

# DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

ISO 9001 : 2015 Certified Institution

VOLUME 20 No. 1

76

JAN. – MAR. 2020



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## From the Editor's desk

Dear Readers,

It gives us great pleasure to present to you the Seventy sixth issue of DIAS Times.

In a world of increasing market volatility, shorter product life cycles, higher product complexity and global supply chains, companies are seeking to become more flexible and responsive to business trends. Economies and societies are increasingly recognizing the risks of globalization, job losses and resource shortages. Generating profit and realizing growth have become major challenges for the businesses. Industry 4.0 paves a path to cope up with constraints on energy, resources and environment by employing business intelligence and decentralized decision making. The involvement of technologies namely "Internet of Things" (IoT) has been the basis for new industrial development. Industry 4.0 is set to be the new manufacturing standard connecting people, processes and machines.

To provide a unique platform to academicians, corporate personnel, research scholars and students to discuss, debate and analyze innovative solutions for managing the social and environmental challenges encountered both by the corporate and society at large in era of Industry 4.0, DIAS has organized an International conference on "**Industry 4.0: Impact of Technology on Business Environment**" on Monday, January 6th, 2020. Distinguished speakers with their silver words gave global exposure to the young minds who attended the conference.

The Institute's 16th Annual Fest ECSTASY took place on 15h February, 2020 provided an effective pedestal for students to unleash their creativity and showcase their talent. Living up to its spirit, '**Ecstasy-2020**' was an assortment of various cultural and literary activities honoring the students' interests, competencies and creativity through its theme- '**Gen Z: The Game Changers**'.

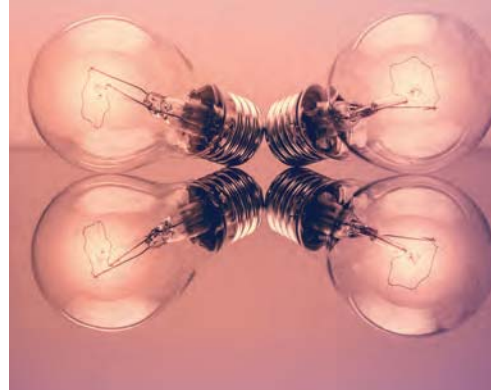
Gen-Zers are virtually insatiable in their pursuit of purpose—something bigger than themselves to ardently take part in. And when they find a cause that genuinely moves them, they pursue it with unrivaled, unapologetic passion. Technology may provide the platform, and education may supply the impetus, but it is Gen Z's passion that makes them so precociously prominent and powerful on the world stage. In nutshell, Gen-Z adds zing to life. With this thought DIAS proudly invited Gen-Z to be the game-changers and etch out their names in the DIAS Hall of Fame.

Numerous other activities like Guest Lectures, Industrial visits, workshops, Inter and Intra College competitions, celebrations and social responsibility initiatives showcasing the talent and spirit of students and institute continued throughout the quarter.

Ms. Neetu Chadha  
Editor







## DIAS

### A Mission to Excel

Delhi Institute of Advanced Studies is an affiliated Institution of 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 Director and Dr. N Malati is the Director.

The Institute runs the MBA, BBA and B.COM (Hons.) programmes affiliated with Guru Gobind Singh Indraprastha University. The credibility of education at the Institute is increasingly being realized and recognized by foreign universities as well as the corporate world.

The Institute's alum 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, ACADEMIC DIRECTOR, DIAS

Published book titled, "Corporate Laws", First Edition, 2020. As per the State Model of CBCS Syllabus, Odisha for B.Com (Hons.), Semester II of Odisha University, March 2020.

#### DR. N. MALATI, DIRECTOR, DIAS

Published Paper titled, "Employability Skill Evaluation among Vocational Education Students in India", Journal of Technical Education and Training, Vol. 12, No. 1, 2020.

#### DR. H. V. KOTHARI, FACULTY, DIAS

Published Paper titled, "Study of Employee Engagement in Manufacturing Sector in NCR in Selected Industries" in DIAS Technology Review, 32nd Issue, October 2019- March 2020.

#### MS. NEETU CHADHA, FACULTY, DIAS

Presented Paper titled, "Brexit Referendum: Impact on Nifty 50 & FTSE 100 Volatility" presented in MRCON 2020 conference organized by Manav Rachna University. (24th and 25th February 2020)

#### DR. URVASHI GHAI KHOSLA, FACULTY, DIAS

Published Paper titled, "A Study of HRM Strategies with Special Reference to Managerial Effectiveness, Work Motivation, and Employee Engagement in Indian Insurance Companies", in DIAS Technology Review, The International Journal for Business & IT, ISSN 0972-9658, 32nd Issue, October 2019- March 2020.

Published Paper titled, "Study of Managerial Effectiveness with Special Reference to Indian Auto Mobiles Industry", International Journal of Research in Engineering, IT and Social Sciences (IJREISS), Vol. 9, No. 3, ISSN-2250-0588.

Published Paper Titled, "A study of digitalization in Indian Insurance Sector" in National Journal of CPJ Global Review", 2020.

#### MR. DINESH RAWAT, FACULTY, DIAS

Published Paper titled, "A Study of Business networks in Pune auto-component cluster of India", in DIAS Technology Review, 32nd Issue, 2020.



### MS. SAVITA, FACULTY, DIAS

Published Paper titled, "An implementation of the information adjusted noise model to the Indian stock market", Our Heritage Journal(UGC Care List), Vol. 68, Issue 48, January 2020.

### MS. JYOTI TANDON, FACULTY, DIAS

Published Paper Titled, "Impact of Celebrity Endorsements on Consumers' Purchase Intention: An

Empirical Analysis of Millennials", in DIAS Technology Review, 32nd Issue, October 2019- March 2020.

### MS. TANUJA PURI, FACULTY, DIAS

Published Paper Titled, "Understanding Impulsive and Compulsive Buying Behaviour of Online Consumers", in DIAS Technology Review, 32nd Issue, October 2019- March 2020.

## Placements

### at DIAS

Placements offer students the ability to get involved with an organization. It is the ideal opportunity to "learn by doing" and the students of DIAS leave no stone unturned in making full use of those opportunities. The year 2020 started with companies lining up for the final placement for 2018-2020 batch. Companies like S&P Global Market Intelligence, Ameriprise Financial, OYO, Havells, Liberty, Protiviti, WNS, 99 Acres, Ease My Trip, Indusland Bank, Kotak Mahindra, ICICI Securities, Protiviti, Rocsearch, 99acres, Square yards, Mansukh Securities, Urban Clap, Kotak Life, ATL foundation, S&P Global, Research and Rankings, Aditya Birla, Research and Rankings, and Securenow lined up with a hope that this batch would experience remarkable placements. We are proud and pleased to inform you that this year placement at

prestigious institutions has been achieved for MBA students.

The placement activities for the next batch 2019- 2021 have already started with the conduction of personality development sessions by MRS Training Services. Following the trend, we hope to achieve good percentage of placements this year as well. Taking things forward, the placement cell activities are in full swing with a plethora of companies inviting students for Summer Internships.

The basic objective is to work all year round to facilitate contacts between companies and the students. The benefits of this assistance are reflected in the preparation of students who have been able to secure lucrative and esteemed positions in recent years.

## New

### Staff Member

We welcome the following new members to DIAS fraternity.

### JOINED ASSISTANT PROFESSOR AS ASSISTANT PROFESSOR, MANAGEMENT DEPARTMENT

#### MS. NEHA UJJWAL

Ms. Neha Ujjwal holds MBA (Finance, Marketing) degree from Institute of Technology and Science (Mahamaya Technical University). She has done her Bachelor of Commerce from Bhim Rao Ambedkar College, University of Delhi. She has qualified CA-Intermediate from Institute of Chartered



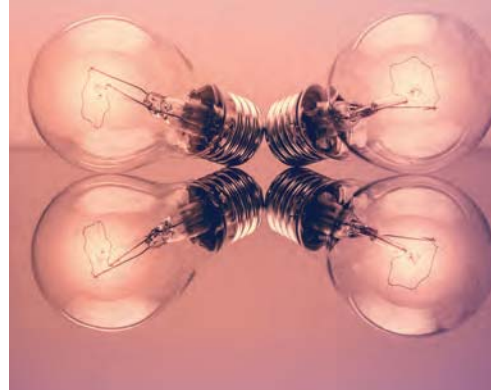
Accountants of India and she is also UGC-NET qualified in Management. Her areas of interest are Marketing and Finance. She has attended various FDPs, Workshops and Online courses.

#### CA KHUSHBOO TANEJA

She has done her Bachelor of Commerce from Maharani College, Jaipur. She has qualified CA examination from ICAI in the year 2012. She is a UGC-NET qualified in Management and also qualified M.phil examination. She has done her Masters in Human Resource Management and in Commerce. She is pursuing CS final also and she is also a UGC-NET qualified in







Management. Her areas of interest are HR and Finance. She has attended various FDPs, Workshops and Online courses and presented papers in Conferences too. She has been associated as a contributor to ICAI. She has a teaching experience of 6 years in colleges.

**MS. GETAKSHA MARWAHA**



Ms. Getaksha Marwaha holds an MBA degree in HR and Marketing from Guru Gobind Singh Indraprastha University. She has done her Bachelor of Commerce(Hons) degree from Atma Ram Sanatan Dharma College, University of Delhi. She also holds a Diploma degree in Brand Management from YMCA, New Delhi. She is UGC-NET qualified in Management. Her area of specialization is marketing. She has also attended various E-FDP, webinars & online courses. She also has a published research paper to her credit.

**MS. AASHIMA GABA**



Ms. Aashima Gaba is currently working as Assistant Professor in Delhi Institute of Advanced Studies. She is UGC-NET Qualified in Commerce as well as Management. She has completed her M. Com (HRM and Law) from Department of Commerce, Delhi School of Economics, University of Delhi. She also has corporate experience of a year in KPMG Global Services as an Audit Associate. She completed her graduation, B. Com (H), from Gargi College, University of Delhi. Her area of interest is organizational behaviour and Human Resource Management. She has attended various FDPs, MDPs, workshops and webinars to keep herself updated with the happenings of her field. She has also presented a paper on the “Role of Technostress in the workplace” at the BCIPS 8th National Conference.

**Activities at DIAS**

**CORPORATE-ACADEMIA INTERFACE ACTIVITIES**

**SESSION ON “INSIGHTS ON INFLUENTIAL MARKETING”**

**Resource Persons:** Mr. Pankaj Sehgal, Founder Ridhinama Enterprises.

**Date:** February 7, 2020

**Participants:** Students of B. Com (H) VI Semester

**Objective:** To make the students aware about the concept of Influential Marketing

**Summary & Learning Outcome:** DIAS organized a session on Insights on Influential Marketing for all the students of B. Com (H) VI Semester on February 7, 2020 from 11:30 AM – 12:30 PM. The session was conducted by Mr. Pankaj Sehgal, Founder Ridhinama Enterprises.

The resource person elaborated on the concept of Influential Marketing wherein he explained that Influential marketing is not a new concept but one that has received more attention with the growth of social media. It is the use of influential consumers or advocates to help small companies create buzz for their products or services. Companies of all sizes must learn who their key influencers are and develop relationships with them. They, in turn, find creative ways to make their promotions wildly successful, getting people to buy their products quickly and in mass quantities.

He ended the session by addressing the queries of the students.

**SESSION ON “SOCIAL MEDIA MARKETING”**

**Resource Persons:** Mr. Pankaj Sehgal, Founder Ridhinama Enterprises.

**Date:** February 7, 2020

**Participants:** Students of B. Com (H) II Semester

**Objective:** To make the students aware about the concept of Social Media Marketing

**Summary & Learning Outcome:** DIAS organized a session on Social Media Marketing for all the students of B.Com (H) II Semester on February 7, 2020 from 1:00 PM – 2:00 PM. The session was conducted by Mr. Pankaj Sehgal, Founder Ridhinama Enterprises.

He started the session with a brief introduction of Social Media Marketing that Social media marketing is the use of social media platforms to connect with the audience to build the brand, increase sales, and drive website traffic. This involves publishing great content on social media profiles, listening to and engaging the followers, analyzing the results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

The session was ended with a huge round of applause from the students.



## SESSION ON HIGHLIGHTS OF UNION BUDGET 2020

**Resource Persons:** CA Akash Garg

**Date:** February 13, 2020

**Participants:** Students of BBA (IV) and B. Com (H) IV Semester

**Objective:** To make the students aware about the various aspects of Union Budget

**Summary & Learning Outcome:** DIAS – CAIC organized an interactive session on Union Budget 2020 for BBA (IV) and B. Com (IV) semester students on 13th Feb 2020. The session was conducted by CA Akash Garg. The resource person explained the concept of budget with respect to Indian economy. He discussed the various highlights of announced budget and fiscal policy. The speaker also explained Tax related issues for salaried person, residential status and amendment in Tax slab for Assessment Year 2020-21. He talked about the merits and demerits of the given Two Options in new Budget for tax calculation. He also conducted an exercise of Tax Calculation on different tax slabs.



## SESSION ON COMMODITY DERIVATIVES

**Resource Persons:** Mr. Vineet Singh, Sr. manager of MCX Training

**Date:** February 20, 2020

**Participants:** Students of MBA II and MBA IV Semester

**Objective:** To make the students aware about the concept of Live Trading and Commodity Derivatives

**Summary & Learning Outcome:** DIAS – CAIC organized an informative and interactive session on Commodity derivatives for MBA II and MBA IV Semester students on Feb 20, 2020. The session was conducted under the aegis of SEBI and MCX by Mr. Vineet Singh, Sr. manager of MCX Training.

The speaker started the session with the snapshots of live trading in MCX. He displayed the live trading and moving prices of commodities in MCX – Futures. He explained all the aspects of financial trading and financial management; foreign exchange, commodity contracts, derivatives, options etc. he also suggested students to do some financial market courses to get better job opportunities in the area of finance. Lastly, he compared the starting prices of commodity at the starting of the session and the last price at the end of the session and also explained the reason and factors to it by giving some real-life examples.



## EXTRA-CURRICULAR/CO-CURRICULAR ACTIVITIES

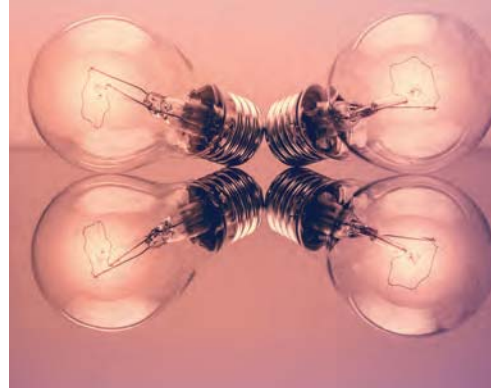
### SESSION ON ROLE OF ACCELERATOR IN PROMOTING ENTREPRENEURSHIP

**Resource Person:** Mr. Sanjay Kapoor & Mr. Munish Bhatia Partners India Accelerator

**Date:** January 24, 2020

**Course & Semester/participants:** All the courses (MBA, B.Com (H) & BBA) interested in Entrepreneurship and specially arranged for B.com II & B.Com IV. 60 students participated in event.





**Objective:** The objective of the session is to share learning from Entrepreneurial journey of Entrepreneurs and learn working of Accelerator and how students should go to take benefit of accelerator

**Summary & Learning Outcome:** Mr. Sanjay Kapoor portrayed his journey, his mistakes and the modern trend of consumer behavior which was supported through his market research helping the students to know why entrepreneurship is booming, why new age entrepreneurs are the future and how a idea can change the life of millions living on the globe. Overall the session was enlightening and students got the reason why there is a need of accelerator and at what stage, from funding to customer acquisition all are most effective when an accelerator comes in the picture. Mr. Munish Bhatia explained working of Accelerators. Mr. Sanjay Kapoor motivating way was such that students were actively participating in the event and learned about basics.

**Learning:** Students learned about qualities of keep learning and evolve and find new opportunities and move ahead to keep one survive and grow. Also have creative mind to see opportunities and convert them into viable business. Also learned what eco system is available to help innovative Entrepreneurs who want to solve problems the society is facing. Both speakers showed the way to become entrepreneurs and also advantages and ecosystem available to become Entrepreneur.



### FITNESS CHALLENGE (28th- 31st January 2020)

NSS Committee of the Institute in context of 'Fit India Cyclathon' organized a "FITNESS CHALLENGE" from 28th-31st January 2020. The competition included various time-bound fitness challenges activities for boys and girls. The activities were planned for 3 different days as follows:

DATE	TIME	CLASS
28th January 2020	2 PM- 3 PM	BBA VI & Bcom(H) VI
30th January 2020	2 PM- 3 PM	BBA IV & Bcom(H) IV
31st January 2020	2 PM- 3 PM	BBA II & Bcom(H) II

### FITNESS CHALLENGE-DAY I

Students from BBA VI & B.Com (H) VI participated in large number on the first day of Fitness Challenge. Various fitness challenge activities were planned which included push-up challenge & plank (for boys) and skipping challenge & plank challenge (for girls). The winners for the Day I are as follows:

	BOYS	GIRLS
I	Bharat	Kala
II	Sumit	Prerna







**FITNESS CHALLENGE- DAY 2**

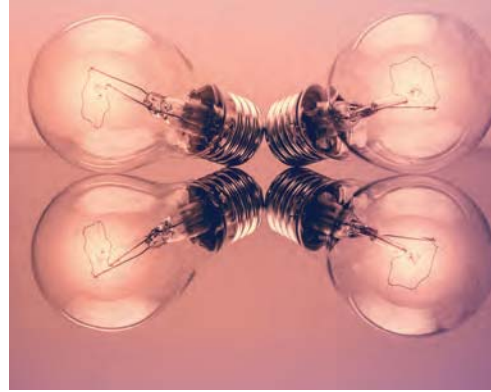
Students from BBA IV & B.COM (H) IV participated in large number on the second day of Fitness Challenge. Various fitness challenge activities were planned which included push-up challenge & plank (for boys) and skipping challenge & plank

challenge (for girls) on Day 2 as well. The winners for the Day 2 are as follows:

	<b>BOYS</b>	<b>GIRLS</b>
I	Saed	Bharti
II	Priyank	Ridhima







### FITNESS CHALLENGE- DAY 3

Students from BBA II & B.Com (H) II participated in large number on the third day of Fitness Challenge. Various fitness challenge activities were planned which included push-up challenge & plank (for boys) and skipping challenge & plank challenge (for girls) on Day 3 as well. The winners for the Day 3 are as follows:

	BOYS	GIRLS
I	Manish	Simran
II	Ankit	Himani & Sakshi



### FITNESS CHALLENGE-FINAL FACE OFF

All the winners of three days were called for a final face-off on 1st February 2020 to declare the Mr. Fittest and Ms. Fittest. Various time bound activities were held on the final day to check the fitness level of the students.

Finally, Bharat of B.COM (H) VI was declared Mr. Fittest and Kala was declared Ms. Fittest at the end of the day.







## SESSION ON “VALIDATING YOUR START-UP IDEA”

**Resource Persons:** Dr. Himanshu Puri, Co-Founder & COO Legal Quest

**Date:** January 31, 2020

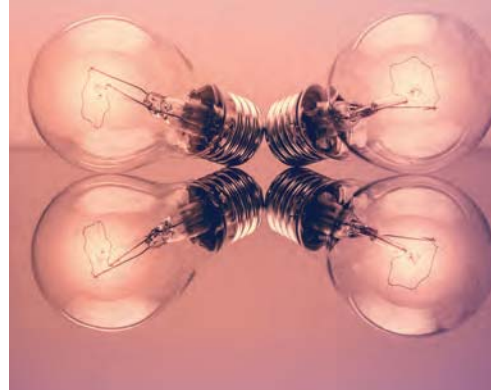
**Course & Semester/Participant:** BBA II, BBA IV, B.Com (Hons)-II and B.Com (Hons)-IV semester students.

**Objective:** To discuss the concept of validating your start-up idea.

**Summary and Learning Outcome:** Dr. Himanshu Puri, Co-Founder & COO Legal Quest explained to the students the concept as to how to validate a start-up idea. He explained the students starting a new business begin with an idea that needs to evolve through experimentation, iteration and interactions with people. The session was focused on how existing and potential entrepreneurs who are looking for guidance and support can make their 'great idea' a reality. In addition to reviewing the basic principles of entrepreneurship, the session guided the students about the process of actively

validating their idea in the market. The resource person encouraged the students to identify and communicate good opportunities and to create and capture value from these opportunities. By working through the session and completing the activities the students learnt how they can get feedback that can systematically test different parts of their business idea. They learnt how to do this through learning the tricks and tips on interacting with potential customers, suppliers, partners and investors outside the course. Along the way of attending the session, they also became more confident in pitching their idea. By the end of the session the students felt they were motivated enough that they should have a validated business idea that they can start right away with their dream entrepreneurial projects.





## ESSAY WRITING AND PAINTING COMPETITION

The NSS Committee of the Institute organized an Essay writing and Painting Competition on the occasion of **'Matribhasha Diwas' (International Mother Language Day)** on **21st February 2020** to highlight the linguistic diversity of our Country and to promote and preserve the Mother Language. The theme of the event was "Linguistic Diversity of India". The event was a great success wherein 12 students from different courses participated with great enthusiasm. 1st and 2nd prizes were awarded to the winners of both the competitions.

The winners of the Essay Competition were as follows:

**1st Position:** Aditi Sharma (B.Com II)

**2nd Position:** Divya Chand (BBA VI)

The winners of the Painting Competition were as follows:

**1st Position:** Divya Chand (BBA VI)

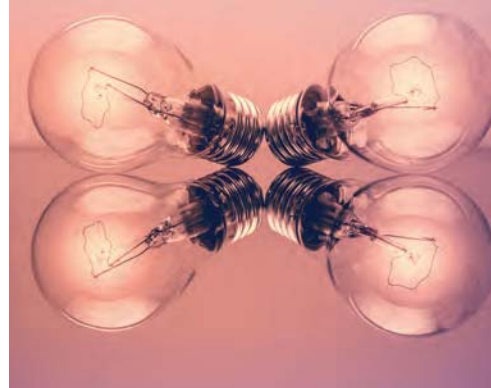
**2nd Position:** Soumya Gupta (BBA II)











### PLACEMENT AND TRAINING ACTIVITIES POOL CAMPUS DRIVE BY INDUSIND BANK

**Resource Person:** Ms. Sangeeta Gupta

**Date:** January 7, 2020

**Participants:** MBA students from DIAS, RDIAS, BPIT and MAIMS.

**Objective:** To ensure that students get the opportunity to avail the job opportunity in the banking sector

**Learning Outcome:** IndusInd Bank is a pioneer in the banking industry and the placement cell of Delhi Institute of Advanced Studies grabbed the opportunity of inviting IndusInd Bank to the campus for the placement drive of its MBA students. The drive was open for MBA students with Finance and Marketing specialization for Pan-Delhi positions. It was a pool campus drive and students of MBA were invited from BPIT, RDIAS and MAIMS to be part of this process. We are proud to inform that 7 of DIAS students were offered final placement opportunity from IndusInd Bank.



### A SESSION ON EFFECTIVE COMMUNICATION

**Resource Person:** Mr. Manish, Trainer, MRS Training Services

**Date:** February 05, 2020

**Participants:** BBA II students

**Objective:** To make the students understand how to communicate effectively in a workplace and techniques to be used to make an impression with their words.

**Summary & Learning Outcome:** Mr. Manish initiated the session by talking about the basics about communication and communication process. He stressed on the importance of effective communication, especially in the current times. He then conducted activities wherein students actively participated. He also suggested ways in which communication could be improved.

He also emphasized on using the right type of communication at the right place. The session ended with a question and answer session, wherein students clarified their doubts related to the subject. The session was interesting and enriching experience for the students.

### SESSION ON INTERNET ADDICTION

**Resource Person:** Ms. Kirti Sharma

**Date:** February 6, 2020

**Participants:** BBA IV students

**Objective:** To make the students aware about the increasing hazards of internet addiction and the measures to avoid it.

**Learning Outcome:** Ms. Kirti Sharma explained the consequences of Internet addiction and how students can manage their Internet addiction. Internet addiction is a



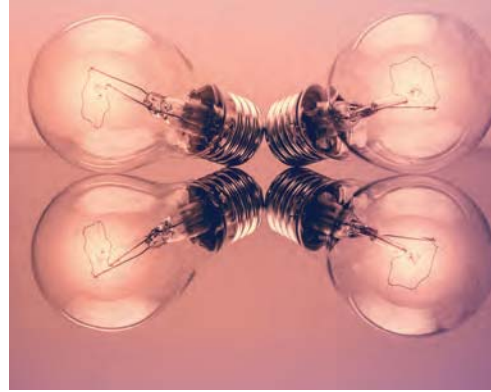


behavioral addiction in which a person becomes dependent on use of the Internet, or other online devices, as a maladaptive way of coping with life's stresses. Instead 99% of what they look at when browsing the net will mean nothing to them after a few minutes. Too much time spent online can cause a host of emotional and physical problems, damage

personal relationships, and decrease performance at work or school. Nevertheless, Internet addiction is a growing issue. However, if you are struggling with the problem, you can overcome it by taking steps to limit your Internet usage, filling your time with alternative activities, and seeking support.







## SESSION ON MOCK INTERVIEWS

**Resource Person:** Mr. Ajay Sharma, Manager Director, Fortitude

**Date:** Feb 7, 2020

**Participants:** MBA IV C students

**Objective:** To make the students understand the importance of interviews in the selection process and make them aware about their weaknesses and their competencies so that the students can improve.

**Learning Outcome:** The speaker gave the feedback to the students and also told the areas of improvement. Speaker told the students the ways to prepare for the interviews which would be useful for the students at the time of college placements. Speaker also taught the etiquettes to sit in an interview. After examining the students, Speaker also suggested some corrective measures explaining what things should be kept in mind while preparing for interviews which included communication skills, physical gestures of a candidate. There were other few things which the students learnt from this session like how to answer the questions in the interview, how to sit in the interview, how to prepare for the interview. In all session was liked and appreciated by the students.







## SOCIO - ENVIRONMENTAL ACTIVITIES

### GUEST LECTURE ON "ENVIRONMENTAL CONCERN IN DELHI NCR"

**Resource Person:** Dr. Anil Kumar, Retired Director of Department of Environment

**Date:** January 25, 2020

**Course & Semester/Participant:** B.Com (H). VI

**Objective:** To discuss the latest global environmental issues like global warming, causes & effect of smog in Delhi/NCR.

**Summary and Learning Outcome:** Understanding the value of good environment is an important need of our society but rising level its destruction creates a great concern in our mind. Delhi Institute of Advanced studies under the aegis of Eco Club organized a Guest Lecture on "ENVIRONMENTAL CONCERN IN DELHI NCR" on 25th January, 2020. It was a very informative, interactive lecture and around 60 students from B. Com (Hons.) batch had actively participated and had attended the lecture. Honorable Guest, Dr. Anil Kumar, Retired Director of "Department of Environment" under Government of Delhi shared his knowledge and made students aware about the Environment condition and concern in Delhi NCR. He particularly mentioned the case of Delhi to explain the effects of pollution in the Capital and added that it is increasing at an alarming rate in other major cities of India as well! He showed some statistics of pollution in India and the steps taken by the government as well as media in making people aware about it. He also shared some



posters made against pollution and awareness toward it. Then he explained the duties of a student towards society as well as towards curbing pollution. He highlighted the steps we can take to minimize it and how we can make people aware of it. Students asked questions from the speaker at the end at it were an interactive session. Dr. N. Malati, director DIAS proposed vote of thanks and a memento to the guest.

## NSS COMMITTEE

### PLEDGE TO VOTE

The NSS Committee of the Institute organized a Pledge taking ceremony on 7th February 2020 to spread awareness and encourage the students of the Institute to cast their vote. The ceremony was organized in various classes and students enthusiastically took part in it.

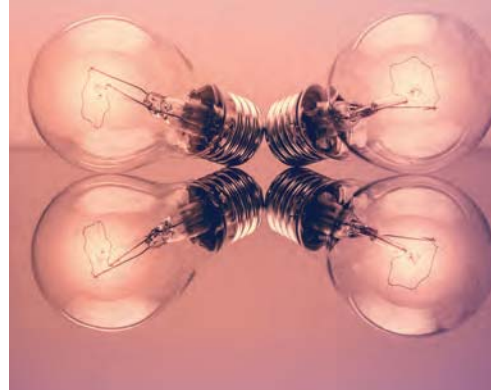


## PLEDGE TO VOTE

I, an India citizen, take oath that will exercise my valuable right given by the Constitution of India, of casting my vote, under every possible circumstance and whenever I get the opportunity. Election of our representative by voting is not only our right but also our duty towards the country.

I will make all possible efforts to use my vote to elect a public representative who would meet nation's expectations and, I also take oath that I would also encourage other people to vote with awareness.





## KARTAVAYA CELL

### VISIT TO ANIMAL SHELTER

**Date:** February 20, 2020

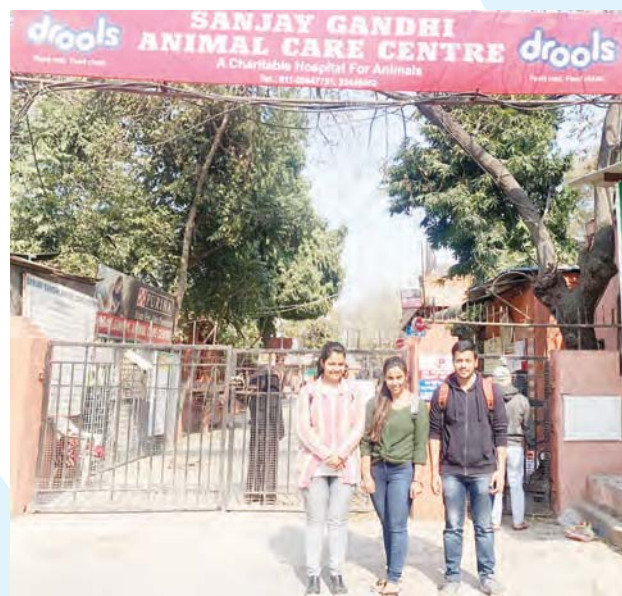
**Place of Visit:** Sanjay Gandhi Animal Care Centre

**Visitor:** Ms. Getaksha Marwaha (faculty) along with students

**Objective:** To familiarize and sensitize the students towards the needs of animal



**Summary:** The Social Responsibility Cell of DIAS (Kartavaya) organized a visit to Sanjay Gandhi Animal Care Centre. Ms. Getaksha Marwaha (faculty) along with students visited the shelter. There were different species of animals. The students fed the animals and interacted with them. Animal food and some monetary donation were also made at the shelter. It was a great experience and will definitely help to familiarize and sensitize the students and to be socially responsible, helpful and caring towards the animals.



## PLEDGE CEREMONY (MATRIBHASHADIWAS)

The NSS Committee of the Institute organized a Pledge taking ceremony for celebrating Matribhasha Diwas to encourage the use of Hindi language amongst the students on 21st February 2020. The ceremony was organized in various classes and students enthusiastically took part in it. The ceremony was organized to make students understand the rich cultural and social heritage of the country and to depict the importance of our mother language "Hindi".





# National Conference











## NATIONAL CONFERENCE

## NATIONAL CONFERENCE ON “INDUSTRY 4.0: IMPACT OF TECHNOLOGY ON BUSINESS ENVIRONMENT” ON 6th JANUARY 2020



strategy connected manufacturing, along with a digital convergence between industry, businesses and other processes. Industry 4.0 had stimulated the rest of the world with the synonymous terms like “Smart Manufacturing” in the US, “Made in China” in China, “Innovation 25” in Japan and “Industry du Future” in France.

In a world of increasing market volatility, shorter product life cycles, higher product complexity and global supply chains, companies are seeking to become more flexible and responsive to business trends. Economies and societies are increasingly recognizing the risks of globalization, job losses and resource shortages. Generating profit and realizing growth have become major challenges for the businesses. Industry 4.0 paves a path to cope up with constraints on energy, resources and environment by employing business intelligence and decentralized decision making. The involvement of technologies namely “Internet of Things” (IoT) has been the basis for new industrial development. Industry 4.0 is set to be the new manufacturing standard connecting people, processes and machines.

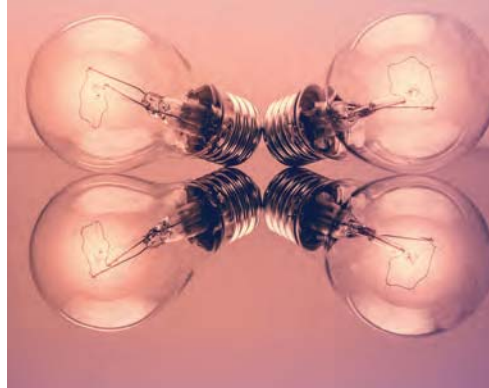
*“The Fourth Industrial Revolution is still in its nascent state. But with the swift pace of change and disruption to business and society, the time to join in is now.”*

–Gary Coleman, Deloitte Consulting

Industry 4.0 is a new phase in the Industrial Revolution that focuses profoundly on interconnectivity, automation, machine learning and real-time data. The concept was introduced in 21st Century in Germany to promote high-tech







India is now all geared up for the next revolution, Industry 4.0. This concept is going to change the way India designs manufactures and renovates the products. The government is also planning to offer incentives in the form of tax subsidies to prompt India Inc to adopt new standards in technology and digitization.

The new standards and technologies adopted by business organizations include FinTech, Smart HR, Marketing Intelligence, Cloud Computing, Big Data Analytics etc. Organizations that do not embrace it are at a great risk of being disrupted. This necessitates the organizations to develop strategies to transform business models and structures in the private and public sectors and build an intelligent infrastructure to face the environmental challenges.

The aim of the Conference is to provide a unique platform to academicians, corporate personnel, research scholars and students to discuss, debate and analyze innovative solutions for managing the social and environmental challenges encountered both by the corporate and society at large in era of Industry 4.0.

encountered both by the corporate and society at large in era of Industry 4.0.

The conference was inaugurated by lightening the lamp in the presence of our honorable guests; Prof. Anu Singh Lather, Vice Chancellor, Ambedkar University Delhi, Mr. Ashok Mehra, Global Head Workforce Transformation, Wipro Ltd., Dr. N. Malati, Director, DIAS and Conference Convener.



#### WELCOME ADDRESS BY DR. N. MALATI

Dr. N. Malati, Director DIAS and Conference Convener, welcomed the dignitaries and participants and briefed the gathering about the conference and called it a platform to learn and exchange information. She cited that we live in a connected society that makes the most out of technology. Industry 4.0 brings with it an ocean full of possibilities fueled by technological advancements such as interconnectivity, automation, Big Data, Machine Learning, real time data and more. Examples are a GPS system that helps you to get your destination, virtual assistants such as Siri or Alexa. She also gave the details on how adoption of Industry 4.0 revolution can change the Indian Industry. As per the McKinsey, if Indian companies adopt new Industry revolution then it can enhance their operating profits by 40%. She also emphasized on the "Make in India" program through which India can lead the world with Smart Manufacturing.

Further, she introduced the Chief Guest for the conference **Prof. Anu Singh Lather** and Guest of Honor **Shri Ashok Mehra** and welcomed all the participants to the conference. She appreciated the efforts of the conference team for organizing the event. She proposed thanks to the participants and Directors of institutions across Indian which have participated in the conference.



#### INAUGURAL SESSION

Delhi Institute of Advanced Studies organized an International Conference on "**Industry 4.0: Impact of Technology on Business Environment**" on Monday, January 6th, 2020. The aim of the Conference is to provide a unique platform to academicians, corporate personnel, research scholars and students to discuss, debate and analyze innovative solutions for managing the social and environmental challenges





### INAUGURAL ADDRESS BY THE CHIEF GUEST, PROFESSOR ANU SINGH LATHER

The inaugural speech of the Conference was delivered by **Prof. Anu Singh Lather**, Chief Guest. She thanked DIAS for inviting her as a Chief Guest for the conference and addressed the participants. She stated that technology is going to give the edge to the world of manufacturing. The future of manufacturing is going to be technology driven in this new era of business; Internet on Things, Artificial intelligence, Robotics etc. She discussed the role of technologies in the era of Industry 4.0 with some new examples of technological components.

Prof. Lather also mentioned some disadvantages of technology now days. She also encouraged the students and participants to be prepare for these innovations for their skill enhancement. With these words, she wished the best of luck to all the participants.



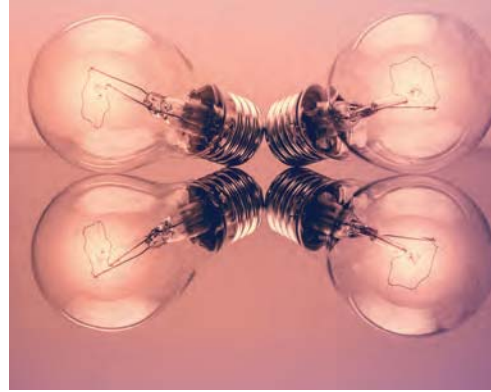
### KEYNOTE ADDRESS BY GUEST OF HONOR, MR. ASHOK MEHRA

**Mr. Ashok Mehra**, Guest of Honor, gave key note address on the theme of the conference and talked about the different dimensions of technology. He cited the new standards and technologies adopted by business organizations. He recollected the memory of his work journey and discussed some events of transformation of work viz national security program, counter terrorism network etc.

He stated that any event which have happened in the life and have a great impact on one's life must be treated as Big data for that person. He further explained some examples of work place transformations by technology transformation. He narrated his work experience with Steve Jobs. They used to visit different organizations and institutions just to ask the customers' demand; what they want in the form of technological advancement for their work life. And after getting those information's they incorporate those thoughts and needs in their inventions. He also discussed the need of industry academia interface to link the educational system with real time market in a better way. With this, he concluded his speech and showered his blessings to the participants and students.







Hereinafter, our guests were felicitated with Momentums by **Dr. N. Malati** as a token of respect and remembrance Dr. Shilki Bhatia, Conference Co convener extended the vote of thanks for the Inaugural session and expressed her gratitude for gracing the occasion.

## TECHNICAL SESSION - I

### Track I

Post Inaugural session and high tea, the first technical session including Track I and Track 2 began parallelly. This track was chaired by Dr. Suneel K. Maheshwari, Professor of Accounting, Eberly College of Business and Information Technology, Indiana University of Pennsylvania, USA. CA Sharad Maheshwari, Maheshwari Sharad & Company,



Chartered Accountants was Special Corporate Guest for this Track I. Prof Ravinder Rena, North West University South Africa and Mr. Beni Kinha, Nectar Factor Foundation joined the session as Special Invitee.

Session Chairperson Dr Suneel K Maheshwari welcomed all the dignitaries and invited CA Sharad Maheshwari, Corporate Guest, to talk on "Power of Technology". Mr. Sharad started his talk with an example of time machine. He stated that technology is something by which we can enhance our skills and get an opportunity to be a master of our field. Further, he related this advancement with Accounting and XBRL reporting. He explained that leaps in technological advancements such as Artificial Intelligence, Cloud Accounting and Data Science are dramatically reshaping the financial sector, and the adoption of such technologies is proving very advantageous for consumers and businesses alike.







Our Special invitees also shared their views on Industry 4.0. Prof. Ravindra Raina discussed the role of technology in education system. He discussed that Technology Education is the study of technology, in which students "learn about the processes and knowledge related to technology". As a field of study, it covers the human ability to shape and change the physical world to meet needs, by manipulating materials and tools with techniques. He further stated that technology has profoundly changed education. Today, massive amount of information (books, audio, images, videos) is available at one's fingertips through the Internet, and opportunities for formal learning are available online worldwide through different platforms, MOOCs, traditional online degree programs, and more. Access to learning opportunities today is extraordinary, thanks to technology.



Mr Beni Kinha said that Technology is powerful and it can provide endless opportunities to connect in different unimagined ways. He emphasized that one needs to consider how they are using technology today and also consider its pros and cons in the future. He further stated that this is the time to work smarter, increase productivity and create a vibrant culture. Beyond technology, digital transformation requires a cultural change. After the valuable words of the guests, Dr. Suneel K Maheshwari announced the session open for presentations. This session was more concerned with the role of Industry 4.0 in the area of Finance – Accounting and Marketing.



The first paper of the track was presented by Dr. Divya Gangwar, Professor Head, Dr. Akhilesh Das Gupta Institute of Technology & Management, GGSIPU on "Financial Inclusion – Impact of Technology". The paper pointed out the understanding of inclusive growth phenomenon with financial inclusion and its interconnection with technology. The paper pointed out that we will try to analyze the ways to utilize the technologies advancements for extending the reach of financial services and impact of technology on financial services.

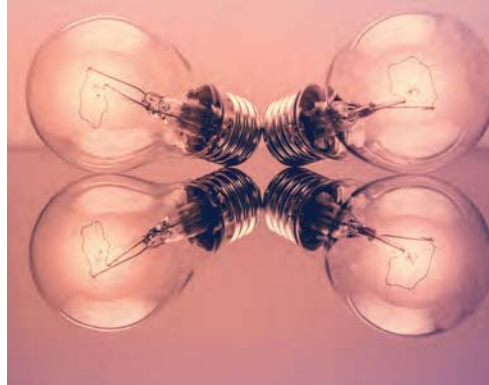


The next presenter was Ms. Sonia Kamboj, Assistant Professor, Kalindi College – DU on "Financial Literacy and Financial Inclusion: Is there any relationship?".

The presenter explained that Financial Inclusion is a lofty ideal but Financial Literacy is the first step towards achieving Financial Inclusion. Financial Literacy can be seen as the demand side of Financial Inclusion. It is considered an important adjunct for promoting financial inclusion, financial development and ultimately financial stability.







The next paper presenter of this session was Dr. Venugopalan from SGBT Khalsa College DU, who elaborated on “Corporate Governance in Indian Companies”. The paper pointed out that CSR is about how companies manage the business processes. Through this paper an effort has been made to study the CSR activities being undertaken by various companies and their effect on the growth of the company.

The research findings of the paper concluded that the corporate governance mechanisms, especially the board characteristics, which have been introduced in the Indian companies for bringing in transparency, integrity and accountability have failed to deal with the agency conflicts. It was also stated that the corporate governance mechanisms such as the promoters' holdings, leverage and bank debt are viable governance mechanisms for reducing the agency cost.



The next paper presented by Dr. Kavita, Assistant Professor-DIAS focused upon “Weak form of market efficiency in Indian Market”. Stock market performance is considered a very important tool for measuring economic performance. In recent years, the Indian stock market has seen tremendous growth in all aspects of trading, namely: the number of registered companies, market capitalization, membership, trading value, daily trading volume, etc. The author discussed the various forms of stock market efficiency and provides the logical facts related to the findings. Reasonable empirical evidence was found in this article to prove a weak form of market inefficiency in the Indian stock market.



The next presenter Ms. Tanika Arora, Research scholar, Amity University, Noida, presented a study on “Application of Advertising Value Model and Social Media Advertising”. The article tries to find out the effectiveness of advertisements in social media by applying value model.

The article had found the significant predictors of social media advertising value such as Informativeness, Entertainment, Irritation, Credibility, Personalisation. Taking the Ducoffe advertising value model as the base, this research model confirmed the relationships of Informativeness, Entertainment, Irritation with social media advertising value, similarly in accordance with the previous study there has been significant relationship between social media advertising value and Attitude towards Social Media Advertising, therefore it reinforces the applicability of Ducoffe model



## Track 2

Track 2 was chaired by Dr. Tripti Mishra, Professor, DIAS accompanied by Dr. HV Kothari, Professor DIAS.





The session started off with the presentation by Ms. Pragati Yadav and Ms. Anshika Goel. They discussed on “Influence of behavioral biases on individual investor decision making”. They explained the various issues of behavioral biases and investment pattern of individuals.



The next paper of this session was presented by Ms. Anuradha, Research Scholar from PTU on “Understanding the impact of conflict management on job performance”. The researcher discussed various conflicts and their management in business. She further discussed the impact of these conflicts on performance of employees.



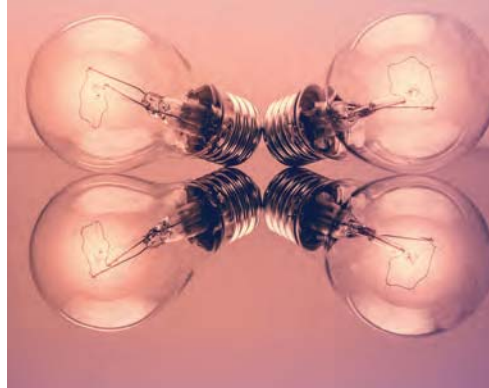
The third paper of this session was presented by Ms. Megha Grover, Assistant Professor –RDIAS on “Awareness of Make in India Program amongst the Youth”. The presenter discussed various schemes of government launched as awareness programs. She emphasized that Make in India was kicked off as a national program designed for India to make it into a global manufacturing hub and transforming it into a vibrant economy. She elaborated that the major objective behind the initiative is to focus on the 25 sectors of the economy for job creation and skill enhancement. The mission is to manufacture in India and sell the products worldwide.



The last presentation of this session was given by Dr. Pratiksha Tiwari and Mr. Chetan from DIAS on “Factor influencing online purchase intention towards online shopping of Gen Z.” This study explored the shopping habits and attitudes of individuals from the Generation Z regarding online shopping. In this context, the main sources of information that are provided to buyers, and their preferences towards online shopping are examined.







After this brain storming sessions, our guests concluded the gist of the tracks and shared their experiences with audience. Our guests were felicitated with Mementoes as a token of respect and remembrance. The Best Paper Award for Technical Session I(both tracks) were given to Dr.

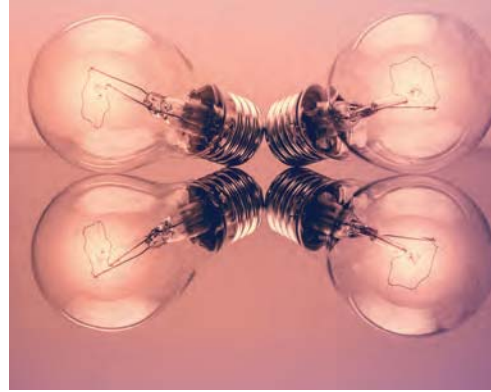
Venugopalan T, Assistant Professor, SGTB Khalsa College, DU, Ms. Tanika Arora – Amity University and Mr. Chetan, Student DIAS. Our participants of Track-I & Track-2 of Technical session-2 were also facilitated with the certificates.











## TECHNICAL SESSION 2

The Second technical session was chaired by Dr. Tanuja Agarwala, Professor FMS. The Special Guest for the session was Dr. Yudhi Ahuja, Professor, San Jose State University USA.

This was another brain storming session consisting different areas of research viz; Training and Development, Leadership, Human resource Management, Work Life Balance, Investment Behavior etc.

The first paper of this session was presented by Ms. Anita Sikandar, Scholar from SRM University on "Demographical study of work life happiness in educational institute". She discussed various parameters of work life balances in educational institutions.

The next paper was presented by Ms. Neha Singh, Scholar from KR Manglam University. She discussed about the impact of training and development on performance of employees with reference to the medical field.



The next paper presented by Ms. Arushi and Ms. Ruchi, student Keshav Mahavidhyalaya DU focused on "Multidimensional measures of employee ethics." The presenters talked about the employee and employers' ethics in jobs. They also discussed toxic leaderships and multidimensional work ethics.





The next presenter was Mr. Dinesh Rawat, Assistant Professor DIAS. He presented a study on “Solar Photovoltaic technology”. He stated that Solar Photovoltaic (PV) is a technology that converts sunlight (solar radiation) into direct current electricity by using semiconductors. When the sun hits the semiconductor within the PV cell, electrons are freed and form an electric current. Solar PV technology is generally employed on a panel (hence solar panels). He discussed this with respect to Delhi NCR.

The study indicated that there is perceived usefulness and attitude to use significantly influenced attitude to use solar PV technology and secondly, attitude to use significantly influenced behavioural intention to use solar PV technology. The study contributes to the existing literature by understanding the public inclination towards the acceptance of solar PV technology.



Mr. Rohit Mahajan, Assistant Professor Amity University was our next presenter. He discussed on “Need of financial acumen for global HR 4.0”. He stated that HR is at a crossroads. Once designed primarily as a compliance function, today's HR organization must be agile, business-integrated, data-driven, and deeply skilled in attracting, retaining, and developing talent.

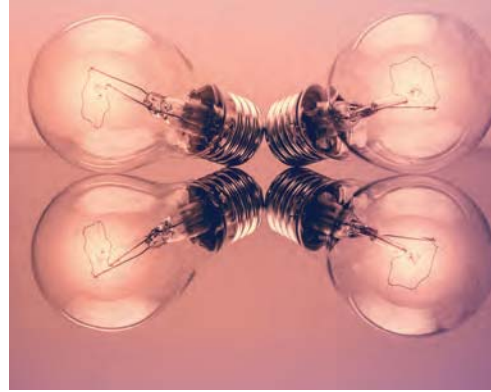


The last paper was presented by Dr. Shilki Bhatia, Assistant Professor DIAS and Mr. Mohit Satija, Student DIAS on “Study on factors affecting job seekers' perception and behavioral intention towards E recruitment”. The presenters were discussed about the process of e recruitment and different factors determining the behavior of job seekers regarding that process.



To conclude the session, our guests gave the substance and shared their experiences with participants. In Technical session 2, Mr. Dinesh Rawat, Faculty, DIAS and Ms. Arushi and Ms. Ruchi, Keshav Mahavidyalaya (DU) were adjudged with Best Paper Award. Our guests were felicitated with Mementoes by Dr. N. Malati as a token of respect and remembrance.





All the participants were also facilitated with the certificates.





### VALEDICTORY SESSION

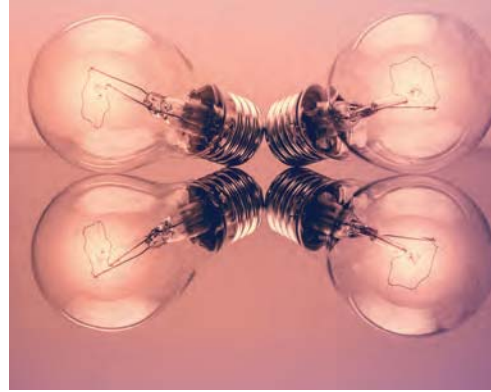
The ending of Conference was marked by the Valedictory Session. Dr. Tanuja Agarwala, Professor FMS, The Special Guest for the session was Dr. Yudhi Ahuja, Professor, San Jose State University USA. And Dr. N. Malati, Director, DIAS were the members of Valedictory session.



Finally, Dr. Shilki Bhatia, Conference Co-Convener proposed the vote of thanks to all the sponsors, Participants and DIAS Team – faculty, Students & Staff for making this event successful.







**KUDOS**

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

Mr. Piyush Aggarwal (2017-2019)	University Gold Medalist
Ms. Anchal, MBA (2018-2020)	Institute Topper
Ms. RiyaPassi, BBA (2017-2020)	Institute Topper
Ms. Sakshi Jain, BBA (2018-2021)	Institute Topper
Ms. ManviGoel, B.Com (Hons) (2017-2020)	Institute Topper
Ms. Ritika, B.Com (Hons) (2018-2021)	Institute Topper

**STUDENT WELFARE SCHOLARSHIP**

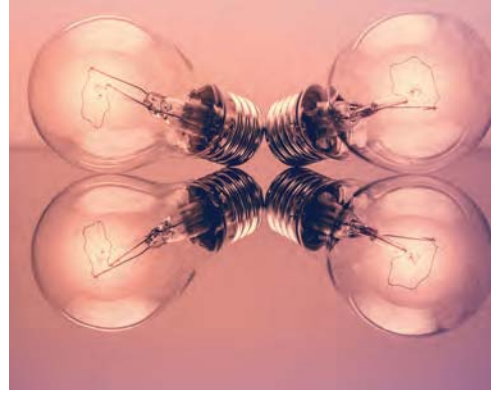
Ms. Vanshika, BBA (2017-2020)
Ms. Ruchika, BBA (2017-2020)
Mr. Mohit Satija, MBA (2018-20)







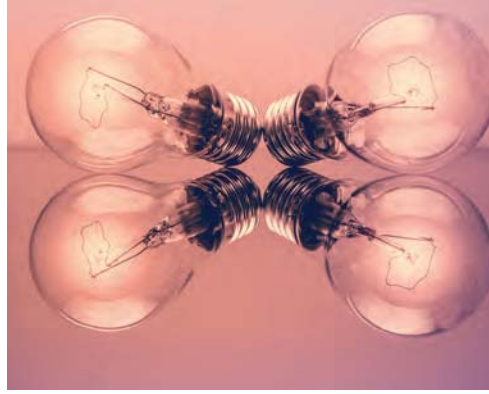






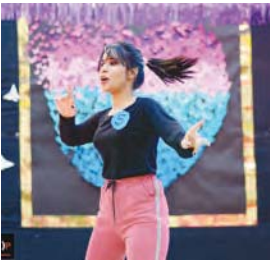








# ECSTASY 2020











## ECSTASY

### 2020

Cultural fests are the gateways to polish the extracurricular skills of the students. It provides a splendid platform to the students to interact with peers and participants from other colleges as well. It provides the opportunity to showcase participants' creative skills and multi-faceted talents. Amid much fanfare and enthusiasm, DIAS organized its 16th annual inter-college festival, Ecstasy'20 on 15h February, 2020.

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-2020**' was an assortment of various cultural and literary activities honoring the students' interests, competencies and creativity through its theme- '**Gen Z: The Game Changers**'.

Gen-Zers are virtually insatiable in their pursuit of purpose—something bigger than themselves to ardently take part in. And when they find a cause that genuinely moves them, they pursue it with unrivaled, unapologetic passion. Technology may provide the platform, and education may supply the impetus, but it is Gen Z's passion that makes them so precociously prominent and powerful on the world stage. In nutshell, Gen-Z adds zing to life.

With this thought DIAS celebrated ECSTASY 2020, "Gen Z: The Game Changers". "Ecstasy", the annual mega cultural fest of the institute creates stars for tomorrow by giving them a platform to showcase their potential. It was again the time of the year when DIAS embarked upon its preparation for this mega festival with huge fanfare and fervor. DIAS proudly invited Gen-Z to be the game-changers and etch out their names in the DIAS Hall of Fame.

This year, the college festival witnessed huge participation from all around Delhi with more than 120 colleges and



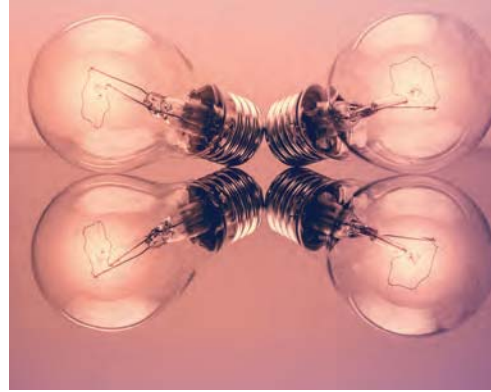
institutes. The festival comprised of several events which included Gully Cricket, Treasure Hunt, Rangoli Making, Debate competition, Group singing, Solo Dance, Group Dance, photography and Mr. And Ms. Ecstasy. The entire day was a perfect blend of literary and cultural events, from debate to dance, 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.

### INAUGURAL SESSION

The fest was declared open in the inaugural ceremony by the Director, Dr. N. Malati. Lamp was lighted by the distinguished guests Dr. N. Malati, Director, Dr. Shilki Bhatia, Head of Department (Management), Dr. Anju Batra, Head of Department (BBA), Ms. Neetu Chaddha, Head of Department (B. Com), Ms. Savita, Ms. Monika, Ms. Jyoti and Ms. Khushboo, STF Advisors, DIAS.











## NAUGURAL SPEECH 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'20, the institute's cultural festival is a continued link in the direction.

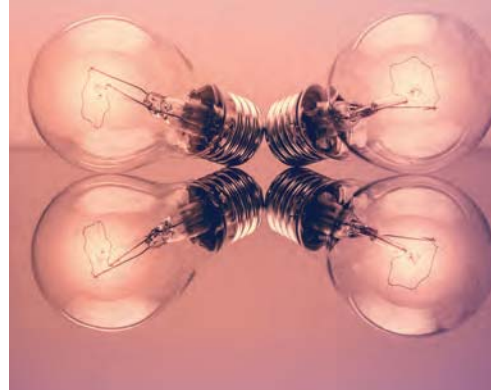
Dr. Maheshwari stated that the central theme of this year's ecstasy "Gen Z: The Game Changers" is in consonance with the present times. He laid special emphasis upon the fact that India is one of the youngest nations in the World, with about 65 per cent of the population being under 35 years of age. Empowered youth is energetic, vibrant & passionate. They have to be provided with right amount of guidance and support for contributing positively to the society. With this idea the theme of Ecstasy-2020, "Gen Z: The Game Changers" promoted Gen-Z's rights, their activism and the role of youth in community decision making as they are the leaders in the making.

Dr. Maheshwari introduced the chief guest, Dr. Shekhar Aggarwal, Delhi to the august audience and welcomed him 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.

He also expressed his thanks to the team of energetic and enthusiastic teacher and student volunteers who meticulously organized, conducted and concluded this mega event with total precision and professionalism under the pleasing and dynamic leadership of Dr. N. Malati, the Director of the Institute.







### INAUGURAL SPEECH BY DR. N. MALATI, DIRECTOR, DIAS

Dr. N. Malati welcomed the guests, faculty members and the participants of various institutes and the audience with her lovely words of welcome. She emphasized how the power of the youth of any nation is an index that will define the know-how of the future of that country. The skilled and the enthused young people have the power to re-write the history, describe the future references and make the best of the upcoming opportunities on their way. With no contradictions, the Gen-Z is the present which will lead the future of India. Their power to accept the challenges and take the risks thrown at them makes them more an asset of all the existing age groups in the society. It is this enthusiasm that makes them the undisputed leaders of the respective initiatives being taken upon. The human race witnesses the zeal at peak during this span and this accounts to be a prime power of Indian youth. The theme of the current festival "Gen-Z" is apt in the current times and also goes quite well in the current scenario.

### ADDRESS BY THE CHIEF GUEST-DR. SHEKHAR AGGARWAL



Dr. Shekhar Aggarwal opened his 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. He shared with the students some of the important lessons that he has learnt in his life. Relating to the Ecstasy-2020 theme 'Gen-Z: The Game Changers', he accentuated the fact that the Gen-Zers have acted as the drivers of change and a force to be reckoned with. They're not trying to change the world; they are the change. With this he

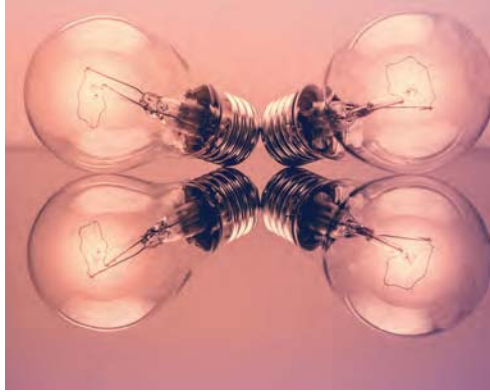
congratulated all the winners of Ecstasy-2020 and gave away prizes to them.















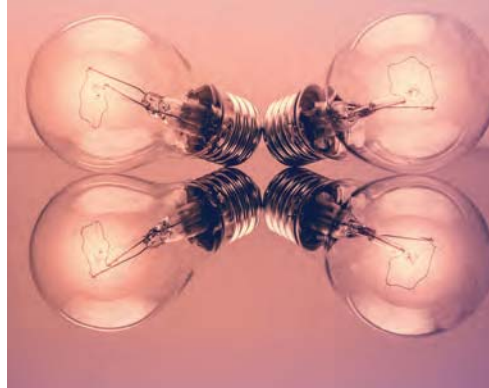
**VOTE OF THANKS BY MS. MONIKA SHARMA & MS. SAVITA**



Ms. Monika Sharma and Ms. Savita on behalf of the other STF Advisors and event coordinators Ms. Jyoti Tandon and Ms. Khushboo Taneja thanked all the participating students and their institutes for participating in such large numbers. They thanked the chief guest of the event Dr. Shekhar Aggarwal, for sparing his valuable time and gracing the occasion with his presence. They also extended their heartfelt thanks to Dr. S.

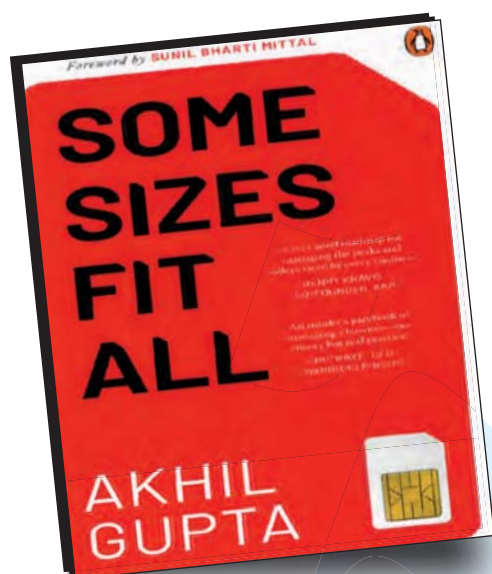
N. Maheshwari, Academic Advisor, DIAS and Dr. N. Malati, Director, DIAS for their guidance and support for the event. They appreciated the efforts of the team of student coordinators, the sponsors of the event and the staff of the institute for collectively contributing in making Ecstasy'20 a huge success and a memorable day.





## BOOK REVIEWS

### SOME SIZES FIT ALL



Book Title	: Some Sizes Fit All
Author	: Akhil Gupta
Publisher	: Penguin Random House
Pages	: 213
Price	: ₹ 599
Reviewed by	: Dr. S.N. Maheshwari, Academic Director, DIAS

The book "Some Sizes Fit All" by a distinguished and seasonal senior business executive Shri Akhil Gupta vividly and exhaustively explains the basic fundamentals of management applicable to all business enterprises. The book has been systematically divided in THREE broad sections, comprising of specific, and concise 39 chapters in all expressing exclusively certain unconventional, untried but practical management ideas.

It may be useful here to mention some basic business concepts highlighted by the author, necessarily to be followed for success of any business:

- (i) Selection of an appropriate business model for the concerned business activity.
- (ii) Business and philanthropy are two different things. Even philanthropy requires running of a successful and

profitable business. Bankrupt organizations cannot indulge in philanthropy.

- (iii) An enterprise may outsource an activity or job but should never outsource its thinking. It should continue to keep itself responsible for its outsourced activities to maintain customers loyalty and confidence.
- (iv) Sharing of infrastructure by companies in the same business may not always result in a competitive disadvantage. As a matter of fact, in case of telecommunication companies, sharing of infrastructure has been found to be mutually beneficial for all.
- (v) Concept of DNA is also relevant for a non-living person. It is imperative for an organization to have a 'Soul' or DNA. The DNA here means the basic ideology of the company which will make its various stakeholders to act and behave in a logical, ethical and non-prejudicial manner.
- (vi) A transparent Organization Structure (OS) is required for a smooth and efficient working of an organization, Revenue per on-roll employee is a good Key Performance Indicator (KPI) for evaluating an OS.
- (vii) Return on capital employed is a better financial KPI as compared Earnings before Interest, Tax Depreciation and Amortization (EBITA).
- (viii) In this era of rapidly evolving technology it will be appropriate to have a rolling medium-term business plan, covering at the most next five years as compared to a business plan for next 10 to 15 years.
- (ix) There has to be proper mix of debt and equity in the capital structure of a company. A high leverage can be disastrous, particularly in the initial project life in the absence of established profitability of the business. It is prudent to ensure that the debt content in the capital structure does not exceed three times of Earning before Interest, Tax, Depreciation and Amortization (EBITDA).
- (x) The Principle of Management/Governance by Exception has to be followed for having lasting results.
- (xi) The organization should ensure that it does not repeatedly faces the same problem. It is therefore necessary for the organization to find a systematic and sustainable solution to each problem.



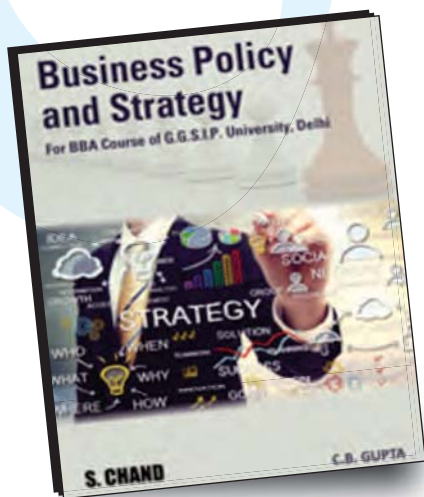


- (xii) It is necessary for an organization to survive in this competitive environment to continue to conceive and evolve Unique Selling Propositions (USPs). Moreover, it should continue to endeavour to analyze and improve its performance on different parameters.
- (xiii) There has to be a continuous career and succession planning atleast for every senior person in the organization to keep the employee engaged and avoid impractical expectations.
- (xiv) The organization should have robust internal control mechanism to control both operational and financial activities. The comprehensive and purposeful use Information Technology as an ingredient of Management Information System can play a major role in achieving this goal.
- (xv) Business must continue to grow. It is possible only when there is a systematic delegation of authority and responsibility. The objective should be to leave routine jobs for lower/medium level of management thus providing sufficient time for the top management to focus on continuously scaling up the size of the business resulting in constant growth of the business.

From the above, it can be very well concluded that the book fits not some but all types of businesses: small, medium and large and all persons budding managers, professionals and industrialists. The greatest virtues of the book are: its simplicity of language, lucidity of presentation, exhaustive text with plenty of examples and practical solutions.

Mr. Gupta deserves all compliments and congratulations for oversimplifying many of the business concepts and thus all making the book extremely reader friendly.

## BUSINESS POLICY AND STRATEGY



Book Title : Business Policy and Strategy

Author(s) : C.B.Gupta

Publisher : S.Chand Publications

Edition : First Edition

ISBN : 9789352832460

Reviewed by : Ms. Jyoti Tandon, Assistant Professor, DIAS

The book on Business Policy and Strategy by C.B.Gupta provides insights into crucial elements of contemporary business strategies and its impact on organization and management of business. The book has specially been designed for students of BBA sixth semester of GGSIP University and covers the entire syllabus prescribed for the students.

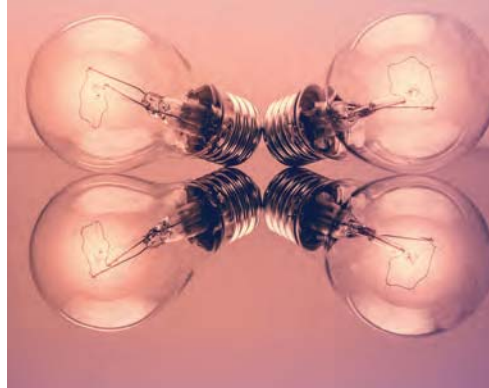
The book has been written in lucid and simple language with logical presentation of the subject matter. There is detailed elaboration of text with the help of diagrams, tables and boxes which is self-explanatory for the students. There is an outline of chapters at the beginning to help students glance at the topics covered in the chapter. Summarized text at the end of every chapter provides impetus for quick revision. The text has been written in such a manner to generate curiosity of the students to read further.

The book has been divided into various sections covering various topics such as Nature, scope and importance of the course on Business Policy; Forecasting, Long-range planning, strategic planning and strategic management, Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control, Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool, Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis and Methods of analysis.

The book has a specific unit focusing on major strategy options such as Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model.

The book also provides question papers of End Term Examination of BBA GGSIP University which helps students prepare well. There is also provision of Model Test Papers for self-examination by the students.

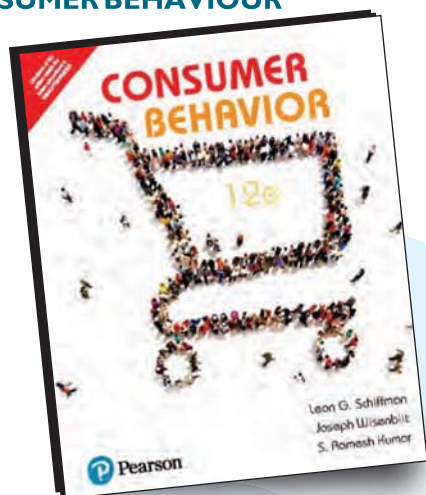




The book provides a detailed coverage of all topics related to the syllabus. A novel feature in the book is the section-wise study given at the beginning of every chapter which will be useful for the students to make a systematic study of business studies.

Thus, the book gives a well-knitted and balanced coverage of theory, contemporary issues, and practical examples and anecdotes drawn from the Indian business world.

### CONSUMER BEHAVIOUR

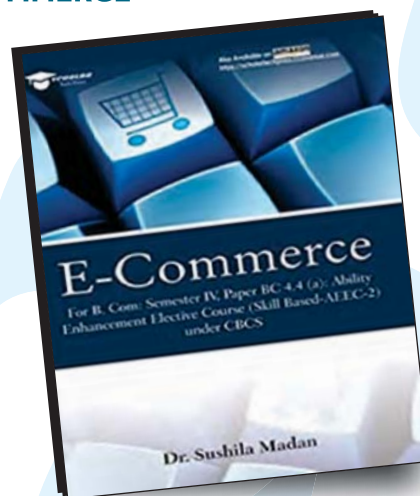


Book Title : Consumer Behavior  
 Author : Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh  
 Publisher : Pearson Paperback  
 Edition : Twelfth Edition  
 Reviewed By : Ms. Getaksha Marwaha, Assistant Professor, DIAS

Consumer behaviour, 12th edition explores how the examination and application of consumer behaviour is central to the planning, development and implementation of successful marketing strategies. Additionally, the present edition has been molded keeping in mind that the Indian marketing context has several unique aspects that are different from a developed market. The diversity and nuances of such a context have been captured in the backdrop of conceptual frameworks. With an emphasis on developing a variety of useful skills. This text prepares students for careers in brand management, advertising and consumer research. The 12th edition has been significantly updated to address contemporary trends and issues, including the impact of modern technology on marketing and consumer behaviour, with coverage of the value exchange between consumers and marketers, astute positioning and more. The role of new

media providing students with a thorough understanding of how marketers can engage with consumers across social media platforms, manage successful, targeted campaigns and track and measure the results.

### E-COMMERCE



Book Title : E-COMMERCE  
 Author(s) : Dr. Sushila Madan  
 Publisher : MKM Publisher Pvt. Ltd.  
 Edition : Second edition, 2019  
 Reviewed by : Ms. Tanuja Puri, Assistant Professor, DIAS

The book on E-commerce by Dr. Sushila Madan aims to comprehensively cover the syllabus prescribed for 'E-Commerce' of BBA, Semester 2 (Guru Gobind Singh Indraprastha University) . The objective of the book is to familiarize students with the mechanism for conducting business transactions through electronic means.

The book is divided into 5 chapters broadly comprising of introduction to e-commerce, web designing using HTML, electronic payment systems, security issues in e-commerce and applications of e-commerce.

The subject matter has been presented in a reader-friendly manner and each chapter is organized in a similar format. Wherever necessary, tables & diagrammatic representation of the important concepts have been used for better understanding of the students. In chapter 2 which is about web designing using HTML, important tags have been explained thoroughly using examples.

Key terms and definitions are clearly defined in a concise manner. At the beginning of each chapter, learning objectives

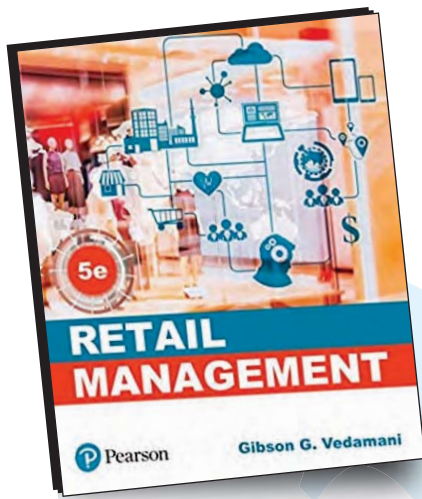




are given and at the end of each chapter 'summary' is given to conceptualize the chapter in a quick manner. Good review questions are given at the end of each chapter for practice.

Overall the book is precise, to the point, apt and recommended to the students who want to have a fundamental knowledge of the subject 'E-commerce'.

### RETAIL MANAGEMENT



Book Title : Retail Management  
 Author : Gibson G. Vedamani  
 Published By : Pearson India  
 Edition : 1st Edition, 2017  
 Reviewed By : Ms. Neha Ujjwal, Assistant Professor, DIAS

This book on Retail Management is focused on the aspect that retailing that has changed with the times. It highlights the modern principles of Indian and International Retail Management. It provides retail experiential learning.

Contextual case studies and retailing insights have been included to render a better understanding of each functional area of Retail Management. The book is beneficial for marketing Students pursuing MBA and PGDM.

Although retailing in its various formats has been in existence in our country from time immemorial, much of it was confined to family or mom-and-pop stores. Now, various established business corporations are busy setting up shop and retailing goods and services in every nook and corner of India. They have a passion to be closer to consumers.

At this time when the country's retailing business is going through its phase of consolidation and modernization, there is a compelling need for those involved in retailing — and those

who intend to be involved — to comprehend this phenomenon systematically so that they can practice it perfectly. Retail Management, 5e is an effort in this direction. Concepts in the book have been dealt with very clearly and are a good suggestive reading for those aspiring to make a career in organized retailing.

This book captures the aspects of retailing that have changed with the times. It blends theory with practice.

This book elucidates the key operational areas of Retail Management in a practical and application oriented perspective. This book deals with every detail of retail (Retail is Detail).

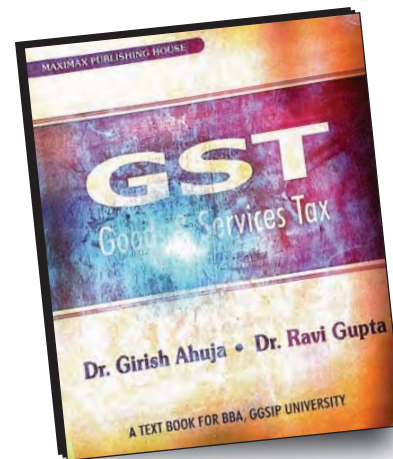
In this book, all the retail specialty areas of Retail Management such as Merchandising, Buying, Category Management, Retail Pricing and Visual Merchandising have been discussed in detail.

The strategic approach and emphasis on decision-making have made this text a best-seller edition after edition. Key retail management concepts are reinforced with current, real-world examples that bridge the gap between theory and practice.

This edition provides an introduction to the practical aspects of retailing, with emphasis on the relationship between retailer and customer, the retail mix and the retail administration. The book is particularly suitable for MBA students.

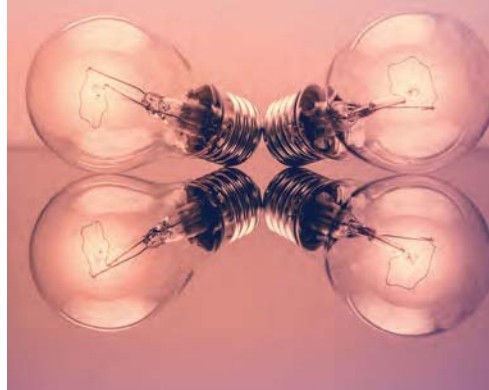
The book expounds modern online retail convergence. This book addresses the growth of various online and Omnichannel retail models that serve the emerging modern consumer needs.

### GOODS AND SERVICE TAX



Book Title : Goods & Service Tax  
 Author : Dr. Girish Ahuja





Publisher : Maximum Publishing House

Edition : 1st Edition, 2020

Reviewed by : Ms. Jyoti Tandon, Assistant Professor, DIAS

The subject matter has been presented in a student-friendly, simple and intelligible manner. Every discussion involving conceptual complexity is immediately illustrated by a numerical example.

The Second Revised Edition has certain additional features besides maintaining the positive features of the first edition, viz., simplicity of style, exhaustive text with plenty of illustrations as well as questions and problems for self-study.

The book is written to assist, help and guide students and faculty to gain insights on this newly introduced indirect tax regime. The book is strictly as per the new syllabus of GGSIPU for B. Com (Hons) and BBA students. To make the readers

understand and learn this indirect tax regime, the present books has been written (I) Based on "self-study technique" wherein provisions can be learned and memorized faster and (II) Wherein provisions/laws are supplemented by necessary examples and illustrations to bring in more clarity.

The book deals exhaustively with the course-content requirements of students preparing for B.com (Programme), B.Com (Hons), BBA, MBA and professional examinations conducted by different institutions including the Institute of Chartered Accountants of India (ICAI), the Institute of Company Secretaries of India (ICSI), the Institute of Cost & Works Accountants of India (ICWAI) and various banking institutions.

All in all, the 2nd Edition of the book is highly recommended due to simplicity of content and vast coverage of Goods and Service Tax concepts.

## CORPORATE

### EXECUTIVES' OPINE

#### EVOLUTION OF BRANDS & BRAND ARCHITECTURE



#### RAMESH MAHESHWARI, PREVIOUSLY PRESIDENT (INTRA CITY), BAJAJ AUTO

For many years Indian companies and institutions have been lagging behind their western counterpart in creation, development and management of their brands.

Two specific reasons come to my mind one is scale and secondly is pursuit of short-term profits at the expense of long term & sustained investment in their brands. This is mainly as brand rewards are difficult to quantify.

Good news is that there is increased awareness about the benefits arising out of strong brands and now more Previously President (intra city) Bajaj Auto companies in India are using brand as a strategic weapon and treating brands as valuable assets.

An Organization has more than one brand as well as more than one product. The way in which each of the brand in an Organizations product portfolio are related to and differentiated from one another is known as brand architecture.

Branding decisions are more strategic to business than anything else. Most of the time our strategy mirror those that competition businesses have implemented, but when we want to do better than what others have been able to accomplish in the battle of customer loyalty?

**Creating and developing breakthrough requires a bold leap out of one's comfort zone and into the unknown.** If we do not go ahead with our plans, the risk is the ability of well-established company to remain fresh with the marketplace when compared with younger, hungrier and more innovative competitors. While making this change





about our brand architecture, the rate of evolution should be such that it does not alienate the current customers and attraction of new ones.

Business has many imperatives: Firstly, would like to reach sufficient sales volume quickly enough to reach breakeven point early.

The product /service or customer experience must be able to establish difference, which is relevant, although it's critical to establish a point of difference, the degree of relevance is relative.

Our product/service should be able to break through the clutter and create awareness among consumers other wise inundated with messages and advertising about competitive products/services.

Businesses would like to develop strong brands as it helps in meeting above imperatives. Strong brand development necessarily requires differentiation and relevance. Most brands start as niche brands that then go on capturing the heads and heart of large and larger number of people, in doing so it takes years.

Businesses with pure and narrowly focused brand on a average had 1.9% more earnings, however once the brand has developed the status of strong brand, brand extensions into newer categories and merchandising have helped the businesses to have earnings higher by 6% on an average.

It is interesting to note that there are no standard rules a show corporate brand to be linked up with product brand as there is no one correct way to do it, there are various formats.

**Corporate and product branding same:** This is done by companies who believe that building corporate brand is utmost important. products are branded only in terms of alphanumeric. Example here is like Audi, Nokia, BMW etc.

**Endorsed Branding:** In this case the product brand and corporate brand both find their place, products from Maruti Suzuki, Mahindra and Mahindra etc. all fall into this category.

**Product Branding:** Each product is a standalone brand with out any linkage to corporate brand. An example Hugo. Boss which is owned by Procter & Gamble.

Each of the format has distinct advantages & disadvantages also where does the company's other brands stand, following example will enumerate. A new product gets to the market with a name, trade make logo (company name/corporate brand) and design features. The markers are empty and devoid of any meaning. Over a period of time markers get filled with customer experiences, newspaper articles that evaluate it, conversation among customers who uses it. Various stories circulate by authors who are, company, the category industry, intermediaries such as critics and salespeople and brand get evolved.

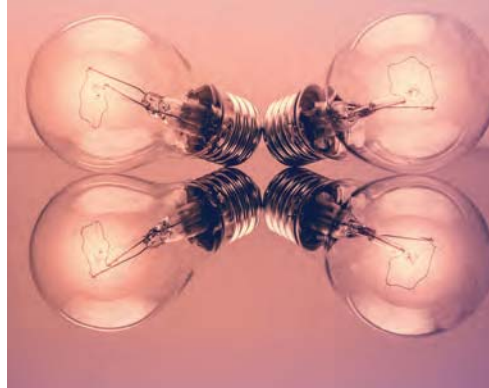
Products /services (product branding) from a business with no pedigree as seen largely and felt by customers would need longer time spans for reaching breakeven Vis a Vis products /services supported/endorsed.

The risks are also minimized as in initial years of brand development the new brand is riding on the strength of the pedigree, undoubtedly in case the new product/service does not meet customers functional/emotional needs it too has negative impact on the pedigree, but the degree of impact would be a function of strengths of the pedigree. If riding on pedigree in spite of failure, customer may give another chance to the business to try again.

As enumerated earlier the brand should be focused and pure, to enable that at appropriate time during the brand development process one should withdraw endorsement from the pedigree brand.

The fast ramp up of Ace truck riding high on strength of its pedigree is an example in point.





## The Men In News



### ELON MUSK

“The first step is to establish that something is possible, and then probability will occur.”

Innovator. Disruptor. Game-changer. These words are synonymous with Elon Musk. How else can you refer to the man who founded Paypal, SpaceX and Tesla? For Musk, another “day in the office” means launching a Tesla Roadster into orbit or completing his 50th SpaceX launch as he did yesterday. Many of us can learn from this real life Iron Man, whether we’re hoping to be an innovative entrepreneur or employee.

School may end but self-education never has to. “You don’t know what you don’t know. You realize there are all these things out there,” says Musk, who said he read the entire Encyclopedia Britannica as a child. That’s right. While you and I read Goodnight Moon, Musk absorbed an encyclopedia. The trend has only continued as Musk grew older. He stated that one should get lost in books that will expand one’s horizons and gives them new insights and ideas.

According to Musk, The best time to be an entrepreneur is when you’re young. “As you get older, your obligations increase,” Musk said. “So I would encourage you to take risks now, to do something bold, you won’t regret it.” As you get older, risk-taking also impacts your family and children. Not

to mention, you’ll have much less time on your hands. Instead, take risks now when you don’t have these other obligations or time-commitments.

Elon Musk is notorious for his work ethic. He often works up to 100 hours a week between his multiple companies. We can remember Elon when we feel unmotivated. He’s setting the pace for what it means to push yourself. If you’re not doing the same, you may be sacrificing your potential.

Most people complain about traffic. Not Elon Musk. Instead of moaning about the problem, Musk searched for a solution. This resulted in The Boring Company, which seeks to decrease road congestion by creating a tunnel system. Building the future for yourself is the best way to achieve the outcomes you actually want. This was a lesson that helped Mike Kogan of Wolfie in the development of his company. “Complaints are a sign that there is a problem to be solved,” he says. “Paying attention to complaints is a great way to find innovative ideas that people actually need.”

The best leaders treat customers and coworkers like family. Musk, for example, regularly expresses gratitude to customers through Twitter. It may seem like small gestures, but people take notice. Many executives have learned from Musk’s example, such as Maulik Parekh, President and CEO at SPi CRM. “Our most valuable asset is our people,” he explains. “If we take care of them, then they take care of the business. What we do for our people is what we do for your customers. The wins for our employees create wins for your customers.”

Elon has also stated that “If something is important enough you should try even if the probable outcome is failure.” If you care about something, you should put every effort into following your dreams. At the same time, be ready in case it doesn’t work out. It’s easier to recover from a failure if you already have a backup plan.

No matter your goals are in life, adopting the habits and mindset of Elon Musk will help you get there. The extra effort you make today will have a big impact tomorrow.





**JEFF BEZOS**

**Built on the pillars of creativity, single-minded focus and a will to provide the highest consumer experience has been the key mantra for Jeff Bezos.**

Success is like an iceberg. You just see the tip of it shining. What you don't see is the portion under water facing the odds.

When you think of **Amazon**, it's all about experiments, invention, innovation, creativity and customer satisfaction. Jeff Bezos, the founder and CEO of Amazon is the third richest person in the world with a net worth of \$66.7 billion. Additionally, he also owns a rocket company 'Blue Origin' and 'Washington Post' newspaper.

The road to success for Jeff Bezos wasn't butterflies and rainbows.

Jeff was born in Mexico to a teenager mother, Jacklyn and father Ted Jorgense. The marriage just continued for over a year. She later remarried to Miguel Bezos in 1968. Jeff was 4 years old at that time. As Jeff grew up he had developed an interest in computer science. After completing his graduation, he got offers from Intel and Bell labs. Jeff denied them all. He joined a startup- Fitel but later decided to quit and join Bankers Trust. By the age of 30, Jeff Bezos was already drawing a six figure salary. Many would call him a successful person but he had other plans. One day while surfing through the internet, he found that the world of web is growing by 2300%. Moving out of his comfort zone, he left his lucrative job at DE Shaw and Company and started his own company.

The determination that went into accomplishing this dream is momentous. Amazon came into existence through ceaseless and constant quest for building a quality organization. Amazon

was built on the pillars of strength of character, single minded focus and a will to provide the highest consumer experience to every person associated with the company.

Jeff Bezos went onto to build a web retailing system while the world was still wondering how an internet can function. The key focus for Amazon has never been to defeat competitors. Rather it focuses on helping consumers and building a value for them. This keeps them engrossed in implementing their plans and policies.

Jeff Bezos in his open letter to public (Amazon annual shareholder letter) describes his vision.

His vision has been highlighted as following:-

“From very early on in Amazon's life, we knew we wanted to create a culture of builders – people who are curious, explorers. They like to invent. Even when they're experts, they are “fresh” with a beginner's mind. They see the way we do things as just the way we do things now. A builder's mentality helps us approach big, hard-to-solve opportunities with a humble conviction that success can come through iteration: invent, launch, reinvent, relaunch, start over, rinse, repeat, again and again. They know the path to success is anything but straight. It's critical to ask customers what they want, listen carefully to their answers, and figure out a plan to provide it thoughtfully and quickly (speed matters in business!). No business could thrive without that kind of customer obsession. But it's also not enough. The biggest needle movers will be things that customers don't know to ask for. We must invent on their behalf. We have to tap into our own inner imagination about what's possible.”

**The following are the key learnings from Jeff Bezos life:-**

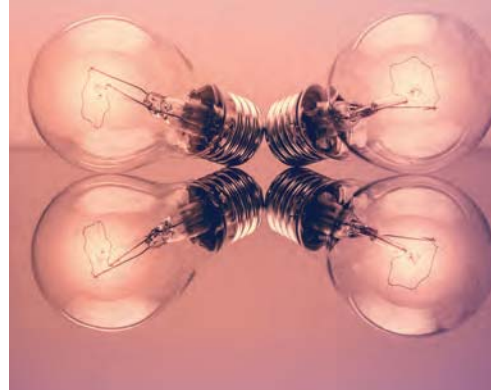
**Adamant Focus:** There will be distractions. There will be challenges and failures. You will always need to remember your 'Why'

**Probe further:** The world will continue growing. New things will keep coming. Inventions and innovation is the culture of the world. Your curiosity will decide your success.

**Fail to succeed:** Coming out of your comfort zone is the key. There will always be a time to do it later. An idea will always remain an idea until you try that out. It may fail. It may succeed. If it succeeds, who knows, you can be the next **Jeff Bezos**.

**Ms. Rita Sharma**  
Accounts Assistant, DIAS





## Distinguished

## Guests Opine

Everyone at DIAS has made it a wonderful arrangement & expletive.

**Mr. Ashok Mehra**

*Global Head -Workforce Transformation & Change Mgmt.,  
Digital Operation & Platform, WIPRO Ltd.*

Excellent conference! The presentations covered a wide range of topics and yet were all connected by common research interests. The socializing opportunities afforded by your fine scheduling allowed the participants to form connections with other professionals in academic field. Thank you.

**Dr. Ravindra Rena**

*Professor and Internationalization Project Leader,  
NWU Business School*

Thank you very much for the excellent job you did in organizing the conference. It is always a great feeling to visit the campus and I had a wonderful experience this time too. Best of luck for the Future!

**Beni Kinha**

*Founder Nectar Factor Foundation - Life Skill/ Human  
Architecture/ Mental & Physical Health/ Corporate Spirituality*

It was a wonderful event. I enjoyed the presentations given by various presenters. There were questions, comments, and interests in what was presented by all the participants. It was a good experience attending this conference.

**Aishwarya**

*HR  
Indusland Bank*

The conference was well organized and the committee was outstanding in keeping the whole event lively. The topic of the conference was very relevant. The conference was very productive since we got an opportunity to interact with the speakers and members of the audience on a one-to one basis.

**Dr. Vibha Jain**

*Professor, Janki Devi Memorial College*

The event was very well organized and the atmosphere was very warm and welcoming. Best of luck for the Future!

**Professor Tanuja Agarwala**

*University of Rajasthan*

It has been great pleasure being here. This is another visit to this Institute on the occasion of this Conference, which is being organized on a very relevant theme. All the Best!! Keep up the good work.

**CA Sharad Maheshwari**

Starting up businesses is in the air in DIAS. It was good to note the interest of the students in entrepreneurship and incubation club. Thank you for kind hospitality.

**Sanjay Kapoor**

*India Accelerator  
Gurgaon*

Thank you for inviting us for the session. Energy of students was amazing and infectious.

**Munish Bhatia**

*India Accelerator  
Gurgaon*

It was pleasant experience to visit this campus and interact with faculty & students. The students showed keen interest in the area of environmental studies. My best wishes to the college and to all the students. Good luck!!

**Dr. Anil Kumar**

*Ex-Director, Department of Environment  
Government of India*

Thank you for calling and refreshing old memories. It indeed was a pleasure to attend the Alumni meeting. Look forward to a regular interaction. Cheers!!

**Anup Goel**

*Alumni, DIAS*

It was a great experience interacting with a young bunch of students. I found the institute with excellent academic environment with very good faculty team. I express my sincere appreciation to the entire college for this rare privilege of inviting me for teaching the students the startup skills of Entrepreneurship Specialization.

**Dr. Himanshi Puri**

*Co-Founder & COO at Legit Quest*



# DELHI INSTITUTE OF ADVANCED STUDIES

(Approved by AICTE and Affiliated with GGSIP University, Delhi)

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