



# COMMUNITY NEWSLETTER *Management@DME*

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## EDITORIAL



This month witnessed festive fervour and excitement. The department celebrated Diwali by refreshing itself with new ideas, commitments and goals to be achieved.

An institution is a place not only to transact academic knowledge. It should rather aim at the comprehensive development of its faculty and students. It must focus on generating and disseminating knowledge on contemporary issues and challenges in the society. It is my immense pleasure to share that with this noble objective in sight, the department has taken a step ahead having decided to establish a 'Centre of Excellence for Sustainable Management'. The centre has envisioned emerging as a platform to conduct research and create awareness on sustainable management and development practices, a global requirement of present and future generations. I wish the members of the centre great success ahead.

*Bindu Sharma,  
Associate Professor*

*Editorial Board: Ms Bindu Sharma, Ms. Navya Jain,  
Ms. Roli Wadhwa*

## HR String Meet-HR Success Talk

On 25th October, 2017, the Management Department at DME organized an insightful session for BBA students on the following relevant topics:

- How to be a team player? (Presented by Mr. Govind Singh Negi, Director, Talent Engagement, 3 Pillar Global)
- What are the attributes companies look into while hiring a fresher? (Presented by Mr. Rajarshi Biswas, Biz Verto)
- How can the art of networking help fresh graduates? (Presented by Mr. Himanshu Singhla, CEO, Online Troubleshooters)



The HR String Meet began under the graceful presence and guidance of Hon'ble Mr. Justice Bhanwar Singh, Director General, DME, Prof. (Dr.) Bhavish Gupta, Director (Officiating) and Dr. Azad S. Chhillar, HOD, Management, DME. The event was organized in collaboration with HR Success Talk. Ms. Deepti provided a brief introduction to the company, its services and platforms. She aptly described the company as an HR network of HR, by HR and for HR. The company boasts of a vibrant and active community of 17000+ members.

Mr. Govind Singh Negi began his talk by confessing that the real challenge faced by organizations during recruitment is not the lack of technical expertise of candidates but the lack of team playing ability. Building team players and being a team player is relevant in all domains of management, all industries and all professions. He invited answers to questions such as:

- Who is an ideal team player?
- Do you have an ideal team player in your team?
- Are you a team player?

Thus, Mr. Negi enumerated the three virtues that define a team player- Humility, Hunger and People Smartness. He explained how an ideal team



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player should have a combination of all three virtues and how lacking in one or more domain can be detrimental to team performance as well as one's own growth. Mr. Negi also shared how 3 Pillar Global applies this concept in its operations. The company uses these virtues to assess candidates during recruitment, assessing existing colleagues and developing them, for making promotion decisions.



Mr. Rajarshi Biswas gave his perspective on what companies consider important while hiring freshers. He said that being a fresher is a mindset and has nothing to do with skills or age. He gave the mantra, "I am a fresher-I am a leader". Through this mantra, he believes that one must be open to learning each and every day, irrespective of work experience, skill or age. He outlined the following critical attributes that recruiters look for in potential hires:

- Being a learner, showing the eagerness to learn.
- Positive attitude, which goes a long way in the journey to success.
- Personality, a reflection one's internal quality.
- Confidence, it matters and must be developed over time.



- Communication skills, the ability to convey ideas and also listen to others.
- Command over subject, a display of one's seriousness towards an industry and discipline.
- Ethics and Intent, which shows professional and personal integrity.

Further, Mr. Biswas said that eagerness to learn and ethics and intent are two attributes that are non-trainable. Hence, these two are paramount during a recruitment process.

Mr. Himanshu Singhla discussed the art of networking and potential advantages for freshers. He walked around the auditorium, energized the students by throwing interesting questions to the audience.

- Is technology good or bad?
- Who all want to earn money?
- Is earning money better or earning people (connections)?

He went on to explain that technology can be good or bad depending on how we use it and earning people is always better as that can ensure growth in the long-term. He outlined how networking means cultivation of relationships and that it can provide opportunities, exposure, relevant contacts and relations, common ground and learning experiences for us. He shared some key tips for successful networking:

- Target your connections – Attending events and meet-ups and be a social event crasher (take centre stage).
- Elevator Pitch - Be ready with a clear, concise description of who you are, your interests, how you can add value.
- Build a conversation starter - Add something unique to your wardrobe or items that you carry which may invite attention for the right reasons.
- Always follow the Rule of Three: Firm handshake for not more than 5 seconds; Have meaningful conversations of not more than 5 minutes with one person; Be a good listener (80% listening, 20% talking).
- Engage in some flattery by leading with a compliment.
- Exit gracefully - End the conversation on a pleasant note.

The HR String Meet was a grand success. It provided relevant practical tips to students that will help them succeed in the industry and grow in their respective domains.





## Debate Competition

A debate competition was organized by our department under student initiated society called 'ELM' on 11th October 2017.

'Impact of Social Media on Youth' was the topic for the debate. The dignitaries Mr Aman Sahni, Vice Chairman; Mr Bhanwar Singh, Director General; Mr Azad Chhillar, HOD Management, were present to encourage the students.

The competition comprised of six teams, each team comprising of two members out of which one member spoke in favour of the motion while the other member against it. After each team expressed their views, they were questioned by the interjectors in the audience. All the teams gave strong arguments relating to the topic as they could relate the topic to their own lives. Students were judged on various parameters including their content, confidence, fluency and so on. The event was judged by senior faculty members - Ms Bindu Sharma and Ms Chandrani Ganguly.

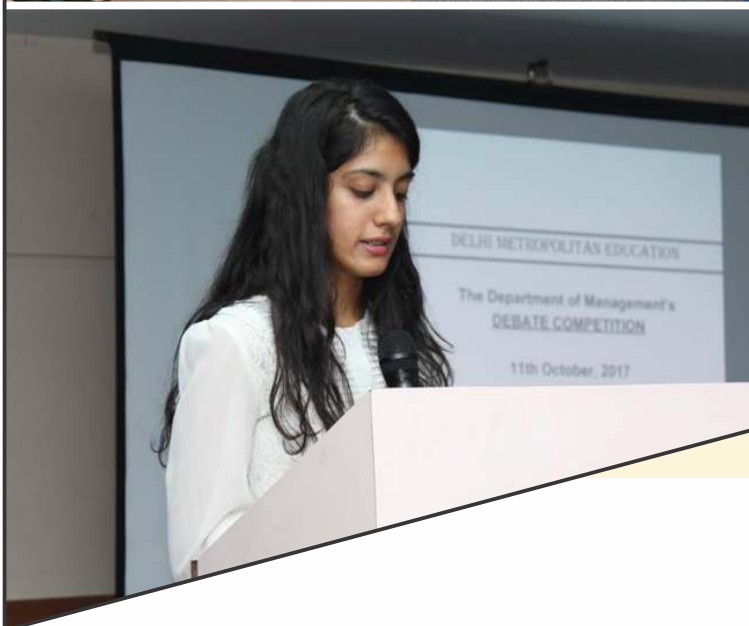
At the end, the results were announced. Aashi Sharma (3rd year) bagged the first position while Anamika Chauhan (1st

year) and Nishtha Arora (2nd year) won the second and third positions respectively. Ms Pooja Tripathi, faculty in the organizing committee gave away the prizes.

Mr Aman Sahni congratulated all the position holders for their performance and appreciated the zeal and efforts of all the participants. He also suggested ways as to how students can improve their performance for the next time.

A vote of thanks was given by Mr Azad Singh Chhillar, thanking the organizing committee, participants and a wonderful audience.

The efforts of all were evident as the event was a roaring success.



## Evolution of Sustainable Development

Sustainable development has fascinated the state officials, NGOs, civic bodies as well as the business units since the second half of the 1980s. This has induced policy actions at the level of the private along with the public sector. 'Sustainable Development' was officially acknowledged at the international front at UNCED (United Nations Conference on Environment and Development) held during 1992 in one of the cities of Brazil, Rio de Janeiro. The origin of this concept, however, can be traced down to the 1950s/1960s. This was predominantly on account of the realization that fast industrialization process was putting a strain on the regional environment. Despite the occurrence of smog in London during 1952-53, the detrimental impact of rapid industrialization was brought to the public eye by the work of Rachael Carson during 1962 in the form of a book, *Silent Spring*. This development was supported by two masterpieces, one by Hardin during 1968 (*The Tragedy of Commons*) and another by Ehrlich during the same year (*The Population Bomb*).

The environmental distress led to the organization of Human Environment conference by the United Nations in 1972 in Stockholm, Sweden. Ecological integrity, biodiversity, limits to economic growth as well as population health were the key points of discussion. The latter half of the 1970s saw attention being drawn towards the problems of depletion of ozone layer as well as the discharge of greenhouse gas. The year 1980 saw the emergence of another seminal publication, *World Conservation Strategy*, put forth by IUCN (International Union for Conservation of Nature and Natural Resources). At the heart of this text lay



**Shuchi Goel**  
Assistant Professor

the importance of preserving the environment while simultaneously promoting economic growth and development. In order to monitor the progress of efforts after the Stockholm conference, a meeting was held by the UN during 1982 in Nairobi, Kenya. The Nairobi Declaration, although acknowledging the successful efforts aimed at protecting the environment, also highlighted the fact that they were not adequate to reverse the deterioration in the quality of environment globally. Due to this environmental degradation and the increase in population as well as economic growth- the key factors having an impact on environment, a commission was instituted by the UN General Assembly to present a novel development plan with an emphasis on sustainable development. This commission, labeled as WCED (World Commission on Environment and Development) or the Brundtland Commission, held its first official gathering during 1984 in Geneva, Switzerland with one of the Norway's former Prime Ministers as its Chairman. After years of discussion on the concept of sustainable development, the commission is credited with propounding the meaning of sustainable development as the, '... development that meets the needs of the present without compromising the ability of the

future generations to meet their own needs", (*Our Common Future*, 1987). The commission opined that economic development and environment go hand in hand and thus cannot be considered as two separate tasks.

20 years after the Stockholm Conference in 1972, the Rio Summit was organized in 1992 to discuss and carry forward the environmental protection strategies. The two key outcomes of this summit were the Rio Declaration and the Agenda 21. While the former gave an insight into the issue of sustainable development, the latter provided extensive measures to advice and synchronize the efforts of different nations, the U.N., etc in enabling the economies move on to the path of sustainable development. It also saw the adoption of a treaty to fight against climate change. The 1992 Rio Summit was followed by the Johannesburg Summit during 2002. This summit recognized the presence of new problems in the attainment of sustainable development on account of the increased world integration and global capital flows. As an important outcome, the developed economies were asked to provide ODA (Official Development Assistance) to their developing counterparts. It also laid importance on the role of the private sector in the attainment of sustainable development. The year 2012 saw another summit organized, the RIO+20 Summit. The key outcome of this summit was the idea of a 'Green Economy' as a tool for promoting sustainable development.

The above discourse indicates that the efforts aimed at achieving sustainable growth and development of nations are probably going to expand in the future as well.



## Sustainable Development -The Concept

“Sustainable development”- most of us are aware of the term. Globally, we are contemplating but struggling to achieve ecological balance and environmental sustainability. Sustainable development is the pressure on present generation to use our natural resources in such a manner that we may take care of the future generations' requirements also. The balance between social, economic and environmental activities is ardently needed to attain sustainability. Nature has blessed us with abundant resources and many of these resources are non-renewable. It is our responsibility to use these limited resources in a very prudent manner and do the needful to replenish the loss.

There has always been exploitation of natural resources which led the world towards problems related to environment-climate change, the depletion of ozone layer, rising of sea level, bio diversity changes, greenhouse



**Bindu Sharma**  
Associate Professor

effect etc. The causes of environmental disasters are chemical, metal industries, mineral products, fuel, use of natural gas, waste produce, agricultural waste, manure production, crop waste and residual burning, the disposal of waste water etc.

There have been numerous conferences, seminars and discussions on the concern of sustainability but still we are not able to manage it. It is very important to recognise that no one has

right to overuse the finite resources of nature. Our business houses should take the responsibility to maintain the balance. The society, economy, and environment are interdependent and thus we cannot ignore one for other.

In India, the majority population is from rural background and survives on natural resources, rivers, coastal areas, forests, farms, and other sectors that are directly affected by climate. Their livelihood is entirely based on sustainability. This makes the situation at hand rather precarious.

Though the fact cannot be denied that people, governments, and businesses have started thinking about and initiating towards attainment of sustainability, the problem is bigger than the efforts being made and we need to put out all stops to achieve this goal earnestly.

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## Sustainable Development

Parents always sacrifice things for betterment of their children. But we, living in 21st century, have become so selfish that we forget about our future generation. This Millennial generation is so obsessed about growth that they are creating a question on existence of Homo sapiens. In the light of so called “Growth”; the resources are being consumed injudiciously, especially non-renewable resources. It is estimated that world will run out of drinking water by the end of 2050. Air will be polluted to the extent that people will have to carry oxygen mask with them before stepping out of their four walls. After having a glimpse of these facts the question arises that are we actually developing or creating graveyards for ourselves?

Sustainable development is the need of the hour. As defined by Brundland report, “sustainable development means development that meet the need of present generation without compromising the ability of future generations to meet their own needs.” Therefore the need is for growth with environment protection.



**Shelly Agarwal**  
Assistant Professor

Countries around the globe are getting conscious regarding the environment as ozone layer is depleting fast, average global temperature is rising, glaciers are melting and sea level is increasing. Recently, Paris Accord was signed to mitigate global warming. It is an agreement within United Nations Framework Convention on climate change. Now even consumers are getting vocal for preserving environment and they are boycotting products of environmentally irresponsible companies and there is an increasing trend for environment

friendly products. In addition, global stock markets are creating GREENEX index, which measures the performance of companies in terms of carbon emissions, so that investors are aware about environment conscious companies. Green jobs are getting a lot of popularity in this century. As quoted by UNEP, green jobs or green collared jobs means, "work in agricultural, manufacturing, research and development (R&D) and service activities that contribute(s) substantially to preserving or restoring environmental quality". With the advent of electric cars, hopes are high that pollution can be reduced to certain levels.

Charity begins at home. Self control is the best way for sustainable development. Every global citizen should take a pledge to prefer only environment friendly products, to avoid activities that are harmful to the environment, minimize use of CFC emitting gadgets and non-renewable energy. Each day should be celebrated as Environment Day.

## An Industrial visit to Yakult

Students of our second year Management department went for Industrial Visit to Yakult, Sonapat, Haryana on 31st October 2017. Yakult Danone India (P) Ltd is a 50:50 JV between Yakult Honsha, Japan and Groupe Danone of France, both of which are global probiotic leaders. Yakult is manufactured at an ISO 9001:2008, HACCP and OHSAS 18001:2007 certified manufacturing facility in Sonapat, Haryana in India.

The visit started with the factory explaining each and every step in the process of manufacturing of the probiotic health drink, starting from the germinating of the *Lactobacillus casei* strain Shirota (LcS) bacteria, to enlarging it to the desired production while keeping a close eye on the quality control, to the packing and packaging of the final product. All the queries resulting in the minds of the students were addressed well by the guide.

Students participated with enough zeal to make the visit interactive & gained maximum knowledge during the visit. After the factory visit the students were welcomed to a presentation hall for a brief presentation. The science behind Yakult was

thoroughly explained. The emergency exit plan of the area which is a part of the organisation's OHSAS certification programme was also shown. Then a brief introduction about the company, its origin and its current position having global presence was briefed to the students. The concept of Shirota-ism was also explained to the students. The students were given cookies and a bottle of Yakult (65ml). The visit ended by a group photo of all the section after which the students expressed their gratitude and bade goodbye to the company staff.



## An Industrial Visit to Coco-Cola happiness factory

Industrial visits are an integral part of any profession course. The basic objectives of such visits are to develop and impart practical knowledge to students and providing them an opportunity to directly meet and interact with people of the company. To sustain this practice, this time the department of management organised an industrial visit for BBA final year students on 16 October, Monday, to Coco-Cola happiness factory.

The trip began at 10:00 am from college. The students were accompanied by two faculty member - Ms. Bindu Sharma and Ms. Pooja Tripathi. On their way to the factory, Ms. Bindu Sharma explained the basic objectives of the visit and also gave them various topics on which they should enhance their knowledge by enquiring company personnel. It took approximately an hour to reach the destination, where after basic verification; students were taken inside the factory. It was really pleasant to see the ambience of factory. All students were formally welcomed and thereafter asked to register themselves. Students were also served with the company's beverages. Later, the executive of company explained evolution and foundation of Coco-Cola in detail. Subsequently, students proceeded in their auditorium to watch a video on the company. The video was extremely



informative, factual and carried many surprising elements. Students were then taken to a wall showcasing the company's advertisements over the time. They further proceeded to an immensely clean and hygienic corridor. From this corridor they could see and understand the entire processing, labelling and packing of Coco-Cola. Students were amazed to see the kind perfection and impeccable system followed.

Consequently, the executive took the students to the heritage section where they could see the evolution of bottles through which the company sold their beverage to company. The company is selling more than 2500 products across the world.

The team of Coco-Cola also illustrated

their various CSR initiatives like "Veer" and "being Human". They also explained various technologies and actions the company is taking in order to replenish the water that they take from mother earth. They have been regularly working in this direction so that they can increase the percentage of water used by them to replenish back in the environment.

Students also asked various questions to the executives about dissolution of various chemicals, pesticides, high content of sugar, and its ill effect on health on children. The executive satisfactorily replied all the queries and presented various facts and figures to eradicate various myths and misconceptions about the beverages. They clarified that excess of everything is harmful, as is with their beverage. Students were certainly pleased to learn these actualities.

Finally, all students were made to play interesting games and quizzes to examine their learning from entire tour. They divided students into various groups and conducted competition among them. Later, winning team was also given prizes.

The visit concluded with taking photographs and capturing various cherished moments in camera. The entire trip was an enjoyable and knowledgeable experience for everybody.





## Diwali Celebrations at DME



**Navya Jain**  
*Assistant Professor*

17th October saw DME come together as a family to celebrate the festive spirit of Diwali. The day's revelries, organized by the FLY Committee began with a Rangoli making competition. Colours were provided to the four teams that belonged to BBA, BJMC and Law departments. Each team was allotted a space in which to create a Rangoli. The teams created beautiful designs, using vibrant colours and sharing thoughtful messages for the onlookers. Ms. Ramani and Ms. Chandrani served as the judges for the event. They assessed each Rangoli, interacted with the teams as part of the judges' responsibilities. First position was won by BJMC, second position was won by Law and the third position was won by BBA. The Rangoli making competition was a fun-filled, creative exercise that also refreshed the faculties' team spirit and team work abilities.

Faculty members and staff members gathered at the Nelson Mandela Auditorium for an address by the dignitaries. Shri Vipin Sahni, Chairman, DME, extended his heartfelt wishes to the entire DME family and Mr. Justice Bhanwar Singh, Director General, DME, provided unique insights into the

historical significance of Diwali for different religions. The event was also graced by the magnanimous presence of Mrs. Sahni, Chairperson, DME, Mr. Aman Sahni, Vice-Chairman, DME and Dr. Rakesh Sharma, Sr. Advisor, DME. Thereafter, the entire team of DME enjoyed a lavish lunch and reconvened for the much awaited round of Tambola.

Prof. (Dr.) Bhavish Gupta, Director (Officiating), hosted the Tambola event, calling out the numbers, jesting with participants and keeping the gathering entertained with his good humour. It was a grand success as prizes were quickly lapped up in different categories of Early five, top row, middle row, bottom row, corners, star and full house. With every winner, there was a chorus calling out and hoping for a bogus claim. Everyone enjoyed Tambola thoroughly. This was followed by a surprise, "Lucky Dip" wherein two faculty members were randomly picked as the lucky prize winners. Ms. Shelly Aggarwal grinned ear to ear as she won a prize in Tambola as well as the Lucky Dip round. After the exciting Tambola game and Lucky Dip round, the faculty and staff members were cordially invited to collect their Diwali gifts.

The festivities then shifted to the Moot Court where the evergreen, energetic game of Musical Chairs was to be conducted. Prof. (Dr.) Bhavish Gupta, Director (Officiating) served as the controller of the music for each of the rounds, with constant support from Mr. Abhishek. The faculty members danced about the chairs, some holding on to them, careful of every beat, every pause in music. As the music halted, some had to scramble and search for vacant chairs. Ms. Deepika and Dr. Bahl were the winners of Musical Chairs. Thus, the day ended on a high note and everyone began the holiday week in festive spirit.





## FUNKAAR'17

An intra college art competition, "FUNKAAR'17" was organised by Spectrum, the Art Society of DME on 16th October, 2017. All departments of DME participated in the event with huge enthusiasm. The students' talent was spectacular in different art forms. The organisation of such programs is essential for a student's holistic development along with basic academic curriculum. All praises for Art Society of DME for always encouraging our students to participate in such activities.



## "NAKAL KE LIYE AKAL" by Taabiir

The Theatre Society of DME "Taabiir" presented its first play "NAKAL KE LIYE AKAL" and showcased the wonderful talent of budding artists of DME on Monday, 30th October, 2017 at Nelson Mandela Auditorium. The performance was applauded by the audience comprising of students and faculty of DME. The act was witnessed and appreciated by the Vice Chairman, Mr, Aman Sahni; Director General, Hon'ble Mr. Justice Bhanwar Singh; and Director (officiating), Prof. Bhavish Gupta also. 'Taabiir' is all set to provide an effective platform to the students to nurture their artistic skills.

