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FROM EDITOR'S DESK



Keeping up with the academic tradition and taking forward the legacy of rich and erudite articles, it is my profound privilege to bring out the second issue of the newsletter of the School of Management, DME. It was a generous contribution of time and effort by the management fraternity to provide interesting articles, specific academic concerns and insights.

Amid rigorous academic routine and sessional, the department witnessed an array of multifaceted activities. Besides resourceful articles, the issue covers snippets of various academic events, special social initiatives, birthdays and other extracurricular activities. All these departmental moves and movements have been captured, counted and recorded in this monthly chronicle. These growth stories once documented will become a part and parcel of our rich academic heritage to ponder over them and guide the future.

Excited and motivated by this light journalism, both the faculty and students have offered to contribute in this academic milieu. I hope that this edition of newsletter makes an interesting read.

All are welcome to send their ideas, show their writing skills and give their advice. Last month has been a month of events. This second edition is showcasing all the events happened last month. We participated in and arranged many events within our campus. This newsletter is an appendage to our activities @DME

I have made efforts to encapsulate all the activities in the month of September at DME.

I wish all faculty members and DME students a very happy Dusshera and environment friendly Diwali.

Bindu Sharma

Goods and Sales Tax : A Glimpse

The department organized a Guest Lecture on the 20th of Sep 2016 at Nelson Mandela Auditorium, DME Campus, Noida, in the post lunch session.

The resource person was Mr. Ankur Jain, an expert at T.I.M.E. Education, India's leading test preparation option for CAT and other MBA examinations. He is a graduate in Business Studies from Delhi University and Masters in Business Management from MDI Gurgaon. He has a rich and varied experience of over 15 years in IT, Outsourcing and Education industries and has a passion for career counselling.

Mr. Ankur Jain delivered an informative lecture on GST (Goods and Service Tax) to the students. He explained the Indirect tax (GST) applicable from next financial year. During his speech he brilliantly explained how the taxes are calculated. The lecture was a useful experience for students as well as faculty members and they requested for some more lectures from Mr. Jain in future.



Dignitaries on the Dais [Left to Right: Mr. Ankur Jain, Dr. Arun Bhatia (HOD BBA), Hon'ble Mr Justice Bhanwar Singh (DG DME,) Prof. Vikram Dutt (Principal Academics)]

Swachh Parisar Abhiyaan (Clean Campus Drive)

The Student Welfare committee organized "SWACHH PARISAR ABHIYAN" on 7th September, 2016 from 3:00-4:00 p.m. The event observed an active participation from the students of all Departments. The drive was launched formally by Mr. Aman Sahni, Vice Chairman, DME, Hon'ble Mr. Justice Bhanwar Singh, DG, DME, and Prof. (Dr.) Vikram Dutt, Principal (Academics), DME with the cleaning of area around Café Coffee Day. There was an enthusiastic participation of faculty and a large number of students.

Banners and posters made by the students were displayed in and around the campus to create awareness about cleanliness. Advisories were distributed to the food stalls located outside the campus. Success of the drive could be gauged from the spontaneous participation of the owners of food stalls and also few auto rickshaw drivers.

The campus was divided into 3 sectors viz., Main block, Front and back lawns, and Outside the campus, with each sector allocated to a dedicated group of faculty and students. More than 25 garbage bags (mainly from outside the campus) were collected. As a result, it was heartening to see the vendors organizing themselves in a group and cleaning their premises the next day. The drive was a great success with its objectives in view.



Content Marketing: New way of Marketing

-- Pooja Tripathi (BBA Department)

Revolution in the field of internet has made our customers not only smart but also highly selective in making decisions for their requirements. It is not only happening with the products and services they want or desire but also with the advertisements they are coming across. According to the survey conducted by ORC International 76 % of people either block the ad available online or skip the traditional ads on television. The outlook for print ad is not much appreciated as hardly anyone bothers for such ads. Besides, issues like huge advertisement clutter, non-recalling of brand and ad blindness further add up to the problem. This problem is not only worrying advertisement agencies but has created huge concern for marketers also.

Amongst these we have some smart marketers like, Mother Dairy, AMUL, Dabur, Uber, Microsoft, Google etc. who have already realised the problem and entered into new style of communication- content marketing. Content marketing is a strategic marketing approach focussed on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action. Content marketing is not different from other promotional tools which aim at seeking attention and desirable action from their target audience. But the strategy adopted here emphasizes on development of content which is relevant and valuable for the audience in order to encourage them to not only read but also recall whenever desired. Any information which is pertinent to the audience does not require any kind of force to read it; rather the audience is self-inclined towards reading such content. It is an art of communication in which the focus is simply on developing contact point rather than selling the product.

Every AMUL hoarding creates an interest in the customer in understanding the latest social issue taken by them. This is an example of creativity and great content. Similar is the example of Google who not only keeps its audience informed but ensures every creative change in the logo through Google Doodle. Flipkart too innovates with its always awaited video advertisements that distinguish it from its competitors.

Content marketing can be a successful strategy only if planned well else it can further add to complication. Content marketing is not a separate process but a part of complete promotional campaign. But it requires creativity, quality, and audience orientation for its best output. Thus Content marketing is not a requirement of present but a demand of future to scintillate the minds and thoughts of its target audience.

Narcotics Control Bureau' Say NO TO DRUGS, YES TO LIFE'

**Drug abuse awareness programme conducted by
Narcotics Control Bureau to enlighten inquisitive minds**

On 20 September, 2016, an awareness program was organized by the Delhi Zonal Unit of Narcotics Control Bureau in the Nelson Mandela Auditorium. The program witnessed throngs of young, energetic and enthusiastic students from all of Delhi Metropolitan Education's courses.

A highly informative and interactive session was held by Mr Sanjay Mehta, the ACP of Narcotics Control Bureau of India and former Assistance Commander, CISF, and Ms. Sarita Kataria, Inspector Intelligence, Narcotics Control Bureau of India. The guests were honored with a bouquet and greetings by Mrs Bindu Sharma, Convener of the Student Welfare Committee of DME along with other members of the committee. The program was anchored by Aditi Pasricha, student member of Student Welfare Committee.

The session was started by Mr Sanjay Mehta, who addressed the audience in a very friendly and approachable manner and shared his experience about his life and journey from being a commander in CISF to intelligence officer at NCB. Mr Mehta focused on the multitude of issues that are primarily responsible for the production and supply of the drugs. He enlightened the students on the issue of increasing demand of drugs nowadays and how we can reduce it by not asking for it.

The mantle was then helmed, with a very informative and creative approach, by Ms. Sarita Kataria, who addressed the audience with the help of a presentation on the issue titled 'Drugs and You'. Her presentation also focused on the original purpose behind the invention of drugs and the unfortunate spiral of society into now abusing them. Ms. Sarita stressed on the younger generation's drug habit, starting from casual experimentation and ending at complete dependency. The bringing up of a slide, where the names of different drugs were enumerated, led to a jovial moment when enthusiastic students attempted to contribute to the list.

Apart from students, the guest speakers guided the teachers as well and highlighted the responsibilities of parents and authority figures in curbing the drug abuse problem. The screening of small documentary clips on the side effects of drug consumption sparked a thought-provoking conversation between the students and the speakers. The talk lastly touched upon the legal consequences of drug consumption and various provisions and punishments as laid down in the Narcotic Drugs and Psychotropic Substances Act.

At the conclusion of the seminar, a lot of inquisitive minds came up with their queries and interacted with the guests regarding the issue. It was a very interactive session and the guests acknowledged each and every query with great patience. At last, a vote of thanks was presented by Aditi Pasricha. It was a highly informative session.



Ms. Sarita Kataria, Inspector Intelligence, Narcotics Control Bureau of India



Mr. Sanjay Mehta, ACP Narcotics Control Bureau of India addressing the students



Prof. Vikram Dutt, Principal Academics

Entrepreneurship the need of the hour

A study done many decades ago revealed a low success rate amongst graduates of top business management schools in entrepreneurial ventures. In fact, if memory serves me right, the success rate was below ten percent. This seemed very surprising, indeed almost unbelievable; till an analysis threw up the reasons for it. But first let me share a real life incident with you.

Again, many decades ago, a school friend was staying with me, both going through forced bachelorhood with our respective wives being away. He was a general manager at a Flight kitchen of one of the leading five star hotel chains. One evening his arrival back from work coincided with the sudden entrance of some other childhood friends from school. It was one of those days when there was nothing at home to offer. He told me to attend to guests while he rustled up some stuff in the kitchen.

Soon, we had the best French fries that I have ever tasted...till date. Potatoes were the only vegetables in stock in the house! The next day my help at home asked for money to buy cooking oil. "We just bought two kilos yesterday," I remonstrated with him. Yes sir, he replied. But sir used it all to deep fry the potatoes; and then threw it away. Why? Because in a five star hotel's restaurant, they do not use oil again and again!

Entrepreneurship

– Amisha Joshi, BBA (2nd Year)

What does an entrepreneur mean? It refers to a person who instead of working for a company, works for himself, and he may or may not hire anyone under him. The process of being an entrepreneur is in jeopardy as the person assumes all the risks and rewards of commencing his very own venture. An entrepreneur is energetic and self-motivated.



On the other hand, entrepreneurship means the willingness to launch, organise and run a business. Long story short, when an entrepreneur masters the art to manage a company and earn the profit, it is termed as entrepreneurship.

Almost always, it starts with a small venture, offering products or services. It may possibly grow with time. An entrepreneur must have the caliber to perceive the market needs and establish himself as a business leader and innovator with new ideas and innovative business processes.

Needless to add, that he started his own restaurant with his wife and in one year they went bust! The cost of raw materials was much more than what a small non five star restaurant could absorb. Similarly, MBAs from top institutes are very adept at running huge establishments; but maybe found wanting when operations are scaled down.

There are several hats that an entrepreneur with a start up has to wear... Let's list them out and then prepare ourselves for it:

1. Receptionist: be the face of the company to every visitor.
2. Leader – quite obvious.
3. Be the visionary. Without vision we cannot succeed.
4. Be the Purchase Manager...
5. Double up as the Store Keeper!
6. Be the Labour and Welfare Officer: attend to all issues;
7. Arising whereof, become the HR Manager to recruit properly.
8. Marketing??? Well, do it yourself! Is there a choice?
9. PR? Hire a PR firm? Must be joking.
10. Be ready to be the Boiled Potato.

Now what is a boiled potato. Early in my career I was called that and being on the plump side, I was rather annoyed. 'No no, Vikramji, you misunderstand' said Radhaji, a conflict resolution specialist who had served in civil-war areas of Rwanda and Sierra Leone. 'A boiled potato is fantastic. If guests suddenly turn up and you have made matar paneer for two and the volume needs to be increased. Cut up a boiled potato and add to the sabzi. Voila, aloo matar paneer. Plain aloo jeera running short? Dice a boiled potato and add.'

Why a boiled potato, I protested. A plain potato would do.

'No no... a potato has to be boiled first before adding to make up the shortfall. A boiled potato is ever-ready.'

I bowed to Radhaji. Be a boiled potato, prepared for multifarious tasks and you will succeed as an entrepreneur.

Refreshing minds through Art of Living



Ms. Devika from Art of Living

On September 15, 2016 our college organised Meditation Session conducted by members under 101 Events of DME. This session was headed by Ms. Devika who has been associated with Art of Living since past six years. She conducted a 20 minute meditation exercise which was really appreciated by students. Students from the department participated in the session. The objective of the session was to motivate the gathering to live life as a healthy human being possessing healthy mind. The session was very effective and students as well as faculty members requested for few more sessions of the same nature.

A Doer, Not a Dreamer

-- Nikhil Bhardwaj, BBA (3rd Year)



"The best way to predict the future is to create it and if you don't build your dreams someone will hire you to help build theirs". Entrepreneurship is all about living and building your dream, about taking control of your life and driving the change you wish to see in the world. Entrepreneurs build new technologies, create new products and drive process innovations.

Entrepreneurship breathes innovation and creation; it is about going beyond just being evolutionary to bring about revolutionary change. 'Google' the answer of all questions by Larry Page and Sergey Brin, Pierre Omidyar (eBay), the need of all time 'Microsoft' by Bill Gates and the brand that has become a status symbol, 'Apple' by Steve Jobs are all examples of radical innovation.

As much as it is about executing your vision, it is equally critical in effecting larger social good. Entrepreneurs build companies which help economies in multiple facets – serving the underserved (alternative lending and payments solutions bridging demand and supply gap of credit), improving standards of living (ride hailing companies such as Ola and Uber), and driving job creation. It's not surprising that the Government of India launched the “Startup India, Standup India” campaign to promote entrepreneurship in the country.

It won't be an understatement to say that entrepreneurs are supermen/superwomen in their own right – visionaries with true risk taking appetite and great product and team building skills.



Management Fundas

Pygmalion effect: The Pygmalion effect or Rosenthal effect is the phenomenon whereby higher expectations lead to an increase in performance. The effect is named after the Greek myth of Pygmalion, a sculptor who fell in love with a statue he had carved, or alternatively, after the Rosenthal-Jacobson study.

A corollary of the Pygmalion effect is the Gloom effect, in which low expectations lead to a decrease in performance. People internalize their positive labels with Pygmalion effect and those with positive labels succeed accordingly. The idea behind the Pygmalion effect is that increasing the leader's expectation of the follower's performance will result in better follower performance.

Study by Robert Rosenthal and Lenore Jacobson on teacher – student relationships in a California elementary school have supported the hypothesis.

Steve Jobs

"Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me."

"Innovation distinguishes between a leader and a follower. Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."

"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while."

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

"I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next."

MANAGEMENT

UPCOMING EVENTS

3rd October Blood Donation Camp under Community Connect Project

4th October Seminar by “Digital World” “ a new-age digital school founded by the alumni of IIT & IIMs along with digital start-up entrepreneurs. It endeavours to simplify digital training and offers customized courses for corporates, institutions, professionals, entrepreneurs, job seekers and students.

6th October JRD Tata Memorial Management Lecture

7th October Industrial visit to Mother Dairy

20th October 101 Series Lecture “Personal Ethics”

28th October “DIWALI for All” under Community Connect Project

CAMPUS SNAPSHOTS

- On 5th September 2016, DME celebrated Teacher's Day at the Nelson Mandela Auditorium.
- On 8th September 2016 a theater workshop was conducted by theater personality Mr Arvind Gaur.
- On 26th September 2016, first internal exams started.