

# Management@DME

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL



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

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## 7-Day Peer Faculty Development Programme On Claim for Fame: Geographical Indications:

DME Management School  
is organising  
7-day FDP on

Claim for Fame: Geographical Indications




**Prof. (Dr.) Ravi Kant Swami**  
Director  
Delhi Metropolitan Education

**17 - 24 January, 2022**  
**3:00p.m. onwards**






**Prof. (Dr.) Poorva Ranjan**  
Head  
DME Management School




**Google Meet**

Link:

<https://meet.google.com/bvh-vbrz-exf>



**CA Manal Sabharwal**  
Assistant Professor  
DME Management School



**Mr. Swaraj Manchanda**  
Assistant Professor  
DME Management School

The DME Management School organised a 7 Day Peer Faculty Development program titled 'Geographical Indications: Claim to Fame' during 17-24th January 2022, 2:30-4:30 pm via Google Meet. A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place.

A geographical indication right enables those who have the right to use the indication to prevent its use by a third party whose product does not conform to the applicable standards. For example, in the jurisdictions in which the Darjeeling geographical indication is protected, producers of Darjeeling tea can exclude use of the term 'Darjeeling' for tea not grown in their tea gardens or not produced according to the standards set out in the code of practice for the geographical indication.

The FDP was meant to understand the meaning of the term GI, applicability of GI in various natural and manufactured products in context of India, difficulties and challenges faced in implementation of GI, significance of GI for poor artisans, peasants, local artists, craftsmen, etc., conserving and enhancing the value of their intellectual property as GI is a part of the TRIPS agreement signed by India with WTO.

The First day of the FDP started with the motivation provided by Dr. Ravi Kant Swami, Director DME, regarding the value of peer learning through such initiatives, followed by the critical insights and

usefulness of certain mediums like Twitter for knowledge enhancement by Dr. Sudhir Bisht, Professor, DME and lastly the importance of this FDP, how it will enhance the knowledge of the participants regarding a major aspect of Intellectual Property Rights as well as its significance for our Indian ecosystem by Dr. Poorva Ranjan, HOD, DME Management School. Dr. Ranjan also introduced the theme with real life examples of GI in Paintings.

The session was followed by the presentation and inputs provided by Ms. Shruti Auplish, Assistant Professor, DMS, on the legal meaning of GI, difference between Appellation of Origin, Protected Designation of Origin and Protected GI. She also discussed the significance of GI in case of Handlooms.

The next day was followed by the significance of GI in manufactured products like Soap, perfumes and items like Goa Feni by Mr. Bhupender Singh, Assistant professor, DMS and then the importance of GI in case of Embroidery taken by CA Ms. Mansi Sabharwal, Assistant Professor, DMS.

The third day was focused on the role of GI in case of Agricultural items like Tea, Coffee and Rice taken by Dr. Shuchi Goel, Assistant Professor, DMS wherein she highlighted the significance of GI in case of products like a few varieties of Tea, Basmati Rice, Naga Cucumber etc., followed by the importance of GI Tag in increasing the sale and profitability of toys like Rajsthani Kathputli, Channapatna Toys of Karnataka, and Wooden Laquerware of Uttar Pradesh, etc. by Mr. Swaraj Manchanda, Assistant Professor, DMS.

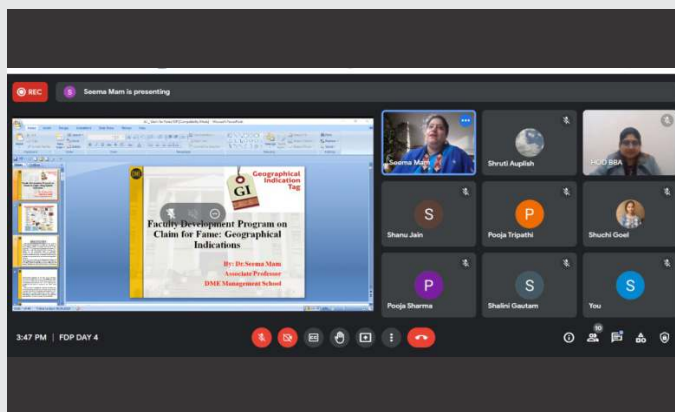
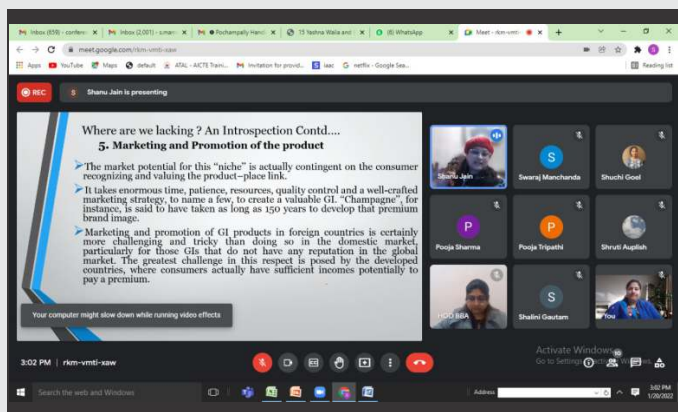
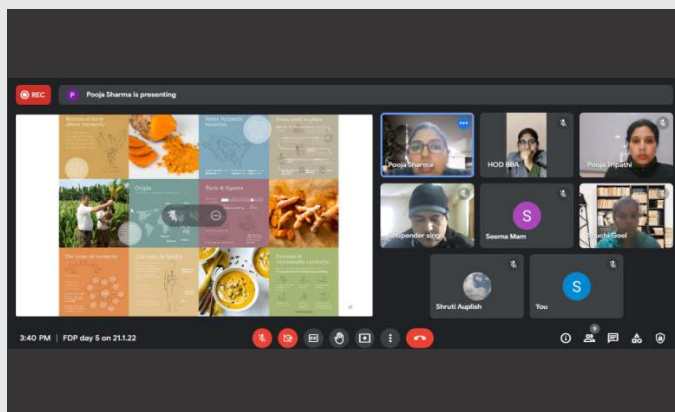
On the fourth day, the discussion revolved around the importance of GI tag for Textile products like Sarees by Dr. Seema Mam, Associate Professor, DMS followed by the limelight on the challenges, problems and opportunities inherent in the nature of GI as discussed by Ms. Shanu Jain, Assistant Professor, DMS.

The fifth day witnessed the presentation of Dr. Pooja Sharma, Assistant Professor, DMS that revolved around importance of GI in case of Indian spices and condiments followed by the interesting and meaningful thoughts and ideas conveyed by Ms. Pooja Tripathi, Assistant Professor, DMS, highlighting the significance of GI in case of Indian Sweets and Snacks.

The last day involved the presentation of Dr. Shalini Gautam, Associate Professor, DMS on the summary of the whole theme and the upcoming book of Centre for Management Research (CMR) based on the same, significance of Indian GI vs International GI. The next presentation was on the usefulness of GI for Indian Fruits by Ms. Monika Kadam, Assistant Professor, DMS.

After the presentations, Dr. Poorva Ranjan congratulated all the resource persons of DMS for their unique presentations on the interesting theme and for the successful conclusion of the 7 day FDP program. The FDP finally ended with a vote of thanks by Convenor, Mr. Swaraj Manchanda, Assistant Professor, DMS.

**Mr. Swaraj Manchanda**  
Assistant Professor, DMS





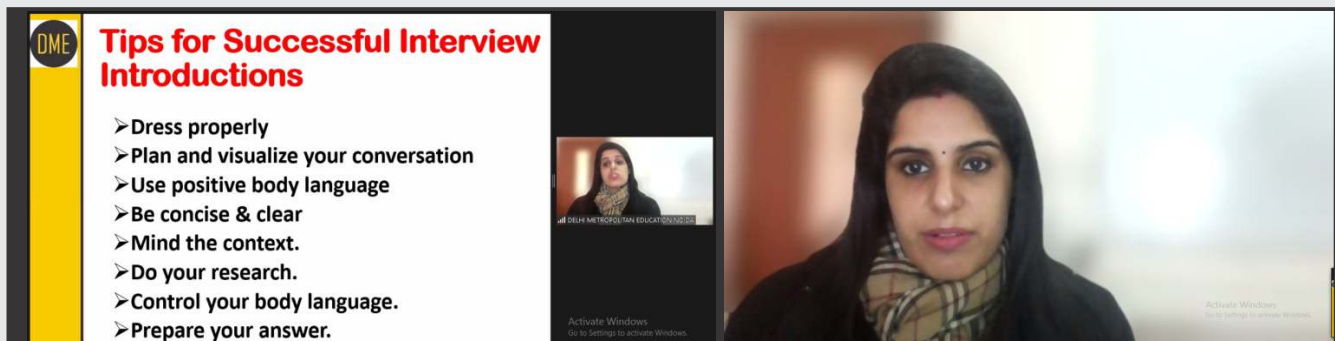
# Webinar by Oasis-HR Club On Self-Introduction for Right Impact

Oasis-The HR Club of DME Management School organized a Webinar titled 'Self-Introduction for Right Impact' on January 6th, 2022 at 2:30 P.M. via zoom. The objective of the webinar was to impart knowledge to the students regarding how to give introduce oneself for creating the right impact. CA Mansi Sabharwal, Assistant Professor-Finance, DME Management School, was the resource person for the same. She discussed how the students should present themselves amongst the people and speak confidently. She then talked about the situations where one usually needs to introduce oneself like in an interview, in professional networks, etc. In her session, she also mentioned the things that should be included in the self- introduction. During the session, the resource person also gave sample examples for Job interview in case of a Fresher/Experienced Candidate/ Presentation/

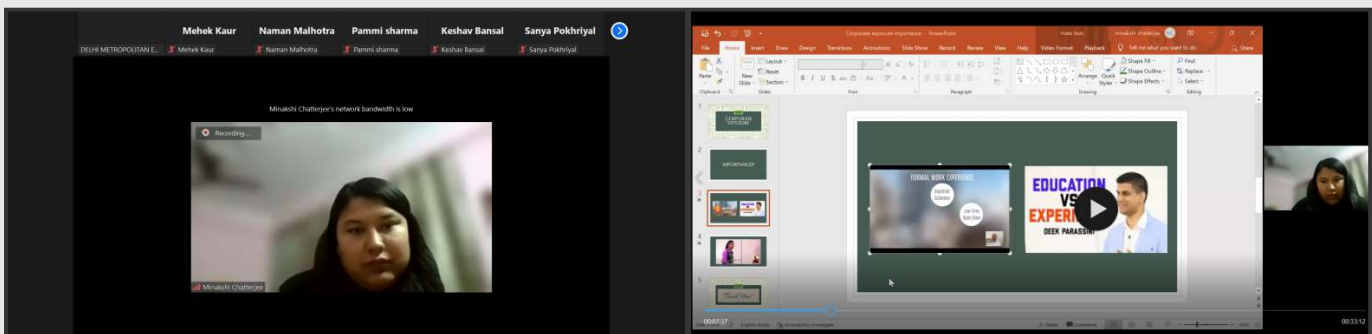
Networking. The attendees were given many tips on how to introduce themselves to unknown people. The key take-away from the session was that being true to yourself and relevant character are the two most precious assets for an introduction. The speaker urged the students to have a vision and passion in order to fly high in the sky. Her enthusiasm and continuous interaction kept all students engaged throughout the session.

The event came to a close with the vote of thanks by CA Mansi Sabharwal, whereby she thanked the lovely audience for such an interactive session. The session was attended by 160 BBA students.

**CA Mansi Sabharwal**  
Assistant Professor, DMS



## Alumni Interaction Series Episode~3 on Time Management



Corporate experience is considered to be one of the most important parts of professional education. Nothing can be better if an alumna herself narrates the experience. DME Management School in collaboration with DME Alumni Cell organized an Alumni Interaction Series Episode-3 on 28th January, 2022 at 3:00 PM through the Zoom platform. Ms. Minakshi Chatterjee, pursuing PGDM from SOBD was invited to share her corporate experience at Phronesis partners. She had worked with the organization for more than two years and undertook many roles during her timespan. Interacting with the current students of DMS, she began her session with some very thought-provoking videos on corporate experience followed by her experience at Phronesis partners as an Inside Sales Executive. She spoke of the need to have a stable schedule, how to manage time and then mentioned how she used to manage her time with such a busy schedule.

She especially talked about the several challenges that surmounted on her way to achieving her goals and how she put sheer effort into making her dream come true. Ms. Minakshi Chatterjee explained how to choose internships and also emphasized that one should not be in a haste for changing jobs rather must spend quality time in an organization and must learn the maximum one can. She also added the importance of being professional and explained how to make and enhance our resume. Eventually, Ms. Pooja Tripathi, Assistant Professor, DMS, concluded the session by thanking the guest and the audience. A total of 87 students attended the session. The experience shared was enlightening and useful to the students.

**Ms. Pooja Tripathi**  
Assistant Professor, DMS

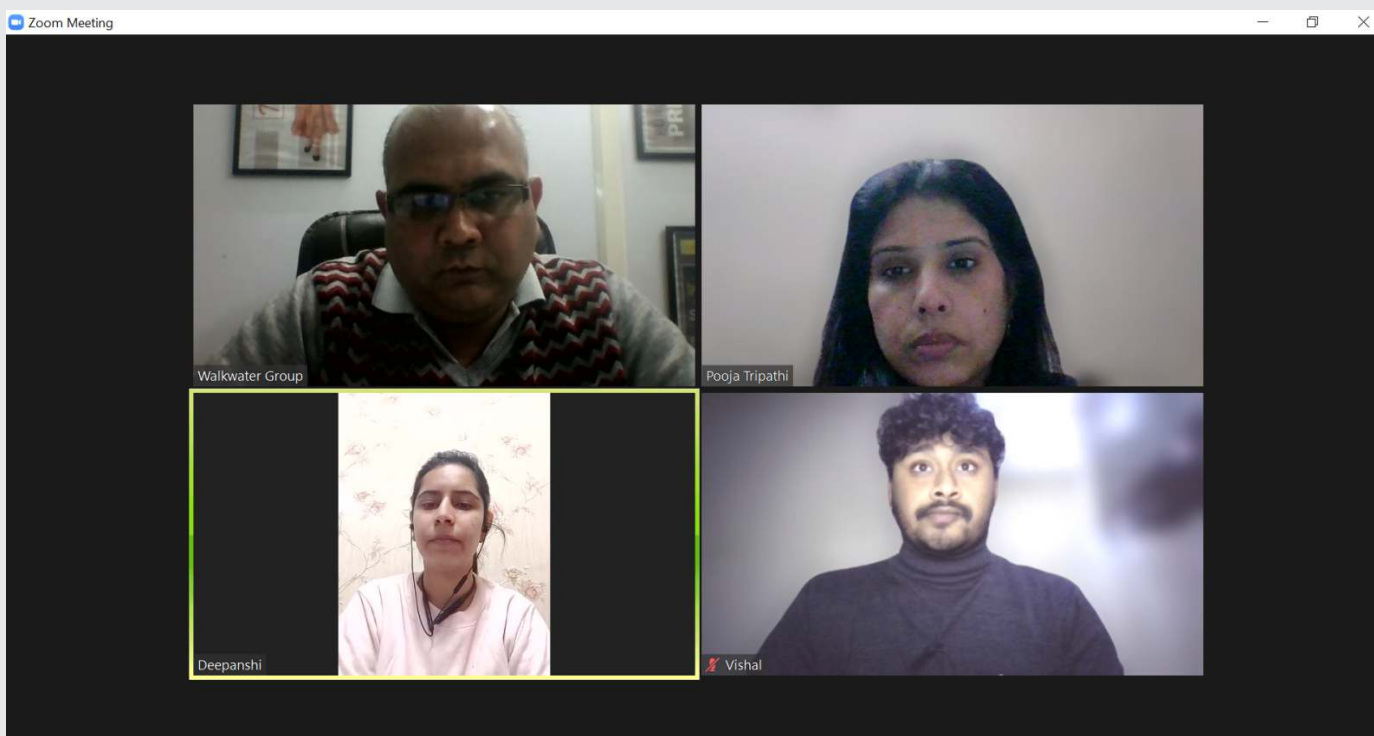
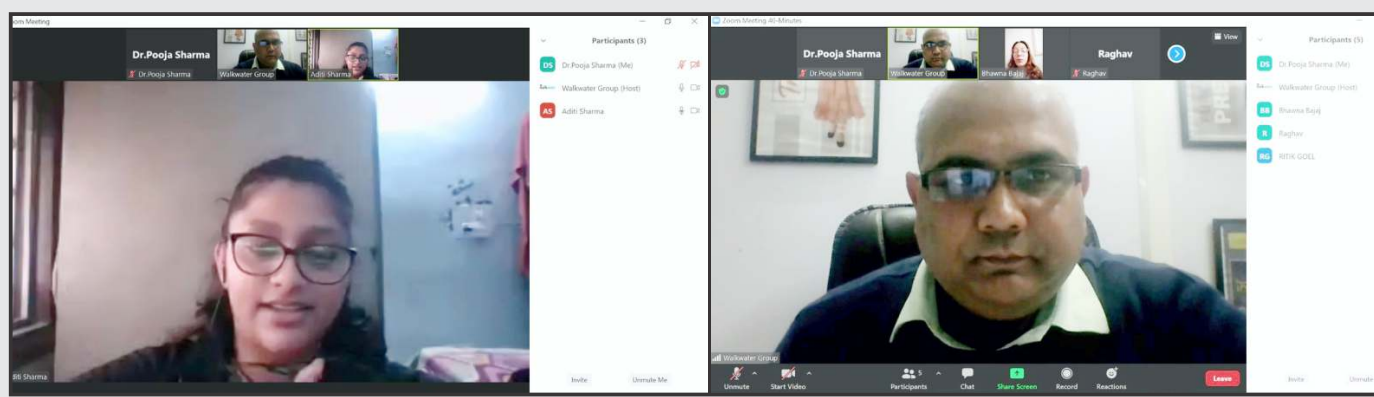
# Internship and Placement Drives

DME Management School in collaboration with the management placement cell successfully organized several internships and placement drives in January 2022. The internship drives were conducted for second year students. They will work as interns with the respective companies for three months. The internships were provided to students in the field of HR, Marketing, and Financing. This will not only give them exposure to the real corporate world but will open great opportunities in the future. Placement drives were also conducted for final year students. One such placement drive was conducted by Walkswater Group for the students of final year on 12th & 13th January, 2022. The positions offered were of Digital Marketing Specialists and Executive, Corporate Communication with package of ₹2.4 LPA. In the view of recent pandemic, the drive was conducted on virtual platform. 11 students participated on 12th January 2022 & 2 students participated on 13th January 2022. Only personal interview round was conducted. The selected students will appear for final round, which will be an online interview. The result is yet to be declared by the company

## Details of Internship and Placement Drives:

S. No.	Name of Company	Purpose of Drive	Students Selected
1	Ifortis	Internship	11
2	Carikature	Internship	9
3	Investosure	Internship	4
4	Insplore	Internship	9
5	Ultraprolink	Internship	2
6	Whole Sale Home India	Internship	3
7	Wishfin	Placement	3
8	Walkswater Group	Placement	Result Awaited
9	Investosure	Placement	10
10	ISIE	Placement	3
11	Zucol	Placement	1

**Ms Pooja Tripathi**  
Assistant Professor, DMS



# Webinars by Outreach Cell On Professional Courses at GGSIPU

The Outreach Cell of Delhi Metropolitan Education (DME) planned a series of webinars in January, 2022, in various schools. These webinars gave a detailed presentation on Guru Gobind Singh Indraprastha University and were attended by hundreds of students and their parents. The webinars covered the basic information about GGSIPU and the professional courses offered by them. It also covered the admission process as well as the fee structure of GGSIPU.

These webinars were much appreciated by the students and teachers of the schools. A Q&A session was conducted at the end of every webinar. The students asked lots of questions and all their doubts were cleared by Prof. (Dr.) Ravi Kant Swami, Director DME, who was the resource person in these webinars.

The Outreach cell was able to cover the following leading schools for these important sessions:

The Outreach Cell along with the Corporate Communication Cell has appointed 12 BBA students as brand ambassadors. These students help for digital promotions and liaison with schools for various webinars. These brand ambassadors were given the chance to connect with the Alma Mater of their schools in the webinars.

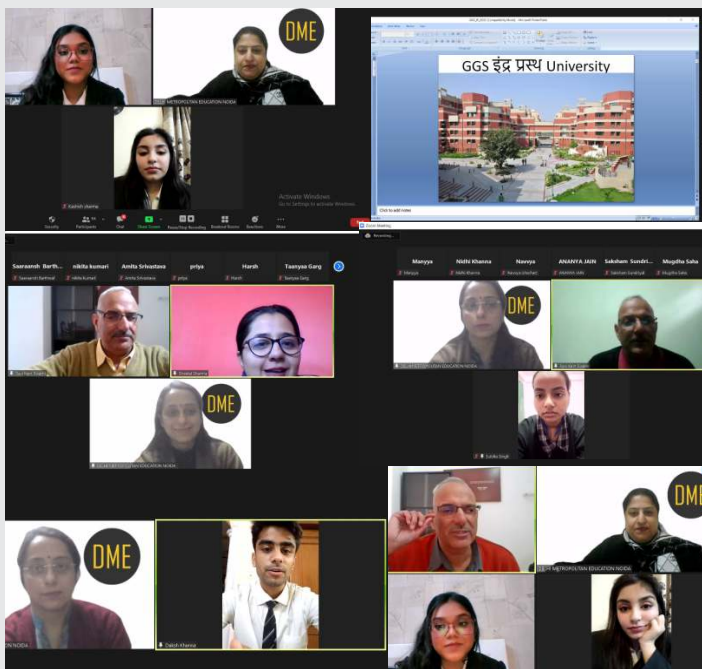
The Outreach Cell was able to sign first MoU with Sarvottam International School to conduct various short term certificate courses for classes VI-XII.

The first session was conducted on January 29, 2022 for students of class IX-XII. The topic of the session was 'Between the lines: Learn the Art of Designing'. The resource person for the session was Prof (Dr) Ambrish Saxena, Dean, DME Media School and Director, DME Studios & Production:

**Dr. Shalini Gautam**  
Associate Professor, DMS

## Details of Internship and Placement Drives:

S.No.	Name of the School	Date
1	National Victor School, Patparganj (For class XI), New Delhi	07-Jan-22
2	National Victor School, Patparganj (For class X), New Delhi	08-Jan-22
3	National Victor School, Patparganj (For class XII), New Delhi	10-Jan-22
4	Indirapuram Public School, Ghaziabad	14-Jan-22
5	Sarvottam International School,	18-Jan-22
6	Greater Noida Ramagya School, Noida	28-Jan-22



### Indirapuram Public School Ghaziabad

*Career Counselling Session*

**Professional Courses at  
GGS Indraprastha University,  
New Delhi**

Resource Person:

Prof. (Dr.) Ravi Kant Swami  
Director  
Delhi Metropolitan Education

14 January 2022 | 1400 Hrs

zoom

Contact: webinar@dme.ac.in  
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### Ramagya School Noida

*Career Counselling Session*

**Professional Courses at  
GGS Indraprastha University,  
New Delhi**

Resource Person:

Prof. (Dr.) Ravi Kant Swami  
Director  
Delhi Metropolitan Education

28 January 2022 | 0830 Hrs

zoom

Contact: webinar@dme.ac.in  
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### Sarvottam International School Greater Noida

*Outreach Workshop*

**Between the Lines:  
Learn the Art of Designing**

Resource Person:

Prof. (Dr.) Ambrish Saxena  
Dean  
DME Media School

29 January 2022 | 0900 Hrs

zoom

Meeting ID: 885 0330 3097  
Passcode: DME123  
Contact: webinar@dme.ac.in  
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# Upcoming Book On Claim to Fame: Indian Geographical Indications [70+ Indian GI Cases]

From the warmth of Kashmiri Pashmina, invigorating Darjeeling Tea, tranquilizing Arabica (for the coffee lovers), absorbing artworks from Rajasthan and Gujarat, savories of Bengal and Odisha, this book pulls together something quite simple that still holds the power to enhance your knowledge about India, the country that boasts of a rich culture.

We live in a world that is changing by the minute, and in this world, it is a challenging task to know for sure, the heritage and origin of a particular food or any item of clothing or a beautiful piece of artifact or handicraft. It should be of great interest and pertinence for the progenitors that India has nearly 400+ Geographical Indications (GIs) with many already in the pipeline that provides legal rights to the people whose trade or craft become available only due to their geographical factors. GIs provide commercial security to our indigenous products and processes that are uncommon.

To uncover the intriguing aspects of GIs in India, we at DME Management School took this initiative to come up with this book which would be a ready reference to everyone who is interested in the field. The book would be divided into three parts and reflect the heritage of social norms, traditional knowledge, and economic enhancement. Part A would unfold the nuances of GIs in India by the standards of expanding TRIPS and WTO apparatus. Part B would be a coalescence of caselets of

prominent GIs from the heartland of India covering handicrafts (paintings, toys, pottery, and embroidery), food products, handlooms, and agricultural products (spices, fruits, beverages, and miscellaneous). The implications for the stakeholders, opportunities and challenges, evidence from the experiences of artisans and farmers, consumer shopping patterns, the role of traditional and digital media marketing, and brand building aspects would be encapsulated in Part C. The chapters and caselets in each section will be contributed by the faculty members of DME Management School. Students would also be invited to contribute as co-authors which would give them an exposure to research and develop their skills of academic writing.

To be clear, the idea is quite simple, the research behind it was incredibly complex, and the ramifications are profound. With its interdisciplinary approach, the book will of the essence for the producers, supply chain stakeholders, policymakers, researchers, academicians, and students from all domains, peculiarly for legal and management studies. The discourse around the caselets will open a window of opportunities for the new-age entrepreneurs to revive the lost art and practices and put forward many value propositions.

**Ms. Shanu Jain**  
Assistant Professor, DMS

## Student Achievement



- Ms. Iti Mittal, Batch 2019-22, selected by 'Accrual Intelligence Manual Group' for Internship of three months at a stipend of 17K followed by Job offer of CTC 6LPA
- 2019 Batch Toppers - 1. Mr. Prabal Khanna      2. Mr. Nilesh Gaur      3. Mr. Puneet Kesarwani
- 2020 Batch Toppers - 1. Mr. Himanshu Yadav      2. Ms. Poornima Gupta      3. Ms. Simran Kasera

## Faculty Achievement

**Ms. Shanu Jain** - Ms. Shanu Jain - Co-authored a Paper titled 'Can the Post-COVID FDI Boost the Indian Economy?' Published in Vision: The Journal of Business Perspective ( Listed in ABDC and Scopus) First Published January 15,2022 <https://doi.org/10.1177%2F09722629211066286>

**Dr. Shalini Gautam** - Published a Research Paper titled 'Importance of perceived security, perceived privacy and website design of active online investors: an Indian market perspective' in the International Journal of Electronic Finance, January 2022 (Inderscience, Indexed in Scopus & ABDC).

**Dr. Shuchi Goel** - Research paper accepted for publication in the Journal of International Economics, Indexed in Indian Citation Index (ICI).



**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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