

DIAS TIMES

DELHI INSTITUTE OF ADVANCED STUDIES

NAAC Re-Accredited 'A' Grade and ISO 9001:2015 CERTIFIED INSTITUTION

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25 years
OF EXCELLENCE





From the Editor's Desk

Dear Readers,

It is with great joy and reflection that we bring to you the 97th issue of DIAS Times, capturing the spirit and energy of a truly eventful quarter. April to June 2025 has been a season of celebration, accomplishment, and heartfelt goodbyes—a time that beautifully encapsulates what DIAS stands for: excellence, community, and growth.

This quarter, the campus buzzed with excitement as we successfully hosted our much-anticipated Inter-College Management Fest. The air was filled with healthy competition, creative ideas, and the coming together of bright minds from various institutions. From strategic business games to innovative marketing challenges, it was a proud moment to witness our students not just participate, but lead, collaborate, and shine.

We also shared a deeply emotional milestone as we celebrated the journey of the batch of students completing their degree in 2025. The farewell wasn't just a ceremony—it was a heartfelt celebration of journeys taken, friendships built, and transformations made. Watching our students step into the next phase of their lives with confidence and dreams in their eyes was a reminder of why we do what we do at DIAS.

Amid these landmark events, the academic pulse remained strong. Students engaged in workshops, guest lectures, and hands-on learning that pushed them to think differently and prepare for the world ahead. The classroom, once again, proved to be much more than just four walls—it became a place of discovery, innovation, and dialogue.

What continues to stand out at DIAS is the sense of belonging, the shared mission of growing together, and the belief in giving back. Our students took part in several community initiatives, showing once again that success is not just about personal achievement, but also about making a difference.

As we turn the page on this vibrant quarter, we carry forward stories of leadership, learning, and lasting memories. Here's to continuing the journey—together.

Dr. Neetu Chadha
Editor





DIAS A MISSION TO EXCEL

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

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

ACADEMIC CONTRIBUTION BY FACULTY

Dr. S. N. Maheshwari, Academic Director, DIAS

1. Published Book titled "Financial Management Principles & Practice" for M.Com., MBA, CA, CS & CMA Examination), Sixteenth Edition, April 2025. ISBN: 978-93-91820-82-4. Publisher Sultan Chand & Sons
2. Published Book titled "Management Accounting" Tamil Nadu State Council for Higher Education (TANSCH) Syllabus for B.Com. (General) & B.Com. (Accounting & Finance) First Edition April 2025. ISBN: 978-81-979992-6-0. Publisher Sultan Chand & Sons

The credibility of education at the Institute is increasingly being realized and recognized by foreign universities as well as the corporate world.

The Institute's alum are its brand ambassadors. Our students have been placed in some of the best companies in India like IBM, Infosys, Adobe, TCS, Nucleus Software Ltd., Intersolutions, Mahindra British Telecom, Bharti Touchtel, Reliance Infocomm, Ranbaxy, Thomas Cook, FICCI, American Express, Tata Tele Services, Jet Airways, Mahindra Finance, Alcatel, Abacus, Synergy, Torrent, Quark, Syntel, Om Logistics, BEC Foods, Hughes, BrickRed Technologies, Escosoft Technologies, Nagarro, Grapecity, Satyam, Wipro, Accenture, Caritor, L and T Infotech, HCL, Tata Infotech, ICICI Prudential Life Insurance, Reliant Infomedia, India Bulls, Tact India, Sapien, 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.

Dr. Pratiksha Tiwari, Associate Professor, DIAS

Published Paper titled "Optimizing Sampling Techniques Using Fuzzy Set Theory: A Comprehensive Approach" in Research & Reviews: Discrete Mathematical Structures. 2025; 12(01):29-43.

Ms. Dimpy Jindal, Assistant Professor, DIAS

Attended FDP on Research and Development Insights Into Machine Learning, Deep Learning, and Neural Networks at Amity School of Engineering and Technology in Collaboration with the Association of Indian Universities (AIU), Amity University, Rajasthan (AUR) from 5-5-2025 to 9-5-2025



PLACEMENT ACTIVITIES

At DIAS, we are committed to empowering students with exceptional opportunities to connect with leading organizations and gain valuable hands-on experience through placements. Driven by our focus on student success, we leave no stone unturned in supporting them to build rewarding and future-ready careers. The Training & Placement Cell plays a crucial role in this journey, offering modern facilities for PowerPoint presentations, written assessments, group discussions, and personal interviews. Serving as a dynamic bridge between academic excellence and professional aspirations, the cell provides personalized guidance and counseling to ensure students are well-prepared for a smooth and confident entry into the corporate world. The current quarter for the 2024–2025 batch commenced on a high note, with the participation of renowned organizations such as Ameriprise Financial, JLL, AAJ Supply Chain Management, and IndiaMART.

To further enhance students' employability, the Placement Cell has proactively incorporated confidence and personality development initiatives into its placement activities. These include focused sessions on Time Management, Overcoming Procrastination, Bracing Negativity & Criticism, and Building Charismatic Leadership & Teamwork Skills.

In a commendable move, the Placement Cell also collaborated with a distinguished alumnus to support students in securing opportunities with reputed company like Citi. Committed to bridging the gap between academic knowledge and industry expectations, the Placement Cell continues to equip students with essential skills for professional excellence. With its unwavering dedication and student-focused approach, DIAS consistently sets new benchmarks in placement success, year after year.

Activities at DIAS

VALUE-ADDED COURSE ON “ADVANCED EXCEL”

DATE: 1st April 2025 to 30th April 2025

RESOURCE PERSON: Mr. Monu Pratap, Bright Future

ORGANIZED BY: CAIC Committee, DIAS

PARTICIPANTS: Students of MBA & BBA Batch

OBJECTIVE: The primary goal of the Value-Added Course on Advanced Excel was to enhance the data handling, analysis, and reporting capabilities of students through structured training.

The course focused on building proficiency in Excel, ranging from basic functionalities to advanced logical and lookup functions.

SUMMARY AND LEARNING OUTCOMES: The primary objective of the course was to enhance the data handling, analytical, and reporting capabilities of students using Microsoft Excel.

Excel is widely used in both academic and corporate environments for managing data, performing calculations, and visualizing insights.



Recognizing its significance, this course was designed to build proficiency starting from basic operations to advanced tools and functions, enabling students to manage large datasets, conduct logical analysis, and prepare professional reports. The training was delivered in a hands-on format to ensure active student engagement and real-time application of the concepts taught. Microsoft Excel 2016 (or later versions) was used throughout the course, and the pedagogy involved live demonstrations, guided exercises, structured assignments, and practical problem-solving. This format allowed students to not only learn theoretical aspects but also implement them immediately, reinforcing their understanding and boosting their confidence.

The course started with a foundational overview of Microsoft Excel, introducing students to the Excel interface, navigating workbooks and worksheets, understanding various data types, formatting data, and performing basic cell operations. Students also learned about cell referencing, which is crucial for writing formulas and maintaining data accuracy. Following this, the course moved into data sorting, cleaning, and validation techniques. These sessions included using filters, removing duplicates, validating data inputs, checking for errors, and using Excel functions like TRIM, CLEAN, and SUBSTITUTE to clean unstructured data. In the subsequent sessions, students were introduced to essential formulas like SUM, COUNT, COUNTA, and AVERAGE, as well as arithmetic operators and AutoSum features. This laid the groundwork for the application of more complex logical functions such as IF, AND, OR, and NOT, along with nested IF conditions for advanced decision-making within datasets. These logical tools are particularly valuable for scenario analysis and conditional formatting. Building on this logic-based learning, students explored text functions (e.g., LEFT, RIGHT, MID, LEN, FIND, CONCATENATE, TEXTJOIN) to manipulate textual data dynamically.

They also worked with date and time functions such as TODAY, NOW, DAY, MONTH, YEAR, NETWORKDAYS, and DATEDIF, which are essential for time-sensitive data operations. Special focus was given to formatting and using date and time values accurately in calculations and reports.

In the more advanced segments of the course, students were introduced to powerful features like nested conditions using IFS and SWITCH functions, as well as Flash Fill for pattern-based automation. One of the most critical aspects of the course was mastering lookup functions. Students learned how to use VLOOKUP and HLOOKUP with exact and approximate matches and how to handle errors using IFERROR. Further, the course introduced dynamic lookup techniques by combining VLOOKUP or HLOOKUP with MATCH and INDEX, giving students tools for more flexible and scalable data retrieval. The course concluded with sessions on table creation and data summarization using PivotTables and Pivot Charts. Students learned how to create and format tables, use structured references, and insert slicers and timelines for enhanced data navigation. This part of the course emphasized turning raw data into meaningful summaries and dashboards, which is vital for decision-making and reporting in business environments. Overall, the Value-Added Course on Advanced Excel was a highly structured and practice-oriented learning experience. It not only achieved its objective of providing foundational and advanced Excel skills but also prepared students for real-world challenges in data handling and analysis. The course bridged the gap between theoretical understanding and practical execution, with a strong emphasis on accuracy, automation, and professional presentation of data. Feedback from students was overwhelmingly positive, highlighting the course's relevance, the instructor's clarity, and the usefulness of practical sessions. This program successfully enriched the participants' skill set and prepared them for more advanced topics such as Excel dashboards, VBA programming, and data visualization, making it a significant value addition to their academic and professional journey.





SESSION ON TIME MANAGEMENT & OVERCOMING PROCRASTINATION

DATE: 2nd April, 2025

PARTICIPANTS: Students of MBA II (G) & MBA II (FM)

OBJECTIVE: To equip students with effective time management techniques and strategies to overcome procrastination in order to boost academic and professional productivity.

SUMMARY AND LEARNING OUTCOMES: The session conducted by Mr. Saurabh Sharda focused on building students' ability to manage their time efficiently and tackle procrastination, a common challenge faced by students and professionals alike. The resource person began by highlighting the importance of time management in achieving both short-term academic goals and long-term career objectives. Various techniques were introduced, such as the Eisenhower Matrix, Pomodoro Technique, and time blocking, along with practical examples of their application in a student's daily routine. Mr. Sharda emphasized the psychological roots of procrastination, including fear of failure, perfectionism, and lack of motivation. He shared simple yet effective methods to overcome procrastination, such as goal-setting, breaking tasks into smaller steps, prioritization, and self-reward mechanisms. The session also included interactive exercises that helped students identify their personal time-wasters and develop personalized action plans. Students were actively engaged through self-assessment quizzes, reflective discussions, and real-life scenario analysis. The session concluded with a Q&A segment, during which students clarified doubts and sought personalized guidance.



A VISIT TO STARTUP MAHA KUMBH AT BHARAT MANDAPAM

DATE: 5th April, 2025

ORGANIZED BY: IEDC Cell, DIAS

PARTICIPANTS: Students of MBA II (G) & MBA II (FM)

OBJECTIVE: To interact with emerging startups, gain industry insights, and explore innovative products.

SUMMARY AND LEARNING OUTCOMES: Startup Maha Kumbh was a grand convergence of India's most promising startups, investors, industry leaders, and innovators, hosted at Bharat Mandapam.

The event aimed to foster entrepreneurship, showcase next-gen innovations, and facilitate meaningful networking opportunities. Interaction with Startup: RAY WELLNESS, TAX MANAGER and META SPACE One of the most engaging interactions I had was with a startup called RAY WELLNESS, TAX MANAGER and META SPACE operating in the domain of FinTech, EdTech, Agri Tech and Gaming.

Their team explained their journey, product development process, and the problem they aim to solve in the market.

Ray wellness focused on solving the skin problems faced by teenager. Ray wellness also introduced a product hair spray which protects the hair from sunlight.

Tax Manager focused on giving services related to tax, income return filing and also fund raising for different kind of business.

- **Hands-On Product Experience:** Student also had the opportunity to test the product firsthand. The product was RAY Anti Acne serum. It helps in removing acne from the skin and gives a clear skin. Here are a few highlights from the experience:
- **User Interface:** It was very user-friendly and intuitive.
- **Functionality:** The product performed well during the demo, accurately showcasing its core feature



- **Innovation:** It offered a unique solution by integrating [e.g., real-time data analysis with mobile connectivity].
- **Potential Impact:** The product has the potential to disrupt its industry and scale globally, given its accessibility and relevance.
- **Real-world problem solving:** The startup showed how deep market understanding leads to impactful innovations.
- **Customer-centric design:** They emphasized continuous feedback loops for product refinement.
- **Adaptability:** The team spoke about pivoting their initial idea based on user response, a key trait in startup success.
- **Funding challenges & strategies:** I also gained insight into how early-stage startups pitch and secure funding.

Attending Startup Maha Kumbh at Bharat Mandapam was an eye-opening experience. It provided a unique platform to understand India's thriving startup ecosystem. My interaction with RAY WELLNESS, TAX MANAGER and META SPACE not only offered valuable knowledge but also inspired me to think more creatively and entrepreneurially.



INTERACTIVE SESSION ON "HOW TO LAND A HIGH-PAYING JOB IN BIG 4S AND MNCs"

DATE: 15th April, 2025

RESOURCE PERSON: Mr. Satyamedh Nandedkar, CA and Investment Banker

ORGANIZED BY: CAIC Committee, DIAS

PARTICIPANTS: All the students of BBA & B.COM(H)

OBJECTIVE: The session aimed to equip students with practical insights, strategies, and real-world knowledge on how to crack interviews, build industry-relevant profiles, and effectively position themselves to land high-paying roles in reputed organizations such as the Big 4 consulting firms and multinational corporations.

SUMMARY AND LEARNING OUTCOMES: Attending the interactive session with Mr. Satyamedh Nandedkar was a highly enriching experience for the students of DIAS. As a seasoned investment banker and chartered accountant, Mr. Nandedkar brought firsthand insights into the recruitment practices and expectations of top-tier companies. The session provided clarity on the current hiring landscape and emphasized how aligning one's academic pursuits with industry expectations can significantly boost employability.

Mr. Nandedkar highlighted the importance of upskilling, networking, and certifications (like CFA, ACCA) to enhance one's profile.



From resume-building tips to case interview preparation, the session offered a deep dive into the selection processes of the Big 4s. Mr. Nandedkar shared real examples of what successful candidates did differently and how students can tailor their approach to stand out. He also focused on how students can build a strong personal brand on platforms like LinkedIn, maintain a consistent professional image, and use these tools to connect with potential recruiters and mentors.

Mr. Nandedkar emphasized that technical knowledge must be complemented with communication, teamwork, and adaptability—qualities that MNCs and consulting firms actively seek. Drawing from his own journey, he shared how one can transition between roles and industries while maintaining upward career mobility, and even discussed entrepreneurial opportunities post-corporate experience.

The session concluded with an engaging Q&A round, where students clarified their doubts regarding internships, interview rejections, and choosing between different career paths.



SESSION ON BRACING NEGATIVITY & CRITICISM

DATE: 16th April, 2025

RESOURCE PERSON: Mr. Saurabh Sharda, Personality Development Trainer, DIAS

PARTICIPANTS: Students of MBA II (G) & MBA II (FM)

semesters

OBJECTIVE: To help students develop emotional resilience by understanding how to receive, process, and grow from criticism and negativity in academic, professional, and social settings..

SUMMARY AND LEARNING OUTCOMES: Mr. Saurabh Sharda conducted an empowering and reflective session on how to handle negativity and criticism constructively. The session began with an overview of the types of criticism—constructive and destructive—and the importance of distinguishing between the two. The resource person emphasized that criticism, when handled positively, can be a powerful tool for self-improvement and growth. Students were introduced to key psychological concepts such as the “Growth Mindset” and “Emotional Intelligence,” which play a pivotal role in bracing negative feedback. Mr. Sharda also discussed practical strategies, including active listening, managing emotional responses, reframing criticism as feedback, and practicing assertive communication.





POSTER MAKING EVENT ON “SMALL THINGS MAKE BIG IMPACT”

DATE: 21st April, 2025

ORGANIZED BY: IEDC & ICC Cell, DIAS

PARTICIPANTS: Students of All the Batch

OBJECTIVE: The primary objective of the Poster Making Event on “Small Things Make Big Impact” was to celebrate World Creativity and Innovation Day by fostering a culture of visual storytelling, creative thinking, and innovation among students.

SUMMARY AND LEARNING OUTCOMES: The event aimed to emphasize how small yet meaningful actions or ideas can lead to large-scale positive change—socially, environmentally, and economically. It also encouraged students to reflect on the value of intellectual property and the importance of protecting original ideas, no matter how modest their origin.

The Poster Making Event offered students a platform to creatively engage with the theme “Small Things Make Big Impact” and reflect on the transformative potential of minor actions and ideas. Through visually compelling posters, participants demonstrated how small contributions in areas like sustainability, kindness, technology, and daily habits can create a ripple effect of change in society.

Students gained insight into:

- The power of creativity as a tool for communication and change-making.
- The importance of visual storytelling in conveying complex concepts effectively.
- How minor innovations and everyday actions can lead to impactful transformations.
- The role of design thinking and originality in fostering entrepreneurial and responsible mindsets.
- A deeper appreciation of intellectual property and the need to respect and protect innovative ideas.

The interactive nature of the event and the thoughtful interpretations by students reinforced the idea that every small initiative counts and can become the starting point for meaningful change.

The Poster Making Event on “Small Things Make Big Impact” beautifully illustrated how creativity can drive meaningful change. Students showcased how simple actions—like reducing plastic use, spreading kindness, or supporting local innovations—can lead to larger societal shifts. The event not only sparked visual expression but also encouraged critical thinking and social awareness. It served as a gentle yet powerful reminder that impactful change often begins with the smallest steps.





SLOGAN MAKING COMPETITION

DATE: 22nd April, 2025

ORGANIZED BY: NSS & Eco Club, DIAS

PARTICIPANTS: Students of all Courses

OBJECTIVE: The primary objective of the Slogan Making Competition was to celebrate Earth Day by engaging students in a creative exercise that promotes environmental awareness and sustainable thinking. The event aimed to inspire students to use the power of words to advocate for ecological responsibility and encourage collective action towards a greener, healthier planet.

SUMMARY AND LEARNING OUTCOMES: The Slogan Making Competition successfully sparked awareness and environmental consciousness among students. Through compelling and imaginative slogans, participants highlighted urgent issues like climate change, deforestation, pollution, and the need for sustainable living.

Students gained:

- A deeper understanding of Earth Day's significance and global environmental challenges.
- Enhanced creative thinking and communication skills by crafting concise yet impactful messages.
- A sense of personal responsibility toward nature and its preservation.
- The realization that even small actions, when communicated powerfully, can inspire collective change.

The event fostered a spirit of environmental activism and empowered students to be vocal advocates for a sustainable future.

The competition not only celebrated Earth Day but also nurtured a culture of mindful expression and civic responsibility among students. It encouraged them to think critically about current environmental issues and creatively articulate solutions through slogans. The diversity of ideas reflected the participants' awareness and passion for protecting the planet. Events like these play a crucial role in shaping environmentally conscious individuals who are ready to take initiative and influence others through meaningful advocacy.



INTERACTIVE SESSION ON "MASTERING MODERN MARKETING STRATEGIES"

DATE: 23rd April, 2025

RESOURCE PERSON: Mr. Amit Singhal, Founder, Facets Clothing Co.

ORGANIZED BY: CAIC Committee, DIAS

PARTICIPANTS: Students of MBA (G) and MBA (FM)

OBJECTIVE: The session focused on equipping attendees with a comprehensive understanding of contemporary marketing strategies aligned with personal branding, career growth, and digital influence.

SUMMARY AND LEARNING OUTCOMES: The session on Modern Marketing Strategies held on April 23, 2025, focused on equipping participants with practical insights into contemporary marketing approaches, emphasizing digital marketing as a vital tool for career advancement, business



growth, and personal branding. Key themes included the importance of understanding customer psychology, storytelling to build emotional connections, and adopting a human-to-human (H2H) approach over traditional B2B or B2C methods. Participants were encouraged to bring and present their own products, fostering a hands-on learning environment. The session also stressed the role of mindset in marketing—promoting authenticity, non-judgment, and vulnerability—and introduced frameworks like Needs, Desires, Fears, and Aspirations (NDFA) to better understand consumer behavior. Additionally, self-development was highlighted as a cornerstone of success, urging attendees to enjoy the journey, reflect on their growth, and constantly evolve. The session concluded with a call to action to build strong personal brands, create impactful elevator pitches, and expand professional networks.



INDUSTRIAL VISIT TO COCA-COLA

DATE: 24th April 2025

RESOURCE PERSON: Saurabh Singh, Marketing Manager, Coca-Cola Happiness factory

ORGANIZED BY: CAIC Committee, DIAS

PARTICIPANTS: Students of B.com (hons)- IV and VI semester

OBJECTIVE: To impart an insight to students about the working and operations at COCA-COLA Plant.

SUMMARY AND LEARNING OUTCOMES: Our recent industrial visit to the Coca-Cola “Happiness Factory” proved to be an eye-opening experience that seamlessly linked our classroom concepts with large-scale industrial realities. Upon arrival, we were greeted with a brief historical showcase that traced Coca-Cola’s evolution from a single-fountain beverage in 1886 to a globally recognized brand.

This introductory session primed us for the tour by highlighting the company’s enduring emphasis on quality, innovation, and consumer connection.

The guided walkthrough of the production hall revealed a highly automated, continuous-flow system. We observed the multistage process beginning with rigorous water purification and syrup preparation, followed by ultra-clean filling, high-speed capping, and precision labeling. Every section was dotted with in-line sensors and real-time quality checkpoints; technicians demonstrated how samples are pulled at regular intervals for



microbiological and physicochemical testing, underscoring the plant's "zero-defect" philosophy.

Equally impressive were the robotic palletizers that stacked finished cases with remarkable accuracy, illustrating the integration of Industry 4.0 technologies to enhance efficiency and worker safety.

Throughout the tour, sustainability themes were woven into each explanation. The facility operates on an energy-efficient lighting system, harvests rainwater to supplement processing needs, and recycles nearly all by-products, from PET scrap to wastewater sludge.

In a presentation that followed, managers detailed Coca-Cola's regional "World Without Waste" commitments, such as light-weighting bottles and supporting community recycling drives, showing how environmental stewardship has become a strategic pillar rather than a peripheral initiative.

A lively Q&A session rounded out the visit. Plant leaders discussed demand forecasting, just-in-time raw-material deliveries, and the challenges of maintaining product consistency across diverse markets.

They also shared career insights—highlighting cross-functional roles that allow engineers, finance professionals, and marketers to collaborate on continuous improvement projects.

Students left with a sharper appreciation of the interplay between operations, supply-chain logistics, branding, and corporate social responsibility.

In summary, the Coca-Cola Happiness Factory visit enriched our theoretical understanding with tangible examples of world-class manufacturing, stringent quality governance, and sustainable business practices.

The experience not only demystified the journey from formula to finished bottle but also inspired us to think more holistically about efficiency, ethics, and innovation in our future professional endeavors.







UDAYAMITA INTER COLLEGE MANAGEMENT FEST

DATE: 25th - 26th April 2025

ORGANIZED BY: IEDC & ICC Cell, DIAS

PARTICIPANTS: Students of All Courses

OBJECTIVE: The primary objective of Udyamita – The Management Fest was to foster entrepreneurial thinking, leadership qualities, and managerial skills among students through a dynamic blend of competitions, workshops, and interactive sessions. Organized as a celebration of innovation, strategy, and business acumen, the fest aimed to provide students with a practical exposure to real-world challenges and equip them with skills essential for success in corporate and entrepreneurial domains.

SUMMARY AND LEARNING OUTCOMES: The two-day Udyamita Management Fest offered an engaging and enriching platform for students to showcase their talent, creativity, and decision-making skills across a series of events such as Business Quizzes, Business Plan, Tagline, Bidding and Reel Making. The fest encouraged collaborative learning, peer-to-peer interaction, and out-of-the-box thinking.

Day- 1 Business Quizzes, Business Plan & Tagline

The first event of the day, “Quiz Whiz – Business and IPR Quiz,” was a knowledge-packed competition conducted from 1:00 PM to 2:00 PM, designed to challenge students’ grasp on contemporary business affairs and Intellectual Property Rights. Hosted by Yogita Gupta and Nanya Tanwar, the quiz featured individual participation and covered domains such as business trends, IPR laws, and real-world case studies. It was evaluated by a distinguished jury panel comprising Dr. Pratiksha Tiwari, Associate Professor specializing in statistics and research methodology, and Ms. Rachna Sharma, a seasoned academic in Commerce and Cost Management Accounting. With over 50 participants from BBA, B.Com, law, and economics, the quiz tested analytical thinking and legal awareness through elimination and buzzer rounds.

Winners Shreya Shree, Shreyas Parasar, and Kartik Mittal stood out for their sharp intellect and understanding of branding and law. The event not only fostered healthy competition but also promoted the importance of IPR in today’s digital economy.

Following the quiz, the fest carried forward its momentum with the “**Slogan Showdown – The Tagline Competition**” from 2:30 PM to 3:30 PM. This creative contest allowed students to demonstrate their marketing prowess by crafting impactful slogans on the spot in response to live prompts. Anchored by Hemangi and Muskaan, the event focused on branding, emotional messaging, and verbal identity in business. Participants were evaluated by a distinguished jury panel including Dr. Harshvardhan Kothari and Dr. Meenakshi Kaushik on originality, relevance, and storytelling.

The winners—Abhimanyu Jallotra, Vinay Yadav, and Bhuvi Sobti—were praised for their witty, marketable, and emotionally resonant slogans. The event served as a dynamic exercise in creative branding and strategic communication.

The day also featured a high-energy third event, “Pitch & Win,” which brought together entrepreneurial spirit and persuasive communication. Participants had to pitch innovative business ideas within a tight time frame, aiming to impress a panel of judges with their clarity, creativity, and feasibility. The competition encouraged students to think like entrepreneurs—crafting business models, value propositions, and marketing strategies. With quick-fire Q&A rounds and on-the-spot improvisations, the participants were pushed to apply real-world thinking and present their vision with confidence. The event proved to be a practical platform for students aspiring to enter the startup ecosystem.

Together, these three events encapsulated a perfect blend of intellect, innovation, and imagination. From legal awareness and branding creativity to entrepreneurial thinking, Day 1 of the management fest created an enriching and dynamic environment for student development.

It not only celebrated knowledge and creativity but also reinforced the role of such competitions in shaping future-ready professionals and leaders





DAY- 2 BIDDING AND REEL MAKING

SUMMARY AND LEARNING OUTCOMES: The second day of the fest commenced with “**Reels Wars – The Reels Making Competition,**” a vibrant showcase of digital storytelling held from 1:00 PM to 2:00 PM. This event invited participants to craft engaging, one-minute Instagram-style reels around themes like motivation, corporate life, and management lessons. Hosted by the ever-energetic Muskaan, the competition allowed both solo and team entries to demonstrate creativity, editing skills, and narrative clarity. Judged by Dr. Meenakshi Kaushik and Ms. Asha Kumari, the reels captivated audiences through humor, inspiration, and clever satire. Harshit Garg won the top prize with a smart portrayal of a management student’s life, while runners-up Abhinav Singh’s team and Khushi impressed with motivational and corporate-life themed reels respectively.

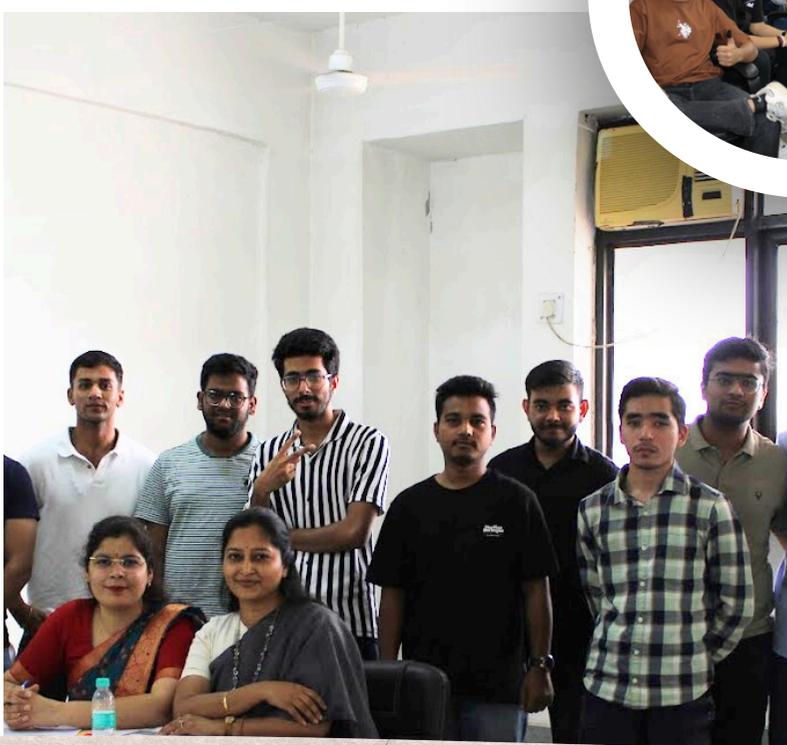
Following the digital storytelling event, the conference hall turned into a lively business arena for “**Bid & Win – The Bidding Competition,**” held from 2:00 PM to 4:00 PM. Designed to replicate real-world auction and negotiation scenarios, this team-based simulation required participants to evaluate the value of business contracts and bid strategically with mock budgets. Hosted again by Muskaan, the event tested decision-making, financial acumen, and psychological strategy. Judges Dr. Divya Jain and Ms. Neetu Chaddha assessed the participants on valuation logic, bidding timing, and budget management. Kartik emerged victorious with calculated risk-taking, followed by Sohaib and Harsh for their bold strategies and strong analytical justifications.

Together, the Day 2 events amplified the business fest’s focus on merging creativity with commerce. While Reels Wars spotlighted visual storytelling and digital branding, Bid & Win emphasized strategy, valuation, and negotiation. Both competitions enabled participants to explore different aspects of modern business—from influencing through content to succeeding in boardroom simulations—offering an immersive, skill-enhancing experience.

These events not only added diversity to the fest but also ensured that students walked away with practical insights, creative confidence, and strategic thinking abilities essential for today’s fast-paced business world. Day 2 truly lived up to the fest’s promise of empowering future professionals through engaging, educational, and competitive experiences.

The two-day DIAS fest blended knowledge, creativity, and strategy through five engaging events. From quizzes to reels and bidding wars, each activity sharpened real-world business skills. It offered students a dynamic platform to think, create, and compete—preparing them for future challenges in the professional world.





GAME ON







"GAME ON! 2025 - INTRA COLLEGE SPORTS TOURNAMENT"

DATE: 2nd May 2025

RESOURCE PERSONS:

- Mr. Gautam Gaur, Production & Talent Manager at Desiadda E-Sports (BGMI Judge)
- Ms. Priya, Professional Chess Coach & International Chess Player (Chess Judge)
- Mr. Chandra Prakash Varma, International Umpire, DSTTA (Table Tennis Judge)

ORGANIZED BY: STF Committee, DIAS

PARTICIPANTS: Students of All Courses

OBJECTIVE: To promote healthy competition among students through various indoor games and provide a platform for showcasing gaming talents across different categories..

SUMMARY AND LEARNING OUTCOMES: The Student Technology Forum (STF) of DIAS organized "GAME ON! 2025," an intra-college sports tournament that brought together students for a day of exciting competitions. The event featured five different games - Table Tennis, Darts, Carrom Board, Chess, and BGMI, giving students multiple opportunities to participate and showcase their skills. The tournament began with an inaugural ceremony at 11:00 a.m. The ceremony started with a traditional lamp lighting ceremony, which was followed by a welcome address delivered by Dr. N Malati, Director of DIAS. She encouraged all participants to play with fair spirit and make the most of this opportunity to engage in healthy competition.

After the inaugural ceremony, the games began simultaneously in different designated rooms across the college campus. Students participated in good numbers, showing great enthusiasm for all five games. The variety of games ensured that students with different interests could find something suitable for their skills and preferences. Three games had external judges who brought professional expertise to the tournament. Mr. Gautam Gaur, Production & Talent Manager at Desiadda E-Sports, judged the BGMI competition. His experience in the

esports industry helped maintain high standards for the gaming tournament. Ms. Priya, a Professional Chess Coach and International Chess Player, officiated the chess matches. Her expertise ensured that all chess games were conducted according to proper rules and regulations. Mr. Chandra Prakash Varma, an International Umpire from DSTTA, judged the Table Tennis matches and maintained professional standards throughout the competition. The remaining two games, Carrom Board and Darts, were managed by internal judges from the college. These faculty members ensured fair play and proper conduct during these competitions as well. The event was well-coordinated by the STF team. Ms. Aanchal Gupta and Ms. Asha served as faculty coordinators and provided guidance throughout the tournament. The student coordinators played a crucial role in managing their respective games. Simarjeet coordinated the Table Tennis tournament, Muskan Thakur handled the Carrom Board competition, Abhishek Jain managed the Chess matches, Jay Makkad oversaw the Darts competition, and Keshav Kaushik coordinated the BGMI tournament.

During the tournament, students displayed excellent sportsmanship and competitive spirit. Participants engaged actively in their respective games and showed respect for their opponents. The atmosphere was energetic and positive throughout the day, with students cheering for their friends and creating a supportive environment. The winners of each game received trophies and certificates for their achievements. This recognition motivated students and acknowledged their skills and efforts. The external judges were felicitated with mementoes as a token of appreciation for their valuable contribution to the tournament.

The STF expresses sincere gratitude to all the external judges - Mr. Gautam Gaur, Ms. Priya, and Mr. Chandra Prakash Varma - for their professional guidance and expertise. Their presence elevated the quality of the tournament and provided students with a truly professional gaming experience.

The tournament concluded successfully with all participants gaining valuable experience and enjoyment. The STF remains committed to organizing such engaging events that contribute to the overall development of students and create a vibrant campus atmosphere at DIAS.



AWARENESS SESSION ON DENGUE (NATIONAL DENGUE DAY)

DATE: 16th May 2025

PARTICIPANTS: Students of BBA IV Semester

OBJECTIVE: The primary objective of the Awareness Session on Dengue organized on National Dengue Day (16th May 2025) was to educate students about the causes, symptoms, transmission, and prevention of dengue fever, and to foster a sense of social responsibility by encouraging them to actively contribute to community-level dengue prevention efforts. The initiative aimed to create awareness about early detection and promote preventive practices to help control the spread of this mosquito-borne disease.

SUMMARY AND LEARNING OUTCOMES: On the occasion of National Dengue Day, observed annually on 16th May, an awareness session was organized at Delhi Institute of Advanced Studies for the students of BBA 4th Semester By NSS&ECO CLUB to educate them about dengue fever, its causes, symptoms, and preventive measures.

The session aimed to sensitize students about the growing threat of dengue and the role they can play in preventing its spread within their communities.

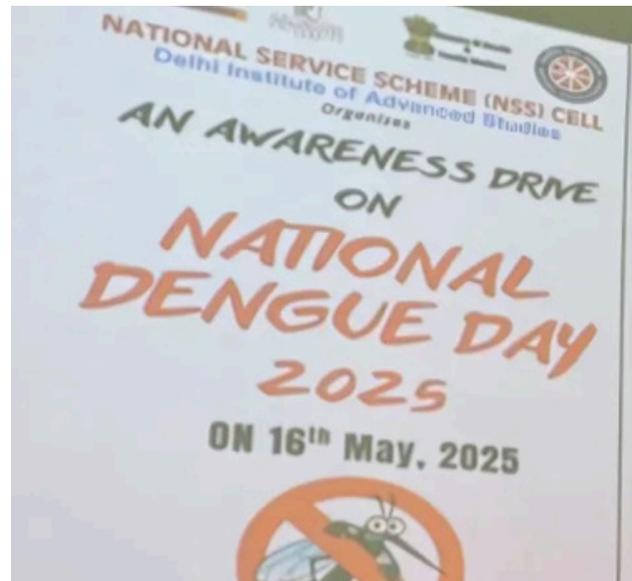
The event commenced with a brief introduction to the significance of National Dengue Day, followed by a detailed presentation on how dengue is transmitted through the *Aedes aegypti* mosquito, and highlighted the importance of early detection and prevention.

Students were informed about common symptoms such as high fever, severe body and joint pain, headaches, skin rashes, and fatigue.

The session highlighted on practical prevention tips including avoiding stagnant water, maintaining cleanliness in and around living areas, using mosquito repellents, wearing protective clothing, and ensuring proper waste disposal.

A short awareness video was also screened to visually reinforce key points, followed by an interactive quiz session that saw enthusiastic participation from students.

Overall, the event proved to be informative and impactful, equipping students with valuable knowledge and encouraging them to act as responsible citizens.





Farewell 2k25







"FAREWELL CEREMONY - MEMOIR 2025"

DATE: 25th May, 2025

PARTICIPANTS: Passing out batch of 2025, Faculty and Students from all programmes at DIAS

ORGANIZED BY: Student Technology Forum (STF), DIAS

VENUE: Royal Pepper Banquets, Rohini, Delhi

OBJECTIVE: To bid farewell to the graduating students and celebrate their journey at DIAS while creating memorable moments for their transition to the next phase of life

SUMMARY AND LEARNING OUTCOMES: The Student Technology Forum (STF) of DIAS organized a memorable farewell ceremony for the passing out batch of 2025. The event was held at Royal Pepper Banquets in Rohini, Delhi, providing a perfect venue for celebrating the achievements and memories of the graduating students from all programmes. The ceremony began at 11:00 a.m. with an atmosphere filled with excitement, some dhol and plenty of emotions. Students were dressed in their best outfits, ready to make the most of this special day dedicated to celebrating their college journey and the friendships they had built over the years. The event started with various fun games that brought laughter and joy to all participants. These games helped create a relaxed environment where students could enjoy themselves and bond with their classmates one last time. The games were designed to engage everyone and ensure that all students felt included in the celebrations. The highlight of the ceremony was the Mr. and Ms. Farewell pageant, which was conducted with great enthusiasm. The pageant consisted of three exciting rounds that tested different aspects of the participants' personalities. The first round was the introduction round, where contestants introduced themselves and shared their experiences at DIAS. The second round was the ramp walk, where participants showcased their confidence and style. The final round was the Q&A session, where contestants answered questions that revealed their thoughts and perspectives. After tough competition in all three rounds, Tammana Arora, a BBA 6th semester student, won the prestigious title of Ms. Farewell. Krish Marwah, an MBA 4th semester student, was crowned Mr. Farewell. Both winners received beautiful trophies, certificates and special gifts in recognition of their achievement. Their victory was celebrated by their batchmates present at the event.

The ceremony also recognized various active students from the passing out batch through 10 fun titles. These titles were created to acknowledge different qualities and contributions of students during their time at college. Each student who received a fun title was also given a gift, making them feel special and appreciated for their unique qualities. A significant part of the ceremony was dedicated to recognizing the contributions of 10 passing out STF student coordinators. These students had been actively involved in various cultural societies of DIAS, including Kalakriti, Venom, Aghaaz, and The Coordination Crew. Their dedication and hard work in managing events and activities throughout their college years were acknowledged through certificates and mementoes. This recognition highlighted their valuable contributions to the Student Technology Forum and the overall college community. The most touching moment of the ceremony came when all passing out students received gifts and mementoes. Each student was also given a special card with a unique title inscribed on it, making every individual feel valued and remembered. These personalized touches showed the effort put in by the organizing team to make each student feel special on their farewell day. The formal part of the ceremony concluded with heartfelt speeches and good wishes for the future. Students shared their memories and experiences, creating an emotional atmosphere that reflected the strong bonds formed during their time at DIAS.





PLANTATION DRIVE ON WORLD ENVIRONMENT DAY

DATE: 05th June 2025

PARTICIPANTS: Faculties and Staff Members

OBJECTIVE: The primary objective of the Plantation Drive was to promote environmental sustainability by encouraging tree plantation, raising awareness about the harmful effects of global warming, and fostering a sense of ecological responsibility among students, faculty, and staff through active participation in green initiatives.

SUMMARY AND LEARNING OUTCOMES: "Plant a tree for a better tomorrow." Understanding the importance of nature for our existence and conserve the nature in all manners is our moral responsibility.

Trees not only remove harmful chemicals from soil but also help to control greenhouse gases leading global warming. Also, we have felt the change of purity in nature and reduction in pollution effect during this pandemic situation.

While the latest technology has provided us with many comforts, the consequent urbanization and industrialization also have some undesirable side effects; Global Warming is one of those.

DIAS in its pursuits to save the environment and ecological balanced has created an ECO-CLUB which carries out tree planation every year. Continuing with the tradition of preserving the environment and having eco-friendly activities,.

The "Plantation Drive" was organized by the DIAS ECO-CLUB with 25 samplings on 05th June 2025 where our Director Dr. N. Malati, our NSS & Eco-club co-ordinators Dr. Divya Mohan & Ms Dimpj Jindal, Faculties & Staff Members planted trees in and around the campus and nearby their homes.

This event is a positive step towards achieving a healthy environment and to reconnect humans to nature and foster environmental stewardship.

It is commendable to mark that DIAS not just has set a benchmark in nurturing the students by providing technical education but has taken enormous steps towards Social responsibilities.



YOGA DAY CELEBRATION

DATE: 21st June, 2025

RESOURCE PERSON: Mr. Piyush, Mrs. Monika Bhutani

ORGANIZED BY: NSS & ECO-CLUB, DIAS

PARTICIPANTS: Students, Faculties and Staff members

OBJECTIVE: To promote holistic well-being and inner harmony through yoga and meditation on the occasion of International Yoga Day.

SUMMARY AND LEARNING OUTCOMES: DIAS NSS & ECO-CLUB organized 11th International Yoga Day on June 21, 2025. Students, Faculties and Staff members gathered for a rejuvenating and introspective session designed to foster holistic wellbeing. The morning commenced with an invigorating Yoga Session, guided by Mr. Piyush, Yoga Instructor and Spiritual Healer. Mr. Piyush led participants through a series of asanas and breathing exercises, emphasizing alignment, mindfulness, and the profound connection between body and mind.



His guidance and profound knowledge helped participants deepen their practice of asanas and experience a sense of physical revitalization and mental clarity. Following the dynamic yoga practice, the atmosphere shifted to profound tranquillity with a Meditation Session facilitated by Mrs. Monika Bhutani, a dedicated Yoga Volunteer from Sahaja Yoga.

Mrs. Bhutani guided everyone through a serene meditation, allowing them to quiet their minds, connect with their inner selves, and experience a state of deep peace and self-realization. Her session provided a beautiful culmination to the morning, leaving everyone feeling centred, calm, and uplifted.





THE Latest Buzz

ISRO'S AXIOM-4 MISSION DELAYED BY A DAY FOR FINAL CHECKS

India's space exploration program marked a significant milestone in June 2025 with the upcoming launch of the Axiom-4 mission to the International Space Station (ISS). However, just ahead of the highly anticipated launch, ISRO announced a one-day delay, pushing the mission from June 10 to June 11, 2025. The agency cited the need for final launch checks and system validations to ensure maximum safety and mission success.

This mission is particularly historic for India as it includes Indian astronaut Shubhanshu Shukla, who is set to represent the nation aboard the ISS as part of an international collaboration. Shukla's participation is not only a proud moment for ISRO but also symbolizes India's growing stature in global space diplomacy and manned missions. His role in Axiom-4 adds to the country's journey from launching satellites to now contributing directly to human spaceflight missions.

The Axiom-4 mission is a collaborative venture involving Axiom Space, NASA, and other global partners, with ISRO's involvement making it a landmark in India's evolving space strategy. The mission aims to conduct microgravity research, test next-gen space tech, and build foundations for future deep-space exploration.

ISRO's cautious approach in postponing the launch reflects its commitment to precision, risk management, and mission integrity. Such delays are not uncommon in high-stakes space missions, and experts see this move as a positive indication of ISRO's maturing readiness and international standard compliance. As the countdown resets for June 11, public excitement remains high.

RBI CUTS RATES TO STIMULATE GROWTH AMID ECONOMIC SLOWDOWN

In a significant policy shift, the Reserve Bank of India (RBI) on June 6, 2025, announced a reduction in the repo rate by 50 basis points, bringing it down to 5.5%. Simultaneously, the Cash Reserve Ratio (CRR) was slashed by 100 basis points, a move aimed at increasing liquidity in the banking system. These decisions reflect the central bank's proactive stance in addressing the current economic slowdown, even as inflation has eased to a six-year low.

The RBI's monetary policy committee (MPC) justified the rate cut as a measure to revive demand and investment, which have remained sluggish despite improving global conditions. The repo rate cut makes borrowing cheaper for businesses and consumers, which could spur credit growth, private sector investment, and consumer spending—three key drivers of economic revival. The CRR reduction, on the other hand, is expected to release over ₹1.5 lakh crore into the banking system, enhancing banks' ability to lend more aggressively.

This policy easing comes at a time when India's GDP growth has decelerated to 5.8%, raising concerns about the pace of recovery in sectors like manufacturing, exports, and real estate. With inflation falling well below the RBI's upper tolerance band, the central bank has chosen to prioritize growth over price stability for the time being.

Analysts believe that this move will boost market sentiment, encourage capital expenditure, and support employment generation. However, they also caution that rate cuts alone may not be enough—structural reforms and fiscal policy support will be necessary to ensure a sustained economic rebound. The RBI has signaled its readiness to take further measures if required, reinforcing its commitment to supporting the economy through accommodative policy tools.



UNEMPLOYMENT DATA GOES MONTHLY: INDIA RECORDS 5.1% IN APRIL 2025

In December 2024, India celebrated a historic milestone in its renewable energy journey with the inauguration of its first large-scale green hydrogen plant in Gujarat. Operated by Reliance Industries, the facility is designed to produce 100 tons of green hydrogen daily, utilizing solar and wind energy as its primary power. In a landmark development, India's Ministry of Statistics and Programme Implementation (MoSPI) released its first-ever monthly labour survey in April 2025, marking a significant shift in how employment data is collected and reported in the country. According to the report, the national unemployment rate stood at 5.1% for the month, offering policymakers and economists more timely and actionable insights into the country's labour market dynamics.

Until now, India relied primarily on annual or quarterly labour force surveys, which often came with a lag, limiting their usefulness in immediate decision-making. The new monthly release schedule is part of the government's broader effort to modernize labour market analytics, making data more responsive and relevant in a rapidly changing economic environment. This initiative aligns with global practices, where monthly employment reports are standard in major economies like the United States and the United Kingdom. The 5.1% unemployment rate reported in April suggests a moderate recovery in the job market, with rural employment showing improvement due to seasonal agricultural activities and urban areas witnessing a gradual uptick in service-sector hiring. However, concerns remain over underemployment and the lack of formal job creation, especially for the youth and educated segments.

SPIRITUAL & WELLNESS SUMMIT 2025 HELD IN UJJAIN: A GLOBAL CALL FOR HOLISTIC LIVING

On June 5, 2025, the historic city of Ujjain in Madhya Pradesh became the epicenter of global dialogue on spirituality and wellness, as it hosted the 2025 Spiritual & Wellness Summit. Spearheaded by Chief Minister Mohan Yadav, the summit brought together a distinguished lineup of international spiritual leaders, wellness experts, policymakers, and industry

stakeholders. The event marked a significant step in positioning India—and Ujjain in particular—as a global hub for spiritual tourism and holistic health.

The summit was held against the backdrop of increasing global interest in mental health, wellness tourism, and preventive care, especially in the post-pandemic world. Discussions revolved around Ayurveda, yoga, meditation, and sustainable tourism practices that integrate spiritual traditions with modern wellness frameworks.

Chief Minister Yadav, in his inaugural speech, emphasized the importance of reviving ancient Indian healing systems and promoting Ujjain—home to the Mahakaleshwar Jyotirlinga—as a destination for transformative inner journeys. The state government announced plans to develop dedicated wellness zones, improve infrastructure, and provide incentives to wellness startups and traditional medicine practitioners.

International delegates, including experts from Thailand, Japan, Germany, and the UAE, praised India's initiative to lead the global wellness dialogue. The summit also featured panel discussions, guided meditation sessions, herbal exhibitions, and an MoU signing ceremony with global wellness brands interested in investing in India.

This landmark event highlighted India's potential to merge its rich spiritual legacy with contemporary wellness needs, paving the way for an integrated tourism and health economy that fosters personal transformation, cultural exchange, and sustainable development.

In addition to spiritual discourse, the summit placed strong emphasis on economic opportunities and employment generation within the wellness and tourism sectors. Experts highlighted the growing global market for wellness tourism—estimated to exceed \$1 trillion by 2030—and discussed how Madhya Pradesh can tap into this potential by training local youth, promoting indigenous wellness practices, and enhancing digital outreach. The event concluded with a shared vision to make Ujjain a model city for spiritual well-being, aligning tradition with innovation.



INDIA-PAKISTAN MILITARY TENSION — OPERATION SINDOOR

In the aftermath of a deadly terrorist attack in Pahalgam, Jammu & Kashmir, on April 22, 2025, which claimed the lives of several Indian security personnel and civilians, India responded with a swift and strategic military operation. Dubbed Operation Sindoor, the mission was launched on May 7, 2025, with the objective of dismantling militant training camps and terror-linked infrastructure believed to be operating from across the border in Pakistan-occupied regions.

The operation was carried out through a combination of precision airstrikes and coordinated ground support along the Line of Control (LoC), specifically targeting camps identified through satellite and intelligence surveillance. Reports suggested that India focused on minimizing civilian casualties while ensuring the destruction of key logistical and operational hubs used by terror groups. The Indian government maintained that this was a limited, pre-emptive strike, not an act of war, aimed solely at neutralizing threats to national security.

Pakistan responded with heightened military alertness and issued diplomatic statements condemning the operation, accusing India of violating its sovereignty. However, international reactions largely urged restraint and dialogue, with several global powers emphasizing the need for both nations to de-escalate tensions. A ceasefire agreement was reached on May 10, just three days after the operation began, brokered through backchannel diplomacy. Although short-lived, Operation Sindoor reignited debates about border security, counterterrorism cooperation, and the fragile peace in South Asia. Defense analysts noted that the incident underscores the need for sustained diplomatic engagement and robust regional security mechanisms to prevent the recurrence of such flashpoints in the future. The episode left both nations and their allies re-evaluating the delicate balance of deterrence and diplomacy in a nuclear-armed neighborhood.

GLOBAL DIPLOMACY: INDIA'S OUTREACH POST-CONFLICT

Following the conclusion of Operation Sindoor and the fragile ceasefire declared on May 10, 2025, India moved swiftly to initiate a global diplomatic campaign aimed at framing its military response as a necessary and targeted anti-terrorism action, rather than an act of aggression. This outreach, which began in late May, was led by senior officials from the Ministry of External Affairs, including the External Affairs Minister, who engaged with key international stakeholders, including the United Nations, the United States, the European Union, and regional allies.

India's primary message emphasized that the April 22 Pahalgam attack was a provocation by non-state actors operating with support from across the border and that Operation Sindoor was a measured and limited strike, designed to dismantle terror infrastructure and prevent future attacks. Indian diplomats also shared intelligence dossiers and satellite evidence with key allies to support the legitimacy and necessity of the operation.

Despite these efforts, international reactions remained mixed. While strategic partners like the U.S., France, and Japan acknowledged India's right to self-defense, several nations urged India to exercise restraint and increase transparency regarding the scope of the operation. Human rights groups and some geopolitical analysts raised concerns about the timing, potential civilian impact, and lack of independent verification.

Nevertheless, India's diplomatic narrative largely succeeded in shifting the global focus from a conventional military escalation to the broader issue of cross-border terrorism. By recasting the conflict through a counter-terrorism lens, India aimed not only to gain moral high ground but also to push for greater international cooperation in tackling state-sponsored terrorism and ensuring accountability in the region. To further strengthen its position, India also engaged with multilateral forums such as the UN Security Council and the Shanghai Cooperation Organization (SCO).



SUMMER 2025 RECORDS UNUSUAL HEAT WAVES

The summer of 2025 has been marked by a series of extreme and prolonged heat waves, affecting vast regions of the globe. Particularly hard-hit were parts of South Asia, including India, Pakistan, and Bangladesh, where temperatures soared above 48°C (118°F). Similarly, the southwestern United States, including states like Arizona, Texas, and Nevada, experienced record-breaking temperatures exceeding 46°C (115°F). These extraordinary climatic events have intensified global discussions on the real-time impacts of climate change, as heat waves have become more frequent, intense, and widespread.

The effects of these heat waves have been severe. In India, several cities recorded their highest-ever temperatures, prompting school closures, altered work hours, and electricity shortages due to surging air-conditioning demand. Heatstroke-related hospital admissions rose sharply, and several states reported casualties linked directly to the excessive heat. Pakistan and Bangladesh experienced similar conditions, with rural and low-income communities being the most vulnerable due to lack of access to cooling infrastructure.

In the United States, the heat strain triggered wildfires in California and New Mexico, overwhelmed power grids, and forced the cancellation of outdoor events. Local governments in both countries had to initiate emergency response plans, set up cooling shelters, and issue public advisories on staying hydrated and avoiding sun exposure during peak hours.

Climate scientists have attributed the intensity of the 2025 heat waves to a combination of global warming and El Niño patterns, which have disrupted normal weather systems. The events have further highlighted the urgent need for climate-resilient infrastructure, especially in urban settings, and reinforced calls for accelerated global climate action.

Governments are now under increased pressure to revise urban planning, implement sustainable cooling systems, and enhance public awareness on adapting to extreme weather conditions. These unprecedented heatwaves have reignited global urgency for coordinated climate policies and long-term investments in environmental resilience.

CANADA'S STREAMING TAX UNDER FIRE

Canada's newly implemented streaming tax, introduced under Bill C-11, has ignited a fierce backlash from global streaming giants such as Netflix, Spotify, Amazon, and Apple. The bill mandates a 5% levy on the Canadian revenues of online streaming platforms to fund local content creation and bolster the country's cultural sector. However, these companies argue that the legislation violates international trade and tax treaties, citing concerns over discriminatory treatment and disproportionate financial burden.

The heart of the legal battle centers around whether such a tax constitutes unfair regulation of foreign digital services. The companies claim that while they are being taxed to support Canadian content, similar rules do not apply to traditional broadcasters or Canadian platforms, creating an uneven playing field. They further contend that this move could lead to reduced investment in Canada or even higher subscription prices for Canadian consumers, as companies may try to offset the cost of compliance.

Canadian lawmakers, on the other hand, defend Bill C-11 as a necessary measure to preserve and promote national identity in an increasingly globalized media landscape. They argue that just as Canadian radio and television broadcasters have historically been required to invest in local content, streaming platforms should follow suit. The government maintains that the tax ensures cultural sustainability and supports domestic creators. As the debate unfolds, the outcome of the legal challenges could have far-reaching implications—not only for Canada but for other countries considering similar policies.

The conflict raises fundamental questions about digital sovereignty, global taxation norms, and the responsibilities of multinational tech firms operating across jurisdictions. The controversy surrounding Canada's streaming tax highlights the growing tension between national cultural preservation and global digital commerce. As legal proceedings continue, the case could set a global precedent for how countries regulate and tax international tech giants in the digital age.



SCHOLASTIC IMPRESSIONS

THE RISE OF DECENTRALIZED FINANCE (DeFi) AND ITS IMPACT ON TRADITIONAL BANKING (2021–2025)

This study investigates how the growth of decentralized finance (DeFi) protocols—such as automated market makers, lending pools, and yield aggregators—has disrupted traditional retail banking. Using data from 20 major DeFi platforms and 10 leading banks, the research applies comparative analysis from 2021 to 2025. It finds that DeFi usage grew at an annual rate of 150%, largely driven by yield-seeking millennials. Meanwhile, traditional banks responded by launching digital-only savings products and blockchain-based services. Results suggest that while DeFi introduces increased access and transparency, regulatory uncertainty and vulnerabilities in smart contracts still limit mainstream adoption.

The expansion of DeFi has introduced a paradigm shift in the way financial services are accessed and managed. Unlike traditional banking systems that require intermediaries, DeFi platforms operate on public blockchains, offering peer-to-peer financial services through smart contracts. These decentralized applications (dApps) allow users to earn interest, borrow assets, and trade tokens without the need for a centralized institution. As a result, DeFi ecosystems have attracted tech-savvy individuals and underserved populations in regions with limited banking infrastructure.

One notable outcome is the democratization of finance, especially through yield farming and staking options, which have empowered users to optimize their asset utility. Furthermore, DeFi's open-source nature encourages rapid innovation and transparency, allowing anyone to audit the protocol code and monitor financial flows in real-time. However, this openness comes with substantial risks—hacks, rug pulls, and flaws in smart contract logic have caused users to lose billions of dollars globally.

The research also explores how traditional banks have responded to this disruption. Many institutions are now experimenting with blockchain technology to offer faster cross-border payments, tokenized assets, and even crypto custody

services. Yet, these efforts often come with bureaucratic constraints, regulatory compliance hurdles, and less agility compared to their DeFi counterparts. This has led to an increasing interest in public-private collaborations and consortium blockchains, allowing banks to enjoy the benefits of decentralization within a controlled environment.

Surveys conducted among banking professionals highlight a growing acknowledgment of DeFi's staying power. Approximately 68% of respondents agreed that DeFi would likely coexist with traditional finance, pushing banks to reimagine their offerings. Meanwhile, regulators across jurisdictions are developing frameworks to strike a balance between innovation and investor protection. In 2024, several countries piloted regulatory sandboxes to evaluate the integration of decentralized finance within existing systems.

Another key finding is the shift in customer expectations. Users who have experienced the speed, accessibility, and autonomy of DeFi platforms now demand similar experiences from conventional banks. This has catalyzed a digital transformation in the banking sector, with investments directed toward mobile-first platforms, user interface optimization, and AI-powered customer service.

The study concludes by emphasizing that the future of finance is not a zero-sum game between DeFi and traditional banking but rather a convergence of the two. For DeFi to reach mainstream maturity, it must address scalability, interoperability, and compliance issues. Conversely, banks must accelerate their innovation cycles and embrace blockchain technology to remain relevant. This study highlights how DeFi is reshaping the future of banking through innovation, access, and decentralization. DeFi's rapid rise challenges traditional banking norms while paving the way for a more open financial ecosystem.

Ms. Dimpy Jindal, Assistant Professor, DIAS

For more details, visit Chen, Y., Cong, L. W., & Xiao, Y. (2023). The Rise of Decentralized Finance: Analyzing Disruption, Innovation, and Regulatory Challenges. *Journal of Financial Economics*, 149(2), 327–348. <https://doi.org/10.1016/j.jfineco.2023.04.007>



AI-POWERED SUSTAINABLE AGRICULTURE AND YIELD OPTIMIZATION (2022–2025)

The integration of artificial intelligence (AI) technologies—such as drone surveillance, IoT-connected soil sensors, and predictive analytics—has shown significant potential in transforming sustainable agricultural practices. Building on earlier observations, the extended research further analyzes the operational impacts, economic feasibility, and challenges associated with the adoption of AI tools on mid-sized farms. During the 2022–2025 period, farms using AI-enhanced irrigation and pest control systems consistently reported reduced resource use and increased crop yields. Drones equipped with multispectral imaging allowed real-time crop health monitoring, while AI-powered systems enabled precise water and fertilizer delivery. These implementations led to an average 12–14% increase in yield, with water and fertilizer consumption declining by 25% and 18%, respectively.

The environmental benefits of AI adoption were equally significant. Reduced dependency on water and agrochemicals contributed to improved soil health and a noticeable drop in greenhouse gas emissions—up to 18% as per life cycle assessments. Economically, cost-benefit models revealed that initial investments were recouped within three cropping cycles, mainly through lower input costs and better productivity. These insights highlight that sustainable farming does not necessarily compromise profitability; rather, it presents a viable growth path when guided by technology.

However, smallholder farmers continue to face critical barriers. The high upfront cost of AI tools—ranging between \$15,000 and \$30,000 for equipment and software—is often unaffordable. Additionally, limited technical knowledge restricts their ability to fully leverage AI capabilities. Adoption rates among small farmers have remained low due to these constraints, curbing the wider impact of AI-based solutions in agriculture. To address this, the study emphasizes the need for public–private partnerships and cooperative models. Initiatives like shared equipment leasing and government-supported training programs have already shown promising results in states like Punjab and Maharashtra, enabling cost-effective adoption and practical skill development. Policy interventions also play a vital role. The research advocates for targeted

subsidies, technical assistance, and mobile-friendly AI dashboards in local languages to boost inclusivity. Encouraging local agritech innovation and ensuring data privacy can further strengthen the trust and accessibility of these solutions. Looking forward, the emergence of autonomous machines such as robotic weeders and AI-guided seeders offers exciting possibilities. However, the regulatory framework must evolve to support these advancements while ensuring safety and equity.

Overall, AI-driven agriculture presents a compelling opportunity to improve yield, reduce environmental impact, and enhance economic outcomes. With the right support mechanisms, even small and medium farmers can benefit from these innovations, creating a more resilient and sustainable agricultural ecosystem.

In addition to enhancing productivity and sustainability, AI technologies have also improved decision-making accuracy on farms. Predictive models, powered by machine learning algorithms, analyze vast datasets—including weather forecasts, historical yield patterns, and real-time crop imagery—to help farmers make more informed planting and harvesting decisions. These models have reduced the uncertainty typically associated with agriculture, especially in regions vulnerable to erratic climate conditions. For example, farms utilizing AI-powered crop calendars and weather-integrated irrigation schedules experienced 20% fewer yield losses due to climate disruptions. The system's ability to recommend crop rotation and nutrient balancing strategies also contributed to improved soil fertility over successive growing seasons. Furthermore, the research highlights a growing ecosystem of agritech startups that are instrumental in driving AI adoption in agriculture. These startups offer subscription-based solutions, mobile apps, and on-demand drone services tailored to the needs of mid-sized and small-scale farmers. Their localized approach, combined with AI, bridges the digital divide in rural regions. Several pilot programs conducted in Telangana and Madhya Pradesh demonstrated that when farmers were provided access to AI tools through cooperatives and digital literacy workshops, the adoption rate nearly doubled.

-Ms. Divya Jain, Assistant Professor, DIAS

For more details, visit: Rao, S., Mehta, A., & White, G. (2025). AI-Powered Sustainable Agriculture and Yield Optimization: Balancing Efficiency and Equity. *Journal of Agritech Innovations*, 3(1). <https://doi.org/10.1234/jai.agri2025>



BIO-ENERGY IN RURAL ELECTRIFICATION AND LOCAL ECONOMIC GROWTH (2020–2025)

The implementation of small-scale bio-energy solutions such as household biogas digesters and community-level biomass generators has yielded multifaceted improvements in rural communities between 2020 and 2025. Villages that adopted bio-energy systems reduced their reliance on traditional fuel sources like firewood and kerosene, resulting in a 40% decrease in household energy costs. This translated into greater disposable income that families could allocate to health, education, and nutrition. In several villages, women reported spending up to two hours less per day collecting firewood, which not only improved their safety and well-being but also enabled them to participate in income-generating activities, such as handicraft production and small-scale food processing. The resultant boost in household entrepreneurship contributed to a 15% increase in the number of local microenterprises.

Moreover, access to clean bio-energy sources had notable health benefits. Indoor air pollution—a chronic issue in rural areas due to the burning of solid fuels—decreased significantly, leading to a reduction in respiratory illnesses among children and elderly residents. Health clinic records indicate a drop of roughly 25% in visits related to smoke-induced respiratory conditions. This improvement in public health alleviated strain on rural health infrastructure and allowed families to redirect medical expenses toward improving living standards.

Yet, infrastructural limitations posed significant challenges. Frequent maintenance needs—such as repairing gas seal leaks, replacing worn-out parts, or managing feedstock supply—strained local capacities. Grid constraints also limited the integration of bio-energy into broader microgrid systems, constraining the scalability of community-level projects. Technical failures often occurred during the monsoon season, when moisture affected feedstock quality, reducing the efficiency of bio-digesters and biomass units. The study identified that effective community training programs and targeted technical support were essential in sustaining systems long-term. To enhance sustainability and strengthen impact, the integration of microfinancing and community engagement

models proved essential. Local self-help groups and rural cooperatives were empowered to manage bio-energy units, collect user fees, and distribute profits. Through microfinance loans with subsidized interest rates, farmers and entrepreneurs were able to invest in initial infrastructure and channel funds into maintenance services. For example, one cooperative in Uttar Pradesh successfully operated two community digesters, servicing over 50 households, funded through a public–private initiative that provided technical training and business development support. Educational outreach programs also played a crucial role in ensuring community adoption and project longevity. Local workshops on bio-energy construction, operation, and maintenance, often hosted in collaboration with agricultural universities and non-governmental organizations, equipped villagers with necessary skills. These sessions not only bridged technical knowledge gaps but also fostered a sense of ownership and collective responsibility—making projects community-driven rather than externally dependent. The positive ripple effects extended to local economies as well. Agricultural residues, such as straw and husks, once wasted or burned, were repurposed as feedstock for bio-energy systems. This value-addition created secondary markets, connecting farmers to biomass suppliers and maintenance service providers. The increased demand for skilled work led to informal employment opportunities, stimulating rural non-farm income generation. Looking ahead, policymakers and development agencies can scale bio-energy adoption by streamlining technical support infrastructure and integrating bio-energy services into broader rural development programs. Subsidies for equipment, grants for community-based operators, and incentives for market-based biomass collection can lower entry barriers and ensure continuity. Establishing quality-control standards and certification frameworks for designs and maintenance services.

-Dr. Pratiksha Tiwari, Associate Professor, DIAS

For more details, visit Kumar, A., Gupta, N., & Rai, S. (2025). Bio-Energy in Rural Electrification and Local Economic Growth: Evidence from South Asia (2020–2025). *Journal of Sustainable Development and Energy*, 7(1). <https://doi.org/10.1234/jsde.bioenergy2025 1/2>



NFTS AS DIGITAL BRAND EXTENSIONS FOR CONSUMER PRODUCTS (2022–2025)

Mainstream consumer brands are increasingly embracing NFTs as digital brand extensions, offering unique perks such as limited-edition collectibles, event access, and exclusive discounts. During the period from 2022 to 2025, brands like Puma, Starbucks, and Gucci launched NFT campaigns that successfully integrated loyalty incentives with digital ownership, resulting in a 30–50% increase in repeat purchase rates among NFT holders. By embedding value into NFTs—such as access to VIP events, priority product drops, or bundled digital art—brands crafted compelling experiences that deepened emotional connections with already engaged consumers. Additionally, exclusive NFTs created a sense of belonging and status, amplifying word-of-mouth and brand advocacy as holders became digital ambassadors of their favorite brands.

Despite these successes, legal and regulatory uncertainties have posed challenges. Complex questions around royalty structures, copyright ownership, and secondary-market resale rights have emerged as brands seek to balance creator incentives with consumer protections. For instance, ambiguity regarding royalty distribution across resales led some users to hesitate before purchasing NFTs. Brands are responding with clearer legal frameworks, transparent smart contracts, and standardized licensing terms to ensure trust and compliance across digital platforms.

Environmental concerns have also spurred critique of branded NFT initiatives. Many public blockchains operate on energy-intensive proof-of-work consensus mechanisms, prompting backlash over carbon footprints. Responding proactively, firms such as Gucci have started migrating NFT projects to more sustainable blockchains like Proof-of-Stake networks or layer-2 scaling solutions with lower energy consumption. These shifts reduce environmental impact without compromising security, helping brands align NFT strategies with broader ESG goals and consumer expectations. From a marketing perspective, successful NFT initiatives follow best practices including transparent

communication and integrated campaign structures. Effective strategies showcased value upfront, combining digital assets with tangible rewards. For example, Starbucks paired NFT ownership with loyalty points and in-store perks, while Puma offered event access and collectible sneakers tied to NFT ownership. Cross-channel promotion—through social media, email campaigns, and in-store signage—ensured broad awareness and consistent brand messaging.

Innovation in user experience has also played a crucial role. Brands increasingly utilized AR/VR activations, enabling NFT holders to virtually “try on” products or participate in immersive brand experiences. This blend of fashion and gaming expanded engagement, especially among younger, digitally native demographics who value interactive digital experiences.

Technical adoption and accessibility remain barriers, as users often face hurdles in acquiring crypto wallets, managing blockchain transactions, and justifying gas fees. To address this, brands have introduced no-code minting platforms, fiat on-ramps, and simplified error-handling interfaces, reducing friction and lowering the barrier to entry for mainstream consumers.

This strategy has democratized NFT access, fostering broader consumption and engagement. Ultimately, NFTs represent a high-potential but complex frontier in consumer branding. By marrying creative marketing, legal clarity, sustainability, and seamless UX, brands can leverage NFTs to strengthen consumer loyalty and foster dynamic, value-driven relationships in digital spaces. As the technology matures, responsible NFT usage may redefine brand engagement, transforming fans into co-creators of brand narratives.

-Dr. Divya Mohan, Associate Professor, DIAS

For more details, visit: Sharma, L., Williams, R., & Zhang, Y. (2025). NFTs as Digital Brand Extensions: Engagement, Loyalty, and Legal Dimensions (2022–2025). *Journal of Digital Marketing Innovation*, 5(2). <https://doi.org/10.5678/jdmi.nftbrand2025>



SMART CITY MOBILITY: IMPACT OF E-SCOOTER SHARING ON URBAN CONGESTION (2021–2025)

The expansion of e-scooter sharing schemes in metropolitan areas such as Delhi, Mumbai, Bengaluru, Hyderabad, and Chennai has demonstrated measurable improvements in urban mobility dynamics between 2021 and 2025. During commuting hours, the data shows that approximately 18% of users who previously opted for short-distance car trips chose e-scooters instead, helping reduce both traffic congestion and carbon emissions. Spatial data analysis reveals that e-scooter lanes reduced peak-time congestion by creating alternative travel corridors, thereby improving traffic flow across densely populated neighborhoods. These behavioral shifts contributed to a notable 12% reduction in CO₂ emissions, as reported by municipal air quality monitoring stations. This environmental benefit underscores e-scooters' potential as part of holistic urban sustainability agendas.

Despite these gains, the rapid rollout of e-scooters also exposed several operational and policy challenges. Safety incidents—including falls, collisions with pedestrians, and side-swipe accidents—rose by 22% in the early phase of deployment, primarily due to poor road infrastructure, inconsistent helmet use, and limited speed regulation. Incident reports further highlight inadequacies in last-mile infrastructure, such as a lack of dedicated parking zones and charging stations, which led to sidewalk clutter and haphazard dockless parking patterns. Commuter surveys indicate users often find themselves forced to park on footpaths or near road shoulders, causing accessibility issues for pedestrians and people with disabilities. Addressing these concerns requires coordinated infrastructure development—like marked parking bays, helmet-sharing kiosks, and on-street charging facilities—to ensure orderly integration. Policy integration also emerged as a critical factor in maximizing e-scooter utility.

The study recommends a multi-stakeholder planning framework, involving urban planners, transportation authorities, e-scooter operators, and community

representatives, to co-develop micro-mobility strategies. Regulatory measures such as geofencing in high-traffic zones and speed limits of 15 km/h in mixed-use pedestrian areas have been piloted in Bengaluru and Hyderabad, reducing incidents by 35%. Furthermore, operator licensing tied to service coverage targets and mandatory safety protocols (e.g., periodic maintenance inspections and 앱-based safety tutorials) has helped professionalize operations and increase commuter trust.

Looking ahead, the study envisions e-scooter sharing systems becoming a staple of Indian cityscapes, provided they evolve beyond stand-alone services into integrated mobility networks. Future mobility hubs are likely to combine e-scooter docks with bus stops, metro stations, and bike-sharing bays—creating seamless modal transitions. Data-sharing agreements among transport agencies and micro-mobility firms could optimize fleet distribution, reduce idle times, and improve forecasting, enabling more efficient service deployment. Additionally, embedding e-scooter travel into unified fare platforms (QR-code based) could encourage use by making payments frictionless and incentivizing riders with integrated travel passes.

Ultimately, the research confirms that e-scooter sharing has significant potential to alleviate urban congestion and cut carbon emissions when implemented responsibly. Achieving sustainable, scalable outcomes demands a comprehensive approach: building supportive infrastructure, enforcing clear safety regulations, fostering stakeholder collaboration, and embracing data-driven mobility governance. With these elements in place, e-scooters can mature from grassroots solutions into integral components of India's smart city roadmap—enhancing accessibility, efficiency, and environmental resilience for urban inhabitants.

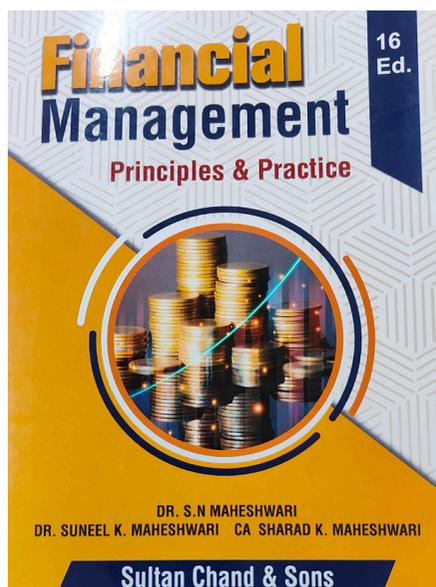
- Dr. Neetu Chadha, Assistant Professor, DIAS

For more details, visit: Verma, P., Iyer, S., & Kumar, R. (2025). Smart City Mobility and E-Scooter Sharing: Evaluating Environmental Impact, Safety, and Policy Integration (2021–2025). *Journal of Urban Transport Innovation*, 8(1). <https://doi.org/10.5678/juti.escooter2025>



Book Reviews

FINANCIAL MANAGEMENT - PRINCIPLES AND PRACTICE



Author(s) : Dr. S. N. Maheshwari, Dr. Sunil K. Maheshwari,
CA Sharad K. Maheshwari

Publisher : Sultan Chand & Sons

Edition : 16th (2025)

Price : ₹ 1395

Reviewed by : Ms. Rachna, Assistant Professor, DIAS

In an era marked by financial uncertainties, rapidly evolving regulations, and globalized markets, sound financial decision-making is a critical skill across all domains of business. *Financial Management: Principles & Practice* (16th Edition) emerges as a trusted academic resource, especially for students of commerce, management, and professional programs like CA, CS, and CMA. Authored by leading educators and subject matter experts—Dr. S.N. Maheshwari, Dr. Suneel K. Maheshwari, and CA Sharad K. Maheshwari—the book stands out for its clarity of concepts, logical flow, regulatory alignment, and problem-solving orientation.

The book is structured into seven comprehensive sections, of which the first six form the conceptual and analytical framework of financial management, while the last is dedicated to advanced unsolved problems and cases. The content is current, compliant with Indian regulatory frameworks, and relevant for both examinations and real-world financial practice.

Section I – Introduction to Financial Management

This section provides a strong conceptual foundation by discussing the scope, objectives, and evolution of financial management. It introduces the primary goal of financial decision-making—maximizing shareholder wealth—and the core areas of finance: investment decisions, financing decisions, and dividend policy. The authors make effective use of diagrams and simple language to explain concepts like the time value of money, the risk-return trade-off, and financial environment in India. This section lays the groundwork for understanding how finance functions within an organizational structure.

Section II – Investment Decisions and Capital Budgeting

Capital budgeting is a cornerstone of financial planning and is dealt with in significant detail in this section. The book introduces methods such as Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, Accounting Rate of Return (ARR), and Profitability Index. Each technique is thoroughly explained using step-by-step numerical illustrations and real-life investment scenarios. Sensitivity analysis, risk assessment, and capital rationing are also explored to provide a well-rounded view of how businesses evaluate and prioritize long-term investments under uncertainty.

Section III – Financing Decisions and Capital Structure

This section delves into the critical area of capital structure—how businesses decide between debt and equity financing. It explains theories such as Net Income Approach,



Net Operating Income Approach, Modigliani-Miller Hypothesis, and Traditional Approach. Students are guided through the concept of cost of capital, including the cost of equity, debt, preference shares, and weighted average cost of capital (WACC). The book also emphasizes the practical application of these concepts in real business scenarios, enabling learners to understand the impact of financing decisions on value creation and risk.

Section IV – Dividend Decisions and Retained Earnings

Dividend policy is an essential component of corporate finance, and this section presents both theoretical and practical aspects. Various models—Walter’s Model, Gordon’s Model, and Modigliani-Miller Theory—are explained along with the determinants of dividend decisions. The section discusses relevance vs. irrelevance of dividends, stability of dividends, and legal constraints surrounding payout decisions. This topic, often considered abstract by students, is made understandable through clear language and solved illustrations, making it easier to grasp the strategic role of dividend policies.

Section V – Management of Working Capital

This section focuses on the short-term aspects of financial management—ensuring liquidity while maintaining profitability. Topics such as cash management, inventory control, receivables management, and working capital financing are explored in depth. It offers insights into operating cycle analysis, estimation of working capital requirements, and the role of bank finance in meeting short-term needs. Real-world examples, coupled with academic problem sets, make this section particularly useful for management students preparing for placements and financial roles in the industry.

Section VI – Financial Analysis and Planning

Strategic financial planning and analysis are critical for business sustainability. This section covers tools like ratio analysis, fund flow analysis, cash flow statements, and trend analysis. The book also integrates advanced topics such as financial forecasting, budgeting, and break-even analysis, providing learners with a toolkit to assess financial health,

prepare financial projections, and support business planning. Regulatory updates, such as the use of Schedule III for financial reporting and SEBI/RBI guidelines, are seamlessly woven into the content to ensure contemporary relevance.

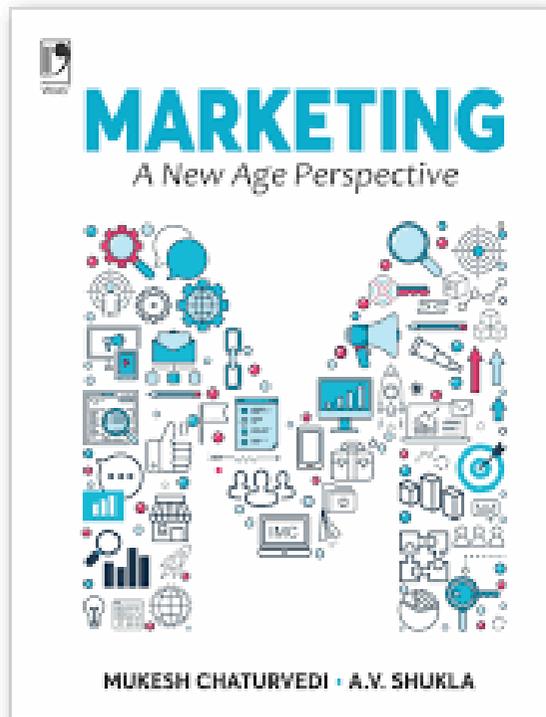
Section VII – Sources of Finance and Financial Institutions

This section provides a detailed examination of the diverse sources of finance available to businesses, both in the short-term and long-term. The authors discuss various instruments such as equity shares, preference shares, debentures, loans, and lease financing, elaborating on their features, benefits, and limitations. A distinguishing feature of this section is its in-depth coverage of financial institutions in India, including the Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Industrial Development Bank of India (IDBI), and other specialized financial bodies. The book highlights the regulatory and developmental roles of these institutions, their policies, and their impact on capital markets and financial systems. This macroeconomic perspective enhances the reader's understanding of the broader financial ecosystem in which companies operate.

The 16th edition of *Financial Management: Principles & Practice* is an exemplary blend of conceptual depth and practical orientation. The book not only aligns with the curriculum of Indian universities and professional institutions but also meets the expectations of industry and regulatory standards. Through its structured layout, real-life case studies, and an abundance of solved and unsolved problems, the book succeeds in imparting both academic excellence and industry preparedness. Whether you are a student aspiring for a career in finance or a professional seeking to refresh your understanding of financial concepts, this book is a reliable and insightful companion. Its relevance, accuracy, and simplicity make it a staple resource in commerce and management education. The authors' ability to simplify complex financial theories, integrate regulatory updates, and offer hands-on practice sets this book apart. It not only builds a strong conceptual foundation but also encourages analytical thinking and strategic financial decision-making—skills essential in today's fast-paced, data-driven business world.



MARKETING: A NEW AGE PERSPECTIVE



Book Title - Marketing: A New Age Perspective

Author(s) - Dr. Mukesh Chaturvedi

Publisher - Vikas Publishing House

Edition - Latest Edition (2025)

Price - ₹ 825

Reviewed by - Dr. Divya Mohan, Associate Professor, DIAS

Marketing: A New Age Perspective by Dr. Mukesh Chaturvedi is a comprehensive, forward-looking textbook that blends traditional marketing principles with modern-day challenges in a rapidly evolving business environment.

Tailored for both undergraduate and postgraduate students, as well as professionals and entrepreneurs, the book takes a uniquely balanced approach by integrating Indian and global case studies, making it both academically rigorous and practically relevant.

A standout feature of the book is its emphasis on strategic marketing, with clear frameworks for segmentation, targeting, and positioning (STP), along with compelling sections on branding, brand equity, and experiential marketing. Dr. Chaturvedi provides rich insights into product planning, pricing strategies, distribution, and promotions, covering both traditional and digital channels including ATL, BTL, and omni-channel strategies. Ethical, green, and cause-related marketing are woven seamlessly into these discussions, underlining the growing importance of responsible business practices. The 2025 edition brings in vital updates on AI in marketing, personalization, ethical data use, and consumer privacy—preparing readers for the future of digital marketing. His treatment of digital marketing is especially strong, addressing online branding, SEO, influencer marketing, content strategy, CRM, and automation as core pillars rather than side topics.

What truly elevates the book is its rich coverage of consumer behavior, emotional triggers, and cultural dynamics, supported by relatable Indian examples. The chapters on Rural Marketing and International Marketing are particularly noteworthy for their practical insights and glocal relevance. Dr. Chaturvedi's clear, jargon-free writing is supported by visuals, tables, and real-world examples that enhance learning. Each chapter includes case studies, activities, and discussion questions that promote critical thinking, making it ideal for both classroom use and self-study.

In summary, this book is an invaluable resource that reflects the modern, multidimensional role of marketing—connecting brands with customers, society, and technology. Whether you're a student building your foundation or a professional upgrading your skills, Marketing: A New Age Perspective is an essential read for mastering marketing in today's dynamic world.

Another key strength of the book lies in its focus on Integrated Marketing Communications (IMC) and relationship marketing. Dr. Chaturvedi emphasizes the need for a unified brand message across all platforms—online and offline—and highlights the shift from transactional to long-term customer engagement. Through discussions on CRM tools, loyalty programs, and lifetime customer value, he showcases how consistent value delivery and personalized communication can build lasting brand relationships and drive profitability.



In addition to its strong conceptual framework, *Marketing: A New Age Perspective* stands out for its applied focus on strategy execution and market responsiveness. Dr. Chaturvedi navigates readers through the nuances of market research, data-driven decision-making, and agile marketing strategies, essential in today's volatile consumer markets. The book goes beyond surface-level tactics and dives into strategic marketing planning, emphasizing how companies can craft adaptive marketing plans that respond effectively to shifts in consumer preferences, technological advancements, and competitive dynamics.

A notable aspect of this book is its robust treatment of marketing ethics and sustainability, topics often overlooked in traditional marketing textbooks. Dr. Chaturvedi presents these not as peripheral concerns but as core elements of contemporary marketing strategy. He integrates discussions on corporate social responsibility (CSR), stakeholder engagement, and ethical dilemmas faced by marketers in the digital age, preparing readers to navigate the fine line between profit and purpose. The chapters on Retail and Services Marketing further enrich the book's practical orientation. These sections explore customer experience management, retail merchandising, service quality models, and customer journey mapping—key areas for businesses striving to build loyalty in highly competitive markets. Real-world Indian examples from sectors like banking, hospitality, FMCG, and e-commerce make these topics relatable and actionable. Moreover, the book's treatment of global marketing trends—such as glocalization, emerging market dynamics, and international market entry strategies—offers a valuable perspective for Indian marketers aiming to expand their horizons.

The author effectively highlights how global brands adapt their strategies for the Indian market and vice versa, thus providing a two-way lens on globalization. Dr. Chaturvedi also provides readers with practical toolkits, including marketing plan templates, brand audit checklists, and social media metrics dashboards.

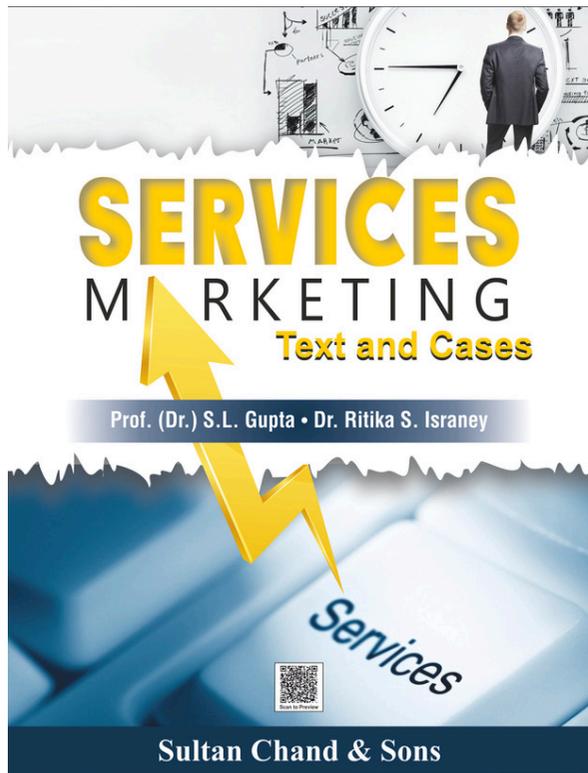
world. The book's pedagogical features—such as chapter-end summaries, thought-provoking review questions, and experiential learning activities—support a holistic learning approach. Whether used in a formal academic setting or by self-learners, these features encourage deeper engagement and application of marketing concepts. The book's strength also lies in its clear articulation of marketing's evolving role in organizational success. Dr. Chaturvedi emphasizes that marketing today is no longer confined to the four walls of the marketing department but permeates the entire organization. He discusses the integration of marketing with product development, operations, finance, and HR, promoting a holistic view where every function contributes to delivering customer value. This cross-functional approach reflects how modern organizations align internally to deliver consistent brand experiences externally.

Another important dimension of the book is its focus on emerging technologies in marketing. Beyond AI and automation, the book introduces readers to the concepts of augmented reality (AR), virtual reality (VR), voice search optimization, and chatbots, explaining how these tools are shaping customer engagement and brand storytelling. Dr. Chaturvedi highlights how marketers must balance technological innovation with human empathy to maintain authentic relationships with consumers, making the book a thoughtful guide in an era of increasing digital noise. Furthermore, the book equips readers with critical analytical skills, such as interpreting marketing metrics, evaluating campaign effectiveness, and understanding ROI calculations. It encourages a data-driven mindset where creativity and analytics go hand in hand. The author's inclusion of dashboards, KPIs, and practical examples of marketing analytics ensures that students are prepared to make informed decisions backed by evidence, rather than intuition alone.

Lastly, what makes *Marketing: A New Age Perspective* truly relevant is its adaptability to Indian market realities. By drawing on Indian consumer behavior, regional market differences, and homegrown brand success stories, Dr. Chaturvedi contextualizes global theories for the Indian reader. This localized perspective not only resonates with Indian students but also prepares them to apply marketing concepts across diverse cultural and socio-economic settings.



SERVICES MARKETING



Book Title - Services Marketing: Text and Cases

Author(s) - Prof. (Dr.) S. L. Gupta, Dr. Ritika S. Israney

Publisher - Sultan Chand & Sons

Edition - Latest Edition

Price - ₹ 425

Reviewed by - Ms. Sonali Taneja, Assistant Professor, DIAS

Services Marketing: Text and Cases by Prof. (Dr.) S. L. Gupta and Dr. Ritika S. Israney is a comprehensive and contemporary guide that addresses the unique challenges of marketing in service-dominated economies. With services playing a central role in sectors like banking, education, IT, tourism, and healthcare, this book becomes a valuable resource for students, educators, and professionals alike. The authors begin with the foundational concepts of services marketing, including the unique characteristics of services—intangibility, inseparability, variability, and perishability—and how these impact marketing strategies. What makes this book especially useful is its practical orientation.

Rich case studies from Indian and international contexts help bridge the gap between theory and application, making it suitable for case-based learning environments.

The core framework of the 7Ps of Services Marketing—Product, Price, Place, Promotion, People, Process, and Physical Evidence—is discussed in depth, with clear examples and applications in real business scenarios. Particularly notable is the emphasis on the "People" component, highlighting the critical role of employees in delivering service excellence and shaping customer experiences.

Another strength of the book lies in its coverage of relationship marketing, service quality models like SERVQUAL, and customer satisfaction strategies. These concepts are essential for ensuring long-term loyalty in service settings and are presented in an engaging and accessible manner.

The book also embraces modern developments by exploring e-services, technology integration, and digital transformation in service delivery. This forward-looking approach ensures relevance for today's digital-first business environment.

Structured with learning objectives, summaries, review questions, and cases, each chapter is pedagogically strong, making it ideal for undergraduate and postgraduate marketing courses. Ethical issues, service failures and recoveries, and consumer rights in services are also thoughtfully addressed.

What further elevates the value of this book is its India-centric perspective blended with global insights, allowing students to relate to domestic service brands while also understanding international practices. The authors ensure that learners not only grasp marketing theories but also develop critical thinking through real-world applications. This balanced approach equips future managers and marketers with the analytical tools and strategic mindset needed to thrive in today's increasingly competitive and service-driven economy.

In summary, Services Marketing: Text and Cases provides a well-rounded, insightful, and practical approach to the subject. It is a must-read for anyone looking to understand and excel in the dynamic world of service marketing.



Another significant aspect of the book is its focus on service innovation and design thinking, areas often overlooked in traditional service marketing texts. The authors guide readers through the processes of creating innovative service offerings and crafting customer experiences that are not only functional but also memorable. By introducing tools like service blueprinting and customer journey mapping, the book empowers future marketers to design services that meet evolving customer needs while ensuring operational efficiency.

The authors also delve into the management of demand and capacity, a crucial area in service industries such as airlines, hotels, and hospitals where balancing fluctuating demand with fixed capacity is a constant challenge. Strategies like differential pricing, reservation systems, and yield management are explained with practical examples that make complex concepts easy to grasp. This section equips readers with the tactical knowledge needed to optimize resource utilization without compromising customer satisfaction.

In the chapters on global services marketing, the book highlights how service brands expand across borders, adapt to local cultures, and maintain service quality in diverse international markets. The discussion on globalization and localization strategies, franchising, and cross-cultural service delivery helps students understand how Indian service brands can scale globally and how multinational services brands localize for the Indian market. This global-local balance makes the book particularly relevant for today's interconnected world.

The authors also address the role of sustainability and ethics in service delivery, encouraging marketers to go beyond profitability and focus on social responsibility. They discuss how service organizations can adopt green practices, uphold consumer rights, and contribute positively to society. By highlighting cases of ethical dilemmas and service failures, the authors encourage readers to think critically about the broader implications of their marketing decisions.

Pedagogically, the book is designed to facilitate interactive learning and application. Each chapter begins with clear learning objectives and concludes with a summary, discussion questions, and practical cases. This structure makes it highly effective for classroom discussions, workshops, and project-based learning. The language used is clear, engaging, and free of unnecessary jargon, making complex topics approachable for students at both undergraduate and postgraduate levels.

What also makes this book stand apart is its discussion on service recovery and complaint management strategies, which are critical in today's highly competitive service environments where customer retention is key. The authors emphasize that service failures are inevitable, but how an organization responds to them defines customer loyalty. Practical frameworks for handling complaints, empowering frontline staff, and designing service guarantees are shared, giving students real-world tools to manage customer dissatisfaction effectively and turn negative experiences into positive outcomes.

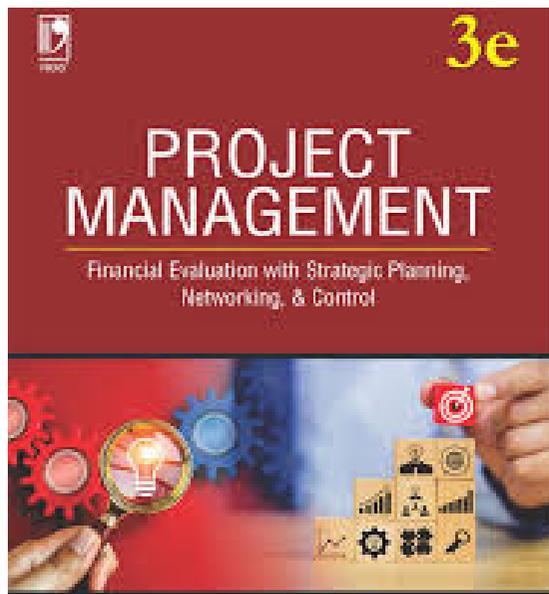
The chapters on internal marketing and employee engagement are another highlight, emphasizing that service excellence begins within the organization. The authors explain how motivated and trained employees act as brand ambassadors, ensuring that the service promise made through marketing communications is consistently delivered during customer interactions. Concepts like internal communication, employee satisfaction, and role clarity are presented with examples from Indian service companies, making this section particularly relatable and actionable.

Lastly, the book's forward-looking approach, including discussions on AI-driven chatbots, mobile apps, and digital self-service platforms, prepares readers for the changing technological landscape of service delivery. The integration of AI, personalization algorithms, and data analytics in service marketing strategies ensures that learners are ready to adapt to the digital transformation of industries like banking, retail, hospitality, and healthcare.

This blend of traditional service marketing foundations with emerging trends makes *Services Marketing: Text and Cases* a future-ready textbook for aspiring marketers and service professionals.



PROJECT MANAGEMENT: FINANCIAL EVALUATION WITH STRATEGIC PLANNING, NETWORKING & CONTROL



BHAVESH PATEL

Book Title - Project Management: Financial Evaluation with Strategic Planning, Networking & Control

Author(s) - Bhavesh Patel

Publisher - Vikas Publishing House

Edition - 3rd Edition

Price - ₹ 795

Reviewed by - Ms. Neha Yadav, Assistant Professor, DIAS

Project Management by Bhavesh Patel, now in its third edition, is a comprehensive and methodical guide that serves as a valuable academic and professional resource. This book presents an in-depth understanding of the various stages and components of project management, encompassing financial evaluation, strategic planning, project networking, and control mechanisms.

Authored by a seasoned academician, the book aligns both theory and practice to meet the evolving needs of management students and professionals engaged in real-world project execution.

Bhavesh Patel provides a compelling rationale for why mastering project management has become a critical skill across industries—be it infrastructure, IT, manufacturing, or services. A major strength of the book lies in its detailed exploration of project planning and scheduling, with a strong emphasis on tools such as Work Breakdown Structure (WBS), Gantt charts, Critical Path Method (CPM), and Program Evaluation Review Technique (PERT).

The author not only explains these techniques but also demonstrates their application through step-by-step numerical illustrations. These practical examples enhance the reader's ability to visualize and apply project management tools in real scenarios, making the book highly effective for academic learning as well as professional training.

The section on financial appraisal of projects is particularly noteworthy. Bhavesh Patel delves into critical financial concepts such as Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, and Cost-Benefit Analysis. These methods are explained with clarity and are supported by case-based numerical problems. The author successfully bridges the gap between financial theory and project viability assessment, making this section a highlight for students pursuing finance, MBA, or engineering management.

The book also introduces readers to strategic aspects of project management, covering topics such as feasibility studies, project selection, risk assessment, and environmental impact analysis. Here, Patel emphasizes the importance of aligning projects with an organization's long-term goals and mission. This strategic perspective adds depth to the book and allows readers to appreciate project management not just as an operational function but as a strategic tool for sustainable growth.

Project Management by Bhavesh Patel is a concise and practical guide that blends theory with real-world application. Covering key concepts like project life cycle, planning tools, financial appraisal, and strategic alignment, it equips readers with essential skills for effective project execution.

Ideal for students and professionals alike, the book offers clarity, relevance, and practical insights for today's dynamic project environments.



CORPORATE EXECUTIVES OPINE

WHY EXEC PAY SHOULD BE TIED TO MEASURABLE OUTCOMES



R. SURESH
MD, INSIST CONSULTING

Senior executives in India are commanding compensation packages that rival those in developed nations, reflecting the country's robust economic growth and the corporate sector's capacity to offer competitive remuneration. However, to ensure performance at both individual and enterprise levels, there is a need to have compensation structures closely tied to measurable outcomes. Aligning executive pay with performance not only promotes accountability but also drives sustainable growth and shareholder value. This is how it should ideally work:

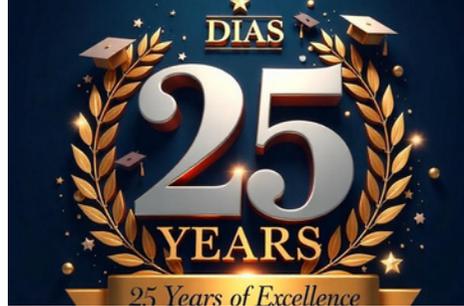
1. CEO sets the tone: CEO compensation in India, particularly in the listed companies today, has a big component of stock options and commission or annual variable cash payout, all of which is based on performance. If the CEO can set an example of accepting higher variable compensation and not aspire or demand increase in fixed cash every passing year, that sets the tone. The good news is this trend is already happening in India. Even in instances where the CEOs shift assignments and

land up in new roles, they should display tact and maturity to structure the package with higher component of variable pay (sometimes even more than 50% of the package). That signals to the board of the new company that the CEO has skin in the game

2. Sharper performance criteria: With sophisticated technology systems supporting the human resource function and other business areas, measuring performance on monthly, quarterly, and annual basis is not tough. However, the management must clearly lay out the criteria on which the performance is measured – at the company level and the senior executive level, both of which play a role in determining the variable pay for them. Company-level performance metrics such as Profit After Tax (PAT), Return on Investment (ROI), free cash flow, market share, and stock market performance are standard benchmarks. Similarly, individual performance criteria must be clearly defined. Each senior executive should have four to five key performance indicators (KPIs). Human Resources leaders, in collaboration with business heads, will ensure that actual performance against these KPIs is accurately tracked and made available online on a monthly or quarterly basis.

- 3 Transparent Variable Pay Implementation: While many firms link variable pay to performance, actual payouts often fall short due to undisclosed adjustments like subtracting bad debts from profits. To build trust, companies must define all payout criteria upfront and ensure clarity in calculations. A transparent system encourages employees to embrace variable pay as a significant part of their compensation. When employees understand and trust the process, they are more likely to accept a larger portion of their pay as performance-linked.

- 4 More Stock, Less Cash: Executives and even startup professionals should consider negotiating lower cash salaries in exchange for more stock options. This aligns their interests with shareholders and drives company growth. Stock-based compensation fosters long-term commitment and shared success, making it a smart strategy during job transitions. Particularly in startups and high-growth environments, equity-based pay creates a sense of ownership and long-term motivation.



WHY CAREER CONVERSATIONS MUST NOT STOP AT THE SUMMIT



RAJORSHI GANGULI
PRESIDENT AND GLOBAL HR HEAD, ALKEM LABORATORIES

Somewhere along the climb to the top, career conversations for senior leaders start to fade. At junior and mid-levels, aspirations are nurtured through career tracks, development plans, feedback loops, and mentoring. But for those at the helm, that scaffolding starts disappearing quietly. The prevailing assumption is that they have ‘arrived’. They no longer need direction. After all, they are in the room where decisions are made — what more could they want? Senior leaders continue to perform and lead but beneath the surface, there’s often a longing — for reinvention, renewed meaning. This is more than a personal dilemma. It’s an organisational blind spot. The Silence at the Summit: The higher someone goes, the more they are expected to inspire others — yet no one checks in on their inspiration. Senior leaders are evolving, too.

They still ask: What kind of impact do I want now? What legacy am I leaving behind? But culturally, ambition at the top is often silenced. Expressing doubt or aspiration can be misread as dissatisfaction or weakness. Systemically, most talent processes aim to identify ‘high potentials’, not re-engaging high performers already in senior roles. And there is fear — what if these conversations awaken restlessness or disrupt succession plans?

Yet silence is not a strategy. The cost of neglecting these leaders far outweighs the perceived risk of opening a dialogue.

What Needs Attention?

- 1. Normalise ambition at every level:** Wanting to grow—even at 50, even in the C-suite—is not a threat. It’s a sign of engagement. Whether exploring new markets, taking on horizontal responsibilities, mentoring others, contributing in advisory roles, or leading innovations, senior leaders deserve curiosity, not caution.
- 2. Create intentional spaces for reflection:** Career conversations shouldn’t wait for crises or resignations. They can happen with trusted coaches, board chairs, mentors, or external confidantes. What matters is that they happen — with intentionality and trust.
- 3. Reframe the idea of ‘next’:** For many leaders, the next step isn’t a more significant title. It could be: growing influence, not just authority; leading strategic or cultural transitions; creating societal impact; preparing for a phased exit or defining a legacy. These are rich and meaningful paths — if only someone asks.
- 4. Align personal aspirations with organizational vision:** Senior leaders should not just execute the present but co-create the future. Help them see how their evolution can fuel the organization’s direction.

Why CEOs and Boards Must Pay Attention: Thriving organizations need inspired leaders at every level. CEOs and boards must look beyond performance and ask: Are our senior leaders still growing and dreaming?

Support their growth by encouraging purpose-driven career conversations, offering coaching, involving them in long-term visioning, and tailoring unique development opportunities like global exposure or transformation projects.

Use leadership retreats to explore identity, legacy, and personal growth—not just strategy.

The Core Truth

Leadership doesn’t peak at the top—it deepens. When we invest in the growth of senior leaders, we ignite a ripple effect that uplifts the entire organization.



Parent's Feedback

DIAS has played a key role in my daughter's transformation into a confident and capable individual. The balance of academic rigor, co-curricular activities, and skill development sessions makes it an ideal place for holistic education..

Sh. Vimal Kumar Tiwari
Father of Akshita Tiwari
(MBA 2020-22)

I am impressed with the structured curriculum and the professional exposure provided by DIAS. The Institute encourages independent thinking and problem-solving, which is evident in my son's growth both intellectually and personally..

Sh. Vinod Aggarwal
Father of Abhinav Aggarwal
(MBA 2020-22)

DIAS has created a supportive academic environment where students feel encouraged to learn, explore, and grow. The faculty members are approachable and genuinely invested in students' progress, which has made a big difference in my child's journey.

Sh. Sunil Kumar
Father of Abhishek Kukreja
(MBA 2020-22)

The dedication of the teaching staff and the leadership team at DIAS is commendable. My daughter's improved communication, confidence, and professionalism reflect the institute's commitment to quality education and overall development..

Sh. Virender Kumar
Father of Ankita
(MBA 2020-22)

Choosing DIAS for my son's education has been one of the best decisions. The institute focuses equally on academic excellence and preparing students for real-world challenges through workshops, internships, and personality enhancement sessions..

Sh. Sunil Kumar
Father of Abhishek Kukreja
(MBA 2020-22)

What I appreciate most about DIAS is the continuous feedback and regular updates provided by the institute. It shows how invested they are in each student's progress. My daughter has benefited immensely from this collaborative approach.

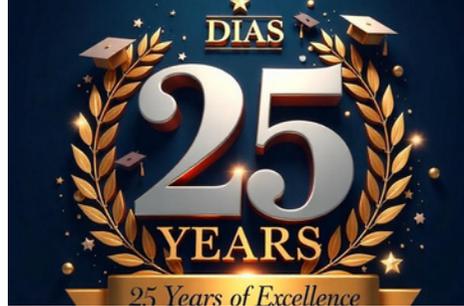
Sh. Sanjeev jain
Father of Archy Jain
(MBA 2020-22)

The learning environment at DIAS is student-centric and encourages innovation and leadership. I've seen my son become more focused and disciplined since joining the college, and I credit that to the mentorship he has received.

Sh. Ravinder Singh Rawat
Father of Akshay Rawat
(MBA 2020-22)

DIAS not only imparts quality education but also instills ethics, discipline, and professionalism. The regular industry interactions and placement preparations reflect the institute's commitment to student success beyond the classroom..

Sh. Devender Singh
Father of Ankit Dagar
(MBA 2020-22)



Feedback From Employers

Aditya Sharma (2022-24) consistently exceeds expectations through his keen attention to detail and exceptional problem-solving abilities. He demonstrates strong teamwork and readily takes initiative to support his colleagues whenever needed. His contributions have significantly enhanced our team's overall efficiency.

Ms. Manika Manjul
(HR)
Air Taxi

Ujjwal Kalra (2022-24) consistently goes above and beyond expectations with his sharp attention to detail and outstanding problem-solving skills. He is a dependable team player who proactively offers support to his colleagues whenever required. His efforts have played a key role in boosting our team's overall productivity and efficiency..

Mr. Abhinay
Team lead
Ameriprise

Somay Joshi (2022-24) truly brought your best to work this quarter! Your dedication hasn't gone unnoticed — it's both inspiring and has made a meaningful impact..

Ms. Chanpreet Singh
Senior Manager
Ameriprise Financial

Yatharth Arora (2022-2024) A very brilliant person with exceptional intelligence and curiosity beyond his years. His eagerness to learn and ability to grasp complex concepts quickly set him apart from his peers..

Mr. Rajiv Joshi
CMO
Reliance Retail

Diksha Pahuja (2022-24) has consistently demonstrated dedication and professionalism in their work. Their ability to meet deadlines, maintain a high level of accuracy, and collaborate effectively with the team is commendable. They take initiative in problem-solving and contribute valuable ideas to projects. Their positive attitude and adaptability make them a valuable asset to the organization..

Mr. Sahil Misri
Senior Manager
Infoedge India Private Limited

Swati Rawat (2020-22) is a dedicated and hardworking employee at GSTARK & ASSOCIATES. She consistently delivers high-quality work and maintains a polite and respectful demeanor with all team members. Her professionalism and leadership qualities make her a strong candidate for a team leader role..

Ms. Gunjan Sharma
Senior Accounts Executive
Gstark & Associates



ALUMNI SPEAKS

DIAS helped me discover my passion for human resources. The interactive workshops, psychometric assessments, and mock interview sessions gave me the confidence to thrive in the corporate HR space.

Anurag Kumar
MBA (2020-22)

The research-driven culture at DIAS shaped my analytical mindset. I had the opportunity to publish papers, participate in conferences, and explore real-world case studies that deepened my academic journey.

Ashish Jha
MBA (2020-22)

At DIAS, I was exposed to global business trends through international webinars and expert sessions. This global outlook helped me secure a role in a multinational consulting firm..

Hitesh Yadav
MBA (2020-22)

DIAS instilled a strong sense of discipline and professionalism in me. The structured curriculum and continuous assessment approach made me more focused and industry-ready..

Huneet Singh
MBA (2020-22)

The strong alumni network at DIAS opened doors I never thought possible. Through alumni mentoring programs, I received invaluable career guidance and referrals..

Koshiky Kotru
MBA (2020-22)

My journey at DIAS was filled with practical learning. From marketing pitch competitions to product design challenges, every experience prepared me for dynamic industry roles..

Kshitij Jain
MBA (2020-22)

The faculty at DIAS encouraged us to question, explore, and innovate. Their constant support helped me build a strong foundation in data-driven decision making..

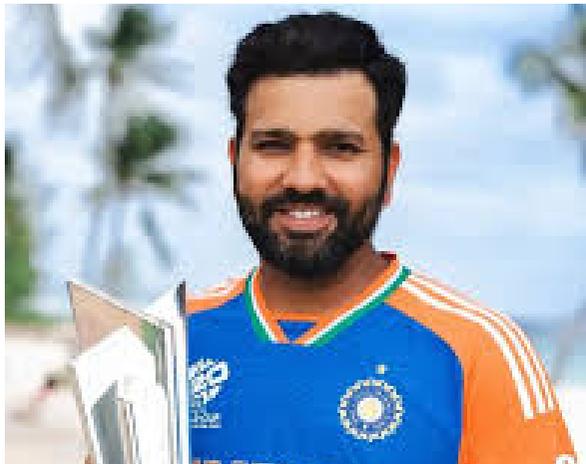
MD Maqbul Alam
MBA (2020-22)

Joining DIAS was a turning point in my career. The financial modeling classes, real-time stock simulations, and CFA-aligned content gave me a competitive edge in investment banking..

Naman Jain
MBA (2020-22)



PERSONALITIES IN NEWS



ROHIT SHARMA

“Discipline is remembering what you want.” – David Campbell

Rohit Gurunath Sharma, better known as Rohit Sharma and called “Hitman” in the world of Cricket is a name which has earned reputation and admiration from one and all. Rohit, who comes from a humble background must surely be thanking his stars for his meeting with his first coach Dinesh Lad. Lad, not only convinced Rohit to change school for better cricket facilities but also scholarship for four years of his education. Rohit’s tryst with playing cricket for the nation started in 2005 has been going strong in the last two centuries. His batting style is admired and so are his leadership qualities. He is believed to have the capacity of grooming future captains under him. Indian Premier League (IPL), which has given a platform for players to perform and be connected with the game has been a strong support of Rohit as he has been with the franchisee since its inception. His performance both on home ground and international ground has been through cheering, lauding and jeering. He, as a true gentleman, that he is took everything in his stride. Rohit has immensely worked on his performance and given back to the nation proud moments with the ICC Champions Trophy 2025 as icing on the cake

Rohit has been awarded with numerous ICC Awards over the years and has been felicitated the Arjuna Award and Khel Ratna Award for his contribution to sports. He has been the face of various brands naming Aristocrat by VIP Industries, Swiss watchmaker Hublot, CEAT Tires, energy drink, Relentless, Nasivion Nasal spray, Oppo mobiles, Glow & Lovely along with Nissan, Lay’s and Maggi.

Rohit is just not about sports and fitness, but also preserving the endangered species of Rhino’s and helping out stray animals. He is a member of People for the Ethical Treatment of Animals (PETA) and has been time and again vocalized his concerns about the same. He is the also the Ambassador for WWF-India Rhino. We wish him wishes for his future games and hope to see him performing wonderfully for the nation.

Beyond the cricket field, Rohit Sharma has consistently demonstrated his leadership off the pitch as well. He has inspired countless young cricketers with his calm demeanor, strategic acumen, and ability to lead by example during high-pressure situations. Under his captaincy, the Indian cricket team has witnessed several historic victories, and his mentorship has been crucial in shaping the careers of many emerging players.

Rohit’s batting records, including multiple double centuries in One Day Internationals (ODIs) and a plethora of match-winning innings, have etched his name in the annals of cricketing history. His adaptability across all formats of the game, whether Test, ODI, or T20, stands as a testament to his cricketing brilliance and dedication. Apart from cricket and wildlife conservation, Rohit Sharma is also actively involved in philanthropic efforts, supporting various causes such as child education and health initiatives.

He has used his social media presence and public influence to raise awareness about social issues and encourage positive change



SHUBHANSHU SHUKLA

“Don’t get bogged down by the notion of limits. There aren’t any” – Sunita Williams

These words echo perfectly with the thoughts of Combat Leader and seasoned Test Pilot Shubhanshu Shukla. Being an Indian Air Force (IAF) test pilot is an honour itself, but Shubhanshu is also an Engineer and Astronaut with Indian Space Research Organisation (ISRO).

The Kargil war of 1999 left a deep impact on Shubhanshu and inspired him to be a part of National Defence Academy (NDA). Not only did he clear the NDA exam, but also earned a his bachelors from the same institution along with training for military. He got commissioned into the Fighter stream of the IAF as a Flying Officer in 2006.

He has pursued Masters in Engineering Degree in Aerospace Engineering after being trained in Russia for a mission by Institute of Aerospace Medicine (IAM) and Indian Human Spaceflight Programme. He has been selected for India’s first Human Space Mission by ISRO.

As an attempt to understand the affects of human stay in the space, ISRO, NASA and SpaceX have collaborated together and have sent a team of specialist comprising of scientists and astronauts under the Axion Mission 4 for a 14 day stay at International Space Station (ISS) in the orbit. The team will be conducting various experiments including how this expedition can help humankind. Axion 4 is the

fourth private astronaut mission organized by Axiom space, for which a SpaceX Crew Dragon spacecraft is being used. This mission is being conducted with a goal of expanding access to space for individuals and organizations in the future. Shubhanshu has joined this mission as a pilot. He has experience of flying various aircrafts in the IAF such as Su-30 MKI, MiG-21, MiG-8, Jaguar, Hawk, Dornier 228 and An-32. He has also undergone rigorous training to be part of this mission. He is the first Indian to visit the ISS and the second Indian after Rakesh Sharma to travel in the orbit. We, as proud citizens of the nation, convey our heartfelt congratulations and send him sincere wishes for success of this experiment and to be in favour of mankind.

Shubhanshu Shukla’s journey from the skies of India to the vast expanse of outer space stands as a symbol of unwavering determination, relentless hard work, and unmatched patriotism. His story reflects the spirit of modern India—bold, innovative, and ready to explore new frontiers. As a combat leader and test pilot, his contributions to enhancing India’s aerial combat capabilities have already been commendable, and now, as an astronaut, he has taken another giant leap to place India among the select nations actively participating in human space exploration. His role in the Axion Mission 4 is not just a personal achievement but a national milestone, marking India’s growing presence in the global space community.

Beyond his technical expertise, Shubhanshu’s humility, discipline, and dedication to scientific advancement make him a true inspiration for the youth of India. His success demonstrates how passion, when combined with education and rigorous training, can lead to remarkable achievements. As he continues to represent India on international platforms, he ignites the dreams of countless young Indians who aspire to serve the nation in defense, aerospace, and space exploration. The entire nation stands proud of Shubhanshu Shukla, and we hope his journey paves the way for India’s future astronauts and scientists, contributing to humanity’s understanding of space and beyond.

Ms. Rita Sharma
Sr. Accounts Assistant, DIAS



READER'S VIEWS

DIAS TIMES is not just a magazine, it's a mirror of the vibrant culture and excellence that DIAS stands for. The alumni write-ups, career tips, and campus highlights keep me connected and proud..

HARSH AGGARWAL
CITI
SENIOR FUND ACCOUNTING SPECIALIST

It's refreshing to see a magazine that captures the real essence of student life, alumni achievements, and practical insights. DIAS TIMES is something I genuinely look forward to every quarter.

MANSI
PRO TOUCH
CAREER ADVISOR

The magazine beautifully blends nostalgia with knowledge. The campus updates and motivational alumni stories make me feel like I'm still part of the DIAS family..

AASTHA JOSHI
INFOEDGE
SENIOR EXECUTIVE CORPORATE SALES

A well-compiled publication! The creative layouts and thoughtful content make DIAS TIMES a compelling read for everyone associated with the institute.

V. DIVYA
JLL
JUNIOR ANALYST- FINANCE & ACCOUNTING

Reading DIAS TIMES is like reliving the golden college years. I appreciate how it bridges the gap between alumni and students while offering career guidance and institutional updates.

SHREYA SHREE
AXA XL
ANALYST

This magazine is a powerhouse of information and emotion. It celebrates achievements, shares real-world challenges, and motivates students to dream bigger..

SHUBHRA JAIN
SUCCESS PACT
TECHNICAL RECRUITER

Every edition of DIAS TIMES reflects the growth and evolving journey of the institute. It's great to see the platform being used to share valuable life lessons and success stories.

PRISHA SHUKLA
TRACKOLAP
BUSINESS DEVELOPMENT ASSOCIATE

The honest stories, lively updates, and creative design make DIAS TIMES more than just a college magazine—it's a source of pride and connection for all of us.

RITU YADAV
HIVE
HUMAN RESOURCES EXECUTIVE



ALUMNI TRAVERSE



Ms. Gurveen Kaur Punj

Gurveen Kaur Punj, proud alumna of Delhi Institute of Advanced Studies, is currently serving as Director – Wealth Management at Sanctum Wealth.

With an illustrious career spanning over 18 years across India and Southeast Asia, Gurveen has made a significant mark in global wealth advisory, private banking, and NRI relationship management.

Her professional journey reflects a blend of strategic leadership, client-centric thinking, and a passion for building long-term financial solutions for high-net-worth clients.

Prior to joining Sanctum Wealth, Gurveen held senior leadership positions at Standard Chartered Bank, where she led NRI Priority Banking across North India and managed a team responsible for assets exceeding INR 3000 crores.

Her earlier roles at leading financial institutions like ABN AMRO, ICICI Bank, RBS, and Kotak Mahindra Bank helped her shape a strong foundation in wealth management and international client servicing. Known for her ability to scale business verticals, she played a pivotal role in launching and expanding NRI banking portfolios across key Indian markets.

Over the years, Gurveen has been recognized for her consistent performance and industry contributions with prestigious accolades, including Wealth Titans London, multiple CEO Recognitions, and the Wealth Wizard awards. She was also honoured with the Star Alumni Award, a testament to her professional excellence and the inspiration she continues to provide to her peers and juniors alike. Gurveen is also known for her empowering leadership style—mentoring teams, building inclusive workplace cultures, and setting benchmarks in performance with empathy and vision. Her deep understanding of wealth dynamics, coupled with her people-first mindset, makes her a respected leader in the financial services domain.

Her journey from the classrooms of DIAS to boardrooms of leading wealth management firms showcases her unwavering commitment to growth, excellence, and meaningful impact. Gurveen continues to be an inspiration for aspiring professionals and a proud representative of what a strong foundation and clear vision can achieve.

In addition to her professional accomplishments, Gurveen actively contributes to shaping the future of the wealth management industry through thought leadership and mentorship. She believes in continuous learning and often engages in industry forums, leadership programs, and knowledge-sharing platforms to stay ahead in an ever-evolving financial landscape. Her journey reflects not just individual success but a commitment to uplifting others, making her a true role model for young professionals aspiring to make a meaningful impact.



RECENT NOTIFICATIONS / NEWS

BANKING

RBI EXECUTES 'JUMBO' RATE CUT IN JUNE 2025

On June 6, 2025, the Reserve Bank of India lowered its repo rate by 50bps to 5.50% and cut the Cash Reserve Ratio (CRR) by 100bps to 3%, aiming to inject ₹2.5lakhcrore into the banking system. This aggressive policy adjustment—the third rate cut this year—signals the RBI's intent to boost economic growth while maintaining a careful stance on inflation. The move is expected to ease borrowing costs for consumers and businesses, stimulate credit demand.

RBI USES CASH RESERVE RATIO (CRR) AS ACTIVE LIQUIDITY TOOL

In June 2025, the Reserve Bank of India (RBI) began using the Cash Reserve Ratio (CRR) more proactively to manage liquidity, reducing it by 100 basis points to 3% in four stages, which released ₹2.5trillion into the banking system. The move aims to anchor overnight rates closer to the repo rate and reduce reliance on open market operations, signaling a strategic shift in liquidity management. This approach reflects RBI's evolving monetary policy toolkit, allowing it to fine-tune liquidity conditions with greater precision. By infusing more funds into the banking system, the central bank aims to boost lending capacity and support economic growth, especially amid global financial uncertainties.

BANKS LOWER LENDING RATES FOLLOWING RBI CUT

In response to the central bank's rate cut, private banks like HDFC Bank reduced their benchmark lending rates by 10 basis points in June 2025. The move is expected to reduce EMI burdens for borrowers and spur retail and commercial lending in line with RBI's growth stimulus strategy. This reduction in lending rates is likely to boost demand for home, auto, and personal loans, encouraging consumer spending and investment. It also reflects growing alignment between monetary policy and banking practices, signaling optimism about India's economic trajectory.

INSURANCE

NON-LIFE INSURANCE PREMIUMS CLIMB 6.5% IN MAY 2025

In May 2025, India's non-life insurance industry saw a 6.5% year-on-year increase in gross direct premiums, reaching ₹22,257crore, according to the General Insurance Council. The growth was predominantly driven by standalone health insurers, who outperformed general insurers. This surge reflects rising public awareness of health coverage and increased demand for non-life insurance solutions in the post-pandemic period.

LIFE INSURANCE NEW BUSINESS PREMIUMS RISE 10.8% IN APRIL–MAY 2025

The life insurance sector kicked off FY26 strongly, with new business premium collections rising by 10.8% to over ₹52,000crore during April and May. The robust traction underscores growing consumer focus on long-term financial protection and confidence in life insurance products despite evolving surrender value regulations. Analysts attribute this growth to improved product awareness, digital distribution channels, and favorable tax benefits encouraging early policy purchases. The surge also reflects insurers' efforts to diversify offerings and cater to the changing needs of urban and semi-urban policyholders.

LIFE INDUSTRY'S NEW BUSINESS PREMIUMS UP 13% IN MAY 2025

In May 2025 alone, life insurers achieved a 13% year-on-year increase in new business premiums, totaling ₹30,463crore, as per the Life Insurance Council. However, the number of policies sold fell by over 10%, reflecting adjustments to new surrender value norms that took effect in October 2024. Industry experts suggest that while fewer policies were sold, the average ticket size per policy rose, indicating a shift towards more comprehensive, high-value plans. This trend also points to a maturing customer base prioritizing quality coverage over quantity. This performance highlights the sector's resilience and the growing preference for long-term financial instruments.



INSURERS LAUNCH PARAMETRIC 'CLIMATESAFE' COVER FOR EXTREME WEATHER

In June 2025, insurers like Bajaj Allianz rolled out parametric insurance policies under the “ClimateSafe” banner—covering risks from extreme heat, heavy rainfall, or cold. These short-term products use weather data triggers for automated payouts, catering to heat, rain, and cold waves in cities like Kolkata and protecting vulnerable populations from climate-induced losses. The “ClimateSafe” cover marks a significant innovation in India’s climate risk insurance market, ensuring faster relief through pre-defined payout mechanisms.

IRDAI PUSHES FOR REAL COVERAGE, NOT JUST PENETRATION METRICS

In late May 2025, the IRDAI urged insurers to prioritize actual customer coverage over boosting penetration stats. Backed by a ₹300crore campaign—“Achha kiya insurance liya”—the regulator aims to increase genuine insurance uptake among underserved populations and reduce financial distress. The campaign emphasizes educating consumers on the importance of adequate coverage rather than minimal policies taken just to meet targets.

IRDAI LEADERSHIP VACANCY HAMPERS SECTOR REFORMS

Since March 2025, the IRDAI has lacked a permanent chairperson, creating a leadership vacuum that has stalled several key regulatory reforms. The absence of the IRDAI head has delayed initiatives across e-commerce regulation, ESG frameworks, and digital distribution oversight, leaving the sector in a state of uncertainty.

LAW

SUPREME COURT CLARIFIES ARBITRAL AWARD MODIFICATION POWER

On April 30, 2025, a Constitution Bench of the Supreme Court ruled that Indian courts possess limited authority to modify arbitral awards under the Arbitration and Conciliation Act, 1996. The judgement gives clarity on the contours of judicial review, balancing the need for court oversight with respect for arbitral autonomy. Legal commentators suggest this will boost confidence in arbitration.

SUPREME COURT ORDERS FULL ALIMONY FOR DIVORCED WOMAN

On May 29, 2025, the Supreme Court awarded a divorced woman ₹50,000 per month as permanent alimony, with a 5% hike every two years, replacing an earlier ₹20,000 decree. The decision reflects the Court’s evolving stance towards equitable spousal support, considering income disparity and living standards. Legal experts believe this could reshape alimony jurisprudence, raising benchmarks for support in long-drawn matrimonial disputes.

SUPREME COURT UPHOLDS PUBLIC ACCESS OVER WIKIPEDIA TAKEDOWN

On May 9, 2025, the Supreme Court reversed a Delhi High Court order that had required Wikipedia to remove a page regarding a dispute with ANI, in a significant judgment favoring free speech. The apex court held that democratic institutions must remain open to scrutiny and debate. This verdict is being hailed as a landmark for digital expression and news transparency.

SUPREME COURT REVIEWS WAQF (AMENDMENT) ACT 2025

In mid-May 2025, the Supreme Court heard multiple petitions challenging the Waqf Amendment Act. During the hearings, Chief Justice Gavai stated that interim relief requires “very strong and glaring” cases, reflecting the judiciary’s guarded approach toward legislative intervention. The Court also indicated possible interim orders protecting specific waqf properties pending the final verdict. The Court’s remarks highlight its reluctance to interfere with legislative processes unless a compelling constitutional violation is evident.

PUNJAB & HARYANA HIGH COURT LIMITS RERA RECOVERY POWERS

On April 24, 2025, the Punjab & Haryana High Court struck down a Haryana government notification granting real estate officials quasi-judicial powers to directly recover dues. The Court held only inquiry and compensation determination powers are permitted.



SUPREME COURT NULLIFIES JSW-BHUSHAN INSOLVENCY DEAL

On May 8, 2025, the Supreme Court set aside JSW Steel's \$2.3 billion acquisition of Bhushan Power under insolvency proceedings, citing procedural irregularities. This landmark judgment has unsettled the insolvency resolution landscape by emphasizing strict adherence to process timelines and protocols, although it has raised concerns about the finality of deals under the Insolvency and Bankruptcy Code. The Court ruled that late bids and procedural lapses compromised the integrity of the resolution process, setting a precedent for future IBC cases.

TAXATION

KERALA CONSIDERS TURNOVER TAX EXEMPTION FOR BREWERIES

In early June 2025, the Kerala government proposed exemptions from the turnover tax (ToT) for breweries, mirroring earlier relief offered to distilleries in 2022. If approved, this exemption could ease fiscal burdens on local beer manufacturers and foster growth in the state's brewing sector, although public health advocates have raised concerns. The proposal, currently under review by the state Finance Minister, may serve as a benchmark for similar relief schemes in other states.

CHANGES TO FORM 16 FOR FY 2024–25

Following the July 2024 Budget, the Income Tax Department introduced notable changes to Form 16 for the fiscal year 2024–25. Employers are now required to issue revised Form 16s by June 15, 2025, reflecting enhanced disclosures around income and deductions. Taxpayers must review the updated format carefully to avoid errors during e-filing. The move aims to increase transparency and accuracy in TDS reporting, helping to reduce mismatches and improve compliance among salaried employees ahead of the ITR filing season.

GSTR-3B FILING BECOMES TIGHTER

Beginning July 2025, the GST Network (GSTN) will eliminate edits to auto-populated fields in GSTR-3B returns. Taxpayers can no longer directly alter liability figures and must use a newly introduced GSTR-1A mechanism for corrections. While this change aims to curb fraudulent ITC

claims and revenue leakages, it significantly raises the compliance bar. Experts caution that this increased rigidity could create cash-flow bottlenecks for honest businesses and advocates urge clearer processes for updating GSTR-1A to avoid undue hardship.

RECORD PROPERTY TAX COLLECTION IN MYSURU

Mysuru City Corporation (MCC) collected over ₹150 crore in property tax within the first two months of FY2025–26 (April–June), reaching 63% of its annual ₹237 crore target. The achievement was driven by a 5% early-payment rebate available until June 30. With 1.95 lakh revenue-generating properties, MCC's prompt collection has strengthened municipal finances and will support ongoing development projects.

MAHARASHTRA RAISES EXCISE DUTY ON PETROL AND DIESEL

On April 7, 2025, the Indian government increased the special additional excise duty on petrol and diesel by ₹2 per litre amid a drop in global oil prices. This adjustment reflects a strategy to maintain government revenues despite lower crude costs, while keeping downstream fuel prices stable. The excise hike aligns with broader fiscal goals and strengthens the central treasury without burdening consumers with immediate price shocks.

DIGITAL ADS TAX SCRAPPED, BOOSTING TECH FIRMS

In late March 2025, India formally abolished its 6% Equalisation Levy on digital advertisements—a tax imposed since 2016. This repeal aligns with global trade expectations and addresses concerns raised by US technology companies. By removing the levy, India improves its digital business environment and strengthens economic ties with international partners, while supporting the growth of domestic digital advertising platforms and global tech equities.

IRON TRADER ARRESTED IN ₹26 CRORE GST FRAUD IN JUNE 2025

In June 2025, Chhattisgarh's GST department arrested a 32-year-old iron trader, Aman Agarwal from Raipur, for orchestrating a major GST fraud amounting to ₹26 crore. Agarwal allegedly created ten shell companies under names of deceased individuals to inflate purchase figures of ₹262 crore and illegitimately claim input tax credits.



INFORMATION TECHNOLOGY

TCS LAUNCHES SOVEREIGNSECURE CLOUD & AI CYBERSECURITY PLATFORM

In April 2025, Tata Consultancy Services unveiled SovereignSecure Cloud, India's first AI-integrated cloud solution aimed at public sector, defence, and regulated enterprises. Hosted in Mumbai and Hyderabad, it ensures data residency and full compliance with the Digital Personal Data Protection Act, 2023. Built for low-latency access, the platform empowers mission-critical government projects with enhanced security and localization.

BHARTI AIRTEL DEPLOYS AI-POWERED FRAUD DETECTION AT SCALE

In June 2025, Bharti Airtel reported its AI-driven fraud defense system neutralized over 180,000 malicious links in Telangana alone, protecting 5.4 million users within 25 days of its rollout. The system identifies phishing, malware, and other cyber threats in real time, demonstrating Airtel's proactive approach to consumer security in India. This major deployment highlights telecoms' expanding role in national cyber resilience against evolving digital threats.

IIT KANPUR SIGNS MOU FOR AI, QUANTUM, CYBERSECURITY INNOVATION

In June 2025, IIT Kanpur forged a collaboration with New Mexico's NMexus™ to drive R&D in clean energy, AI, aerospace, quantum computing, cybersecurity, and robotics. The MoU promotes joint innovation, commercialization, and academic exchange, creating a bridge between US-based labs and Indian research expertise. IIT-K Director Dr. Manindra Agrawal noted the partnership supports scalable cross-border innovation and deep-tech solutions targeting global challenges.

ODISHA OPENS FIRST AI DEFENCE LAB IN BHUBANESWAR

Odisha launched its first deep neural network (DNN) lab for defence in Bhubaneswar on June 5, 2025. Set up by Krystellar Defence & Aerospace, the facility will develop AI-driven systems for UAVs, radar, electronic warfare, and cyber defence. The lab marks a significant step in localizing strategic technology development, emphasizing Odisha's rising role in India's national security ecosystem.

OPENAI ACADEMY PARTNERS WITH INDIAAI MISSION

In June 2025, OpenAI launched its first overseas academy in India via an MoU with the IndiaAI Mission. The OpenAI Academy India aims to cultivate AI talent through training programs across public and private sectors. OpenAI's exec noted the initiative underscores India's leadership ambition in global AI innovation, strengthening skill development and R&D in emerging technologies.

IIT INDORE DEVELOPS DNA-BASED WATERMARK FOR HARDWARE IP

In June 2025, IIT Indore introduced a unique DNA-like digital watermarking for semiconductor designs. The technology embeds vendor-specific identifiers into hardware IP, protecting medical, signal-processing, and ML accelerators against piracy. Professors Sengupta and Anshul demonstrated its application in ECG detectors and multimedia systems. IIT-I Director Suhas Joshi emphasized the innovation's potential to secure India's hardware ecosystem.

BHAVISH AGGARWAL'S KRUTRIM TO LAUNCH AGENTIC AI ASSISTANT 'KRUTI'

AI startup Krutrim, led by Ola co-founder Bhavish Aggarwal, announced the launch of Kruti, an agentic AI assistant set for June 12, 2025. Designed with autonomous initiative-taking capabilities, Kruti will handle complex workflows and context-aware tasks, positioning Krutrim to compete in India's rapidly evolving AI chatbot sector. Kruti is expected to support multiple Indian languages and integrate seamlessly across platforms like smartphones, desktops, and enterprise systems.

SARVAM AI PICKED FOR INDIA'S FIRST INDIGENOUS LLM DEVELOPMENT

In April 2025, IT Minister Ashwini Vaishnaw selected Sarvam AI to develop India's first homegrown foundational LLM under the IndiaAI Mission. Provided with 4,000 GPUs over six months, Sarvam will craft multilingual models tailored to Indian languages and contexts. Government backing signals commitment to self-reliant, domestic AI infrastructure, reducing dependence on global AI models.



"FORGING PEACE, DELIVERING JUSTICE: THE SPIRIT OF BHARAT"

History stands as a witness—Bharat (India) has never initiated a war. From ancient times to the present day, India has always upheld the values of peace, coexistence, and respect for all nations. Whether it was our difficult history with Pakistan or tensions with China, India has consistently chosen dialogue over destruction, and diplomacy over domination.

But peace should never be mistaken for weakness. As a nation, we cannot and will not remain silent when our innocent citizens are targeted.

The memories of 26/11 Mumbai attacks, the Pulwama tragedy, and most recently, the Pahalgam attack are etched in the hearts of every Indian. These were not just attacks on places—they were attacks on our people, our dignity, and our sovereignty.

The entire country grieved. We were united not just in sorrow but in our resolve. The desire was not merely for revenge, but for justice—to ensure that such inhuman acts are never repeated.

When similar attacks were carried out against superpower America, they responded with firm resolve—(UNKE GHAR M GUSS KE MARRA) entering enemy territory and eliminating the threat. The world witnessed their response. Why should India be any different? As a rising global power, we too have the right and the responsibility to defend our nation and its people. Under the strong and decisive leadership of our Prime Minister Narendra Modi ji, India sent a clear message: terrorism will not be tolerated, and those who dare to harm us will be given a befitting reply. The actions taken were not just military operations—they were a declaration of India's self-respect and strategic will. Yet, it is also true that war is

never the solution. A war may satisfy short-term emotions, but its long-term costs are devastating—loss of lives, families shattered, economies set back by decades. Ask the mothers who lost sons, or the wives who lost husbands—what price do they pay for war? Only Japan truly knows the devastation caused by atomic attacks, yet the country has focused solely on positive progress. Today, nations around the world follow Japan's management strategies as models for success.

Pakistan, as a nation, has little to lose. But India has everything to protect—its people, its progress, and its future. That is why, even after a powerful retaliation, agreeing to a ceasefire through international mediation—particularly with America playing a role—was a wise and strategic decision. It shows that while India is powerful, it is also responsible.

Under the leadership of Modi Ji, our country is moving forward in every field—technology, defense, economy, diplomacy, and education. The world is watching India rise. We must not let the hate of others distract us from our path. Peace, progress, and prosperity should be our focus.

We aim to present the Indian Knowledge System to the world as a source of enduring wisdom and innovation." Let us remember: War takes us back, peace moves us forward. Let the world know that Bharat is both a peace-loving nation and a powerful one—capable of protecting its people, yet committed to the path of growth.

*Dr. Meenakshi Kaushik
Associate Professor –DIAS, GGSIPU*



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