. He was one of the leaders who evolved the 'Corporate Vision' for the organization in both 1999 and 2009. HR initiatives such as Modification of Electronic Management System, Recruitment at AO level, Organizational Restructuring and Promotion Policy were taken under his guidance. He has also been instrumental in long lasting partnership with several industrial and other people. He insists on a win – win and ethical approach to business. He has gained a global exposure, owing to his stays at Kuala Lumpur, Malaysia and Lanka IOC.

Ashok has done a wonderful job of turning the IOC in Lanka into a highly profitable venture and declaring a maiden dividend to the shareholders. He has to his credit a strong contribution in Training and Development activities combined with Corporate Communications. His ideas and suggestions have helped the users and the organization in developing productivity and profitability of the company. His participation at both national and international level has surely enhanced the company's development.

He is known as a sports enthusiast, an avid reader and a musician. He has an eclectic interest and passion for different facets of life. With the position of Chairman, he has been given an opportunity to learn about Refineries, where he is to be assisted by experts of the field for departments of Refineries, Business Development and Finance. This combination is surely going to make a cohesive management force and take the company to even greater heights.



MR. SUJIT CHOUDHARY

The difference between the impossible and the possible lies in a man's determination.

- Tommy Lasorda

Indians are known for introducing the world to many new things, the Zero among one of them. It feels a matter of pride when we say that we were the first to do it. And now, in the current scenario, the history has been recreated as an Indian origin individual, Sujit Choudhary, a Constitutional Scholar, regarded greatly has been appointed as Dean, University of California (UC), Berkeley's Boalt Hall, one of the top Law Schools in USA. He will be the first to hold a position of such importance at a Law School.

This Harvard Law School Post Graduate had the fortune of being born on the Indian land. The Cecelia Goetz Professor is an authority, recognized internationally for comparative constitutional law and comparative constitutional development. He joined NYU Law Faculty in 2011 and since made incredible achievements. He founded the world's first University based Center for Constitutional Transitions, which generates and mobilizes knowledge supporting constitution building. His advice is highly regarded by United



Nations High Commissioner for Human Rights. The centre has worked with Libyan Experts, discussed politics of Middle Eastern and North African (MENA) constitutions in partnership with International Institute for Democracy and Electoral Assistance (International IDEA).

Choudhary had taken his students to Tunisia to present their research related to constitutional drafting and reform processes at the latter's university. He is Faculty Director at the Global Fellows Program and gives lectures on Constitutional Transitions & Global and Comparative Law Colloquium, Constitutional Law, and Comparative Constitutional Law. He has been actively associated with society welfare throughout his career. He has suggested ideas regarding constitutional courts, regulation of political party finance, elimination of corruption from oil and gas sector by reformation and decentralization of the sector.

He has been a consultant to the public committees, Romanow Commission and the Naylor Committee, assisting the Canadian Royal Commission of the Future of Health Care in Canada and advising the National Advisory Committee on Public Health and SARS. He appeared as a counsel for two noted cases too. He has been member of the Governing Toronto Advisory Panel which assisted the reformation of the

structure of Municipal Government of Toronto and Advisory Board of the South Asian Legal Clinic of Ontario.

He has held numerous positions at the University of California, University of Toronto, Massey College, Supreme Court of Canada, Harvard Law School, World Bank Institute and many more. He has to his credit more than 70 Papers, Articles and Reports on Comparative Constitutional Law which in detail explain his methods to convert nations into peaceful democracies. He lays special emphasis on ethical societies. Currently he is working with Pratap Bhanu Mehta on a book, Oxford Handbook of Indian Constitutional Law for Oxford University Press.

He has been awarded with Rhodes Scholarship, William E. Taylor Memorial Fellowship by Social Sciences and Humanities Research Council of Canada, Frank Knox Memorial Fellowship from Harvard University, Practitioner of the Year 2011 by the South Asian Bar Association of Toronto and the Trudeau Fellowship.

With all the credits bestowed upon him, we as Proud Indians convey our greetings to him and cheer him to continue the good work and bring all the positive changes to the political scenario of the world.

Ms. Rita Sharma
Accounts Assistant, DIAS

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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

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- 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.
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- 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.

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