



# COMMUNITY NEWSLETTER Management@DME

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## In This Issue:

- Page 1 • My Vision - Corruption Free India  
Page 2 • Six Sigma Repacked  
Page 3 • India at the World Economic Forum –  
A conscious call for Sustainable Development  
• Faculty Development Program(FDP)  
Page 4 • Upcoming events at DME



## EDITORIAL



The Republic Day reminds us every year about the independence struggle of our freedom fighters.

On this day we commemorate the sacrifice of our martyrs to achieve the independence. Today we are celebrating this feeling of freeness, enjoying the freedom to life, speech and earn but do we really understand the worth of this status. Our youth needs to understand this they must acknowledge the contribution of our countrymen. The mere commemoration doesn't serve the purpose. History of our country is evident that how invaders looted our country the once called golden bird has been caged by foreign countries. The reason had been the divide and rule policy of invaders. The country which was rich in every aspect struggled for its freedom due to its own strife. The disharmony, the conflict the disunity was the root cause. The selfish interests of different people was the major reason. We must learn from past and improve ourselves. The nature's bounty, the cultural heritage and our demographic dividend make us a unique country. Our youth is wise enough and aware of our strength. This is my request to all my young ambassadors to understand the value of our independence and carryforward the torch of patriotism from one to another. Our country needs our young brigade to contribute.

I wish you all a very new year a happy Republic Day and a wonderful life with new dreams and vision.

*Dr. Bindu Sharma,  
Associate Professor*

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

## My Vision - Corruption Free India

On 3rd November, BBA students gathered at the Nelson Mandela Auditorium to attend the debate competition organised by GAIL India on the topic “My vision - Corruption free India”. The event was graced by the presence of esteemed dignitaries Shri K.Gopala, Shri Abhinav Pandey, Shri Dhiraj Goyal and Dr. Azad S. Chillar.

The competition was conducted in Hindi and English. Before embarking on the competition, Saraswati Vandana was performed and the dignitaries were engaged in a lamp lighting ceremony. Shri. Dhiraj Goyal enlightened the gathering with his views on the social evil of corruption. The students, faculty members and the dignitaries all took a pledge against corruption.

Pledge - “I believe that corruption has been one of the major obstacles to economic, political and social progress of our country. I believe that all stakeholders such as Government, citizens and private sector need to work together to eradicate corruption”. I therefore, pledge:

- To neither take nor offer bribe
- To act in public interest
- To follow probity and rule of law in all walks of life.

After the pledge, Shri K. Gopala outlined how the future of a country rests in the hands of the present generations. He reminded everyone of the 'Iron Man of India', Sardar Vallabhbhai Patel, and relevant corruption related legal sections that one must be aware of. A huge round of applause followed as the stage was set for the participants to engage in lively debates.

Winners were awarded for both Hindi and English debate. They were awarded with a merit certificate and a cash prize. A total of 44 students participated in the event, 22 in each category. The event saw enthusiastic participation from the debaters as well as the audience, questions raised and met with animated discussions on finding possible solutions for the problem of corruption.

Winners for English category:

1. Darvesh Chaudhary and Shreya Mittal
2. Aditi Pasricha and Megha Chaturvedi
3. Inderdeep Singh and Savyasachi Parashar

Winners for Hindi category:

1. Ujjawal Sharma
2. Gajendra Singh and Sanchit Arora  
Keshav Negi



*- Ayesha Ahmed & Harshita Rawat*



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## Six Sigma Repacked

On 19th January 2018, as part of Peter F. Drucker Management Lecture Series, the Management Department of DME organized a guest lecture on the topic 'Six Sigma Repacked', presented by Prof. Avinash Singh. A seasoned journalist and academician, he is currently the Group Director at Rayat Bahara Institution, Haryana, was the Pro-Vice Chancellor at University of Technology and Management (UTM) at Shillong and Advisor at the University of Petroleum and Energy Studies (UPES), Dehradun. He had valuable insights to share from his stint of 20 years with Hindustan Times and the rich, academic endeavors he had undertaken.



The lecture was organized for all the BBA students and an invitation was also extended to BJMC students to participate in the event. Prof. Avinash started with some basic questions to rouse interest among the audience members. He explained the basic concept of 'Six Sigma', a practice that enables the achievement of perfection in all processes, thereby developing excellence in business. At the onset of the lecture itself, Sir gave three important qualities that will help students practically, he said that students must be intelligent, meticulous and judicious in their approach.

Sir gave an extraordinary demonstration of selling and marketing skills through a live exercise for the students. He asked them about two sets of shirts with different prices and minor differences. He stated that one set of the shirts costs Rs. 1000, whereas the second costs Rs. 1200, after 40% discount. He asked every student present to raise their hands to signify which one of these two t-shirts they would want to purchase, if given a choice. Very few students raised their hands for the first

set, and more than half raised their hands for the second (discounted) option. This is how he showed the students what marketing strategy is all about and explained as to how marketers make their product look more attractive and appealing. He explained that the actual cost of the shirt would have been Rs. 300, and after manipulation (discount), consumers get tricked and end up buying products for higher prices.

During the lecture, Sir discussed many examples, shared stories and showed videos of various advertisements, explaining how these ads tend to sell dreams and especially the mesmerizing ones that tend to work as hooks for consumers. He kept everyone engrossed and engaged in his lecture so much so that when he felt that the audience was getting distracted, he would immediately crack a witty line to lighten up the students. He also explained about the basic strategies that are needed to compete in the market. He stated that if one can say  $2+2=5$  and prove it, then that is brilliance and that is in demand. 'Without knowledge, you cannot succeed; you have to be street smart. Work smart, take the credit.' He gave such practical advice among many more to the students which will help them excel in the future.

The lecture concluded with a mention of the importance of 'Communication' and his generous offer to take up another lecture sometime soon, focusing entirely on Corporate Communications. Prof. Avinash encouraged the students to be proactive and take the centre stage at such gatherings. This was a gesture to boost the confidence and speaking abilities of the students. More than 10 students turned up for a Vote of Thanks, expressing their experiences, understanding and learning in the lecture. The students thanked the HOD Sir, for organizing such a meaningful and beneficial lecture and requested him to continue such endeavors in the future also. This lecture will surely go a long way in helping the students stand out and make a mark in the competitive corporate world. Prof. Avinash also distributed cash prizes that he had promised at the beginning of this lecture. The cash prizes were given to those students who answered his questions correctly and made their presence felt in the gathering. The students participated enthusiastically throughout the lecture, gave an ecstatic applause and expressed their sincere gratitude towards Prof. Avinash towards the end of the lecture.

- Ms. Prerna Saluja, BBA 1st Year





## India at the World Economic Forum – A conscious call for Sustainable Development

International communities are abuzz with the ongoing meet at the World Economic Forum (WEF) being held in Davos, Switzerland. The last time that India was represented by a Prime Minister (PM) at the WEF was in 1997. 20 years on, the honourable PM of India, Mr. Narendra Modi, gave a vibrant speech during the plenary session of the WEF, raising pertinent questions on humanity, welcoming and declaring India as a lucrative destination for business, and highlighting the challenges and goals that the nation must work towards. He shared his vision of India as a 5 trillion dollar economy by the year 2025.

Indeed, the PM's statements were meant to encourage the audience, a gathering of some of the most influential business leaders and global CEOs, to consider India as an investment opportunity. He cited the new structural reforms as the opening of a new door of FDI for India. Among the three challenges facing the global community and humanity, he discussed the issues of climate change, terrorism and reverse globalization. All three issues have a direct bearing on the growth of a nation and can directly impact efforts of achieving sustainable development. The theme at WEF, 'Creating a shared future in a fractured world' speaks volumes about the magnitude of global efforts needed towards creating awareness, building bridges and finding solutions for inclusive growth and development for all.



**Navya Jain**  
*Assistant Professor*

Another occasion to celebrate India's strides at the global level is the felicitation of popular Indian actor and humanitarian, Mr. Shahrukh Khan, who was awarded the 'Crystal Award' alongside Oscar winner, Ms. Cate Blanchett and Oscar and Grammy winner, Mr. Elton John. In his address, Mr. Shahrukh Khan lauded the efforts of the Indian government on women empowerment and shared his own experiences of understanding the issue of women's rights and gender in the society. He was awarded for his noble work as the founder of "Meer", a non-profit organization that works towards supporting, rehabilitating and empowering victims of acid attack. Indeed, his reflection over the concept of gender and its power dynamics is thought provoking, considering the recent movements on gender pay parity across the board, not limited to any one industry

in particular. It is a global phenomenon and applicable in the field of entertainment, sports and business.

Also, there has been no dearth of Indian women at this historic forum. Ms. Chetna Sinha, a social entrepreneur, micro finance banker, an economist and activist, is among the seven women co-chairs for WEF. She is the founder and president of Mann Deshi Mahila Bank and the Mann Deshi Foundation, having worked extensively with marginalized communities and undertaken corporate community partnership programmes.

Thus, it will be interesting to see how the political and business environment come together to initiate inclusive growth opportunities in India. While working towards the ambitious goal of becoming a 5 trillion dollar economy, each citizen will need to play a vital role in ensuring that we take everyone along in this journey towards development, without hampering the opportunities for our future generations. We will have to be custodians of our households and our industries, monitoring actions and reactions, mindful of their probable impact on our planet, the economy and the society. We will have to ask ourselves unsettling questions and reflect over our shortcomings as a global community if we are to achieve holistic growth in the near future.

## Faculty Development Program(FDP)

On 6th January, 2018, The Management Department at DME organized an insightful session for faculty members on Mentorship. Air Commodore Dr. A.S. Bahal, HOD Management, DME was the chief presenter for the session. It was a two hour session which covered key aspects about mentorship; the art of mentorship and the relevance of mentoring for students at this level.

The FDP began under the graceful presence and guidance of Hon'ble Justice Bhanwar Singh, Director General, DME, Mr. Aman Sahni, Vice Chairperson, DME, Dr. N.K. Bahl and Dr. Azad S. Chhillar, Professor, DME. The session was attended by the faculty members of Management, Journalism and Law departments.

The session started with Dr. Bindu Sharma introducing Dr. Bahal to the faculty members. Dr Bahal began the session by



**Roli Wadhwa,**  
*Assistant Professor*

enlightening the faculty members about the relevance of experiential learning and the importance of the Chinese proverb "If you tell me I forget, If you show me I remember". He explained mentorship as a personal development process which maximizes the potential of a person. He enumerated important characteristics of mentorship process – unbiasedness, confidentiality and commitment. The

session was extremely interactive in nature, as different faculties shared their perspectives on the topic. Several examples for mentor-mentee were discussed at length; Aristotle-Alexander, Gandhi-Nehru etc. Indian mythology with also touched upon as Arjun-Krishna Samvad was quoted as an example of true mentorship.

Dr. Bahal demonstrated mentoring process by involving two faculties in a role play, simulating a mentor-mentee session. Through the demonstration, the faculty members were able to understand the commonly made mistakes during mentorship sessions and how they can improvise their direct sessions with students. It was truly an enriching session for all the faculty members.

# Patriotism “Quotes”

“It is not always the same thing to be a good man and a good citizen.”

- Aristotle

“Ask not what your country can do for you, ask what you can do for your country”

- John F. Kennedy

“Patriotism is your conviction that this country is superior to all other countries because you were born in it”

- George Bernard Shaw

“Here is your country. Cherish these natural wonders, cherish the natural resources, cherish the history and romance as a sacred heritage, for your children and your children's children. Do not let selfish men or greedy interests skin your country of its beauty, its riches or its romance.”

- Theodore Roosevelt

“Patriotism is when love of your own people comes first; nationalism, when hate for people other than your own comes first”

- Charles de Gaulle

“Patriots always talk of dying for their country but never of killing for their country.”

- Bertrand Russell

“A man's country is not a certain area of land, of mountains, rivers, and woods, but it is a principle; and patriotism is loyalty to that principle.”

- George William Curtis

“Love your country. Your country is the land where your parents sleep, where is spoken that language in which the chosen of your heart, blushing, whispered the first word of love; it is the home that God has given you that by striving to perfect yourselves therein you may prepare to ascend to him.”

- Giuseppe Mazzini

## UPCOMING EVENTS AT DME

National Conference on  
India and Changing Aspects of News  
**ICAN 2018**



March 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup>, 2018

**DME COLLEGE FEST 2018**



16TH MARCH  
2018



Affiliated to BSSSPL, New Delhi &  
Approved by Bar Council of India

Delhi Metropolitan Education

**2<sup>nd</sup> NATIONAL MOOT COURT COMPETITION  
2018**

6th - 8th, April 2018

