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EDITORIAL



Dr Swati Jain
Associate Professor
DME Management School

Corporate Social Responsibility - Impetus for a future-ready economy

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. CSR suggests that it is the responsibility of the corporations operating within society to contribute towards economic, social and environmental development that creates positive impact on society at large. Although there is no fixed definition, however the concept revolves around that fact the corporations needs to focus beyond earning just profits. The term became popular in the 1960s and now is formidable part of business operations.

Like other concepts, CSR also came to India from the western economies and has been evolving in due course of time. The concept differs from basic philanthropy and charity where there is not much accountability or responsibility attached, whereas CSR activities simply suggest that businesses cannot succeed in isolation, especially when the society fails. With

increased entry of global players in the Indian market and the enhanced competition, the global standards pertaining to CSR motivated the local players to respond to the need on one hand and consequentially enhance brand value on the other. The global information sharing allowed the Indian government to incorporate the best practices that made India the first country to mandate and quantify CSR. The inclusion of CSR in the Companies Act 2013, was an attempt of the government to engage businesses with the national development agenda.

According to section 135 of the Companies Act 2013, firms with net worth of Rs500 crore or more, or a turnover of Rs1,000 crore or more, or net profit of Rs5 crore or more, are required to spend 2% of their average net profit of the preceding three years on CSR activities. The corporations are required to setup a CSR committee which designs a CSR policy which is approved by the board and encompasses the CSR activities the corporations is willing to undertake. The act also has penal provisions for corporations and individuals for failure to abide by the norms. The Indian companies in the last few years have invested majorly in education & skill development, healthcare & sanitation, rural development projects and environment after being mandated to allocate a portion of their profits towards community development.

The most recent development in the field of CSR has been in the month of September 2019 itself wherein the Union government has decided to allow corporate India to use their mandatory corporate social responsibility spending on publicly-funded incubators and contribute to research efforts in science, technology, medicine and engineering at major institutions and bodies. India's spending on Research and Development (R&D) activities has been far less than 1% of the GDP for years, with the private sector chipping in less than half of investments. Union Finance Minister Nirmala Sitharaman said the rules governing the Corporate Social Responsibility (CSR) spending norms have been amended to pave the way for greater investment into research - a parameter the country fares poorly globally. This means that the corporates can also make contributions to public funded universities, IITs, national laboratories and autonomous bodies [established under the auspices of ICAR, ICMR, CSIR, DAE, DRDO, DST and Ministry of Electronics and Information Technology], engaged in conducting research in science, technology, engineering and medicine. The move will also allow CSR funds to be spent on incubators funded by the government and public bodies and will lead to a boost for innovation and entrepreneurship, in turn giving a boost to start-ups. This is expected to attract more funds on research and development in India and will hugely benefit trade and industry. This integration under CSR, with established private enterprises in key sectors will provide the required impetus for a future-ready economy of India aimed at promoting SDGs (sustainable development goals).

Theme of the Current Issue
Corporate Social Responsibility

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On 12th September, 2019 DME Management School organised Management Unleashed Event for BBA Students. The event was open for participation of for all three years. It was a fun-filled occasion with Pot Decoration and Collage Making as two main activities. The aim of the event was to propagate the idea of Sustainable Development

The event started around 11:30 am. After the event, the students were requested to present their projects before the honourable judges. The event witnessed a huge participation with more than 250 students enthusiastically participating in both the activities. All the faculty and the students were present throughout the event.

For collage making activity, MsShanu Jain (Assistant Professor) and Ms. Roli Wadhwa (Assistant Professor) were event coordinators. Students were given topics on the spot where they were required to make a Collage on the topic of their choice. The topics were "Reduce, Reuse, Recycle", "Save earth" and "Sustainable agriculture" and "Prevention and protection from pollution".

The 1st prize winners of collage making were Ms. Riya Rao,

Ms. Manushi Nautiyaland Ms. PrantiPal, BBA 1st Year Students.

Ms. Laxmi Rajput (Assistant Professor) and Dr. Pooja Sharma (Assistant Professor) were event coordinators for Pot Decoration Activity. The themes for Pot decoration activity were "Nature", "Floral and Petals" and "Reviving legacy of India". 1st prize winners for Pot Decoration were Mr. Akshay Kanday and Ms. Ayushi Ahuja BBA 2nd Year Students.

The judges threw some interesting questions towards the students while they were presenting their collages. It was a healthy and informative session. Then the students who participated in pot decoration presented their pots. Soon after this, the winners were announced.

Head of Department Prof. (Dr.) Ravi Kant Swami along Prof. (Dr.) Bhavish Gupta encouraged, acknowledged and felicitated the winners with certificates. The event culminated with concluding remarks by Prof. (Dr.) Ravi Kant Swami.



Barriers to Corporate Social Responsibility



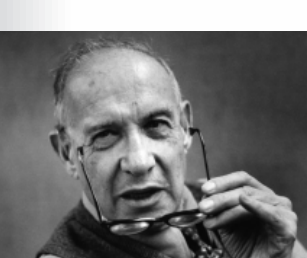
- Ms. Pooja Tripathi
Assistant Professor

The term Corporate Social Responsibility (CSR) had evolved over a period of time. CSR, since its origin has been considered as charity that a business must do in order to pay back the society for using its resources. This was the time when CSR was meant only to fund some cause or to fulfill some needs of the society. Gradually it became an ethical obligation and companies considered it as a moral responsibility. Later, CSR became a legal compulsion for business. During this time, the government formed several policies and regulations for business so that they were forced to undertake CSR. However, over a period, companies have realised that CSR can be used to make profits. Now, CSR is a tool to attain goals of sustainability and is viewed as a holistic approach to achieve Triple Bottom Line.

There is no dearth of literature on the benefits for CSR, but still, companies avoid it or follow it simply to escape from legal pressures. There are many reasons for which companies avoid these responsibilities. One of the major barriers to CSR is profit maximization and therefore any plan which is thought to be a non-profitable one, gets ignored. But unfortunately, Companies forget that these plans may not be able to achieve short-term profitability but can lead to huge earnings in future due to branding, image building and customer loyalty. Secondly,

businesses are scared of deviating from the objectives of the company. However, if they do not have CSR as their objectives, it is tough for businesses to achieve sustainability. Third barrier is the competition. In current scenario, when there is a cut throat competition in various industries, companies only address such issues if their competitors have done it as it could be a threat to their survival. On the contrary, they forget about the benefits of Competitive Advantage. Further, organisations believe that they hold no social obligations towards society and should not waste their resources on it. Nevertheless, these resources belong to society and should be replenished.

CSR is endowed with many benefits like easier finance, media promotion, decreased regulatory burden, new opportunities, reduction in waste etc. These benefits can only be achieved when issues like these are not addressed superficially but rather in an integrated way in which companies' overall strategies assimilated with larger objective of CSR. Meeting CSR obligations may lead to short term reduction in profits, but will certainly provide long term sustainability to business.



HR Expectations from Freshers



- Ms Roli Wadhwa
Assistant Professor

On 5th September 2019, as a part of the Peter F. Drucker Lecture series, DME Management School organised a guest lecture for first year management students with a view of enlightening the students about the much needed traits in corporate life.



The Session commenced with the ceremonial lighting of the lamp by Guest of Honour, Mr. Jenender Anand who was accompanied by the Director and Head of Management, DME Management School, Prof.(Dr) Ravi Kant Swami and Associate Professor, Prof.(Dr). Sudhir Bisht. The session started with the introduction of the distinguished guest by Dr Bisht. Mr Anand serves as the Executive Director of Shriram Pistons and Rings Limited, a company that develops and manufactures industrial machinery and parts. He has held key managerial positions at corporate giants including, Exxon Mobil, MRF and Goodyear and his illustrious career spans over 29 years. It was indeed a great opportunity for the students to interact with a guest speaker with such credentials. In the lecture, Mr Anand discussed about the essential



technical and interpersonal skills required for excelling in the dynamic corporate space. He explained the answer to the most important HR question which the students are likely to face in their job interviews - "Tell me something about yourself". He emphasized on the basic do's and don'ts for answering this particular question. The session was extremely interactive and students discussed their doubts relating to startups and funding. To this, Mr Anand explained the process of procuring funding from angel investors and venture capitalist firms in a very succinct way.

He also shared his work philosophy and life stories which were truly inspiring for the students. His enthusiasm and continuous interaction, kept all students engaged throughout the lecture.

Towards the end of the session, the students came forward to share their valuable insights on the lecture. This was followed by the vote of thanks by Prof. Dr Swami, whereby he thanked the guest for such an informative and interactive session.



Student Reporter: Akanksha Sharma, BBA, 1st Year Section C

Industrial Visit to Gopaljee Dairy Foods



- Ms. Laxmi Rajput
Assistant Professor

DME Management School organized an industrial visit to Gopaljee Dairy Foods, Pilkhuwa for BBA on 16th Sep 2019. Gopaljee Dairy Foods is one of the leading companies for dairy products in Northern India. It was started in the year 1989 by its visionary chairman Mr. Radhe Shyam Dixit in Bulanshahar during the phase III of Operation Flood also known as the “White Revolution of India”. It was a great learning experience for all the students, as they could relate what they have read in their management books. We arrived at premises at 10:30 am. First of all Director General and technical team gave us an introduction about the company, the functioning of the dairy industry for different milk products and explained automation of dairy followed by a short video. We were also offered flavoured milk and snacks which was relished by all. After that, we visited various sections of the factory premises.

During the visit, the company representatives explained various stages of production. Village level Milk Collection Centre (VLCC) is the first step where the milk is processed. Then the milk goes to Milk Collection Centre (MCC), where it is filtered and stored. This Centre had a compressor and a storage unit. The ammonia helps in keeping the milk chilled while it is in the storage. The compressor is used to keep the ammonia cool. When milk arrives from the VLCC to MCC, it is filtered and then sent to the storage through various pipes. These pipes have parallel pipes of ammonia to keep the milk chilled throughout the entire process.

From MCC the milk is then sent to the dairy plant where various products are made. Here the milk is processed and converted into various finished goods such as ghee, butter, yogurt, and flavoured milk etc. The packaging and the labelling of the product also takes place there. The plant had some manual and some fully automated machines. The finished goods then move in fully packed trucks to various Gopaljee Dairy Foods stores.

The team also highlighted various CSR activities undertaken by Gopaljee Dairy Foods such as Waste water treatment etc. Overall, the industrial visit was a great learning experience for the students as it gave them deep insights about the production facilities at the dairy.



Teachers Day Celebrations at DME

- Palak Bajpai
(BBA, 1ST Year, Section C)

*“Guru is verily the representative of Brahma, Vishnu and Shiva.
He creates, sustains knowledge and destroys the weeds of ignorance”*



To appreciate and acknowledge the efforts and hard work put in by teachers, Delhi Metropolitan Education celebrated Teacher's Day on 5th September, 2019 with a lot of vigour and vibrancy. The special event was organized by the FLY (Family Like You) Committee. The Programme was organized in the Seminar hall post classes, 4pm. All faculty members and staff were invited for the occasion. The event witnessed the graceful presence of Honourable Director General Mr. Justice Bhanwar Singh Sir, Director Prof. Dr Ravi Kant Swami Sir, Head of Media School Prof. Dr Amrish Saxena Sir among other respected dignitaries and faculty members.

Students welcomed all the Dignitaries and Faculty members with traditional method of offering flowers. The programme began with enthusiastic anchoring by the students of the Cultural Committee. This was followed by showering of blessings by respected Director General Mr. Justice Bhanwar Singh Sir. In his address, he discussed about the importance of

teachers and the noble profession. He apprised the audience with example of Aristotle. He further shared about various life lessons and values that students and teachers can imbibe from the great teachers in the past, to the specific, the former Prime Minister of India, Dr. Sarvapalli Radha Krishnan. In his speech, Sir also shared about the essential qualities of people who are born in the month of July and August, as Birthday Celebrations were also held on the same day.

This was followed by the cake cutting ceremony for both the occasions. While the audience were served cake and snacks, the stage was took over by the students. The Music Society of DME - Alankar graced the evening with their euphonious and soothing performance. Along with a bollywood number they showcased their talent with a beautiful rap titled “Proud Hindustani “. The programme was not limited to just student performances. Faculty Members, Mr Bhupender Sir, Mr Aditya Sir and Mr Ritivik Sir flaunted their talents with songs and raps.

Apart from this, the students dedicated their pieces of original poetry as a tribute to their beloved faculty members. Letters are the most emotional way of expressing feelings. This time students went a little old school by presenting a bags of hand written heart touching and emotional messages to their professors and mentees. The programme was winded up with a vote of thanks by the Convener of the FLY Committee. It was indeed a beautifully planned and organized event. It would not have been possible without the efforts by DME TV, DME Art society, DME frames, DME Music Society.



CAMPUS
SNAPSHOTS

