



# COMMUNITY NEWSLETTER

## Management@DME

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## EDITORIAL



**Ms. Shanu Jain**  
Assistant Professor  
DME Management School

### Budget from the Eyes of a Homemaker

They say “a penny saved is a penny earned”, a very convincing and a realistic statement which holds true for most of us. Whenever it comes to the savings and management of finances of a household, it is the lady or the homemaker who takes the plunge and manages all the household expenses in a set manner as per the monthly budget prepared by her. She might not be the bread winner or the earning member but is inherently ardent about spending the money wisely and at the same time making all the possible efforts to augment the savings. As a homemaker, the budget announcements highlighting the changes in slab rates, tax deductions, corporate tax rates, slabs, interest rates etc. may not have direct ramifications for her but somehow impact her abilities and strength to spend whatever has been earmarked as the monthly household expenditure. Health expenses on doctor's visit, medicines, grocery bills, housekeeping and other staff bills, petty expenses of children, personal

expenses etc. are various such areas where the women of the house spend their money on. Therefore, it becomes imperative for her to comprehend the budget policies and announcements by the Government and express her expectations and requirements. Our Finance Minister, being India's first full time Finance Minister is often looked upon by the homemakers to better understand their predicament and come up with a budget that reduces their monthly expenditure on daily need food/grocery items and school education. The Budget 2020 presented by government aims at “*Sabka Saath, Sabka Vikas, Sabka Vishwas*” wherein a number of policies and programmes strengthen the position of women and make them self-reliant. The budget allocation for education (Rs. 99, 300 crore) and skill development (Rs. 3000 crore) is reflective of the initiatives taken for empowering women. In addition to this, women, SHGs (Self-help groups) to regain their position as Dhaanya Lakshmi. (*Budget 2020 Highlights: This is what you got from Sitharaman's Bahi Khata* (February 9, 2020) Retrieved from [https://economictimes.indiatimes.com/news/economy/policy/union-budget-2020-highlights/articleshow/73826735.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/news/economy/policy/union-budget-2020-highlights/articleshow/73826735.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)). The Budget outlined (i) Agriculture, Irrigation, and rural development (ii) Wellness, Water and sanitation and (iii) Education and skills as the three components of Aspirational India which meet the common expectations and desires of majority of households. Although the government policies aim at ensuring overall growth and development of common man, but soaring prices of daily household items and inflation combined with sluggish GDP growth and rising unemployment is a reason of worry. The expectations of an ordinary homemaker always come across as reduction in prices of daily need items, cylinder prices, and tuition and school fees of children. Also, the Government should encourage easy, safe and regular schemes and policies for savings and investment by these homemakers. This would facilitate financial independence for the women, additional saving opportunities and become more informed, confident and an active part of the society. In recent times, many homemakers and women households have launched their own start-ups running successful ventures based on their passion and talents. Therefore, any government policy encouraging and boosting these small women entrepreneurs is a potent recipe for success and achieving overall socio-economic development.

### Theme of the Current Issue Brand Equity

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# Two Day National Conference Exploring Spiritual Foundations of Leadership And Management

14 & 15 February 2020

Avleen Kaur (BBA 2nd Year-A)

On 14th and 15th February 2020, the DME Management School organised a National Conference on the theme of Exploring Spiritual Foundations of Leadership and Management. The conference was an endeavour to facilitate knowledge sharing among researchers. The programme started with ceremonial lamp lighting ceremony, where in the honourable dignitaries were requested to light the lamp and pay tribute to the Goddess of Knowledge – Maa Saraswati.

For the Inaugural session of the conference, Swami Vasudevananda Ji was the Chief Guest. He is currently serving as the Head of Monks at Yagoda Satsanga Sakha Ashram located in Noida. The Chief Guest was felicitated with a token of gratitude by the dignitaries. Swami Ji was then invited to the stage to share his valuable insights about the meaning of life, patience and importance of spirituality. It was truly a mesmerising session to listen to such noble thoughts. This was followed by a speech from Hon'ble Mr. Justice Bhanwar Singh Sir wherein he showered his blessings upon the audience and marked the beginning of the National Conference. This was followed by the Unveiling of the Journal (Conference Special issue) in which the selected research papers have been published. The first technical session started in the Seminar

Hall. All the delegates across the country presented their research papers on how spiritualism shapes the modern managers and affects the organisational behaviour. It was a very knowledgeable session where many values were learned. Post the lunch, the second technical session was held. The best research papers were decided during the technical sessions by the session chairs.

On second day, apart from the technical sessions, competitions for students like Poster Making and Research based Presentations were held where students showcased their creativity with spiritualism. The day was concluded with the Valedictory session. For the session, sister BK Kamla Ma'am was the Chief Guest. A Brahmakumari and a great orator she shared her thoughts on handling stress in the modern life. By sharing her thoughts and ideas on self-concept through spirituality, she enthralled the audience. It was an amazing opportunity to understand how to let go of our stress and tensions so easily. This was followed by the prize distribution ceremony, where in the winners for various sessions and competitions were being rewarded with cash prizes and trophies. The Conference came to an end with a vote of thanks by the Conference Convener - Ms Pooja Tripathi.



## New Income Tax Regime 2020- A Critique



- Dr. Pooja Sharma  
Assistant Professor

The Finance Bill, 2020 presented on the 1st February, 2020 was a mixed bag with various new provisions introduced in context of Income Tax Policy Regime. The intent of the government was to simplify the tax structure however the new structure brought more worry to the tax payers than joy.

Hon'ble Finance Minister Smt. Nirmala Sitharaman under section 115BAC proposed "optional tax structure" wherein the tax payers have the liberty to either continue with the tax structure as proposed in Finance (Amendment) Act, 2019 or can choose the new tax structure. The Finance Bill, 2020 has proposed the following tax regime:

Total Income (Rs.)	Rate (%)
Upto 2,50,000	Nil
From 2,50,001 to 5,00,000	5
From 5,00,001 to 7,50,000	10
From 7,50,001 to 10,00,000	15
From 10,00,001 to 12,50,000	20
From 12,50,001 to 15,00,000	25
Above 15,00,001	30

Surcharge and cess shall be continued to be levied at the existing rates.

In this tax structure, the income tax rates has been reduced for those falling under the income bracket of 5 lacs to 7.5 lacs wherein the taxpayer will be paying income tax @10% as opposed to @20% in the previous tax regimes. Further, in this regime, if opted, taxpayers shall not be able to claim 70 deductions for which they were eligible. This tax regime is available for Individuals/HUF. The tax regime also does not differ on the basis of the age group as the old tax structure did between less than 60 years of age, 60-80 years of age and 80 and above.

## Budget Matters

The Budget 2020 was announced by the current Finance Minister Ms. Nirmala Sitharaman in Parliament on 1st February 2020 one day after the Central Govt had released the Economic Survey of India for 19-20.

The budget speech was 2 hours 41 minutes long and it was the second budget created by Ms. Nirmala Sitharaman. She also recited a Kashmiri poem before beginning the budget. The Budget contains many points which are as follows:

1. It is based on three themes as stated by The Finance Minister in her speech:

**A) Aspirational India**-This theme focusses on making a prosperous and faster developing nation through striving for excellent progress especially in issues linked to rural and marginalized areas of the nation like: Agricultural sector, rural Development, irrigation, wellness, water and sanitation, education and skills. For such purposes Govt has allocated Rs. 1,38,700 crore to the welfare and upliftment of Schedules Tribes and Scheduled Castes, Agriculture has been allocated Rs. 2,38,000 crores, Krishi Udaan and Krishi Rail to be launched by Ministry of Civil Aviation and Indian Railways to provide national cold supply chain, educational sector received an allocation of around Rs. 99,300 crore (approx.. 14 billion \$) and about 150 higher educational institutions will be prepared to provide apprenticeship embedded courses and vocational skill based courses., power and renewable energy sectors have been allocated Rs. 22,000 crores under the budget.

**B) Economic Development** - This theme will focus on economic aspects like growth of Industrial sector in urban

### Critique

The experts, after having analysed the new tax structure, have observed that this regime can prove to be more damaging for tax payers. The reason behind this is that some of the most common deductions such as Standard Deduction, House Rent Allowance (HRA), Leave Travel Concession (LTA), MLA/MP allowances have been withdrawn under this regime. Due to this they will end up paying more taxes. Also no exemptions are allowed on critical expenses such Life Insurances, House rent and Medical expenditure. Further, some of the key investments, which provided tax relaxations including pension have been withdrawn. Due to this the long term tax planning investments will get drastically affected. A ripple effect of this can also affect economy at large. Removal of deductions is going to make various tax saving financial instrument less attractive due to which there may be significant downfall in the investment rate in the economy. As a consequence, lesser funds shall be available to the financial institutions at their disposal which could hurt the liquidity in the already financially stressed system of the country.

The experts are of the view than none of the three categories of taxpayers i.e. those below sixty age group, sixty to eighty and eighty and above are going to benefit the new tax structure.

The government in the new tax structure has aimed at removing complexities by removing the necessity of investing in specific tax saving investments in order to claim deductions. However, this may prove to be more of a bane than a boon.

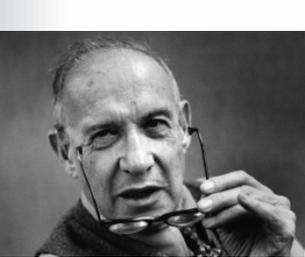


Mr Swaraj Manchanda  
Assistant Professor

and rural areas, commercial activities, small and large scale businesses, FDI and FPI, etc., employment, retail Inflation and creating a new self-sustaining and growing economy. For this, Govt intends to take reforms like benefit to MSME's through enhanced threshold and composition limits; to enable each household to have a savings of about 4% of their average monthly spending, trying to increase the tax base more and more. (As per data of previous year, 60 lakh new tax payers have been already added); Deposit Insurance coverage increased to 5 lakh from the old limit of Rs. 1lakh.

Dividend distribution tax has also been repealed as per the budget and classical system of dividend taxation adopted. GST return filing made extremely easy.

**C) Caring about society**- This theme of budget focusses on public welfare by improving their quality of lives. For achieving this vision Finance Minister stated in her speech that more than 6 lakh Women Aanganwadi workers have been provided smart phones already. Another vision is promoting culture and tourism in the nation and for achieving this an Indian Institute of Heritage and Conservation will be established in the country for the first time. Apart from this environment protection is also a vision.



## Relevance of Management Principles for Organisations

Avleen Kaur (BBA 2nd Year-A)

On 11th February 2020, a Peter F. Drucker lecture was organised for the First and Second year students of Delhi Metropolitan Education Management School in the Seminar Hall. The Guest Lecture Program started with the introduction and welcome speech by the anchor as they introduced the students to the speaker for the day, Ms. Chavvi Prabhakar (CEO and Co-founder of Global Indian Solutions Private Ltd). After the introduction, The Head of Management Department, Dr. Ravi Kant Swami Sir felicitated the Chief Guest with a token of gratitude and requested her to share her valuable thoughts on the theme - *Relevance of Management Principles for Organisations*.



minimise the cost required to perform that job. She also told us about the Five Performance Objectives (FPO) of quality, speed, dependability, flexibility, and cost which can be grouped together to play a pivotal role in business. By maintaining the quality and speed, greater customer satisfaction can be attained for our organisation that would result in a long term increase in bottomlines. Adaptability and Flexibility should also be maintained for an organisation to withstand threats for an organisation in this dynamic market. Lastly, cost must be minimised and profits must be maintained in a sustainable manner to reach the heights in the long term.

By enriching the students with such valuable insights about the corporate world, it was indeed a great learning session for all of us.



By conducting an interactive session, she invoked interest for Management Principles among students. She stated that Management Principles are the theoretical principles given by Henry Fayol and F.W Taylor, two pioneers in the field of science of management. Further she discussed about the applications of these principles in present day organisations. Managers in today's world still rely on those principles to make the operations work effectively and efficiently in an organisation. She also discussed about the most effective techniques and contributions out of which one of the most significant ones is Management by Objectives(MBO).MBO is a strategic management model that aims to improve the performance of an organisation by clearly defining objectives that are agreed to by both management and employees. By integrating the general principles and these objectives, an organisation tries to maximise its output and



## Phase 1: Digital Marketing Orientation

Going with the current trend of Digital Marketing, a five day intensive workshop was conducted by 9LedgePro organization for the students of Delhi Metropolitan Education. A seminar was held on February 11, 2020 and students were told about the importance of possessing skills. There is a gap between what degree provides and what the employers want. 9LedgePro is an organization that helps students bridge those gaps by developing and honing these skills. The aim of this course was to help students understand Digital Marketing from a variety of perspectives – as analysts, customers, and entrepreneurs.

## Phase 1: Digital Marketing Workshop

A five days training workshop from 17th to 21st February 2020 was organized for the interested students from 2nd and 3rd year of both BBA and BJMC departments. In total 81 students, 10 faculty and two staff members registered and attended the workshop. The first four days were the training session by Mr. Pankaj Sehgal. The session began with introducing the students to the concept of Digital Marketing. Further, we were taught how to create a website, generate ads, and use different social media platforms effectively for the purpose of business.

Besides theoretical knowledge, all the topics were taught practically which made it easy for students to understand and also made the sessions more interesting. The concepts taught to us in those four days were planned systematically. Various study materials were shared with the students to get thorough knowledge and students were asked to appear for different online exams in order to prepare for the Global Certification Examination. Mr. Parth Shukla briefed us regarding the importance of this workshop and the various career opportunities in Digital Marketing in India. He even announced that many internship opportunities are being planned for the students. Students and faculties appeared and cleared the certificate exams i.e., search engine marketing, affiliate marketing, social media marketing, email marketing, online marketing fundamentals, SEO, E-commerce, Google AdSense, Google Adwords.

Overall, the workshop was very informative and it was really a great and useful experience for all of us. I would like to thank DME and 9LedgePro organization on behalf of all the students who took part in this workshop for the providing such a wonderful opportunity.



In the month of February, the DME Management School Training and Placement Cell organized a 4 days (10<sup>th</sup> February-13<sup>th</sup> February 2020) Training Program in association with Rubicon Skill Development (CSR Initiative by Barclays) for the 3<sup>rd</sup> year students of the BBA. The workshop was conducted in the DME Seminar Hall.

The session began with a brief oration given by the Director and Head DME Management School, Dr. Ravikant Swami who motivated the students with his words of wisdom. Ms. Monika Kadam, Assistant Professor DME Management School convened the four days training program.

Our designated trainer Mr. Preetam Nayak, is a life skills coach and a motivational trainer who inspires the audience in a very distinctive way. He has close to 20 years of corporate experience and training skills ranging from soft skills enhancement, behavioral, managerial skills and many more.

On day one i.e. 10<sup>th</sup> February 2020, Mr. Nayak started off the workshop by briefly introducing himself and the initiative through a Power Point Presentation while explaining various aspects of corporates and their general organizational structure. He spoke about the mindset that often controls the human brains and how can we find the will and motivation to do a task or to achieve something with utmost focus and determination. The students were then asked about their dream jobs and their plan of action to approach the respectable companies. Keeping the dream job as basis of the workshop, Mr. Nayak asked each one of the student to introduce themselves while providing them with a valuable feedback. He explained the importance of vocabulary and communication skills in all corporates now days and on account of that he set up a fun vocabulary quiz. The students were then divided into 4-5 different groups and were given a Case Study which they had to present. With this activity, Mr. Nayak helped the students in improving their presentation skills that they lacked before the workshop. The workshop for the day ended with a SWOT Analysis activity in which the students were asked to do their own SWOT Analysis and present their best selves in front of the audience.

On day two i.e. 11<sup>th</sup> February 2020, the workshop began with telephonic and email etiquette lessons with actual one to one demonstrations. The students were also taught the difference between positive and negative body postures which was very essential for the job aspirants and students in general. Mr. Nayak made the students familiar with numerous corporate jargons that would be very helpful in a corporate environment while also explaining the significance of personal grooming. He made everyone comfortable with each other and himself to initiate an activity called Extempore to enhance their Public Speaking skills. The session was extensively interactive as one student was called at a time and was asked to speak on a spontaneous topic. Their presentation would end with a feedback that was given by the audience and Mr. Nayak himself.

On day three i.e. 12<sup>th</sup> February 2020, Mr. Nayak continued the extempore activity with the students who didn't get the chance to present the previous day. From there on, the students were briefed about Group Discussions were asked to initiate the discussions on a topic given by sir and their skills were judged on communication skills, fluency and logical reasoning. The whole activity turned out very informative and useful. There was Ice Breaking activity that was to make the trainer and students/audience comfortable with one another following which the students were introduced to a very fun spirited game which enhanced team leadership and coordination.

On day four i.e. 13<sup>th</sup> February 2020, Mock Personal Interview was scheduled by Mr. Nayak. He enlightened the students with intricate details and dos and don'ts about interviews that people are often ignorant about. He took scenario based interviews of students and got them ready for worst possible situations that might arise while appearing for an interview. He brushed up all the skills that he had imparted in the last 3 days and encouraged them to implement them in the near future.

DME Management School shares immense gratitude towards Mr. Preetam Nayak for devoting his valuable time and efforts in providing life skill lessons to the students with utmost patience and cordiality.

