



# COMMUNITY NEWSLETTER *Management@DME*

Vol 3, No 1 (August 2018)

www.dme.ac.in

## In This Issue:

- Page 1 • BBA Orientation 2018
- Page 3 • A Welcome Note for Batch 2018-21
  - Family Like You - Admissions Success Celebrations
- Page 4 • Peter F. Drucker - Management Lecture Series
- Page 5 • Patriotism and Markets: The Profitable Emotion



## EDITORIAL

India became an independent nation with Nehru's popular "tryst with destiny" speech in the Parliament. With this ushered the Nehruvian midway economic policy called "Socialism". Legacy haunts and therefore, what was construed by the then policy makers was that foreigners are cunning people who came to India under the garb of businessmen and then grabbed political power.

Thus started the journey of a country with a population of 35 crore on a path which had the risks and advantages of both, capitalism and communism. Indeed, "risk-less" avenues inevitably lead to a "no-profit" result. Traversing on the path of socialism, or "pseudo-socialism", led to the expansion of the public Sector and unimaginable controls over the private sector. For a better understanding of the reader of this newsletter, labeling the post-independence economic policy as the anti-thesis of Liberalization, Privatization and Globalization (LPG) seems to be a better proposition.

India created white elephants named BHEL, HMT, SAIL, BEL, BSNL, State Electricity Boards, so on and so forth. The Government of India was producing products ranging from needles to bread, from steel to locomotive engines, and from wrist watches to tractors. Indeed, these are things that the present reader cannot imagine the government to be doing. Should manufacturing watches or tractors or producing steel or electricity be the priorities of governments? If the government will focus on such tasks, then who will take care of healthcare and education in a country? Obviously, the priorities of socialism were erroneous and therefore, were destined to fail.

By 1991, India reached the nadir of its socialistic economic policy with its foreign exchange coffers at abysmally low levels, the public sector ruining the tax-payers' hard earned money, bulging import bills, surging stock indices and the like. It was time not to introspect, but to act.

With the careful Cambridge trained economist and finance minister, Dr. Manmohan Singh, the country was ushered into an era of Liberalization, Privatization & Globalization. Our economic policies were liberalized and many sectors were unchained from the draconic 'inspector raj'. The doors of the hitherto restricted sectors like telecom, airlines, power production & distribution, etc. were opened for the private sector. Finally, the corporates from the rest of the world were permitted to sell their products and services in India.

On the nation's 72nd birthday, economic development can be felt in all walks of public life and the repercussions of LPG have percolated down to every nook and corner. The 60% contribution of the services sector to India's GDP is probably the best corroboration of the success of the implementing LPG in India.

In this edition of the newsletter of the DME Management School, the theme 'Independence' has been rightly chosen by the editorial board. Independence has no meaning unless it leads to economic independence of the populace.

*Prof. Dr. Ravi Kant Swami*  
HOD, DME Management School

*DME Management School welcomes  
the class of 2018-21*



## BBA Orientation 2018

*- Ms. Navya Jain*  
Assistant Professor

On 7th August, 2018, DME Management School held an Orientation Programme at Nelson Mandela Auditorium for the newly admitted BBA students (Class of 2018-21) and their parents. The Chief Guest for the Orientation Programme was Mr. Amulya Sah, Senior Director-HR, Samsung R&D Institute, Noida. The Guest of Honour for the event was Dr. Sanjeev Gemawat, Executive Director (Legal) & Group Company Secretary, Dalmia Bharat Group. The programme was also graced by Honourable Mr. Justice Bhanwar Singh, Director General, DME, Mr. Aman Sahni, Vice Chairman, DME and Prof. Dr. Ravi Kant Swami, Director, DME & HOD, DME Management School.

A warm welcome awaited the guests, Mr. Amulya Sah and Dr. Sanjeev Gemawat as they were received by our students in a ceremonial fashion upon their arrival at DME. The gathering invoked the blessings of Goddess Saraswati at the very start of the auspicious Orientation Programme as the dignitaries proceeded with a lamp lighting ceremony. After a brief introduction of the college and its offerings, the gathering was introduced to each of the distinguished dignitaries at the dais and the eminent guests were felicitated with tokens of gratitude by the Director General and the Vice Chairman.



**Theme of the Current Issue**  
**INDEPENDENCE DAY**



*Editorial Board: Prof. Dr. Ravikant Swami,  
Ms. Navya Jain, Ms. Roli Wadhwa*

**Delhi Metropolitan Education**

B-12 Sector 62 NOIDA (U.P.)

Phone : +91-7042667951

MOBILE: +91-7042667516

E-mail: info@dme.ac.in



Prof. Dr. Ravi Kant Swami gave a motivating welcome address to the students, emphasizing on the key aspects of BBA that differentiate it from any other course in business and commerce. He expressed his hearty congratulations to all the students and their parents for having found a place at DME and becoming a part of the DME family.

Honourable Mr. Justice Bhanwar Singh very graciously showered his blessings upon the students and urged the students to practice noble virtues in order to become excellent pupils. He advised the students to build their character by striving towards self-confidence, ensuring punctuality and discipline and being respectful towards their faculty members.

Mr. Amulya Sah began his lively and interactive talk by asking students to reflect on their career aspirations after BBA. He helped students realize that they should be happy and congratulated them for having secured a good place for themselves. He urged the students to give a round of applause for their parents who had surely sacrificed a lot to give the best to them. Among the first lessons for students was to always express gratitude where it is due. During the course of his talk, he discussed the origin of “Ubuntu” and also told students a story about two friends in a jungle, emphasizing on the importance of common sense. He also drew attention to the fact that we tend to live in a theoretical space and find ourselves disconnected from reality. Some of the most important lessons that he shared through videos and personal anecdotes were:

- You are a born winner and you are unique, don't die a copy.
- Defeat must be a learning.
- Unlearn to learn.
- Don't be paranoid. Seek help and it shall be provided.
- Take risk and embrace change.

- Enjoy your time, every moment of it.
- Hardwork is the only sure way to success, so keep persevering.



Dr. Sanjeev Gemawat outlined the importance of having an entrepreneurial spirit. He asked students as to why most picture themselves as employees rather than as employers. He explained to students how job opportunities will be limited unless people try and create wealth for then society. He complemented the students for reaching this milestone in their journey of life and reiterated the virtues extolled upon by

Honourable Mr. Justice Bhanwar Singh. He emphasized the importance of formal education and advised students to envision the next steps in their formalized learning experiences in order to build enriching careers for themselves. Sir also suggested the students not to isolate themselves in this globalized age and to always focus on learning and re-learning. His parting advice to the students was to consider their parents' money only for education purpose as a life motto, it would automatically keep them away from negative habits. He marked the day as simply the starting point of students' lives and wished them the best for their future.

After the dignitaries' inspiring address, Prof. Chandrani Ganguly gave a humble vote of thanks on behalf of DME Management School and the event drew to a close with the singing of the National Anthem, followed by lunch. Indeed, big things have small beginnings and the DME Management School oriented its youngest students in a very special and grand way. We can expect our budding managers to rise up to their true potential and carry forward the legacy of DME Management School as responsible members of the community.



## A Welcome Note for Batch 2018-21



- Pooja Tripathi  
Assistant Professor

Graduation is one of the most exciting transition phases in a student's life. It is the stage where students come out of a parental cocoon and test their wings. On one hand, a student is free from the burden of heavy bags, a strict schedule, uniforms, board and stringent rules but on other hand, they are about to come across new challenges, responsibilities of the real world. It is the possibility of a new beginning in a world of great opportunities and accomplishments waiting for these young minds.

Certainly, college is one of the most interesting, thrilling and once in the life-time experience in each student's life. One of the unique features of this journey is that even though it begins from the same starting point for each student, it may lead them to different destinations. The destination of a student depends on the decisions they make and the opportunities they exploit during their college life. This journey of three years can be extremely promising, from best academic experiences to developing key professional skills and well-groomed personalities. It helps students build wonderful careers for themselves and some cherishable memories for life. However, few wrong choices, misuse of freedom and irresponsible behaviour can make this period excruciating and extremely self-destructive. Therefore, it is important

that each of you channelize your energy in the right direction and make the most of these three years.

Hard work and sincerity towards academics, tapping each opportunity positively, and participating in various activities will help you to upgrade your knowledge, skills and confidence. Apart from these, one must remember to be a great human being, this is the most important value that I can share with you. Respect towards elders, compassion towards your friends and practicing patience can lead to all the success one aspires for. This does not mean students are not allowed to enjoy, rather, it is the time when they should have maximum fun. The only requirement is to maintain a proper balance between academics/career and enjoyment in daily routines.

Delhi Metropolitan Education congratulates and welcomes each management aspirant who has taken admission in the year 2018. In your new beginning, DME Management School promises to provide you all the support and cooperation required to make your college life tremendously enriching, blissful and prolific. We wish you a great success, the best of fortunes, a distinguished career and many treasurable memories for a life time.



- Ms. Navya Jain  
Assistant Professor

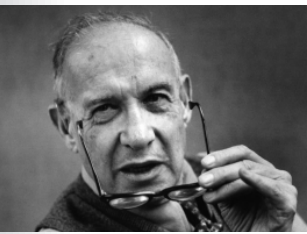
## Family Like You - Admissions Success Celebrations

On 3rd July, faculty members and staff gathered at the Nelson Mandela Auditorium to celebrate the successful round of admissions for the new academic session at DME. It was a joyous occasion marked by the graceful presence of the honourable Director General, Mr. Justice Bhanwar Singh and the Vice Chairman, Mr. Aman Sahni, along with other dignitaries and senior faculty members.

The event was organized by FLY Committee to

commemorate the success of DME and to acknowledge the hardwork of all faculty and staff during the admissions process. DME Management School, which recently attained an All India rank of 4th position as per Times of India Top Emerging BBA Institutes Survey 2018, seems to have lived up to its name and will surely scale new heights in the years to come. Here are some Kodak moments from the celebration:





## Managing High Standards of Personal and Organizational Ethics across Different Cultures



- Roli Wadhwa  
Assistant Professor

On 24 August, 2018, the DME Management School organized an interactive session for the students on the topic “Managing High Standards of Personal and Organizational Ethics Across Different Cultures”. Mr Vineet Sagar, Senior Executive with Exxon Mobil Corporation was the chief presenter for the session. The session began under the graceful presence and guidance of Prof. Dr. Ravikant Swami, Director and Head of Department, DME Management School, and was attended by the faculty members as well as management students.

Peter F Drucker Management Lecture Series is a series of special lectures organized DME Management School featuring eminent scholars and personalities from academic and corporate world. It gives an opportunity to management students to broaden their horizons and learn from experts.

Peter Ferdinand Drucker (1909-2005) was an Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation. He was also a leader in the development of management education, he invented the concept of Management by Objectives (MBO) and self-control, and has been described as "the founder of modern management".



The session started with a felicitation ceremony for Mr. Sagar by Dr. Swati Jain on behalf of DME Management School. Mr. Sagar has an extensive experience in the oil industry. He has worked for the Indian Oil Corporation for 14 years before joining Exxon Mobil Corporation as a Lubes Manager. He set up the Lubes business from scratch in Northern India and is one of the most successful managers of Exxon in India. Currently, he works as the Commercial Advisor in the company and has authority on the very specialized domain of the commercial structures of Gas business over various geographies.

In the session, Mr Sagar discussed with students about different work cultures and ethics around the world. He pointed out that every culture has its own pros and cons and no culture qualifies

as the best. The ideal practice is to emulate the best practices from different parts of the world. As an example, calling colleagues by first name is the norm in the global arena.



This practice is a step towards equality and helps in curbing sycophancy that happens at the managerial level. Therefore, the learning and development managers in India must propagate this culture. Similarly, they should also propagate an open culture where every team member can give opinions, influencing work related decisions. This gives power to employees and gives birth to innovations at organizations.

Mr. Sagar emphasized that it is the culture of the organization that builds its credibility in the market. If honesty and ethics dwindle, organizations suffer along with employees who suffer at a personal level. He gave examples from real life situations he had witnessed at his workplace, when forgery of a signature for consignment of goods led to three employees losing their jobs along with a setback to the company's reputation. He also explained the case of Mr. Rajat Gupta, former CEO of McKinsey to make students understand the importance of ethics. He showed a visual presentation to the students where he explained the importance of perception.

Towards the end of the session, he motivated the students to enhance their skills as it is key for career advancement. He also highlighted the four areas of motivation in life namely, psychological, financial, opportunity and responsibility and encouraged students to work towards these. At the close of the session, Ms. Rachna Sharma presented the vote of thanks to Mr. Sagar and thanked him for sharing his valuable knowledge and experience with the students.





- Dr. Swati Jain  
Associate Professor

Patriotism is a selfless passion of love for one's nation. It is an ideology of attachment to one's homeland. It is a zeal to work for the nation and being proud of the same. Patriotic marketing involves the use of promotional strategies that convey a sense of national pride. When companies incorporate images and slogans designed to appeal to consumer patriotism into their marketing strategies, they are using patriotic marketing. While using patriotic marketing strategies can be very effective, it is vital to maintain the proper tone to avoid sending inappropriate messages. It will be appropriate to test the effectiveness of different tones of patriotic advertising like optimism, confidence, challenge etc. to appeal to a broad segment of consumers.

Patriotism for Indians is not merely the feeling one gets after Pakistan gets beaten by India in sports or rising up at the movie theaters before the national anthem. It is becoming a widespread attitude which is casting impact on many purchase decisions also. Long before the 'Make In India' slogan came into existence and was converted to 'Made in Bharat', there was 'Buland Bharat ki buland tasveer - Hamara Bajaj', a campaign that took pride in the brand for its Indian-ness. It was a campaign that blended patriotism with a product (Scooter) and a brand (Bajaj). The 'Hamara Bajaj' commercial showcased people from diverse religions and ethnicities of India unified

by their common possession of the Bajaj scooter, a symbol of the developing India and a reflection of their patriotism.

The feeling of patriotism gets a boost and is enhanced during the festival season and particularly the National Festivals when the market is flooded with products relating to this hidden inherent feeling and the marketers cash upon it as well. Companies intentionally choose to use patriotic messages in their advertising so that they can encourage the customers to allow their sense of national pride influence their purchasing habits. Many companies even choose to offer discounts and other special offers to military personnel and veterans. This type of patriotic marketing is a sound strategy for many types of businesses. It can help increase business from military personnel, and also conveys the message to the general public that the company has a strong sense of patriotism and national pride. The customer is overwhelmed with patriotism and intends to reflect so by his/her purchases, thus, buying tricolor bands, caps, shirts, sarees, badges, flags and what not. Due to huge offers and discounts being provided by the marketers, the market witnesses massive purchases. The entire floor is set in a manner which promotes the feeling of patriotism and benefit to the customer. The decoration and the offers match the aura to enhance the environment. The icing on the cake is how companies create advertisements to match this emotion.



Decoration at a mall on Independence Day



Hyundai India Independence day advertisement



Big Bazaar Independence day offer advertisement



Croma Independence day offer advertisement

## Upcoming events:

1. Teachers' Day - 5th September 2018
2. Management Unleashed (Intra Department-BBA) - 6th September 2018
3. Internal Exams 17th September 2018
4. Industrial Visits 25th September Onwards