



Affiliated to GGSIP University, New Delhi
Approved by Bar Council of India

Vol 4, No 17

Management@DME

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL

October 2021

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Editorial

Corporate Readiness Month

Survival of the Fittest is a phrase that originated from Darwinian evolutionary theory as a way of describing the mechanism of natural selection. This phrase is relevant in today's corporate arena. The one who is fit, only survives and the job market makes sure that only the best ones stay.

There is a stark difference between campus and corporate life. At the campus level, students are allowed to make mistakes as they are learning and exploring new avenues. There are no pressure at this level. However, when this student enters into a corporate setup, he/she is expected to exhibit skills, abilities and values. There is a strong expectation from him to deliver results as he is a paid resource for the company. That is why corporate readiness becomes imperative. It is this preparedness which is required for students to transcend smoothly into the corporate space. The more prepared students are, the better they are able to handle things on their own once they step into the corporate world.

With this objective in mind, DME Management School and Placement Cell undertook an initiative called the Corporate Readiness Month. Throughout the month, several activities were held which aimed at preparing students for the next level in their life. Activities includes Resume Writing Workshop, Webinars on Finance, Marketing, Human Resources, Multi-Dimensional Leadership Conclave and Mock Personal Interview Drive. Through this initiative, students were given a platform to discuss their career related queries with the domain experts. Also, attending webinars and conclave gave them insights about various domains. We (read as all DMS faculty members) hope that our students have much better clarity about different domains and will be able to make an informed decision about their career ahead.

Best Wishes!

Roli Wadhwa

Assistant Professor

Editor, DMS Newsletter

DMS Management School

DMS Achievement

Book Unveiling : Digital Start-ups

Reshaping the Indian Landscape Post Covid-19

The wave of Digital startups has gained unprecedented attention across the globe. Indian digital startups have been instrumental in the overall development of a digital economy. The disruptions induced by Covid-19 posed many challenges but the crisis also offered many opportunities to tech entrepreneurs. Digital transformation, tech adoption, and adaptation to the new normal are well underway.

The Book has been authored by DMS faculties who are a part of Centre of Management Research, Research Cell

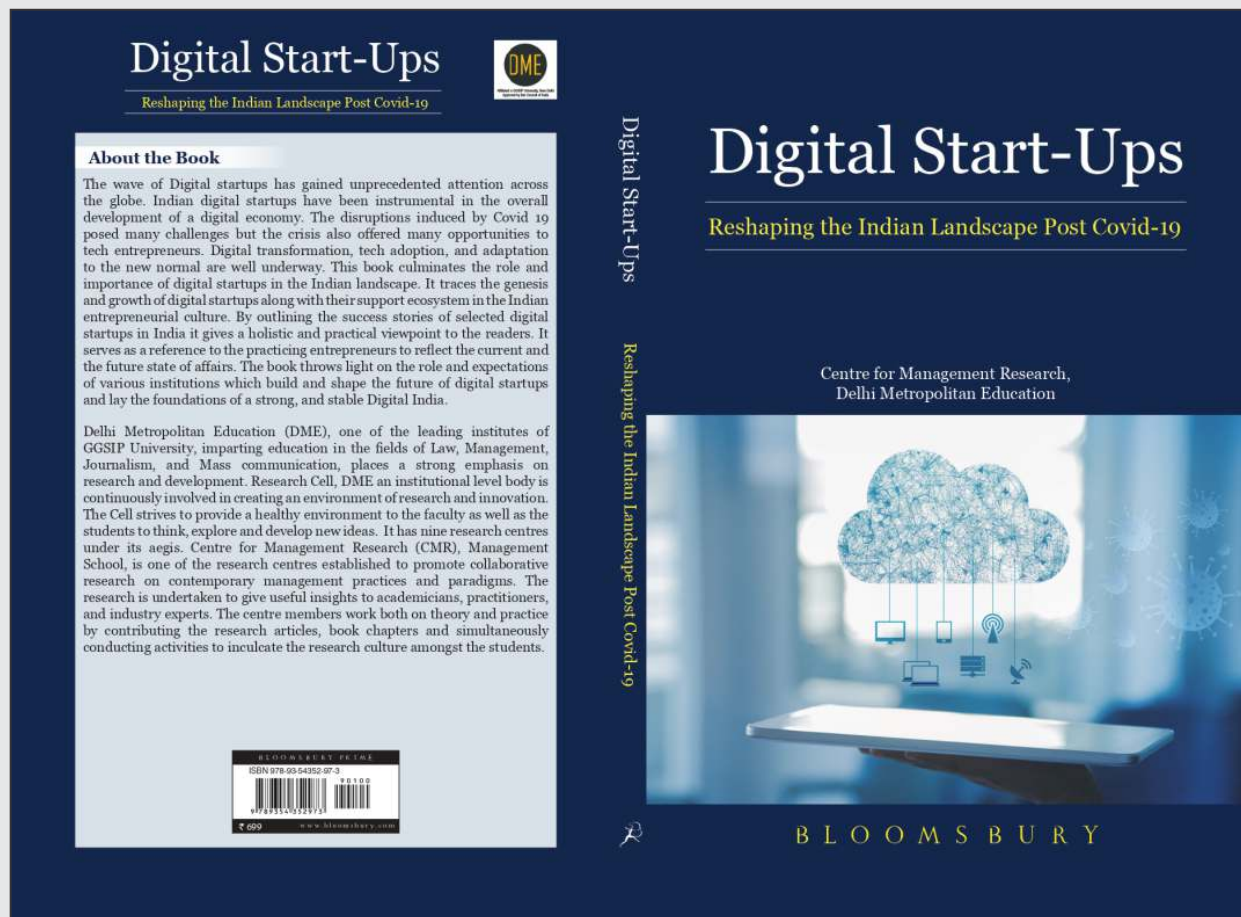
Book Purchase Link: <https://www.bloomsbury.com/in/digital-startups-9789354352973/>

Author Details:

Centre of Management Research,
Research Cell
DME Management School

Publication House:

Bloomsbury Publishing India Pvt. Ltd.



Recently, DME Management School (DMS) revamped its website

The new website will help you to explore the brilliant teaching and learning environment at DMS Management School. It gives a detailed view about the academics and faculty at DMS. It also entails the activities and events which are organised for students' overall development. In short, it gives a sneak peak into Life @ DME Management School.

To experience the brand new website of DMS

Visit <https://management.dme.ac.in/>

DMS Digital Media Team,
Ms. Shanu Jain, Ms. Roli Wadhwa,
Ms. Shruti Auplish, Dr. Poorva Ranjan

Multi-Dimensional Leadership Conclave

Think Centric: Higher Education Vs Job After BBA

DME Management School in collaboration with DMS Placement Cell organized another insightful session in series of its Multi dimensional Leadership Conclave (MDLC), **'Think Centric: Higher Education Vs Job After BBA'** an Open House Discussion with Faculty Experts in areas of HR, Marketing, Finance, Economics, and IT for students of DME on 25th October 2021. The coordinator for the event was Ms. Shanu Jain. The purpose of this open house discussion was to help students to clear their doubts for pursuing higher education or going for job after BBA. The resource persons of this open house discussion were Dr. Seema Mam (HR Domain), Associate Professor-DME Management School; Dr. Shalini Gautam (Marketing Domain), Associate Professor-DME Management School; CA Mansi Sabharwal (Finance Domain), Assistant Professor-DME Management School; Ms. Roli Wadhwa (Economics Domain), Assistant Professor-DME Management School; Mr. Bhupinder Singh (IT Domain), Assistant Professor-DME Management School. The moderator of the panel discussion was, Ms. Shanu Jain, Assistant Professor-DME Management School.

The event began with the welcoming of the resource persons by introducing them to the audience and inviting them to share their life experiences after completing their graduation. Dr. Shalini Gautam addressed the students by sharing her life experience when she was working in a Bank as a Relationship Manager and how she planned to pursue for her higher studies in PhD. in 2012. She elaborated that the job opportunities for graduates are more in marketing and sales.

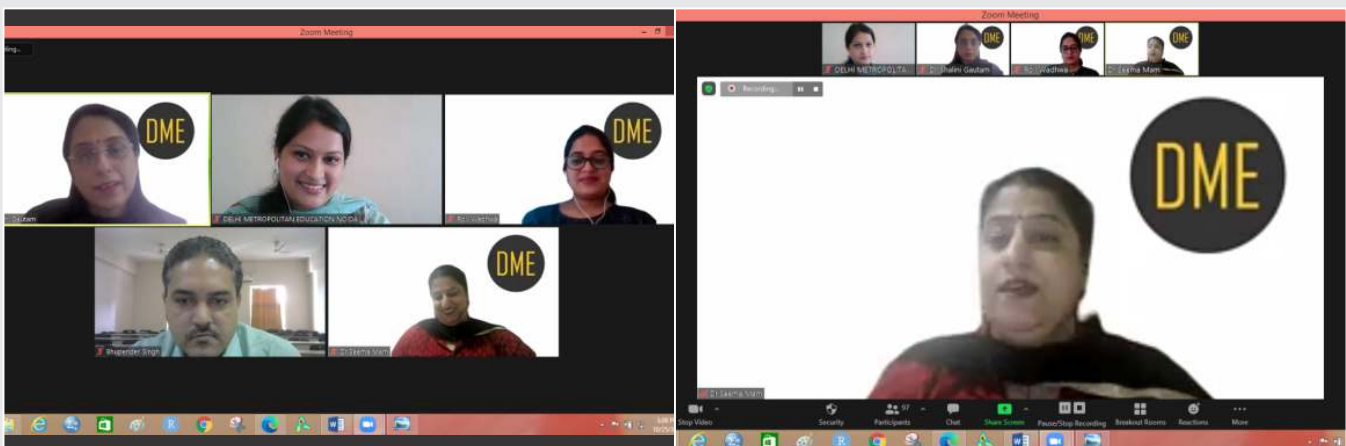
Then, Mr. Bhupinder Sir addressed the students by throwing a light on an inspirational quote which says - "Keep Learning & Keep Improvising" and sharing his journey after completing his graduation. Sir also shared the career options for a BBA graduate in IT field and mainstream options in higher studies in IT field. Dr. Seema Mam also addressed the students and shared her views on sustaining in a company for a longer period of time and how to maintain a work-life balance in our lives. She also elaborated about the career options in HR field after becoming a BBA graduate and shared the salary packages in different companies. Later, Ms. Roli Wadhwa also addressed the students and shared her journey by sharing her thoughts that for surviving "Learning should never stop in our lives". She also talked about the traits of choosing between the job and higher education after completing graduation.

At the end of the open house discussion Prof. (Dr.) Poorva Ranjan, Head, DME Management School shared important aspects about having higher education the sooner as it is really helpful in the future growth of a person both in terms of professional and personal life. She advised some important tips to the students for pursuing higher studies by choosing best courses after BBA like MBA, PGDM, LLB, CA and PGD in Banking.

The open house discussion was followed by questions and answer round where the students clarified their doubts. The session ended with Ms. Shanu Jain thanking the resource persons for sparing their valuable time and enlightening the students.

Ms. Khushi Chaudhary, BBA 3rd year

Dr. Pooja Sharma, TPO DMS



Corporate Readiness Week

DME Management School in collaboration with DMS Placement Cell organized “Corporate Readiness Week 2021” for 2nd year and 3rd year students from 26th October - 28th October 2021. The event was organized under guidance of Head of the Department, Prof (Dr.) Poorva Ranjan with an aim to guide students on how to appear for interviews. Also the event included the testimonial drive along with photoshoot for second year student for the purpose of preparation of Placement and Internship Brochure. The event coordinators were Dr. Pooja Sharma, TPO, DMS (Assistant Professor, DME Management School) and Ms. Shruti Auplish. (Assistant Professor, DME Management School).

All the faculties participated in the event wherein Dr. Seema Mam, Dr. Shalini Gautam, Dr. Pooja Sharma, Ms. Shruti Auplish, Ms. Shanu Jain, CA Mansi Sabharwal, and Mr. Bhupendra Singh were in the interview panel along with Dr. Poorva Ranjan and Ms. Pooja Tripathi looked after the testimonial drive and the Photoshoot activity. Ms. Roli Wadhwa conducted online interviews for students who could not appear for interviews in person. Student volunteers who were a part of the organising committee were Khushi Chaudhary, Avanish Kumar Singh, Anubhav Kasana, Akansha Sharma, Prachi Arora, Deepakshi Mehta, Nilesh Gaur, Rishabh Singh, Ritvik Sagar, Vipul Daga, Shimpy Singh, Rishabh Bisht, Muskan Mathur, Mehak Mathur and Charu Sukhija.

Corporate Readiness Week 2021 was a follow-up of the CV Vetting exercise which was organised from 4th October, 2021 to 8th October 2021 by DMS Placement Cell wherein students were asked to choose their domain in which they want to pursue internships/placements. Thereafter

students were guided by faculties specialising in the respective fields on how to prepare their CVs. The next step was to prepare them for interviews.

The three day event was meticulously organised wherein each day was assigned to the specific domains of management namely - Human Resources, Marketing and Finance under the aegis of the respective clubs OASIS- DMS HR Club, OMEGA- The Finance Club and Oracle – The Marketing Club.

The students of the 2nd year reported to the campus in pre-lunch (9:30am onwards) and 3rd Year students post lunch (2 pm onwards). The students went through a three -step process which included photoshoot, testimonial drive and Mock Interview sessions. All the interviewing Faculties provided comprehensive feedback to the students of the specified domain looking into their shortcomings and scope of improvement. Also, faculties addressed the students on the important aspects which will help the students to decide their career path.

The three- day event was great success, which was possible due to the combine efforts of the faculty and student coordinators. The event provided students a chance to prepare themselves on how to start their professional career with the guidance of experts in the fields of marketing, finance and HR.

The event ended with Faculty Coordinators Dr. Pooja Sharma and Ms. Shruti Auplish thanking the Interviewing Faculties and Student Coordinators.

Ms. Khushi Chaudhary, BBA 3rd year
Dr. Pooja Sharma, TPO DMS



CV Writing Workshop

Oasis - DMS HR Club in collaboration with DMS Placement Cell organised a CV Writing Workshop for students and alumni of DME, DTC on 24th September 2021. The coordinator for the event was Dr. Pooja Sharma. The purpose of the workshop was to help students develop CV. The resource person of the workshop was Prof (Dr.) Ravi Kant Swami, Director DME, Dean - DME Management School. Event was hosted by Ms. Janvi Anand BBA 2nd year student, member, Oasis club.

The event began where Janvi first welcomed the resource person by introducing them to the audience. Thereafter, Prof (Dr.) Poorva Ranjan, HOD, DME Management School, made opening remarks for the workshop. Thereafter Prof (Dr.) Ravi Kant Swami addressed the students on the important aspects which helps in building a good CV. He elaborated upon the difference between concepts of CV, Resume and Bio-Data. Then, sir explained important information which should be included by students in separate sections of the CV. He provided some important tips for helping students to include important details such as workshops attended, certifications completed and awards achieved. He emphasized

that students should participate extensively in college events as they help them improve their confidence and also show that they are active and self-motivated. He also advised students, they should never write anything which cannot be supported by documentary evidence. Only factual information, of which students have proper proof, should be part of the CV. The session was followed by a question and answer round where the students clarified their doubts. The session ended with Dr. Pooja Sharma thanking the resource person for sparing his valuable timing and enlightening the students.

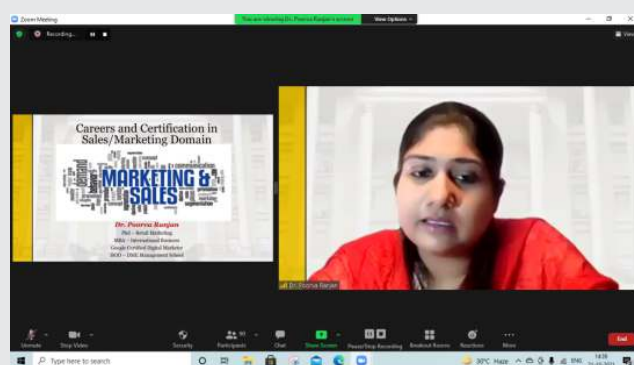


Career and Certifications in the Marketing Domain

Oracle-DMS Marketing Club in collaboration with DMS Placement Cell organized a session on '**Careers and Certifications marketing Domain**' for DME students on 21st October 2021, 2:30PM. The objective of the webinar was to give clarity to the students about the career options in the field of sales and marketing. The webinar began where Ms. Roli Wadhwa welcomed the resource person, Prof. (Dr.) PoorvaRanjan, Professor and Head, DME Management School, Ph.D. in Marketing Management, and MBA in International Business. Dr. Ranjan apprised the students about the pertinence of sales and marketing in every business and briefed them about the prospects of jobs in this field. She then explained the 7 P's of marketing stepwise and their entry levels. She also discussed the Direct and Lateral entry in the different job positions, gave information about various add-on certificate courses which will

augment the candidates' profiles and give a lot of exposure and learning experience.

Thereafter, Dr. Ranjan addressed students' queries. The session ended with Ms. Roli Wadhwa ma'am thanking the resource person for sparing her valuable time and enlightening the students.

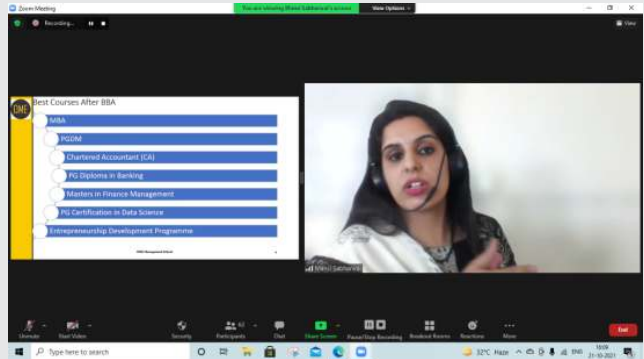


DMS Placement Cell

Careers and Certifications in Finance Domain

Omega- DMS Finance Club in collaboration with DMS Placement Cell organized a session on '**Careers and Certifications in Finance Domain**' for DME students on 21st October 2021, 3:30PM. The purpose of the workshop was to help the students to know about their career options in Finance and prospects in this field. The resource person of the workshop was CA Mansi Sabharwal, Assistant Professor, DME Management School, and In-Charge-Omega Finance Club. The event was hosted by Ms. Roli Wadhwa. After the welcoming of the participants, CA Mansi Sabharwal addressed the students on the important aspects which will help them in understanding and preparing themselves for a variety of future careers in the Finance field. She elaborated upon the career options in Finance post-BBA, BBA specializations, and BBA salary trends. She also shared important information about various recruiters and suggested some company names which offer great opportunities. She advised some important tips to the students for pursuing higher studies by choosing the best

courses after BBA like MBA, PGDM, LLB, CA, and PGD in Banking. She encouraged students to make a well-informed choice about their careers by taking their interests and their scope into consideration. She also suggested some certification/ up-skilling courses which will accentuate the students' profiles and knowledge. The session was followed by a question and answer round where the students clarified their doubts and was concluded with a vote of thanks extended by Ms. Roli Wadhwa



DMS Placement Cell

Careers and Certifications in HR Domain

Oasis - DMS HR Club in collaboration with DMS Placement Cell organized a Careers and Certifications in HR domain workshop for students of DME on 14th October 2021. The coordinator for the event was Dr. Pooja Sharma. The purpose of the workshop was to help students to know about their career in HR and future prospects in this field. The resource person of the workshop was Dr. Seema Mam, Associate Professor, DME Management School, Ph.D. (HR and OB), PGDM (Human Resource), LLB Professional. Event was hosted by Dr. Pooja Sharma, TPO, DMS.

She emphasized that students should participate extensively in college events as they help them to improve their confidence which will help them in their future. She also shared with students some certification/ upskilling courses like certified HR Generalist, Certified Payroll Specialist, etc. which are of great use for all the students in their career.

The session was followed by a question and answer round where the students clarified their doubts.

The session ended with Dr. Pooja Sharma thanking the resource person for sparing her valuable time and enlightening the students.

The event began where Dr. Pooja Sharma Ma'am first welcomed the resource person Dr. Seema Mam by introducing them to the audience. Thereafter, Dr. Seema Mam addressed the students on the important aspects which will help students in understanding and prepare themselves for a variety of future careers in HR field. She elaborated upon the career options in HR post BBA, BBA specializations and BBA salary trends. Then, Ma'am shared important information about various recruiters and suggested some company names which offer great opportunities in the HR Domain. She advised some important tips to the students for pursuing higher studies by choosing best courses after BBA like MBA, PGDM, LLB, CA and PGD in Banking.



Janvi Anand, BBA Second Year
Member Oasis – DMS HR Club

Introduction-Art of Setting First Impression

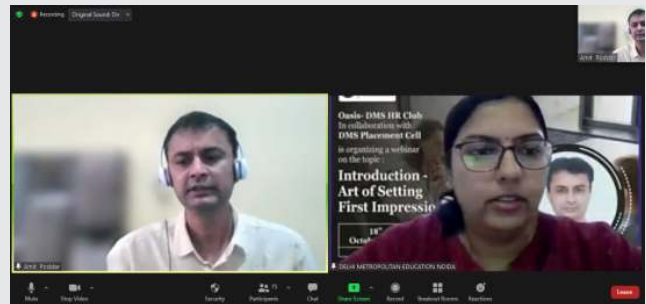
Oasis - DMS HR Club in collaboration with DMS Placement Cell organized a webinar on the topic Introduction-Art of Setting First Impression for students of DME on 10th October, 2021 at 3PM. The coordinator for the event was Dr. Pooja Sharma. The purpose of the workshop was to help students understand how to create positive impression in the interviews. The resource person of the workshop was Mr. Amit Poddar, Senior Regional Head T.I.M.E. Event was hosted by Dr. Pooja Sharma, TPO, DMS.

The event began where Dr. Pooja Sharma Ma'am first welcomed the resource person Mr. Amit Poddar by introducing them to the audience. Thereafter, Mr. Amit Poddar commenced by explaining the scenario of an interview. He explained what all to expect and how to tackle those situations. He elaborated on Dos and Don'ts as an interviewee. He also explained the mindset of an interviewer during an interview. He advised students to avoid certain common grammatical errors while communicating, to take care of the dress code, to follow certain etiquettes and maintain a certain body language. He, then emphasized on the importance of having

confidence and having enough preparation and practice beforehand. He also shared some tips to ace a group discussion with students which usually happens before an interview and is intimidating for many students as they have a lot of doubts and lack of clarity behind the purpose of a GD.

The session was followed by a question and answer round where the students clarified their doubts.

The session ended with Dr. Pooja Sharma thanking the resource person for sparing his valuable time and enlightening the students.



Khushi Bora
BBA, 3rd Year

Generating Employability and not Just Employment

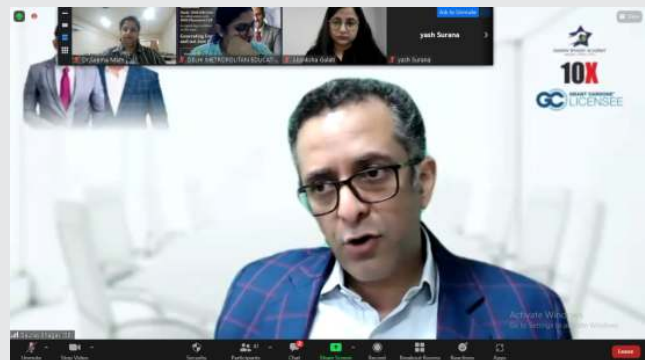
Oasis - DMS HR Club in collaboration with DMS Placement Cell organized a webinar on "Generating Employability and not Just Employment" for the students of DME on 22nd October 2021. The coordinator for the event was Dr. Pooja Sharma. The purpose of the webinar was to help the students to understand the difference between being qualified and being employable straight from the expert. The resource person of the workshop was Mr. Gaurav Bhagat, Founder, Gaurav Bhagat Academy. Event was hosted by Dr. Pooja Sharma, TPO, DMS.

The event began where Dr. Pooja Sharma first welcomed the resource person Mr. Gaurav Bhagat by introducing him to the audience. Thereafter, Mr. Gaurav Bhagat addressed the students on the important aspects which will help students in their career growth. He shared and elaborated upon the Top Traits of the Greats i.e. Relationship, not to be Dependent on the Economy, Seeing Problems as an Opportunities, investing in Education and Personal Development, show Up Early and Stay Late, etc. Then, Sir explained the importance of goals in one's life and emphasized us to be focused on our goals. He also said that we should everyday do those things which will take us One Step closer

to our goals. When the session was coming to an end, Sir puts a light on a wonderful quote which says "Insanity is doing the same thing over and over again and expecting different results" -by Albert Einstein.

The session was followed by questions and answer round where the students clarified their doubts.

The session ended with Dr. Pooja Sharma thanking the resource person for sparing his valuable time and enlightening the students.



Janvi Anand, BBA Second Year
Member Oasis – DMS HR Club

Time Management- Alumni Interaction Series Episode~2

Time Management: a set of common-sense skills that help us to use our time productively and learn to determine which things we do are important and which can be dropped. To introduce students to the momentousness of time, DME Management School in collaboration with DME Alumni Cell organized an Alumni interaction series episode-2 on October 29, 2021 at 3 PM through Zoom platform. Ms. Tamanna Munjal, Quality Analyst, Zucol Pvt. Ltd was invited to address the audience. Interacting with the current students of DME Noida, she reminisced about the start of her college life and how at first she managed to work at her internship and cope with college with the help of the guidance given by the faculty of DME Management School. She spoke of the need to have a stable schedule, how to manage time and then mentioned about how she used to manage her time with such a busy schedule. She specially talked about the several challenges that she surmounted on her way to achieve her goals and how she put sheer efforts for making her dream come true. "THE KEY IS IN NOT SPENDING TIME, BUT IN INVESTING IT" speaking of "TIME", Ms. Munjal explained us about how to invest time in internships and add it to our knowledge and skills and she further added about how she invested her time and how that investment of time has become a great asset for her. Further Ms. Munjal explained how to make and enhance our resume. She explained that how important internships and

extracurricular activities are to enhance your skill set and resume. Management graduates should be willing to invest their time in doing activities which helps in amplifying their skills and add up to their knowledge. A shower of questions related to her life, struggles and achievements were put up by the students to which the esteemed speaker provided the most persuasive answers. Thereafter, the session entered into the last leg with a review Ms. Pooja Tripathi and the participant present in the session. A total of 37 students attended the session. The talk was highly informative and useful to the students. With this, the most inspiring session with the young, diligent, consummate and inspiring, Ms. Tamanna Munjal came to a felicitous end!



Business Idea Competition - Endeavour 2.0

"Understand your E- Waste, regular trash is not a right place"

The move to a more sustainable society requires greater sophistication to manage waste. Mastering this evolving and multifaceted field of study requires knowledge of the sources and generation of hazardous waste, the scientific and engineering principles necessary to eliminate the threats they pose to people and the environment, the laws regulating their disposal, and the best or most cost-effective methods for dealing with them. To bring this awareness among students DME Entrepreneurship Cell in collaboration with Centre of Excellence For Sustainable Development (CSD) organized "Business Idea Competition Endeavour" on October 12, 2021 at 2:00 pm on Zoom on the theme -Waste Management.

The event was graced with the presence of Ms. Roli Wadhwa, Asst. Prof. DME Management School who welcomed the participants and conveyed her best wishes for the competition which was open to all DME and DTC Students. The judges for the competition were Ms. Shanu Jain, Asst. Prof. DME Management School and Primary Coordinator Ms. Roli Wadhwa, Asst. Prof. DME Management School. The participants delivered their presentations and idea with great confidence and left no stone unturned to give in their best on the business idea they chose. Each team consisted of four members and a time slot of 10 minute was given to present their view. The judge found it very taxing to select the best group from all the passionate participants. They were judge on the criteria of business idea, content, fluency, voice

modulation and body language. The participants armed with statistics and data that showed great fervor and poise in their respective presentation. With great oratory skills, Ms. Simran Gupta along with her team members Mr. Rishabh Pandey, Mr. Yash Raj Tyagi and Mr. Udayan Vikram Singh outshined all the other groups and were announced as the winners. The event was full of enthusiasm that give students creative room to express what they feel. The length and breadth of knowledge that they gain through this is simply unparalleled. The competition concluded successfully with great words of encouragement and appreciation from both the dignitaries.



Palak Bajpai (3rd year)

Member, Interact Club

Dialectic Debate Competition

To celebrate the birthday of our former president Dr. APJ Abdul Kalam, DME Management School in collaboration with the DME Outreach cell organized Inter – School Debate Competition on the topic – “The Best brain of the nation may be found on the last benches of the class” October 29, 2021, at 10:30 am on Zoom platform.

The judges for the competition were Ms. Vandana Kadian, Senior Consultant, TCS, and Ms. Neha Singh, Assistant Manager, The Hindustan Times. Guests were warmly welcomed by Dr. Poorva Ranjan, Head of Department, DME Management School. The participants delivered the idea with great confidence and left no stone unturned to give in their best both for and against the topic. Each team consisted of two members and a time slot of 5 minutes was given to each member to present their views. The judges found it very difficult to select the best group from all the passionate participants. They were judged on the criteria of content, communication skills, and confidence. The event saw the participation of 12 teams coming from various schools and states. The session was full of enthusiasm that gave students creative room to express what they feel. The competition concluded successfully with great words of encouragement and appreciation from Director Prof. Dr. Ravikant Swami, DME Management School. The vote of thanks was given by Dr. Shalini Gautam, Associate Professor and Head Outreach.

The list of participating schools was as follows:

- | | |
|---|--|
| 1 | Bal Bharati Public School, Noida |
| 2 | Army Public School, Shankar Vihar |
| 3 | Ryan International School, Noida Extension |
| 4 | Delhi World Public School Noida Extension |

- | | |
|----|---|
| 5 | Modern School, Faridabad |
| 6 | Pratap Public School, Sector 6, Karnal |
| 7 | SBPDAV Public School, Fatehabad |
| 8 | Mayoor School Noida |
| 9 | Sheiling House School, Kanpur |
| 10 | Sanfort World School, Greater Noida |
| 11 | Guru Harkrishan Public School Hargobind Enclave |
| 12 | Mother Khazani Convent School |

Winners Were

Anshika Dixit- Sheiling House School, Kanpur (1st - For the motion) - Rs 1500/-

Mudita Singh-Delhi World Public School, Noida Extension (2nd For the motion) - Rs 1500/-

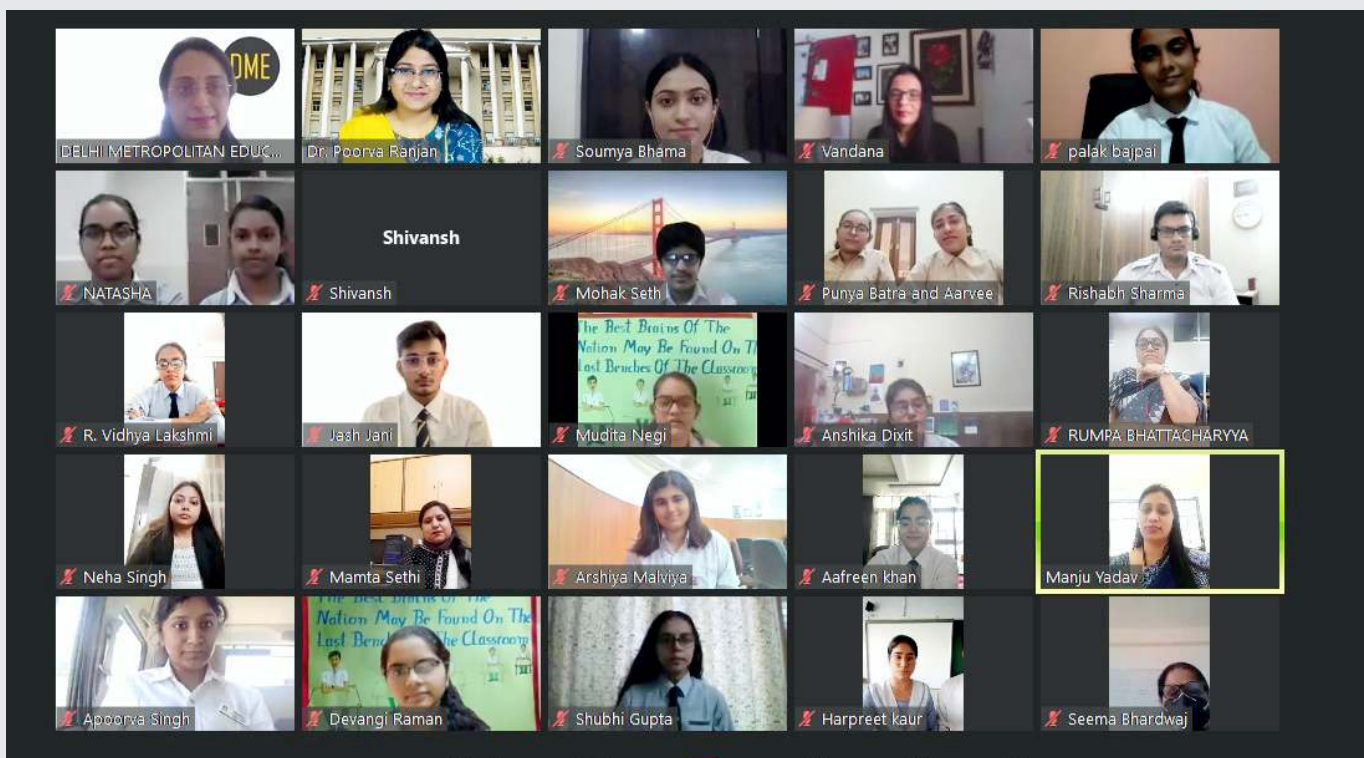
Mohak Seth-Sheiling House School, Kanpur (1st – Against the motion) - Rs 1000/-

Jash Jani-Mayoor School Noida (2nd – Against the motion) - Rs 1000/-

Sheiling House School, Kanpur (1st – Team Winner) - Rs 2000/-

Mayoor School Noida (2nd – Team Winner) - Rs 1000/-

The four consolation prizes of Rs 500/- were given to **Apoorva Singh** (Sanfort School, Greater Noida), **Aafreen Khan** (Mayoor School), **Harpreet Kaur** (Pratap Public School, Karnal) and **Devangi Raman** (DWPS).



Financial Planning for Academic Professionals Webinar by Omega-Finance Club of DME-Management School

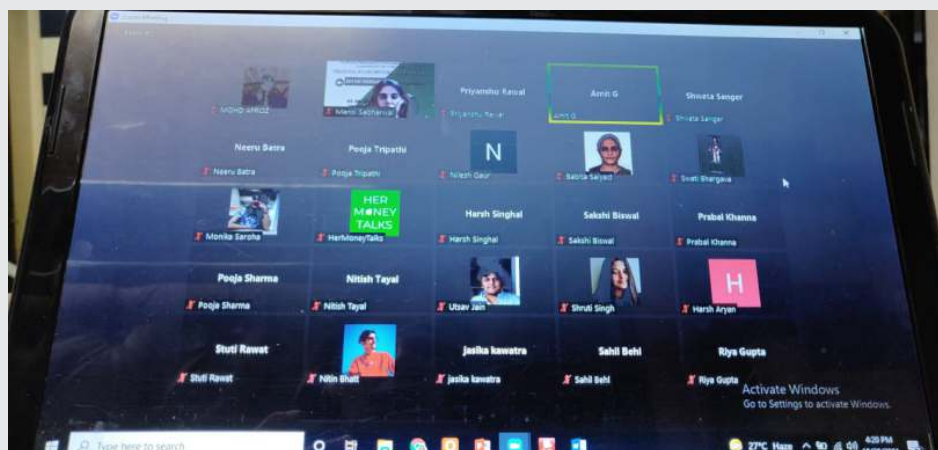
Omega-The Finance Club of DME Management School organized a Workshop titled “Financial Planning for Academic Professionals” in collaboration with HerMoneyTalks and ICICI Prudential Mutual Fund on October 28th at 3:00 P.M. on zoom platform in order to create Financial Awareness among our academic fraternity. Most of the time we as women are not very aware about where to invest our hard-earned money or how to save tax and most of the time we rely on our fathers or husbands for financial advice. So, the basic idea behind this workshop was to create financial awareness among women professionals.

The resource person for the webinar was Mr. Amit Gujrati. Amit is a Chartered Accountant and has a diverse experience within the Finance industry as well as a Trainer. He has worked for some of the largest Indian and MNC Banks. His stint in the Finance industry has given him an opportunity to work very closely with large corporations and their Finance Teams. He is a financial trainer at

HerMoneyTalks and has been instrumental in designing Financial Wellness training for Teachers, College Students, Faculties & Corporates.

The session started with an opening remark delivered by Ms. Neeru Batra, Business Development Associate, HerMoneyTalks followed by a welcome address by CA Mansi Sabharwal, Assistant Professor, Management School, DME. After that, Mr. Amit Gujarati, the resource person started with the seminar. He guided the audience that don't look only for the returns. Always match the returns with the respective risks that particular investment. There is no one best investment for all. It depends on risk taking ability of the person taking up the investment and the goal of the person investment.

The audience actively took part in the session by asking questions and also taking part in discussion. The session ended with a vote of thanks by CA Mansi Sabharwal, Head – Omega – The Finance Club. The webinar was attended by 43 participants.



Patron-in-Chief: Mr Vipin Sahni, **Patron:** Mr Aman Sahni, Justice Bhanwar Singh **Editorial Board:** Prof. Dr. Ravi Kant Swami, Dr. Poorva Ranjan, Ms Roli Wadhwa **Design & Layout:** Mr. Anmol Mehta

Printed & Published by Delhi Metropolitan Education
Address- B-12 Sec-62, Noida, Uttar Pradesh-2001301
Phone No.: 7042667951

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