



order to achieve organizational excellence. People at SOIL greatly believe that individuals should be innovative and learn to use their strengths to the fullest and augment corporate excellence.

TECHNICAL SESSION I

The first technical session was chaired by Sh. Sandeep Parwal, MD, SPA Capital Service Ltd. The speakers at the session talked about innovation, microfinance, short sales restrictions, recent developments in convergence of IFRS with US GAAP, change management, knowledge management, green marketing and value creation.

Address by
MR. SANDEEP PARWAL,
MD, SPA Capital Service Ltd.

Mr. Parwal emphasized that innovation is now a priority as companies have begun to refocus on growth. Organizations are considering different aspects of innovations; which need to be articulated in the strategy formulation, to benefit the society as a whole and individuals in particular. He discussed about microfinance to enable increased investment in various untapped opportunities. Also, he deliberated upon knowledge management and value creation.



A new emerging facet is the ecological balance through green initiative, especially Green Marketing, which aims at providing corporate professionals with practical strategic marketing advice on how to build green brands and motivate mass market adoption of more sustainable products. There is a need for marketers to develop new offerings by focusing on the new concepts of product and services that are coming up

fast. This would help in satisfying the dispersed needs of the individuals and organizations together, for value addition in the economic activities. Hence, it becomes imperative to focus on the sustained development of newer techniques and tools to promote excellence in corporates and move ahead of the others resulting in further growth.

INNOVATION: TRAPS AND LESSONS LEARNED
DR. SUNEEL MAHESHWARI,
Professor, Marshall University

Dr. Maheshwari deliberated on the concept of innovation, the past waves of competitive challenges, traps and lessons learned therefrom. He defined innovation as the successful exploitation of an idea that adds value to the customer and commercial return for the creator.



He discussed the past waves of competitive challenges which include, The Global Information Age, wherein IT was beginning to evolve; good product design and innovations in manufacturing process were introduced, Restructuring Era in which financial innovations: leveraged and management buyouts, derivatives and other forms of financial engineering, or financial supermarkets combining banks and nearly everything else gained prominence and finally the Digital Mania, where the promise (and threat) of the World Wide Web drove many established companies to seek radical new business models. Capital markets were seen more important than customers; companies got rich without profits or revenues.

According to him, the current wave includes the dot-com crash and belt-tightening of the global recession, the central focus being new products designed to offer new features and functionality to users to meet emerging needs and provide



value for money especially for fast growing developing economies.

Every few years companies make grand declaration about intentions to come up with great innovations. However, most of them are followed by mediocre execution and poor results. Innovative projects are then quietly disbanded into cost cutting drives. Dr. Maheshwari discussed the various innovation traps under four major categories, Strategy; Process; Structure; Skills and Leadership. However, these innovations are rare and elusive. The struggle is for the amount of current revenues that should be used for potential of future success.

The lessons learnt from these traps and mistakes were talked about. Not all innovation ideas have to be blockbusters. The company should focus on process and people in addition to new product development. Innovation pyramid should be used considering exploratory stage, pilot stage and possible production stage. The companies should understand that all plans cannot be implemented without deviations.

Innovation requires strong leaders with great relationship and communication skills. People who know how to find partners in the mainstream business or outside world flourish in cultures that encourage collaboration. Innovations across product, process, pricing, and packaging should be focused upon. He concluded by citing various examples of game changing innovations.

BANKING SECTOR INTERVENTION IN WOMEN EMPOWERMENT THROUGH MICROFINANCE - AN EMPIRICAL STUDY OF RURAL PUNJAB
DR. SANGEETA ARORA (Reader),
MS. MEENU RATTAN (Research Scholar)
 Department of Commerce and Business Management,
 Guru Nanak Dev University, Amritsar

Gender discrimination has always been a critical issue not only in Indian society but all over the world. Of the 1.3 billion people who live in absolute poverty around the globe, 70 percent are women. For these women, poverty doesn't just mean scarcity and want. It means rights denied, opportunities curtailed and voices silenced. In this context, Ms. Rattan defined the term 'Women Empowerment' which signifies increase in the spiritual, political, social or economic strength of women. It helps women in building self-confidence; developing positive attitude and decision-making power; getting access to all the resources and ability to learn skills for improving their image in the society.

Microfinance is one such initiative which aims to fill the gender gap that exists around the globe. Apart from the



government and non government organizations, the banking sector is playing a very significant role in laying the foundation for sustainable financial services to the women.

The speaker enlisted the microfinance services provided by banks, delved into the bankers' perception of microfinance and discussed about the women's perception of the microfinance services during the course of her presentation.

Banks have made enough provision for financial services to women but still a wide gap is prevalent in the use of microfinance services by the women. There are so many hurdles in the way of financial inclusion of women such as the lack of awareness regarding micro financing services being provided by the banks, dissatisfaction from various service activities followed by banks such as inconvenient procedural formalities, difficult repayment terms. All this accounts for women preference to the informal sources of finance, especially when they are in urgent need of money.

Spreading financial awareness, encouraging formation of more SHGs, simplification of the procedural formalities, provision of non financial assistance, product customization and use of intermediate agencies like NGOs were suggested by Ms. Rattan to overcome the challenges.

SHORT SALES RESTRICTIONS AND EFFICIENCY OF EMERGING OPTION MARKET: A STUDY OF INDIAN STOCK INDEX OPTIONS
MR. RAKESH GUPTA, Associate Professor,
 Central Queensland University, Australia

Dr. Gupta discussed about the effect of short-sales restrictions on the pricing and informational efficiency of



derivative markets in emerging countries. India is unique in its short-selling restrictions as it allows short sales by individual investors but institutional investors are prevented from short-selling. Because of the contract size and complexity of the derivative, institutional investors trade in derivative market and individual investors generally trade in spot market to exploit information.



In an efficient market, arbitrage process arbitrages away price anomalies between markets. Any price anomalies that may exist in options market can be arbitrated by an offsetting position in the underlying. The results of the model discussed by Dr. Gupta indicate that there are violations of the put-call parity as well as the boundary conditions, indicating pricing inefficiency in the derivative market when there are restrictions on short-sales.

However, volume-volatility relationship of the Indian market is similar to that of the developed markets which suggests that investors in India are using the derivative market for efficient hedging strategies. Correlations change over time with the globalisation. He suggested that by including emerging markets the performance of the Australian portfolio gets better. Improvement in the performance is significant despite restrictions on emerging market investments.

CONVERGENCE OF IFRS WITH US GAAP - A REVIEW OF THE RECENT DEVELOPMENTS
DR. GOUR GOPAL BANIK, Associate Professor, Department of Accountancy, Gauhati Commerce College, Guwahati, Assam

Currently, the US authorities, viz. SEC, FASB and New York Stock Exchange (NYSE) do not accept the IFRS for the statutory filings. They don't consider the IAS/IFRS rigorous

enough or of as high a quality as that of the US GAAP. But as the cross-border transfers of capital are becoming increasingly common day by day, the need for international harmonization of Accounting Standards has grown considerably.



Dr. Banik elaborated upon IFRS, US GAAP and the various strategies adopted for their convergence. He also reflected on the recent developments in the said context. He emphasized that accountants and accounting organizations are an essential part of the international standard setting process and thus provide innovations, technical development and implementation skills.

He concluded by saying that convergence of diverse national and international accounting standards is undoubtedly a huge task. Where globalization is unstoppable, the case for convergence is irresistible. The indomitable force of globalization is the driving force for the increasing interest as well as pressure to enhance the quality of financial reporting throughout the world. The development of Global Accounting Standards is possible only through the convergence of accounting standards of major organizations like that of the FASB and IASB.

MANAGING CHANGE
MR. SHARAD MAHESHWARI, Finance Manager, Baker Hughes, EHO Ltd., Muscat

Mr. Maheshwari focused on change management. He explained change by saying that we know what we are doing, realise the scope for improvement, assess the various options and do things or processes differently from status quo. To be



innovative requires one to bring about big changes by making small changes in our jobs and also work towards achieving win-win solution.

The changes a corporate goes through are a lot similar to that of an individual. But, it is imperative for companies to be innovative at every stage so as to survive and sustain in this dynamic and competitive world. When a change is being made, there is need to manage this transition as some people are excited and some are apprehensive. This change can be implemented efficiently if undertaken as a systematic process.



He discussed the change process which is initiated with identification of the reason for change. The reasons for change can be obsolete old ways, stiff competition, consolidation or efficiency issues. Thereafter, change has to be proposed, communicated and adjusted, if required. The next steps in the change process entail agreeing to a specific time line, implementation, monitoring effectiveness, adjusting for deviations and finally celebrating success.

The change may not work in case recommendations are far from reality or due to lack of support from "staff" or because there is no time line, thus resulting in dumping of the project and disrupted organization. So, the management needs to have SMART goals.

He concluded by explaining that there is no one "prescription" for successful change management, the implementation process is very crucial and what is of utmost importance is reaching the top and retaining the position.

KNOWLEDGE MANAGEMENT AND INNOVATION : TOOLS FOR COMPETITIVE ADVANTAGE

DR. NEERU MUNDRA, Assistant Professor,
Banarsidas Chandiwala Institute of Professional
Studies, Dwarka

MS. KARISHMA GULATI, Lecturer,
Dronacharya College of Engineering, Greater Noida

Knowledge Management (KM) refers to a range of practices used by organizations to identify, create, represent and distribute knowledge for awareness, learning and reuse across the organization.



The speaker discussed the vital link between the management of knowledge in organizations, innovations in which an organization may involve KM and the development of a sustainable competitive advantage. The innovation plot and competing with knowledge as a competitive differentiator were explained in detail with the help of examples. Today, K-commerce is also one of the most dynamic examples of major radical innovation.

The speaker concluded by accentuating that knowledge management is one of the key factors determining success of any organization and is responsible for contributing higher productivity in IT companies. Innovation, technology and human personnel are the crucial ingredients of the knowledge management systems as the human resources also contribute a lot in discovering new ways of managing knowledge.



**MICRO CREDIT TO MICROFINANCE:
AN EFFECTIVE STRATEGY TO REACH
THE CORPORATE EXCELLENCE**
MS. RITU WADHWA,
Sr. Lecturer - Finance, JIM, Noida

"Self realization and self initiative are the two most powerful weapons to wash poverty out from the world" - Chanakya. Beginning with this beautiful quote, Ms. Wadhwa elaborated upon the terms micro credit and micro finance. She discussed about the working of micro-finance/ micro credit institutions in India and the changes in the competitive environment faced by traditional micro credit institutions. The key drivers which are commercializing microfinance, thus, helping to achieve corporate excellence and the problems associated with Micro-Finance Institutional Structure were also deliberated upon.



The remarkable accomplishment of microfinance lies in the fact that some of the successful MFIs report high rates of repayment, sometimes above 95 percent. This rate demonstrates that lending to underprivileged borrowers - those without credit histories or the assets to post collateral - can be a financially sustainable venture.

Microfinance institutions can be seen as a response to market failure, which created ethical concerns. Due to sustainable microfinance, powerful synergy is created whereby self-interest and community interest converge.

**GREEN MARKETING: IMPACT OF GREEN
MARKETING ON CONSUMER BUYING
BEHAVIOUR**

Ms. ANJU BHARTI, Asstt. Professor,
Maharaja Agrasen Institute of Management Studies

Ms. Bharti reflected on the impact of green marketing on consumer buying behavior. The objective of every organization is to satisfy the customer needs and to improve

the environment, to build a better image of the organization by adopting the concept of green marketing as they are perceived to be more socially responsible, to build brand equity while adopting green marketing and to win brand loyalty amongst customers.



She highlighted that in recent years the term eco-marketing has gained prominence and that consumers are in favour of eco-friendly products. She discussed the aims of green marketing, viz. to eliminate the concept of waste, to reinvent the concept of a product, to make prices reflect the cost and to make environmentalism profitable. She emphasized on the adoption of green marketing which adds to Corporate Social Responsibility.

She concluded by saying that green marketing should not neglect the economic aspect of marketing and that firms must bear much of the responsibility for environmental degradation.

**THEORETICAL CONSIDERATIONS OF VALUE
CREATION IN BUSINESS RELATIONSHIPS -
A CUSTOMER'S PERSPECTIVE**

DR. HARMEEN SOCH, Assistant Professor,
MS. NIDHI AGGARWAL, Research Scholar
Department of Commerce, Business and Management,
Guru Nanak Dev University, Amritsar

Ms. Aggarwal articulated on value creation in business relationships from customer's perspective. She described what value creation is for a customer. It merely does not mean offering unnecessary discounts or promotional benefits but refraining from volatile price changes, embracing cost and demonstrating that the benefits of products far outweigh the costs associated with the product.



The speaker discussed the factors that affect customers' value creation and ultimately profitability and value of the organization. According to her, employees should be aware of opportunities to create value as they perform their work. She highlighted the drivers and barriers of value creation.

She quoted "to maintain industry leadership, a company must establish a sustainable process of value creation" as said by the Mill & Jones to mark the conclusion of her presentation.

TECHNICAL SESSION II

The technical session II was chaired by Mr. J.K. Mehta, Regional Manager (South Asia) World Energy Council. The speakers deliberated upon issues like CRM, EBOs and MBOs, security threats in e-business and IFRS during the session.

Address By

**MR. J.K.MEHTA, Regional Manager(South Asia)
World Energy Council**

Change being prevalent in all dimensions of our life was emphasized by the session chairperson. He discussed change in 3 phases, viz. awareness phase, acceptance phase and implementation phase.

He also said that adequate governmental support and aid has to be provided to rural India as majority of India's population lives in the villages. It is also required to be done to bring rural India at par with other parts of the country as change has in widened gaps thus, resulting in the equity scale lacking a proper balance in terms of developmental activities in the metros and rural India. The increasing population of the country has also put a burden on the existing resources. Thus, generation and optimum utilization of alternative energy resources is the need of the hour. This makes the role of budding managers and engineers more prominent.



The need to think "Out of the Box" and strive for excellence, both at the corporate community and national level is of utmost importance. Mr. Mehta, then, deliberated upon the four pillars of energy at WEC, viz. Availability, Accessibility, Acceptability and Accountability. Hence, future calls for changing the generation and consumption patterns of the larger populace to save the environment and generate profits for the business.

CUSTOMER RELATIONSHIP MANAGEMENT AS STRATEGY FOR SUCCESS

**MS. SUPRIYA SAXENA, Assistant Professor,
Jaipuria Group of Institutions**

Ms. Saxena initiated by defining CRM (customer relationship management) as a strategy aligned with the overriding corporate strategy to develop customer loyalty and generate more business which is more profitable.





She discussed the goal of CRM which is primarily, to provide better customer service, to cross sell effectively, to help sales staff close deals faster and retain existing customers & discovering new ones. After developing a suitable ground of the topic, she explained the advantages of CRM. She took the discussion forward by talking about the types of CRM. The speaker elucidated the 4 models of CRM strategy and the reasons for CRM failure.

She concluded by saying that CRM is a comprehensive strategy, an entire system to enable organizations to become customer-centric and a win-win situation because it results in satisfied customers and profitable organizations.

COMPARATIVE STUDY OF EBOS AND MBOS: ISSUES AND CHALLENGES

MS. RITU BAJAJ, Associate Professor, JIMS

Dr. Bajaj took the case of readymade garment retailers to study the comparison between EBOs and MBOs. According to her, MBOs have a greater bent for high quality of services, wide variety, private labels and ambience than EBOs have. Whereas, on the other hand, EBOs score over MBOs as far as brand availability and location are concerned.



She discussed the advantages of selling a brand in an EBO over a MBO which include extensive and complete range, freedom to experiment, brand positioning, brand focused create a large loyal customer base, average sales and conversion rates are higher for EBOs than MBOs.

The challenges faced by MBOs in the presence of EBOs, viz. enhancement of private labels, quality, loyalty benefits for customers, clear positioning of multiple brands and trained staff to guide customers, were also deliberated upon.

ENCOUNTERING WITH SECURITY THREATS IN E-BUSINESS USING AGENT BASED ATTACK SIMULATOR

MR. NARENDRA KR. TYAGI, Research Scholar (CS), Shri JIT University, Rajasthan

The security breaches on the e-business networks, while dealing with electronic business, have given a way for the necessity of security attack modeling and simulation. The knowledge obtained from the generalization and



formalization of computer systems and cases of cyber attacks can improve the efficiency of protection mechanisms in the e-business system.

Dr. Tyagi proposed agent based security attack simulation modeling architecture finding the details of the security attack modeling simulation and corresponding security systems in e-business. According to him, some components of attack simulation system must be represented as a distributed system of self generated adaptive software entities interacting through message exchange and making decisions in a cooperative way as in e-business system.

E-business network security threats can be considered as a sequence of coordinated actions of the spatially distributed reasons. He discussed the multi agent attack simulators(MAAS).

He based the approach on existing object oriented analysis and design techniques such as OMT and UML with additional features like targets, sensors and effectors.

He concluded by saying that the approach could be used for conducting experiments to analyze the efficiency and effectiveness of security threats policy against different e-business network security threats.



CONVERGENCE OF AS WITH IFRS - A STUDY OF PROFESSIONALS' PERSPECTIVE

MS. RUCHI GUPTA,

Lecturer, Delhi Institute of Advanced Studies

Ms. Gupta deliberated upon International Financial Reporting Standards (IFRS), their emergence as a set of globally uniform accounting standards and reasons thereof. The status of convergence with IFRS world-wide and ICAI's roadmap for India were discussed.



She further threw light on the need for IFRS by describing it as a set of uniform accounting standards internationally which would facilitate inter-nation borrowing and would also be beneficial to investors, regulators and professionals.

Though, the materialization of International Financial Reporting Standards (IFRS) has by far provided a uniform base for all accounting professionals to prepare their financial statements, still, there are certain challenges to be faced while converging of these standards with those of the respective nation.

India also faces challenges like inadequate skills of the professionals, organisational resistance to change, issue of country specific interpretations jeopardizing the whole effort of harmonization and no clearly defined path to promote understanding of IFRS amongst national regulators. The possible solutions to overcome these hurdles were suggested.

She concluded by saying that we should keep aside the reservations and prepare ourselves to bring these uniform standards into practice.

VOTE OF THANKS by

MS. N. MALATI, Event co-ordinator

Ms. N. Malati, the event-in-charge, thanked the dignitaries, Chairman Sir, Director sir, all the distinguished paper presenters, participants, faculty, staff and students for making the event a grand success. She also expressed her thanks to all the sponsors, who encouraged the organizers through their generous contribution with the expectation of similar co-operation and strengthening of bonds of mutual relationship in the future.



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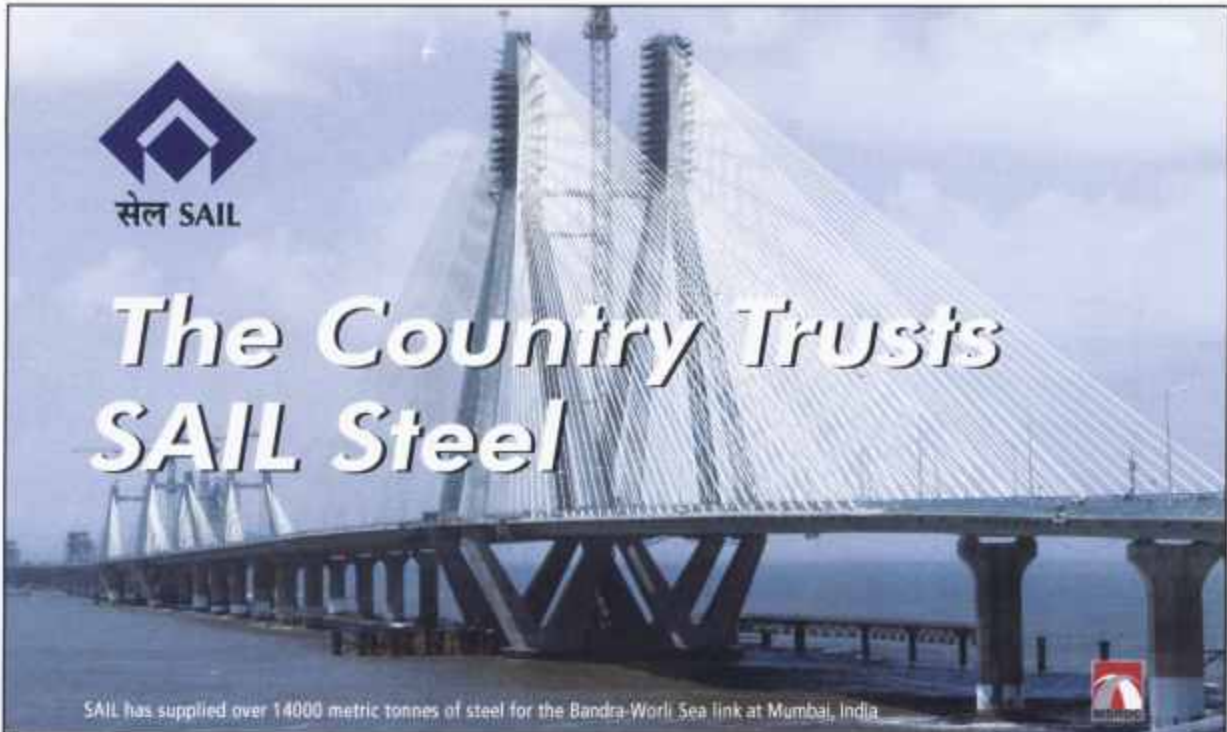
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The Country Trusts SAIL Steel



SAIL has supplied over 14000 metric tonnes of steel for the Bandra-Worli Sea link at Mumbai, India

Steel Authority of India Ltd. (SAIL), the largest producer of steel in India, is currently producing 14 Million Tonnes (MT) of crude steel per annum.

Since its inception SAIL has significantly contributed in the development of all major infrastructure in India. SAIL steel has been and presently is being used in several projects of national importance. A few are listed below:

Sports Infrastructure - SAIL Steel is being used in the upgradation of the Jawaharlal Nehru Stadium, National Stadium & the Talkatora Stadium in order to make them at par with world-class standards for hosting various National & International events.

Chandrayaan - SAIL supplied steel for tanks used to store liquid propellant in the Reaction Control System package of the Polar Satellite Launch Vehicle (PSLV) which carried the Chandrayaan-1 satellite into space.

Airports - M/s Mumbai International Airport Ltd. (MIAL) entrusted the job of modernisation of Mumbai Airport to Pratibha Pipes & Structural Pvt. Ltd. who have completed a major portion of the job using Plates and SAIL TMT. SAIL Steel has also been used in the modernised Delhi International Airport.

Naval Warship - Specially toughened warship grade SAIL steel was used in the Shivalik, the first Indian warship to be made with Indian steel.

J&K Railway Line - This 340-km-long railway line will join the Kashmir valley with the Indian Railways network. The project area falls in seismic zone-V. SAIL steel is being used because of its reliability and durability.

Power Projects - SAIL is supplying various steel products for major thermal and hydro power projects such as Barh, Chandrapur, Meja, Dadri, Jhajar, Simhadri, Lower

Subansiri, Koidam, etc. It is primarily supplying plates, SAIL TMT bars and structurals among other products.

Bandra-Worli Sea link - Promoted by Maharashtra State Road Development Corporation, this link connects the island city of Mumbai with its western suburbs. SAIL has supplied over 14000 metric tonnes of steel for this project.

Delhi Metro - Delhi Metro has become the pride of nation's capital within a very short time. SAIL is proud to be a contributor in making of this metro-marvel.

Irrigation Development - SAIL has provided various sizes and grades of steel for several irrigation projects across the country such as Tapi, Indirasagar, Rajivsagar, among others.

Steel Plants - Most upcoming green-field and brown-field steel plants are depending on SAIL steel for their construction.

Windmills - Suzlon, a renowned name in windmills, is using SAIL steel for setting up windmills in Maharashtra and other regions in India. Plate mill plates in sizes varying from 10 to 40 mm are being used for the wind-mills.

Defence - SAIL is meeting the high quality steel requirements of the Indian defence including that for Aircraft carriers, submarines, etc.



Railways



Hydro Power



Naval Warship



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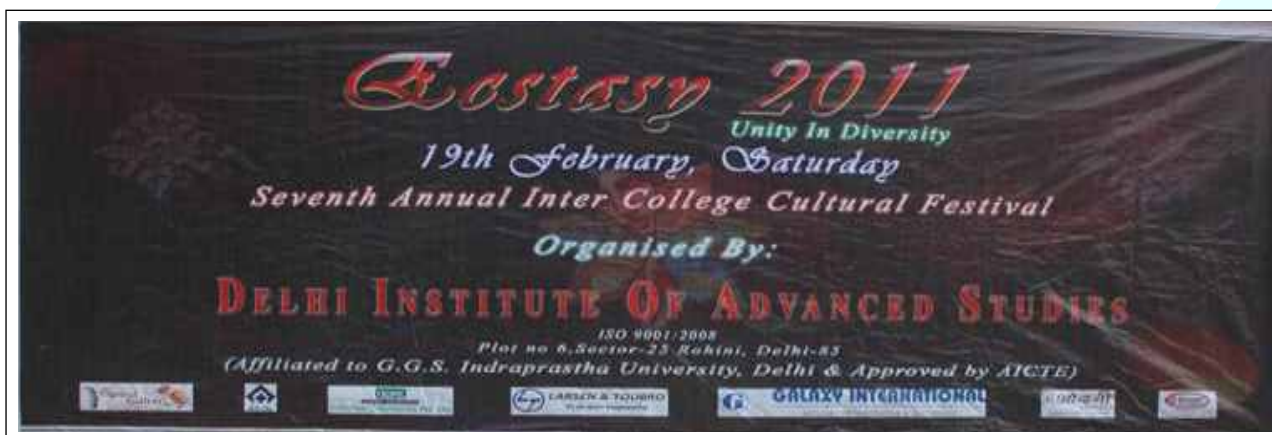
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Ecstasy 2011

ELEVENTH ANNUAL INTER-COLLEGIATE CULTURAL FEST







Extra curricular activities can empower students to take their own decisions and help them gain vital experience and skills to lead them on the path to their future. Cultural fest is the exploration of boundless interests and talents of each individual. An individual should not sacrifice the 'personality' in order to attain Professional Excellency. Appreciating the importance such festivals hold for the overall development of the individuals, DIAS organized Ecstasy'11, its 7th annual fest. Ecstasy, a state of emotion, is so intense that one is carried beyond a rational thought and self control and DIAS re-lived the meaning of the same. The fest encompassed various events and participants from all over Delhi.

India being the largest democracy in the world with a civilization more than five thousand years old boasts of multiple cultural origins. There is great diversity in our traditions, manners, habits, tastes and customs. The festival theme – 'Unity in Diversity' – reflected our robust and cohesive society which embraces a wide range of cultural traditions. India is proud of its cultural diversity and the Cultural Fest brought together people from a huge range of cultural backgrounds and walks of life for a celebration of music and entertainment.

19th January 2011, a day comprising of a plethora of events showcasing DIAS's competence in extra-curricular and cultural fields, provided an opportunity to the students to showcase their eloquence. The fest had something in store for everyone. Events ranged from management games to graffiti, and coding wars. It also included contests in debating, painting, dramatics and quiz. The resounding notes of music and the magic of lissome bodies coupled with throbbing beats led to translating the event speaking the language of dance.

INAUGURAL SESSION

The inaugural session commenced with a salutation to the Chief Guest, Justice S. L. Bhayana, Delhi High Court and a warm welcome to the faculty and participants of various institutes and the audience.



LIGHTING OF THE LAMP

asato ma sadgamaya
tamaso ma jyotirgamaya
mrtyorma amrtam gamaya...

O Lord...

Lead me from the asat to the sat.
Lead me from darkness to light.
Lead me from death to immortality...

The Chief Guest, Justice S.L. Bhayana, Delhi High Court, Mr. Anil Sachdeva, Director, Exponential Financial Services Ltd., Dr. S.N. Maheswari, Managing Director, DIAS and the event co-ordinators Ms. Surbhi Jain and Ms. Roma Jaitly lit the lamp and inaugurated the fest.



**Welcome Address by
DR. S.N. MAHESHWARI, DIRECTOR, DIAS**

Dr. Maheshwari welcomed the Chief Guest and greeted the students of several institutions from all over Delhi, on behalf of the entire DIAS fraternity. He emphasized on the relevance of extra-curricular activities by saying that a good education system incorporates, in its whole, not only the text book knowledge but also inculcates amongst students, capacity to understand, develop and change as per the cultural, social, economic and biological diversities.

Conducting of extra curricular activities adds vigor, flavour and charm to the academic life of an educational institution. Participation in such activities builds intelligence, health, teamwork and character of the participants and enhances their personalities and makes them globally competitive and universally acceptable.



There is a great diversity in our traditions, manners, habits, tastes and customs. Every region of the country portrays different customs and traditions, but though we speak different languages yet, we are all Indians. 'Unity in diversity' has been the distinctive feature of our culture.

In the end, he whole-heartedly expressed his gratitude to the event co-ordinators, faculty members and student volunteers who ensured the grand success of the mega event.

**Address by the Chief Guest
JUSTICE S.L. BHAYANA, Delhi High Court**

Justice Bhayana, Delhi High Court, bestowed upon the august audience, the essence of unity and diversity and the significance of extra curricular activities.



He emphasized that despite of the present deterred status of law and order in our nation, the spirit of youth is still high. Today's youth is aware of their rights and responsibilities and the future of the country is in safe hands.

He accentuated that cultural events are the ideal platform to unleash the talent potential of the students. They help them overcome their fears and teach them how to get along. He also stressed that such events instill competitiveness & discipline amongst the students.

He appreciated the entire DIAS fraternity for their immense support, to their students, who have won laurels in each and every field. He concluded by saying that India will scale to new heights in the leadership of today's youth.



PRIZE DISTRIBUTION CEREMONY

The following is a list of winners of the various events conducted during the fest. We congratulate all for their commendable performance.

EXPRESSING INTENT (DEBATE COMPETITION)		
First	Ruchika, Mehak	DIAS
Second	Aanchal, Kanika	GARGI
Best Team	Ruchika, Mehak	DIAS
STREET SPELA (STREET PLAY)		
First	Netrapal, Varsha, Rajat, Karan, Nagmani, Sonia, Ankush, Hitika, Manish, Tarandeep, Jatin, Nandan	DIAS
SWITCH N CODE (SOFTWARE DEVELOPMENT)		
First	Anand Kumar, Swati Bansal	DIAS
Second	Anchit Mittal, Yatharth Sabharwal	DIAS
Third	Mohit Singhal, Arnav	DIAS
TREASURE HUNT		
First	Anubhav Jain, Priya Arora, Tarandeep	DIAS
CONCURS DE GRAFFITI		
First	Tarun, Sakshi	DIAS
Second	Archana Bhatt, Kuljeet Das	DSPSR
Third	Hina Malhotra	MERI
	Gurinder Singh	JIMS
FLIP BACK (EXTEMPORE)		
First	Harikrishan Pal	DIAS
Second	Aanchal Dhawan	Gargi College
Third	Manish Rana	DIAS
MOSAIC (RANGOLI MAKING COMPETITION)		
First	Anubhuti, Sakshi Goel, Tarun Kumar, Hitika Chawla	DIAS
Second	Priyanka Gaba, Gurmeet Kaur, Shristy Garg, Kanika Mangla	BCIPS
Third	Arnika, Ruchika, Tanya, Noopur	Sirifort College
JACK OF ALL TRADES (MANAGEMENT GAME)		
First	Anju, Ratika Sehgal, Sonia Lal, Kanchan Malik	DIPSAR
Runner up	Akshi, Ritu Goel, Nitika Kishore, Bharat Nayyar	DIAS



BRAIN STRAIN (THE BUSINESS AND IT QUIZ)		
First	Vaibhav Jain, Lalit Kumar, Varun Bahl, Vivek Srivastava	DIAS
Second	Jaideep, Kapil, Aditya, Jabtez	FIIB
Third	Omprakash, Sumit	SGGSCC
GROUP DANCE		
First	Amit Kathuria, Anchal Gurnani, Apoorv Aggarwal, Garima Kaushik, Charvi Khandelwal, Bhavna Gupta, Manish Gupta, Piyush Gupta, Eishita Pilania, Mehak Sharma	BPIT
Second	Neha Jain, Rajat Yadav, Asha Rani, Pravleen Kaur, Shefali Narang, Satinder Pal Singh, Swati Mehta, Shirza Thakur, Praveen Kishore, Dipendra Vijay, Razi Gupta, Akansha Trikha, Akshay Kumar, Ashish Bansal, Deepak Sharma, Ashish Kumar	DIAS
E-LAN-E-JUNG (LAN GAMING) (INDIVIDUAL)		
First	Vinod Kumar	DIAS
Second	Varunder Singh	DIAS
Third	Sagar Mittal	JIMS
E-LAN-E-JUNG (LAN GAMING) (TEAM)		
First	Nikhil Nayyar, Gautam Sharma, Siddharth Jain, Shwetank Pandey, Jatin Nayyar	JIMS SEC -3 VCE NIEC NIEC DCAS
Second	Harpreet Singh, Arnav Rastogi, Uday Gupta, D. Shiv Kiran, Mohti Singhal	DIAS
MINGLE BOX (THE AD-MAD SHOW)		
First	Juhi Sharma, Deepak, Hitika Tarun, Vikram	DIAS
Second	Abhilasha, Nisha, Ritika, Heena	GIBS
Third	Jaspreet, Aditya, Kapil, Tabrez	FIIB
PRATIBIMB (THE FACE PAINTING)		
First	Mehak Mittal, Pritika	DIAS
Second	Ruchika, Kanika	DIAS
ROCK BAND COMPETITION		
First	Zephyr Station Doma, Swati, Sanjana, Priti, Garima	Gargi College



**Address by
SH. BADRI AGGARWAL,
President, Bharti Foundation**

Sh. Aggarwal thanked the institute for inviting him to the event. He congratulated the winners and stressed that persistence is the key to success.



He shared his experiences with the students and talked about how only the best people in the trade are recognized all over and students should strive harder to become the best. He was of the opinion that if we put in 95% of the genuine hard work 5% of luck would definitely follow.

He emphasized that degrees were only the entry points into the real world scenario. What matters in the long run is the value added by the individual to the organization. He concluded by saying that students should pursue a career of

their own interest and passion and should do a job that excites them.

VOTE OF THANKS

The event co-ordinators, Ms. Roma Jaitly and Ms. Surbhi Jain, on behalf of entire DIAS fraternity of wisdom, extended a very hearty vote of thanks to all the contributors who made the event possible and successful..

They expressed thanks to Director sir, Dr S. N. Maheshwari for providing encouragement at every step towards the realization of the event. Also, they mentioned their deep sense of appreciation for all faculty members, colleagues and students who had coordinated and toiled for the successful completion of the event.





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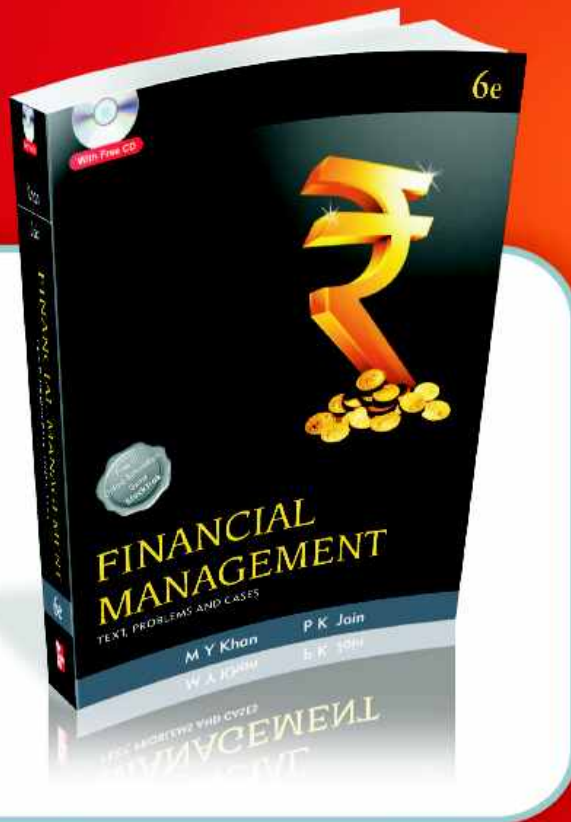
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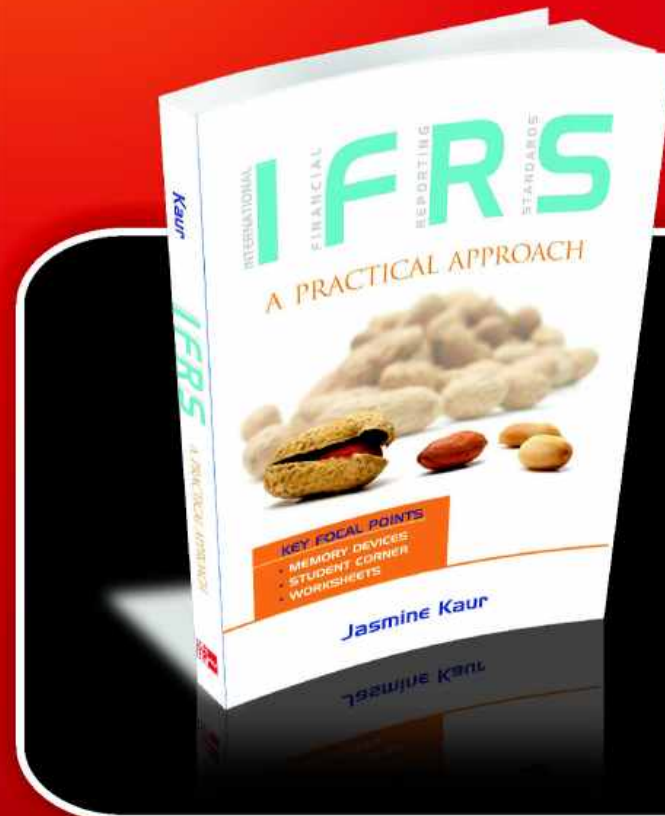
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Alumni Speaks

DIAS believes in "bringing forth what is within" each and every student leading them to the path of success and excellence. Dr. S.N. Maheshwari, the Director of the institute has always been the motivation and driving force for the faculty and students. The faculty of the institute is characterized to encourage and guide the learners. A variety of new techniques introduced from time to time to impart knowledge to students at DIAS like Edusat, lectures with examples; GDs, presentations and projects have helped develop conceptual, analytical skills of the students to face the real time problems in technology world.

The quarterly newsletter, DIAS Times provides us with the know-how in the field of technology and management. It also has compiled information about all the events and activities in the institute which is important for the awareness of Management institutions and industries where it is circulated. It also showcases the achievements of the students and faculty. The book reviews of the upcoming books by the faculty are boon for the readers.

The newsletter is the mirror of the quality of education the institute is providing.

Ashima Katyal (MCA 2006-09)

In my 3 years of being a student of DIAS, I have learned many new skills that have made me a better person. Regular sessions, presentations, conferences and all other activities in the college has helped me to grow as a person. All the faculty and staff at DIAS were always available whenever we were in need. The placement cell in the college has worked day and night. Regular written tests, mock interview sessions and group discussions have helped a lot to build my confidence to face the interviews. The things that I like most about DIAS are the friendliness of the faculty and staff members and the culture of the college. I am very happy to be a part of such a beautiful environment.

Soni Dhanni (MCA 2008- 2001 I)

Software Engineer (Inter Globe Technology)

DIAS, as an institution, nurtures and helps you to create a very distinct entity in the corporate world and gives you the ability to withstand and survive in the very competitive environment.

Teachers are focused on educational as well as holistic development of the student which helps one to be successful in the MBA program. It is said that no legend could have been created without effort and initiative by the individual and so it is the same with DIAS. It gives a platform to the individual to exhibit and utilize one's skills and the combination of effort with guidance can help an individual to be successful in his endeavors.

My two years at DIAS were that of pure learning and performing. For an individual to succeed at DIAS, it is important to rise to the moment and have "no doubts" will to do the tasks required. The tree which grows from the seed of effort and initiative will always have strong roots and will tower high with slender leaves of talent and the ripe fruits of reward.

Anand Subramaniam MBA 2008-2010

Life is all about experiencing a legacy in accordance to our past action. "First you are young; then you are middle-aged; then you are old; then you are wonderful" a simple thought reflects the importance of never ending journey of learning and experiences. And personally, I feel "education" is the best way to enhance our learning. Over the years, everything changes, what remains is your footprints.

At DIAS, I have learnt the Intuitions building activities, performed in enriching extracurricular activities which, I believe have helped me to stand out under relevant or irrelevant pressures of performances. Not to forget my mentors and my friends, their support and courage at every step have been a guiding force throughout.

Tara Agarwal (MCA 2005-08)

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