

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

ISO 9001 : 2015 Certified Institution

VOLUME 20 No. 2

77

ARRIL – JUNE 2020

Contents

Editorial	02
DIAS – Mission to Excel	03
Academic Contribution by Faculty	03
Placement Activities	04
Activities at DIAS	04
The Latest Buzz	24
Scholastic Impressions	29
Book Reviews	32
Case Study Section	36
Corporate Executives' Opine	38
Feedback From Employers	40
Alumni Speaks	41
Parents' Feedback	41
Readers' Views	42
The Men in News	43
Recent Notifications	44
Technology Browser	48

Editorial Board

PATRON	Sh. S. K. Sachdeva
EDITORIAL ADVISOR	Dr. S. N. Maheshwari
EDITOR-IN-CHIEF	Dr. N. Malati
EDITOR	Ms. Neetu Chadha
JOINT EDITOR	Ms. Ekta Sachdeva
ASST. EDITOR	Ms. Jyoti Tandon





From the Editor's desk

Dear Readers,

It gives us great pleasure to present to you the seventy seventh issue of DIAS Times. In addition to the usual features, the current issue focuses on latest developments, and activities that DIAS organized in the lockdown period of April to June of the current year.

Delhi Institute of Advanced Studies aims at professional development by imparting education to students. But the continuing pace of change in Management and Information Technology has urged the academicians to deepen their knowledge and improve their skills. The quality of education depends largely on the qualifications and competencies of the faculty. In fact, development of the faculty plays a critical role in building a strong foundation of education in a system. The faculty members are required and asked to assume an entirely new academic role for which they need a formal training. The formal training can be in the form of a Professional development which can transform a faculty to "knowledge developer". Indian Higher education is heading towards more improved pedagogical means to engage learners in interesting and authentic contexts. The impact is felt with the knowledge explosion and with rapid developments in information technology. For those involved in teaching it becomes a big challenge to cope with curricular transactions. Only a vigilant learner and teacher can survive in this digital age. The Faculty at DIAS with their constant learning made this transition smooth.

Learning is not attained by chance; it must be sought for with ardor and diligence.

Abigail Adams

Twenty first century students learn in a global classroom and not necessarily within four walls. They are more inclined to find information by accessing the Internet through mobile phones and computers or chatting with friends on a social networking site. The advancements in technology and the plethora of powerful and innovative digital devices and tools have a great potential to improve educational outcomes. Educators must understand that the use of digital content will improve teaching and learning and thus enhance educational opportunities and benefit the Millennial. Taking this into consideration, DIAS organized various training sessions for DIAS faculty to acquaint them with the virtual learning environment in educational technology during the Lockdown period. DIAS organized online MDP on "Applied Financial Econometrics Using E-VIEWS" to acquaint the researchers with practical application of econometrics.

To build self-confidence, enhancing self-esteem and improving the overall personality of the Students, Value Added Course on Soft Skills and Personality Development was organized. Another Value-Added Course on Advanced Excel was organized to equip students with the knowledge of analyzing data using Advanced Excel formulas.

Three cheers to DIAS and its team for keeping the tradition alive and for raising the bar a tad higher! Hope you enjoy reading this edition of DIAS Times as much as we did in preparing it! And would find this issue interesting and we welcome your feedback for improving further.

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, MBA(FM),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 alumni 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. N.MALATI, PROFESSOR, DIAS

Published Paper titled, "Employability Skill Factors in Retail Vocational Education: An Empirical Analysis", in DIAS Technology Review, 32nd Issue, 2020.

MR. DINESH RAWAT, FACULTY, DIAS

Published Paper titled, "Analyzing Millennial Procrastination in Online Assessment Using Analytics", International Journal of Knowledge-Based Organizations, Vol. 10, No. 3, 2020.

DR. PRATI KSHA TIWARI, FACULTY, 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. KAVITA, FACULTY, DIAS

Attended Live webinar on "Strategies and Tips for Organizing a Virtual Learning Environment during the lockdown" organized by EBSCO Information Services on 5th May, 2020.

Attended Live webinar on "Creating Greater User Experiences for Academic Libraries" organized by EBSCO Information Services on 12th May

MS. JYOTI TANDON, FACULTY, DIAS

Attended One Day Faculty Development Programme on "Basics of SPSS and EFA" organized by Sri Aurobindo College, University of Delhi on 10th May, 2020.

Attended One week Online Faculty Development Programme on Research Methodology: Tools and Techniques "organized by Atma Ram Sanatan Dharam College, University of Delhi under PMMMT scheme of MHRD, Government of India from 7th June- 11th June, 2020.

Attended One Day Live Webinar titled "Changing Paradigm of Research in Covid Era" organized by Shivaji College, University of Delhi on 12th May, 2020

Attended One Week Workshop on "Systematic Review and Meta-Analysis" organized by Mr. Ajay Chauhan, Data Analysis and Trainer, Faculty IMT-Ghaziabad from 1st June- 5th June, 2020.



MS. GEETANAJLI BHANDARI, FACULTY, DIAS

Published Paper titled, "Intelligent Retailing: Experiential Marketing Practices in Apparel Retail", Journal of Advanced Research in Dynamical and Control Systems, 2020.

Published Paper titled, "Collaborative Intelligence: Integrating Artificial Intelligence with Emotional Intelligence for Enhanced Customer Experience", International Journal of Psychosocial Rehabilitation, 2020.

MS. TANYA CHATWAL, FACULTY, DIAS

Published Paper titled, "Study of Employee Engagement in

Manufacturing Sector in NCR in Selected Industries" in DIAS Technology Review, 32nd Issue, 2020.

MS. TANUJA PURI, FACULTY, DIAS

Attended Live webinar on "Strategies and Tips for Organizing a Virtual Learning Environment during the lockdown" organized by EBSCO Information Services on 5th May, 2020.

MS. NEELU WALIA, FACULTY, DIAS

Attended 3 days Faculty Development Programme titled "Qualitative Research: Perspectives and Practices" at Jaipuria School of Business from 15 May 2020 to 20 May 2020.

Placement

Activities

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 quarter ending 2020 witnessed many started with companies lining up for the final placement for 2018-2020 batch. Companies like S&P Global Market Intelligence, Ameriprise Financial, OYO, Protiviti, WNS, IndusInd Bank, Kotak Mahindra, ICICI Securities, Protiviti, Rocsearch, 99acres, Square yards, Kotak Life IndusInd Bank, and ATL foundation are some of our regular recruiters. 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.

Efforts are on peak for the upcoming year and the forum is striving hard to get even better results. Several companies are lined up like WNS, S&P Global Market Intelligence, ATL Foundation and many more, with a hope that this batch would experience remarkable placements.

Activities

at DIAS

ACADEMIC ACTIVITIES

A SESSION ON STRATEGIES AND TIPS FOR ORGANIZING A "VIRTUAL LEARNING ENVIRONMENT" DURING THE LOCKDOWN.

Resource Person: DR. M.G. Sreekumar

Date: 5th May 2020

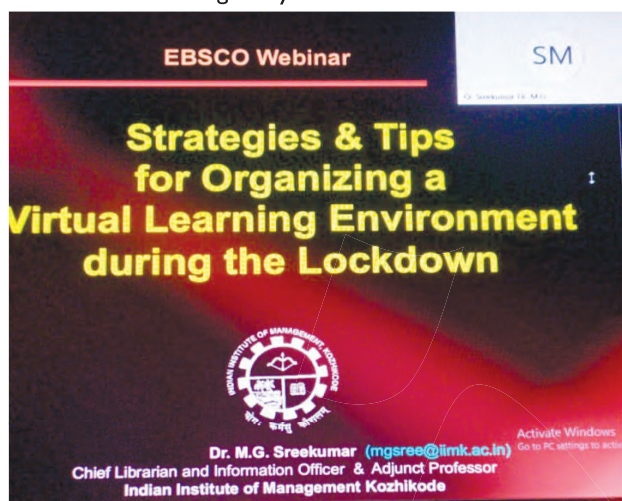
Participants: Faculty and Staff members

Objective: To break away from traditional learning methods and acquainting the users with modern technology and blended learning experiences into the training and education programme.

Summary & learning Outcomes: The speaker made the participants acquainted with the virtual learning environment in educational technology which is a web based platform for the digital aspects of the courses of study usually within educational institutions. Such a platform commonly allows content management, curriculum mapping and planning, learner engagement and administration, real time communication and collaboration. A VLE may also include course syllabus, administrative information, self-assessment quizzes, documentation and statistics for institutional administration and quality control, formal assessment function, support for communication, links to outside sources, interactive online whiteboards for live virtual classes



and offering tools for creating the necessary documents by the author. A VLE is capable of supporting multiple courses over the full range of academic programme giving a consistent interface within the institution and to some degree with the other institution using the system.



WEBINAR ON GOOGLE ANALYTICS IN MARKETING

Organizer: Academic Committee

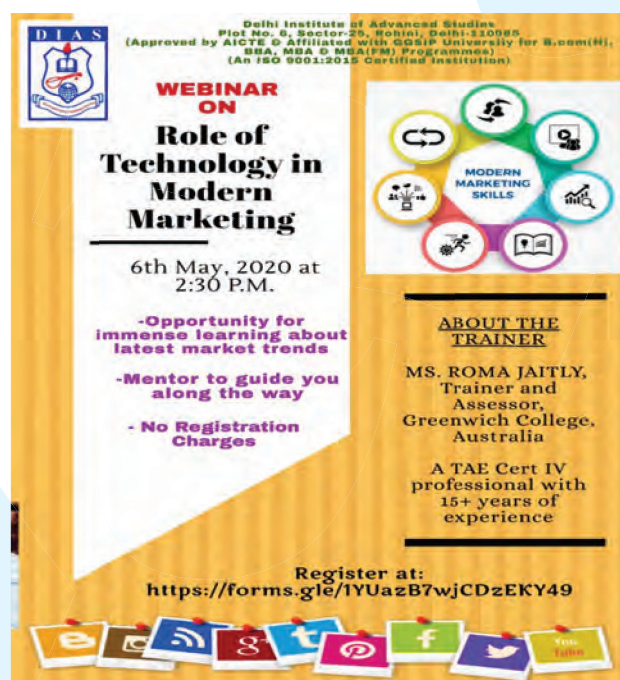
Resource Person: Ms. Roma Jaitly, Trainer and Assessor, Greenwich College Australia

Date: 6th May 2020

Objective: To update the participants with the Role of Google Analytics in Marketing and usage of data collected for better understanding the needs and requirements of the consumers.

Summary & Learning Outcomes: DIAS organized a Webinar on 6th May 2020 on Google Analytics in Marketing for the MBA, BBA and B.Com students. The session was taken by Ms. Roma Jaitly, Trainer and Assessor, Greenwich College Australia. She highlighted the importance of Digital marketing in today's world. She started with discussing the impact of Technology on Marketing field and further elaborated the future role of Technology in Marketing and its domains. She then explained the various tools used in marketing such as Social Media Marketing, CRM Systems, etc. Moving forward she also clarified the Role of Google analytics in Marketing used by modern marketing managers for expanding their reach to their customers.

Later on, she answered all the queries of the participants and gave some in-depth knowledge to them. Overall the session was very interactive and informative. All the students and faculty members attended the session very enthusiastically.



WEBINAR ON ROLE OF ANALYTICS IN BANKING AND FINANCIAL SECTOR

Organizer: Academic Committee

Resource Person: Dr. Haritika Chhatwal, Educator, Singapore

Date: 11th May 2020

Course Participants: MBA, BBA, B.Com (H) Students

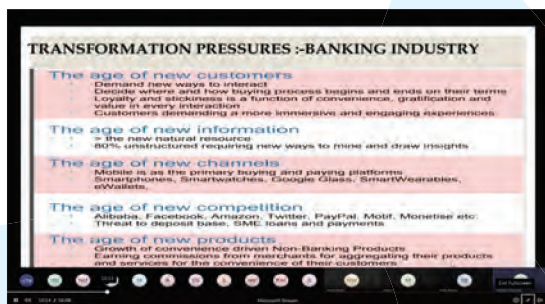
Objective: The objective of the programme is to update the participants with the knowledge of analytics role in banking and financial sector and how the transformation of banking sector is taking place around the globe and affecting the economies.

Summary & learning Outcomes: The Academic Committee of DIAS organized a Webinar on Role of Analytics in Banking and Financial Sector on 11th May 2020 for undergraduate and postgraduate students. Many students and faculty members from the other institutes also joined the session. The speaker



of the session was Dr. Haritika Chhatwal, Educator, Singapore. She started the session by explaining the role of Analytics for gaining competitive advantage and decision making. She explained the various types of Predictive Analytics tools and methods and their role in transforming the Banking sector. Along with these tools she also emphasized on the function of Big Data Analysis in retail banking sector. She gave examples to make participants understand the automation of business processes in financial sector. She also discussed the Fraud Detection in Corporate Banking. In addition to this she also elaborated the role of AI and Machine Learning in Financial Markets and Financial Institutions. Furthermore, she also conversed about the challenges being faced by the banking and financial sector.

Before concluding the session, she took the queries of the participants and answered them in very informative manner. The session was very knowledgeable for all the participants as per their feedback and would like to attend more such sessions related to the Analytics role in financial sector.



DIAS DELHI INSTITUTE OF ADVANCED STUDIES
6, Pocket E, Sector 25, Rohini, Delhi, 110085
Courses Offered- MBA, MBA(FM), BBA, BCOM(HONS)

WEBINAR ON
ROLE OF ANALYTICS IN BANKING AND FINANCIAL SECTOR

"ALIGNING THE PRIORITIES OF ANALYTICS TO THE STRATEGIC VISIONS OF THE BANKS"

11th May, Monday at 2.30 Pm

Resource Person

Dr. Haritika Chhatwal
Educator, Singapore

30+ Years of Academic experience and expertise in the areas of Accounting and Finance

Opportunity for immense learning and to gain new insights about the latest developments in the field of Banking and Finance

Register at: <https://forms.gle/nHsLAbxVKfyV42g6>

E-CERTIFICATES WILL BE PROVIDED TO ALL THE PARTICIPANTS

A SESSION ON CREATING GREATER USER EXPERIENCE FOR ACADEMIC LIBRARIES

Resource Person: Mr. Kunkur

Date: 12th May 2020

Participants: Faculty and Staff members

Objective: To acquaint the users with the services provided by EBSCO in order to enhance their experience in academic libraries.

Summary & learning Outcomes: The speaker emphasized on the information and resources during the Covid 19 pandemic. EBSCO has made more and more resources freely available and expanded access to EBSCO and partner content. Ease of access combined with user friendly offers raised the convenience of different category of beneficiaries. Availability of resources, expanded access options and discounts offered for a limited time will support the efforts in serving the students, faculty, patrons and researchers during this difficult period.

Live Webinar

EBSCO
Full-Text Services

Creating Greater User Experience For Academic Libraries

Date: May 12th, 2020 | Time: 11:00 AM IST

Speaker

Mr. Kunkur
He is presently serving as the Librarian of BITS Pilani. Under his dynamic leadership, BITS Pilani Library was awarded Wiley's "Digitally Transformed Academic Library 2019 Award" under Non-Government Category. He is an invited speaker at various workshops, national and international conferences. During his illustrious career of thirty-nine years, Mr Kunkur has served the British Council Libraries for twenty-four years in India (in multiple capacities) including as Head, Library and Information Services, West India, Mumbai.

[Click The Link Below To Register Now](#)

WEBINAR ON QUICKBOOKS ONLINE (GST INVOICING AND ACCOUNTING SOFTWARE)

Organizer: Academic Committee

Resource Person: Dr. Vibha Dua Satija

Date: 13th May 2020

Course Participants: MBA, BBA, B.Com (H) Students

OBJECTIVE: The objective of the programme is to equip the participants with the practical knowledge of Accounting softwares used in maintain the accounting records and making financial reports.



Summary & learning Outcomes: The Academic Committee of DIAS organized a Webinar on QUICK BOOKS ONLINE (GST Invoicing and Accounting Software) on 13th May 2020 for undergraduate and postgraduate students. Many students and faculty members from the other institutes also participated in the session. The speaker of the Session was Dr. Vibha Dua Satija, Founder and Managing Director, Knowledge2Achievement, USA. She is also certified Accounting and Tax Consultant in California, USA. She started the session with explaining about the QUICK BOOKS Software for the purpose of maintaining Accounting records. She explained the various functions of the software to the participants. She explained the process of recording the sales and incomes along with expenses in the software. She told the participants how to record the credit card transactions in the software. She further explained the Inventory management system of the software which helps in managing the optimum inventory as per the demands. The software also had option of preparing the time sheet and payroll sheet of the employees.

The speaker also illustrated how easily the financial statements can be prepared using the software and reporting can be done for making the decisions. She explained the utility of these software and many other similar softwares available for individuals and organizations.

Then she taken the queries of the participants and answered them in very patient and informative manner. All the participants attended the session enthusiastically.



DIAS DELHI INSTITUTE OF ADVANCED STUDIES
 (Approved by AICTE & Affiliated with GGS Indraprastha University for B.Com(H),
 BBA, BBA & M.B.A(M) Programmes)
 (An ISO 9001:2015 Certified Institution)

WEBINAR ON
QUICKBOOKS ONLINE
 (GST Invoicing and Accounting Software)
 13th May 2020 at 11:00 AM(IST)

ABOUT THE TRAINER
Dr. Vibha Dua Satija
 Founder and Managing Director
 Knowledge2Achievement (K2A)
 Certified Accounting and Tax Consultant in California, United States
 &
 10+ Years of Academic Experience

No Registration Charge!
 Focus on your business and be increasing efficiency!
 Keep your financial data safe and secure with Quickbooks

E-Certificates will be given to all the Participants
 Register at
<https://forms.gle/iQWZ4M9jD61COjFA>

VALUE ADDED COURSE ON SOFT SKILLS AND PERSONALITY DEVELOPMENT

Organizers: Ms. Neetu Chadha & Dr. Divya Mohan

Resource Person: Mr. Ajay Sharma and Mr. Manish Raj Sharma

Date: 7th May 2020 to 14th May 2020

Course Participants: MBA, BBA, B.Com (H) students

Objective: The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants.

Summary & Learning Outcomes: The course was organized for eight days where resource persons from corporate and academics shared their knowledge 35 participants from different courses within the institute. Participants were given training on team building skills. Group discussions and personal interviews organized helped in enhancing confidence of the participants and also helped in improving their overall personality. Participants gave a satisfactory feedback at the completion of the course and they were provided with e-certificate at the end.

The outcomes of the course are: -

- Projecting the Right First Impression.
- Polishing manners to behave appropriately in social and professional circles
- Enhancing the ability to handle casual and formal situations in terms of personal grooming and etiquette.
- Developing and maintaining a positive attitude and being assertive
- Mastering Cross Cultural Etiquette
- Handling difficult situations with grace, style, and professionalism

DIAS DELHI INSTITUTE OF ADVANCED STUDIES
 Plot No. 6, Sector- 25, Rohini, Delhi- 110085
 Courses Offered- MBA, MBA(FM), BBA, BCOM(HONS)
 Under Internal Quality Assurance Cell Organizes

VALUE ADDED COURSE ON SOFT SKILLS AND PERSONALITY DEVELOPMENT

Date: 6th to 14th May 2020
 Time: 10.30 AM Onwards
 Interacting Platform: Ms team/Zoom

Speakers
MR. AJAY SHARMA
 Founder & Managing Director- FORTITUDE
MR. MANISH RAJ SHARMA
 Director and Chief Training Analyst- MRS Training Services

Course Content:
 * Understanding self and personality type
 * Developing winning personality
 * Improving public speaking
 * Learning Professional etiquette
 * Coping with stress during Covid-19
 * Art of Resume making
 * Enhancing Interview skills
 * Mastering life skills

For Further Details Contact:
 Ms. Neetu Chadha- 9999736728
 Ms. Divya Mohan- 9650348686

REGISTER AT:



VALUE ADDED COURSE ON ADVANCED EXCEL

Organizer: Ms. Neetu Chadha & Dr. Divya Mohan

Resource Persons: CA Kush Sahni (Ernst & Young), Ms. Disha Mehta (S&P Global), Mr. Dinesh Rawat (Faculty, DIAS), Ms. Anshika Goel (Faculty, DIAS)

Date: 15th May to 23rd May 2020

Course Participants: MBA, BBA, B.Com (H) - students of DIAS, (Working Professionals, Faculty and Students from different universities)

Objectives: The objectives of the programme are:-

- To teach participants the advanced formulas as well as how to use which formula for which occasion.
- To equip participants with the knowledge on how to debug and audit the advanced formulas.
- To explore the magic of analyzing data using Advanced Excel.

Summary & learning Outcomes: The course was organized for eight days where resource persons from corporate and academics shared their knowledge with more than 120 participants from different universities and institutes in Delhi/NCR. Participants were taught to work on multiple workbooks and also different formulas of Advanced Excel. Participants gave a satisfactory feedback at the completion of the course and they were provided with e-certificate at the end.

The key take a ways from the course are:-

- Apply advanced formulas to lay data in readiness for analysis.
- Use advanced techniques for report visualizations.
- Leverage on various methodologies of summarizing data.
- Understand and apply basic principles of laying out Excel models for decision making.

Delhi Institute of Advanced Studies
 Plot No.- 16, Sector-22A, Rohini, Delhi- 110085
 Courses Offered- MBA, MBA(FM), BBA, BCOM(HONS)
 Under Internal Quality Assurance Cell
 DIAS Organizes

**VALUE ADDED COURSE ON
 ADVANCED EXCEL**

15th to 23rd May, 2020
 10.30 am Onwards

Resource Persons:
Mr. Dinesh Kumar Shastri
 Lead Business Analyst, OPTUM

Mr. Kush Saini
 Consultant, Infrastructure, Industrial and Consumer
 Tax, SERC & Associate, Member Firm of IY

Ms. Disha Mehta
 Applications Associate, S&P Global

Mr. Dinesh
 Faculty, DIAS

Ms. Anshika
 Faculty, DIAS

For More Details Contact:
 Ms. Neetu Chadha- 9999736728
 Ms. Divya Mohan- 9650348686

Register at:

SESSION ON HOW TO MAINTAIN AN EMOTIONAL RESILIENCE AND BALANCE DURING STRESSFUL TIMES

Resource Person: Dr. M.Thomas Kishore, Dr. Paulomi M.Sudhir

Date: 19th May 2020

Participants: Faculty and Staff members

Objective: To reduce personal strength and maintain emotional resilience during covid 19 outbreak as well as coping with other disasters.

Summary & learning Outcomes: The webinar featured mental health and emotional wellness expert showing how health care providers can reduce personal stress Covid 19 outbreak. The speaker emphasized on the importance of recognizing the seriousness of public health challenge being faced by our community and being mindful in reacting from a place of panic and fear which is usually unhelpful especially in the long term. Various strategies were discussed to cope with stress anxiety and distress. Few of the strategies acknowledge one's feelings, maintaining day to day activities, doing meditation exercises, getting enough sleep, staying connected with friends and families, remembering that physical distancing does not mean social disconnection, contributing and donating to the needful, keeping things in perspective, seeking accurate information, setting limits around news and social media and staying up to date with the surroundings.

Live Webinar

EBSCO
 Information Services

**How To Maintain Emotional Resilience
 & Balance During Stressful Times**

Dr. M. Thomas Kishore
 Additional Professor- NIMHANS
 PhD (Clinical Psychology),
 M.Phil (Medical and Social
 Psychology)

Dr. Paulomi M. Sudhir
 Professor - NIMHANS
 M.Phil & PhD (Clinical Psychology)

19th May, 2020
 11:00 AM IST

Topics

- "Building resilience to deal with uncertain conditions" – by Dr. Thomas Kishore
- "Managing emotions in times of uncertainty: Strategies and implications" – by Dr. Paulomi Sudhir



MANAGEMENT DEVELOPMENT PROGRAMME

Resource Person: Dr. Sunita Arora, Associate Professor, Government College for Girls, Gurugram.

Programme Coordinator: Dr. Urvashi Ghai Khosla.

Date: 20th -22nd May 2020.

Participants: Corporate Personnel, Academicians, & Students.

Objective: The aim of the course is to refresh up-and coming researchers' knowledge of applied econometrics. It includes the basic elements of the ordinary least squares (OLS) model, and some aspects of time-series econometrics and forecasting.

Summary & Learning Outcomes: Faculty Development Cell of DIAS organized three days online MDP on "Applied Financial Econometrics Using E-VIEWS". The MDP was of an applied nature with an emphasis on a hands-on approach to decision-making in economics. Formal lectures, case studies and interactive electronic learning formed the part of the training methodology. This MDP was intended for researchers and users of E-Views software. It was focused on making participants aware of basic econometric theory and demonstrates how one can execute these techniques with the E-Views package. Furthermore, it was reconciled the econometric theory with practice, thereby empowering participants with analytical skills and a hands-on approach to decision-making in economics. It served as preparation for the accredited in-depth econometrics analysis on Data analysis, Regression analysis and model assumptions, Regression statistics and interpretations, Model specification, diagnostic checking and model selection, dynamic modelling, Co-integration analysis and Vector auto regression (VAR) model. This was followed by a case study round in which the speaker discussed about different real-life studies with the participants. Afterward there was a question-answer round in which all participants were given ample time and opportunity to resolve their queries.

The programme was successful in delivering true picture and giving guidance to all participants about the E-Views.

The session concluded with valedictory session to give vote of thanks to the Resource Person. Prof. (Dr.) N. Malati, Director DIAS graced participants with her motivating words.

A SESSION ON LIBRARIES IN NEW NORMAL- CHALLENGES AND STRATEGIES FOR POST COVID 19 PANDEMIC SITUATION.

Resource Person: Dr. H. Anil Kumar

Date: 26th May 2020

Participants: Faculty and Staff members

Objective: To discuss the opportunities and difficulties in proving library resources in post Covid 19 pandemic situation.

Summary & learning Outcomes: Due to Covid 19 situation, Libraries for the first time in the history found themselves without their most basic tool- a physical space to share the treasure of their culture. A need has therefore arisen to look into the challenges and strategies that librarians will face in providing access to the library resources. All academic libraries and most public libraries have already given their patrons some kind of access to online journals, e books and audio books as well as streaming actions to seminars and audio visual products.

A SESSION ON EVOLUTION OF DISCOVERY

Resource Person: Mike MacKinnon

Date: 9th June 2020

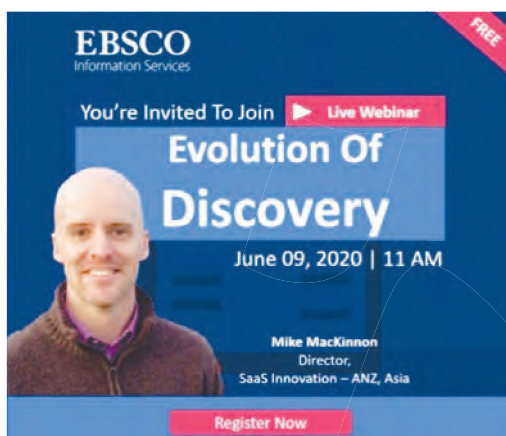
Participants: Faculty and Staff Members

Objective: To provide a specific roadmap with the fundamental approach of listening to customers conducting user research and learning from data.

Summary & learning Outcomes: The roadmap of EBSCO Evolution of Discovery services is based on providing solutions to the need and expectations of libraries and end users. The goal is to enable improvements and availabilities of new capabilities through a fluid transition that will require little to no work for the end user. Some of the recent



developments that add value to the EDS search capability are accessibility, authentication/ single sign on (SSO), LTI Compliance and LMS Integration, personalization, privacy, search and knowledge, graph, multilingual support, mobile app, video experience, concept map, EDS API, E-book experience and EDS user interface. Libraries will have simultaneous access to the existing EDS UI and the new EDS UI to be able to become familiar with new features and to provide feedback.



ONE-WEEK ONLINE FDP ON “TIME SERIES AND FINANCIAL ECONOMETRICS USING E-VIEWS”.

Resource Person: Dr. Sunita Arora, Associate Professor, Government College for Girls, Gurugram.

Programme Coordinator: Dr. Urvashi Ghai Khosla.

Date: 15th-20th June 2020.

Participants: Corporate Personnel, Academicians, & Students, Research Scholars, Assistant Professors, Associate Professors, Professors.

Objective: The aim of the course is to refresh and coming researchers' knowledge of applied econometrics. It includes the basic elements of the ordinary least squares (OLS) model, and various aspects of time-series econometrics and forecasting.

Summary & Learning Outcomes: Faculty Development Cell of DIAS organized One-Week online FDP on “Time Series and Financial Econometrics Using E-VIEWS”. The FDP was of an applied nature with an emphasis on a hands-on approach to decision-making in economics. Formal lectures, case studies and interactive electronic learning form part of the training methodology. This FDP was intended for researchers and users of E-views software. It was focused on making participants aware of basic econometric theory and demonstrates how one can execute these techniques with the E-Views package. Furthermore, it was reconciled the

econometric theory with practice, thereby empowering participants with analytical skills and a hands-on approach to decision-making in economics. It was served as preparation for the accredited in-depth econometrics analysis on

Data analysis, Regression analysis and model assumptions, Regression statistics and interpretations, Model specification, diagnostic checking and model selection, dynamic modelling, Co-integration analysis and Vector auto regression (VAR) model. This was followed by a case study round in which the speaker discusses about the different real-life study with the participants. Afterward there was a questioner round in which all participants were given ample time and opportunity to take their queries.

The programme was very successful in delivering true picture and giving guidance to all participants about the E-Views.

The session concluded with valedictory session to give vote of thanks to the Resource Person. Prof. (Dr.) N. Malati, Director DIAS graced participants with her motivating words.

CORPORATE-ACADEMIA INTERFACE

SESSION ON RESEARCH METHODOLOGY: MEASUREMENT & SCALING

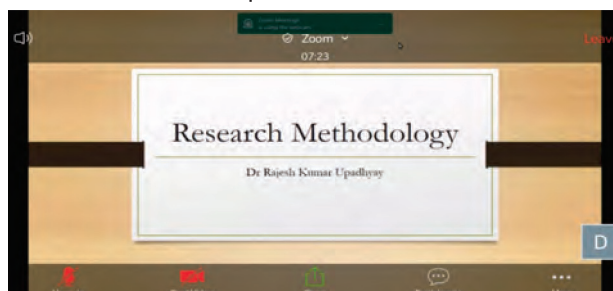
Resource Person: DR RAJESH UPADHYAY, ASSOCIATE PROF. GRAPHIC ERA UNIVERSITY-DEHRADUN

Date: 12th MAY 2020

Participants: BBA 4th Semester & MBA 2nd Semester Students

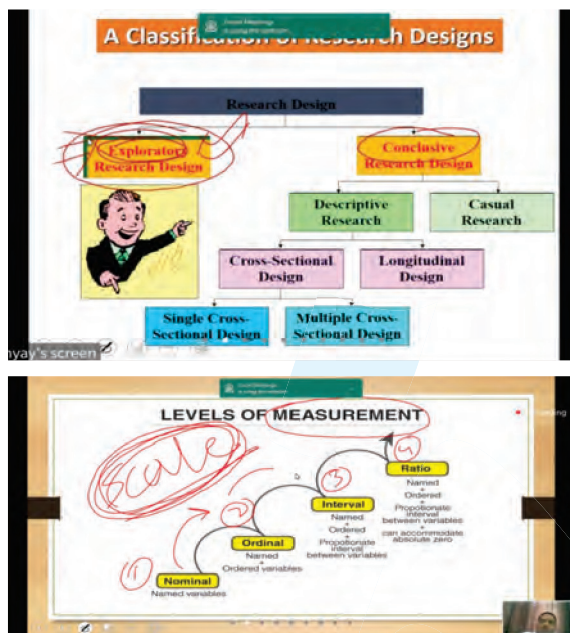
Objective: The objective behind organizing the lecture was to enlighten the students about the theoretical and practical aspects of research.

Summary & Learning Outcomes: The online Guest Lecture on Research Methodology was organized by CAIC for the students of BBA 4 and MBA 2. The session was well organized and was conducted by guest speaker Dr. Rajesh Uppadhyay, from Graphic Era University. The speaker explained all the aspects with the help of illustrations and examples that provided a clearer understanding to the students with regard to the various concepts that were discussed. Further,





students asked their doubts and lastly Ms. Tanya Chatwal, CAIC coordinator, presented the vote of thanks to the speaker.



SESSION ON CSR – APPLICATIONS & AMENDMENTS

Resource Person: CS Saurabh Sharma, Corporate Advisor, Buddtree Advisory Services Pvt Ltd.

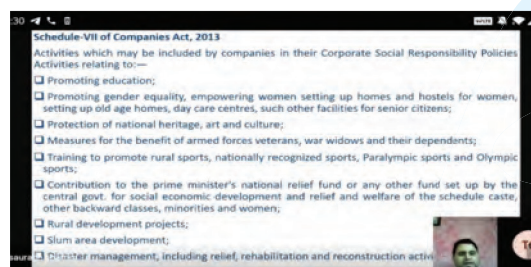
Date: 16th May 2020

Participants: MBA 4th & MBA 2nd Semester Students

Objective: The objective behind organizing the lecture was to enlighten the students about the theoretical and practical aspects of CSR and also changes in policies with COVID 19.

Summary & Learning Outcomes: CAIC organized an online guest lecture on 'CSR – Applications & Amendments' by CS Saurabh Sharma, Corporate Advisor, Buddtree Advisory Services Pvt Ltd on 16 May 2020. The session began with a discussion on the different concepts and rules of CSR.

Few common misconceptions about CSR were clarified. He stressed that companies need to rise above the traditional business model and integrate CSR with the business model. He further discussed different amendments taking place during this COVID 19 period and also mentions some applications and changes given by ministry of corporate affairs. Students asked their doubts and lastly Ms. Tanya Chatwal, CAIC coordinator, presented the vote of thanks to the speaker and participants.



DELHI INSTITUTE OF ADVANCED STUDIES
PLOT NO. 6, SECTOR - 25, ROHINI
DELHI - 110085

Corporate Academia Interface Committee (CAIC) presents Online session on

CSR: APPLICATION & AMENDMENTS (PRACTICAL IMPLICATIONS)

Date : 16 May 2020
Time : 3 PM - 4 PM

Resource Person : CS Saurabh Sharma
Corporate Advisor ,
Buddtree Advisor Pvt Ltd

Registration link :
<https://docs.google.com/forms/d/e/1FAIpQLScbJv4VnNJYzZgdLpvP4Y2dZlAWCK19qdkhMijmykSxok8EEg/viewform>

SESSION ON FINANCIAL MARKETS (REGULATIONS: COVID-19)

Resource Person: Mr. Saurabh Rawat, Analyst, Ernst young

Date: 30th May 2020

Participants: MBA, BBA and BCOM(H) Students

Objective: The objective behind organizing the lecture was to enlighten the students about the basic concept of Financial Markets and regulations related to Covid-19 in the Financial Markets.

Summary & Learning Outcomes: The online Guest Session on Financial Markets (Regulations: Covid-19) was organized by CAIC Committee for all the students and faculty members of the Institute. The guest speaker for the session was Mr. Saurabh Rawat, Analyst, Ernst young. The speaker started the session by explaining the concept of Financial Markets, the classification of Financial Markets and went on to highlight which regulatory bodies in India are actively involved in regulating the Financial Markets. Later, he spoke about the



Regulations that have been brought about in the Financial Markets due to the Covid-10 pandemic. At the end of the session, the participants asked their queries from the speaker and CAIC Coordinator, Ms. Tanya Chatwal presented the vote of thanks to the speaker for delivering an insightful and informative session on Financial Markets.



SESSION ON DATA VISUALIZATION

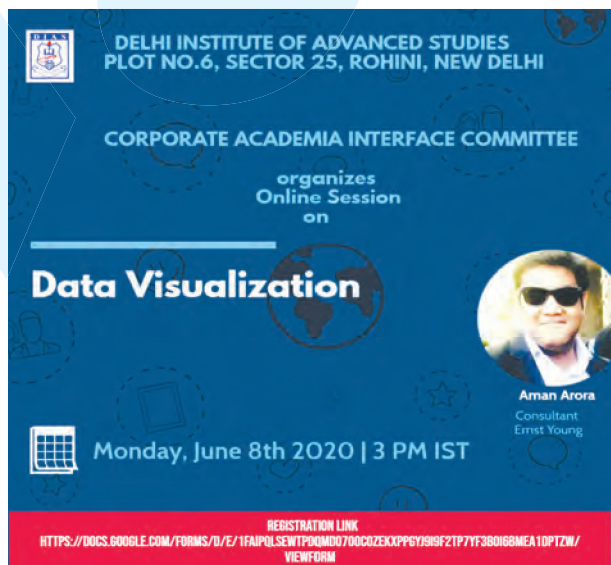
Resource Person: Mr Aman Arora, Consultant - Ey

Date: 08th June 2020

Participants: All Students & Faculty

Objective: The aim of this session was to enlighten the participants about the data visualization and its advanced tools.

Summary & Learning Outcomes: The online Guest Lecture on Research Methodology was organized by CAIC for the students and faculty of Institute. The session was well organized and was conducted by guest speaker Mr. Aman Arora, Consultant EY. The speaker explained how visualization can support and improve data production, by supporting data editing, validation and modelling. Several tools have and are being developed to provide additional graphical insights into dataset to be analyzed, allowing to see the data from different perspectives and to create better data understanding. The lecture included an analysis of a series of significant data visualizations (tables, pie and bar charts, maps and other systems) from TV, daily newspapers and news websites related to COVID 19 and visualizing statistical information.





SESSION ON RISK MANAGEMENT

Resource Person: Mr. Vinit Singh Kaler, Senior Manager, MCX

Date: 19 June 2020

Participants: All students and faculty

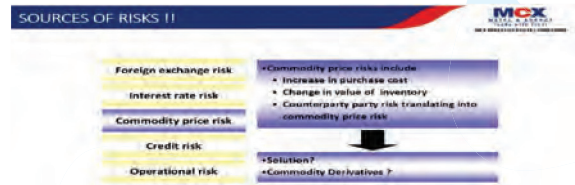
Objective: To enlighten the participants about the concept of Risk Management and the various strategies to cope with Covid-19

Summary & Learning Outcomes: The Institute organized an online session on Risk Management on 19th June 2020 in collaboration with Multi Commodity Exchange. The resource person was Mr. Vinit Singh Kaler, Senior Manager, Multi Commodity Exchange. He started the session by explaining the basic meaning of Risk Management as forecasting and evaluation of financial risks together with the identification of procedures to avoid or minimize their impact.

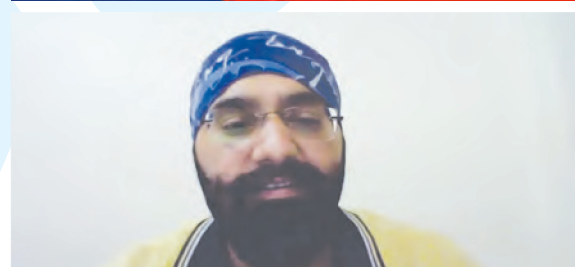
He went on to explain the impact of Covid-19 on Financial Market in India and the strategies the financial market will have to opt for to cope with the negative impact of Covid-19.

He concluded the session by explaining that the biggest threat that is looming ahead of this pandemic, is the ECONOMIC crisis. Owing to this disease's outbreak, major developing countries have endeavoured to lockdown their entire nations, leading to a massive increase in unemployment rate. Daily wagers will have not enough money to feed their families, small and medium enterprises who depend on their

daily manufacturing products will run out of money, leading to more poverty and more unemployment. Lastly, as it is said "Every cloud has a silver lining", the world has recovered its economy from various such past crisis and this will hopefully be no exception.



- GALAXY OF RISKS**
- Accounting risk
 - Bankruptcy risk
 - Basis risk
 - Call risk
 - Capital risk
 - Evaluational risk
 - Commodity risk
 - Contract risk
 - Counterparty Default risk
 - Currency risk
 - Curve construction risk
 - Daylight risk
 - Equity risk
 - Extrapolation risk
 - Funding risk
 - Forecast risk
 - Interest rate risk
 - Knowledge risk
 - Legal risk
 - Limit risk
 - Liquidity risk
 - Market risk
 - Modeling risk
 - Operational risk
 - Personnel risk
 - Political risk
 - Preparation risk
 - Price Risk
 - Publicity risk
 - Raw data risk
 - Regulatory risk
 - Reversal risk
 - Systemic risk
 - System risk
 - Tax risk
 - Technology risk
 - Time lag risk
 - Volatility risk
 - Yield curve risk





DEFINING RISK



SESSION ON LONG- TERM IMPACT OF COVID 19 ON BUSINESS & SURVIVAL STRATEGIES

Resource Person: CA ABHISHEK SHARMA

Date: 22nd June 2020

Participants: All Students And Faculty

Objective: The objective behind organizing the lecture was to enlighten the students about the long run impact of COVID on business and the strategies to cope up with it.

Summary & Learning Outcomes: The online Guest Lecture on impact of COVID on business was organized by CAIC for all the participants. The session was well organized and was conducted by CA Abhishek Sharma, the Regional Council Member of ICAI, Jaipur.

The speaker explained all the aspects with the help of real life examples that provided a clearer understanding to the students with regard to the long run impact of COVID and its impact on future employment status, labors situation, market situation, various business portfolios etc. Further, students asked their doubts and lastly Ms. Tanya Chatwal, CAIC coordinator, presented the vote of thanks to the speaker.

DELHI INSTITUTE OF ADVANCED STUDIES
Plot No. 6, Sector- 25, Rohini, Delhi 110085

CORPORATE ACADEMIA INTERFACE COMMITTEE
presents
Online Session
on
"Long Term Impact of COVID-19
&
Survival Strategies for Businesses"

REGISTRATION LINK : <https://forms.gle/akHmddkFqjT8HqFA>

CA Abhishek Sharma
Regional Council Member, ICAI

22nd June, 2020 | 4 PM - 5 PM

EXTRA-CURRICULAR/CO-CURRICULAR ACTIVITIES

SESSION: HOW IT INDUSTRY IS COPING WITH COVID-19

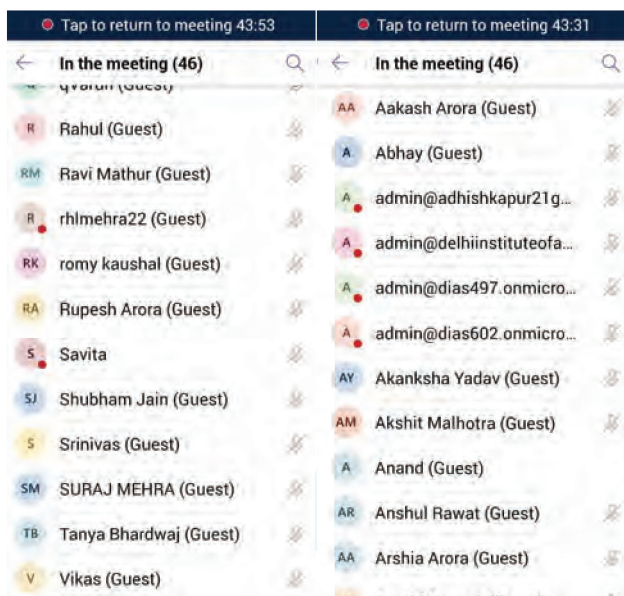
Organizer: Alumni Committee

Resource Persons: Mr. Anand Subramaniam

Date: 08th May 2020

Participants: MBA IV& II Semester Students

Summary & Learning Outcomes: To make students aware about the scenario and KRAs required to enter in IT industry during COVID-19. A very interesting and informative session was conducted by our esteemed Alumni Mr. Anand Subramaniam, who is working with United Health Group as Manager, on 8th May, 2020. He discussed with the students the skill set required by a fresher in the IT industry and methods to improvise skills to become industry ready post covid-19. He emphasized that building our skill set is the need of the hour during this COVID period. He discussed about various online tools and courses that can help in enhancing skills. The speaker guided students for enhancing the different skills for accomplishing their dreams. He discussed the different ways of motivation and leadership. The session was extremely informative and various alternatives to handle the current crisis were discussed. Students' queries were handled very well by Mr. Anand and helped them to understand the benefits of going for internships in the lockdown period which can help them get hired Post Covid-19.



SESSION ON PEOPLE'S PRIORITY & NEW NOW: POST COVID-19 & FINANCE FUNCTIONS & OPPORTUNITIES IN E-COMMERCE INDUSTRY

Organizer: Alumni Committee

Resource Persons:

1. Mr. Ajay Chhabra, Knowledge Expert & Team Manager- People & Organization Practice, Boston Consulting Group (BCG)
2. Ms. Akanksha, Head of Business Finance & MBA II Semester Strategic Planning, OLX India.

Date: 9th May 2020

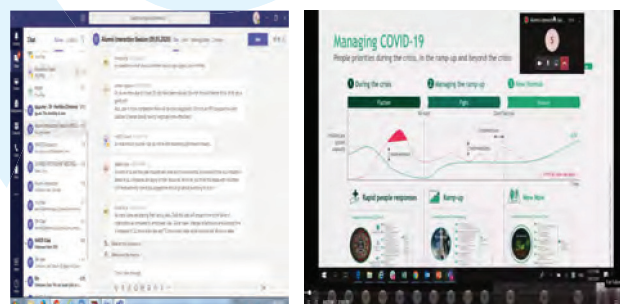
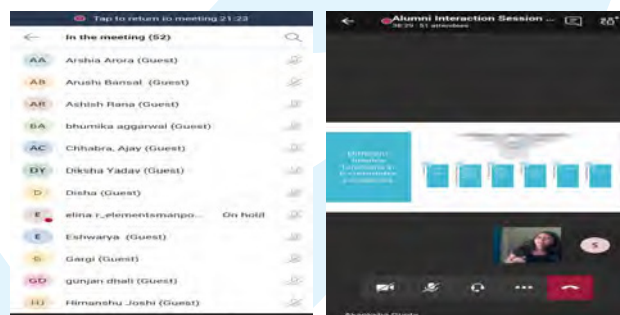
Participants: MBA IV&II Students

Summary & Learning Outcomes: These unprecedented times are challenging for everyone – right from students to professionals and employers. While students are worried about how they will land their dream jobs and what they can do to enhance their skills. Keeping these issues in mind, Alumni Committee, DIAS conducted a webinar for MBA students on 9th May, 2020. , Mr. Ajay Chhabra, Knowledge Expert & Team Manager-People & Organization Practice, Boston Consulting Group (BCG), and Ms. Akanksha, Head of Business Finance & Strategic Planning, OLX India were invited for the interaction session.

Mr. Ajay started the session by introducing the topic to the students and went on to discuss people's priorities during the crisis. He suggested that students should not waste this time of lockdown and they should utilize this time to build their expertise.

He discussed the concept of new normal concepts after the end of the crisis period which includes terms like smart work, physical and mental health, the new paradigm for skills and talent, flexible workforce, leadership with head, heart & hands, purpose-driven culture, etc. He also threw light on the opportunities in the Industry for the post COVID period. Ms. Akanksha continued with the session by taking the topic of finance functions and opportunities in E-Commerce. She covered topics like various functions in E-Commerce companies, finance as a key strategic partner, different finance functions in E-commerce companies, etc.

She quoted that the employment opportunities for a Finance Analyst are large in number and the benefits are huge. In the end, query handling was also done effectively. The students learned a lot from the session and they all felt very encouraged and motivated.



SESSION ON TRYST WITH MEDIA: OPPORTUNITIES AND CHALLENGES POST COVID-19

Organizer: Alumni Committee

Resource Person: Mr. Rahul Juneja, Manager Sales Zee Media Corporation Ltd.

Date: 23rd May 2020

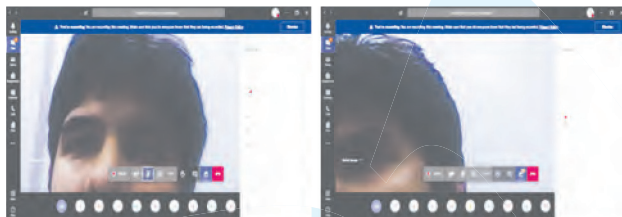
Participants: MBA, BBA and B.Com(H) Students

Summary & Learning Outcomes: A session was conducted for the students of MBA, BBA and B.Com(H) final year for getting them familiar with the Media as career



opportunity and the kind of challenges students face for joining Media. Mr. Rahul Juneja, Manager, Zee Media Corporation Ltd. Our Alma mater joined us to motivate our budding managers to look towards media as one of the career provider. He discussed about paycuts and retrenchment in different organisations like uber, Ola etc.. Maruti has started working on low budget cars, so he has briefed about how organisation are fighting the losses they are facing. The organisations need to listen to the customer and have to work according the requirements of the customer. He also motivated students by giving them hopes of change in the hiring pattern in the Post Covid-19 World. The students should work for improving there KSA's and keep on doing addition to their CV's.

Our alma Mater whenever join us gives valuable inputs to improve the skill sets of our current students. We are thankful to our Alumnus for being always there for us.



EDP WEBINAR START-UP OPPORTUNITIES IN PRESENT ENVIRONMENT AND HOW TO GO ABOUT THEM

Resource Person: Mr. Sandeep Bardia Founder, and Director of M/S Bardia Consulting.

Date: 26th May 2020

Participants: All the courses (MBA, B.COM (H) & BBA) interested in Entrepreneurship, Faculty members of DIAS, outside faculty members were also sent communication to circulate among student community. Total 62 participants were there.

Objective: To know basics about startups to start and sustain in this adverse environment.

Summary & Learning Outcomes: The speaker spoke about Start up basics Disruptive Idea, Team, Product Market Fit, and Scalability & Timing. The learning from deliberations and Q and A were: 1. Do research before starting, 2. Product market fit, 3. Be frugal, 4. Keep cash ready for 6 to 8 months, 5. Make good team, 7. Manage resources well, 8. Be flexible, must have second plan...like textile industry went in PPE manufacturing, 9. Be ethical, 10. Don't be shy of asking..., 12. Entrepreneurship education helps but practical is real learning, 13. Ethics can't be taught...it has to be demonstrated,

14. Manufacturing industry will thrive in anti China, 15. Migration in villages may lead to cottage industry revival, 16. Health care industry must look for different digital model....to reestablish.

Overall session was through live presentation and interactive mode and answered the queries of participants regarding the startups and surviving in these difficult times. It was throughout right from beginning to conclusion engaging and interesting session.

EDP WEBINAR LEVERAGING IT FOR SUCCESS POST COVID 19, FINDING OPPORTUNITIES AMIDADVERSITY

Resource Person: Mr. Prasan Surana, Founderand CEO Synergy Teletech Private Limited,

Date: 27th May 2020

Participants: All the courses students (MBA, B.COM (H) & BBA) interested in Entrepreneurship, DIAS Faculty, and outside faculty were also sent communication to circulate among student community. Total 60 participants were there.

Objective: To know how startups convert adversity into opportunities through sharing of entrepreneurial journey and how IT can be leveraged on Post Covid scenario.

Summary & Learning Outcomes: The speaker spoke introduced the two fields in which his enterprise automated On-Site Delivery of Fuel, especially Bio Diesel and development of logistics IT solution for end to end delivery of petroleum products. He spoke about uncertainly faced in COVID 19 situation is akin to a new product tech startup journey and how Startup phase their journey and solve technical and managerial issues.

Lessons learnt through entrepreneurial journey were 1. Keep eyes open to see opportunities, 2. Overcome the Fear of Failure 3. Believe in yourself – Have guts to take bold steps, 4. Proper Planning – Financial as well as Operational, 5.Truthful S.W.O.T. Analysis, 6. Be motivated all throughout, 7. Focus on long term benefits rather than short term, 8. Build a strong team, 9. Be prepared to face adversities – turn them to opportunities, 10. Learn about all government aids & schemes for startups, 11. Launch right product at right time, 12. Be patient & never give up.

For Leveraging IT for success post COVID 19 following learning 1. Paperless Approvals from Govt. approvals, Processes to evaluate productive working from home , Managing Sales team via monitoring apps, Online Team meetings & Presentations – A new normal (Zoom, Teams, WebEx etc.), App based Hyperlocal Deliveries, Contactless Delivery SOPs, .Devices for alerts – Rings, Bands etc, Arogyasetu App, 8 Transformation in Education, real estate



sales, Robotic support, Digital content streaming, entertainment and gamification sectors, 3-D Printing for medical equipments, E-commerce, AI-ML, Integration of Digital Economy in our daily lives, and Automation

The speaker after interesting presentation, lot of questions were asked relating to present COVID 19 adverse situation and he replied convincingly from his own experience. The session turned out to be interesting and engaging.

EDP WEBINAR ON STARTING & SUSTAINING A SERVICE BUSINESS AND CAREER OPPORTUNITIES IN FINANCE IN PRESENT ENVIRONMENT

Resource Persons: Mr. Rahul Jain, Founder and CEO Biz Wiz Learning and Mr. Abhishek Baid, AVP Development, Kotak Bank Ltd.

Date: 28th May 2020

Participants: All the courses students (MBA, B.COM (H) & BBA) interested in Entrepreneurship, DIAS Faculty, and outside faculty were also sent communication to circulate among student community. Total 50 participants were there.

Objective: To know how to start and sustain a service sector startup through entrepreneurial journey of speaker and also to learn about opportunities in finance.

Summary & Learning Outcomes: To start and sustain: Serving attitude, Enthusiasm, Success Attitude, SMART goal setting, your desire to benefit the customer, and see the opportunity in terms of problem we can solve are the Mantras.

Trends in present COVID 19 Challenging times: 1. Health Care – now a top priority Digital Transformation, Economies contracting in short term, Online Consumption increasing, Globalization, Lean Business Models, Change brings in disruption, Change produces a level-playing field which is actually loaded in favour of a new player because of his flexibility, adaptive quality.

Opportunities in services in present times: EduTech, Healthcare services, Outsourcing services, financial services, and Niche services.

For winning transformational journey the steps are 1. Belief in self, and goals, 2. Take Baby Steps- Later Stretch, 3. Do One By One- Set Time, 4. Act on It & Act Now, 5. Break the Invisible Chain, 6. Fall, Get Up, and Keep Going, 7. Visualize Winning Moments, 8. Reach, Realize, and Celebrate.

Skills needed in finance for harnessing career opportunities: Analytical skills, Quantitative skills, Computer skills, Communication skills, Negotiation Skills, and Marketing Skills.

There was 30 minutes devoted to lively Q&A session. It was discussed how to deal with present times to sustain through financial management, as well as what should be strategies to grow in present environment, what are opportunities for fresher joiners to companies, and what qualities expected to join in practical world from campus, and what are expectations of corporations with regard to new joiners. The session was interesting right through start because of interactive nature of webinar, and speakers sharing their wide experiences in field of financial management, and the opportunities in finance field. Session lasted to 12-50 which tells about the interest it generated in participants.

The speaker after interesting presentation, lot of questions were asked relating to present COVID 19 adverse situation and he replied convincingly from his own experience. The session turned out to be interesting and engaging.

EDP WEBINAR ON LUXURY MARKETING & CAREER OPPORTUNITIES IN LUXURY INDUSTRY IN POST COVID 19 SCENARIO. ON 29-05-20

Resource Persons: Dr. Sheetal Jain, CEO Luxe Analytics, Luxury Industry Consultant, Researcher, and Author of International Repute

Date: 29th May 2020

Participants: All the courses students (MBA, B.COM (H) & BBA) interested in Entrepreneurship, DIAS Faculty, and outside faculty were also sent communication to circulate among student community. Total 70 participants were there.

Objective: The objective of the session is to understand what is luxury, what is scope of luxury market in India, and nuances of luxury marketing. The objective is to know Luxury Marketing and latest trends and nuances in it and also to know about career opportunities in Luxury Industry.

Summary & Learning Outcomes: The speaker dealt in detail with luxury Marketing, an unexplored field in India. She started with definition and scope of Luxury Market particularly in India. She explained unique concept and nuances of luxury marketing. She spoke about consumer behavior principles, marketing and communication mix, and also shared what opportunities exist in luxury marketing. She also spoke about digital marketing strategies, technology trends, new evolution and future trends of luxury marketing. Through well illustrated and several examples each of the concepts was explained.

For explore opportunities in COVID-19 times in their starting their own enterprises, or developing as professional in luxury Industry following fields were identified:

- Go Phygital



- Be Purposeful
- Remain in contact
- Introduce entry-level brands
- Go Green

With entire presentation having well illustrated examples of luxury as well as narrating examples of luxury extempore made the entire deliberations of Webinar interesting. How present trends of luxury to survive Industry through going Phygital (mix of physical and digital) was well explained with latest example. For participant it was astonishing to understand the immense scope in luxury Industry. Interest of the participants can be gauged by around 70 participants remaining present throughout. Twenty minutes were devoted to lively Q&A session to understand status of luxury Industry in India and opportunities of Luxury Industry in India.

PLACEMENT AND TRAINING ACTIVITIES

SESSION ON SUMMER INTERNSHIP GUIDELINES FOR BBA IV / B.COM (H) IV

Organizer: Siif Committee

Date: 8th May 2020

Participants: BBA IV & B.COM (H) IV

Objective: To update students about the revised academic calendar issued by GGSIPU, to brief students about summer internship guidelines, and to guide students in getting internship opportunities in this lockdown.

Summary & Learning Outcomes: A session on “Summer Internship Guidelines” was organized for BBA / B.COM (H) IV students on 8th may by SIIF committee of DIAS. In the session revised academic calendar issued by GGSIPU on 5th May 2020 was discussed with the students. As per new academic calendar students were told that they all are required to undertake summer internship during the period from 7th May to 20th June. List of project guides was also discussed and students were told to get in touch with their guides for further assistance. Instructions for writing project reports were explained to students. Through the session students learned about different internship portals from where they can search virtual / work from home internships like internshala, monsterindia, indeed, make intern, etc. At the end of the session different queries of students related to internship were solved by SIIF committee members.

SESSION ON SUMMER INTERNSHIP GUIDELINES FOR MBA II

Organizer: SIIF committee

Date: 12th May 2020

Participants: MBA II Semester Students

Objective: To update students about the revised academic calendar issued by GGSIPU, to brief students about summer internship guidelines, and to guide students in getting internship opportunities in this lockdown.

Summary & Learning Outcomes: A session on “Summer Internship Guidelines” was organized for MBA II semester students on 12th may by SIIF committee of DIAS. In the session revised academic calendar issued by GGSIPU on 5th May 2020 was discussed with the students. As per new academic calendar students were told that they all are required to undertake summer internship during the period from 7th May to 20th June. List of project guides was also discussed and students were told to get in touch with their guides for further assistance. Instructions for writing project reports were explained to students. Through the session students learned about different internship portals from where they can search virtual / work from home internships like internshala, monsterindia, indeed, make intern, etc. At the end of the session different queries of students related to internship were solved by SIIF committee members.

SESSION ON TRUST THE TIMING: EMERGING NEW MARKETS AND RESKILLING 2020

Resource Person: Mr. Vaibhav Mediratta, Business analyst and Trainer

Date: 18th May 2020

Participants: Open for all

Objective: To create a positive environment, Explore new job avenues and to discuss reskilling required for students post Covid

Summary & Learning Outcomes: A webinar “Trust the timing” was organized by Student Industry Interface Forum of DIAS on

18th May 2020. The Speaker Mr. Vaibhav Mediratta, Business Analyst and Trainer, opened the session with comparative analysis of previous recessions in market. He emphasized that the world has witnessed great economic recessions, at certain intervals. Each recession however last for some time and then there are new avenues in the market and the person with right skills take advantage of the economy boom after the low phase. Students should thus focus on reskilling themselves, rather than being anxious. The time one has got during this pandemic must be used for sharpening the axe so that every opportunity is converted to success afterward.

Moving ahead, he asked the students to do a new KYC i.e. “Know Your Country” in terms of how the companies are performing. Giving a complete list of IT and Top BFS companies, Mr. Mediratta advised students to follow the developments in these companies by reading newspapers like



Economic Times, Bloomberg, The Mint etc.

He elucidated how the market would change Post Covid by focusing on old economy industry (Manufacturing & Infrastructure, Construction & real Estate, Travel & Hospitality, Media & Entertainment, Financial Services, Telecommunication, Power & Energy Sector, Agriculture & Agrochemicals) to super nine sectors of future (Health & Pharmaceuticals, Education Services, Logistics, E-Commerce & Tech Startups, Information Technology, FMCG Sector, Knowledge Process Outsourcing, BPO / ITES, Marketing & Advertisement). Technology enabled services will boom in education, healthcare or agriculture, he professed.

He accentuated that the students must hone their skills like communication and other soft skills and acquires the domain knowledge of their specialization. However, to get an edge students must reskill themselves with technical advancements like Data Analytics, HR analytics, Financial Analytics, Data sciences, Artificial Intelligence, Augmented Reality, Virtual Reality which are being used extensively in all sectors.

He advised that students they must have an impressive LinkedIn Profile, they must improve their communication skill

by reading atleast one nonfictional book in a week and read business newspapers to increase their knowledge about business world.

The session was highly interactive and well attended by students and faculty from Delhi, NCR.

A WEBINAR ON “CREATING IMPRESSIVE LINKEDIN PROFILE”

Resource Person: Ms. Pragya Jayaswal

Date: 19 May 2020

Participants: 179 participants took the webinar which included BBA, B. Com students of DIAS as well as outside participation from various college of GGSIP University as well as Delhi University.

Objective: To ensure that students use LinkedIn as a professional platform and are aware of various features of LinkedIn. This will facilitate students to tap various opportunities.

Learning Outcome: The Speaker stressed on the various aspects such as How to make a profile on LinkedIn and how to connect with other people on LinkedIn; and What can be posted and what cannot be posted on LinkedIn. The speaker stressed that LinkedIn is not another Facebook and thus should be used to showcase professional achievements and skills. She also illustrated how LinkedIn can be used to connect with HR managers and how the platform can be used to get a job. She also discussed about job search option of LinkedIn. She also covered the point that LinkedIn helps to generate CV as well. Plus, it can also be used for enhancing one's skills through its LinkedIn learning platform.

The session saw a good participation from the students and students learnt a lot about this new platform.

Delhi Institute of Advanced Studies
PLOT NO. 6, SECTOR-25, ROHINI
DELHI-110085

Student Industry Interface Forum
presents a webinar on

TRUST THE TIMING

Emerging New Markets And Reskilling 2020

by

VAIBHAV MEDIRATTA

Business consultant with 15+ years of experience
Clients including HDFC, YES Bank amongst others

18th May 2020
01:00PM

E-CERTIFICATES WILL BE PROVIDED

In case of any queries, contact:

DINESH RAWAT 89205 09676
AASHIMA GABA 8851070112

DELHI INSTITUTE OF ADVANCED STUDIES
PLOT NO. 6, SECTOR-25, ROHINI, DELHI-110085

Student Industry Interface Forum
presents a webinar on

Building a Great LinkedIn Profile

by

MS. PRAGYA JAYASWAL

Doctoral Scholar, IIT Delhi
Formerly Assistant Professor,
DIAS

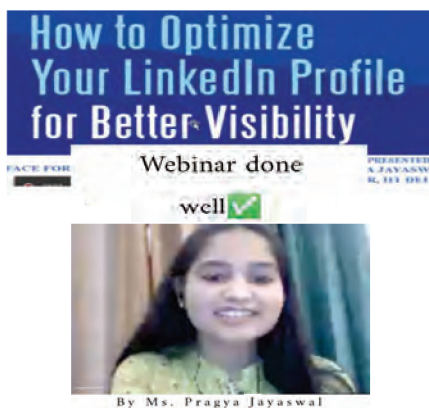
ON

19TH MAY 2020, 03:00PM

Free Registration

Certificates will be awarded to the participants.

Dr. KHUSHBOO 98133 53594
Dr. TRIPTI 9313669495



SOCIO-ENVIRONMENTAL ACTIVITIES

REPORT ON EARTH DAY (22nd April,2020): SWACHHTA PLEDGE

Organizer: Dr. Divya Mohan

Date: 22 April 2020

Course & Semester/participants: All the courses (MBA, B.COM (H) & BBA), Faculty and staff Members. 120 students, 25 Faculty members and 10 Staff members participated in the event.

Objective: To create awareness towards cleanliness through environmental drive, cleanliness drives and to aware faculty, staff and students about cleanliness as a part of their duty towards nation.

Summary & Learning Outcome: Our country fares rather poorly when it comes to air pollution. According to a recent report by Green peace India, air pollution alone is responsible for about 1.2 million deaths in the country each year. Air quality in most Indian cities falls short of WHO standards. Our actions are rather straightforward and simple –

- Use bicycles as far as possible
- Do not burn plastics, leaves, and trash
- Opt for car pools and public transport
- Support stringent vehicle emission standards and reduction of emission from factories and plants.
- Earth Day is an annual event, celebrated on April 22. At DIAS we celebrate this day with various activities being conducted to conserve environment. It was a great day to showcase environmental education, highlight efforts to green and clean environment and engage the student community in making a difference. The committee in charge organized for an Online Swachhta Pledge which was taken by the faculty and staff members to conserve environment. The students of different courses also

took the pledge on an online platform. The course wise pledge ceremony was organized by the eco club in-charge.

SWACHHTA PLEDGE TAKEN BY DIAS FRATERNITY:

- I take this pledge that I will remain committed towards cleanliness and devote time for this.
- I will devote two hours per week, to voluntarily work for cleanliness.
- I will neither litter nor let others litter.
- I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.
- I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.
- With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.
- I will endeavour to make them devote their 100 hours for cleanliness.
- I am confident that every step I take towards cleanliness will help in making my country clean.

ACTIVITY: "SALVAGE 2020-BEST ABOUT OF WASTE INTER COLLEGE COMPETITION"

Judges: Ms. Natasha Garg, Software Engineer & an Entrepreneur in Crafting field (external judge), Dr. Tripti Mishra, Professor at DIAS (Internal judge)

Date: 17th June 2020

Participants: Students from various universities of Delhi/NCR.

Objective: To conduct a Best Out of Waste Inter college Competition and providing students an opportunity to showcase their talent by preparing useful products from biodegradable waste items.

Summary And Learning Outcomes: "Creativity is an Art". Under the aegis of Eco Club, Delhi Institute of Advance studies organized SALVAGE-2020. Best out of Waste Inter college Competition. Since years, the Institute is organizing this Competition and this year also many students from various universities in Delhi/NCR have participated and showcased their creativity. The Competition was organized and conducted on 17th June 2020 through a Virtual platform due to current pandemic situation. The Students exhibited their amazing talent and shared videos of their creation. The



Judgement was based on four criteria- Number of waste items, Creativity, Originality and the Finishing of the final product. Ms. Nitasha Garg, Entrepreneur & a Software Engineer and Dr. Tripti Mishra, professor at DIAS took this pleasure and made the judgement based on the above-mentioned criteria. The winners were awarded with the Cash prizes and winning certificates. The participants were also appreciated and awarded participation certificate. The students were so enthusiastic and creative throughout this event and gave positive feedback. The event was a great success and met all the expectations of the Participants. Winning is not the objective behind organizing this event, but the main objective is to bring more confidence to the students and providing them an opportunity to showcase their talent especially using waste products. At the end, Dr. N. Malati, director DIAS proposed vote of thanks to the judges and all the participants of the event.

ONLINE PRESENTATION COMPETITION ON 'ROLE OF YOUTH IN COMBATING COVID-19 PANDEMIC'

Resource Person/facilitator/ Organizer: Ms. Tanya Chatwal & Ms. Getaksha Marwaha

Judge: Dr. Harsh Vardhan Kothari, Professor, DIAS

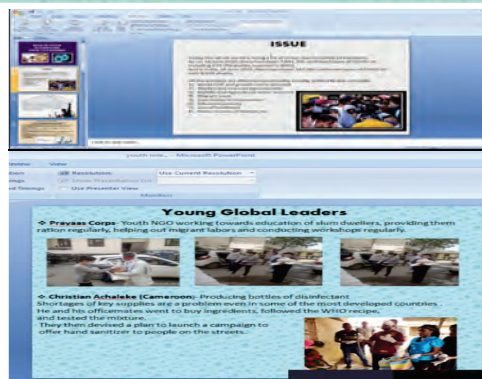
Date: 18th June 2020

Objective: The objective of the programme is to understand the viewpoints of Youth of our country towards their role in combating the COVID-19 pandemic and encouraging them to contribute towards combating the pandemic.

Summary & Learning Outcomes: The coronavirus, a pandemic has made us all realise that we all are connected and this entire world is a family. Youth in India constitutes about more than one-fourth of the total population. Youth, as responsible citizens of our country should participate in this battle against the zoonotic disease.

With this view in the mind, the Social Responsibility Cell of DIAS (Kartavaya) organized an online Presentation Competition on 'Role of Youth in Combating COVID-19 Pandemic' on 18th June, 2020. The competition was conducted through MS-Teams. There were 8 participants in total and two winners were declared. The competition was judged by Dr. Harsh Vardhan Kothari, Professor, DIAS on the basis of content, presentation skills, adherence to the time limit and relevance to the topic.

The event was conducted successfully and Ms. Bhavya Kamboj was declared the winner and the team of Ms. Harshita Sharma & Ms. Ananya Harit and Ms. Neha Jain were declared joint winners for the second position.





SESSION ON STRESS MANAGEMENT

Resource Person: Ms. Prachi Jindal, Art of Living Faculty and Life Coach

Date: 25th June 2020

Objective: The objective of the programme is to enable the faculty and staff to cope with stressful situations.

Summary & Learning Outcomes: The Institute organized an online session on Microsoft Teams on Stress Management. The session was conducted by Ms. Prachi Jindal who is an Art of Living Faculty and Life Coach. She emphasized on learning the breathing techniques which are part of Happiness Program that allows to dissolve stress and negative emotions, calm the mind, and uplift our energy. The central piece of the Art of Living Happiness program is a unique and profound breathing technique.

She concluded the session by saying that these breathing techniques should be inculcated as lifestyle changes by everyone to lead a happy life.

DIAS
DELHI INSTITUTE OF ADVANCED STUDIES
 Plot No. 6, Sector-25, Rohini, Delhi - 110085
 (Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA, MBA & MBA(FM) Programmes)
 (An ISO 9001:2015 Certified Institution)

Online Session on Stress Management

Date: 25 June 2020
 Time: 4pm- 5pm
 Audience: Faculty and Staff

About the Speaker
Prachi Jindal
 Art of Living Faculty & Life Coach

Registration Link:
<https://docs.google.com/forms/d/e/1FAIpQLSeuIMv9LbtXcTtMovFXzak6Jstmre1ztiRmh2xy4w3w33DVkg/viewform>

(Participate actively to make it an interactive session)



ACTIVITY: "WEBINAR ON WASTE MANAGEMENT"

Resource Person: Ms. Jolly Rohatagi, Jan Madhyam NGO

Date: 27th June 2020

Participants: Students from various Institutes.

Objective: To discuss how to manage the waste effectively and efficiently.

Summary & learning outcome: Knowing the right management of Waste is a big need for us and for our future generation. At Delhi Institute of Advanced Studies under the aegis of Eco Club we conduct informative sessions and workshops on a regular basis to encourage students and community for protecting and improving the Environment and the nature. A webinar was conducted by the Institute on 27th June, 2020 on a very helpful topic "Waste Management". Ms. Jolly Rohatagi, Professor Indian Institute of Art and Design and running a well-known NGO Jan Madhyam with her two members conducted this webinar with the Support of Eco Club, DIAS. The webinar was very informative, and a good gathering was followed by the Webinar through an Online platform. She shared a presentation and also explained the concept of waste management. She told waste management is the process of treating solid wastes and offers a variety of solutions for recycling items that don't belong to trash. She elucidated the concept with the help of relevant examples. She explained in detail that waste management is the managing of waste by disposal and recycling of it. Moreover, waste management needs proper techniques keeping in mind the environmental situations. She took instances of various

DIAS
Delhi Institute of Advanced Studies
 Plot No. 6, Sector-25, Rohini, Delhi- 110085
 (Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA, MBA & MBA (FM) Programme)
 (An ISO 9001:2015 Certified Institution)

ECO CLUB PRESENTS WEBINAR ON "WASTE MANAGEMENT"

(SPEAKER)
MS. JOLLY RAHOTAGI 27th June, 2020
 • Senior Artist 11AM- 12PM
 • Professor of CULTURAL STUDIES

Registration Link: <https://forms.gle/BMcNHZy5FbrxJSzQ9>

- Experienced Guidance
- Understand the importance of WASTE MANAGEMENT
- Free Registration
- E-Certificates to all



methods and techniques by which the waste is disposed of which are Landfills, Recycling, Composting. The whole webinar was very interactive and led to a great success. The webinar was also followed by a Question-answer round through online platform only, where participants cleared their doubts to related topic and enhanced their knowledge area. The Institute is constantly indulged in such motivated activities and serve their students in the most effective way. Dr. N. Malati, director DIAS proposed vote of thanks to the guest.

The Competition was successfully conducted and Ms. Saachi was declared as the first winner and Ms. Niya was declared as the second winner.

DONATION DRIVE FOR STRAY ANIMALS

Organizer: Ms. Getaksha Marwaha

Date: 25th June-31st June 2020

Objective: The objective of the programme is to create awareness about the needs of stray animals during lockdown.

Summary & Learning Outcomes: The stray animals are one of the most affected during this heat and pandemic. The Social Responsibility Cell of DIAS (Kartavya) initiated a donation drive for stray animals during the lockdown period in order to help and feed them. The donations were collected through the online modes such as UPI/Paytm/Gpay/BHIM. A total of Rs. 5000 were collected as donations. The donations were used to feed the stray animals around the residential areas.

DELHI INSTITUTE OF ADVANCED STUDIES
 Plot No. 6, Sector-25, Rohini, Delhi-110085
 Approved by AICTE & affiliated with GGSIP University for B.com(H), BBA, MBA & MEd (EM) Programmes
 (An ISO 9001:2015 Certified Institution)

'Uniting Mind, Body & Soul: THE YOGA ASANA COMPETITION'
 Send us your entries by 27th June 2020, 12 PM

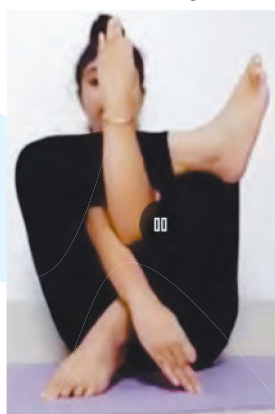
STRENGTH CONCENTRATION BALANCE

• Upload video on below mentioned google link
 • One asana to be performed by each participant
 • Judging Parameters- Way of performance, posture & holding time
 • Merit Certificate to two Best Performers
 • Participation Certificates for all
 • Results will be announced on 27th June 2020, 2 PM

ONLY FOR STUDENTS

Upload your video on:
<https://forms.gle/BIZwMvMDVMxHmFdc6>

For more details, Contact:
 Ms. Getaksha 8800181822 Ms. Tanya 9711966335



Halasana

UNITING MIND, BODY AND SOUL: THE YOGA ASANA COMPETITION

Organizer: Ms. Tanya Chatwal & Ms. Getaksha Marwaha

Date: 27th June 2020

Objective: The objective of the programme is to spread awareness about the merits of Yoga and promote it as a way of living life.

Summary & Learning Outcomes: Yoga asanas are performed to improve flexibility, strength, and balance. The use of breathing and focus can help relieve stress and anxiety. The poses are not meant to simply be physical exercises but rather used holistically as a mind-body practice to improve physical, mental, and spiritual health.

With this aim, the Institute organized an online Yoga Asana Competition on 27th June 2020. There are five participants for the competition and two winners were declared. The participants were judged by internal faculty, Kartavya Committee Coordinators Ms. Tanya Chatwal and Ms. Getaksha Marwaha based on the way of performance, posture and holding time.

DELHI INSTITUTE OF ADVANCED STUDIES
 Plot No.6, Sector-25, Rohini, Delhi-110085
 Approved by AICTE & affiliated with GGSIP University for B.com(H), BBA, MBA & MEd (EM) Programmes
 (An ISO 9001:2015 Certified Institution)

DONATION DRIVE FOR STRAY ANIMALS

DONATE TO MAKE A DIFFERENCE

Be PAW-SOME

EVERY LITTLE HELPS

Donate via-
 Paytm/UPI/BHIM/GPay
 @8800181822
 Getaksha Marwaha





The Latest Buzz

HR LEADERS ARE BETTING HIGH ON BEHAVIOURAL SKILLS

In corporate circles, especially in India, the role of Human Resources leaders is sometimes viewed as being an administrative, almost supportive one. The implication is that in a business-as-usual scenario, the CHRO, unlike his peers in Marketing or Finance, isn't often called for to lead from the front. Operating within a familiar lattice of policies and procedures, he has supposedly less arduous targets to fulfil, and consequently, suffers fewer sleepless nights through the year. But the global pandemic of COVID-19 has turned this narrative, debatable as it is, on its head. From companies that employ 50 professionals to behemoths deploying a thousand times that number, HR leaders have been put under an unprecedented and relentless level of strain. Companies have to move swiftly to a trajectory of economic viability, while keeping their workforce healthy and motivated. Amid the bleak economic outlook, wage-cuts and down-sizing, the present crisis also presents opportunities for revisiting the ways of working and engaging with employees, which may have outlived their purpose.

Turning the spotlight on the people dimension, industry analysts have posited imperatives and prescriptions, to charter a new role for HR leaders. In some insights published by Korn Ferry, the emphasis has been on establishing a "Human Resources War Room", where the CHRO is the driving force, holding the organization's other stakeholders accountable to the common purpose. Accenture's article, while viewing the situation from the Indian perspective, focuses only on the criticality of workforce resilience, and offers a five-stage plan for building and sustaining resilience in the workplace. Based on two digital gatherings of Italian CHROs in the beginning of May, Egon Zehnder has arrived at a prognosis, where the new leadership in a post-COVID scenario focuses on emotional welfare, trust, generosity, flexibility and resilience. From an Indian standpoint, the need of the hour is for an empirical, ground-up study that reflects the multidimensional challenges faced by HR leaders in the country and the solutions proposed by them, for a post-COVID paradigm. It's imperative, too, that discussions focus on positive, forward-looking aspects, for instance a charter for business recovery, as opposed to dwelling on the adverse impact caused by the pandemic.

INDIA IS MULLING A NEW WAY TO BRING ITS BAD LOAN BURDEN UNDER CONTROL

India is considering a new category of alternate investment fund which will focus on acquiring stressed assets from banks

and shadow lenders, a move aimed at resolving some of the highest bad debt in the world.

The fund will be allowed to buy stressed assets directly from the banks and non-banking financial companies, people with knowledge of the matter said, asking not to be identified as the matter is not public. At present, investors can only access bad loans through securities issued by asset reconstruction companies, but the new fund category will allow them to do so directly. This will give foreign investors including global hedge funds easier access to the mountain of local bad debt.

The Centre Government has been spearheading efforts to kick-start the economy and a significant part of this is based on increased lending by the banks which opens up the risk of a further increase in bad debts due to the virus outbreak. Using an alternate investment fund to buy bad debt from banks would help lighten the burden of banks as they grapple with what was the world's worst bad loan ratio even before the virus pandemic virtually halted economic activity through the world's biggest lockdown.

The discussions are at a very preliminary stage and the aim is to supplement the efforts of asset reconstruction companies in reducing the bad loans of these lenders, the officials said. A finance ministry spokesman was not immediately available for a comment.

Alternate investment funds are a home-grown and locally regulated class of hedge funds, that have increasingly become popular vehicles for a range of investors from wealthy local investors to global distressed credit funds to use. Investors must commit at least Rs 1 crore, and largely comprise global hedge funds, wealthy local investors, and the investment vehicles of tycoons.

PARLIAMENT APPROVES MINERAL LAWS (AMENDMENT) BILL, 2020

Parliament approved the Mineral Laws (Amendment) Bill, 2020 on March 12, 2020. Parliament gave its approval to the bill when Rajya Sabha adopted the same. The bill was passed by the majority members and twelve members opposed it during the division of votes in Rajya Sabha.

The Minerals Laws (Amendment) Bill, 2020 will ensure a new era for promoting the Indian coal and mining sector, especially the ease of doing business. Experts believe that coal production will increase and dependence on imports will be reduced when this action will come into the force.

The Bill provides for licensing of coal mining leases (PL-and-



ML) which will increase the availability of coal and lignite blocks and provide for an allocation of different grades of coal blocks in wide geographical distribution.

Environmental and forest clearances will be automatically transferred to the new owners of the mineral blocks along with other clearances for two years. This will allow the new owners to continue with the hassle-free mining operations. They can apply for new licenses for two years during the period.

Now, the auction of the lease of mines can be started before the end of the lease term. This will enable the state government to take advance action for auction of mineral blocks so that the new leaseholder can be decided before the current lease period ends. This will help in the smooth production of minerals in the country.

The MMDR Act regulates the overall mining sector in India. The CMSP Act provides for the auction and allocation of mines whose allocation was cancelled by the Supreme Court in 2014. Schedule I of the Act provides a list of all such mines; Schedule II and III are sub-classes of the mines listed in the Schedule I. Schedule II mines are those where production had already started then, and Schedule III mines are ones that had been earmarked for a specified end-use.

Currently, companies acquiring Schedule II and Schedule III coal mines through auctions can use the coal produced only for specified end-uses such as power generation and steel production. The Bill removes this restriction on the use of coal mined by such companies. Companies will be allowed to carry on coal mining operation for own consumption, sale or for any other purposes, as may be specified by the central government.

The Bill clarifies that the companies need not possess any prior coal mining experience in India in order to participate in the auction of coal and lignite blocks. Further, the competitive bidding process for auction of coal and lignite blocks will not apply to mines considered for allotment to: (i) a government company or its joint venture for own consumption, sale or any other specified purpose; and (ii) a company that has been awarded a power project on the basis of a competitive bid for tariff.

Currently, separate licenses are provided for prospecting and mining of coal and lignite, called prospecting license, and mining lease, respectively. Prospecting includes exploring, locating, or finding mineral deposit. The Bill adds a new type of license, called prospecting license-cum-mining lease. This will be a composite license providing for both prospecting and mining activities.

Currently, the holders of non-exclusive reconnaissance permit for exploration of certain specified minerals are not

entitled to obtain a prospecting license or mining lease. Reconnaissance means preliminary prospecting of a mineral through certain surveys. The Bill provides that the holders of such permits may apply for a prospecting license-cum-mining lease or mining lease. This will apply to certain licensees as prescribed in the Bill.

Currently, upon expiry, mining leases for specified minerals (minerals other than coal, lignite, and atomic minerals) can be transferred to new persons through auction. This new lessee is required to obtain statutory clearances before starting mining operations. The Bill provides that the various approvals, licenses, and clearances given to the previous lessee will be extended to the successful bidder for a period of two years. During this period, the new lessee will be allowed to continue mining operations. However, the new lessee must obtain all the required clearances within this two-year period.

The CMSP Act provides for the termination of allotment orders of coal mines in certain cases. The Bill adds that such mines may be reallocated through auction or allotment as may be determined by the central government. The central government will appoint a designated custodian to manage these mines until they are reallocated.

Under the MMDR Act, state governments require prior approval of the central government for granting reconnaissance permit, prospecting license, or mining lease for coal and lignite. The Bill provides that prior approval of the central government will not be required in granting these licenses for coal and lignite, in certain cases. These include cases where: (i) the allocation has been done by the central government, and (ii) the mining block has been reserved to conserve a mineral.

PRESIDENT PROMULGATES BANKING REGULATION AMENDMENT ORDINANCE 2020 TO ENSURE SAFETY

President Ram Nath Kovind promulgated the Banking Regulation (Amendment) Ordinance, 2020. It is in pursuance with the commitment to ensure the safety of depositors across banks. The Ordinance will amend the Banking Regulation Act 1949 as applicable to Cooperative Banks.

Highlights:

- ◆ The Ordinance will seek to protect the interests of depositors and strengthen cooperative banks by improving governance and oversight.
- ◆ The ordinance will extend powers that are already available with RBI in respect of other banks to Co-operative Banks and for sound banking regulation, and by ensuring professionalism and enabling their access to



capital. The amendments do not affect existing powers of the State Registrars of Co-operative Societies under state co-operative laws.

- ◆ The amendments do not apply to Primary Agricultural Credit Societies (PACS) or co-operative societies whose primary object and principal business is long-term finance for agricultural development, and which do not use the word “bank” or “banker” or “banking” and do not act as drawees of cheques.
- ◆ The Ordinance will amend Section 45 of the Banking Regulation Act, to enable the making of a scheme of reconstruction or amalgamation of a banking company for protecting the interest of the public, depositors, and the banking system.
- ◆ The ordinance will also secure its proper management, even without making an order of moratorium, so as to avoid disruption of the financial system.

NABARD RELEASED RS.20,500 CRORE TO CO-OPERATIVE BANKS, RRBs

National Bank for Agriculture and Rural Development (NABARD) released Rs.20,500 crore to co-operative banks and regional rural banks (RRBs) for on-lending. The disbursement to RRBs and Co-operative banks is the part of Rs.25,000 crore of special refinance plan which was approved by the Reserve Bank of India (RBI) to RRBs, Co-operative banks and Microfinance Institutions (MFIs).

NABARD said, “We have extended Rs. 20,500 crore with Rs. 15,200 crore to cooperative banks and the balance of Rs 5,300 crore to RRBs as special liquidity facilities in various states.”

The fund disbursed is given as a means of front loading of resource of co-operative banks and RRBs which ensures liquidity is available with them to finance farmers for taking up pre-monsoon and kharif 2020 operations.

Jiji Mammen, CGM, NABARD said, “Of the Rs 25,000 crore special refinance facility provided by the RBI, Nabard had allocated Rs 23,000 crore for lending to cooperative banks and RRBs, and Rs 2,000 crore for MFIs.”

Mammen adds, “We have already disbursed Rs 20,500 crore to cooperative banks and RRBs for on-lending to farmers starting May. We plan to disburse the balance amount in the next two weeks.”

Of the total, Rs.15,200 crore has been released to cooperative banks and Rs.5,300 crore to RRBs as special liquidity facilities in various states. The funds to the co-operative banks and RRBs aims to ensure the availability of liquidity with the Banks to finance farmers for taking up pre-monsoon and Kharif 2020 operations.

Out of Rs 2000 crore, Rs 1,550 crore has been already disbursed to MFIs.

NABARD said banks have initiated a programme for kisan credit cards and about 12 lakh new KCC cards have been issued by co-operative banks and RRBs in last months.

RBI ISSUES GUIDELINES FOR RS 30,000-CRORE NBFC LIQUIDITY FACILITY

The Reserve Bank of India (RBI) has laid down the eligibility criteria for non-bank financiers and mortgage lenders to utilize a special liquidity scheme that was approved by the Union cabinet in May.

To borrow funds, the RBI rules mandate that non-banking financial companies (NBFCs) and housing finance companies (HFCs) should not have net non-performing assets of more than 6% as on 31 March 2019 and the funds raised will have to be solely used to extinguish existing liabilities.

“They should (also) have made net profit in at least one of the last two preceding financial years of 2017-18 and 2018-19. They should not have been reported under SMA-1 or SMA-2 category by any bank for their borrowings during last one year prior to 1 August 2018,” RBI said.

Banks classify borrowers into special mention accounts based on their delay in repaying loans. Special mention account-0 (SMA-0) loans are where the payment overdue is between one and 30 days, SMA-1 between 31 and 60 days and SMA-2 from 61 to 90 days. The asset is termed non-performing after being overdue for 90 days.

Non-bank financiers have been under pressure for some time now. The risk aversion of banks and the subsequent liquidity crunch faced by non-banks began after Infrastructure Leasing and Financial Services Ltd (IL&FS) defaulted on its payment obligations in September 2018.

Under the government proposal, a special purpose vehicle (SPV) has been set up to manage a stressed asset fund where the securities will be guaranteed by the government.

The SPV would issue securities of up to ₹30,000 crore and these would be purchased by RBI.

The funds thus received from the sale of securities would be used by the SPV to buy short-term investment-grade papers from eligible NBFCs and HFCs, providing them with some liquidity.

To be sure, the liquidity tap will only help iron out short-term mismatches as the SPV will purchase papers up to three months' duration. A statement from the government on 20 May said that the direct financial implication for the government is ₹5 crore, which may be the equity contribution to the special purpose vehicle.



“Beyond that, there is no financial implication for the government until the guarantee involved is invoked. However, on invocation, the extent of government liability would be equal to the amount of default, subject to the guarantee ceiling,” it said, adding that the ceiling of the aggregate guarantee has been set at ₹30,000 crore and could be extended by the amount required as per the need.

RBI said on Wednesday that as per the government decision, SBI Capital Markets, a unit of State Bank of India (SBI), has set up a SPV to manage this operation.

The central bank added that the instruments to be bought by the SPV will be commercial papers (CPs) and non-convertible debentures (NCDs) with a residual maturity of not more than three months and rated as investment grade. However, this facility will not be available for any paper issued after 30 September as the SPV would not make fresh purchases then but would recover all dues by 31 December.

The government had announced in the Union Budget of 2020-21 that a mechanism would be devised to provide additional liquidity facility to non-bank lenders over that provided through the partial credit guarantee scheme.

BANKS SANCTION RS 62,870 CRORE TO OVER 70 LAKH KISAN CREDIT CARD HOLDERS

In May, the government had said that 2.5 crore farmers, including fishermen and those involved in animal husbandry, would get Rs 2 lakh crore of concessional credit through Kisan Credit Cards.

Government had said a special drive will be undertaken to provide credit to PM-KISAN beneficiaries through Kisan Credit Cards.

Banks have so far sanctioned a total of Rs 62,870 crore to over 70.32 lakh Kisan Credit Card holders to help them meet their kharif sowing needs. “As on 30.06.2020, 70.32 lakh Kisan Credit Cards have been sanctioned with credit limit of Rs 62,870 crore out of Rs 2 lakh crore concessional credit under the #Aatmanirbhar package. This will benefit 2.5 crore farmers, including fishermen & dairy farmers,” Finance Minister Nirmala Sitharaman said in a tweet.

RESEARCH REFLECTS HOW AI SEES THROUGH THE LOOKING GLASS

Things are different on the other side of the mirror.

Text is backward. Clocks run counterclockwise. Cars drive on the wrong side of the road. Right hands become left hands.

Intrigued by how reflection changes images in subtle and not-so-subtle ways, a team of Cornell researchers used artificial

intelligence to investigate what sets originals apart from their reflections. Their algorithms learned to pick up on unexpected clues such as hair parts, gaze direction and, surprisingly, beards – findings with implications for training machine learning models and detecting faked images

“The universe is not symmetrical. If you flip an image, there are differences,” said Noah Snaveley, associate professor of computer science at Cornell Tech and senior author of the study, “Visual Chirality,” presented at the 2020 Conference on Computer Vision and Pattern Recognition, held virtually June 14-19. “I’m intrigued by the discoveries you can make with new ways of gleaning information.”

Zhiqui Lin '20 is the paper's first author; co-authors are Abe Davis, assistant professor of computer science, and Cornell Tech postdoctoral researcher Jin Sun.

Differentiating between original images and reflections is a surprisingly easy task for AI, Snaveley said – a basic deep learning algorithm can quickly learn how to classify if an image has been flipped with 60% to 90% accuracy, depending on the kinds of images used to train the algorithm. Many of the clues it picks up on are difficult for humans to notice.

For this study, the team developed technology to create a heat map that indicates the parts of the image that are of interest to the algorithm, to gain insight into how it makes these decisions.

They discovered, not surprisingly, that the most commonly used clue was text, which looks different backward in every written language. To learn more, they removed images with text from their data set, and found that the next set of characteristics the model focused on included wrist watches, shirt collars (buttons tend to be on the left side), faces and phones – which most people tend to carry in their right hands – as well as other factors revealing right-handedness.

The researchers were intrigued by the algorithm's tendency to focus on faces, which don't seem obviously asymmetrical. “In some ways, it left more questions than answers,” Snaveley said.

They then conducted another study focusing on faces and found that the heat map lit up on areas including hair part, eye gaze – most people, for reasons the researchers don't know, gaze to the left in portrait photos – and beards.

Snaveley said he and his team members have no idea what information the algorithm is finding in beards, but they hypothesized that the way people comb or shave their faces could reveal handedness.

“It's a form of visual discovery,” Snaveley said. “If you can run machine learning at scale on millions and millions of images, maybe you can start to discover new facts about the world.”



Each of these clues individually may be unreliable, but the algorithm can build greater confidence by combining multiple clues, the findings showed. The researchers also found that the algorithm uses low-level signals, stemming from the way cameras process images, to make its decisions.

Though more study is needed, the findings could impact the way machine learning models are trained. These models need vast numbers of images in order to learn how to classify and identify pictures, so computer scientists often use reflections of existing images to effectively double their datasets.

Examining how these reflected images differ from the originals could reveal information about possible biases in machine learning that might lead to inaccurate results, Snively said.

“This leads to an open question for the computer vision community, which is, when is it OK to do this flipping to augment your dataset, and when is it not OK?” he said. “I’m hoping this will get people to think more about these questions and start to develop tools to understand how it’s biasing the algorithm.”

Understanding how reflection changes an image could also help use AI to identify images that have been faked or doctored – an issue of growing concern on the internet.

“This is perhaps a new tool or insight that can be used in the universe of image forensics, if you want to tell if something is real or not,” Snively said.

The research was supported in part by philanthropists Eric Schmidt, former CEO of Google, and Wendy Schmidt.

NEW SYSTEM COMBINES SMARTPHONE VIDEOS TO CREATE 4D VISUALIZATIONS

Researchers at Carnegie Mellon University have demonstrated that they can combine iPhone videos shot “in the wild” by separate cameras to create 4D visualizations that allow viewers to watch the action from various angles, or even erase people or objects that temporarily block sightlines.

Imagine a visualization of a wedding reception, where dancers can be seen from as many angles as there were cameras, and the tipsy guest who walked in front of the bridal party is nowhere to be seen.

The videos can be shot independently from a variety of vantage points, as might occur at a wedding or birthday celebration, said Aayush Bansal, a Ph.D. student in CMU’s Robotics Institute. It also is possible to record actors in one setting and then insert them into another, he added.

“We are only limited by the number of cameras,” Bansal said, with no upper limit on how many video feeds can be used.

Bansal and his colleagues presented their 4D visualization method at the Computer Vision and Pattern Recognition virtual conference last month.

“Virtualized reality” is nothing new, but in the past it has been restricted to studio setups, such as CMU’s Panoptic Studio, which boasts more than 500 video cameras embedded in its geodesic walls. Fusing visual information of real-world scenes shot from multiple, independent, handheld cameras into a single comprehensive model that can reconstruct a dynamic 3D scene simply hasn’t been possible.

Bansal and his colleagues worked around that limitation by using convolutional neural nets (CNNs), a type of deep learning program that has proven adept at analyzing visual data. They found that scene-specific CNNs could be used to compose different parts of the scene.

The CMU researchers demonstrated their method using up to 15 iPhones to capture a variety of scenes — dances, martial arts demonstrations and even flamingos at the National Aviary in Pittsburgh.

“The point of using iPhones was to show that anyone can use this system,” Bansal said. “The world is our studio.”

The method also unlocks a host of potential applications in the movie industry and consumer devices, particularly as the popularity of virtual reality headsets continues to grow.

Though the method doesn’t necessarily capture scenes in full 3D detail, the system can limit playback angles so incompletely reconstructed areas are not visible and the illusion of 3D imagery is not shattered.

In addition to Bansal, the research team included Robotics Institute faculty members Yaser Sheikh, Deva Ramanan and Srinivasa Narasimhan. The team also included Minh Vo, a former Ph.D. student who now works at Facebook Reality Lab. The National Science Foundation, Office of Naval Research and Qualcomm supported this research.

CORONA IMPACT: WORRIED BANKERS WANT TO FUNCTION AT 50% STRENGTH

All India Bank Employees’ Association (AIBEA) has written to the chief secretary of Maharashtra, and Indian Banks’ Association (IBA) to allow banks to function at 50% strength. PSBs are offering compensation of Rs 20 lakh-50 lakh to families of the deceased.

A steady rise in the number of bankers becoming infected with Covid-19 and nearly 25 deaths is worrying the banking community. All India Bank Employees’ Association (AIBEA) has written to the chief secretary of Maharashtra, and Indian Banks’ Association (IBA) to allow banks to function at 50% strength.



The letter says: "The state level bankers' committee (SLBC) Maharashtra has issued their compunction that banks should functional normally and with 100% of the staff. Requiring 100% of staff to attend is neither a physical possibility nor it is advisable given the SOP on social distancing requirements, etc."

CH Venkatachalam, general secretary, ABEA, said: "We have lost at least 25 bank employees and around 400 are infected by Covid-19 so far. We fear the numbers will increase further if employees continue to come in full strength." ABEA indicated to FE that SLBC (state level bankers' committee) has asked public sector banks to ensure that their branches are fully manned. At the head offices, employees are allowed to work from home for some weeks of the month.

State Bank of India (SBI) has been rotating the staff at its corporate office in Mumbai, after four employees tested positive. An SBI spokesperson said: "Our quick response team headed by a general manager (GM) is continuously monitoring the situation in the entire country and the protocol is followed in case of any infection." Many of the bank's staff members, who were infected, have recovered, he further added.

Although local train services have resumed in a limited manner, in Mumbai, ABEA is of the view that banks should provide transportation services in cities like Mumbai. PSBs are offering compensation of Rs 20 lakh-50 lakh to families of the deceased. BoB has put in place an insurance financial compensation cover of Rs 50 lakh and has also tied up with few hospital chains in select cities for home quarantine medical package for employees, the spokesperson said.

Scholastic

Impressions

ASSESSMENT OF THE BANKING SECTOR

The assessment of the banking sector is significant to make sure the financial stability of an economy. In light of the worldwide banking predicament in recent years, the CAMEL approach is a useful tool to examine the safety and soundness of banks. The present study attempts to show the relative financial position and performance of selected public and private banking sectors and result over five years from 2015 to 2020. This study aimed at the top ten public and private sector banks based on the assessment of statistical information of net margin, total assets, and market position. In recent years, the private sector banks give a very tough competition in terms of Capital Adequacy, Asset Quality, Management Efficiency, Earning Capacity, and Asset Quality, Hence the CAMEL model has been chosen for the study. The complete study is based on the secondary data, procured, and extracted from the financial statements of the selected banks. The collected information is analyzed using various financial ratios and statistical tools.

Ms. Tanuja Puri, Faculty, DIAS

(For full text, please refer to: Mayakkannan, C. J. R., & Jayasankar, C. (2020). A Study on Performance Evaluation of Selected Public and Private Sector Banks Through Camel Model in India, Purakala Journal, 31(25), 202-206.)

IMPACT OF PANDEMIC COVID-19 ON EDUCATION IN INDIA

The impact of pandemic COVID-19 is being observed in each and every sector around the world. The education sector in

India as well as in the whole world is being badly affected by this. It has enforced the world wide lock down creating very bad effect on the students' life. Around 32 crore learners stopped to move schools/colleges, all educational activities halted in India. The outbreak of COVID-19 has advised us that change is inevitable and we must always be prepared for the same. It has worked as a catalyst for the educational institutions to grow and opt for platforms and techniques, which have not been used before. The education sector has been fighting to survive the crises with a different approach and digitizing the challenges to wash away the threat of the pandemic. This paper aims at highlighting some measures taken by Govt. of India to provide seamless education in the country. Both the positive and negative impacts of COVID-19 are discussed and some fruitful suggestions are also given to carry out various educational activities during such pandemic situation.

Ms. Neha, Faculty, DIAS

(For full text, please refer to: Jena, Pravat. (2020). Impact of Pandemic COVID-19 on Education in India, in International Journal of Current Research, Volume 12, Issue 7, 12582-12586, July 2020)

THE FUTURE OF MARKETING

Several long-term trends are reshaping marketing and forcing marketing managers to change radically to keep up. These long-term trends are technological, socioeconomic and geopolitical. Advances in technology, in particular, are having a profound impact on marketing, resulting in the deepening of customer relationships and the continuous expansion of the



service economy. Artificial intelligence, big data, the Internet, and the expansion of networks are creating a revolution in marketing that makes the 1960s-style 4 Ps increasingly obsolete. Compounding the problem for marketers are the socioeconomic factors of diversity and inclusion, as well as major geopolitical threats. The researchers have explored the nature of change, extrapolate marketing practice into the future, and examine the implications for marketing managers, marketing education and academic research in marketing.

Ms. Getaksha, Faculty, DIAS

(For full text, please refer to: Ronald T. Rust (2020). The Future of Marketing, International Journal of Research in Marketing, Volume 37, Issue 1, March 2020, Pages 15-26)

CORPORATE RESILIENCE AND RESPONSE DURING COVID-19

The coronavirus pandemic caused a sharp market decline while raising heterogeneous responses across companies related to their employees, supply chain and, repurposing of operations to provide needed products and services. We study whether during the 2020 COVID-19 induced market crash, investors differentiated across companies based on their human capital, supply chain, and products and service response. Using data derived from natural language processing applied to news coverage of corporate responses to the coronavirus crisis for 3,078 companies around the world; we find that more positive sentiment around a company's response is associated with less negative returns. This is especially true for companies with more salient responses, in industries with tasks that entail more manual routine labor and most negatively impacted by COVID-19 lockdowns, and in countries where companies focus more on customer satisfaction and use digital technologies in their operations.

Ms. Kirti, Faculty, DIAS

(For full text, please refer to: Alexander Cheema-Fox, Bridget Realmuto LaPerla, George Serafeim, Hui Wang (2020). Corporate Resilience and Response during COVID-19, Harvard Business School Accounting & Management, Unit Working Paper No. 20-108, 1-40)

TIMING AND PRICING OF DIVIDENDS

The study examines present evidence on the term structure of the equity premium. The authors recover prices of dividend strips, which are short-term assets that pay dividends on the stock index every period up to period T and nothing thereafter. It is short-term relative to the index because the index pays dividends in perpetuity. The authors find that expected returns, Sharpe ratios, and volatilities on short-term assets are higher than on the index, while their

CAPM betas are below one. Short-term assets are more volatile than their realizations, leading to excess volatility and return predictability. Our findings are inconsistent with many leading theories.

Ms. Jyoti, Faculty, DIAS

(For full text, please refer to: Binsbergen, Jules, Michael Brandt, and Ralph Koijen. 2012. "On the Timing and Pricing of Dividends." American Economic Review, 102 (4): 1596-1618.)

TRUST AND FINANCIAL INCLUSION: A CROSS-COUNTRY STUDY

This study examines the role of social trust in financial inclusion around the world, using financial inclusion measures from Global Findex database and measure of trust from the World Values Survey. After controlling for individual characteristics, and country level differences in institutions and financial markets, social trust remains a significant and positive determinant for various aspects of financial inclusion. Trust is further found to supplement weak formal institutions and low educational levels. The role of limited trust is also examined in the study.

Dr. Urvashi Ghai Khosla, Faculty, DIAS

(For full text, please refer to: Xiaoyan Xu, Trust and financial inclusion: A cross-country study, Finance Research Letters, Volume 35, 2020, 101310, ISSN 1544-6123, <https://doi.org/10.1016/j.frl.2019.101310>.)

THE REAL PROBLEM: THE DEADLY COMBINATION OF PSYCHOLOGISATION, SCIENTISM, AND NORMATIVE PROMOTIONALISM TAKES STRATEGIC HUMAN RESOURCE MANAGEMENT DOWN A 30-YEAR DEAD END

This paper engages with Troth and Guest (2019) on psychology in HRM. The authors argue they misframe the central issue in debate. The real problem is not psychology per se but psychologisation—the drive to reduce explanation of macro-level HRM outcomes to individual-level psychological-behavioral factors and individual differences. Accordingly, the most visible and harmful effects of psychologisation are in strategic HRM and the HRM-performance literature but Troth and Guest's defenses of psychology does not cover them. I use this response to re-establish that it is psychologisation, not psychology per se, that is the critics' focal concern and describe how the three-decade advance of psychologisation, along with scholastic scientism and normative promotionalism, have created severe theoretical and empirical problems in the



high-performance research programme and taken the strategic HRM field down a 30-year dead-end. Suggestions for a turn-around are provided.

Ms. Khushboo Taneja, Faculty, DIAS

(For full text, please refer to: Bruce E. Kaufman, Department of Economics, Georgia State University, Atlanta, GA 30303. (2020) The real problem: The deadly combination of psychologisation, scientism, and normative promotionism takes strategic human resource management down a 30-year dead end. *Human Resource Management Journal*)

OPTIMAL INVESTMENT AND FINANCING WITH A BANK-TAX-INTERACTION

In this paper, we study the optimal investment and financing decisions with private lending and a newly created bank-tax-interaction (BTI, henceforth) which the bank provides loan to small and micro enterprises (SMEs, henceforth) based on their historical tax payment. In contrast to the case with pure private lending, the author discovers that the BTI can increase firms' value, the tax revenue and accelerate investment, firms with more profitable growth opportunities and higher cost of private lending will benefit more from BTI financing. Furthermore, an increasing in the credit multiplier reduces the incentive for corporate tax evasion when the minimum degree of tax payment is higher.

Ms. Kanika Dhingra, Faculty, DIAS

(For full text, please refer to: Biao Chen, Jinqiang Yang, Optimal investment and financing with a bank-tax-interaction, *Finance Research Letters*, Volume 35, 2020, 101282, ISSN 1544-6123, <https://doi.org/10.1016/j.frl.2019.08.030>).

EXAMINING THE IMPACT OF STRUCTURAL BREAKS ON LONG MEMORY OF STOCK RETURNS

The study examined the presence of long memory of Stock Returns in India with reference to structural breaks. The study had used the Hurst Exponent in Rescaled Range Analysis as proposed by Lo (1991) to measure the presence of long memory on daily stock returns of Bombay Stock Exchange Indices from January 2000 to December 2017. Analysis for the full sample period indicated that all indices show a long memory effect. It is also evident that all indices exhibited long memory effect in pre and post subprime crisis period. These findings are consistent with Bhattacharya and Bhattacharya (2018), Jha et al. (2018), Goudarzi (2010) and Lillo and Farmer (2004).

Ms. Tanya Chatwal, Faculty, DIAS

(For full text, please refer to: Bala, A., & Gupta, K. (2020). Examining the impact of structural breaks on long memory of stock returns: evidence from Bombay Stock Exchange of India. *Management & Accounting Review (MAR)*, 19(1), 1-20.)

WORKPLACE SPIRITUALITY: A COMPARATIVE STUDY OF VARIOUS MODELS

This paper summarizes the research done in the field of workplace spirituality. First, the authors emphasize on the fact that why the spirituality movement emerged in the first place and the reasons due to which it got a push. Changing work conditions, technological disruptions further pushed the employers to implement spirituality in the workplace as workplace spirituality is a win-win situation for all. In the fast-changing world characterized by increasing competitive pressures, dynamic environment and technological disruptions, employees find themselves at the helm of everything. They feel demotivated, insecure and pressurized. Working in an environment that is safe, that provides employees the opportunity to express themselves and their beliefs makes them feel safer and more engaged. Impact of such an environment can also be seen on effectiveness and efficiency of the employees. Hence organizations find it beneficial to introduce spirituality at work. The author clearly presents the argument. Further various definitions used by different authors to describe workplace spirituality are presented. The writers summarize that though different authors define the construct differently, the literature converges on three elements: inner life, sense of community and meaningful work.

It is also emphasized that workplace spirituality is a positive development. Different scholars have studied the relationship of workplace spirituality with organizational outcomes such as job satisfaction, job involvement, organisational performance, organizational commitment, etc.

At the end the writers say that in the literature it becomes clear that the costs of transforming an organization into a spiritual one are more than offset by the benefits of implementing workplace spirituality. At the end the writers present the scope for the further empirical investigations linking workplace spirituality to various organisational outcomes. The article summarizes the overall research done in the field and provides the reader to understand the concept well.

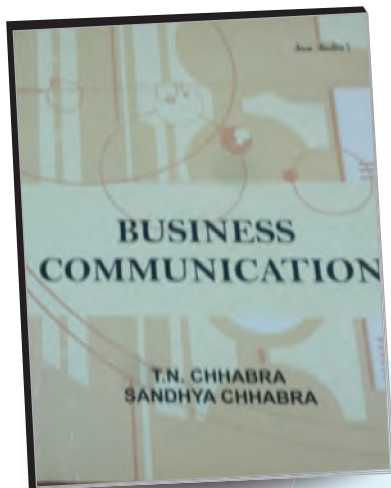
Ms. Aashima Gaba, Faculty, DIAS

(For full text, please refer to: Rathee, R., & Rajain, P. (2020). Workplace Spirituality: A Comparative Study of Various Models. *Jindal Journal of Business Research*, 9(1), 27-40. <https://doi.org/10.1177/2278682120908554>)



BOOK REVIEWS

BUSINESS COMMUNICATION



Book Title : Business Communication
 Author(s) : Chhabra T.N., Chhabra Sandhya
 Publisher : Sun India Publications
 Edition : Eighth Revised Edition
 ISBN : 978-93-85071-29-4
 Reviewed by : Dr. Khushboo Raina,
 Assistant Professor, DIAS

This book has been specially designed and written according to the syllabus for the paper “Business Communication” for the students of BBA of GGSI.P. University. The book contains a comprehensive and authentic description of the course contents. Test questions are given at the end of every chapter which makes learning more effective.

The book is divided into four sections. The first section provides thorough knowledge about fundamentals of business communication with comprehensive text on significance, process and principles of business communication. It helps the reader understand the way of improving command over spoken and written English. It also provides ways through which a person can exercise effective listening.

The second section provides a detailed analysis of communication in a multi-cultural world. It talks about the impact of globalization on organizational communication and cross-cultural dimensions in business communication. The section provides the readers with techniques of overcoming

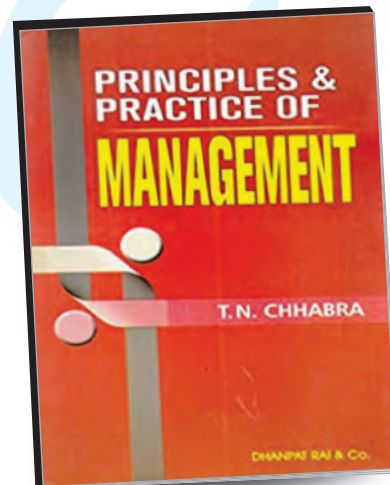
cross cultural communication barriers.

The third section provides insights into the techniques of business letter writing and presentation tools. It helps the reader differentiate between various styles of letter writing. It provides various tools along with guidelines to effective presentations.

The fourth section talks about the various barriers in the communication process. It also helps understand the writing techniques related to official communication in the form of office memorandum, circulars, report and project writing guidelines etc.

Overall, the book provides comprehensive knowledge for the students of BBA of GGSIP University with use of simple language and lucid style so that students can easily grasp and have better understanding of the subject.

PRINCIPLES AND PRACTICES OF MANAGEMENT



Book Title : Human Resource Management
 Author(s) : T.N.Chhabra
 Publisher : Dhanpat Rai Publication
 Edition : Second Edition, 2019
 ISBN : 978-8177002157

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

The book makes a presumptuous attempt to knead all aspects of management by logically dividing them into various sections to enable the readers to comprehend the key and vital issues of management in a dynamic environment. The book covers the whole syllabus of Principles of Management prescribed by the UGC Course Development Committee on Management.



It covers the topics in a jargon-free and accessible style; therefore, it will serve as a useful text for the undergraduate students of BBA and B.Com.

The professional undergraduate students are able to engage with the content of the book and apply it to their personal and professional lives. The cases and examples in this book are also relevant to students' experiences and contexts. The information is presented to the undergraduate students in a way that is engaging, practical, and accessible. The book connects well with business students and business issues.

Principles of Management show students how leaders and leadership are essential to personal and organizational effectiveness and effective organizational change. Principles of Management is an engaging resource for undergrad business students because it provides a general overview of key management and leadership topics with the opportunity for practical application through examples, cases, questions, and relevant frameworks that the students can then incorporate into their assignments.

The textbook covers subject matter found in most management texts such as the four foundations of management - planning, organizing, leading and controlling (P-O-L-C). In fact, each chapter links back to P-O-L-C very well. The textbook covers organizational structure & culture, planning & goal setting, strategy & decision making, teams, leadership & motivation too. A few additional topics covered are social media and communication. One of the text strengths is in its brevity: It covers a swath of terrain succinctly and would work well in course where an instructor wants to add additional learning tools such as videos and case studies.

The chapters are well organized in Principles of Management and the topics in each chapter build upon each other throughout the chapter. The progression of the information in each chapter flows well and supports the practical outcomes such as discussions and case studies.

All in all, the book is highly recommended due to simplicity of content and vast coverage of Principles of Management concepts.

BUSINESS STATISTICS

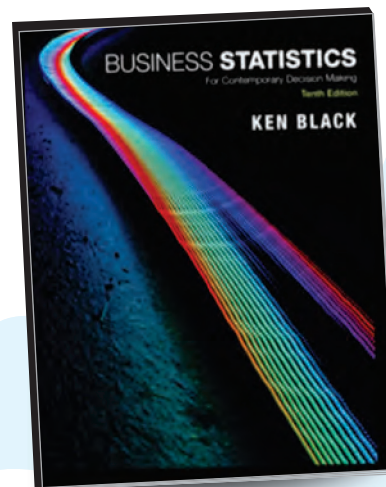
Book Title : Business Statistics:
For Contemporary Decision Making

Author(s) : Ken Black

Publisher : John Wiley & Sons

Edition : 10, 2019

Reviewed by : Mr. Dinesh Rawat,
Assistant Professor, DIAS



This book aims to comprehensively cover the syllabus prescribed for UG and PG students for the following subjects: Business Statistics, Business Research Methods, and Quantitative Methods (Guru Gobind Singh Indraprastha University). The chapters of this book covers the following topics: Basic Statistical Concepts, Data Measurement, Charts and Graphs in excel; Descriptive Statistics – Measure of central tendency, variability, shape; Probability and probability distributions - Focussing on normal distribution; Sampling, Sample size determination; Univariate, Bi-variate, Multi-variate techniques; Estimation and Hypothesis testing, etc. This book explains all the concepts of business statistics through a clear, complete, student-friendly pedagogy. The author uses current real-world data to equip students with the business analytics techniques and quantitative decision-making skills required to make smart decisions in today's workplace. This book helps students see the big picture of the business statistics course by giving clearer paths to learn and choose the right techniques. This book is highly recommended to students for better understanding of statistics concepts.

COST ACCOUNTING

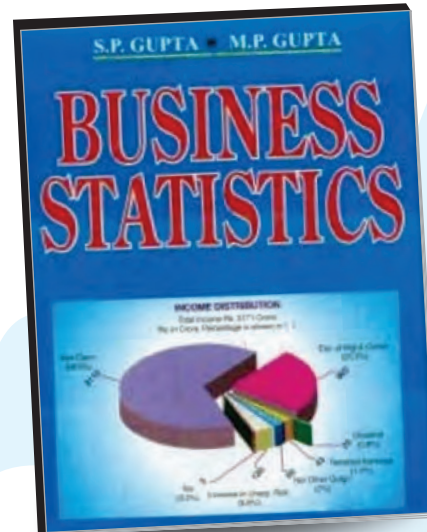
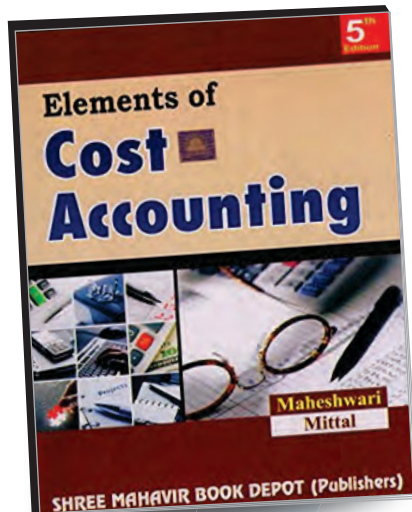
Book Title : Elements of Cost Accounting

Author : Maheshwari & Mittal

Published By : Shree Mahavir Book Depot

Reviewed By : CA Khushboo Taneja,
Assistant Professor, DIAS

The book has been classified into twelve complete chapters covering specific topics. Illustrative Objective type questions with short answers have been incorporated at the end of each chapter to enable the students to understand the concepts.



And it also contains the practical problems with short answers for sharpening the knowledge of students.. This Book is also useful for students pursuing professional level courses like CA, CS, ICWA etc.

Cost accounting is the study of internal financial information that can influence decision-making. It's the follow up course to Financial Accounting that can prove to be more difficult for students. This book is designed the course to act as a perfect supplement for those taking Managerial/Management Accounting in University or College. This book helps in learning and understanding the theory, providing examples and questions that will keep the students engaged.

The book is divided into five convenient sections- Introduction to Cost Accounting, Elements of Cost: Material and Labour, Elements of Cost: Overheads, Methods of Costing and Cost Accounting Systems, each comprising independent chapters dealing with a particular aspect of Cost Accounting.

In addition, the book contains a liberal sprinkling of charts and diagrams so as to make the subject easily understandable and highlight its finer points. The approach of the book is examination oriented. Thus, a good number of problems and solutions have been included in its chapters. Theoretical and numerical questions have been mostly selected from various examinations.

BUSINESS STATISTICS

- Author : Dr. S.P. Gupta and Dr.M.P.Gupta
- Publisher : Sultan Chand & Sons
- Edition : 2017
- Reviewed by : Ms. Tanya Chatwal

Business Statistics by Dr. S. P. Gupta and Dr. M. P. Gupta is a comprehensive textbook on statistics for different types of corporate bodies in tune with the growing importance and data complexities of the corporate form of business organization. The objective of the book is to help the students to acquire the conceptual knowledge of statistics for corporate and to acquaint the students with the data problems associated with the business organizations.

This book has been written in a lucid and easy-to-understand manner to facilitate learning of the fundamentals, use, and application of statistics in areas like business decision making and economic analysis. With rich pedagogy and student-friendly features, it will create the interest of the students in this subject. Written primarily for the students of business management, it will also cater to the requirements of undergraduate and postgraduate students in other disciplines, especially commerce and economics.

The book deals exhaustively with the course-content requirements of students preparing for B.com (Programme), B.Com(Hons), M.Com, 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.

The Nineteenth Edition has certain additional features besides maintaining the positive features of the Eighteenth edition, viz., simplicity of style, exhaustive text with plenty of illustrations as well as questions and problems for self-study. All in all, the Nineteenth Edition of the book is highly recommended due to simplicity of content and vast coverage of Business Statistics concepts.



TALLY.ERP 9 TRAINING GUIDE

Book Title : Tally.ERP 9 Training Guide
 Author(s) : Asok K Nadhani
 Publisher : BPB Publications
 Edition : Fourth edition
 Reviewed by- Ms. Nisha Khanna
 Assistant Professor, DIAS

The book on Tally.ERP 9 by Asok K Nadhani aims to comprehensively cover the syllabus prescribed for 'Computerized Accounting Software' of B.COM(H), Semester 3 (Guru Gobind Singh Indraprastha University). The objective of this book is to equip students with basic knowledge of Tally.ERP 9. The book is to provide learners with in-depth understandings of financial accounting and hands on experience on Tally ERP 9, India's most preferred business management software.

The book is divided into the following parts-

- Installation of Tally ERP 9
- Basic Financial Accounting
- Basic Invoicing
- Inventory
- E-Filing
- Company Creation and Generation of Financial Reports
- Tax Accounting
- Concept of GST
- Payroll

The book begins and progresses in a sequential manner from Fundamentals of Accounting, Basic Accounting with Tally.ERP 9, Tally.ERP 9 with GST Setup. This book explains step by step processes covering the complete cycle, from creation of Company, Accounts Masters, Accounts Vouchers, and describes in detail the steps of Viewing and printing various books of accounts and final accounts.

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.

Key terms and definitions are clearly defined in a concise manner. At the end of each chapter 'summary' is given to conceptualize the chapter in a quick manner. Analytical assignments are given at the end of each part for practice. 2 appendices are given at the end of this book. Appendix A covers all the shortcut keys that are used in Tally and Appendix B explains the steps for Tally software Download and Installation.

This book has been designed in such a way that it comprehensively covers all the important topics leading to clear and precise exposition of the subject. It continues to be all the more user-friendly. It is an ideal handbook for first time learners, professional & individuals, to maintain complete Accounting, Invoicing & Inventory system using Tally.ERP 9. It is loaded with commented illustrations and examples for self-learning. Objective Test Questions with solutions have been added to help the students prepare for various certification courses on Tally. It has got complete tutorial with detailed Operational Steps and Projects for each module. 8 Complete Projects starting from Company Creation, Masters, Vouchers, Invoicing & Reports printing are given for each module.

A comprehensive model accounts is also shown explaining each operation and their reflection on final accounts with live examples. This book has in it over 400 transactions which can be entered into Tally.ERP 9 and learn practically the software which is used by over a million users.

The book further explains Tax implications of GST for unregistered dealers, registered dealers, import of Goods and Services, Export of Goods and Services, Filing of various GST returns.

The book also covers Payroll, TDS and TCS very comprehensively.

The book is enriched with numerous screen shots, solved illustrations and practice scenarios to help candidates will be able to understand the intricacies of business operations and would be equipped to handle such transactions in the daily work environment with ease.



This book is highly recommended for candidates who aspire to build a successful career in Finance and Accounts or as entrepreneurs. A useful guide for all learners who aspire to master the nuances of Financial accounting using Tally ERP 9, this book serves both the student as well as the teaching community. This book will help students and accountants, businessman and their family members to understand the

implications of financial reports to manage their business more effectively.

Overall the book is precise, to the point, apt and recommended to the students who want to have a fundamental knowledge of the subject 'Computerized Accounting Software'.

Case Study Section

“Just do it”- how Nike established its brand

Ms. Aashima Gaba, Faculty, DIAS

How many of us have heard a song and said that this is the remix of that song! Also, many a times people find the same song sung by different artists; male version of the song, female version of the song and reprise version of the song, while the basic lyrics and meaning it conveys remains the same. As a song is used in different ways to cater to different audiences at different times, similarly companies use various mediums to market their products and build a brand image that becomes synonymous to the need. You must have heard Xerox being used synonymous to photocopy. Brands try to develop such an image for their products. The company we focus here on is Nike Inc. which is a leading player in the sports equipment, footwear and apparels market. It is an international brand known for its quality products.

Background

Nike was founded by Phil Knight, track athlete at University of Oregon and his coach Bill Bowerman in 1964. He founded Nike because he wanted to make better running shoes. Nike was initially named as Blue Ribbon Sports Company. It was only in 1971, that it was named Nike, which is a Greek goddess of victory. Nike's logo i.e. Nike's swoosh was designed by Carolyn Davidson in 1971. However, it was patented in 1974. The symbol denotes motion and speed and is said to symbolize the wings of the goddess. Nike's first retail store was opened in 1966 in Santa Monica, California. Nike started expanding into the market and by 1980's it had established a strong footing in the market. It also acquired various brands such as Cole Haan, Converse, Canstar Sports etc. Today Nike includes the Nike, Hurley and Jordan brands. Nike's tagline “Just Do it” is inspired by death row inmate Gary Gilmore's last words which were “let's do this”. Nike uses its old shoes for building play grounds and sports tracks. It is one of the leading brands in sports and apparels. Now we will go through the marketing strategies of Nike and analyze the same.

Nike initially began selling shoes under the name of Blue Ribbon Sports. Phil Knight was son of a local journalist. He did not have huge amount of money and thus started off with the help of funding from his father. He started selling shoes initially in a van on the roads. He would go to various competitions, talk to the coaches and the students and pitch them to buy his shoes. That was an era before the emergence of internet and thus there were no Facebook ads, Google ads, email marketing and Phil wasn't wealthy enough to spend on advertising in magazines, newspapers and bill boards. Thus, this method of personal selling suited him. It allowed him to build relationships with his customers, to understand their needs, what problems they had and what models they liked. After the first year of business, Phil Knight was able to sell \$ 8000 worth of shoes. Later as business expanded, Phil realized that there is a need for a logo. He wanted something simple for the logo, yet the logo to define what Nike stands for- speed and motion. Caroline Davidson designed the Nike's logo, known as the swoosh. Initially, Phil didn't like the logo but felt that he would become used to it over a period of time. Nike's swoosh is well identified with the brand today.

Apart from branding, Nike collaborated with various celebrities to promote its brand. Nike was endorsed by athletes, such as Michael Jordan, Mia Hamm, Roger Federer, Tiger Woods. Nike launched Air Jordans in 1984 which were endorsed by Michael Jordan. The endorsement was immensely successful. Following the suit, Nike collaborated with LeBron James to create exclusive line of signature sneakers. Such endorsements and partnerships led Nike establish a loyal customer base. Nike's approach to marketing has always tried to defy the convention. It took to advertising in 1982. Nike's founder introduced himself to the advertising agency, Weiden and Kennedy, with the words “I am Phil Knight and I hate advertising”. Since then, Nike has pushed boundaries and tried to bring something new to the table through its print ads in 1970s and through its TV ads in 1980s and 1990s. While other companies allocate 80% of their



advertising budget to acquire media channels and only 20% to develop content, Nike uses a turnaround strategy. It allocates 80% of its budget towards content development and 20% is used to acquire media channels. Nike's TV ads use "emotional branding" wherein they capture viewer's emotions. Nike's advertisements have always been in the lime light for its content and its storyline. In the ads, Nike presents the narrative of a hero who works against all odds and emerges a winner against the terrible foe. The terrible foe is taken as the voice in your head that says you cannot do this and Nike emphasis to reply "Just do it". Nike's ads have thus been popular among larger masses and convey the message in an appropriate way.

However, with the coming of the internet Nike, like many other brands, has changed its marketing strategy. Nike saw an opportunity in internet and social media and has certainly capitalized on it. Today Nike's TV commercial budget has dropped by 80% while its digital campaign budget has increased by 200%. Nike has truly embraced the digital age. From football communities on social media to the Nike+ Run Club app, the brand has adapted the digital age and has grown immensely. Nike has truly made its online presence felt with its social media profiles on almost all the channels such as Facebook, YouTube, LinkedIn. The brand has created its online presence by creating pages and profiles for its products catering to different target audience. Using the digital medium allows the brand to cater to younger population and portray itself as the one which is still young. Nike is one of the active brands on twitter. It receives mentions from various celebrities' and are quick to respond to each mention received by them.

Nike has also built a decent body of digital work such as "bo knows" and "Instant Karma". One of the most recognizable of these is "Touch of Gold" which was viewed by more than 300 million viewers on YouTube. Nike launched Marget vs. Lilly on YouTube in 2016. The series was launched to complement its marketing campaign and has been viewed by 80 million viewers online. Nike has also partnered with Apple to launch Nike+, that allows users to track their progress via their iPod through a chip installed in their shoes. Nike has also tapped

into the power of blogs to promote its Mercurial football boot labelled as the fastest boot on the earth. Just like a versatile singer plays different types of songs to satisfy and gain conformance from different set of audiences, Nike has used different innovative strategies to promote its brand and build its unique image in the minds of the customers. Which strategy is the best is left on the readers to decide?

Questions

1. What are the various strategies that Nike has adopted to promote its brand? Suggest certain strategies that according to you Nike should have adopted?
2. What are the pros and cons of advertising through TV ads versus advertising through social media?
3. What unique advantages Nike has that makes it a leading player in sports and apparels market? Explain in the context of marketing?

References

- <https://www.thefactshop.com/blog/fashion-facts/nike-facts>
- <https://www.popsugar.com/fitness/Facts-About-Nike-40914518>
- <https://www.fineprintart.com/art/history-of-the-nike-logo>
- <https://www.referralcandy.com/blog/nike-marketing-strategy/>
- https://www.campaignlive.co.uk/article/nike-just-digital/889695?src_site=marketingmagazine
- <https://blog.unmetric.com/nike-social-media>
- <https://youtu.be/zils9phca2c>
- <https://youtu.be/IgPEaPVK4wc>
- www.rivaliq.com/blog,nike-brandingstrategy
- www.referralcandy.com
- [Http://sitebar.com/nikeshifttodigital](http://sitebar.com/nikeshifttodigital)
- <https://www.britannica.com/topic/Nike-Inc>



CORPORATE

Executives Opine

LEARNINGS FROM PAST DECADE AND GOING FORWARD... WHAT ARE OUR IMPERATIVES NOW...



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

In the space of last few years, the roads we thought we owned have become crowded, competitively fierce and the journey turned in to race. COVID 19 has reminded the uncharted landscape of tomorrow, up ahead we see a word of chaos and uncertainty.

A world of accelerating change with new normal. A world where economics will be based not on land, assets, intellectual capital but on ability to anticipate, adapt, imbibe/abandon strategies, and execute new ways of working expeditiously which are going to change at fierce pace in this fast-changing world.

We would require a new kind of vehicle, some very different & changing skills and whole new sense of direction more importantly we will need to challenge even more fundamentally all our personal and organizational assumptions.

The exciting thing about disruption is it also breeds opportunity. In simple terms we need aall-terrain vehicle to drive into future.

“Every morning in Africa, a gazelle wakes up. It knows it must move faster than the lion or it will not survive. Every morning a lion wakes up and it knows it must move faster than the slowest gazelle or it will starve. It doesn't matter if you are the

lion or the gazelle, when the sun comes up, you'd better be moving.” You have to get ahead in planning for macroeconomic events because those who move early are the ones who tend to thrive.

The belief that organizations must master the ability to innovate and drive new products and services to market in order to beat out the competition has contributed to the focus on agility & adaptability as a critical success factor. These organizations must “fail fast”, quickly learn from mistakes, and adapt to changing market conditions in order to outperform their competitors in the long-term.

Are these virtues sufficient to tide over COVID like disruptions?

As per book, Strategy Beyond the Hockey Stick (Wiley, 2018), who researched more than 2,000 companies over two decades to show that corporate performance follows a power curve. A small number of companies capture the lion's share of global economic profit, while the vast majority return just slightly above their cost of capital.

In spite of organizations having Virtues of Agility, Adaptability, flexibility and culture of excellence and right leadership, many of the organizations are instead sleepwalking to disaster through complacency of processes and practice.

In the three boom years before 2007, 'A' Group of organizations (top quintile of 2000 organizations) actually under delivered slightly on TRS(Total return to shareholders) However, they opened up a slight TRS lead relative to their sector peers during the downturn and extended this lead through the recession. By 2017, the cumulative TRS lead of the typical 'A' Group organizations had grown to more than 150 percentage points over the 'B' Group (all organizations excluding the top & bottom of quintile) This lead was tough to reverse:

nearly 70 percent of the 'A' remained top-quin-tile performers in their sector, with just a small fraction of the 'B' Group joining them.

When the economy started heading south, what distinguished the 'A' Group was earnings, not revenue. Barring a few sectors that were exceptions, A Group lost nearly as much revenue as industry peers during the early stages of the slowdown. However, by the time the downturn reached its trough in 2009, the earnings, measured as earnings before interest, taxes, depreciation, and amortization (EBITDA), of A group had risen by 10 percent, while industry peers had lost nearly 15 percent.



The A group organizations did not wait out for the storm to be over, Rather, their leader faced the paradox of embracing risk to succeed. Doing so required them to prepare their businesses to react to threats as opportunities, adapting to survive and prosper.

'A' group organizations have had greater ability to anticipate, prepare for, respond and adapt to incremental change and sudden disruptions in order to survive and prosper compare to their counterpart 'B' group organizations. 'A' Group organization were far more resilient than 'B' group organizations.

What differentiated this 'A' group organizations in disruption, clearly, they have had much better ability to handle viz a viz their peers, the strength could be akin to like development of immunity in human beings against disease besides every other thing remains same.

Economic downturns are impossible to predict and sure as sunrise. Build resilience now, because when the sun comes up, you'd better be moving.

When there are disruptions like SARAS or COVID like, organization have to perform twin task, one defensive (stopping bad things happen) and second those that are progressive (making good things happen) as disruption do throw opportunities besides challenges. This also necessitates behaviors that are consistent and also those that are flexible.

The differences between these perspectives and behaviors have been the source of much disagreement and misunderstanding. It is therefore not surprising that leaders seeking to enhance Organizational Resilience always receive conflicting guidance. More recently, a new, fifth strand of thinking on Organizational Resilience has emerged that integrates, balances and seeks fit (fitness for purpose) and this besides earlier conflicting virtues requires paradoxical thinking.

The four perspectives described above are opposite of each other that is defensive against being aggressive (progressive); consistent opposite to flexible.

These gives the leader four quadrants to operate on namely preventive control, mindful action, performance optimization and adaptive innovation

In most organizations there has been a preoccupation with defensive resilience behaviours & perspectives and not enough focus on resilience to adapt to opportunity to deal with the big, complex issues that abound in modern business.

Organizational Resilience requires a holistic approach and an appropriate balance between preventative control, mindful action, performance optimization and adaptive innovation.

Organizational Resilience requires effective leadership and a shift in mindset – of leaders and colleagues.

Paradoxically, therefore, executives have to manage and master the tension between the strong supportive leadership that people want to see during times of change, and the more demanding collaborative leadership that will sustain the organization. In leadership, as in Organizational Resilience as a whole, an increasingly volatile, uncertain, complex and ambiguous world calls for an appropriate balance between defence and progression, consistency and flexibility

Resilience due to above cannot be built overnight it is sustained effort over longer horizon and heavily dependent on strategy, structure, culture and leadership. Agility Adaptability & flexibility and Excellence are any way table stacks. What are the imperatives in current situation than?

- **Rightsized Teamwork, Instead of Driving Teamwork**

The most successful companies are those that are best able to create a “flexible fabric” of effective interconnectedness that spans the organization. This allows organizations to utilize people's time efficiently so that time is not wasted in chaotic situations. Knowing when and how to collaborate and work together or separately based on the situation is key.

- **Drive Stability, Instead of Focusing Too Much on Driving Change**

Another key direction is the need to temper the need to constantly “drive change” by ensuring an adequate focus on, and appreciation of, creating stability to help organizations perform. When people are frayed by constant change, having stable systems and processes to rely on to ground themselves and enhance their ability to absorb and recover from disruptive change.

- **Relentless Course-Correction, Instead of Periodic Performance Reviews**

The final critical factor is an organization's ability to create a shared value of continuous monitoring and adaptation in order to adjust to changing conditions. Continuous monitoring and adaptation help organizations to correct deficiencies as well as identifying potential opportunities before their competitors. The integration of processes and tools that help people to adjust to this relentless focus on continuous course correction can help them to move past their discomforts with effectively managing performance issues.

- **From just-in-time to just-in-time and just-in-case supply chains**

Stop optimizing supply chains based on individual



component cost and depending on a single supply source for critical materials. How can we forge a supply chain that creates the most value?” Start redesigning supply chains to optimize resilience and speed. Look at it comprehensively till the end customer. Include all your channel partners and let the benefit flow to the end customer by using technology.

- **Accelerate the transition of digitization and automation**

“Digital transformation” was a buzz phrase prior to the coronavirus crisis. Since then, it has become a reality in many cases—and a necessity for all. The consumer sector has, in many cases, moved fast. When the coronavirus hit China, Starbucks shut down 80 percent of its stores. But it introduced the “Contactless Starbucks Experience” in those that stayed open and is now rolling it out more widely. Car manufacturers in Asia have developed virtual show rooms where

consumers can browse the latest models; these are now becoming part of what they see as a new beginning-to-end digital journey. Airlines and car-rental companies are also developing contactless consumer journeys.

The bigger opportunity, however, may be in B2B applications like ours, particularly in regard to manufacturing, where physical distancing can be challenging. In the recent past, there was some skepticism about applying the Internet of Things (IoT) to industry. Now, many industrial companies have embraced IoT to devise safety strategies, improve collaboration with suppliers, manage inventory, optimize procurement, and maintain equipment. Such solutions, all of which can be done remotely, can help industrial companies adjust to the next normal by reducing costs, enabling physical distancing, and creating more flexible operations. The application of advanced analytics can help companies get a sense of their customers' needs without having to walk the factory floor; it can also enable contactless delivery.

Feedback

From Employers

We are happy with the performance of students from DIAS; they are doing really well and are very punctual. We express our gratitude towards DIAS for preparing their budding professionals as per the needs of the industry.

Ms. Ayushi

Manager, S & P Global

Nishtha Pathella (2018-2020) is a very enthusiastic person who always works hard to improve the areas where he is lacking. He has set high standards of work in the team and it is a pleasure to have him on board.

Ms. Pooja Prakash

Talent Acquisition Manager, Lido Learning

Nikunj Talwar (2017-2019) is a very hard-working candidate who takes challenges and is a quick learner. The knowledge and experience she has gained from DIAS are worth appreciating.

Ms. Poonam

HR Manager, Liberty

Aadish Jain (Alumni, DIAS) has become an integral part of our team. He continues to excel and improve himself everyday. He is a wonderful resource for the company.

Ms. Ritika Gopal

Senior HR Executive, WNS

Elna (MBA 2018-2020) is a good initiator and very enthusiastic in her work approach. She has set high standards of work in the team and it is a pleasure to have her on board. She is always ready to take challenges and learn new things.

Mr. Akshay

Elements HR Services

Kashish Dhawan (MBA 2018-2020) is sincere and hard working person. He has done a great job in all the tasks assigned to him till now. He has positive attitude towards the work and is always keen to learn new things.

Ms. Nishtha Wadhwa

Naukri Fastforward

Nishtha Sharma (2018- 2020) has been doing outstanding performance. Her dedication towards her work makes her stand apart from all other employees in the organization.

Ms. Ayushi

Manager, S& P Global

Ishita Gupta (2018-2020) has outstanding ability to work in a team. In only a short span of time, she was able to learn a lot of things. She is a very good resource for the team.

Mr. Sagar Tanwar

Finance Manager,
Pan Macmillan Publishing India Pvt Ltd



Alumni Speaks

I thank the institute and the faculty for all the efforts put in by them, along with the perseverance and right moves have paid off finally. All my batch mates are doing well in their respective jobs which reflect the quality of the students the institute has produced.

Riya Mittal
(MBA 2017-2019)

DIAS was more than a college to me. It's a privilege to be connected to this institution; a place where I gained knowledge, best needed for the survival in outer world and confidence. Right from day 1 energy and enthusiasm is what I experienced, be it faculty or students. I am what I am this day because of the curriculum, the teaching methodology adopted by the professors. The computer Lab was our innovation center/lab and the problems solved there were the most complicated problems solved till date. DIAS serves as an amazing institution which teaches you self-discipline, confidence and problem solving as essential traits to start your journey.

Nidhi Aggarwal
(BBA 2016-2019)

The academic experience with a world class infrastructure and excellent faculty at DIAS University has endured me with a lifelong career excellence. The exceptional programmes and teaching methodologies backed by practical skills and industry interface have given me the confidence to pursue my career ahead. The all-time support and motivation of the faculty members of DIAS has enlightened me throughout the beautiful journey.

Vardaan Sharma
(MBA 2015-2017)

I would like to state with immense pleasure that DIAS is an ideal institute for every bred of student irrespective of the back background they come from. Teachers at DIAS are always there for their students and have made provisions for many cells like STF, SIIF, EDP, etc have also constituted various entertainment and socially active societies like VRINDA- Ek aqaaz, Kartavya, blood donation camp etc.

Mitansha Khosla
(MBA 2015-2017)

DIAS has a full-fledge library with books of all specialization and magazine concerned with each specialization. The college experience is one that holds many pleasant memories for me. I started my journey with all my hopes high to excess their professional skill. The first thing that hit me was the workload. It was definitely much heavier and intense than what I was used to in my graduation.

Saad Ahmed Khan
MBA BATCH (2015-17)

Due to the efforts made by the faculty and placement cell at DIAS I was able to bag a job in the second company that I applied for. They always provided me with the assistance that I required for my overall development and to improve my technical knowledge.

Sanjay Bothra
MBA BATCH (2017-19)

Parents Feedback

It would not be an exaggeration on our part at all to say that DIAS has had a great and positive influence in shaping Srishti into the responsible and young adult that she has grown up to be. She is our daughter, and we will always be proud of her, but along with our love and affection, she is also now earning our respect for the value system that she is imbibing and demonstrating – something that would not have been possible without the encouraging and supporting environment of DIAS.

Mr. Mukesh Gupta
Father of Srishti Gupta, (BBA 2017-2020)

DIAS is well-known for its academic pursuits. The institute also encourages the students to choose from among a pool of co-curricular activities. Teachers are really experienced so learning is effective. My son had a good atmosphere to learn and absorb new skills and inculcate good qualities.

Mr. Sandeep Jain
Father of Vaibhav Jain
(MBA 2018-2020)

We are extremely satisfied with the college faculty for providing her with all support and guidance. We are happy



and satisfied with our decision of choosing DIAS over all other options.

Mr. Manoj Batra

Father of Sameer Batra
(BBA 2017-2020)

The Institute has given my ward an edge in the Industry. There has been support from faculty in building her image and knowledge. DIAS has got many societies ensuring complete and holistic development of the students.

Mr. Chandra Mohan Gupta

Father of Eshwarya Gupta
(MBA 2018-2020)

We would like to express our deepest gratitude to the teachers as every teacher at the institute strives to make students achieve excellence. It is a matter of pride for me to have sent my daughter to be a student of DIAS and I would always look forward for association in future with DIAS.

Mr. Sajan Goel

Father of Manvi Goel
B.com (H)-(2017-20 Batch)

We are happy that our son has chosen DIAS for his BBA course, so we would like to say thanks to the management for

providing wonderful education system to the students like library, lawn, canteen, computer lab, industrial trip and clean environment.

Shri Rajneesh Kumar Gupta

Father of Samgra Gupta
(BBA 2017-2020)

The Institute is excellent on all the various parameters such as Infrastructure, placements, quality of teaching, career guidance by SIF, discipline maintained by the Institute etc. The technical knowledge and skills which were acquired by my child while her stint in the institute were excellent and have helped her till date.

Shri Arun Arora

Father of Ishika Arora
(BBA 2016-2019)

DIAS has provided my child a safe, professional and a friendly learning environment. High quality teaching, assessment and management of learning are certain unique features of this institute.

Ms. Shalini

Mother of Palak Maini
MBA (2016-2018)

Readers' Views

I am quite pleased to learn about the forthcoming issue of the college magazine, 'DIAS Times'. The creative endeavor of the magazine will bring out an array of artistic and scientific expressions with distinct individual signatures. I do appreciate and applaud the editorial team for their successful completion of this tedious yet daunting task of putting together the myriad thoughts and dreams of college students and faculty into a meaningful and delightful visual fest called 'DIAS Times'.

Mr. Kushal Bhardwaj

Key Account Manager
Tata Power Solar System Ltd.

I express my considerable appreciation to all the authors of the articles in this magazine. These contributions have

required a generous amount of time and effort. It is this willingness to share knowledge, concerns and special insights with fellow beings that has made this magazine possible.

Ms. Nidhi

Training Manager
Reliance Communication Services

This magazine gives an insight into the Diasians' way of life, their creativity and activities. This magazine is a platform that exhibits the literary skills and innovative ideas of teachers and students. "DIAS Times" presents the hard work and dedication of students and contributions of teachers.

Mr. Manit Arora

Alumni, DIAS (BBA 2017-2020 Batch)



The Men In News



Dr. Harshvardhan Goel

I am quite pleased to learn about the forthcoming issue of the college magazine, 'DIAS Times'. The creative endeavor of the magazine will bring out an array of artistic and scientific expressions with distinct individuals.

“Great things are not done by impulse, but by a series of small things brought together” – Vincent Van Gogh

Dr. Harshvardhan Goel, an alumni of Zakir Husain Delhi College, University of Delhi and Ganesh Shankar Vidyarthi Memorial Medical College of Kanpur University holds a Master of Surgery in Otorhinolaryngology. He currently holds the position of an incumbent Minister of Science and Technology, Minister of Health and Family Welfare and Minister of Earth Sciences.

He was elected as State Minister of Health and Minister of Law for Delhi in 1993 and Minister of Education in 1996. He was also re-elected for the next four elections. During his tenure, our country got free from Polio with no reported case of Polio for consecutive three years. WHO certified it. “Do boondzindagike” turned out to be a life saver with infants being given the Polio drops on regular basis. This nationwide effort turned fruitful for all concerned.

It was during his tenure that the Delhi Prohibition of Smoking and Non-Smokers Health Protection Act was passed in the Delhi assembly which was one of the first anti-tobacco laws implemented by any state government. Smoking in public places was completely prohibited with fine being charged from offenders. Youngsters below 18 years of age were stopped from purchasing of these items with shops being fined if found guilty. These steps have given out positive results.

He has been rewarded for his efforts in various forms with IMA President's Special Award of Appreciation by the Indian Medical Association in 1994, Director-General's Polio Eradication Champion Award Commendation Medal by the World Health Organization in 1998, Polio Eradication Champion Award by the Rotary International in 2001 and "Doctor of the last Decade" (SwasthyaRatna) by Indian Medical Association's New Delhi branch in 2002.

In these tough times when the whole world is struggling with the Pandemic COVID-19, Dr. Harshvardhan has handled the situation in a planned and methodical way, helping the citizens and guiding our medical staff in doing their best. His dedication towards his work and nation is the reason of him being selected as Chairman of the 34-member World Health Organisation (WHO) Executive Board. We wish him success in his future endeavors and hope that he fulfills his duties as always.



DR. LAV AGARWAL

“Success is no Accident, it is Hard work, Perseverance, Learning, Studying, Sacrifice and most of all, Love of what you are doing or learning to Do” - Pele

Learning and doing are not the same. We learn a skill or educate our self about a topic with a different mind frame and when it comes to using of the skill, our thought processing might be completely different by what it was at the time of learning. But how to use it is totally in our hands and its entirely a person's prerogative about how he wants to use his blessings.

Dr. Lav Agarwal, an Engineer and an IAS Officer of India has been the face of speaker of our Government during the Lockdown period of our nation regarding COVID-19. Being



the joint secretary in the Ministry of Health and Family Welfare, he became a much awaited person to listen to the citizens of India. He is doing a wonderful job of clarifying and explaining to us the status of this virus in our nation and how we are supposed to tackle it. It was it foresightedness of introducing containment zones during the early stages of the Pandemic which helped in slowing down the spread of virus

You never feel that such a highly intellectual person is addressing the nation, in fact, his way of speaking and detailing made him feel that he is one among us. according to his colleagues, he is the ideal man to brief the public in this crisis. Even officers who are working with him are all praise for his style of working and handling delicate matters in this times

He has always been very clear about what choices he has to make, be that getting an admission with the prestigious IIT or appearing for the Civil Services and bagging the 21st Rank. This quality of his is helping him in giving his time to his work in the current scenario. Not only is he doing a tremendous job but also aspiring others to step up with him. Being in the health department, Agarwal has not only travelled around the world but has supervised the COVID situation from ground level which makes him the perfect person to brief the country about it. We pray that his farsightedness helps him in making the right decisions and guide us all to come out of this situation victorious.

Recent Notifications

BANKING RECENT NEWS

COVID-19 – REGULATORY PACKAGE

As announced in the Governor's Statement of May 22, 2020, the intensification of COVID-19 disruptions has imparted priority to relaxing repayment pressures and improving access to working capital by mitigating the burden of debt servicing, prevent the transmission of financial stress to the real economy, and ensure the continuity of viable businesses and households. Consequently, the detailed instructions in this regard are as follows:

Rescheduling of Payments – Term Loans and Working Capital Facilities

In view of the extension of lockdown and continuing disruption on account of COVID-19, all commercial banks (including regional rural banks, small finance banks and local area banks), co-operative banks, All-India Financial Institutions, and Non-banking Financial Companies (including housing finance companies) ("lending institutions") are permitted to extend the moratorium by another three months i.e. from June 1, 2020 to August 31, 2020 on payment of all instalments in respect of term loans (including agricultural term loans, retail and crop loans). Accordingly, the repayment schedule for such loans as also the residual tenor, will be shifted across the board. Interest shall continue to accrue on the outstanding portion of the term loans during the moratorium period.

In respect of working capital facilities sanctioned in the form of cash credit/overdraft ("CC/OD"), lending institutions are permitted to allow a deferment of another three months,

from June 1, 2020 to August 31, 2020, on recovery of interest applied in respect of all such facilities. Lending institutions are permitted, at their discretion, to convert the accumulated interest for the deferment period up to August 31, 2020, into a funded interest term loan (FITL) which shall be repayable not later than March 31, 2021.

Easing of Working Capital Financing

In respect of working capital facilities sanctioned in the form of CC/OD to borrowers facing stress on account of the economic fallout of the pandemic, lending institutions may, as a one-time measure,

- (i) recalculate the 'drawing power' by reducing the margins till August 31, 2020. However, in all such cases where such a temporary enhancement in drawing power is considered, the margins shall be restored to the original levels by March 31, 2021; and/or,
- (ii) Review the working capital sanctioned limits up to March 31, 2021, based on a reassessment of the working capital cycle.

The above measures shall be contingent on the lending institutions satisfying themselves that the same is necessitated on account of the economic fallout from COVID-19. Further, accounts provided relief under these instructions shall be subject to subsequent supervisory review with regard to their justifiability on account of the economic fallout from COVID-19.

Lending institutions may, accordingly, put in place a Board approved policy to implement the above measures.



Asset Classification

The conversion of accumulated interest into FITL, as permitted in terms of paragraph 3 above, and the changes in the credit terms permitted to the borrowers to specifically tide over economic fallout from COVID-19 in terms of paragraph 4 above, will not be treated as concessions granted due to financial difficulty of the borrower, under Paragraph 2 of the Annex to the Reserve Bank of India (Prudential Framework for Resolution of Stressed Assets) Directions, 2019 dated June 7, 2019 ('Prudential Framework'), and consequently, will not result in asset classification downgrade.

In respect of accounts classified as standard as on February 29, 2020, even if overdue, the moratorium period, wherever granted in respect of term loans, shall be excluded by the lending institutions from the number of days past-due for the purpose of asset classification under the IRAC norms. The asset classification for such accounts shall be determined on the basis of revised due dates and the revised repayment schedule.

Similarly, in respect of working capital facilities sanctioned in the form of cash credit/overdraft ("CC/OD"), where the account is classified as standard, including SMA, as on February 29, 2020, the deferment period, wherever granted in terms of paragraph 3 above shall be excluded for the determination of out of order status.

INSURANCE RECENT NEWS

GUIDELINES ON COVID STANDARD BENEFIT BASED HEALTH POLICY

In view of the global pandemic COVID-19, to help the public to protect themselves all insurers (life, general and health insurers) are encouraged to offer an individual COVID specific Standard benefit based health policy with the following objective: To have a COVID specific benefit based product addressing health insurance needs of insuring public related to COVID. The COVID Standard benefit-based health policy shall have the basic cover as specified in these Guidelines which shall be uniform across all Insurers. The insurer may determine the price keeping in view the cover proposed to be offered subject to complying with the norms specified in the IRDAI (Health Insurance) Regulations, 2016 and Guidelines notified there under. The COVID- Standard benefit-based health policy shall offer a policy tenure of three and half months (3 ½ months), six and half months (6 ½ months) and nine and half months (9 ½ months) i.e., 105 days, 195 days and 285 days respectively. The COVID Standard benefit based health policy shall comply with all the provisions of IRDAI (Health Insurance) Regulations, 2016, all other applicable Regulations, Guidelines on Standardization in Health Insurance dated 29th July, 2016, Guidelines on

Product Filing in Health Insurance Business dated 29th July, 2016 and other applicable Guidelines as amended from time to time. All Insurers (General, Health and Life) transacting Health Insurance business may endeavor offering this product preferably by 10th July, 2020.

The COVID Standard benefit-based health policy shall offer the following:

Lump sum benefit equal to 100% of the Sum Insured shall be payable on positive diagnosis of COVID, requiring hospitalization for a minimum continuous period of 72 hours. The positive diagnosis of COVID shall be from a government authorized diagnostic center.

COVID Standard benefit-based health policy may be distributed across all distribution channels including Micro Insurance Agents, Point of sale persons and Common Public Service Centers.

Distribution of COVID Standard benefit-based health policy shall be governed by the regulations of concerned distribution channels.

The Policy Terms and Conditions of the COVID Standard benefit-based health policy shall be in the format specified in Annexure – 1. Insurer may suitably modify the definitions and other clauses of the policy contract prospectively based on the Regulations or Guidelines that may be issued by the Authority from time to time. The nomenclature of the product shall be Corona Rakshak Policy, succeeded by name of insurance company, (Corona Rakshak Policy). No other name is allowed in any of the documents. The Proposal Form used for the product shall be subject to the norms specified under the Guidelines on Product Filing in Health Insurance. Insurers shall issue Customer Information Sheet as per the format specified in Annexure-2. The COVID Standard benefit based health policy may be offered as MICRO Insurance Product subject to Sum Insured limits specified in IRDAI (Micro Insurance) Regulations, 2015, and other circulars / guidelines issued in this regard by the Authority from time to time.

The COVID Standard benefit-based health policy may be launched under use and file without prior approval of the Authority subject to complying with the following conditions.

- The product shall be approved by the Product Management Committee (as may be applicable)
- Insurers shall obtain UIN from the Authority for the COVID Standard benefit based health policy by filing the relevant particulars in Form – IRDAI-UNF-SCHP (as specified in Annexure – 3 of these Guidelines) along with a certificate from Chief Compliance Officer that the product filed is in compliance with the norms



specified under these guidelines.

- c. On review of the application, the Authority may call for such further information as may be required and may issue suitable directions which shall be retrospectively affected in respect of all contracts issued under this product.

Insurers offering COVID Standard benefit-based health policy shall provide a certificate of insurance to the policyholder indicating the availability of health insurance coverage. The certificate shall have a reference to access detailed terms and conditions of the policy contract. Insurers shall also clearly mention policy period, effective policy period, waiting period in the Certificate of Insurance.

In terms of Clause 5 of Guidelines on short term health insurance policies dated 23rd June 2020, the guidelines will remain valid till 31st March, 2021 for issue of short term policies in respect of standard COVID product as specified in these guidelines.

LAW RECENT NEWS

NEW E-COMMERCE RULES TO BECOME EFFECTIVE IN 2020

The new rules for electronic retailers, including mandatory display of 'country of origin' on their products, will come into force by the end of 3rd week of July, Union minister Ram Vilas Paswan said in the month of the June. He also emphasized that the entities will face penal action for any non-compliance. The Consumer Protection (E-Commerce) Rules, 2020 will be applicable to all electronic retailers registered in India.

The e-commerce rules are "mandatory in nature" and violation of these will attract penalties as decided by the consumer protection authority and consumer courts as provided under the Act.

Consumer Affairs Secretary Leena Nandan said the rules have been finalized after taking inputs from the Department for Promotion of Industry and Internal Trade, under the aegis of the commerce ministry, so that they do not contravene with the overall e-commerce policy. As per the rules, the e-commerce players will have to display the total 'price' of goods and services offered for sale along with break-up of other charges. They are also required to mention the 'expiry date' of goods offered for sale and the 'country of origin' of goods and services that are necessary for enabling the consumer to make an informed decision at the pre-purchase stage.

E-retailers have to display details about return, refund, exchange, warranty and guarantee, delivery and shipment, modes of payment, and grievance redressal mechanism, and

any other similar information that may be required by consumers to make informed decisions.

Sellers offering goods and services through a marketplace e-commerce entity will have to provide the above details to the e-commerce entity to be displayed on its platform or website. They are also not allowed to "manipulate the price" of the goods and services offered on their platforms to gain unreasonable profit and discriminate between consumers of the same class or make any arbitrary classification of consumers affecting their rights under the Act.

They are also not allowed to "manipulate the price" of the goods and services offered on their platforms to gain unreasonable profit and discriminate between consumers of the same class or make any arbitrary classification of consumers affecting their rights under the Act.

Further, e-tailers will have to provide information on available payment methods, the security of those payment methods, any fees or charges payable by users, the procedure to cancel regular payments under those methods, charge-back options, if any, and the contact information of the relevant payment service provider.

That apart, e-tailers are required to display prominently to its users details about the 'sellers' offering goods and services, including the name of their business, whether registered or not, their geographic address, customer care number, any rating or other aggregated feedback about such seller, and any other information necessary for enabling consumers to make informed decisions at the pre-purchase stage.

They are also required to provide a ticket number for each complaint lodged, through which the consumer can track the status of the complaint. However, the rules will not permit any inventory e-commerce entity, including single-brand retailers and multi-channel single-brand retailers, to "falsely represent itself as a consumer and post reviews about goods and services or misrepresent the quality or the features of any goods and services".

The inventory e-commerce entities will also have to ensure that the advertisements for marketing of goods and services are consistent with the actual characteristics, access and usage conditions of such goods or services.

Under the rules, no inventory e-commerce entity will be allowed to refuse to take back goods, or withdraw or discontinue services purchased or agreed to be purchased, or refuse to refund consideration, if paid, if such goods or services are defective, deficient spurious, or if the goods or services are not of the features as advertised or as agreed to, or if such goods or services are delivered late from the stated delivery schedule.



TAXATION RECENT NEWS

INCOME TAX RULES CHANGES EFFECTIVE FROM APRIL 1, 2020

The Finance Act received Presidential assent on 27 March 2020. It contains the tax proposals for FY 2020-21, which would be incorporated in the Income-tax Act, 1961.

In the wake of the countrywide lockdown for dealing with the global COVID crisis, India's Parliament, just before adjourning, enacted the Finance Bill 2020 (FB 2020). The Finance Act received Presidential assent on 27 March 2020. It contains the tax proposals for Financial Year (FY) 2020-21 (i.e. 01 April 2020 to 31 March 2021), which would be incorporated in the Income-tax Act 1961 (ITA).

The following key changes relevant for the salaried taxpayers that are applicable from 01 April 2020 are:

New tax regime

Currently, the ITA comprises of various exemptions and deductions that are available to a taxpayer, subject to certain conditions and limits. In order to simplify the Income-tax law, the finance minister has introduced a new personal income tax regime from 01 April 2020, wherein lower income tax rates will apply for those individual taxpayers who forgo certain deductions and exemptions.

However, before one decides to choose which regime is beneficial, we need to keep in mind the following:

- Option to decide to be taxed under the old / new regime is available every year after ascertaining which regime is more beneficial.
- To avail the simplified regime, the taxpayer needs to file the return within the applicable due dates;

The following deductions / exemptions are not available under the simplified tax regime:

- Deductions for various payments / investments covered under chapter VIA of ITA such as life insurance premium, mediclaim premium, principal repayment of housing loan, tuition fees, employee's contribution to EPF, PPF contribution etc. However, employers' contribution to NPS will be allowed as a deduction;
- Exemptions such as House Rent Allowance (HRA), Leave Travel Allowance (LTA), and deductions such as standard deduction, profession tax, family pension deduction;
- Exemption in respect of voucher granted for free food and beverages;
- In case of self-occupied house property, no deduction for interest paid on housing loan will be available i.e. Further, this loss cannot be set-off against other income

or be allowed to be carried forward to future years. Senior and very senior citizens are presently availing various benefits like higher slab benefit of Rs 3 lakh and Rs 5 lakh respectively, higher deductions for mediclaim and interest on saving and fixed deposit which is available only under the old tax regime. They will have to let go the benefits if they opt for the new simplified tax regime.

As can be seen from the above, the decision regarding which regime should be opted for is dependent on the individual taxpayer based on the deductions / exemptions claimed. For example: For a Pensioner who does not have salary income and does not make tax saving investment, earning income of Rs 15 lakh, he would save tax of Rs 75,000 under the new tax regime. On the other hand, an individual taxpayer earning salary income with HRA, LTA as part of his compensation and making tax saving investments will be better off continuing under the old tax regime, to the extent the deduction / exemption exceeds Rs 225,000.

Residency Rules

While there are many changes carved out in the residential status rules, a significant amendment is that FB 2020 proposed a new residence provision, i.e. that an Indian citizen who is not liable to tax in any other jurisdiction (by reason of his domicile or residence), shall be deemed to be resident in India. This is now relaxed by introducing a threshold on the income (other than income from foreign sources) of Rs 15 lakh and such individuals will be treated as Not Ordinarily resident (they are taxable on income arising outside India from a business controlled in India).

Dividend income from shares / mutual funds

With effect from 01 April 2020, Dividend Distribution Tax (DDT) will be abolished and a traditional system of taxation be followed wherein the shareholders / unit-holders are liable to pay tax on such income at the applicable tax rate. This will mean significant increase in overall tax incidence to high net worth individuals who hold dividend-oriented investments.

Retiral Benefits

Currently, an employer contribution to below retirals is not taxable, up to a certain limit:

- Provident Fund up to 12% of salary
- NPS up to 14% of salary for Central government and 10% of salary for those working in other than Central government
- Superannuation up to Rs 150,000

With effect from 01 April 2020, aggregate contribution in excess of Rs. 750,000 to the aforesaid schemes would be a taxable requisite. Further, annual accretion on these contributions will be treated as requisite.



Technology

Browser

ACCOUNTING & TAXATION

CA Sahil Gupta BEPS 2.0: Re-writing the Rules of International Corporate Tax, Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 10, May 2020.	Pg. 780-787
CA. Vibha Venkatesh, "Overview of Tax Controversies:Real Estate Sector", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1632-1646
CA. Harinderjit Singh and CA. Radhika Sharma (2020)COVID-19: Audit approach and key considerations, Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 10, April 20.	Pg. 1311-1321
Garg, Mahesh Chand; Kumar, Sandeep, "The Relationship Between Human Resource Disclosure and Company Characteristics: A Study on Indian Companies", The IUP Journal of Applied Finance, Vol. 26, No. 2, April 2020.	Pg. 48-92
CA.Sachin Chitlange and CA. Balaji Rajagopalan (2019). Emerging Opportunities for CA's in Digital India Era, The Management Accountant, Journal of The Cost Accountants of India, Volume 55, Issue 4, April 2020.	Pg. 1371-1390.
Dr. Sukamal Datta (2020). Role of internal audit in merger and acquisition, The Management Accountant, Journal of The Cost Accountants of India, Volume 55, Issue 4, April 20.	Pg. 40-45
CMA C Veeraraghavan (2020). Importance of Audit Planning for Process Based Internal Audit, The Management Accountant, Journal of The Cost Accountants of India Volume 55, Issue 4, April 20.	Pg. 23-27
CA. Kasi Viswanathan V (2020). Entitlement of ITC under GST-Doctrine of 'Look At' vs. 'Look Through', The Chartered Accountant, Volume 68, Issue 10, April 20.	Pg. 1348-1352
Technical Directorate – ICAI (2020). IASB Exposure Draft on General Presentation and Disclosures: Better Financial Reporting, The Chartered Accountant, Volume 68, Issue 10, April 20.	Pg.1325-1340
CA Vivek Mehta and Dr. Shilpa Vardia, "GST: A Comparative Study of India and Singapore", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 11, May 2020.	Pg. 1443-1452
CA. Shivashish Karnani, Vouchers- Concept and GST implications thereon", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 11, May 2020.	Pg. 1453-1458
CA. Ekta Gurnasinghani and CA. Anjali Butani, "Better Information on Business Combinations: Disclosures, Goodwill and Impairment", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1595-1602
CA. Ashoke Sen Jindal and CA. (Dr.) Ashish Agrawal, "Corporate Business Sickness: Causes, Revival and Survival", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1576-1581.
Dr. Subir Bikas Mitra and Dr. Archana Vashishth, "Conciliation: An Ideal Mechanism for Dispute Resolution", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 40-45
CA. Puneet Agrawal, "GST Relief Measures for SMEs on Account of COVID-19: An Analysis and Suggested Way Forward", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1560-1565
CA. Neelam Kumar Jain, "Concept of 'Proper Officer under GST Law", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1609-1605
CA. Rohit Gupta, "Used Car Segment in GST Fast Lane", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1624-1631
CA. Manmeet Singh Mehta, "Beneish Model: A Tool for Auditors to Check Accounting Manipulation", Journal of the Institute of Chartered Accountants of India, Volume 68, Issue 12, June 2020.	Pg. 1467-1471



FINANCE

CA. Devang Patel (2020), "Co-origination in Lending: The Way Forward", The Chartered Accountant, Volume 68, Issue 10, April 20.	Pg. 1353-1345
Paul P. Momtaz, Entrepreneurial Finance and Moral Hazard: Evidence from Token Offerings, Journal of Business Venturing, May 2020.	Pg. 74-87
John Chalmers, Jonathan Reuter (2020), Is conflicted investment advice better than no advice?., Journal of Financial Economics, May 2020.	Pg. 232-250.
CA. DhvipShah , Corporate Social Responsibility: Way More Than Just a Responsibility, The Chartered Accountant, Volume 68, Issue 10, April 20.	Pg.491-527.
Russell R. Currie, Gurupdes S. Pandher, Finance journal rankings: Active scholar assessment revisited, Journal of Banking & Finance, Volume 111, June 2020.	Pg. 7-23.
Cevik, S., Rahmati, M.H. (2020), Searching for the finance–growth nexus in Libya. Empir Econ, Issue 58, April 2020.	Pg. 567-581
CA. (Dr) Bansal Ankur, Indian Industries in Times of nCOV-19 Crisis, The Chartered Accountant, Volume 68, Issue 10, June 20.	Pg. 1582-1586
CMA (Dr.) M.V.S. Kameshwar Rao, Currency Risk Management And Covid 19, The Management Accountant, Journal of The Cost Accountants of India, Volume 55, Issue 5, May 2020.	Pg. 5-16
CA. Ashok Sharma (2020), Corporate Sustainability, The Chartered Accountant, Volume 68, Issue 10, April 20.	Pg. 1479-1482
Nisha Gupta (2020), "Evolving Periphery of Insolvency and Bankruptcy Code in India, The Chartered Accountant, Volume 68, Issue 10, April 20.	Pg. 1459-1471

MARKETING MANAGEMENT

Berger J, Humphreys A, Ludwig S, Moe WW, Netzer O, Schweidel DA. (2020) Uniting the Tribes: Using Text for Marketing Insight. Journal of Marketing. 2020; Volume 84, Issue 1.	Pg. 1-25
Farinloye, Temitope, Adeola, Ogechi and Mogaji, Emmanuel (2020) Typology of Nigeria universities: a strategic marketing and branding implication. In: Mogaji, Emmanuel, Maringe, Felix and Hinson, Robert Ebo, (eds.) Understanding the Higher Education Market in Africa. Routledge Studies in Marketing. Routledge, Oxfordshire, UK, Volume 2, Issue 1.	Pg. 130-140.
Amalsh Sharma, Mauli Soni, Sourav Bikash Borah, Alok R. Saboo, Identifying the drivers of luxury brand sales in emerging markets: An exploratory study, Journal of Business Research, Volume 111, 2020.	Pg. 25-40.
Cleopatra Veloutsou, Kalliopi Chatzipanagiotou, George Christodoulides, The consumer-based brand equity deconstruction and restoration process: Lessons from unliked brands, Journal of Business Research, Volume 111, 2020.	Pg. 41-51
Jacob Lund Orquin, Michel Wedel, Contributions to attention based marketing: Foundations, insights, and challenges, Journal of Business Research, Volume 111, 2020.	Pg. 85-90
Sheng-Fang Chou, Jeou-Shyan Horng, Chih-Hsing Sam Liu, Jun-You Lin, Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes, Journal of Retailing and Consumer Services, Volume 55, 2020.	Pg. 2-20
Himanshu Seth, Shalini Talwar, Anuj Bhatia, Akanksha Saxena, Amandeep Dhir, Consumer resistance and inertia of retail investors: Development of the resistance adoption inertia continuance (RAIC) framework, Journal of Retailing and Consumer Services, Volume 55, 2020.	Pg. 115-132



LAW

Kowalczyk, R., & Kucharska, W. (2020). Corporate social responsibility practices incomes and outcomes: Stakeholders' pressure, culture, employee commitment, corporate reputation, and brand performance. A Polish-German cross-country study. <i>Corporate Social Responsibility and Environmental Management</i> , Volume 27, Issue 2, June 2020.	Pg. 595-615.
Aditi Mitra, Sanjaya Singh Gaur, "Does environmental concern drive Asian firms' governance?", <i>Journal of Asia Business Studies</i> , Volume 14, Issue 4, April 2020.	Pg. 481-503.
Sanjay Kumar Singh & Sanjaya S. Gaur, "Corporate growth, sustainability and business ethics in twenty-first century", <i>Journal of Management and Governance</i> , Vol. 23, Issue 24, April 2020.	Pg. 303-306.
El Gammal, W., Yassine, N., Fakh, K. et al., "The relationship between CSR and corporate governance moderated by performance and board of directors' characteristics", <i>Journal of Management and Governance</i> , Vol. 24, May 2020.	Pg. 411-430.
Sahut, JM., Peris-Ortiz, M. & Teulon, F. J Manag, "Corporate Social Responsibility and Governance", <i>Journal of Management and Governance</i> , Vol. 23, Issue 4, Dec. 2019.	Pg. 913-923

HUMAN RESOURCE MANAGEMENT

Greer, T. W., & Shuck, B. (2020). Mounting the New Guard: The Golden Rule as a Basis for Organizational Culture Change in Response to Challenges in Academia. <i>Advances in Developing Human Resources</i> , Vol, 22, Issue 1, April 2020.	Pg. 102-112
Cinque, S., Nyberg, D., & Starkey, K. (2020). 'Living at the border of poverty': How theater actors maintain their calling through narrative identity work. <i>Human Relations</i> , Sage Journals, April 2020.	Pg. 2-20
Mohammad. A. O. Almutairi & Dr: Ayyoub. A. Alsawalhah, "The Impact of Strategies Human Resource Management on Organizational Commitment. (An Applied Study on Employees in Jordanian Islamic Banks)", <i>European Journal of Business and Social Sciences</i> , Volume 1, Issue 6, April 2020.	Pg. 34-51
Wood J, Oh J, Park J, Kim W. The Relationship Between Work Engagement and Work-Life Balance in Organizations: A Review of the Empirical Research. <i>Human Resource Development Review</i> . 2020; Volume 19, Issue 3, April 2020.	Pg. 240-262
Schweiger S, Müller B, Güttel WH. Barriers to leadership development: Why is it so difficult to abandon the hero? <i>Leadership</i> . 2020; Volume 16, Issue 4, June 2020.	Pg.411-433
Giesbrecht CJ. Toward an Effective Workplace Response to Intimate Partner Violence. <i>Journal of Interpersonal Violence</i> . May 2020.	Pg.100 -120

ECONOMICS

Kundu, Amit; Goyal, Anil Kumar (2020), "ARCH-Based ARIMA Forecasting of Money Plus Quasi Money in the Economy of India", <i>Research in Economics, The IUP journal of Applied Finance and Economics</i> , Volume 26, Issue 2, April 2020.	Pg. 59-70.
Julie A. Nelson (2020), "Economics for (and by) humans", <i>Review of Social Economy</i> , Volume 20, May 2020.	Pg. 1-15.
Abadie, Alberto. 2020. "Statistical Non-Significance in Empirical Economics." <i>American Economic Review: Insights</i> , Volume 2, Issue 2, June 2020.	Pg.193-208.
Yael Goldfarb and Shoshana Neuman, "Labour-Market Integration Economics by Responding to Work Motives: Lessons from a Study of Israeli Ultra-Orthodox Women", <i>Journal of Economics, Management and Religion (JEMAR)</i> , Volume 01, Issue 1, July 2020.	Pg. 1-32.
Zoya Mladenova, "Economic Science, education and the real economy: Development and interactions in the digital age", <i>Journal of Economics, Management and Religion (JEMAR)</i> , Volume 01, Issue 1, July 2020.	Pg. 25- 42



GENERAL MANAGEMENT

Bajaj Bhavna, Jain Shilpa, "Inflated self-Assessments and Metacognitive Ability: A demonstration of the Kruger-Dunning Effect among Knowledge workers", DIAS Technology Review, Volume 17, No. 1, 2020.	Pg. 129-137
Oran Finegan, Stephen Fonseca, Pierre Guyomarc'h, Maria Dolores Morcillo Mendez, Jacqueline Rodriguez Gonzalez, Morris Tidball-Binz, Kristy A. Winter, International Committee of the Red Cross (ICRC), "General guidance for the management of the dead related to COVID-19," Forensic Science International: Synergy, Volume 2, 2020.	Pg. 25-40
Goryacheva, Irina; Goryacheva, Tatyana; Slavnetskova, Lyudmila; Baurova, Julia, "Formation of Marketing Processes Convergent Management", Quality - Access to Success, EBSCO Management Services, June 2020, Vol. 21, Issue 176, 2020.	Pg.9-15.
Jure Erjavec; Peter Trkman, "Behavioural operations management- Identification of its research program", International Journal of Services and Operations Management, 2020 Vol.36, No.1, 2020.	Pg.42-71
Zhang, W, Wang, Y, Yang, L, Wang, C, "Suspending Classes Without Stopping Learning: China's Education Emergency Management Policy in the COVID-19 Outbreak", J. Risk Financial Management, 2020, Volume 13, Issue 5, 2020.	Pg.55-65
Jiabao Lin, Jinyuan Guo, Ofir Turel, Shan Liu, "Purchasing organic food with social commerce: An integrated food-technology consumption values perspective", International Journal of Information Management, Volume 51, Issue 1, 2020.	Pg.110-120
Dennis Tourish, "The Triumph of Nonsense in Management Studies", Academy of Management Learning & Education, Volume 19, No. 1, 2020.	Pg. 117-217
Stefano Franco, Matteo Giuliano Caroli, Francesco Cappa, Giacomo Del Chiappa, "Are you good enough? CSR, quality management and corporate financial performance in the hospitality industry", International Journal of Hospitality Management, Volume 88, 2020.	Pg. 102-112.
Swapnil Lahane, Ravi Kant, Ravi Shankar, "Circular supply chain management: A state-of-art review and future opportunities", Journal of Cleaner Production, Volume 258, 2020.	Pg.91-105
Francesca Greco, Alessandro Polli, "Emotional Text Mining: Customer profiling in brand management", International Journal of Information Management, Volume 51, 2020.	Pg.101-1020
Zhang Y, Huxham C., "Collective identity construction in international collaborations", Journal of General Management., Volume 45, Issue 3, 2020.	Pg. 123-140
Pham HST, Nguyen DT., "Debt financing and firm performance: The moderating role of board independence", Journal of General Management, Volume 45, Issue 3, 2020.	Pg. 141-151
Huang J-Y, Lin S-J., "Analysis on the influential factors of transformation resistance of small and medium enterprise managers", Journal of General Management, Volume 45, Issue 3, 2020.	Pg. 163-175
Huong Trang Kim, "Linking managers' emotional intelligence, cognitive ability and firm performance: Insights from Vietnamese firms", Cogent Business & Management, Volume7, Issue 1, 2020.	Pg. 7-23

DELHI INSTITUTE OF ADVANCED STUDIES

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

(An ISO 9001:2015 Certified Institution)

Plot No. 6, Sector 25, Rohini, Delhi - 110 085 India

Ph. : +91-11-2793 2742, 2793 4011, 2793 4400 Fax: +91-11-2793 4200 Email: dias@dias.ac.in



Delhi Institute of Advanced Studies is NAAC Accredited 'A' Grade institution affiliated to Guru Gobind Singh Indraprastha University. The Institute has also been conferred 'A+' grade by State Fee Regulatory Committee & 'A' grade by Joint Assessment Committee. The Achievements of DIAS showcase its commitments to its mission “**Learning to Excel and Excelling to Serve**”

PROGRAMMES OFFERED:

**B. COM (H) (3 Years - Full Time) BBA (3 Years - Full Time)
MBA (2 Years - Full Time) MBA (FM)**



EXCLUSIVE FEATURES

- 19 Years of **Educational Excellence**
- **Outstanding Academic Results** with 24 Gold Medals in BBA, BCA, MBA & MCA Programmes.
- **Excellent Placements** in Top Notch Companies.
- **Placed in the Rank Band 76-100** in the Management Institutions by NIRF (MHRD) GOI, 2017, 2018 & 2019
- **Interactive learning** through live projects, frequent industry visits and extensive corporate interaction.
- **Academic Collaboration** with National & International Professional Institutions.
- **Experienced, Dedicated, Qualified & Research Oriented Faculty.**

PLACEMENTS

Some of the prominent recruiters includes:

BLACKROCK



LAVA

99acres.com

BAIJAL CAPITAL

jaro education



IntelliGrape

Indus Valley Partners

Expicient

ICICI Securities
Nurturing Profitable Partnerships

daffodil

Toluna

Indiamart

NIIT

pragiti