



# COMMUNITY NEWSLETTER

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### In This Issue:

- Page 1 - Editorial Article
- Page 2 - Industrial Visit, Business ethics in an era of business scams
- Page 3 - Jaipuria Quiz League 2018, Biz-Fest
- Page 4 - Samvaad, "Rhythm"-A Musical Show
- Page 5 - "Expressions"- A dance competition
  - Campus Snapshots

## EDITORIAL ARTICLE



### Can the Knowledge of Vedanta make you a Better Business Leader?

- Dr.Sudhir Bisht

One of the most interesting questions that have been asked to me recently is if the study of Vedanta can actually help a professional become a better business leader. This immediately takes my mind to a famous proclamation by a French Doctor, Anthelme Brillat-Savarin, who in the year 1826 said, "Tell me what you eat, and I will tell you what you are!"

So if a man's qualities- physical, behavioural and mental, can be gauged by his food intake, then I am sure that his moral values are at least partly shaped by the books he read. Just as engineering professionals read books on engineering and the medical Doctors read books on medical sciences to acquire and update their knowledge banks, the business leaders too have to acquire and update knowledge about the art and science of management. **Reading of Vedanta is an assured way of acquiring a sense of equity, achieving equanimity and inculcating high moral values, qualities that are absolutely essential in discharge of leadership functions.**

The business empires of Ramalingam Raju, 'Satyam' and its 'Maytas' (that is Satyam alphabets arranged in reverse order), crumbled just because the top leader had scant regard for morality. The demise of Kingfisher was partly propelled by the avarice and profligacy of its Founder, Vijay Malia. If these leaders, matchless in business strategies and committing high level business frauds, had put their mental capabilities to the cause of their businesses in an ethical manner, their companies wouldn't have fallen in the abyss.

Vedanta is the storehouse of immense knowledge and learning. Vedanta draws its content from Upnishads (part of the Vedas), Brahma Sutra and Mahabharat. A study of Vedanta is a study of human values, duties, functions, the definition of right and wrong, dharma and adharma. Any person who has studied at least the essence of Vedanta and has tried to absorb its teachings would know how to behave in a manner that is beneficial to all stakeholders associated with him and to the society at large. A leader with high moral values is least likely to take part in actions that are fraudulent and unethical.

Vedanta teaches us the **Law of Karma** that decrees that all our actions impact us in this life and in the after-life. Practicing business in line with the teachings of Vedanta raises alerts in the mind of every doer, the implication of his/her action and this acts as a strong deterrent to adoption of means that are unscrupulous and disreputable.

Would Ramalingam Raju have behaved so unethically had he remained steadfast to the Law of Karma? Vedanta also tells us about the concept of Sakam Karma and Nishkam Karma. In the former variety of Karma, a man or a woman perform actions in anticipation or expectations of results. In Nishkam Karma, the doer performs his/her duties as an act of divinity. In his/ her discharge of duties, the doer doesn't have any expectation of rewards for him/ herself. A leader of a successful business organization would adopt the path of Nishkam Karma-yogi in his role as the CEO. He should strive for the progress for his organization, his employees and the society and not for his personal glory or worldly pleasures.

I consider our Holy book Bhagavad Geeta as the ultimate reference book for gyan in all spheres of life. Should a leader shirk his responsibility in the time of crisis and abandon his mission when faced with fearsome opponents? Or should that leader stand firm on his path of dharma? All these questions are answered by Bhagwan Shri Krishna in Bhagavad Geeta.

Vedanta has detailed views on various types of human beings- the Saatvik, the Rajsik and the Tamsik types. In which book would one find description, features, strengths, frailties and ways to handle men with qualities as varied as the three described above.

Vedanta also has a detailed course outline on dharma (moral dimension), artha (economic pursuit), kama (worldly pleasures) and moksha (salvation). Anyone who is well versed in these concepts is bound to grow into a person whose mind is fully developed and whose intellect is directed at noble pursuits. A business leader who has exposure to these facets of human life is bound to be a well rounded leader of his organization

The concept of unity of all religions in respect of promoting peace and harmony among all cultures is ingrained in Vedanta. Respect for other human beings, their cultures and respect for environment that includes all types of flora and fauna, is unquestionably the basis of Vedanta. Righ Veda said centuries ago, "**ekam satya bahuda vidanti**" which means that the '**Truth is one, sages call it by different names.**' This concept of unity of all paths toward a common goal is one of the noblest teachings of Vedas. Any business leader who studies and follows the concepts of Vedanta is always likely to be one who doesn't discriminate between caste, creed, religion or culture.

To me, the study of Vedanta is unarguably the best way of building strong values among the future generation of leaders.

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### Theme of the Current Issue

## BUSINESS ETHICS IN AN ERA OF BUSINESS SCAMS

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On 1st October 2018, DME Management School organized an industrial visit to Yakult Danone India Pvt. Ltd., Sonapat (Haryana) for the BBA 2nd year students. The visit started with a brief introduction about the company and how it works. The students were taken for a tour of the industry and were explained about every single step involved in the process of manufacturing their probiotic drink from scratch. There were different rooms for different functions to be performed, well sanitized and managed with efficiency, focusing on the quality of the product. The steps involved proper germinating of the required bacteria (Lactobacillus casei strain Shirota (LcS), mixing of the stored milk, sample checking and further taken to the bottle molding process, the packaging and labelling on the product.

After the elaborated understanding about the manufacturing process, the students were then taken to the PR Room for a brief presentation about the founder of the probiotic drink, Dr. Minoru Shirota, a Japanese scientist. The students were told about the advantages of the pro-biotic drink with regards to a person's well-being, from children to elderly, in boosting their immunity. They also told the students about the variations in their products (Yakult & Yakult Light) and about its current position in the global market. The students raised their queries

which were promptly resolved by the company official. The session turned out to be very interactive and the students gained the utmost understanding. The students and faculty were provided with a bottle of Yakult probiotic drink and chocolates. The visit wrapped up with group photographs and the students conveyed their gratitude to the company for being so patient in solving all the queries and letting us visit their manufacturing plant.



## Business ethics in an era of business scams

Business ethics refers to the understanding of moral values and beliefs that govern the functioning of an organization. In today's era, ethics are extremely important for organizations as they are the determinants for their success or failure.

As a matter of fact, firms which follow ethical practices in general, are able to attract and retain talent better. This is because people prefer organizations where they are being heard and respected and which reward them on the basis of merit rather than favoritism. Employees feel empowered working in an equitable environment, where they play an active role in decision making and no employee faces discrimination on the basis of cast, religion, gender etc. Therefore a firm high on ethics, has a happier and subsequently more efficient workforce, which in turn helps in garnering more profits due to enhancement of productivity.

An ethical firm also enjoys greater customer loyalty, as consumers prefer brands whose name evokes trust and respect in their minds and this image of trust is created over a long period of time. Thus, companies engaged in ethical practices are able to build a loyal customer base which in turn directly contribute towards the revenue maximization goal of the firm.

A firm can also capitalize its ethical conduct, as the investors today are also concerned about ethics, social responsibility and reputation of the company in which they invest, apart from high and consistent return on investment. Transparency, dependability, philanthropy and commitment are the key factors by which a firm can attract investors and this has made corporate governance a buzzword in companies.

- Ms. Parul Grover  
Assistant Professor

By avoiding unfair practices and misrepresentation, a firm can also escape from red-flagging by the tax authorities. Timely payment of taxes, disclosure of profits and losses and abiding by the rules and regulations set by the authorities are important ethical practices.

Philanthropy is the need of the hour, due to which the demand for socially responsible corporations continues to grow. "Corporate citizenship" is nothing but a company's responsibilities toward society. The goal of every firm should be to produce higher standards of living and quality of life for the communities that surround them and at the same time maintain profitability for stakeholders.

The ethical quotient is present in an individual at the personal level but it has to be developed and uplifted at the organizational level. This is where the top level management comes into picture. Enforcement of Business Ethics is more of a top-down approach than a bottom-up one. An ethical environment has to be created by the leadership and passed on to the management so that the workforce has no other option than to practice it.

By benchmarking, rewards & recognitions, success stories etc., the workforce can be motivated and an ethical atmosphere can be created and therefore there will be no room left for any frauds, scams or malpractices.



## Jaipuria Quiz League 2018

On 25th October, Jaipuria Institute of Management organized its preliminary round of the Jaipuria Quiz League 2018. The quiz saw massive participation from all 3 schools, DME Management School, DME Law School and DME Journalism School. The organizers and faculty coordinators invigilated the students during the written test that covered questions on business awareness, general knowledge, entertainment, economy and other relevant day to day topics. The organizers evaluated the

answers and the winners of the quiz were declared for DME. The 1st position carried a cash prize of Rs 5000, merit and participation certificates were also distributed to the students.

1st Position: Siddharth Sharma and Mohak Verma

2nd Position: Adarsh Sharma and Gajendra Singh

3rd Position: Shubh Anker Ghosh and Raghav Bawa



## Biz-Fest – Ad Mad Competition



- Roli Wadhwa  
Assistant Professor

The DME Management School organised an inter-departmental activity “Ad Competition” as a part of Biz-Fest on October 9, 2018, wherein the students from all the three courses participated enthusiastically.

The idea behind the competition was to bring out the creativity and art of advertising among students. It was a team based event and around 20 teams comprising of 60 students participated in the event. The students chose diverse themes for the advertisements, including, consumer-based products, political parties, online ventures etc. It was a great opportunity for students to blend their creativity with acting skills. The judges of the event were Dr. Poorva Ranjan (Associate Professor, Law), Dr. Parul Mehra (Associate Professor, BJMC) and Dr. Swati Jain (Associate Professor, Management). The event was also graced by the presence of Director General, Hon'ble, Mr. Justice Bhanwar Singh and Director and Head of Management School, Dr. Ravi Kant Swami.

The criteria for the judgement of the event included, acting, dialogue delivery, props used as well as relevance of theme. The winner team made an interesting advertisement on an online venture called bookmybai, an app for booking maidservants for homes.

The 1st prize was bagged by Vidhi Sood, Abhishree Srivastava (BBA) and Ramey Rana (Law) while the second prize was bagged by Ayush, Mayuresh and Aditya (Law). The third prize was won by Ayesha, Megha and Harshita (BBA). Consolations prizes were also given for the event.

The judges of the event appreciated the creativity and enthusiasm of the students and motivated them to actively participate in such competitions in future as well. The competition ended with prize distribution by the judges of the event.



## Samvaad- A Group Discussion Competition



- Ms. Shelly Agarwal  
Assistant Professor

The Literary Society of DME Management School organised “Samvaad”, a group discussion competition on 5th October 2018 from 2 pm onwards in the conference room. 12 students from DME Management School participated in the competition. The competition was divided into 2 parts – (i) Preliminary round and (ii) Final round. Dr. Swati Jain, Associate Professor, DME Management School, was invited to judge the event. Time allowed for group discussion was 15 minutes and it was allocated as – 2 minutes for collation of points, 10 minutes for discussion and 3 minutes for conclusion. 12 students participated in the Preliminary round with the topic “Should internet be censored?”. Students shared some interesting facts and concluded with Internet should not be censored. Out of 12 students, 6 students were selected for the final round. The topic for final round was “Demonetization: Successful or Unsuccessful”. Students put forward both the positive and negative facts about Demonetization in the Indian economy. The positive points included – boost to the digital transactions, raising collection of taxes, tab on fake currency etc. Among negatives, the points were – lack of proper planning, poor implementation, suffering for common people, failure to achieve the objective etc. 4 students were selected as the winners. Tamanna Munjal bagged the first

prize, Shaurya Gupta secured the second position and there was a tie for the third prize between Nikita Aggarwal and Samarath Bansal. Post the competition, Dr. Swati discussed the performance of each participant and shared do's and don'ts of group discussions. The session ended with group photographs of all the participants.



## Alankaar presents “Rhythm”-A Musical Show

- Ms. Avleen Kaur (BBA 1-A)

Just like people say “Good music doesn't have an expiration date”, music goes through the soul and hearts of the people to create a distant and everlasting memory of itself. Keeping this in mind, the Music Society of our college “DME Alankaar”, organised a musical show called “Rhythm” on 25th October 2018. The event started with a warm welcome to the judges and Director, Prof. Dr. Ravi Kant Swami, at the stage, amidst a thrilled and cheerful audience. Sir discussed how he has always been moved by the aura and beauty of music. He reminded the audience of how Bollywood movies are famous all around the world because of their creative, colourful and innovative songs and tunes. Sharing more about his past experiences and divine love for old songs, he told us about how pure and unique they were, discussing the lyrics and the soothing melodies.

The event began with the two hosts calling all the participants for their performances. Every aspect of the performances entertained the audience, be it duet, solo, group song etc, participants and the audience, everyone was filled with utter amazement and excitement, cheering for their favourite songs sung by their fellow classmates. The most spectacular thing was that everyone, irrespective of their age and generation, were fully enjoying the old, classical songs with the participants. Everyone in the audience was singing along with the singers. Be it an old 90s song or the newest song, a romantic slow song or the peppy ones, everyone was truly enjoying the musical show. Participants of the media department, management department and law department, despite being from totally different backgrounds, came together as a group to sing together the good old songs. We were fondly reminded of the evergreen Kishor Ji's voice and Gulzaarji's lyrics during this phenomenal musical show. Talking about diversity, the organisers of the event tried their level best to include every kind of singer in the show. Hindi, English and Punjabi singers, all came together to make a lively atmosphere all around the gathering. It was a truly mesmerising event that gave a huge platform to all our budding singer and the lively audience boosted the confidence of all the performers. Everyone in the auditorium was left with a positive vibe and felt the musical connection within themselves by the end of the event.





On 26th October, we all gathered at the Nelson Mandela Auditorium to attend the dance competition, “Expressions”, organised by Fitoor- DME's dance society. Before embarking on the dance competition, lightning of the lamp was done by our Director, Prof.Dr. Ravi Kant Swami. After that, Sir addressed the gathering and showered all his blessings on all the participants. The competition began with the performance of the newly added members of the dance society and they showed their brilliant moves and entertained the audience. The Bhangra society was also invited to showcase their bhangra moves and the audience was captivated by their performance. The competition saw participation from 20 solo performers who all performed beautifully. The competition was judged by faculty members from all 3 schools: Ms. Chandrani Ganguly, Ms. Sanchita Chakraborty and Ms. Karishma Farhat.

The following were judged the winners and were awarded their prizes:

**1st Prize:** Ananya Rawat- Awarded with a medal and a cash prize of rupees 1000

**2nd Prize:** Prateek Grover- Awarded with a medal and a gift hamper

**3rd Prize:** Gayatri Awasthi- Awarded with a medal and a merit certificate

CAMPUS SNAPSHOTS

