

DSM CHRONICLE

Winning in the unprecedented times



Inside The Magazine

- Covid-19: A Game-Changer for the Indian Startup Industry
- Healthcare Industry: Survive to thrive
- Women who changed the course of Indian History



HOD's

MESSAGE

I am immensely elated to introduce the 2020-21 edition of the DSM Chronicle, the annual business magazine of Delhi School of Management, despite all the odds the COVID-19 pandemic brought in 2020.

DSM Chronicle has been a culmination of corporate and entrepreneurial insights, elucidating young minds by the DSM Chronicle group's sincere endeavors.

The stipulated purpose of the magazine is to inform, engage, inspire and entertain a diverse readership - including alumni, parents, students, faculty, staff, and other friends of the college - by telling powerful stories that present a compelling, timely, and honest portrait of the college and

its extended family. DSM Chronicle is a platform to acquire & share knowledge and the experiences that complements students' learning process and enables them to develop into competent corporate professionals.

I hope that DSM Chronicle succeeds in fulfilling its aim as a transcendent magazine. DSM Chronicle has made an earnest attempt in this direction and brought out certain aspects of the college to the public's eyes to understand and know the college even better.

I wish to encourage the faculty and students to continue doing the fine work and take DSM to greater heights.

Dr. Archana Singh
Head of the Department
Delhi School of Management, DTU

Editor's

NOTE

Dear Readers,

We are proud to present the 2020-21 edition of the Business Magazine of DSM - "DSM Chronicle". The year 2020 came as a surprise to all and tested our strength, courage, and patience when COVID-19 engulfed the world. It forced countless celebrations and holiday gatherings either onto virtual mode or out of existence. Fighting all odds, we are excited to present the DSM Chronicle magazine in front of you. The theme for this year is Winning in the Unprecedented Times. We have captured some of the trending articles addressing questions of various industries through our flagship event - Pariprekshya 4.0, which invited articles from B-schools across the country. Furthermore, the top three entries are selected to be presented in this edition and informative articles from the DSM students.

This year for Corporate Connect, we have an interview with Navisha Prabhakar, Microsoft, where she has shared her inputs on Digital Sales. We also had our dearest alumni with us for the

Alumni Interview this year. We have continued with our 'Placement Interview Experience' section, bringing forth tips and pieces of advice from the seniors to the upcoming batches to help ace the placement rounds. Other areas include summer internship stories, achiever's corner, and much more. We also present the Societies of DSM and the events conducted by them that showcases life at DSM. Events such as Alumni talk series, Ahaan'20, Umang Utsav, and the sports events have been recorded in this edition. This year's edition also contains a creative block to showcase the hidden talents of students at DSM. We extend our heartfelt gratitude to all our dear readers, contributors to the magazine, and our esteemed faculty for their constant support and guidance throughout the year. We promise to deliver ever-enriching and stimulating editions each year. As Swami Vivekananda said, "All knowledge that the world has ever received comes from the mind; the infinite library of the universe is in our minds."

We sign off with the hope that you, our dear readers, gain more knowledge and move towards positive progress.

Happy Reading!

-Team Chronicle

Vision



“To be the epitome of world-class management education and research for meeting the contemporary challenges of business and society.”



Mission

“To develop socially responsible and technology-driven innovative managers and future leaders equipped with knowledge and professional ethics. This shall be achieved by evolving a system of quality education and research through sustained institutionalized efforts of students and faculty.”



Faculty Message

Winning in the time of Crisis

Covid 19 has presented multi-dimensional and unprecedented challenges globally. The economic, social and health related issues caused by pandemic have been widespread and very severe. Especially the last couple of months have been very stressful to many of us due to health-related issues, loss of loved ones, economic conditions leading to overwhelmed upheaval and disruption in our personal and social life. Such difficult times, sorrow and adversity are part of life which cannot be completely avoided or eliminated. However, we need to learn from such crisis to emerge as a winner. There are always ways to make life smooth and happy and bounce back during these hardships and challenges.

The million-dollar question is how to rebound from such a crisis?

The first and the most important thing that we need to do is to come out from the past as soon as possible to de-clutter our mind. It will help us to stop the flow of negative thinking and help us to concentrate on our priorities. Second, there is a need to build resilience. Individuals who are resilient tend to have higher tolerance

to emerge as a winner in difficult times. After all, all of us must accept that change is the only permanent phenomenon. Identify the emerging opportunities and be open to reskill and upskill being resilient. Third, there is a need to carefully think over the excess time we spend mindlessly on social media. Many of the contents shared during crisis are not trustworthy, fake and create unnecessary stress. We must be disciplined towards excess exposure to social media. Fourth, prioritize your relationships and avoid people with negative attitude. Fourth, be empathic to individuals and society by contributing what little can you do for their needs in the best possible way selflessly. By engaging meaningfully in other's needs and emotions will help us to regulate our emotions. Your small gesture may make things better for someone. Fifth, make sure that a healthy mind lives in a healthy body. Your health is your biggest wealth. Therefore, ensure 150 minutes of moderate intensity or 75 minutes of vigorous intensity physical exercise during the week.

I complete with famous quote of Joshua J. Marine - "Challenges are what make life interesting and overcoming them is what makes life meaningful"

All the best

Prof. Rajan Yadav
Professor
Delhi School of Management, DTU

T A B L E O F



PARIPREKSHYA

Article 1

Article 2

Article 3



INTERVIEW

Corporate Interview

Alumni Interview



EXPERIENCES

Summer Internship Experience

Placement Interview Experience



DSM EVENTS

Umang Utsav

Ahaan

Chronicle's Debate League

Faculty Development Program



GUEST LECTURE

C O N T E N T S



ALUMNI TALK SERIES



STUDENT ARTICLE WRITING COMPETITION

Article 1

Article 2



CHRONICLE ARTICLES

Article 1

Article 2



CREATIVE BLOCK

Poem 1

Poem 2

Artworks from DSM



DSM COMMITTEES

Corporate Relation & Placement Committee

Public Relations Committee

Alumni Relations Committee

Sanskriti Cultural Committee



DSM CLUBS



FAREWELL NOTE



MEET THE TEAM

The Healthcare and Pharmaceutical Industry Evolution, Changes & Challenges

Tathagat Banerjee
Vellore Institute of Technology,
Andhra Pradesh

The Involvement of Healthcare dives deep into the cascading array of human history from crosphilips human anatomy to the spanish flu. The war against such unknown parametrizations of nature more often need experienced tentures than fledgling dopamines. However as society has progressed the utility of knowledge has been of great significance to this sector, because not only an overwhelming junta of diseases have taken over due to ever increasing pollution which have flabbergasted many. But the persistent increase of the human population on earth has stood out as key factors of overburdened healthcare and pharmaceutical expertise. The human kind's actions on the environment were not only devastating but denigrating the ecological balance to great extents. Today's camouflage of green earth is nothing more than an extenuating claim for the whimsical detriment caused to the scintillating and aesthete nature. As a result of this massacre of natural resources the human healthcare system stands naked and consoled in blood as humans desecrate nature furthermore. A pittance of underhood destruction can be gauged if only once we can embody the floundering eyes after a solar eclipse or the thwart of air pollution in the incessant cold winter.

A brief identification of today's 'E- Healthcare' must also be discussed in a pedantic description. As the traditional methods of diagnosis and methods of evolution proved to refute with time, and interim growth of above mentioned reasons found the industry napping. Healthcare was struck in huge

turmoil to whose saviour came in the development of computer based diagnosis systems. Today more than 10,000 cases of pneumonia, breast cancer and AIDS are detected within a blink of an eye in geolocation as small as a village in any part of nigeria. The same idea could require more than 200 years in the 16th century and over 100 years in the 18th. This shows how much the efficacy of healthcare has improved. Another brief disclaimer on the pharmaceutical drug generation. Today as a matter of fact the consumption and production in comparison to 1991 is high by about 200%.

Although it's safe enough to hypothesize that the omni-presence of technology hand in hand with healthcare professionals has not only stirred great advancement but has still a long way to go. Although these methods of scientific efficacy have espoused healthcare fundamentals since decades, today in the surge of coronavirus its pithora have certainly increased multifold.

The figure demonstrates the dominance of AI and AI research in this vast dimension of health care just after the acknowledgement of coronavirus in 2019. The updated data result proclaims much more about the denotations of how corona in an acerbic tone showcased healthcare fraternity of apocryphal tenure. In the pre covid era pre planning was a joyful measure of capitalistic opportunism, but today for social welfare it seems Marx elucidating capitalist investment and taking prior measures is a new circumscribed reality within dimensions.



HEALTHCARE AI EQUITY FUNDING TRENDS

Healthcare AI funding bounced back after Q4 drop

Quarterly, Q1'15 - Q1'20

Amount of funding (\$M)

Number of deals



Created with: CBINSIGHTS

Source: CB Insights

6

As the dungeon of death awaits the mystery of theft, we the native must burgeon through the askance of situations and demoly of esoteric askance. Healthcare and drug transposition of India has always pertained itself frivolously. For a huge array of time it was deemed to be superfluous and rustic in many ways. However today the Drug market or the genesis of the pharmaceutical industry in India is about a 60% contributor to the world's globalization exchange. The antibodies prepared in this south eastern world giant is no snide to the prevailing diseases. According to the statutory body on world health and pharmaceutical embodiment of United Nations(UN), The world health organizations or the WHO, the contribution of the land of ancient culture stands 40-70% of the total Diphtheria Tetanus and Pertussis and Bacillus Calmete Guerin immunization. Given this data the surge of covid is hardly affected by this anomalistic wealth but it's still a starting point at most.

As a matter of intellectual fact the technological advancement has become banal to the healthcare diversions. The lambast views of the future have finally got its presence in fiscal budgets and 10% appreciation to health in this year. It can be seen as

more mercurial than a need of the hour but today auto-bots operation, computer based vision detection and prosthetic legs are no different to the industry. Its utility of pharma is also a matter of huge success and can be staunched upon. Finally we must look forward to the magnificent practices of technological warfare in the medical domain in order to create a resurgence in the healthcare and pharmaceutical industry. Although the foments caused due to these domain utilities are huge and devastating, it's more important as a consumer to believe in science than ever before. It's only right to disseminate the utility of this techno-bio system as widely as possible. We must not ever forget the hardship of parochial vision towards the environment which has led our healthcare to such extremes where it was over burdened even before the start of corona and the surge of COVID just ameliorated the present system.

The critic of detrimental and absence of farsightedness is a huge embodiment of this crisis but as once a wise man said, "Necessity is the mother of invention", today we stand at that zone of twilight where the future is omnipresent in the present and diverged in the shadows of past.

***“Lets sink out the blood in the hands of the sun,
and let's find devine in the shine of burn,
Let the arduous thrill to illuminate the wrill,
and on the dawn of death let's all wink for the best.”***

COVID-19: A Game-Changer for the Indian Startup Industry

The Story of the Indian Start-up Ecosystem

Vishishtha Upul
XLRI
Jamshedpur

1600+

Start-ups Added in 2020

45%

Share of B2B Start-ups

25+

Number of Industrial Verticals
with Active Start-Ups

28%

Share of Start-ups with
Primary Market Overseas

\$3.5 Bn

Total Funding Received by
Startups in 2020

135+

Number of Global Corporates
collaborating with Indian start-ups

The flourishing growth of the Indian start-up ecosystem has been gaped at and envied by many over the recent past. As of December 2020, India had 41000 recognized tech start-ups providing direct employment to about 5 lakh people, making it the 3rd largest start-up ecosystem globally. The COVID-19 pandemic came with a plethora of challenges that threatened to stop India's dream run in its tracks. However, the Indian start-up industry demonstrated innovation and resilience to emerge victorious, adding more than 1600 start-ups in 2020 and maintaining its position globally.

COVID- A Game Changer

In March of 2020, the pandemic turned up like a big black cloud and cast a shadow over the whole industry. And while it seemed that all it brought with itself was destruction, there was a silver lining in all of it. Despite the myriad of challenges that it posed, COVID-19 permanently changed the game's rules in more ways than one.

Impact of COVID- The Good, The Bad, and The Ugly

The pandemic boosted the adoption of digital technology by consumers and businesses alike. In addition, the trend of remote work also opened opportunities in cybersecurity. The sectors that received high funding and soared in valuation include EdTech, FinTech, HealthTech, EnterpriseTech, FoodTech, and Gaming.

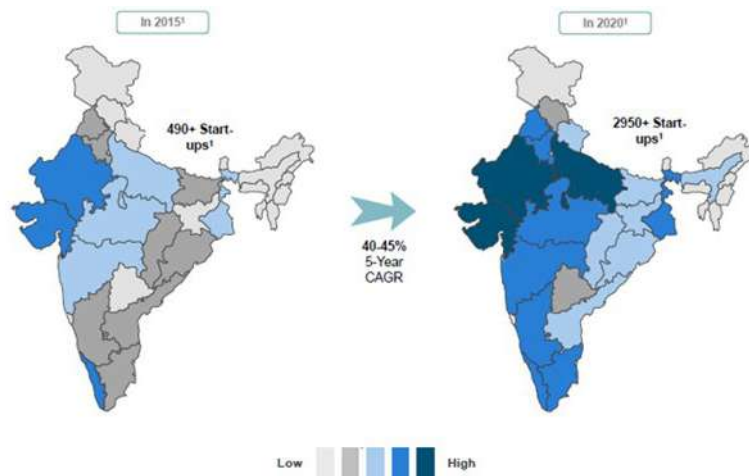
Companies in media and entertainment, Supply Chain Management and Logistics, AgriTech, and RetailTech felt a cushioned blow and recovered quickly from the pandemic. However, automotive, travel and hospitality, manufacturing, and real estate

suffered heavy losses and are still recovering from the effects of the pandemic. COVID-19 had a brutal impact on the availability of cash funds with start-ups. Most start-ups reported having a cash crunch, and a majority claimed they would be out of funds within six months of the lockdown. The inactivity rate was the highest since 2017, owing to reduced customer demand coupled with low investor interest. B2C start-ups were much more adversely impacted as compared to B2B companies. The pandemic's beginning was very discouraging as very few start-ups saw growth prospects, and most of them considered scaling down or shutting down permanently. There were salary cuts and layoffs, putting a lot of people out of work.

The impact of COVID was mixed, brutal for a lot of sectors, and a boon for a horde of new sectors. And while it was not entirely pretty, it fundamentally altered the Indian start-up scenario.

Government-Sponsored Stimulus

The Government of India also undertook measures to soften the operational and financial challenges faced by start-ups during COVID. The Ministry of Corporate Affairs provided temporary relaxations to all corporates under the Companies Act, 2013, and increased the threshold for initiating corporate insolvency to INR 1 crore from INR 1 lakh. In addition, initiatives like Atmanirbhar Bharat and Vocal-For-Local provided an impetus to Indian start-ups and enabled them to thrive in 2020. A corpus of Rs 10,000 crores called "Fund of Funds" for Start-ups has also been set aside by the Small Industries Development Bank of India (SIDBI). SIDBI also implemented a "COVID-19 Start-up Assistance Scheme" to aid certain start-ups which innovated in the face of COVID to ensure the continuity of business operations.



Emerging Trends

COVID-19 has fundamentally changed the way the start-up game is played, both for businesses and investors. Digital maturity has accelerated as geographical locations have become insignificant. Start-ups are mushrooming outside established start-up hubs. Corporates are partnering and collaborating with start-ups to create and cross-sell new services. The demand for contactless and remote services has opened new avenues for companies to leverage AI and Deep Tech. Open innovation programs and platform evangelization are rising as corporates seek new ways to collaborate with start-ups. All these trends will provide tailwinds to up-and-coming start-ups, enabling them to grow rapidly.

The Changing Funding Scenario

Indian start-ups received a total of \$3.5 billion in funding in 2020. The initial months following the lockdown were more difficult as start-ups reported that investors had become unresponsive, put their decision on hold, or canceled the deal altogether. However, the sentiment changed a bit during the last few months of 2020. Post lockdown, the number of deals and early and late-stage funding have almost returned to pre-COVID levels. 44% of all investments made in 2020 were in EdTech, FinTech, and Enterprise Tech. There has been an increase in the median ticket size of investments across all stages of investments, reflecting investors' confidence.

The Unicorn Club

India has seen steady growth in the number of Unicorns (start-ups with a valuation of over USD 1 billion). Despite a massive scarcity in funding, 2020 saw an addition of 11 new unicorns taking India's current tally to 38. This addition is the largest ever in a single calendar year to date and the 2nd highest globally in 2020, only after the USA. In addition, more than 55 start-ups across 16 sectors were founded between 2015-20 with a valuation of over 50 million, which are seen as potential unicorns.

The Road Ahead

With the worst of the pandemic over and the new normal being adopted as a way of life by most people, the future looks bright for the Indian start-up ecosystem. Start-up hubs are projected to grow at 40-45% CAGR. More investors and corporates will return to the game, accelerating India's Unicorn club's growth and promoting more exits through mergers, acquisitions, or IPOs. The variety of industries and use-cases being targeted by the Indian start-ups is on the rise, expanding and strengthening the existing ecosystem. The start-up ecosystem is a key pillar in India's quest for a \$1 trillion digital economy. With the accelerated digital transformation, it will play an even bigger role in the coming times.



IMPACT OF THE MIGRATION CRISIS

The subsequent slowdown in the Indian economy & revival strategy to combat

Shubham Joshi
University Business School
Chandigarh

What is the issue?

The COVID-19 pandemic has brought up the issue of reverse migration of migrant laborers in the limelight. Due to this pandemic, the status quo that has been going on for the last 70 years regarding migrant laborers' rights and living conditions has shaken the nation to the core. This COVID-induced reverse migration is said to be more intense than the one during independence, where around 1.5 crore people migrated.

What are some statistics related to migrants?

The migrants of India are one of the most flexible workforces with almost no rights, no demands, and no legal liabilities. This is one of the reasons that the government currently does not have any centralized data of these migrants at the national level.

If we go as per the 2011 census, there are 14 crore internal migrants, but this comprises people going to other states for education, marriage, etc., and people coming out for work. Apart from that, the total number of migrants stated as per the census of 2011 was 31 crores with an annual growth of 4.5%, so the total number of migrant laborers in 2020 may be more than 42 crores, primarily working in the unorganized sector.

The above infographic captures the state-wise interstate migration. Some districts like Thane or Mumbai suburban house over a million economic migrants. Just 22 districts in India account for a third of all migrants.

Broadly speaking, these internal migrants constitute more than 10% of our GDP and send more than 60,000 crores to their homes from different parts of India. But the irony is these people don't work under any formal agreement.

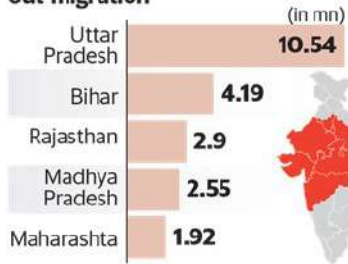
All these figures indicate that in the last 70 years, unequal regional growth in India is a reality.



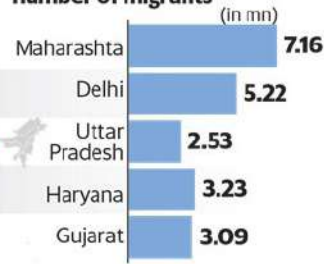
What will be the impact of this migration crisis on the economy?

1. As Indian cities reopened post lockdown, labor shortage in urban centers was evident, and its implications could be seen in the already contracting Indian economy. This can delay the economic recovery, which will, in turn, affect the stability of the society.
2. The construction sector, which is currently the largest job-creating industry in the country, is already facing severe labor shortages. This will further have adverse effects on the revival of the construction sector, which was dwindling even before the COVID crisis,
3. The workforce's productivity when involved in agriculture is much lower than the urban workforce because the land is a finite asset carried from generation to generation. Due to its division among the family members, the average landholding in India has gone down to almost 1 hectare, making it an inefficient and poor ROI affair.
4. Therefore, millions of migrant workers going back to the rural economy could bring national productivity levels down and increase the poverty rate, and subsequently more extended the economic recovery period post COVID-19.
5. We also need to understand that the states that experience high rates of out-migration to urban areas are the same states with high unemployment rates. Therefore with its worker base coming back, the numbers of unemployed persons in the state will further go up. So it will be exceedingly difficult for the states to absorb the returning migrants. This was visible with the increased budget allocation of MNREGA. The scheme was allocated around Rs 61,500 crore in the last union budget of 2020, which was increased to Rs 101,500 crore due to COVID. The allocation in this year's union budget for MNREGA is set at Rs 73,000 crores.

Top 5 states experiencing out-migration



Top 5 states receiving highest number of migrants



Source: Inter-State Migration India (Census 2011)

The revival strategy for this should be a two-step approach.

1. A Pan India database of migrant workers
2. Outcome focused skilled training program through a decentralized approach

The immediate need of the hour is recognition and identification of actual migrants. But, unfortunately, we rely on old estimated data, making it really hard for policymakers to strategize and implement policies at the grassroots level. So a digital Pan-India database will not help states coordinate well but also pay the way for targeted social policies of the future like healthcare, microfinance, and insurance for needy people.

The second step will be to have skill development centers that are more decentralized and outcome-focused so that even people in the villages can do something fruitful at their own place.

Currently, the Ministry of Skill Development and Entrepreneurship (MSDE) is mainly responsible for national skills training policy and management and is helped by many institutions and organizations.

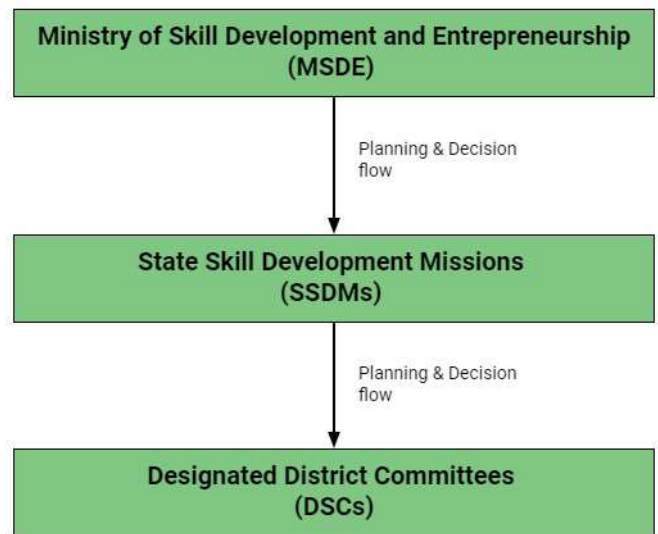


The following diagram depicts the current structure of MSDE:

The issue lies in the top-down approach. Rather the policies should be bottom-up. Governments need to focus on strengthening the DSCs by providing required financial resources. Professionals and subject-matter experts must be engaged for aligning skills to opportunities and economic potential mapping.

However, giving them direct cash handouts may not necessarily have been a waste in the short term. Even if the government fears cash savings by them, coupons or vouchers could have been a viable way to help them sustain in these challenging times. But this is not being done, so it will be hard for them to return to their working places sooner.

The following infographic of Quint released on labor day rightly visualizes the current condition of Indian migrant laborers.



Conclusion

We have seen in our history that migrants have enriched their destinations wherever they have gone. And pandemic won't stop this migration, but rather new routes will open. And since human beings can never sit silently in a place, we always move out, and the movement of homo sapiens out of Africa is its core example.

So we need to understand that,

Migration is not an issue, but the human rights economic well-being of these migrants are!

CORPORATE INTERVIEW 2021



Navisha Prabhakar
Digital sales executive, Cloud solutions, Microsoft

You have completed your Masters in Commerce from the prestigious Delhi School of Economics, University of Delhi. Students are usually seen pursuing a teaching profession after this, what motivated you to join the corporate world?

I was always inclined to work in the corporate world as well before my masters. Also, I had worked for a year in the corporate world and the ability to take on new challenges always made me keen to join this sector. I was willing to put my theoretical knowledge & learnings into practice.

Can you give us more insights on the career Techno-commerce field? What skills should an individual have to join such fields?

It is important to have a growth mindset and I joined sales as it

combined technical knowledge of product learnings along with using different selling techniques. As I was not from engineering I could not take core engineering roles so I was keen to work in organisations which could give me a chance for the business related acumen and hence focus should be on non-technical roles to begin it.

Post COVID-19, the workplace environment has shifted towards virtual reality, how has this affected you as a digital sales executive?

The world was said to be digital before COVID-19 and I have always been a part of digital sales which means selling virtually. Hence due to COVID-19 the business side remains better as customers now would want to adopt and adapt to the digital cloud based solutions which were not very popular before.

Companies have cut down a lot on daily administrative expenses due to the current WFH situation. Do you think WFH will replace physical office spaces?

Companies which are still to get established and are start ups might take this approach but the bigger companies will try to operate in hybrid model where flexibility will be given to operate in wfh model but physical office presence would be made necessary in some of the week.

We have observed many people taking up digital marketing courses. Is the digital marketing industry going to be the next wave like we have business analytics in today's world?

Digital is the way to move forward now. Companies which never thought of operating digitally have also gone live. From grocery stores to company needs the world is finding ways to operate digitally and the need of the hour is to invest in the skilling domain.

Passion vs. Money, a dilemma each individual faces when applying for job roles, What will you suggest to people facing such a situation?

Career is a long term plan and investing in it should be on a passion basis. Money will follow if your direction towards your passion is clear. Chasing too many goals can dilute the purpose.

You always take time out for your hobbies, corporate jobs are extremely time consuming and people have a busy schedule in such roles, how do you manage your time?

Having a planned day can help you to take out time. I generally make a time schedule with breaks for my hobbies otherwise you tend to feel burnt out with just work

It is often said that Sales & Marketing are complementing sectors, and are extremely pressure and task oriented roles, how do students taking marketing specialization get motivated for such challenging roles?

This is a common perception and people have carried this one for years but every job role be it HR, finance or any field is as competitive these days. The incentive in sales is extra money, perks, rewards and additional bonus apart from your fixed income. The motivation in itself should be these add-ons which help you to work harder each day.

You stepped into the top Technology companies like Google and Microsoft being from a non-IT background, what challenges did you face while doing so? What is the secret behind your success?

Challenges were many like a non IT background is not preferred but picking up the job and delivering it to best standards makes people believe that a non IT person can learn as well. To let go of my fixed mindset and get dejected that I don't have IT now what I choose to think on how can I shine in the roles and chances I get and in my previous companies being at the top of the game helped companies to get confidence in my candidature.

How will doing an MBA in the current scenario affect the students? Was it the right move to take up an MBA in the current pandemic?

I am a strong believer of no knowledge goes waste and post graduation with an add on MBA is a simulation model to what you will be facing later. Doing an MBA is a great step and would encourage everyone to not get dejected with pandemic as you can apply almost anywhere internationally as well as physically very soon roles may get redundant.





Rahul Girdhar
Business Head, Classplus

ALUMNI INTERVIEW 2021

How did your DSM experience prepare you for your career?

DSM helped me to be equipped with thorough exposure in the area of Management Basics. With a good head on theoretical knowledge, it was easier to map synergies on the ground.

What is your favorite part/best memory of DSM?

Definitely Vikas Gupta Sir's lectures

What do you think are some essentials in an MBA program concerning its syllabus and structure?

Modules covering all aspects of People Management and Change Management. Both are equally critical.

Tell us about your experience as an Area Supply Head at OYO. What challenges did you face, and how did you resolve them?

It was one of the most challenging roles I have taken up. Scaling up business with such huge aggression was integral. Perseverance and ability to take some tough calls helped in resolution of most of the challenges.

How do you feel the marketing industry has evolved over the years, and where do you see it in the near future?

We are currently witnessing the fastest evolution in the marketing industry. E-commerce and Digital Marketing has been the biggest game changer. AI and Cognitive Intelligence will be highly shaping the industry in this decade.

Do you think e-learning alternatives such as Coursera hold importance in the current industry scenario? Do these courses really provide necessary skill development for a management student?

Undoubtedly they do. That's the ultimate future. Brick and mortar would sooner or later be feeling vulnerable with more and more e-learning coming into picture. One of the highest growing industries, poised to reach US\$325 billion by 2025.

As an experienced professional, what guidance would you give to students aiming for a career in marketing?

Learn Coding, Learn more and more digital marketing, and most importantly, along with 4Ps in product and 7Ps in service marketing, be cognizant of the big C in Change Management.

EXP

SUMMER INTERSHIP

EXPERIENCE

PLACEMENT INTERVIEW

NCE

SUMMER INTERNSHIP EXPERIENCE

COMPANY NAME- IHS Markit

AREA OF INTERNSHIP- SME/Operations Analyst

KEY SKILLS LEARNT- Derivatives and risks associated, handling functions associated with client trading data, margin requirements

OVERALL EXPERIENCE- My five-week summer internship at IHS Markit as a remote intern in the pricing, valuation, and reference data services (PVR) team has been one of the most enriching experiences I have ever had. I'm grateful to everyone who made this into such an intense, enlightening, and enriching journey. I got the opportunity to work with a diverse team that shaped and encouraged me to be pedantic with each functionality and technical aspect related to core platforms and work on my business project regardless of the challenges of the new normal online world. Every week of the internship program was a unique episode designed to work and experience various engaging programs like customized LinkedIn learning, academia and 'leaders connect' sessions, etc., along with ongoing highly impactful global projects. Working at a successful global company didn't just give me a worldwide exposure and learnings but also increased my confidence to take up new challenges, take pride in our values, and hone our identity for a successful future. I am immensely thankful to my managers Mr. Sachin Singhal, Mr. Rajesh Kumar, Mr. Ankit Goyal, Mr. Akshay Singla, and everyone over at PVR team at IHS Markit.

COMPANY NAME- EY India

AREA OF INTERNSHIP- Human Resource Management

KEY SKILLS LEARNT- Talent Acquisition, HR Analytics, & Database Management

OVERALL EXPERIENCE- The experience was an inquisitive definition in Wax-and-Wane in terms of enigmatic functions. Key factors that the internship helped cultivate were Perseverance, Altruism, Dignified behavior, & Time-management. I worked majorly with the Audit-Risk Management Team and conducted interviews, organized and documented the meetings. During the internship, I applied my theoretical concepts and conducted empirical research using Tableau, Excel, Python, ETL SSIS, etc. the internship helped me contemplate various accords between simplicity & complexity required for structural economic designs of management.

COMPANY NAME- Finlatics

AREA OF INTERNSHIP-Finance

KEY SKILLS LEARNT- Equity research

OVERALL EXPERIENCE- New virtual learning experience, with a focus on key finance areas.



SANGEETHA SALLA



RAJAT DIWAKAR



PRIYANKA GUPTA



NEHA SHREYA

COMPANY NAME- Indian Oil Corporation Limited (IOCL)

AREA OF INTERNSHIP- HR

KEY SKILLS LEARNT- People management, communication, Ms-office, Database management

OVERALL EXPERIENCE- I got a fantastic opportunity to work as an HR intern at Indian Oil Corporation Limited (IOCL), Eastern Region, in the L&D department. During my internship tenure, I was exposed to various aspects of the Company's training policy, employee engagement programs, and other essential HR functions. I also witnessed many transformations being incorporated in the department due to the COVID-19 outbreak and the process of change management, strategy formulation, and implementation. I was lucky to get a chance to accompany a team to facilitate the transformation to the digital medium by organizing various webinars & workshops.

My study revolved around a Case Study on Need-based Training, training evaluation methodology, and feedback to assess the effectiveness of training programs conducted. I was glad that everyone appreciated my recommendation and approach to evaluating training effectiveness.

Overall, it was an immense learning opportunity for me which I am going to carry ahead in my career path.

COMPANY NAME- Outlook Group

AREA OF INTERNSHIP- Marketing and Sales

KEY SKILLS LEARNT- Database maintenance, client acquisition, and management.

OVERALL EXPERIENCE- This internship introduced me to practical knowledge and well equipped me with many marketing and sales methods. We learned how important it is to be patient while dealing with customers. This training polished my soft skills, competitiveness, teamwork, leadership abilities, among others. Through this internship, I utilized my theoretical knowledge to solve complex practical situations with the help of supportive mentors.

As an intern with the outlook group, my primary tasks were preparing a comprehensive list of prospective clients, gathering relevant data, maintaining the CRM dashboard, and updating the sales generated.

COMPANY NAME- Posteno Consultants

AREA OF INTERNSHIP- Marketing

KEY SKILLS LEARNT- Teamwork, Networking, Communication, Branding, CRM

OVERALL EXPERIENCE- It was quite an enriching experience for me to work in the HR consultancy Industry. I joined this organization as a 'Client Acquisitions Management trainee.' This opportunity helped me build my network with the CHRO/ Talent acquisition manager of other companies. Though my internship was in Human Resource, working at 'Posteno' also taught me customer relationship management, an integral part of marketing management, thus providing me with a wholesome growth opportunity in my areas of interest.



**KRISHNA KUMAR
BHARAT**



P. Priyadarshini

Specialization(s): Marketing and HR

Company: Tata Consultancy Services (TCS)

Profile/Role offered: Assistant System Analyst

The initial test was of moderate difficulty and consisted of quantitative and logical aptitude, verbal reasoning, and business aptitude. The PI was held for roughly half an hour and was a combination of technical and HR rounds. The questions ranged from situational to technical based with a mix of HR and marketing related questions. The panel also enquired about my internship and work experience. The tone of the interview was quite casual, so I kept my nervousness at bay. It was a perfect experience overall.

PLACEMENT

Greeshma PA

Specialization(s): Marketing and HR

Company: Tata Consultancy Services (TCS)

Profile/Role offered: Management trainee



It was a panel interview where both technical and managerial rounds were covered in a single sitting. There were three panelists, and the interview lasted for around 40 minutes. The interview started with a self-introduction followed by technical questions. The question mix consisted of introduction, technical questions, details about internship and marketing and HR based questions. Game-based questions about new technologies were also asked. Overall it was a lovely experience. The panelists were very jovial and interactive.

Sukhvinder Singh

Specialization(s): Finance

Company: IHS Markit

Profile/Role offered: Operations Analysis Analyst



Both rounds were technical rounds. In round one, mostly finance domain questions were asked, and the level of difficulty is basic. At the same time, in round two, the questions asked are related to finance, but the difficulty level increased to somewhat advanced. The interviewer also asked Situation based questions during Round two. But most of the things have been taught in our classes.

INTERVIEW



Ananya Mishra

Specialization(s): Marketing and Operations

Company: MIND Infotech

Profile/Role offered: Management Trainee

First-round went well. The interviewer asked very generic questions, and I was pretty confident I'll make it to the second round. The second round was with the CTO of my company, and he almost killed me. It was more of a stress round for me wherein I tried keeping my calm till the end, but I was pretty sure I hadn't performed well. After the selection, when I told HR that I was pretty sure I wasn't going to get selected, he said that there are many parameters on which they test the candidates. Getting selected was a sigh of relief.

DSM ACHIEVERS



Saima Shakoori

Batch: MBA 2020-22
Achievement: Influencer

Instagram Handle-
watt.a.mess__
3k followers with multiple
paid partnerships with brands
like MamaEarth, MyGlamm,
Nivea, Organic Harvest.
amongst others.



Bhawini Bhardwaj



Bhavya Gupta

Batch: 2020-22

Achievement: Bhawini Bhardwaj, Bhavya
Gupta and their team members Aditi
Upadhyaya, Anshuman Sood, Ayushkam
Pandey, and Lav Sharma secured 1st and
2nd position in seven competitions in
various team combinations.



Muskan Jain



Muskan Uprreti

Batch: 2020-22

Achievement: Winner of National HR
competition "SAMANVIT'21" conduct-
ed by NIT, Calicut.



Yhtiyar Achilov

Batch: 2019-21
Achievement 1: 2nd Prize in Google
Startup weekend E-cell DTU.

Achievement 2: Participated as
Delegate of Pakistan in WTO at
DelTech E-MUN.



Pragya Rohilla



Udit Gupta



Sarvodhya Bahri

Batch: 2020-22

Achievement 1: 8th rank all over India in online quiz competition organised
by IIT Delhi.

Achievement 2: Three of us became one of the finalists in the online case
study competition organized by IIT Delhi.

**FACULTY
ARTICLES**



**20
21**



Transforming Agriculture in India: An Opportunity for Enterprising Students

Dr. P.K.Suri
Professor, DSM, DTU



Having been associated with agriculture-related e-governance projects, I can share from my experience that there are immense opportunities in terms of leveraging technology for enhancing the competitiveness of agricultural produce in India. Therefore, I would like to make young students understand the significance of agriculture in the Indian context and try to transform the sector by using emergent technologies. Thus, the student community can augment the Government's efforts for making agriculture competitive.

Agriculture continues to be the predominant sector in terms of employment and livelihood in India. The industry accounts for employment to more than half of India's workforce. In addition, agriculture contributes significantly to export earnings and is an essential source of raw materials for many industries. The growth of agriculture has, therefore, important implications for the overall development of the Indian economy. Accordingly, it is being emphasized in India that the agricultural strategy must focus on the 85 percent of small and marginal farmers. These farmers need to be supported with technology to ensure that they can grow high-quality agricultural produce at an affordable cost.

In the recent past, many agri-startups have emerged, who have adopted the sharing economy model called Farming as a Service for helping farmers. Since it is unviable for small and marginal farmers to own farm machinery and equipment, the same is offered to them

on Uber and Ola car rental services. A few examples include Gold Farm, Oxen Farm Solutions, farMart, Trringo, CropIn, Agrostar, Em3 Agri Services, etc. Some of these are using a mix of technologies such as the Internet of Things, satellite imagery, and Big Data analysis to analyze crop health, recommend the type and quantity of fertilizers and pesticides to be applied, and even to help farmers in selecting the right crop suitable for their land. Such initiatives are progressively assisting the farming community. Students are encouraged to know more about government schemes aiming at transforming agriculture in India. Some of the sites where such helpful information is available include www.agricoop.gov.in (Department of Agriculture, Cooperation and Farmers Welfare), www.nhb.gov.in (National Horticulture Board), www.sfacindia.com (Small Farmers' Agri-Business Consortium), www.apeda.gov.in (Agricultural and Processed Foods Export Development Authority), etc. The MBA students of DTU have the advantage of teaming up with B.Tech students of the University to conceptualize technology-based proposals for strengthening the identified farming communities. Such synergistic relationships among management and engineering students shall go a long way in infusing technology in the agriculture sector through viable solutions. Furthermore, the students are encouraged to leverage the DTU Innovation and Incubation Foundation, which provides a platform for implementing such ideas.



Behavioral Operations

Prof. Dhiraj Kumar Pal
Assistant Professor, DSM, DTU



The idea to integrate behavioral aspects into operations planning was first highlighted in 2008, and since then, the field is drawing interest from the researcher's world over. The theme is quite versatile but, in simplistic terms, refers to the approach when human biases, preferences, and attitudes are included in the operational models to observe the real-life outcomes. Previously, the model designing and implementation followed a more idealistic approach, but such instances rarely play out in the practical sense.

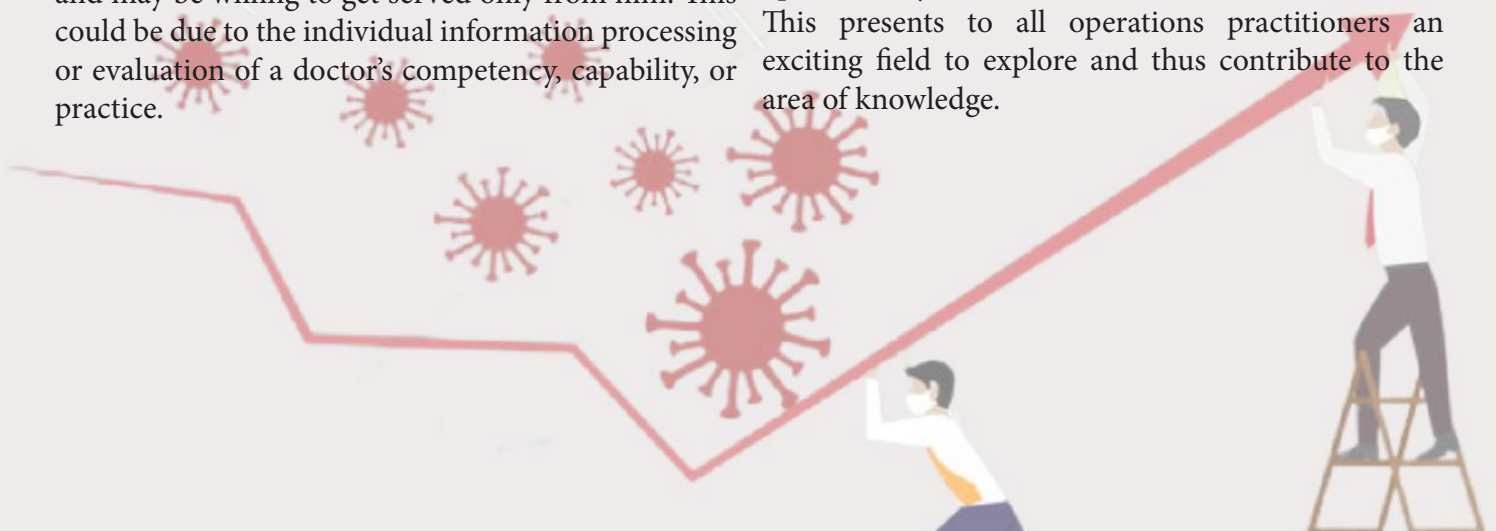
Let us try to understand this in a hospital set-up, where ten doctors are employed to attend to patient appointments for regular consultations. The approach to determining the number of doctors is designed by considering the nature/population of patient walk-ins and the premise that patients don't exercise any selection bias for doctor consultation. Thus, the number of doctors is the optimal number of servers required to meet the operational targets in terms of waiting for time, effective doctor utilization, etc. Thus, the model operates with a patient walking in and being routed to the available server, the doctor in the case. But on the contrary, we find that some of the doctors have higher patient queues than others. So, what could be happening here? While paying for the appointment, every patient does exercise his preference for a doctor and may be willing to get served only from him. This could be due to the individual information processing or evaluation of a doctor's competency, capability, or practice.

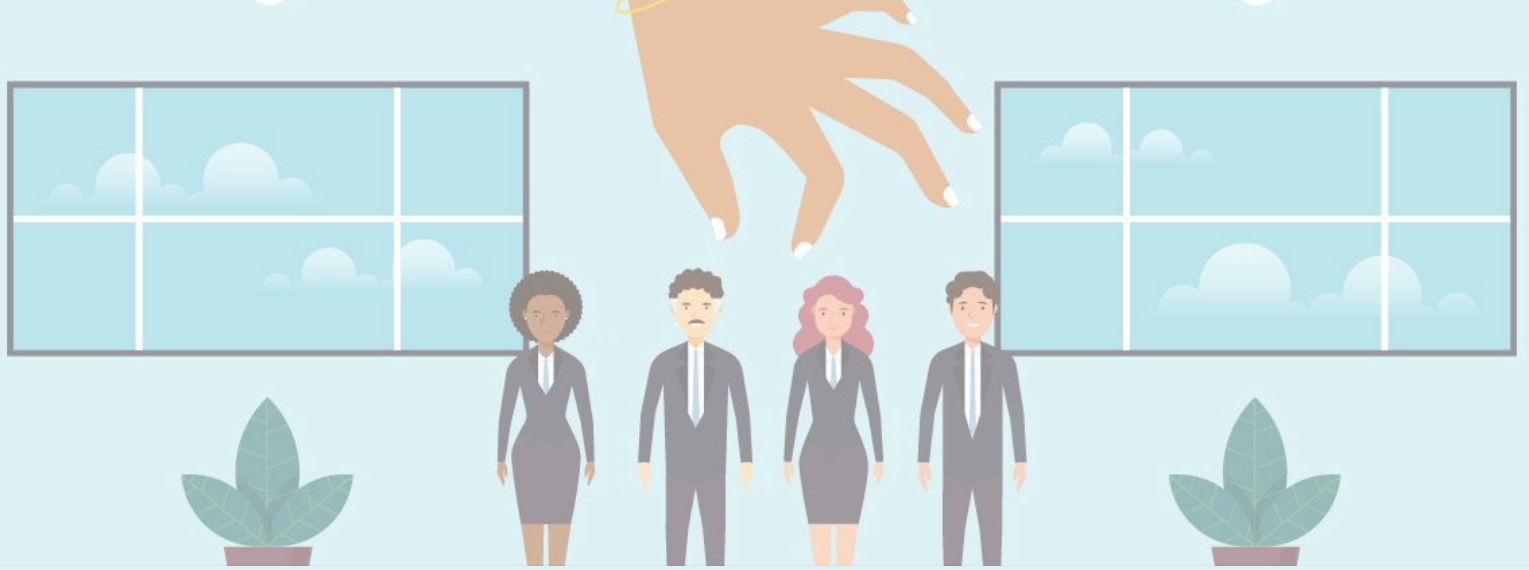
capability, or practice. And, this affects the entire scheduling process leading to a scenario of doctor over/under-utilization in contrast to the designed optimal operational model.

Another case to further the idea could be the organ transplant process. In developed countries, the entire process is very structured with a formal recipient list to serve the need on a FIFO basis. This is done to ensure that the organ is matched quickly to the recipient patient while still in a healthy state as there is self-life after which the transplanted organ becomes unusable. The designed approach is optimal to ensure effective donor-recipient matching. However, in reality, the first patient exercises his individual choice to accept or reject the organ based on the transplanted organ's healthiness. He will always be offered the first choice until he continues to be on the list. But, this exercise of choice makes the entire process suboptimal as in some cases, the organ will reach the not-fit-for-use stage for any recipient due to multiple rejections and thus rendered useless. This approach can never be termed optimal as anticipated in the design phase.

In the prevailing scenario of Covid-19, other similar instances have been observed where the healthcare system has been strained as people exercise individual preferences and hamper the effectiveness of the operations system?

This presents to all operations practitioners an exciting field to explore and thus contribute to the area of knowledge.





Covid 19 Driven Metamorphosis of Human Resource Management

Dr. Shikha N Khera
Associate Professor, USME, DTU



In the 21st century year 2020, 'Pandemic,' a new term that has been added to our personal vocabulary, came as a horrifying experience for many and brought extremely harsh outcomes for rest. COVID-19 has made life challenging for everyone globally, and organizations are no different with minimal immunity towards the pandemic. The pandemic has discovered the value of "Human Resources Management" in companies, particularly coronavirus's new challenges. Internal customers needed support more than ever, mainly with the unsure future and the greater risk of losing jobs or salary reduction. Businesses realized their challenges and that the successful sail through can only be done with support from their internal customers. The cultural changes at the workplace have led to cascading effects on the management of employees. Employers have evolved with HR strategic practices to cope up with this new challenge.

Metamorphosis of HR practices has taken place in organizations that have innovated and adapted to new workplace practices, including flexible work schedules, virtual collaboration, and communication, transiting to digital technology for almost all human resources sub-functions, including recruitment,

training, appraisals, and planning for employee growth and development. Employee performance management and engagement remain two critical areas for the HR managers to focus upon as it is quite challenging to effectively engage the employee from remote locations. The blessing lies with the fact that the COVID era came after the digital era providing a platform for at least continuing the organizational activities even without being in physical proximity to each other. This also largely depended on the agility with which organizations responded to the changes required post covid outbreak. For those workplaces which could not respond promptly, they must have faced some blockages in functions.

Unexpected modifications in the personal and professional lives of the workforce resulted due to the adaptation of emerged changes in workplace practices. The HR practices facilitating smooth functioning include work from home or remote location, minimal business trips, especially to international locations, imparting training through online platforms, conducting appraisal interviews or selection interviews online, and conducting meetings at convenient times without disturbing the routine scheduled work.

Though, various companies have strengthened support actions to maintain operational performance and nurture interaction or teamwork in virtual work. In the upcoming times, job activities will become more agile. Greater flexibility is required with change to remote work. Work teams will realize the distance in between them. Thus, practical digital tools would be needed for higher collaborations.

However, the professional work keeps moving, but it has other effects to be measured from the perspective of the psychological wellbeing of the internal customers. While work from home may be pretty convenient, difficulty separating the two has impacted the work-life balance. With the dependence on digital remote work, one experiences enormous stress for responding to the automated technology with no time boundaries. Family time has become history as employees are always digitally on work culture in a new normal.

Some activities that may help the intellectual capital to rejuvenate and plan themselves during the new normal include:

Mindfulness is the key to get relieved from physiological and psychological threats posed by the stressors in pandemic-influenced work patterns. It is advisable to spend some time in conscious or awareness-oriented breathing exercises for psychological relaxation. Plan your work - and - work your plan is the

fundamental practice for scheduling and time management. Especially during remote working or work from home, it is much needed to fix timings for professional tasks and personal engagements, thus avoiding overlap between the two.

Digital Team building exercises are a prerequisite to enhancing communication and collaboration between the departmental/divisional employees as they can't approach each other for required support, which may create a gap in their interactions, further delay in the task.

Schedules every week may be shared with the co-workers to better plan meetings in advance, and a fixed slot every week may be allocated for a routine work assessment meeting.

Independent of size and type, the organizations must evolve in their practices to sail through the pandemic. Therefore, the Human Resource Managers must reduce the challenges encountered by employees while performing their respective duties during these stressful times. Organizations ought to safeguard their employees' psychological wellbeing and establish benefit plans to sustain and showcase organizational ethos. A greater responsibility lies with the researcher community expected to bring out both the potential short-term and corresponding long-term challenges the business houses and society shall face.



UMANG UTSAV'21



The Public Relations Committee hosted the most awaited event, “UMANG UTSAV TRITYA” from 11th to 13th December 2020. The 3-day extravaganza consisted of various events, namely: ADventure, La’ Analytique (Analytics Competition), Drishtikon (Art and Photography), Contradion (Turncoat), M-Bid (Management Auction), Drishyam (B-Plan), Incognito (Treasure Hunt), and DSM Arena (Gaming).

In Contradion, the participants had to present well-articulated arguments, both for and against the given topics. ADventure also turned many eyes as participants came up with innovative advertisements along with their performative skills to market and sell their products.



INAUGURATION

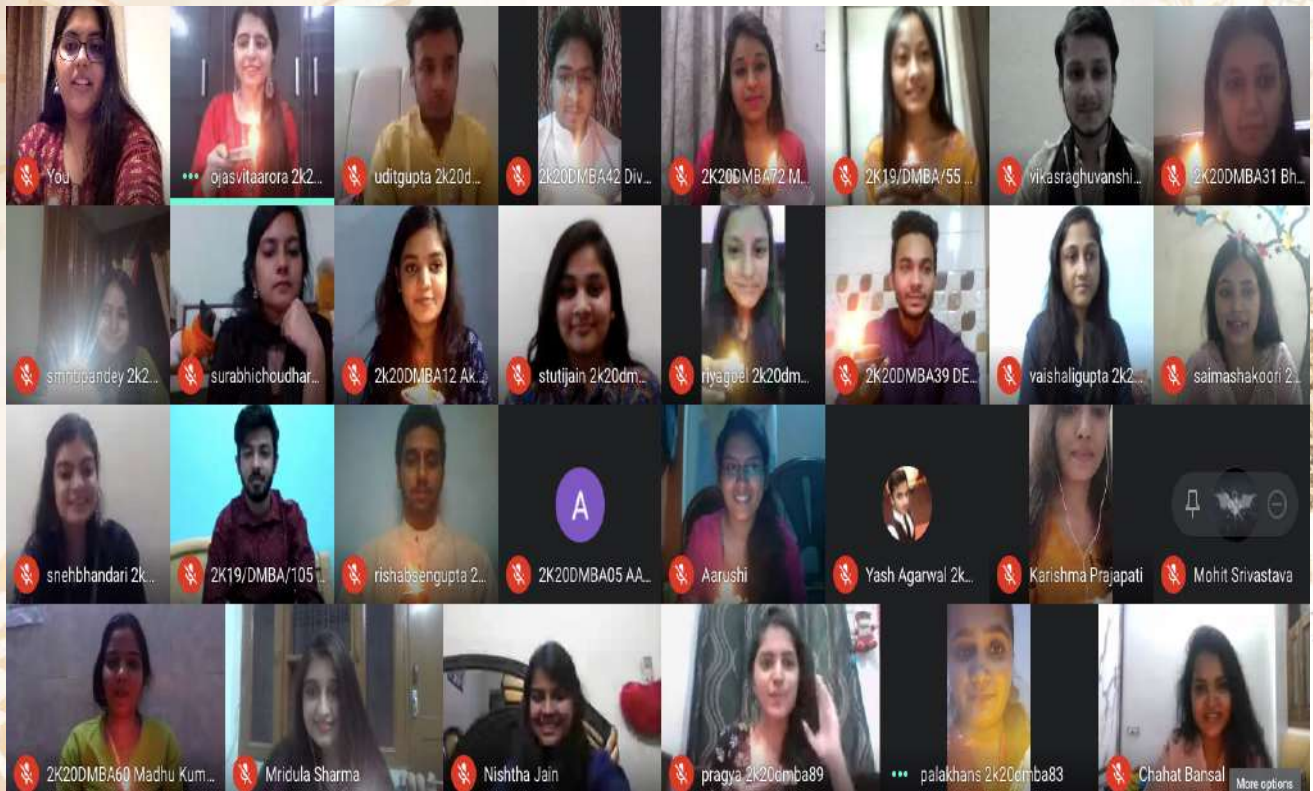


La' Analytique put the participants' critical thinking and analytical skills to the test where they had to solve statistical data sets and provide the most optimal solutions. Furthermore, Drishyam gave the entrepreneurial minds a whirl by assessing the participants' business acumen as they presented a variety of original plans to start and manage a business.



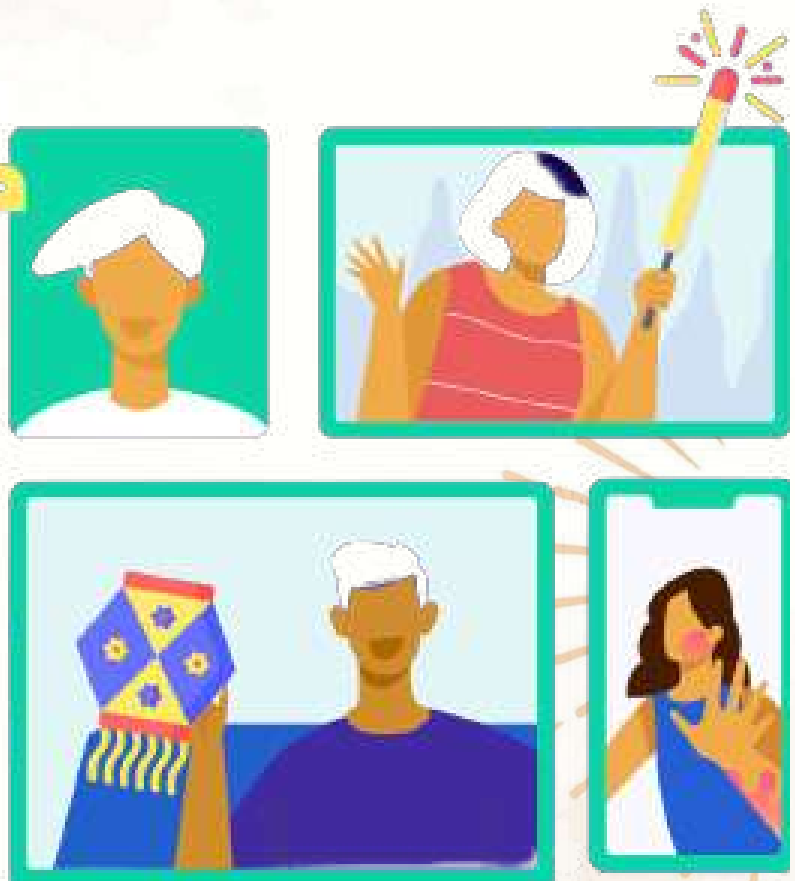
The informal events such as Incognito and DSM Arena garnered much praise for their amicable entertainment and plentiful participation. Drishtikon attracted the creative minds to present their artwork and picturesque photos which received a lot of adoration from the audience. Finally, Umang Utsav concluded with Jalsa, a live music performance by the young and talented singer, Rishi Grover.

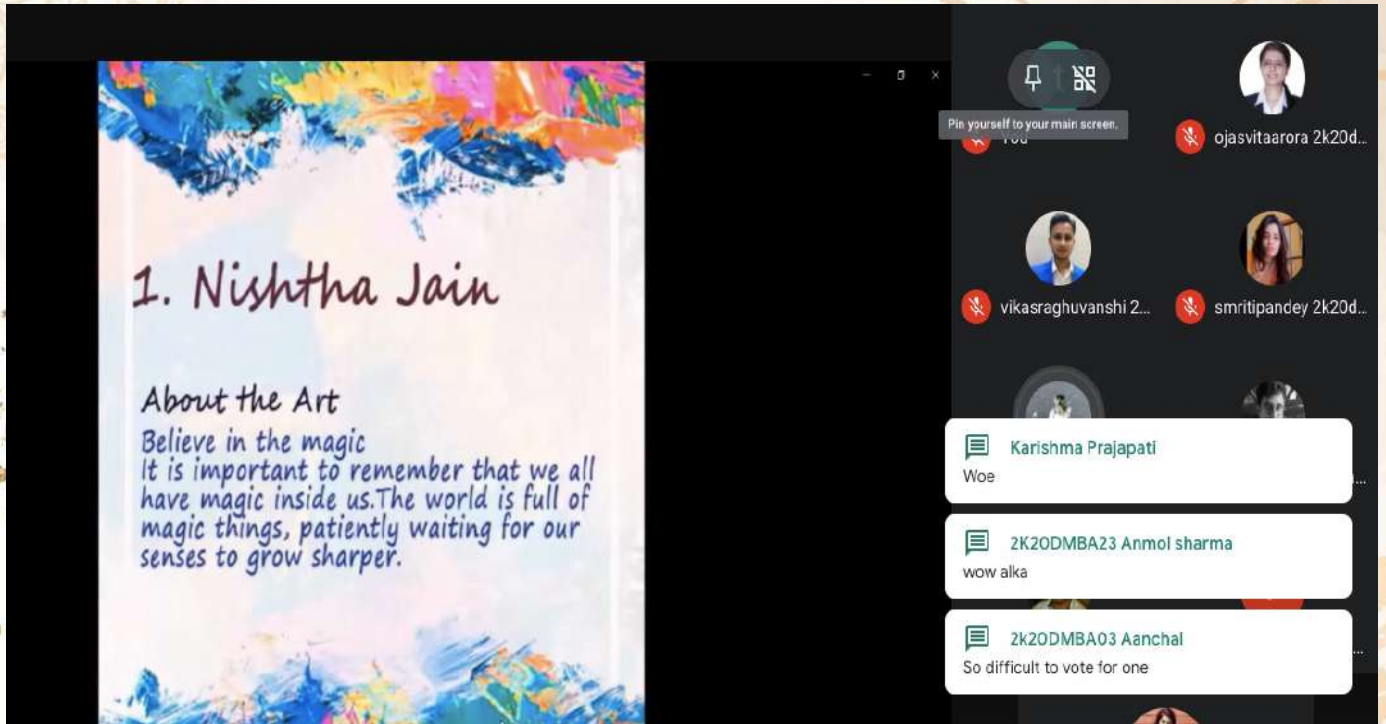
AHAAN'20



The Diwali Celebration of Delhi School of Management, organized by the Sanskriti Committee, marks the festive commotion at DSM, DTU.

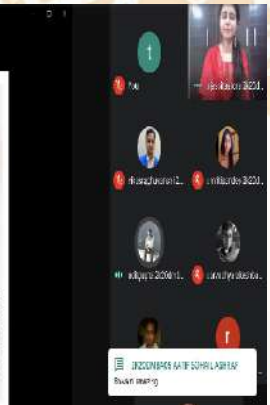
However, this year, the celebratory practices took an entirely new dimension with all events conducted online due to the pandemic but with twice the zeal and euphoria.





The escapade began early on November 10, 2020, Tuesday with a special virtual tour of the college for the first-year students, followed by many competitions lined up for the day. From Sur Sangam, the singing competition to Move and Groove- the dancing competition, Kalakriti- the Art and Calligraphy competitions to Rang-e-Deepawali, the Rangoli competition, and Around the Clock in collaboration with Alfaaz, the Literary Club of DSM, the students enjoyed their hearts out.

The Bollywood quiz jostled up everyone with exhilaration. It was the guest performance by Mr. Vivek Kumar that won the maximum acclaim. The event was summed up with a group photograph of the DSM family dressed in ethnic attires holding diyas and big smiles. It was a family affair that brought everyone closer than ever!



Chronicle Debate Event



DEBATE LEAGUE COMPETITION

Winners



MAYANK



ADITYA BIDANI



PALAK HANS



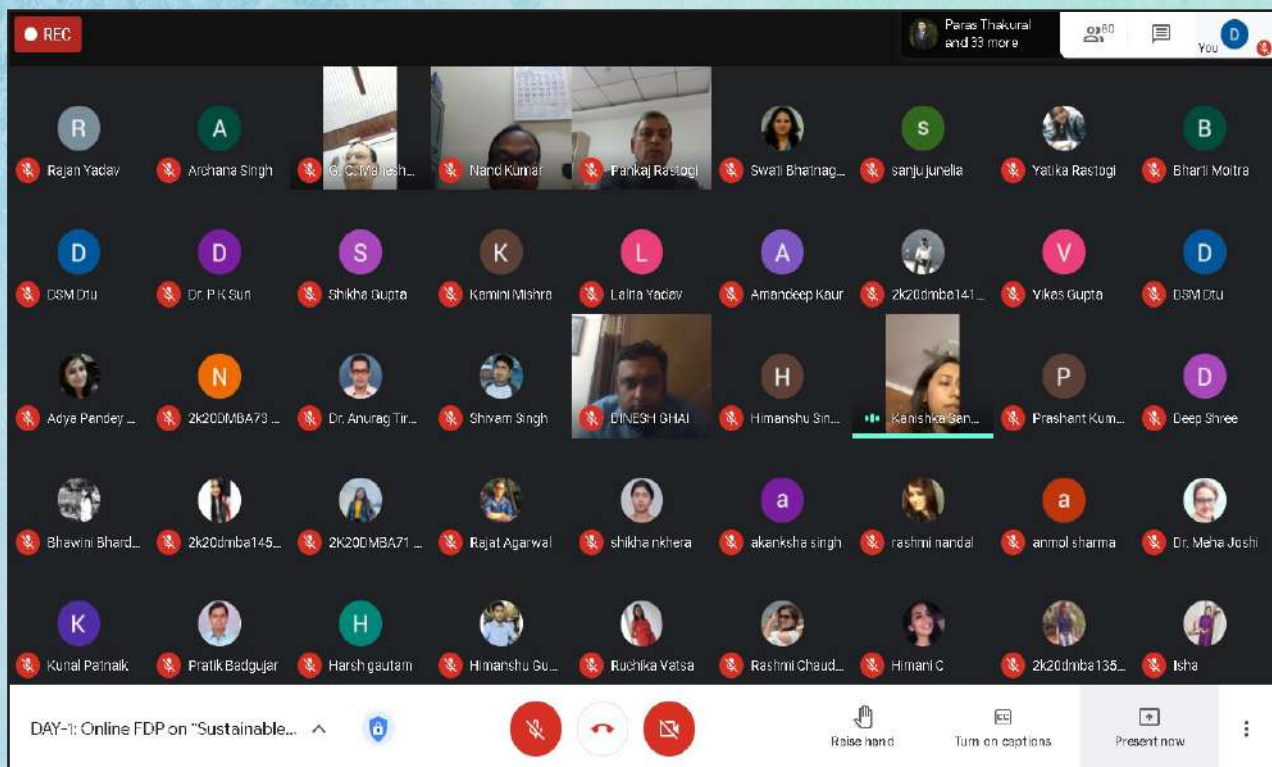
Debating has been an essential element of culture, which helps learners to see the power of deploying rational, reasoned arguments and compelling evidence in action. This art of expression is mastered by individuals whose versus are backed by strong opinion, facts, figures and wit.

The event began with the formal address by Dr. Archana Singh, HOD, Delhi School of Management, DTU who showered her precious pearls of blessings with her kind words of wisdom, motivation and inspiration.

Challenging opinions, finely honed arguments and phenomenal retort by the spirited contestants and strong interjections by the esteemed jury not only challenged and changed perceptions but made the event thoroughly prolific & indeed a great learning experience.

It was indeed an extremely tough choice to find the best from the pool of outstanding & talented participants. Surely, each one was a winner, if not a position holder, then definitely a learner.

FACULTY DEVELOPMENT PROGRAMME'21



Delhi School of Management, DTU organized a five days long Faculty Development Programme that hosted eminent and noteworthy senior industrialists, publishers, and academicians to express their views on the theme “Sustainable Development: Implications for Management Research and Practice.” Esteemed speakers like Prof. Helena M. Alves, an Assistant Professor at the University of Beira Interior; Ms. Sagarika Ghosh, Executive Editor at Springer Nature, Ms. Nupoor, Editor at Springer Nature and Mr. Vishal Gupta, Customer Consultant at Elsevier, South Asia, provided their valuable insights on topics like paper development, publishing principles, ethics of research paper writing and how to align your research writing to an editor’s priorities.

Several profound professors from renowned institutes like FMS-Delhi, MDI-Gurgaon, IIM-Tiruchirappalli, and Jamia also attended the FDP and explained the recent business trends, talked about enhancing research and publication capacities, and put forth their expertise on other topics related to management research. Further, the esteemed faculty at DSM, including Dr. Archana Singh, Dr. Rajan Yadav, Dr. Shikha N. Khera, and Dr. Saurabh Aggarwal, also carried out thought provoking sessions revolving around their research areas.



Writing - Abstract

How much information does the abstract give about:	Name	A	A	Suggested number of words for a 200 word abstract; reduce pro rata for smaller word limit
2. Other people's work and the focus of previous research literature?				No more than 50 words
3. What is distinctive to your own theory, position or intellectual approach?				At least 50 words
4. Your methods or data sources/datasets?				From 50 words minimum to c. 100 maximum
5. Your bottom-line findings - i.e. what 'new facts' have you found? Or what key conclusions do you draw?				As many words as possible within your limit
6. The value-added or originality of your work within the field?				At least 30 to 50 words

Source: ISE Public Policy Group (2011:102)

CII Godrej Green Business Centre - Introduction





Energy Efficiency



IGBC



Greenco



Greenpro

"Centre of Excellence" for Energy, Environment, Green Buildings
Renewable energy & Climate

The industrialists like Mr. Pankaj Rastogi, CEO-Dalmia Bharat Sugar & Industries Limited, and Mr. Dinesh Ghai, Senior Counselor, Govt. of India, Ministry of Power, presented the 'Correlations between Technology and Sustainability' and spoke upon select fields of 'Agriculture and Development', including Green Supply Chain Management and the Importance of Sustainability in Corporations for Market Competition.

Meanwhile, the publishers from Elsevier and Springer Nature discussed the importance of

research and publishing ethics, alongside giving inputs about how to make your paper look presentable. Lastly, the academicians covered a plethora of topics, primarily concerned with conducting research, publishing, and promoting journals and the coping strategies to handle stress during one's Ph.D. tenure.

The program was finally concluded on day five with mission plans about the future FDP on research techniques in different areas of management, which is proposed to be conducted in the first quarter of year 2022.



SESSION 3
"Enhancing Research and Publication Capabilities"

Associate Professor
IIM Tiruchirapalli
Dr. Sujeet K. Sharma



Guest



Lectures



Mr. Vartul Mittal
Technology and Innovation Specialist

A leading industry specialist and a seasoned Digital Transformation & Automation leader with 14+ years of strong Global Business Transformation experience in Management Consulting and Global Capability Centres enlightened the students on “How to ace new-age technologies to stay ahead in the industry.” He talked about the importance of understanding technology to achieve career goals, as he believes the world battles with Covid-19; technology and automation are helping things move steadily and progressively. He also emphasized the growing impact of artificial intelligence on the world and believed that AI is paramount in all sectors, including IT, HR, or marketing.



Bhaskar Roy,
Vice President, Genpact

Mr. Roy is a seasoned professional with more than 21 years of diverse experience in managing extensive business processes in the domain of Analytics & Data Science, Consulting, and Intelligent Operations enlightened the students about “Data Science and its Applications.” He spoke about the Current Scenario of Data Science and how Data Science is a multidisciplinary blend of data inference, algorithm development, and technology to solve analytically complex problems.



Tanya Singh
Business Head of Podcasts,
Hindustan Times

Ms. Tanya Singh joined the students of DSM virtually to enlighten the students on the topic, “Becoming an Effective Communicator: Skills for Everyday Success.” She talked about the concept of communication and emphasized the importance of trust in communication. She also spoke about the art of negotiation and how it’s not about one party winning over others but rather winning together. The session enriched the students with a captivating experience.



Mr. Abhishank Babbar
Associate Director Genesis, BCW Times

An integrated communications consultant, Mr. Abhishank Babbar, Associate Director at Genesis BCW, joined us to enlighten us on the topic “Brand in the COVID world.” He talked about the disruption caused by Covid 19 that created a paradigm shift in how we live and how organizations do business. He emphasized that this is not the time for the “wait & see” approach; corporations should recognize the importance of digital technology and modify it accordingly. He encouraged the students to keep themselves updated and learn new skills. He believed we need to prepare for the upcoming changes in jobs, unique skill requirements, and employers’ higher expectations.



Mr. Vishal Chopra
Head of Field Marketing, Freshworks

Mr. Vishal Chopra delivered an informative and enlightening session on the “Relevance of Digital Marketing Through and Post-Pandemic.” He spoke about the Buyer’s digital journey and how 70% of the buyer’s journey is now done digitally. He also talked about the Era of accelerated digitization. He emphasized how In the past 10 years half of the social media platforms are extinct and new content formats are on the rise.



Mr. Anirban Basu
Innovation Director, Danone

Mr. Basu has been a sales and marketing professional for the last 14 years and is now working as the Global Innovation Director at Danone, a leading multinational food and beverage company, and is based in Bangkok, Thailand. He enlightened the students about “The Art of Storytelling.” The session highlighted that persuasion is the key to storytelling. Mr. Basu also interacted with the audience, with a highly innovative approach of connecting with the students through web series and film clips that depict the aforementioned principles of storytelling.



Nivisha Prabhakar
Digital Sales Executive, Microsoft

Navisha Prabhakar, Digital Cloud Sales Representative at Microsoft, enlightened the students about “How to Build Your Corporate Brand.” She spoke about how and why identifying one’s skill is necessary to build and sustain one’s career in the corporate world. She also emphasized the ‘learn, unlearn and learn rule’ and how that helps an individual grow.



G S Raghu
Vice President health, safety & wellness, Coca-Cola Beverages

Mr. G S Raghu, Vice President, Health, Safety & Wellness, at Coca-Cola Beverages Pvt. Ltd., enlightened the students on the “Impact of the current crisis (COVID-19) supply-chain for Hindustan Coca Cola Beverages”. Mr. Raghu talked about the non-negotiable core values and emphasized why they should stick to their core values firmly and keep the non-negotiables as non-negotiables always. Also, he motivated the students to have confidence in them and have a vision and clarity about what one needs to do to attain their goals.



Rahul Ingle
Co-Founder, Money Roller

Co-Founder of The Money Roller, a financial research firm, took a session on “Analysis of the current economic scenario and preparing for a finance career post- COVID Times.” He also told what is expected from a candidate looking to work in the finance domain. He shared real-life examples, which served as quite insightful for the students attending the session.



Gaurav Makhija
Director - Aftermarket Sales, Service & Tech Support, Videojet Technologies

Mr. Gaurav Makhija led a highly informative and stirring session on “Diversity & Inclusion, Service as the Differentiator in the Market.” He shared relevant instances from his career to educate the students about diversity, inclusion, and the service and sales industry’s nuances. The session also included a case study discussion and various interactive exercises aimed at recognizing skills, identifying and avoiding bias in the selection process, and the prominence of quick thinking.

ALUMNI TALK SERIES



Alumni Relations Committee, DSM commenced the 'Alumni Talk series' with an insightful session by our honorable alumnus Mr. Manish Sharma, HR Business Partner at IBM India Private Limited - Global Business Services & Cognitive Process Services. The theme of the session was 'Skill is the new currency.' In his talk, Mr. Sharma explained the radical reinvention of human resource management and the paradigm shift to HR 3.0. Skill enhancement, leadership pipeline, and modernizing HR technology were few critical topics discussed, along with the presentation of IBM and its HR model. The talk was organized on a digital platform.



Manish Sharma

HRBP, IBM India



Mr. Sumit Kumar

Sales Manager, Pernod Ricard

The Alumni Relations Committee of DSM organized the following lecture of the 'Alumni Talk series' on "Perfect Product Launch" for MBA students. The session was presented by Mr. Sumit Kumar, who is currently designated as Sales Marketing and Digital Manager at Pernod Ricard, Gurgaon. In his talk, Sir explained the importance of planning a perfect product launch and aligning the New Product Introduction (NPI) process with it. He further elaborated NPI through New product development and product launch phases: pre-launch, launch and post-launch. Mr. Aggarwal discussed various career opportunities in this domain and trends prevailing like Data Science, Automation, and Cybersecurity for MBA graduates.

Mr. Mukesh Pahuja, the Benchmarking Consultant at KPMG, graced the occasion for the guest lecture of the "Alumni Talk Series" organized by the Alumni Relations Committee of DSM to enlighten students on the theme, "Survival of Businesses in COVID-19." In his talk, Mr. Pahuja elaborated on the current business scenario in the wake of COVID-19. He explained the recuperation techniques of revenue recovery, rebuilding, and accelerating digital adoption to enable reimagination. Informative aspects of recovery models of Airbnb and Spotify were discussed.



Mr. Mukesh Pahuja

Benchmarking Consultant, KPMG

The Alumni Relations Committee of DSM organized the following talk by alumnus Mr. Ayush Gupta in the “Alumni Talk Series.” Mr. Gupta is currently working as a Product Manager at Indiamart intermesh limited, Noida. He presented a session on “Product Management in Machine Learning and Automation - Scope and Opportunities.” He discussed the relevance of Machine Learning and artificial intelligence in problem-solving and opportunities in that domain in his talk. He shared his experience as a product manager and informative bits about his recent projects. The session finally ended with an interactive question-answer session between the guest lecturer and the participants involved.



Mr. Ayush Gupta
Product Manager, IndiaMART



Mr. Prashant Aggarwal
Sr. Engagement Manager, Round Glass

Mr. Prashant Aggarwal, Senior Engagement Manager at Round glass, delivered a very insightful talk on “Basics of Investment and Securing their Future” in the ‘Alumni Talk series’ organized by the Alumni Relations Committee of DSM. The session was very informative, where Mr. Aggarwal initiated the discussion with the Post COVID-19 Market scenario, India’s budget, and basics of finance. He Later explained the Importance of Investments, Mutual funds, Inflation impact on wealth, and Financial Taxonomy in detail, elaborating it with really fascinating examples. The session concluded on a very positive note, with Mr. Aggarwal sharing his valuable experience and advice with students.

Ms. Summy Kataria, the Key Account Manager- University and Institutes, EXAMITY, APAC, Mentor, and International Career Coach, presented a very engaging lecture on the topic “Making the most of our MBA.” She discussed many on and off-campus opportunities that students can capitalize upon and maximize their learning experience. She further emphasized the importance of personal swot analysis, skill development, Networking, and social responsibility. The session concluded with encouraging words for students from Ms. Kataria.



Ms. Summy Kataria
Key Account Manager, EXAMITY



Mr. Bhavneesh Juneja
Contract/Risk Manager, STL

The next talk of ‘Alumni talk series’ was presented by alumnus Mr. Bhavneesh Juneja, Contract/Risk Manager at STL, on ‘Eliminating Value destroyers.’ He talked about project management and risk management and initial career prospects and roles in this domain for MBA students. He further elaborated on Risk management in the project and techniques of identifying, minimizing, and mitigating it. He focused on people management skills like collaboration while sharing many informative excerpts from his extensive experience in handling various projects.

Healthcare Industry

Survive to Thrive

— Surabhi Choudhary —

As we look back to 2018, it has proved to be big year for healthcare and healthcare technology. Digital health companies were able to bag in an investment of around 7.5 billion USD. The healthcare industry was getting digitized at a slow but steady pace and significant changes have been made since then by many companies. The healthcare sector has been redefining the term digital transformation. To clear any misconception, digitalization of the healthcare sector does not mean buying the latest gadgets or tools such as FitBit or Apple Watch. It is about changing the way the industry operates by moving from eyeball gazing professionals to the implementation of AI-based diagnostic devices which are capable of identifying a diabetic retinopathy. It is about making the industry more efficient and automatic.

While the baby steps were being taken by the healthcare sector through introduction of the wearables, online consultancy, and medicine delivery, the world was taken off guard by the advent of a pandemic. The Covid-19 crisis has slung away almost every economic activity, development processes and business from their desired pathway. Healthcare industry, too, has not been left untouched. There has been a great revenue loss for the industry due to the changes made in the way of operating. The shift from regular checkup practice to availing medical facilities only when necessary has made some permanent revenue losses and also has put the

private healthcare facilities under a lot of stress due to unavailability of working capital and liquidity of funds. Disruption in the operations has occurred due to decreased number of patients, supply-chain inadequacies, and staff-quarantines. Not to say people have also lost lives in the process.



To combat these problems faced by the healthcare industry, after a survey of decision-makers from around 58 UK companies operating in the field, the data was analyzed and a journey plan was developed to be undertaken to emerge from the current situation. The plan consists of three stages each having a strategy, objective, and actions, which must be undertaken to uplift the industry from merely a surviving stage to a thriving stage.

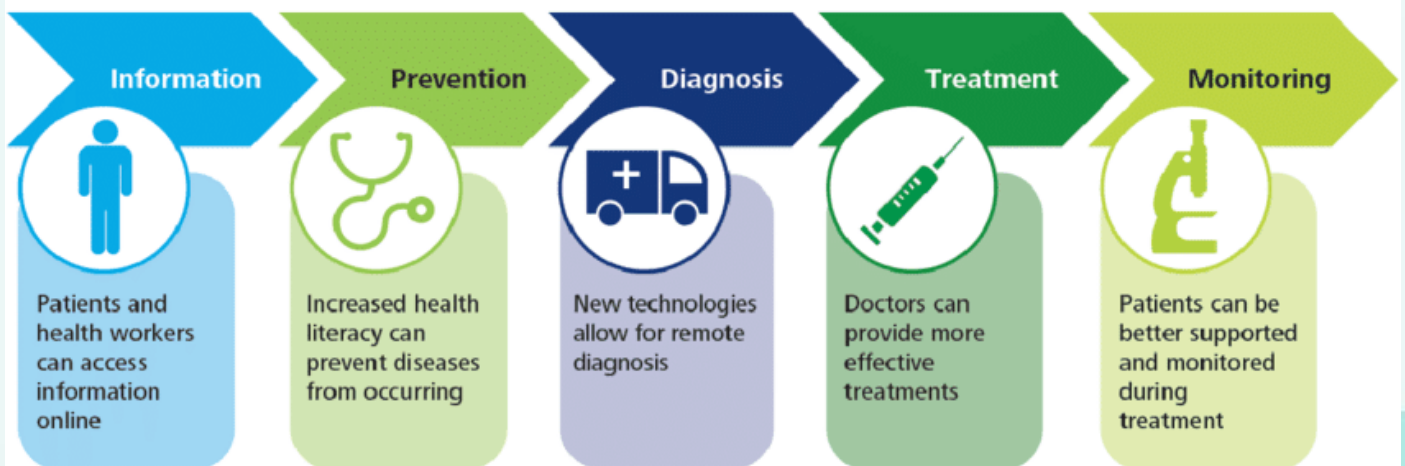
The three stages are:

Stage One: Reviewing the crisis preparedness and the response undertaken. This stage becomes necessary to survive the current downfall and stress caused on the industry. In the survey conducted it was found that only about half of

the companies' supply-chain operations were prepared for the pandemic. Whereas about 81% of the companies continued their business due to their investment in IT which helped them adapt to the crisis easily, 78% of them admitted to their lack of preparedness from such a sudden disaster and their short sightedness. All of the companies which had just started digitizing themselves were inadequate enough to respond to this crisis.

Stage Two: Harnessing this critical situation towards digital progress to revive the industry comes next. Everyone agrees that technology acts as a tool to help overcome the effects of a crisis. Those who had

Stage Three: A strong leadership is necessary for prioritizing these initiatives and making the industry thrive. An executive sponsor should make sure that the goal is well aligned with the company objectives and is understood by all. If the digitalization is not done well within time the progress of the industry will be hindered the most as compared to any other sector. The investment in cyber security has been a boon and should be invested upon. Budgets should be allocated for this purpose. Artificial Intelligence should be implemented along with other technological advancements to combat any situation such as this crisis has caused.



not realized the potential of digitalization of the industry should move ahead and invest in a data driven, cloud based, and digital mode of operation of the entire industry. Agility, flexibility, and innovation are the keys to build up the capacity to overcome any critical situation. Not only investing in the IT and digitization of industry will do but to handle such a large database of the patients there arises a need to strengthen their cybersecurity defenses too. Creation of new digital products or services should be prioritized. Blockchain for databases, IoT for apps, telemedicine, and wearables, Robots for high precision surgeries, and AI based diagnostics are the current key requirements for the growth. The pioneers of the healthcare industries are expected to accelerate in this course of action.

On implementing this three-stage action plan, the supply chain will be strengthened, and the maintained database of patients will allow them to avail services from anywhere across the world. The gap between the service and the consumer base will be well accounted for and there will be no problem in generation of revenue for the industry. The new tools and gadgets along with AI and telemedicine services will make diagnostics and treatment accurate and easy for everyone. The solutions for any problem will be effective, customized, and long lasting. Digitalization of the healthcare industry will not only make the lives of the patients better but a better implementation of the products and services will make them feel empowered and connected.

Role of social entrepreneurship in COVID-19 times

Palak Hans



Social Entrepreneurship refers to the efforts by entrepreneurs to find out a problem, look for different alternatives available to them, and then find the best way to solve that problem and opt for the best solution as their product enters the market. They want to make profits but not only profits, they also want to give something back to the society as it's their duty and they know it.

- In today's world, where a consumer is aware of rights and duties of the organization, they expect that if they are spending their income on purchasing goods or having services from that organization, then the organization has to take care of the environment because they are using the resources of the environment to generate profits.

Young entrepreneurs are coming up with new & innovative idea by keeping in mind the expectations of the consumers, they are the young generation who before planning keeps in mind that ultimately they have to serve people like them only, so they are coming up with the ideas that will not only generate profits for them but will boost the development of the nation and will also keep the environment around us clean and green. Many organizations are working on the idea of a clean & green environment because they know that it is the need of people. After all, if there will be a good environment that is created by the organization, people will appreciate the efforts of the business. The business has to develop a good image in the

minds of the customers and also they are doing this for themselves as they have to work in this environment only, so they are on the mission of clean & green environment not only for the customers but also for themselves.

“Global Pandemic”- A tough situation all over the world where the economy needs the help of the new & old entrepreneurs to come up with hygiene products and ideas on how we can protect ourselves from the virus. And many entrepreneurs have innovative ideas where the motive is not only to earn profit but to protect the people from the virus. For example- Many new companies were set up to produce face masks and sanitation products. Many existing firms came up with sanitizer or fruits & vegetables cleaner, all this is not just entrepreneurship but social entrepreneurship where entrepreneurs are working for people.

There is a myth that social entrepreneurs does not contribute much to the GDP. The fact is that they contribute to at least 10% in GDP and they give huge employment thereby solving these problems of the nation as well. Social entrepreneurship is much needed in the covid-19 pandemic because they not only contribute to GDP and generate employment but also make the life of people very easy by providing quality goods like hand sanitizer, fruits & vegetable cleaner, clothes cleaner, home cleaner and a wide range of products that will help in preventing ourselves from the virus.

The government also supports this kind of entrepreneurship as the government is well aware of the fact that they are serving the society, so the government gives them subsidies, tax rebates, etc to help them financially and also help them non financially by supporting them.

Recently the government has also launched the course in all IIMs for rural entrepreneurs to motivate them, the government is also providing them a stipend to continue the course I.e Rs 50000 per month for the first year and Rs 60000 per month for the second year.

The government is encouraging startups mainly social entrepreneurship because they feel the need for more entrepreneurs who can work towards the development of a backward section of society.

Some Social Organizations-

“Cooperative Societies” – It is the form of the business organization working collectively for the benefit of the people around them, they form groups for the purpose of buying something in bulk or selling something, etc. Their sole motive is not just profit but the work of the overall development of their area in which they are operating.

“Self Help Groups” – They are generally found in rural areas, they solve the financing problem of the people as they act as the bank i.e take deposits from the people and lend the money to the needed people at low interest rate and the money earned from that interest is distributed among members. Therefore they not only help financially but also help people to generate income.

“Some NGOs working towards the development of the country”

* ***Study Hall Education Foundation*** by Urvashi Sahni- entrepreneur of the year 2017 which is working towards education and help for women.

* ***Selco*** by Harish Hande, providing sustainable energy in rural areas.

* ***Childline*** By Jerro Billmorria , providing help to homeless children.

That is not the end. There are many heroes who don't work to make profits but also help society in a good way. They are using their innovative minds to come up with great ideas that will help our nation to get the name back “Gold Bird” which means Sone ki chidiya.

There are Social entrepreneurs who work with both profits and helping the people but NGOs work only with a help motive so we as a citizen of the country should give monetary and non monetary help to them so that they would be successful in their mission of development.

Survive, Revive and Thrive is the new way of leading a modern India. And due to constant support of entrepreneurs India is able to fight with the pandemic.

Next time if you want to go shopping for a bag do not search for big foreign brands selling bags but search for NGOS that are selling handmade bags to help poor women to earn their daily wage. #Makethechange.



India China Stalemate and Aatma Nirbhar Bharat

Siddharth Saxena
DSM, DTU

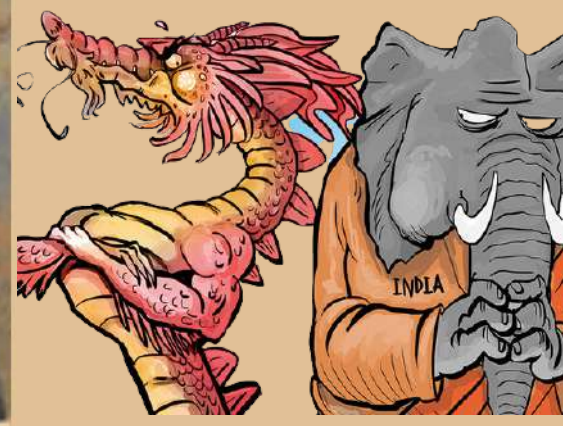
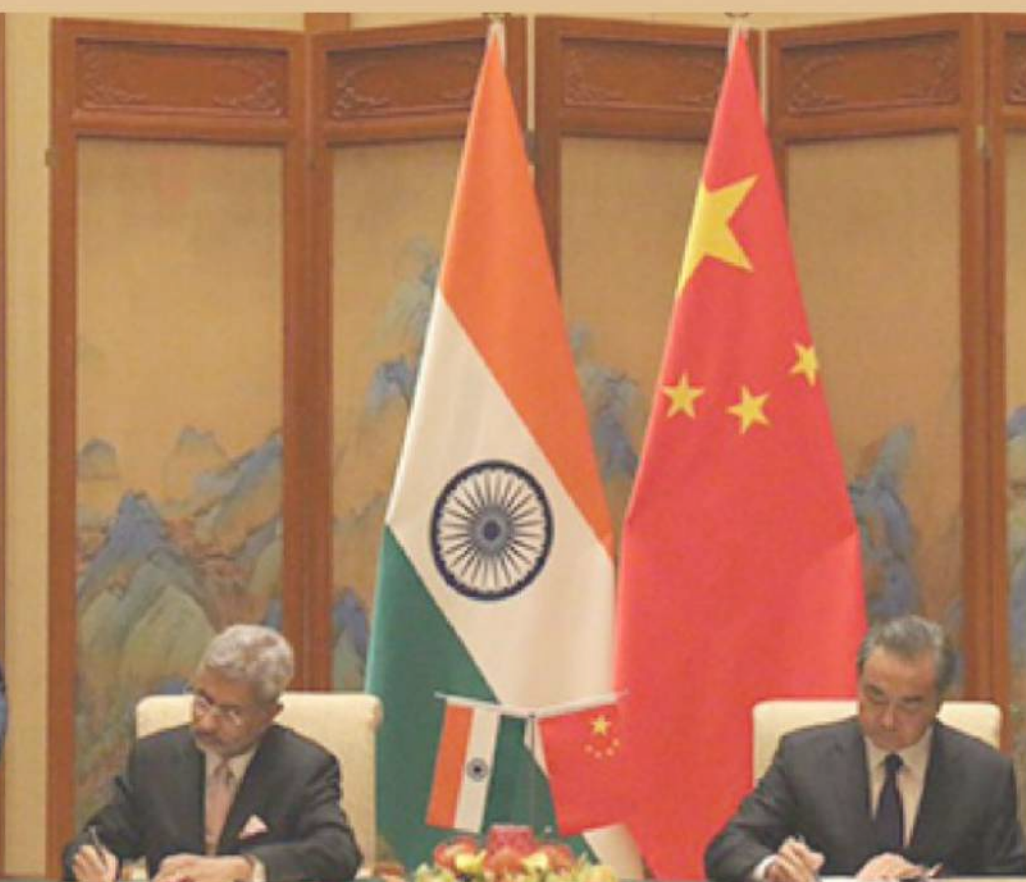
Relations between India and China have sunk to such lows in recent times that it is easy to imagine both of them going to war with each other. Ever since the deadly skirmish at LAC in June, the border talks between Army commanders are yet to break the stalemate between the respective armies. It seems that India may finally see the very same Chinese aggression that has dogged other countries in the South China Sea. While to India's credit, it appears to have weathered the initial Chinese storm and managed to give China a bloody nose, the Chinese Go strategy has ensured that the situation remains fluid and its expansionist policies continue unchallenged.

However, in a marked departure in its stance since 1988, when the then Prime Minister Rajiv Gandhi established good relations with the Chinese and disassociated the topic of border dispute from

affecting the health of the bilateral relationship, the Indian government finally played the economic card on China. The reason is apparent; it is impossible to look the other way when a belligerent neighbour with global ambitions tries to destabilize a rising power by grabbing its territory and creating tensions.

Economic progress and peace go hand-in-hand. The former can't happen without the latter.

And so, in a public announcement on May 12th, Prime Minister Narendra Modi launched the "Aatma Nirbhar Bharat Abhiyaan," intending to achieve self-reliance, especially in critical sectors such as steel, power, and electronics, and to augment global supply chains with Indian markets. The need for such measures had been highlighted several times in the past. The trade deficit with China was a whopping \$48.7 billion in 2019-20 FY, but the government so far had avoided taking



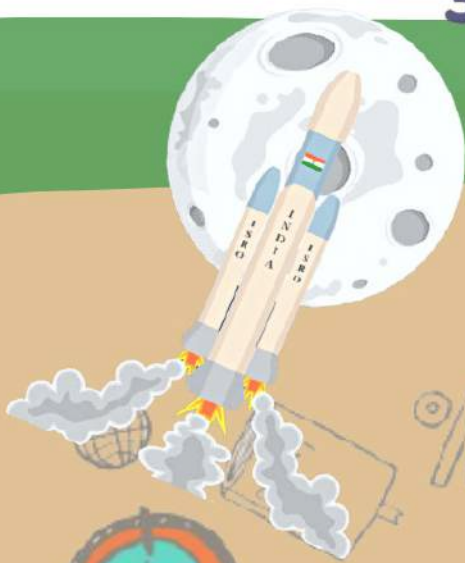
any tangible action for fear of attracting Chinese displeasure. But the current hostility in ties and China's naked display of military power at the LAC has ensured the right political environment to strike China right where it hurts. As a result, several Indian companies and PSU's have revoked their contracts with China. Others have been working to minimize, if not outright sever, their dependence on China and its industrial base.

However, this is fraught with its problems as China is the world's manufacturer; it holds dominance in electronics manufacturing. In some parts of the

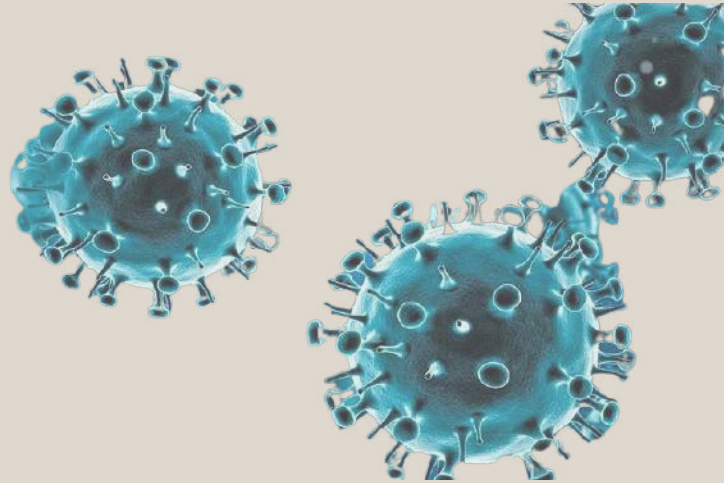
supply chain, China controls things from mine to the product. In such a scenario, it is essential for India to carefully nurture such industries and build indigenous capacity before resorting to the outright prohibition of Chinese goods. Protecting Indian industries from getting undercut by cheap Chinese imports would be an excellent first step. The recently imposed anti-dumping duty on Chinese goods is a step in the right direction.

Time will tell if these measures will bear fruit or not.

आत्मनिर्भर भारत अभियान



Winning Sustainably In The Unprecedented Times



Vasudha Kaul
DSM, DTU

The COVID-19 pandemic which brought the world to a halt altogether last year, has affected every living form of life in one way or another, when all of it started people were locked down in their homes, and with humans at home, the industries that function because of them also experienced a pause, while the grey skies turned into blue, beaches of Mumbai saw birds and dolphins, kids lost a year of their childhood play to this pandemic, world economies which were soaring earlier, went into dumps; unemployment, poverty, hunger, psychological distress nothing seemed to be a plus point for the human life back then.

Fast forward to April 2021, we see refreshing realizations amongst leaders and their populations, with new Sustainable development goals crafted by the United Nations, even commoners have invested their time and effort into going green. As we realized how most first-world nations lacked proper healthcare systems, we also saw how India, a country still fighting poverty, was universally praised for carrying itself so well, and how the ones who even

lacked bare minimum facilities sprinted to providing PPE kits, medicines and now vaccines world-wide. But have we won the battle? Or are we overseeing long-term goals to enjoy short-term victories? With initiatives like Vocal4local, Atma Nirbhar Bharat, one must also remember that these can only be successful if proceeded further sustainably.

UN has clearly stated its 17 SDG to be accomplished by the year 2030, and although poverty, quality education and gender equality top the list of goals, the list also clearly states the need and importance to implement and provide sustainable energy, Climate Action, Life on Land, Life below water, and Responsible consumption and production as some of its priority. The pandemic has shown that progress made in addressing poverty, hunger, good health, and well-being could be jeopardised unless the global community also urgently tackles global environmental challenges that have the same potential to seriously disrupt the mechanisms that enable humanity and the earth to survive and thrive. So, where do we stand in all of this? The Union Budget for 2021-22 has laid a major focus on capturing



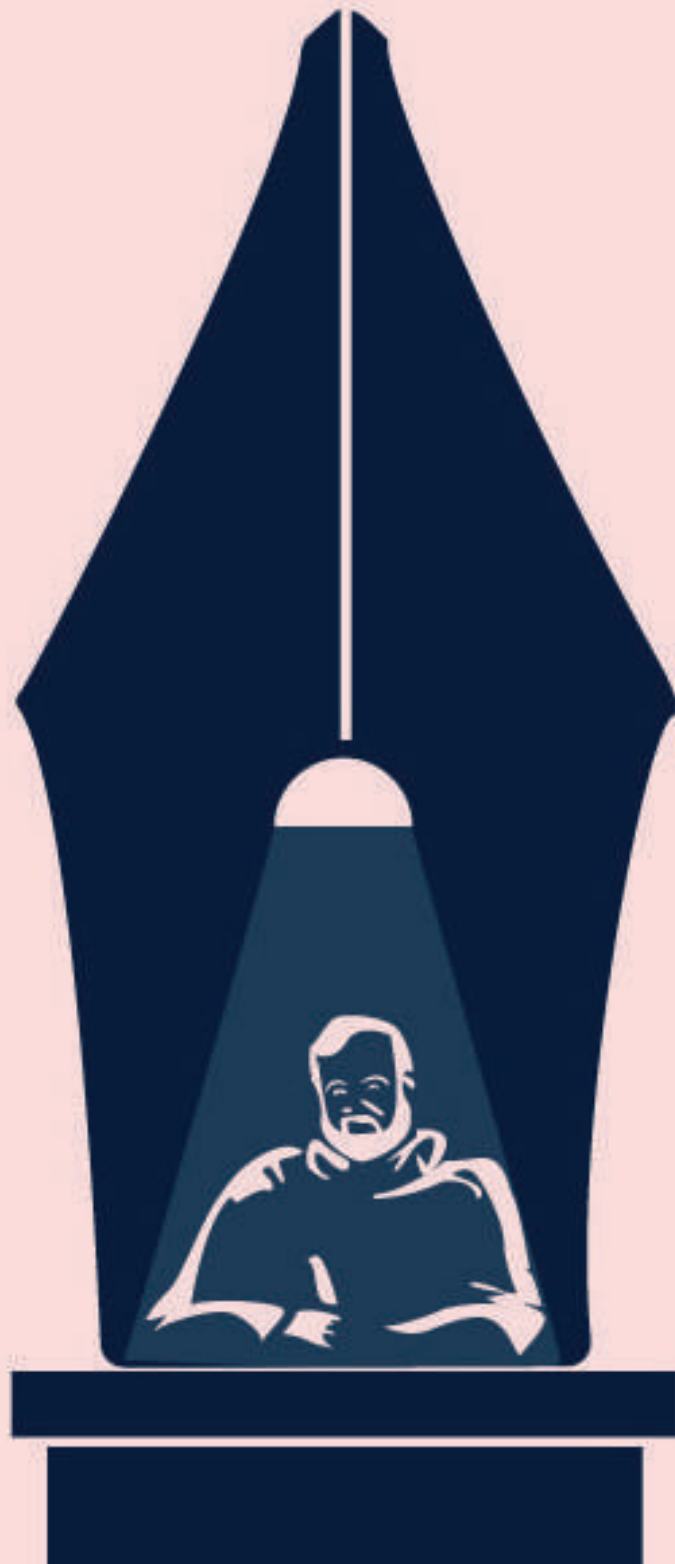


the emerging energy transition trends — from Renewables to Hydrogen and even Smart Metering, an additional infusion of Rs 1,000 crore to SECI and Rs 1,500 crore to IRED, a National Hydrogen Mission will be launched in 2021-22 for generating Hydrogen from green power sources and 100 more cities would be added in the next 3 years to the gas distribution network.

So, while the world leaders direct governments and policies to go green, how can you help your country become a benchmark of success in green? First things first, you must understand that to achieve anything worthwhile resilience is a must. Change is tough but it is a must too to survive time and generations, while you accept this fact, start with small changes like carrying your bag to get groceries, buying clothes made of natural fibre instead of polyester (mind you the fashion industry is one of the leading causes of land pollution), foodies should try to have more

plant-based diet and try to eat seasonally, remember if you are buying mangoes in the month of December they are most probably being produced in some big greenhouse chamber, and last but not the least look out for all the red flags around you. Are you using the lift for 2 floors when you are perfectly healthy? Did you just throw a wrapper out on the road? How much water could have been saved had you been a bit more concerned today?

Remember before you start with a journey let the stimulus of it be sustainable, if you cannot start with looking after your society and environment in those baby steps, how will you manage to do it as the responsibility grows? While the international bodies work on bolstering their system to ensure a sustainable future, people must keep in mind government bodies are for the people and by the people, without the support of the people they will simply remain untouched textbooks.



Creative Block

WOMEN WHO CHANGED THE COURSE OF INDIAN HISTORY

SAUMYA KAMDAR, DSM DTU

The epitome of bravery, amiability, modesty and audacity,
Those who have challenged all men,
With all their talents unfurled,
Yes, these are the women who have changed the world.

They are gifted human beings with clarity in mind,
Their reverence revealed their immense love for mankind,
They led a life full of dignity and designation,
Truly encountered certain fame and recognition.

Brought a wave of transformation, a wave of change,
A great thought beyond the range,
Service to humans was what they mentioned,
Their efforts are indeed worth appreciation.

With power of Durga to fight the evil
Efface from the world the hovering devils
Goddess Saraswati's light to dispel the gloom
The amalgamation of efforts and joyous bloom

A dauntless woman was she,
Quite popular as Jhansi ki Rani
In her great skills did the Marathas see
Their very own Goddess Bhavani

In the battlefields like a man among men
She stood armored, ready to defend
Her life revolves around bravery and revenge,
She is indeed an epitome of courage.

Against all elements that caused people's destruction
Serving the poor was Mother Teresa's conviction
Peace, empathy, commitment was her prime inducement
Could bring a revolution, a worldwide movement

She opened orphanages for children in need,
Saved many lives by doing good deeds,
Beyond all fights and animosity,
She was a symbol of generosity.

The one who never felt afraid at all,
Remained great in rise and fall,

A great glory of human race,
A modern lady, full of grace.

A champion of socialism;
A hater of communalism,
With great tact to administer,
She is Indira Gandhi, the first woman Prime Minister.

Filled with grace, she set out for space,
Moving ahead with a high pace,
Kalpana Chawla, an astronaut so great,
India's future bright, she wanted to make
Filled with valor and determination,
She is truly an inspiration.

A great woman, a great athlete,
The one who never feared defeat,
With persistent efforts, she won many championships,
PT Usha reflected great sportsmanship.

She tackled troubles that came in way,
Awaited for a new beginning each day,
Heroic, daring, melodious, goes on the list,
That describes Sarojini Naidu, the independence activist.

The first woman to head National Stock Exchange,
The one who worked beyond the range
With great intellect and a high aim,
Chitra Ramakrishna is her name.

Be it business, service, wars or battles,
In every field, women have proved their mettle
Climbing the pinnacle of success and victory,
It's women who have shaped the Indian history.

With men, women have come at par,
The future generations must follow the footsteps, is
the need of the hour,
The women have always been a great inspiration,
They have added a jewel in the crown of the nation.

a beautiful place

Roopika Patwa, Dsm Dtu



The world is a chaotic jungle
Made of humans beings
Dressed with human emotion
Constantly struggling for greed and hunger

I see ambition in their eyes
I sense jealousy in their pride
I smell greed in their smile
I search for peace in their life

Because world is a chaotic jungle
Where human beings are different inside
Represent themselves unique outside
And might behave the way they are,
When locked in a room inside

Amidst the misery of the situation
I look for a place outside
Which makes me feel like home
Where there's only pleasure, not disguise
Where there are more friends and less fights
Where we share more compare less
Where we love more and forgive more often

I don't know where that place is
Which is made for me,
Because I don't relate to the world affairs
And often find myself stuck behind

Because world is a chaotic jungle
Dressed with human emotion
Where I'm born, with equal rights
So, I will look for a place made for me
Which I can't sight at this point of time

But I know
It's very beautiful over there
I don't know where there is
But I know it's somewhere
And I hope it's beautiful

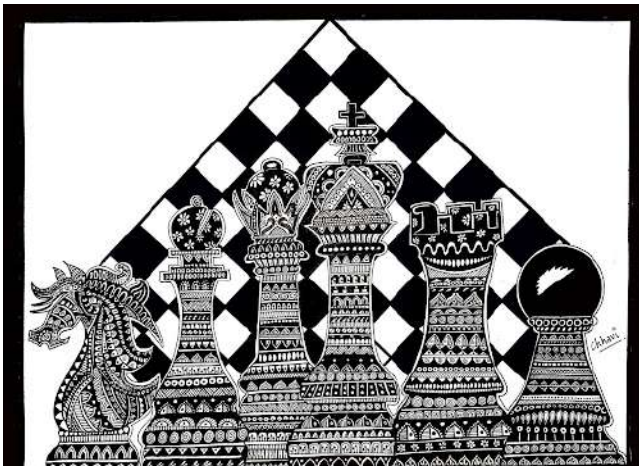
Credits: Aanchal



Pragya Rohilla



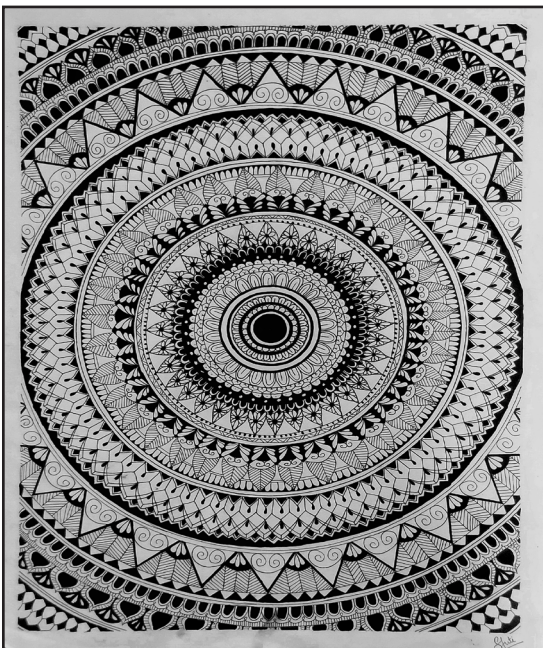
Aanchal Arora



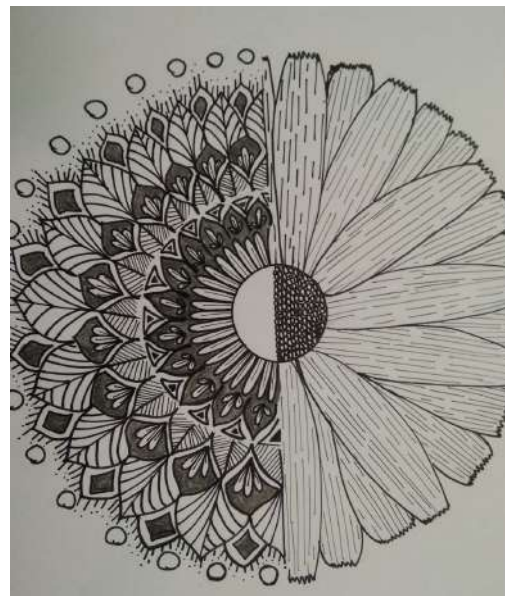
Chavvi Malhotra



Bhawini Bhardwaj

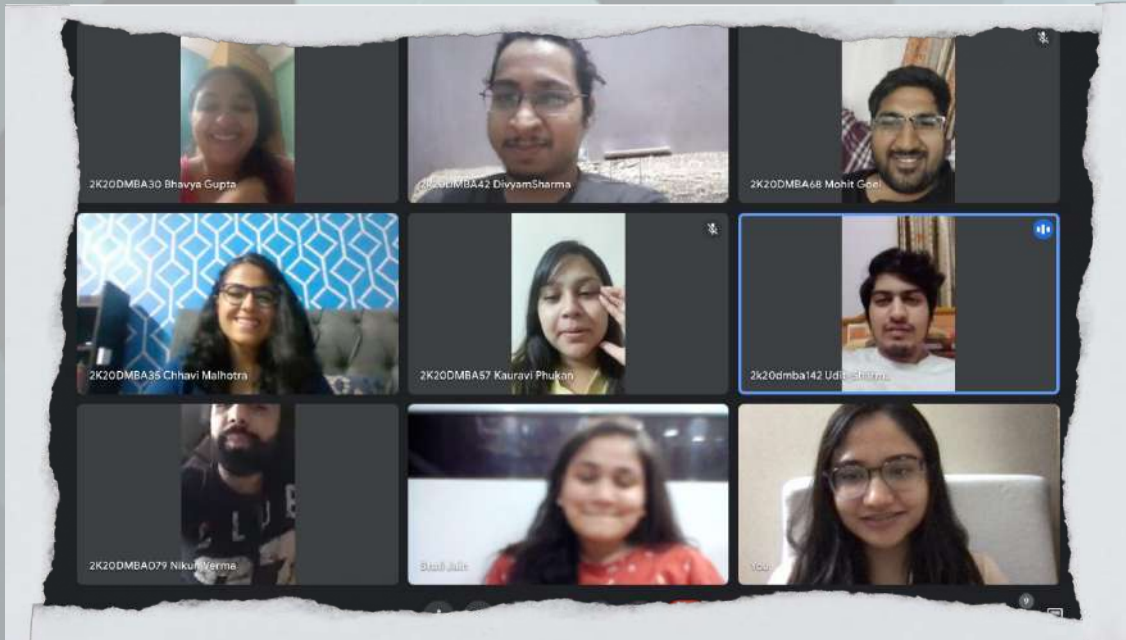


Stuti Jain



Roopika Patwa

CORPORATE RELATIONS AND PLACEMENT COMMITTEE



The Corporate Relations and Placement Committee diligently works towards acquiring the best placement and internship opportunities by reaching out to the finest companies in various sectors, thus playing a crucial role in assisting the students in getting their dream jobs.

Furthermore, the committee also attempts to upskill the students through Mock Interviews, Group Discussions, and other personality development activities, which helps them perform well during professional interviews in accordance with standards of the Corporate world.

The Training and Placement Committee is committed to developing faculties for students in order to help them realize their maximum potential, become industry ready as well as bridge the gap between rigorous competition in the industry and talent available at DSM.

PUBLIC RELATIONS COMMITTEE



The Public Relations Committee continuously strives towards maintaining and growing DSM's online and offline presence. The committee actively engages DSM's social media handles by reporting on all major events and activities of DSM, in turn facilitating the broadening of DSM's brand image.

The team also manages the various rounds involved throughout the admissions process, along with answering queries from prospective MBA candidates.

Additionally, the committee organizes two flagship events every year, namely - Umang Utsav, a week-long extravaganza consisting of both formal and informal events and, Entheos, a case study competition. The events help in stirring the students' competitive spirit as well as fostering their growth through experience.

ALUMNI RELATIONS COMMITTEE



The Alumni Relations Committee of Delhi School of Management's objective is to maintain an amicable relationship between the department and the alumni. Alumni engagement involves regular interaction with the alumni over telecom as well as digital platforms.

The committee organizes the Alumni Talk series, where DSM's alumni are invited as guest speakers to enlighten the student body on a variety of topics and share their practical experiences.

Many Alumni are industrial magnates, entrepreneurs, professional speakers excelling in their respective fields. The knowledge and inspiration emanating from such an association motivate all members who are a part of DSM. They host a flagship event, "The Alumni Meet" annually, along with other informal events collaborating various clubs of the Delhi School of Management.

SANSKRITI CULTURAL COMMITTEE



Sanskriti is the cultural committee of the Delhi School of Management. They organize various social and cultural events in celebration of the diversity on campus.

Their annual flagship event is known as “Ahaan,” which takes place in October. It’s a spectacular event filled with lots of fun activities, spreading a wave of merriment among students otherwise preoccupied with the commotion which otherwise goes on in the minds of budding managers. The ethos of tradition and culture is magnificently displayed at events like Teachers Day and Diwali.

The events organized by Sanskriti represent the culture of DSM in its conduct through the principles of inclusivity and diversity, as participating in different cultural events provides holistic developmental opportunities to the students.

FINANCE



It is a community of finance enthusiasts who are invested in the learning outcomes propagated by national and global events.

MARKETING



It focuses on bringing contemporary marketing strategies to the forefront by promulgating such practices among the students.

IT



They aim to provide content and knowledge in various domains of IT to students who are interested in the field.

HR



The objective to hone management and organizational skills by orchestrating activities that lead us to become better managers.

OSCM



Arth works towards a consulting environment alongside creating an atmosphere for the students specialising in OSCM.

DSM

Specialization based Clubs

Activities Based Clubs

SPORTS

The Sports Society is the club which conducts activities in all areas related to sports.



LITERARY & DEBATE

Showcase literary and visual content related to cultural events! Publishes original poetry and prose written by the members.



ART & PHOTOGRAPHY

It conducts workshops and promotes skill-sharing activities in the domain of photography and art.



CHRONICLE

DSM's official magazine named: "DSM Chronicle." In addition to the business magazine, it also uses its social media handles to cultivate corporate awareness among the students.



E-CELL

E-Cell, DSM conceptualizes & successfully implements various initiatives to help students, budding entrepreneurs & professionals in their entrepreneurial journey.



SANRAKSHAN

Sanrakshan, the student run social club was born of a dream to ensure the welfare of the community by abiding to it's philosophy of "Understand. Empathise. Act".

FAREWELL NOTE

It's time we bid adieu. We, the batch of 2021. Yes! We face the unexpected goodbye this year yet again. The wish of meeting friends and teachers one last time, visiting the alma mater all over again ... it was there last year, and it still lingers in our hearts. In 2020, we were giving our fullest efforts to make up for the farewell of our seniors in the online mode, and within a nick of time, the sides have changed. This time it's us passing on the baton to our juniors (2022 batch), all virtually!

When we last met in March of 2020, little did we know that it would be our last one? Those face-to-face classes, direct interactions with our teachers and batchmates, coffee breaks at Nescafe, fests and competitions of all types and scale, library sessions before exams, campus walks, group activities, and so on... we missed all this and will continue to do so. The memories are yet clear in our minds of all the times so happy and grateful. And despite the distance, we kept ourselves driven by hope throughout the year. Each of us tried our best to compensate for the situation we faced and make the best out of it. The faculties supported us with online classes being pretty considerate with each one. They did not let us miss out on experiences of presentations, class activities, group projects and assignments, and more, as they are requisites for MBA graduates. And during all this, we had ourselves connected by every online means possible. We stayed continuously in touch and collaborated through WhatsApp groups and messages, late-night Google Meet sessions, conference calls, Discord server, and many other mediums. It is crazy how we motivate ourselves to find new ways and adopt them in no time. And not to forget, how each of us supported each other and how the whole batch united in these times was the show of the strength of our nexus that came out so well. Indeed, the year

All the best!

gone by was not what we expected our college final year to be, but it was a different one to experience.

“Every closed door isn't locked, and even if it is... YOU just might have the key!

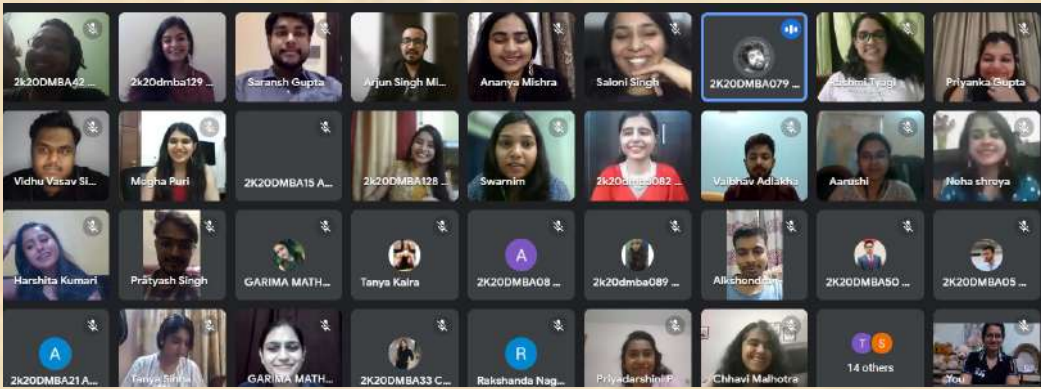
Search within to unlock a world of possibilities!”

Now, as all of us embark on a new chapter of our lives by entering the corporate world, we definitely are going to miss the life-changing two years. We all experimented, made mistakes, and learned from them, and in the process, we all grew as professionals becoming more ready to handle the challenges and pressures of the industry. More importantly, the classes and their methodologies helped us develop the required business acumen and knowledge. Through class activities and case discussions, they gave us the platform to understand the concepts better by being in the shoes of the corporate executives. The other aspect of MBA, i.e., college societies and clubs, was a great platform to apply our interpersonal skills and make things happen for real. From organizing competitions to conducting guest lectures and conclaves, we all learned our leadership and teamwork lessons. Looking back, our MBA life looks much like a rollercoaster journey with so many ups and downs but, in the end, leaving us all with grateful memories.

To the junior batch, I would like to say that this is the time to dirty your hands and make mistakes without having anything to lose. So, live it to the fullest and learn whatever you can to carry it forward in your near future. And though we haven't met you ever, collaborating with you all virtually, we know you all have great potential and talent, and just by taking the proper lessons and guidance, you can go way ahead in your lives.

Signing off!

Swarnim (MBA 2019-21)

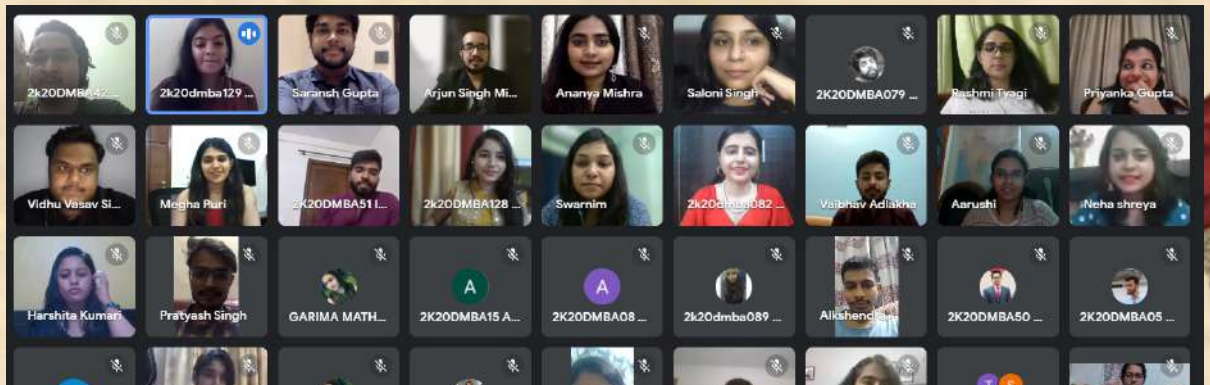


The Last Note

टहनियों पर याद का एक सिलसिला रह जायेगा,
लौट जायेंगे परिंदे बस घोंसला रह जायेगा.....!

The Last Note

**"Gardish mein ho taare,
Na ghabrana pyaare"**





Professor Chandan Sharma
(Faculty Co-ordinator)

SENIOR TEAM



Harshita Kumari
(Social Media Relations and
Graphic Designer)



Swarnim
(Content Writer)



Ananya Mishra
(Social Media Relations)



Divya
(Content Writer)



Priyadarshini
(Content Writer)



Jigyasa Rawat
(Social Media Relations)



Vidhu Vasav Singh Gill
(Social Media Relations and
Content Writer)

MEET THE TEAM

Juniors



Smriti Pandey
(Social Media Relations
& Graphic Designer)



Aanchal Arora
(Graphic Designer)



Ankita Parasher
(Social Media Relations
& Content Writer)



Ankita
(Social Media Relations)



Bhawini Bhardwaj
(Content Writer)



Madhu Kumari
(Social Media Relations)



Mridula Sharma
(Social Media Relations
& Content Writer)



Pratyash
(Graphic Designer)



Pooja Talwar
(Content Writer)



Pragya Rohilla
(Content Writer)



Rishab Sen Gupta
(Social Media Relations
& Content Writer)



Saumya Kamdar
(Social Media Relations
& Content Writer)



Siddharth Sahare
(Content Writer & Graphics)



Siddharth Saxena
(Content Writer &
Editing)



Simran Kumari
(Social Media Relations)



Udit Gupta
(Social Media Relations
& Graphic Designer)



Vasudha Kaul
(Social Media Relations
& Content Writer)



Follow us
[@delhischoolofmanagement](#)
[@dsmchronicle](#)

Edition 2020-21