



# COMMUNITY NEWSLETTER

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## EDITORIAL



**Roli Wadhwa**  
Assistant Professor,  
DME Management School

### The Transition from School to Campus

Every year, during the month of August, DME welcomes new students to its campus. This new addition brings in a spirit of freshness and enthusiasm to the college atmosphere. Needless to say, it is a big moment for the students as well, as they transgress from School to Campus life. Both the educational institutions; school and college have their own significance and their importance in one's life and can never be undermined. In the formative years of life, a child needs a nurturing environment which is provided by the School. The school provides a protective shield to the child; helping in embedding values and character. School is similar to a guarded field; which helps the child to grow but keeps the child safe and secure. While on the other hand, college is analogous to an open field; a field of limitless possibilities and opportunities. School teaches its students discipline and organized behaviour, while college teaches self-discipline and being pro-active in everything

A college provides a student access to the world. It is a place which prepares the student to face the challenges in life all by himself. It teaches students to be independent and responsible at the same time. It is imperative for a student to understand the objectives of both these institutions. Undoubtedly, it is emotionally challenging for a student to go through this transition.

On the behalf of DME Management School, I extend a warm welcome to all the newly admitted students. Welcome to a new phase of life, a phase which will help you explore new possibilities and avenues in life.

To ensure a smooth transition from school to college and get used to DME, new joinees must keep these points in mind during the initial few weeks in college:

- DME will provide you with a homely and congenial environment. Be open and receptive to this new environment. Try to interact with all your new classmates. Others too might be having similar inhibitions like you.
- There is an excellent Mentorship Program at DME. In the first week itself, you will be notified about your respective mentor. The mentor is a lot similar to a class teacher in school and your mother at home. A mentor will be your point of contact in college for almost everything – marksheets, admit cards, official information and most importantly best advice for everything in campus. Therefore, you must interact your mentor for any queries or questions.
- Explore the various segments and places in college. DME is your college and you will be associated with the institution throughout your life. So, make sure you know each nook and corner.
- DME has several student societies – Dance, Music, Theatre, Photography, Sports, Community Connect, Literary etc. During the first few weeks, all societies will conduct auditions/welcoming sessions. Be vigilant about the dates and the notice boards. This is your chance to hone your extra-curricular skills and outshine during college events.
- Lastly and most importantly, be regular in your classes as you have been fortunate enough to get admission in such a wonderful college. Make the most out of this opportunity as these three years of college life you will always cherish in life!

### Theme of the Current Issue Women Entrepreneurship

Editorial Board: Prof. Dr. Ravi kant Swami,  
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## Orientation Programme for Management Students

- Avleen Kaur  
(BBA, 2<sup>ND</sup> Year, Section A)

On 20th August 2019, an Orientation Programme was organised for the first year students of Management School (Batch 2019-2022) as they embarked their new journey at DME. The Induction Program started with the introduction of the dignitaries on the dais. The event was graced with the presence of Honourable Director General Mr Justice Bhanwar Singh, Director of DME Management School Dr. Ravi Kant Swami and the Chief Guest Mr Pradumna Pandey, Chief Human Resource Officer at JK Tyre and Industries Limited. As a mark of the undying tradition of taking Almighty's blessings at the beginning of an important event, all the dignitaries proceeded for the lamp lighting ceremony. This was followed by felicitation of the Chief Guest with a token of appreciation.

The session started Director General Sir's speech in which he shared his valuable insights with students and explained them about the benefits of time management and quality management. Thereafter, the Chief Guest of the day was

invited to share his insights based on his vast expertise spanning over twenty years in management field. An HR professional with over twenty five years of experience in Human Resource Management, Mr Pradumna is a keen strategist with the flair for designing and implementing innovative HR strategies. He has a significant expertise in managing a wide spectrum of human resource management functions entailing talent acquisition, performance appraisals, training & development, employee engagement, succession planning, competency mapping, employee relations, etc. Through his words, he motivated students to be optimistic and happy in order to attract success in life. He also reiterated the fact that the right attitude along with hardwork in the right direction is essential for success. The session instilled enthusiasm among students and marked a brilliant start for the new college students.

## Industrial Visit to Yakult

- Avleen Kaur (BBA, 2<sup>ND</sup> Year, Section A)

On 14 August 2019, an Industrial Visit was organised by the DME Management School for BBA Second Year Students to Yakult Danone Pvt. Ltd. Sonapat, Haryana alongwith faculty members; Ms. Monika Kadam, Dr. Pooja Sharma and Mr. Swaraj Manchanda.

Yakult Danone, is a premier brand, which primarily deals in production of probiotics. Yakult Danone India (P) Ltd is a Joint venture between Japanese firm Yakult Honsha and France firm Groupe Danone. The joint venture entered India in the year 2005. Currently, Yakult as a product is supplied in more than 45 cities across India, with its ISO 9001:2015 certified manufacturing plant situated in Sonapat, Haryana. The objective of this industrial visit was to familiarize the students with the production and processing aspects at Yakult Danone India (P) Limited.

All the students were neatly dressed in their formal uniforms to maintain and understand the organisational decorum and culture. On visiting the site, the department managers of the company, Mr. Aadish and Ms. Yamini, welcomed us with great love and affection and made everyone seated in their presentation room for the slide show presentation. In the presentation, both the representatives of the company explained about all the good and bad bacteria in our bodies and the benefits of micro-bacteria in digestion.

We were informed that the capacity of the plant is 10 lakhs bottles (units) per day and the milk produced is of excellent quality containing billions of useful bacteria which are essential for proper functioning of digestive system. They also explained to us how fermentation takes place and how the probiotic, Lactobacillus casei strain Shirota (LcS), is made in the plant and stored in a particular room temperature. Then as specific amount of water and sugar are added to make a healthy and nutritional drink which provide immunity to our body and liver. They also elaborated about how Yakult helps in multiplication of the good bacteria in the human body which helps to easily digest food in our bodies as well as enhance immunity. The company also provided the students with a bottle of Yakult and some other refreshments in the visit.

During the tour, students visited the Processing Unit where different stages of processing namely mixing of raw ingredients, sterilization, fermentation, blending, injection

moulding, scrambling, filling/sealing, shrinking and packaging, storage and their automatic control process were demonstrated. The product is very hygienically manufactured. At no point there is any human contact and the entire process is fully automated with only 30 workers supervising the process.

Every one escorted to the machine room to display the working of machines and how Yakult bottles are assembled and packed. It was informed that in a minute, 400 bottles of Yakult can be easily manufactured along with labels fixed on them. Further, the bottles packed in a set of 5 by another machine. All the machines have been designed by Japanese technology and functioned seamlessly. The tour last for about 45 minutes.

At the end, the teachers and students posed together for a photograph and the managers were thanked by the faculties for providing the industry exposure to the students.

The visit was a fruitful event as it provided the students with the exposure of the processing stages and the latest technology in producing processed products. It also provided them an chance to familiarize themselves with the industry environment. All the queries in the minds of the students were well addressed by the guide. Students participated with thorough zeal to make the visit interactive & gained tremendous knowledge during the visit.

The visit was a wonderful experience as all students got to opportunity learn a lot by this Industrial Visit and would like to thank the college for organising the same for us.



## Challenges Faced By Women Entrepreneurs In India



- Dr Poorva Ranjan  
Associate Professor

When a woman sets out to be an entrepreneur there are unique sets of challenges she faces which are very different from her men counterparts.

The term 'entrepreneur' was traditionally reserved for men. Though, with the turn of the century, the rank of women in India has radically improved due to growing industrialisation, globalisation, and social legislation. With the spread of education and awareness, women have now shifted from their household chores to higher levels of professional activities. Provision of Government policies has further enhanced their entrepreneurial activities. Today, they are increasingly putting their steps at par with men in the business arena.

Existing in a promising country like India where there is no shortage of women entrepreneurs, there are still a few challenges that young women face who desire to become entrepreneurs. A few are discussed below.

Biggest Challenge in India is to get over the perception that women will start a business related to Food, education, creative arts, designing, etc type of a business. Hence when a woman comes up with technology or manufacturing related idea it becomes very difficult for them to convince the investors that she is capable of implementing it successfully.

In India, women are often wedged between traditions and their ideas. Even today, the responsibility of family on women has not

swayed. This inclination is more prominent among the married women in tier II and III cities, who have manifold responsibilities at home; and this restricts them from entering into the business playing field.

Banks or other investors generally hesitate while lending loans because they do not consider women as strong applicants with long-term plans. Moreover, since women in our country usually do not own assets directly in their name, recovery of funds can be daunting for banks, in case the business doesn't generate enough profits. Hence generating funds or loans for business is still a major hurdle.

Prospects and challenges are a part of doing any business. At the moment, the happiness is in seeing the approach by which women are progressively taking the road less-travelled consciously and certainly making a triumphant impression. The challenges faced by women while initiating on their entrepreneurial journey makes them stronger, wiser and better decision makers than most men. The eventual mission or quest is to never give up and rise above the challenges endured. As more and more women enter business, the existing challenges will also be gone with transformation of society into era of strong women entrepreneurship.



- Mr Bhupender Singh  
Assistant Professor

## Women Entrepreneurship Platform in India

The Women Entrepreneurship Platform (WEP) is an integrated portal which connects women from different regions of India, across economies, to help attain their entrepreneurial aspirations. The idea of the Platform was first mooted by Shri Amitabh Kant, CEO, NITI Aayog i.e. National Institution for Transforming India. NITI Aayog envisaged "Women Entrepreneurship Platform" during 8th Global Entrepreneurship Summit (GES) held in Hyderabad in 2017. The theme of the platform is "Women First: Prosperity for All".

NITI Aayog, established in 2015, is the policy think-tank of Government of India, with the aim to achieve sustainable development and to enhance "cooperative federalism" by encouraging the strategic involvement of state governments in developing economic policies using the bottom-up approach. NITI Aayog has built WEP in association with Shop Clues.com, Mann Deshi Foundation, NASSCOM, CII, FICCI, SIDBI and Facebook.

### The objectives/aim of WEP are as following:

1. WEP envision a vibrant entrepreneurial ecosystem where women don't face any gender based barriers while establishing an enterprise.
2. WEP aspires the substantial increase in the number of women entrepreneurs who will create and empower a dynamic new India.
3. WEP gives women an opportunity to meet their entrepreneurial aspirations and achieve sustainable strategies for long run in their businesses.
4. WEP aim is to empower women entrepreneurs as well as to create a vibrant entrepreneurial ecosystem through industry

collaborations, partnerships, mentoring and peer-to-peer connections.

5. WEP also works on addressing the challenges faced by aspiring and established women entrepreneurs by streamlining information across government and private sector schemes and initiatives.
6. WEP aim is to provide an interactive website to act as a dedicated resource and knowledge base.

### Pillars of Women Entrepreneurship Platform

There are 3 pillars of WEP:

1. **Ichha Shakti:** It's about motivating aspiring entrepreneurs to start their enterprise. Ichha-Shakti is the willpower of an individual's consciousness and the driving force for life. In yogic philosophy, Shakti is the cosmic energy that has power to create and transform things in the universe; Ichha-Shakti is the power of one's intentions and actions.
2. **Gyaan Shakti:** It provides knowledge and ecosystem support to women entrepreneurs to help them to foster entrepreneurship. Gyaan Shakti is the power to know. It is about transforming information into knowledge to build an enterprise.
3. **Karma Shakti:** It provides hands-on support to entrepreneurs in setting-up and scaling-up business enterprises. It is also known as Kriya Shakti i.e. the physical ability to act or perform.



## Centre of Excellence for Sustainable Development Documentary Screening cum Panel Discussion

-Palak Bajpai (BBA 1st Year Section C)

*“Nature holds the key to our aesthetic, intellectual, cognitive and even spiritual satisfaction “*

*- E. O. Wilson*

On 27th August 2019, Research Day activity was organized by Center for Centre of Excellence for Sustainable Development, DME Management School for faculty members and students.

The activity comprised of screening of a documentary titled “Edible Cutlery” with an aim to make the students aware of the importance of sustainability today's world. The screening was followed by a panel discussion and brain storming session wherein students were encouraged to share their ideas as to how sustainability can be inculcated in our daily lives.

The panelist for the Research Day Activity were Dr. Sudhir Bisht, (Professor DME Management School) Dr. Poorva Ranjan, (Associate Professor DME Management School), Dr. and Dr. Swati Jain (Associate Professor, Management School) The activity was successfully coordinated by Ms. Pooja Tripathi (Assistant professor ,DME Management School).

The documentary showcased a business, brainchild of Mr. Narayana Peesapathy, which manufactures edible cutlery, primarily spoons, made out of flour of jowar, rice and wheat. The objective of setting up the business was to eliminate the use of plastics spoons. The spoons so manufactured contain no chemicals, preservatives, fat, emulsifiers, artificial colors, or milk products. They are also bio-degradable and have a shelf life of 3 years.

The event witnessed an enthusiastic participation from the faculty members as well as from students. In the panel discussion, usage of edible cutlery was promoted and

propagated to maximize the benefit of 3 P's i.e. Planet, Profit and People.

The discussion also emphasized upon the importance of sustainability with many real life examples quoted. Further deliberations were made on what effort can be taken up to reduce wastage of natural resources and for promotion sustainable development in our daily lives. Students came up with the ideas which were innovative, profitable, sustainable and eco-friendly at the same time. Questions were raised and met with thoughtful dialogue on finding solutions for protecting our mother earth from being harmed by her own children.

The program was concluded by showcasing another documentary which depicted five ways in which sustainable business ideas can be adopted by entrepreneurs in order to save our natural resources.

The program was closed by vote of thanks by Ms. Divya Sharma.

This activity was carried out with the expectation that we balance our economic, environmental and social needs allowing prosperity for now and future generations. This include social progress, equality, environmental protection, conservation of natural resources and stable economic growth.

Truly said “only world Can save the world”. Surely, we have a responsibility to leave for future generations a planet that is healthy and habitable by all species.

