

Management@DME

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL



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Welcome to BBA 2021-24 Batch

DME Management School welcomed the BBA Batch 2021-24 on November 23, 2021. The orientation program which happened offline after a gap of one year was appreciated by students as well as parents. The orientation was spread across three days starting from November 23 to November 25. The orientation program laid down the roadmap for the students. It covered the various facets of DME including the examination system, internships, and placements. It also had certain fun-filled ice-breaking sessions and interactions with the alumnus of DMS.

On the very first day, the top management of DME addressed the students and motivated them to reach to new heights in their careers. The students were addressed by Honourable Mr. Justice Bhanwar Singh, Director General, DME, Mr. Aman Sahni, Vice Chairman, DME, Prof. (Dr.) Ravikant Swami, Director, DME, and Prof. (Dr.) Poorva Ranjan, Head, DMS. The students were also told about the various clubs and committees in which they can enrol themselves.

On the second day, the event was graced by His Grace, Vedanta Chaitanya Das, Co-President, ISKCON, Noida, Mr. Jeetendra Vishwakarma, Motivational Speaker & Lifestyle Coach, ISKCON, Noida and Ms. Ankurita Pathak, Joint Director, FICCI. The students enjoyed the motivational and mediation tips by ISKCON dignitaries. Ms. Pathak spoke about the expectations of the corporate world from young students. In the post-lunch session, students got to know about the assessment and examination system. The placement and internships policies were also discussed.

On the final day of the orientation, the students were told about the ERP and Collpoll system of the institute which was followed by a very interactive Meraki session. The post-lunch session included the healthy interaction of alumni with the students. The six alumni who happened to join the concluding session of the orientation program asked students to remain focused and follow their dreams.

The students were very happy and content after attending the orientation session. We sincerely hope that these new beginnings would be fruitful to our new batch of students and they keep on rising and shining!!

Dr. Shalini Gautam
Associate Professor
DMS

Conference Theme

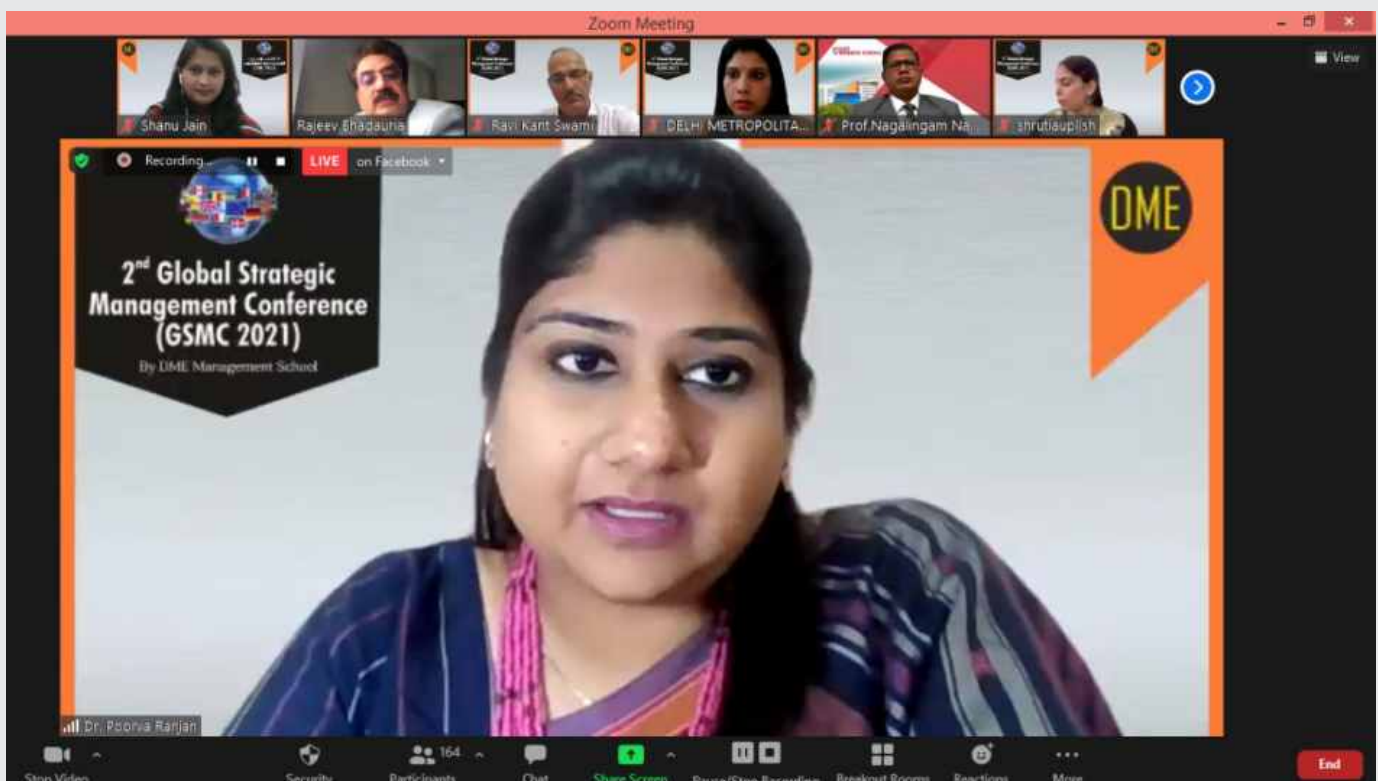
The DME Management School organized its Annual Conference - Global Strategic Management Conference (GSMC 2021) on '*Workplace Digitalisation: Challenges, Opportunities & Future Trends*', in the month of November, 2021. The seven-day Conference aimed at discussing the upcoming trend of Workplace Digitalisation in the current times. This trend presents myriad prospects and difficulties for both employers and employees in all sectors of the economy. **GSMC 2021** was a platform to provide an opportunity to the participants to understand varied viewpoints and perspectives on Digitalisation of workplace from several parts of the world.

The major themes of the Conference were:

- *Technology Usage in Finance, Insurance and Accounts workplace* [FINTECH]
- *Technology usage in Marketing workplace* [MARKTECH]
- *Technology usage in Human Resource workplace* [HRTECH]
- *Technology usage in Education/Academic workplace* [EDTECH]

Not only GSMC 2021 had invited Technology Experts, CHRO/VP HR and Head-HR professionals but also Professors from around the globe for intensive deliberations on this topical issue. The Conference aimed at blending the cross-cultural thoughts and experiences of the Corporate, Academicians and researchers. The dignitaries and the brightest minds who graced the conference also brain stormed over the theme for the next conference, GSMC 2022. The theme is yet to be finalized. It ended with the unveiling of the Convenors of GSMC 2022, Dr. Shuchi Goel and Ms. Shruti Auplish.

Dr. Poorva Ranjan
Head, DMS



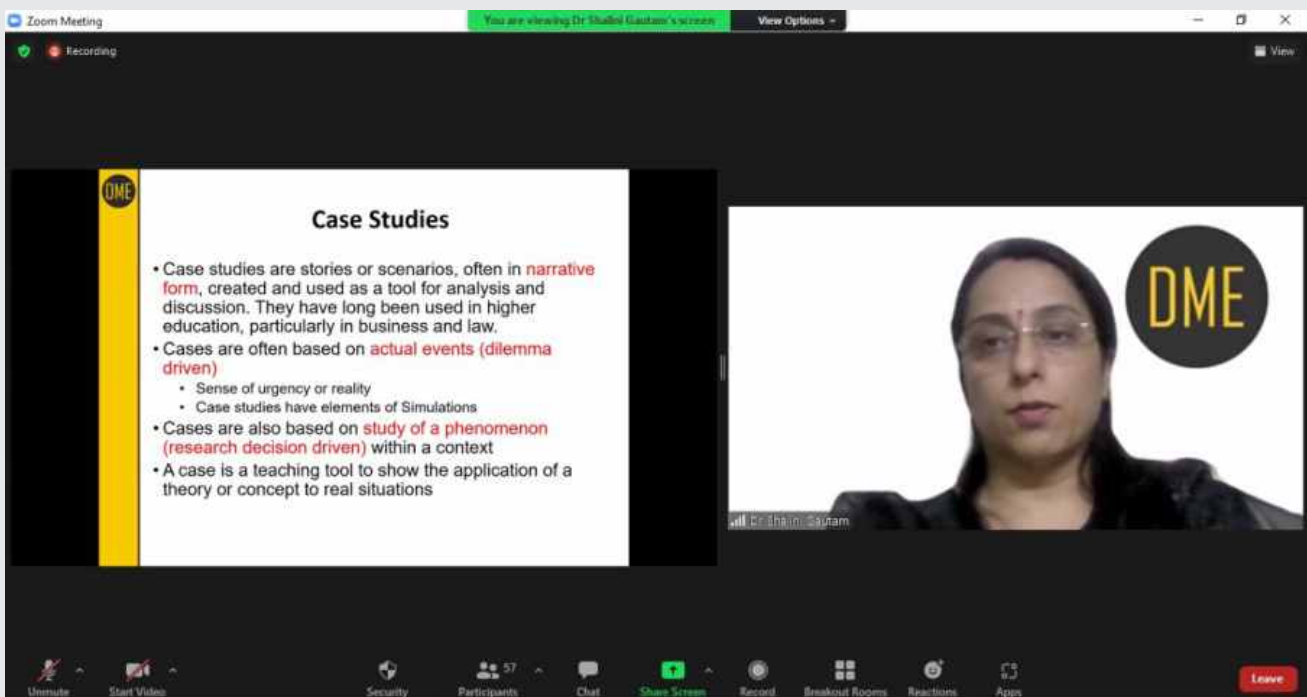
Converting Summer Internship to Case Study

Since an internship report is written by a person who has already had field exposure in his respective subject of study, it is prepared in a professional-looking format. The proficiency of an internship report, thus, determines the efficiency of the submitting party. DME Management School in collaboration with the Centre for Management Research organized a lecture on 'Converting Summer Internship to Case Study' on 2th November, 2021 at 02:30 pm through zoom platform. The session was taken by Dr. Shalini Gautam, Associate Professor, DMS and Head, DME Outreach. This crucial session was attended by faculty members and students of DME Management School. Dr. Gautam in her opening statement mentioned that “The internship report is viewed as a theoretical and methodologically oriented work of description and reflection on the activities carried out within the scope of an internship in organisations”.

Ma'am discussed that the structure of an internship report has a set of core elements that must be taken into account in its preparation. Firstly, it should include an introduction, which puts forth the reasons for the choice and importance of the topic, the objectives, a brief description of the organisation where the internship was carried out, a brief presentation of the theoretical and methodological option followed as well as a brief presentation of the report's chapters. Another central element are the theoretical and methodological underpinnings, which set out the theoretical perspective adopted to frame the description of the organisation, the context and the activities developed in the internship and the presentation and discussion of the methodological options, namely, the research strategy, methods, observation instruments and data collection and treatment procedures. She also mentioned that while converting the internship report into case study, current data and figures should be given more importance than long past information. The attendees were given many tips by Ms. Gautam on how to adopt various strategies that can be used to ensure an effective and efficient work path that ensures the quality of the . Ma'am urged the students to have vision and passion in order to fly high in the sky. Her enthusiasm and continuous interaction, kept all students engaged throughout the session.

The event came to close with the vote of thanks by Ms.Roli Wadhwa, Assistant Professor, DMS whereby she thanked the speaker for such an informative and interactive session.

Ms. Palak Bajpai, BBA 3rd year



Global Strategic Management Conference (GSMC, 2021)

As we move ahead, let us have a crisp summary and the road ahead emanating from the seven-day intriguing consortium, GSMC 2021. This year's conference theme was Workplace Digitalisation- Challenges, Opportunities and Future Trends.

Day one - The Inaugural Ceremony was in the framework as an HR Conclave, dedicated to distinguished and Eminent HR Heads, from Industry including Mr. Rajeev Bhaudaria, Managing Partner, Ebullient, Ms Gauri Das, Vice President, and Head HR, India Factoring and Finance Solutions Private Limited and Mr. Manoj Kumar Chaudhary Head- Human Resources at Edelweiss Asset Management where deliberations on Role of HR in Workplace Digitalisation were conducted.

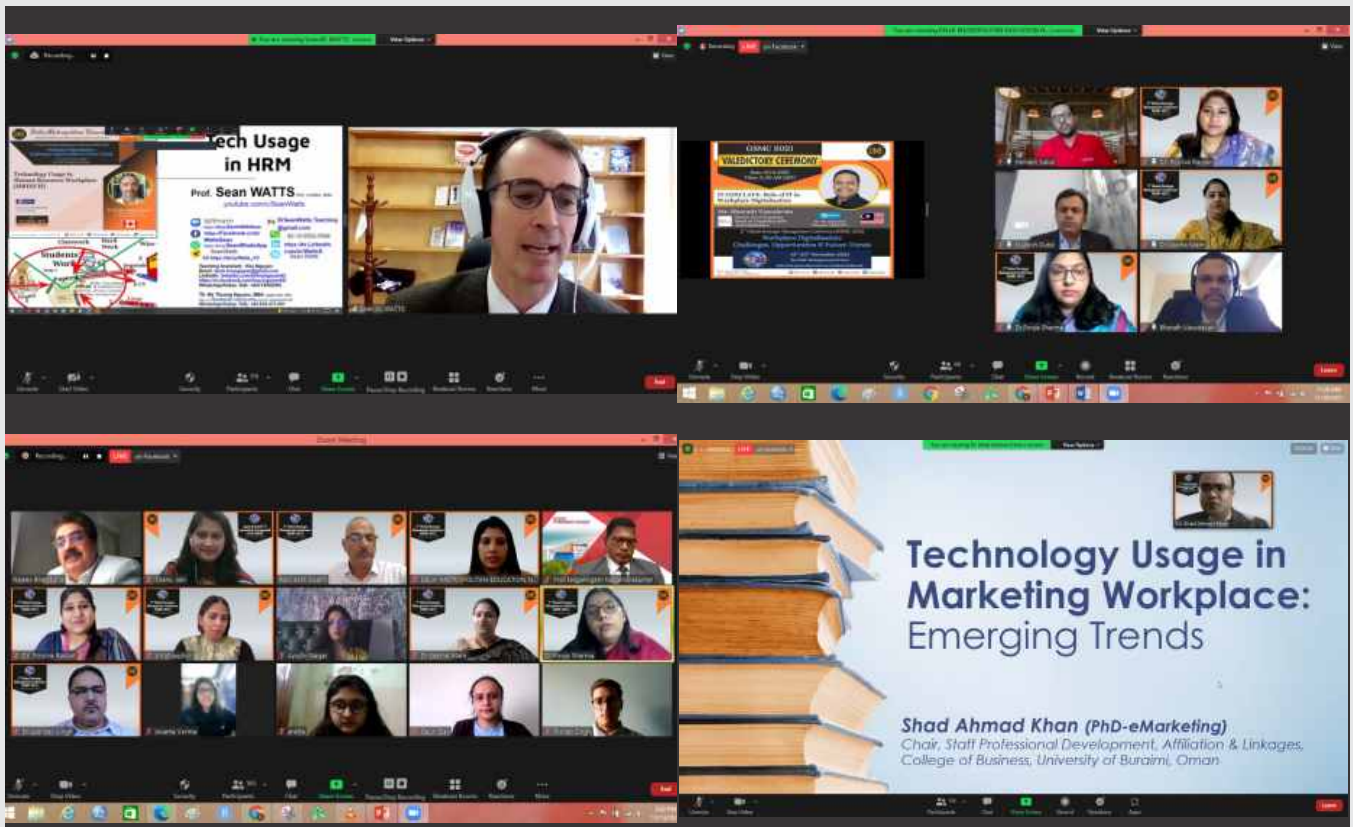
The following days of the Conference consisted of master classes and paper presentations by participants on the sub-themes of the conference. We witnessed very encouraging response from academia and industry regarding the themes and sub-themes of the conference.

A total of 50 abstracts were received for the conference out of which 30 papers were selected for presentation in the 4 technical sessions, namely FINTECH ,chaired by Prof. (Dr.) Nagendrakumar Nagaligam, Srilanka; MARKTECH, chaired by Dr. Shad Ahmad Khan ,Oman; HRTECH chaired by Dr. Sean Watts, Canada, and EDTECH chaired Dr. Farah Naqvi, Kuwait. On the concluding day, to keep the wheels of learning& deliberation rolling, we had the IT Conclave unveiling the pertinent Role of IT in Workplace Digitalisation which was graced by several dignitaries, namely Hon. Mr. Justice Bhanwar Singh (Director General, DME), Mr. Aman Sahni (Vice Chairman, DME), Prof. (Dr.) Ravikant Swami (Director, DME), Prof (Dr.) Poorva Ranjan (Head, DME Management School), Mr. Hemant Sahal (Founder & CEO, CollPoll), Mr. Mukesh Dube (General Manager and Global Head, Cyber Security Operations Netsurion Technologies, Florida), Mr. Bharath Vasudevan (Senior Vice- President, Head Of Capability, BPS Tech Mahindra) along with three Master Class Speakers Dr. Farah Naqvi (Faculty – HR and OB, GCUE, Kuwait), Dr. Shah Ahmad Khan (Asst. Prof, Buraimi, Oman) and Prof. (Dr.) Nagendra Kumar Nagalingam, Associate Dean, SLIIT Business School, Sri Lanka).

A panel discussion was also organized during the day which was moderated by Dr. Seema Mam (Convenor GSMC 2021) and Dr. Pooja Sharma (Co - Convenor GSMC 2021). All the speakers made it very clear that digital workspace connects people beyond the boundaries of their geographies or departments. Overall, GSMC 2021 was a very enriching experience, for students, teachers and other members present in the audience.

Dr. Pooja Sharma, Assistant Professor, DMS

Dr. Shuchi Goel, Assistant Professor, DMS



Industrial Visit to Mother Dairy

To build a bridge between academics and industry, DME introduces its students to the professional world and make them proactive to face the challenges that may emerge in their career. Industrial visit is a part of educational tour that provides students with an opportunity to learn practically throughout interaction, working method and employment practices.

DME Management School organized an industrial visit to Mother Dairy, Patparganj, New Delhi on 22-23 November 2021 for students of BBA, 2020-23 batch. This plant deals in production of about 10 lakh litres of token milk (out of 31 lakh of total milk) and other dairy products distribution in Delhi and NCR on daily basis. The students got excited and curious after reaching at Mother Dairy plant. They were directed to conference room where they were welcomed. Thereafter, the students were apprised about the mission, vision and operations of the company through a presentation as well a brief introduction of white revolution movement. The mother dairy official also shared the information regarding the unforgettable support provided by former Prime Minister Shri Lal Bahadur Shastri Ji in uplifting growth and leading a transparent system in the milk production in our country. The students were also told about how they are helping the farmers as 80% of the total revenue generated goes back to the farmer. The instructor also demonstrated the milk processing (Cleaning, Homogenization, Standardization and Pasteurization) by Video Clips.

This was a great way to learn about the milk production process in such a renowned plant and to get exposure about the transformation process including inbound and outbound logistics. Inbound logistics is about how milk is collected from the farmers followed by strict quality assurance mechanism where the milk samples undergo 29 quality control tests (mainly comprising of adulterants, temperature, taste, fragrance and weight). Outbound logistics is about how the processed milk is transported using thermally isolated milk tankers that are equipped with GPS system managed by central control room.

The students were shown some adulterant test, cleaning of milk transport tankers and large SILO containers (having one lakh liter capacity each). They gave the information about importance of milk (mainly for teenagers and working class) and its composition about all the milk varieties (token, toned, full cream and skimmed milk) based on its fat and SNF (Solid Not Fat) and there are to be used by different age group people. They took the students to a room where fully automatic human operated cleanser, homogenizer, pasteurizer machines were present. Finally, on the completion of the tour, the appetite was duly taken care with fresh flavored milk and ice creams.

Ms. Poornima Gupta, BBA 2nd year

Mr. Bhupender Singh,
Assistant Professor, DMS



ORIENTATION PROGRAMME

Batch 2021-24

Day-1

DME Management School organized an Orientation Programme for the students of BBA Batch 2021-24 during 23rd - 25th November, 2021. On the first day of the Orientation, Dr. Shalini Gautam, Associate Professor DME Management School welcomed everyone present and started with invoking Goddess Saraswati. The Dignitaries present included Hon. Justice Mr. Bhanwar Singh, Director General, DME, Mr. Aman Sahni, Vice Chairman, DME, Prof. (Dr.) Ravi Kanth Swami, Director, and Prof. (Dr.) Poorva Ranjan, Head, DMS. The main agenda was to introduce students and their parents to the fundamentals of DME, starting with the introduction to the college, Management School, mentors and the various societies.

Ms. Shanu Jain, Assistant Professor, DMS, started by introducing DME and its sister Institutions to the students and parents. This was followed by apprising the audience about DMS. After this, all the dignitaries present addressed the students and parents. Ms. Mansi Sabharwal, Assistant Professor, DMS, concluded the pre-lunch session by thanking everyone who made this possible and explaining the concept of Mentors, Buddy Mentors and Parent Mentors at DMS. In the post-lunch session, the students as well as parents were informed about DME Cultural as well as all the other institutional level societies. The post-lunch session was concluded by a Vote of Thanks by Dr. Shuchi Goel, Assistant Professor, DMS.

Ms. Ayesha Khan

BBA 2nd year

Day-2

On the second day of the Orientation Programme, the main theme was to teach the student how to be a mindful person in today's professional world and what corporates look for in the students, nowadays. Dr. Shalini Gautam, Associate Professor, DMS, welcomed everyone and started by invoking Goddess Saraswati.

Afterwards Ms. Shanu Jain, Assistant Professor, DME Management School, introduced the Dignitaries- His Grace Vedanta Chaitanya Das, Co-President, ISKCON, Noida; Mr. Jeetendra Vishwakarma, Motivational Speaker and Lifestyle Coach, ISKCON, Noida and Ms. Ankurita Pathak, Joint Director, FICCI.

This was followed by an interactive session by Mr. Jeetendra Vishwakarma. He discussed about the behavioral patterns of today's life, which includes- Passion, Goodness and Ignorance.

Later, His Grace Vedanta Chaitanya Das explained some of the points to follow to become a Mindful Person- To live in the present, Understand the power of vibration, Sense Control and Meditation. In the end His Grace conducted the 'Mantra Meditation'.

After this, Ms. Ankurita Pathak enlightened the audience about what do the Corporates actually look in the Students?

Post this address, the stage was taken over by Dr. Poorva Ranjan, Head of the Department, DMS. She explained what things can be beneficial for the students to be successful in corporate market. At Last, Ms. Shruti Auplish, Assistant Professor, DMS, concluded the ceremony by thanking everyone who made this possible.



During the post-lunch session, BBA students were assigned to different venues based on their sections- Studio 62, Moot Court, and the Seminar Hall. The sessions were taken by Ms. ShrutiAuplish, Ms. Pooja Tripathi, Ms. Mansi Sabharwal, Mr. Bhupinder Singh, Dr. Shuchi Goel, Mr. SwarajManchanda and Dr. Pooja Sharma in their respective venues. The Orientation program was designed to support new students and acclimatize them to the campus and the college life.

The session began by informing the students about the BBA Syllabus, the assessment system, attendance policy, time-table, placement system, Research Centres at DMS and the DMS Clubs- OMEGA, OASIS, ORACLE, Interact and Catalyst.

Students were also introduced to their respective Mentors. Following that, an ice-breaking session was held with the students during which a game called two truths and one lie was played and the students participated enthusiastically.

Ms. Ayesha Khan, BBA 2nd year
Mr. Tanmay Sharma, BBA 2nd year

Day 3

On the third day of orientation, Dr. Shalini Gautam, Associate Professor, DMS, welcomed all the students and the faculty members present. She then invited Mr. Bhupender Singh, Assistant Professor, DMS to explain the students about ERP (Enterprise resource Planning).

Mr. Bhupender Singh explained about the Collpoll application for both android and IOS users; how it is being used by our college to ease the workload of students by providing all the links to the class or meetings, assignments and news feed of the college. He explained via

presentation how a student's collpoll account will look and how they can log-in and make use of its features.

Later, Ms. Shanu Jain, Assistant Professor, DME, invited the student members of MIRAKI- Society for Mental Health to help the first years in transitioning from school to college, handle peer pressure, and time management.

The student volunteers of MERAKI, namely, Ms. Ambika Sharma, Law, 2nd Year and Ms. Tejaswini Verma, BBA, 2nd Year apprised the freshers about the society, how it can help them overcome their worst fears and how to be confident. Ms. Shanu Jain later on invited two more members of MERAKI Club to share their views on the topic- Transition from School to College. Ms. Tanisha Sharma and Ms. Megha Mishra, Law, 4th Year, gave an introduction about their journey from school to college and what challenges they faced throughout this journey.

In the Post-Lunch Session, Ms. Pooja Tripathi, Head, Alumni Cell, invited some of the Alumni to share their experience about what difficulties they faced during their post-BBA journey and how they achieved success in their respective areas.

Later On, Mr. Ayush Dube, BBA, 3rd Year, introduced the "Buddy Mentors" to the freshers. Towards the end, the freshers enjoyed a melodious music performance by their seniors. The third day of Orientation ended with Dr. Seema Mam, Associate Professor, DMS thanking everyone who made this orientation successful and welcomed 2021-24 Batch in this new Journey at DME.

Mr. Tanmay Sharma, BBA 2nd year



Orientation Glimses



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

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