

# 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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## EmpowHER- International Women's Day



DME Management School  
Invites  
All the Students of  
Management, Law and Media  
to Participate in the  
**Poster Making Competition**  
**"EmpowHER"**  
On the occasion of  
**International Women's Day**

Date: 8 March 2022	Time: 10:30 AM	Venue: Amphitheatre, DME
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All the interested students must register on or before  
7 March 2022 by filling the form  
NO LATE ENTRIES/AD HOC REGISTRATIONS shall be entertained.

**Do's**

1. Team of Exactly 4 people
2. Size of the Poster- A3 only
3. Reflect Contemporary Issues
4. Use any colours (crayons, sketchpens, watercolors, etc.)
5. All materials to be brought by the participants only
6. Newspapers, Aprons etc. to be brought.

**Don'ts**

1. No vulgarity
2. Content should not be discriminatory against any color, caste, creed or religion.
3. No cluttering of the Premises

**Top 3 Teams to get Attractive Prizes**  
(Competition to be Judged by External Guests/Panelist for Multidimensional Leadership Conclude in the Auditorium followed by the Competition )

*We fervently believe that there is no limit on what a woman can achieve.*

Women are increasingly being recognized for their indispensable contribution to the society for bigger welfare for all. International Women's Day marks a call for action to accelerate gender parity. While it is a good thing that a day has been marked to celebrate women's contribution to society, the conversation should not be limited to just one day. Despite the progress made over the years in terms of reducing the gender gap, women are still struggling to fight for equality.

International Women's Day was celebrated on 8th March 2022 at Management School, DME, the theme being 'Breaking the Bias'. Prof. (Dr.) Ravikant Swami, Director, DME, Prof. (Dr.) Poorva Ranjan, HOD, DMS and an esteemed panel of women entrepreneurs emphasized that "Women should be financially independent". The disruptions induced by COVID-19 posed many challenges but the crisis also offered many opportunities as well to women entrepreneurs. Digital transformation, tech adoption and adaptation to the new normal are well underway. Diversity in leadership is good for business. With evolving job needs, women feel more empowered and find a level playing field. The new service industry doesn't rely on physical strength but skills that come easily to women, such as determination, attention to detail and measured thinking. Women are natural multi-taskers and wired for long-term strategic vision and community building. Yet they shy away from many opportunities. But at DME, we BREAK THE BIAS and strongly celebrate womanhood and believe that "Our greatest fear is not our inadequacy, but fear is that we are powerful beyond measure".

**Ms. Shirley Rex**  
Assistant Professor, DMS

# Short Term Industry Ready Training Programme (BBA Batch 2019-22)

DME management school in collaboration with DXC Technology and NASSCOM foundation by Rubicon organized a 40-hr 'Short term Industry ready Training Program for Graduates' during 14th- 26th March 2022 from 9:00 am- 1:00 pm for third year BBA students at DMS via Zoom. Around 100+ students enrolled for this course. The whole training program consisted of two courses to choose from: ITO and Insurance Operators. The students are divided in to two groups and the resource person of the workshop was Ms. Deepika. The event was hosted by Dr. Pooja Tripathi, Assistant Professor, DMS and Dr. Pooja Sharma, TPO, DMS.

The program provided an opportunity to acquire skills and knowledge from the senior practitioners of the industry. The trainer provided a comprehensive view of the insurance world especially US Insurance

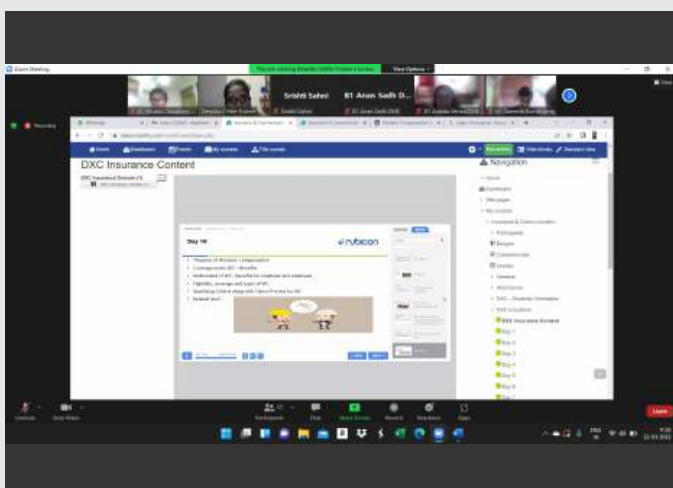
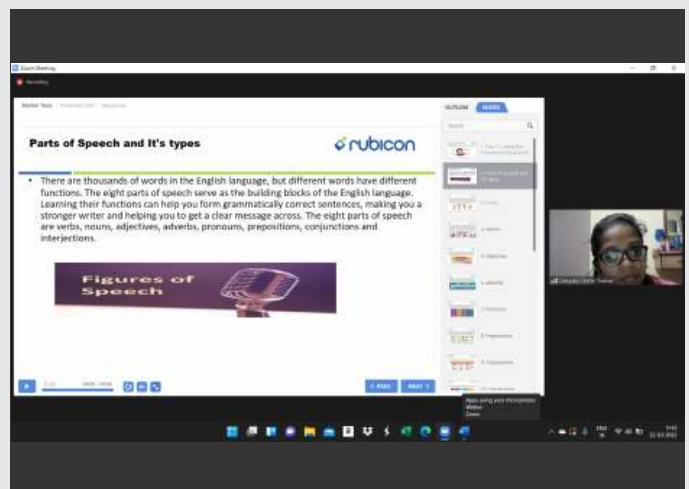
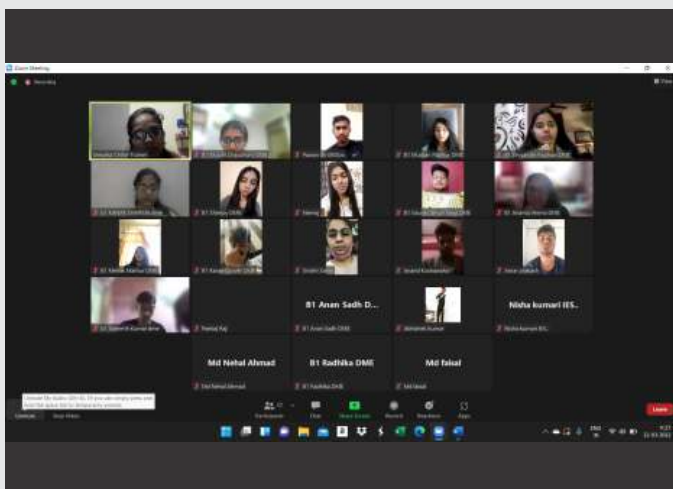
structure. Every day, the session was followed by a quiz to check the students' performance and evaluate their skills and the knowledge gained. The session also included interesting games like Just a minute and speeches to evaluate students on their communication skills and polish it. Ma'am gave in depth detail of the process of group discussion with a lot of real -life examples. At the end, ma'am explained strategies which can be used by students to outshine.

The session was followed by Q&A round wherein the students clarified their doubts.

The training also provided guaranteed placement support and certificate after completion.

**Ms. Khushi Chaudhary &  
Ms. Palak Bajpai**

BBA, 3rd Year



## Corporate Readiness Week (BBA Batch 2020-23)

DME Management School in collaboration with Placement Cell and Barkley's & Rubicon Foundation organized a 9 days Certificate Course on 'Interview Skills, Soft Skills & Personality Development' during 24.01.22- 04.02.22, 1-3 pm via Zoom. The course aimed at improving the employability skills of the management students. Various types of skills are essential in order to successfully manage an organization. Under this program, students were trained by Corporate Trainers to enhance their life skills which would help them to increase their chances of succeeding in a job interview significantly. Training was imparted by Mr. Siddharth Anand, Ms. Bhagwati Roy Chowdhury, and Mr. Lovnish Singhal. Mr. Siddharth is a prolific & proactive Trainer specializing in conducting extensive TNA, TNI, Content Development & Training Programs. Enriched with twelve years of experience with corporations like Wal-mart and Ebbw, he is actively enabled to perform the most daunting tasks with enormous ease. Ms. Bhagwati Roy Chowdhury is a seasoned L&D

professional, a life-long learner, with 13 years of extensive experience in the corporate world. With multi-industry exposure, ranging from Education, Training, Automotive, Retail, Healthcare, ITES to eCommerce, she has gained acquaintance with the comprehensive and fast-paced corporate environment. Mr. Lovnish Singhal is a highly motivated corporate trainer with more than 7 years of experience in training small and large groups across diverse industries. Proven success in leveraging educational theories and methodologies to design, develop, and deliver successful training programs and integrate instructional technology to provide onsite and virtual training. This nine-day training session concluded with a feedback session and certificate distribution.

**Ms. Khushi Chaudhary**

BBA, 3rd Year





# Multi-Dimensional Leadership Conclave (MDLC) On Account of International Women's Day

The theme for this year's International Women's day was 'Gender Equality Today for a Sustainable Tomorrow'. It resonated well with the COP 26 held at Glasgow as well as India's vision 2030. The campaign theme for International Women's Day 2022 was **#BreakingTheBias**. Four Women entrepreneurs namely, Ms. Shrishti Sharma, Ms. Vineta Pandey, Ms. Shammi Duggal and Ms. Sujata Mehta, were invited as keynote speakers for the conclave. Dr. Poorva Ranjan, Head, DMS expressed how entrepreneurship has changed the mindset and how this field is gaining traction. Prof. (Dr.) Ravi Kant Swami, Director, DME, blazed the stage with his very strong thought that *"Women should be financially independent"*.

The keynote speakers gave some very interesting take aways for every attendee: Ms. Shrishti Sharma - Founder, Director - GAME | Serial entrepreneur | Social activist | 4\*TEDx | Awarded as Asia's most innovative women entrepreneur, started not with her success story but failure stories. She mentioned that *"Women empowerment is not about giving special rights to women, but equity instead of just equality"*. For her, the first step to start anything is SELF DISCOVERY. Ms. Vineta Pandey – Founder at Floe- The English Academy- described herself as a gollivanter, a dreamer.....a bibliophagist who believes that life is best lived in the moment and

that an extra dose of enthusiasm never hurt anybody. She emphasised on the importance of courage as she believes that it takes courage to do anything in life. Ma'am suggested a few books as well to the students. Ms. Shammi Duggal – Co-Founder at myJen.ai- makes artificial intelligent products for Communication Skills. She talked about the importance of finding beauty in various cultures. Lastly, Ms. Sujata Mehta -Founder & Editor in Chief at Eduvoice.in.concluded by mentioning one simple principle of her like- *"Never give up in your life"*

This followed by a panel discussion that was moderated by Ms. Shanu Jain, Assistant Professor, DMS and Ms. Shruti Auplish, Assistant Professor, DMS. The conclave also witnessed the launching of the book 'Digital Start-ups: Reshaping the Indian Landscape post Covid 19' authored by the faculty members of DMS and published by Bloomsbury Publication. This book culminates the role and importance of digital start-ups in the Indian landscape.

A Poster Making Competition was also held for the students on the women's day theme. The event concluded with students receiving some insightful advice.

**Ms. Shirley Rex**  
Assistant Professor, DMS



# Professional Courses at GGSIPU- Series of Webinars in Schools

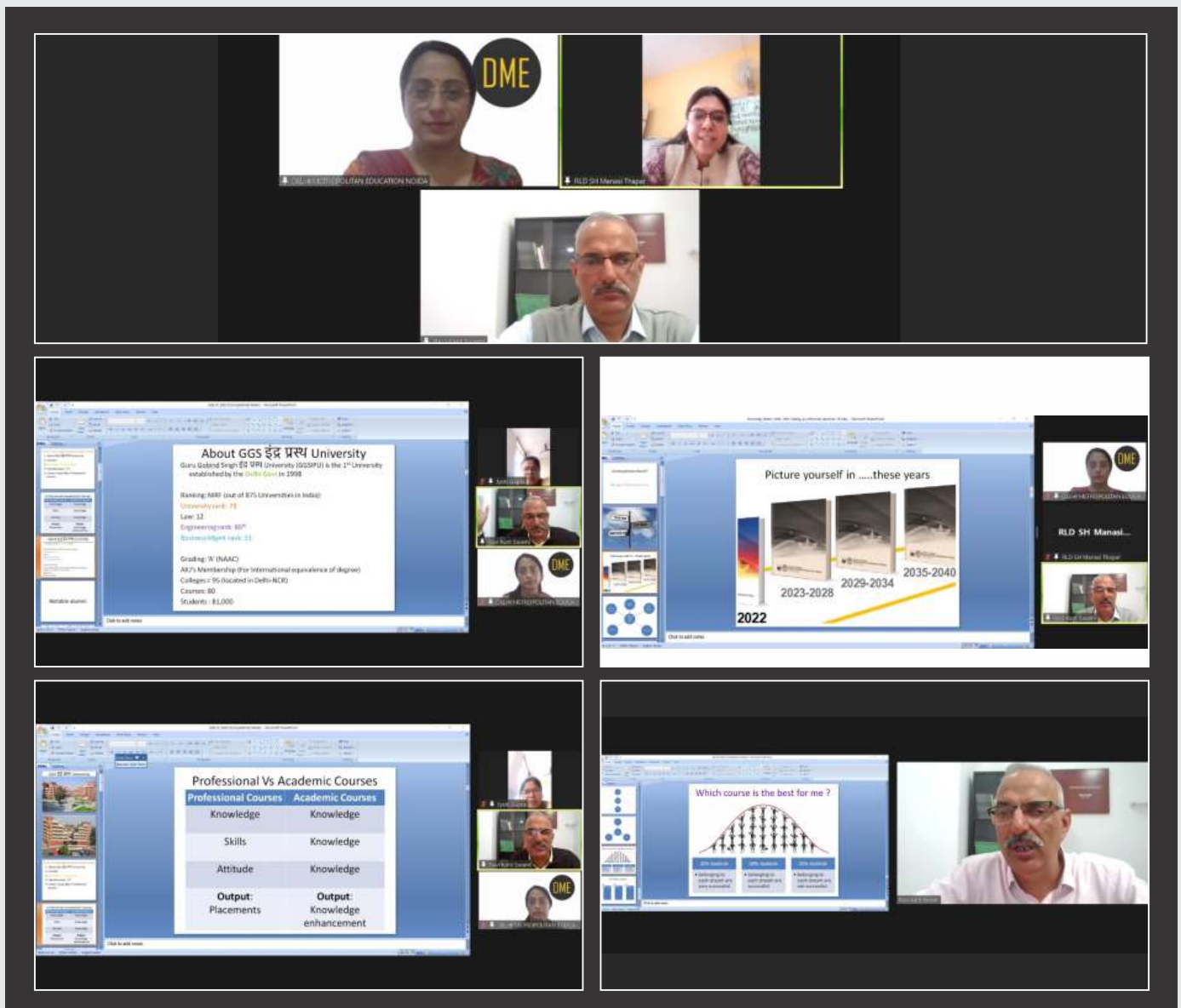
The Outreach Cell of Delhi Metropolitan Education (DME) conducted various webinars in the month of March, 2022 in schools. These webinars gave a detailed presentation on Guru Gobind Singh Indraprastha University and were attended by hundreds of students and their parents. The webinars covered the basic 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. At the end of every webinar, the Q&A section was there. 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. One of the webinars was conducted for class X students in which the guidelines for choosing the right stream in class XI were discussed.

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

S.No.	Name of the School	Date
1	Professional Courses at GGSIPU -JKG International School, Noida (For class XI)	03-Mar-22
2	Choosing Stream after X: Taking an informed decision - Ryan International School, Ludhiana (For Class X)	09-Mar-22
3	Professional Courses at GGSIPU - Ryan International School, Ludhiana (For class XII)	16-Mar-22
4	Professional Courses at GGSIPU - Indirapuram Public School, Crossing Republic (For class XII)	16-Mar-22

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





# Movie Case Discussion

## By

### The Centre of Excellence for Sustainable Development (CSD)

The Centre of Excellence for Sustainable Development (CSD) at DME Management School organized a Movie Case Discussion as a part of its Research Day activity on 22 March 2022 from 1:00 PM onwards in Nelson Mandela Auditorium, DME. This activity saw the presence of 92 attendees.

The initiative aimed at sensitizing students and facilitating discourse around Sustainable Development Goals (SDGs). It included screening of short movies nominated by the SDGs in Action Film Festival, coordinated by the United Nations Department of Economic and Social Affairs, a special event in connection with the High-level Political Forum on Sustainable Development (HLPF), the UN central platform for the follow-up and review of the 2030 Agenda and its 17 SDGs followed by a curated discussion. The event was coordinated by Ms. Ayesha Khan & Mr. Adarsh Raj (Students, BBA Batch 2020-23).

Ms. Khan welcomed Prof. Dr. Ravi Kant Swami (Director, DME), Faculty Conveners, Dr. Seema Mam, Associate Professor, DMS and Ms. Shanu Jain, Assistant Professor, DMS as well as all the attendees. She apprised the audience about CSD and its Vision & Mission. Dr. Ravi Kant Swami, then addressed the audience and explained the real meaning of sustainability and how it is really important for us in our daily lives. Later, he talked about the 17 Goals led by the United Nations to achieve a better and more sustainable future ahead. Following movies were screened at the event:

Nazzinda Ruth's '**To Survive**' - A documentary about Carroline Nanvuma, chairman of Keyune Zone Slum, and her initiative 'The Porridge Project.

**The Invisible**' by Anna Marry and Ellie Suttle.

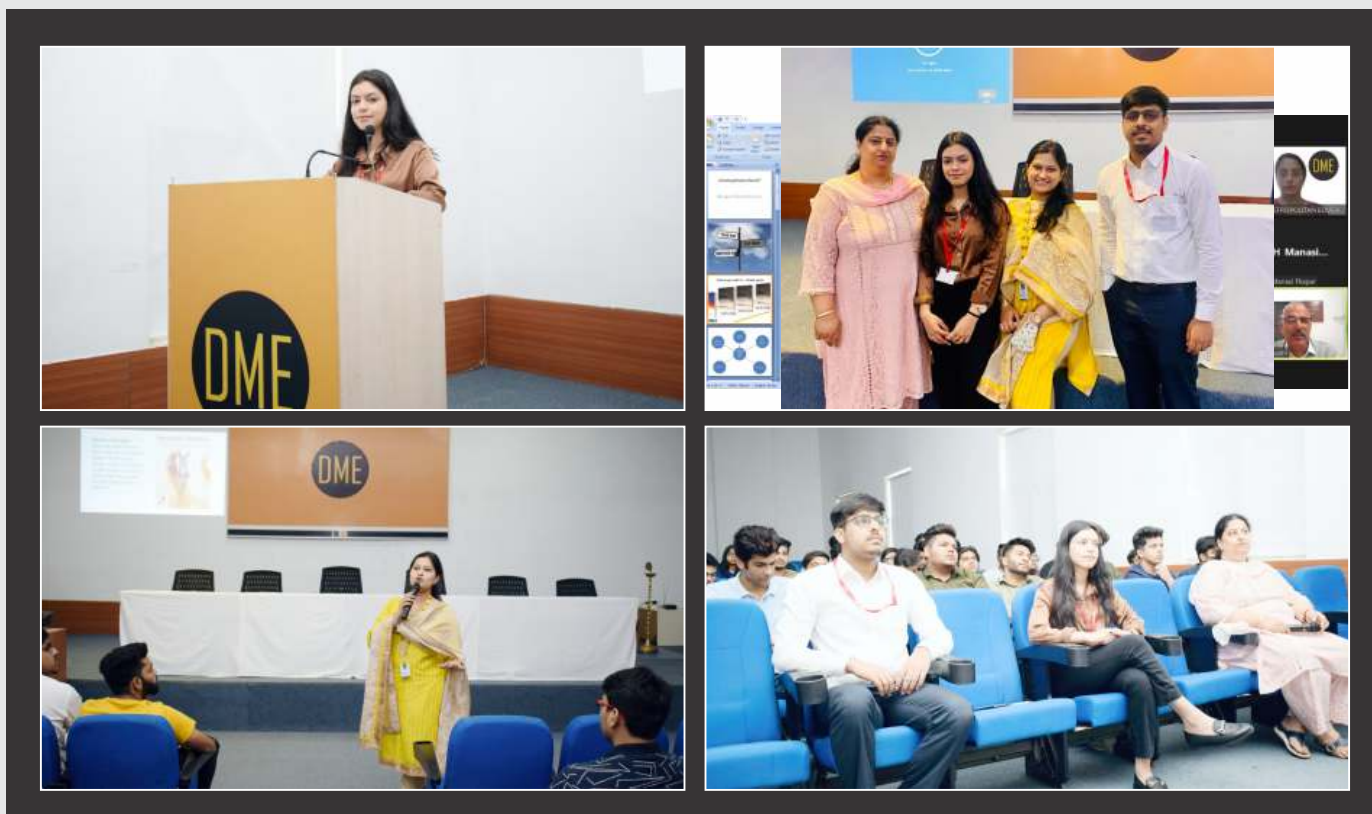
**Limit** - The short documentary directed by Debasish Mazumder.

After each movie the faculty members Dr. Seema Mam and Ms. Shanu Jain, curated a discussion amongst students. They were welcomed to discuss their thoughts and understanding of things portrayed in the movies and also their personal experiences.

Many students shared their lived experiences during Covid lockdown, role of small invisible things making a larger impact in lives, and what bit they do individually and collectively to help building a sustainable society.

The event concluded with an encouraging pledge taking ceremony where all the attendees pledged to join hands in contributing towards a sustainable future we all look forward to. In the end, Ms. Khan presented a formal vote of thanks.

**Mr. Tanmay Sharma**  
BBA, 2nd Year



# Student Achievement

**DME**  
DME Management School

We **Congratulate**  
**Manushi**  
for getting placed  
in




**Manushi Nautiyal**  
BBA 2019-22

B 12, Sector 62, Noida  
Tel.: 7042667951, 7042667516

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**DME**  
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We **Congratulate**  
**Aditi & Yash**  
for getting placed  
in



**Aditi Sharma**  
BBA 2019-22

**Yash Bharadwaj**  
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**DME**  
DME Management School

We **Congratulate**  
**Garvit & Vipin**  
for getting placed  
in



**Garvit Gupta**  
BBA 2019-22

**Vipin Sharma**  
BBA 2019-22

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**DME**  
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We **Congratulate**  
**Sakshi & Prabal**  
for getting placed  
in



**Sakshi**  
BBA 2019-22

**Prabal Khanna**  
BBA 2019-22

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