



# COMMUNITY NEWSLETTER

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## EDITORIAL



**Dr. Swati Jain**  
Associate Professor,  
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### Quality - The Success Mantra

To survive in the world full of competition, 'quality' is the key mantra. In business, engineering, and manufacturing sectors and as for that fact in most of the sectors, quality has a pragmatic interpretation as the non-inferiority or superiority of a product or service. It is also discussed as something being suitable for the intended purpose while not only meeting but satisfying customer expectations. But quality is a perceptual, conditional, and somewhat subjective attribute and at times difficult to be quantified. Consumers may focus on the specifications provided with the product/service, or compare it with competitors in the marketplace. While producers might measure the conformance quality, or degree to which the product/service was produced correctly, consumers evaluate it on both, physiological and psychological basis.

The quest for quality is an ongoing process to explore the intricacies of this matter and identify measures that can lead to the development of required infrastructure. Every domain of an organisation has its own standards and benchmarks for measurement of quality. To survive and excel on the global platform, Indian corporates need to develop products and services which align with global quality standards. An internationally exposed and aware customer, can not be convinced with mediocre quality or supplies. But the biggest challenge is to effectively, reliably and securely test and regulate the quality standards and sensitize people towards applying them.

In the traditional mode of regulation practiced worldwide for quality, the government itself is the regulator, it lays own standards to be complied with and checks compliance to such standards through its own inspection machinery. However, over a period of time, there is a growing trend worldwide to shift from this traditional approach to the utilization of professionals, third party bodies for various purposes for administering regulations. This has especially become relevant to the day as a need for establishing equivalence of standards as well as conformity assessment mechanisms has grown in view of the expanding corporate and customer base.

The increasing focus on quality has led to the celebration of 'World Quality Day' every year around the world on the second Thursday of November. The day has been designed to increase worldwide awareness of the important contribution that quality consciousness makes towards both organisational and national growth, and prosperity. Businesses across the world take part in a variety of activities such as business-wide seminars, presentations, quizzes and competitions at their workplace wherein Quality professionals at all levels display leadership behaviours - from advocating why quality is important to using fact-based thinking to help businesses balance conflicting objectives and targets. Simultaneously, a concept of accreditation has been developed worldwide under which competence of conformity assessment bodies, namely Inspection Bodies (IBs) and Certification bodies (CBs) and laboratories that evaluate for common international standards and submit inspection reports, certifications and/or test reports worldwide. Quality Council of India (QCI) is the Accreditation Body in India for the purpose.

With an increased need for quality in every sector, it is necessary that professionals and organizations contemplate about where exactly quality management is headed to in the next decade. The current issue of the news letter focus on the current trends and try to analyse where they take us, in certainly a thought-provoking and interesting manner.

### Theme of the Current Issue Quest for quality

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## Having more Schools/Colleges doesn't ensure quality education in India



- Dr. Poorva Ranjan  
Associate Professor

In a recent comparative study conducted by Boston Consulting Group, it was found that India has thrice the number of schools as compared to China [ BCG Data: India has 15 lakhs primary schools , China has 5lakh primary schools), yet quality of education still remains low in India. Post implementation of **Right to Education (RTE) Act India**, there was a massive expansion of schools quantitatively. The target was primarily mass enrollment of students in these newly mushroomed schools. This led to propagation of schools near the housing societies and vicinity of petite chunk of habitation. Schools which sprung up to capture the students from nearby areas, lacked adequate infrastructure, facilities and had sub - standard teachers which were available nearby. In all this process the quality aspects severely got neglected, resulting to sub-standard education system.

Over the years various bodies working in the areas of education tried new policies to upgrade this existing quality of the system. From changing the syllabus, to training the teachers to making the assessment process more rigorous etc. Despite all such initiatives the quality still remains sub - standard due to flaw in the basic structure of education system. Gradually this lack of quality surfaced when this new generation of students reached the age to obtain employment but despite being degree literate they were still unemployable, resulting into a new kind of **Educated Un-employment**.

Different states of India tried new way to counter this issue. Odisha teachers were facing challenges of low quality teaching. Upon survey it was found that teachers at Odisha were also made in- charge of activities like student admissions, mid-day meal management, election duties, polio – booth camps, conducting surveys etc. they were hardly left with any time to prepare for their classes. Hence quality in teaching suffered badly. Odisha government is now taking measures to avoid such issues.

At Rajasthan and Jharkhand the schools were at very short distance to one another and were understaffed. Policy of school consolidation was used to implement by providing bus transportation facilities to the bigger consolidated schools. Thus deficit of teachers was overcome this way in these two states. Madhya Pradesh has used online teacher rationalization of the teaching workforce in the state and re - distributed teachers from surplus to deficit schools. Haryana government started giving scripted handbooks to teachers for better class delivery.

In the recent **ASER (Annual Status of Education Report)** clearly showed that teachers at all levels face two major challenges, first - teachers lacked strong subject or domain knowledge in spite of have all desired degrees to teach, second - teachers had poor curriculum delivery in spite of being strong in the given subject/ domain. This led to a major eye - opening situation that India stands on a double edged problem. First that Indian education system is severely under-staffed, second quandary hits even harder, the existing teachers lack either the knowledge or the effectiveness of class delivery.

Government needs to address the twin challenge as soon as they can, else the literacy percentage might go up in all reports but employability percentage will go down. **A new education order of strong knowledge foundation, excellence in class delivery and work accountability has to be created.** This will need a strong and pro-education political intention to work in tandem with bureaucracy and private sector. For a nation to prosper in long run, a strong quality education system is needed for its young workforce to get employment.

## Holi celebration program, March 19, 2019

With the objective to bring smiles on children faces, Community Connect Society of Delhi Metropolitan Education, celebrated the festival of colours with the children, getting education in **Free School under the Bridge on 19th March, 2019 near Yamuna Bank Metro Station**. Members of the society distributed various eatables, candies and beautiful colours to play with and created a festive among the children and the teachers. Children showed extreme love and benevolence towards the DME Community connect member volunteers. They celebrated the festival with great pomp and

enthusiasm. Sweets, chocolates, snacks and drinks were distributed among the children of various age groups by college students. After the distribution of food, Holi was celebrated with extreme zeal and happiness. All the children and the members actively participated in the program which came to an end by dancing and enjoying the each and every moment. "Free school under the bridge" - as christened by its creator Rajesh Kumar Sharma - teachers hundreds of poor children who live in shacks and hutments dotting the banks of the Yamuna.





## Quest for air quality



- Ms. Laxmi Rajput  
Assistant Professor

Over the past decades, outdoor air pollution has become a major problem in India. Air pollution levels in most of the Indian cities are very high according to the World Health Organization's standards of 10 micrograms per cubic metre. In 2019, India has 22 cities out of 30 most polluted cities in the world.

Air pollution adversely affects everyone's health. Sources like on-road vehicles, biomass burning for cooking, solid-waste burning, crop burning and industrial discharges have been identified as major causes of air pollution. Tackling these pollutants at source would require action from the government. It is crucial to perceive this as a rural and urban crisis while studying, monitoring and developing alleviation measures. Location-wise sources of pollution, dispersal of pollutants across regions and other factors should be considered while designing such programmes.

The Union Minister of Environment, Forest and Climate Change recently launched National Clean Air Programme (NCAP). NCAP is a collaborative and participatory approach to focus on all sources of pollution, with a time-bound national-level strategy with a target of 20-30% reduction of PM2.5 and PM10 by 2024. To achieve this target for prevention, control, and elimination of air pollution, city specific action plans are being formulated for 102 non-attainment cities identified for implementing actions under NCAP.

The NCAP will be institutionalized by respective ministries

and will be organized through inter-sectoral groups, which include, Ministry of Road Transport and Highway, Ministry of Petroleum and Natural Gas, Ministry of New and Renewable Energy, Ministry of Heavy Industry, Ministry of Housing and Urban Affairs, Ministry of Agriculture, Ministry of Health, NITIA ayog, Central Pollution Control board (CPCB), experts from the various industries, academia, and civil society. Cities have already made action plans in consultation with CPCB. NCAP has various features like increasing number of monitoring stations in the country including monitoring stations in rural areas, advance technological support, emphasis on individual's awareness and capacity building initiatives, specific sectoral interventions, setting up of various certification agencies for monitoring equipment etc. Additionally, for effective implementation of NCAP various committees and groups like working groups for specific sectors, national level Project Monitoring Unit, Project Implementation Unit, state level project monitoring unit, city level review committee under the Municipal Commissioner and DM level Committee has been constituted. These steps will help definitely help to build a systematic air pollution alleviation plan by setting up priorities at different scales and as per different regional requirements.

## Community Connect Week (March 11 – March 15, 2019)

With the objective of social service, Community Connect Society of DME has organised a Community Connect Week from March 11 to March 15, 2019.

Students were encouraged to participate and volunteer for various NGO's. More than 20 students participated and volunteered for Saksham- school for disabled children (Sector 51, Noida), Niveda – free education to slum children (Sector 31, Noida) and Nirbhed (free school for children - Indirapuram). Community Connect Society provided a connecting link between students and NGOs. Students really

enjoyed doing social service and developed a temperament for it. They had immense pleasure in spending time with children, teaching them and learning the value of education. Some of the students started this as a regular activity in their schedules. Community Connect is successful in developing a social service attitude among students. Students had even given their enthusiasm and elated feedback on Community Service Record form, which was provided by Community Connect Society.





- Dr. Swati Jain  
Associate Professor

## Placement activities at DMS – March 2019

DME Management School had an eventful March with many companies visiting the campus separately and during the placement week organised by the institute for the final year students. The month started with the placement drive of Amazon India which was held on March 7, 2019. Approximately 70 students from BBA and BJMC appeared for the post of Customer Support Associates (Online voice and chat support for amazon customers worldwide) out of which 13 got through the extremely detailed and rigorous recruitment and selection process. These 13 students were then invited for a red carpet event by the company where their success was celebrated. The students who cleared the interview from BBA are Ankit Kumar, Anushka Sharma, Ashish Bishtania, Bhavye Singh, Gagan Bhatia, Naman Sharma, Nasheed Saifi, Piyush Madan and Shivani Kalra.

From 25 to 29 March 2019, DME organised Placement Week for the final year students of all the three school – Management, Journalism and Law. Various companies visited the campus during this week for all the courses. For Management School, reputed companies like NIIT, Just Dial, Cvent, Cavisson etc, either came to campus for recruitments or conducted off campus interviews. Interviews were also conducted through skype where required. Students utilised the opportunity with great enthusiasm and appeared for the recruitment activities of companies of their choice. The results of some companies have been declared while for others are awaited.

NIIT visited the campus on March 26, with vacancies for

Associate Training Coordinators. Approximately 40 students appeared for the interview out of which 22 cleared the on campus rounds which included group discussion and online assessments. The final round will be held in company office in the first week of April after which the final results will be declared. Just Dial conducted the interviews through skype and link based online assessments. 20 plus students appeared for the interview out of which 07 students got through the process and 03 are in waitlist. The students who got selected in Just Dial are Adarsh Hari Nair, Abhishek Chaudhary, Himanshi Sharma, Ishant Kumar Gupta, Manvi Tyagi, Piyush Madan and Vikash Sharma. Cvent also visited the campus with a profile of Associate Product Consultant positions in Client Services department for Event Management software product. Approximately 55 students from BBA and BJMC appeared for the on-campus rounds of the company out of which 12 students cleared them. The final rounds for these candidates will be conducted eventually and results will be declared.

The placement activities and the placement week have boosted the morale of the students to a very great extent and helped them build on their management and coordination skills. All the interviews were managed and coordinated by students under the supervision of training and placement office and concerned faculty members. Kudos to Management and Team DME Management School.





## Cultural program on International Women's Day, March 8, 2019

To bring smiles on abused and distressed women faces, Community Connect Society of Delhi Metropolitan Education, organised a Cultural Program in Kushalita Vikas Kendra, Pehchaan, maintained by Shakti Shalini (a Delhi based NGO, located in Nehru Nagar, Delhi) on March 8, 2019. Women in this shelter home are being provided and trained for various skills like tailoring, beautician, photography, computer technology etc. by trainers resourced by Shakti Shalini.

Program included solo song, group song, solo dance, group song with the theme of inspiring women and trying to change lives by getting inspiration from music, art and theatre. Students performed a skit which raised sensitive

issues like menstrual social psyche, honour killing, rape and awakened women about freedom for women. DME Music Society members also sang various songs from Bollywood to inspire women and to depict the roles played by women.

Twenty three students of BJMC, BALLB and BBA together conducted one hour session, wherein they got themselves connected to distressed women and in true sense celebrated women's day. Faculty who coordinated and accompanied students were Dr.Smita Gupta (Associate Professor) and Ms. Neha Sharma (Assistant Professor) & Ms. Monika Kadam (Assistant Professor).



- Ms. Navya Jain  
Assistant Professor

## International Women's Day: 8th March'2019

On 8th March 2019, FLY Committee organized an International Women's Day event to mark the importance of the day. The event was graced by Mr. Aman Sahni (Vice Chairman, DME), Prof. Dr. Ravi Kant Swami (Director, DME), Prof. Ambrish Saxena (Dean, DME Media School) and respective heads of department. All faculty and staff members also attended the event in great numbers.

The event began with an important message about the historical significance of International Women's Day followed by a special video featuring various faculty and staff members' messages for the day. The video asked faculty and staff to share how we can #ThinkEqual, #InnovateForChange and #BuildSmart in order to "Balance for better"-the theme for this year's International Women's Day. The video saw the faculty and staff dishing out various suggestions that can help build a brighter and balanced future for all.

Further, a thought provoking movie was screened for the audience. The movie was screened for generating awareness about self and body image. The idea was to help all the attendees develop body positivity and to be sensitized about the same. The event also featured a lively performance by Fitoor's (DME Dance Society) Bhangra group that shared

their interpretation of women's lives over the years, tracing the journey through Punjabi folk songs. The event came to a close with messages from the Vice Chairman and the Director and a group photograph of all the faculty and staff with the dignitaries.



## Voter awareness program



- Ms. Ayesha Ahmed (BBA 2-A)

On 14th March, under Systematic Voters' Education and Electoral Participation (SVEEP) program of Election Commission of India, a voter's awareness program was organised in DME. The event was graced by the presence of City Magistrate, Noida. City Magistrate, Mr. Shailendra Mishra referred to the elections as "the grand festival of India". He further explained about our chief right i.e. right to vote and how one vote can make a difference. He asked the audience to pledge to vote and make 100 people vote in the coming elections. Students were asked to educate their friends, family members and

society members about voting rights and to persuade them to cast their votes in elections. He emphasized on the fact that India is the largest democracy in the world and voters play an important role in a democracy. He, thus, asked students to vote to make our democracy stronger. The purpose of the event was to make students aware about their voting rights and encourage them to vote as some of the students will be voting for the first time in the general election, 2019. Videos regarding preparation for elections were also played towards the end of the event to explain to the students about the voting process.

## Eye Opener: "Spaghetti Diagram"- What's in a name?



- Ms. Navya Jain  
Assistant Professor

The 'spaghetti diagram' is one of tools of lean management practices that helps understand process flows. In doing so, it helps in highlighting deviations or critical points of intersections and be beneficial in eliminating redundancies, delays, congestion and inefficient movements. It is therefore, seen as a critical tool for managing waste and thereby improving quality.

Now how did this valuable and logical tool get such an interesting name? The answer lies in the visual created by the 'spaghetti diagram'. When tracing any process flow on a chart, the final diagram may end up looking like a mass of crisscrossing paths, noodle like forms with the congestion areas depicting vegetables or meatballs to the hungry analyst. Just imagine the process flow for doing your paper work in a government bank and think of the many times you are directed and redirected to multiple counters.

This tool finds applications in various fields, including management and medical processes. Not only does the 'spaghetti diagram' help improve flow processes but it also provides team members engaged in a process an opportunity to collaborate in a better way. This is because they can get a better view of the entire process flow and how each team member adds value to the process. Moreover, it helps in process re-engineering and facilitates elimination of waste as team members can provide suggestions that are more likely to work given their experience on the ground.

## Participation in Raahgiri (March 17, 2019)

With the objective to reach to people and encourage people for healthy living, Raahgiri programs are being organised in Delhi and Noida. Raahgiri was organised on March 17, 2019, at dividing roads of Sector 77 & 74, Noida. Students participated and attended the program and enjoyed their Sunday morning. Students participated in zumba dance, yoga and aerobic

exercises. DME theatre society performed a skit on the theme of #me too# and was greatly appreciated by audience. DME Music society also presented a performance and made audience nostalgic by good olden and new songs mix. Dr. Smita Gupta (Associate professor, DME Law School) coordinated for participation of students in the event.





- 1) **European Union offers UK more time to leave the bloc.**

After a meeting that happened between EU and UK that took the whole afternoon and an over dinner chat, the bloc said to Britain that they could delay its exit, which is due till March 29, to until May 22 - only if the UK Parliament approves it.
- 2) **Cash-strapped Jet Airways cuts more domestic flights**

On Thursday, Jet Airways cancelled 73 of its 117 departures from Mumbai. Similarly, in Delhi it operated only 31 of the 106 published departures it happened because the company is facing its worst financial crisis, with debt exceeding \$1 billion.
- 3) **Infosys fines director for 'inadvertent trade'**

Infosys Limited has said that it has imposed a penalty of ₹ 9.50 lakh on its lead independent director Kiran Mazumdar-Shaw for “inadvertent trade” in the company stock, breaching insider trading norms.
- 4) **Hyundai, Kia to invest \$300m in Ola**

Hyundai Motor Company and Kia Motors Corporation will together invest USD 300 million in cab aggregator Ola. This will be the biggest combined investment by the two firms of the South Korean Hyundai Motor Group.
- 5) **EU regulators fine Google €1.49 billion for blocking rival online search advertisers**

European Union (EU) antitrust regulators handed down a €1.49 billion fine to Google on Wednesday for blocking rival online search advertisers, marking the company's third penalty in two years.
- 6) **Tea exports may touch 240 million kg in FY19**

Tea exports may end at a level of over 240 million kg in 2018-19, as per available trends. Between April 2018 and January 2019, India exported 209.9 million kg of tea against 215.2 million kg a year ago.
- 7) **India and US sign a pact for exchange of reports to check tax evasion by MNCs**

Government of India and the US, On Wednesday signed an Inter-Governmental Agreement for exchange of Country-by-Country (CbC) reports of multinational companies regarding income allocation and taxes paid to help check cross-border tax evasion
- 8) **Google paid \$45 million to its former India-born executive accused of sexual misconduct**

Tech titan Google agreed to pay its former India-born top executive Amit Singhal a whopping \$45 million as an exit package when he resigned from the company in 2016 after being accused of sexual harassment, according to a media report.
- 9) **SBI links savings account, short term loan rates to repo rate**

In a first of its kind, State Bank of India has decided to link the interest rate paid on savings bank balance of over ₹1 lakh to the repo rate - the key policy rate set by Reserve Bank of India. Also, the bank will link cash credit accounts and overdrafts, with limits above ₹1 lakh, to the repo rate. The new system will come into effect from May 1, SBI said in a statement.
- 10) **According to World Happiness Report , India ranks 140 on index of 156 countries**

India was ranked at 140 on the United Nation's latest World Happiness Report that included 156 countries, and India faced a decline of seven spots from the last edition of the survey. India was also among the five countries that experienced the highest decline since 2005-2008 in the index.

## DTCMSME Conclave: “MSMEs: Prospects & Challenges”

- Ms. Avleen Kaur  
(BBA 1-A)

Entrepreneurship is not a destination; it's a journey. On this journey, successful entrepreneurs continue exploring, if one does not want to explore, one will never be able to step out of his/her comfort zone and grow into a better professional. With this thought in mind, on 15th March 2019, School of Management, Delhi Technical Campus, Greater Noida, organised a Management Conclave on “MSMEs: Prospects & Challenges”. DME Management School students were also invited for the same.

Some of the key areas of discussion at the Conclave were programme and policies of the department of MSME & export promotion, implementation of industrial policies, development of industrial infrastructure, ease of doing business, program & schemes of union ministry of MSME, NSIC schemes, public procurement policy of Rajasthan and central government etc. The students were told that the conclave seeks to identify and address issues that are hindering the growth of the small and medium industry sectors.

The main focus of the discussion was on:

1. Opportunities to gather information on innovative business tactics, products, enterprise development, etc.
2. Latest developments in MSME financing and innovative ideas of accessing finance.
3. Various schemes and incentives for MSMEs by Central and State Governments and related departments.

The MSME Conclave also focused on issues that promote entrepreneurial mindset of the young and budding entrepreneurs and guided them with ways to face various challenges while creating, nurturing and sustaining their entrepreneurial ventures, especially in the case of start-ups. It was a determined step contributing towards the mission undertaken by the present government under the leadership of our Prime Minister Shri Narendra Modi. Thus, the Conclave was a great success for all the young, enthusiastic students who want to grow up to into future leaders of the nation.

