



Affiliated to GGSIP University, New Delhi  
Approved by Bar Council of India

Vol 4, No 21

# Management@DME

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL

February 2022

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## Placement Week at DMS

**Delhi Metropolitan Education**  
 Affiliated to GGSIP University, New Delhi & Approved by Bar Council of India

**DME Management School**  
in Collaboration with  
**Placement Cell**

B 12, Sector 62, Noida  
Tel.: 89209 81152

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DME Management School organized a placement week from 11<sup>th</sup> February-18<sup>th</sup> February, 2022 for the final year students of DME Management School. Companies like Jaro Education, Amazon, Just Dial, Vivo, CRTD, Travclan, LBF Travels Pvt. Ltd, Zucol Services, India Stem Foundation, Sirius food, and Bijnis were invited during this week. The positions offered were that of Digital Marketing Specialists, Human Resource Executives and Business Development. The package offered was between 2.4 – 10 LPA. In view of the recent pandemic, all the drives were conducted on the virtual platform. The drive resulted in the shortlisting and final selection of students. One of the students was placed at the package of 10 lakh per annum at CRTD. The 8-day activity organized at DMS not only brought great opportunities to students but also strengthened our relations with these companies. The result of shortlisted students will be declared soon by the company.

**Ms. Pooja Tripathi**  
Assistant Professor, DMS

# Virtual Freshers' Day Programme

## BBA Batch 2021-24

The first-year students of DME Management School (Batch 2021-24) walked into their first year of management education virtually. In an effort to make the freshers feel welcomed as a part of the DME family, a Virtual Freshers' Day programme was organised by Team Catalyst – Event Management Club at DMS. The celebration started sharp at 12: 30 pm by our anchors Ms. Soumya Bhama and Ms. Poornima Gupta with the warm welcome of all the dignitaries and the jury present in the function. Followed by this, the welcome address was given Dr. Ravikant Swami, Director DME and Dr. Poorva Ranjan, HOD, DME Management School.

A slew of performances were held for the new batch of students. These included performances in dance, music, stand-up comedy and oratory. A Funny game and a virtual activity were also conducted. The event witnessed a wonderful array of talent unfolding when students participated spontaneously and with vigor. Cultural programmes were followed by a talent hunt in order to choose Mr. and Ms. Fresher. Tushar Sharma and Kashish Sharma were crowned Mr. and Ms. Fresher, respectively. Following this, the seniors shared their experiences with the new

batch of students as they spoke about what awaits the new students in the academic year ahead, lighter moments from life on campus, etc. It was wonderful to see the camaraderie among the seniors. "It was lovely to get a peek into life on campus", said Kashish Sharma, a 1st year BBA student.

Freshers' party is all about creating everlasting relationships with each other. The event is an indication of union among the students. The program concluded with an Open -to- All session at around 3pm.

### Title Winners

**Mr. Fresher - Mr. Tushar Sharma,**

**Ms. Fresher - Ms. Kashish Sharma**

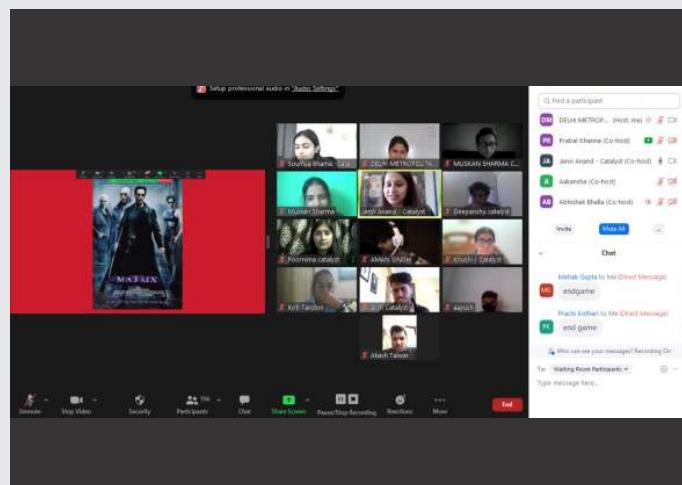
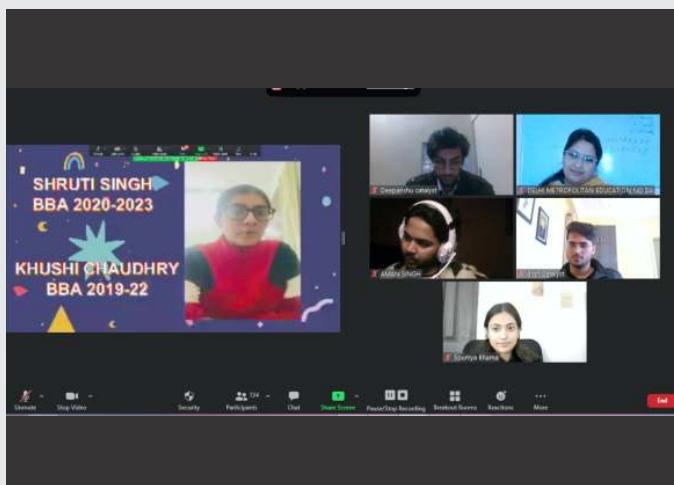
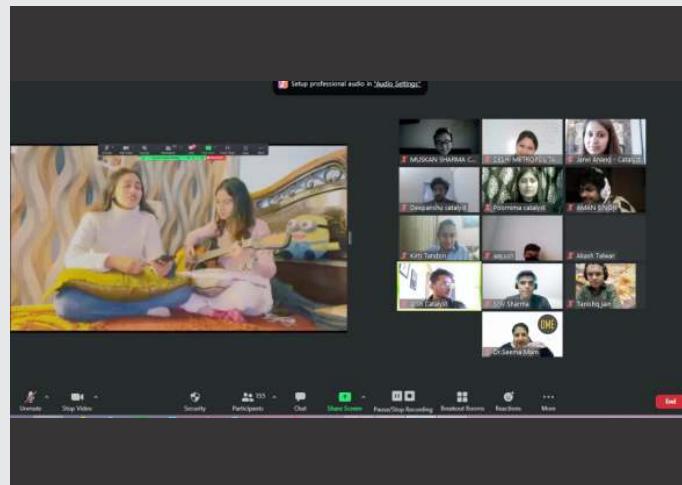
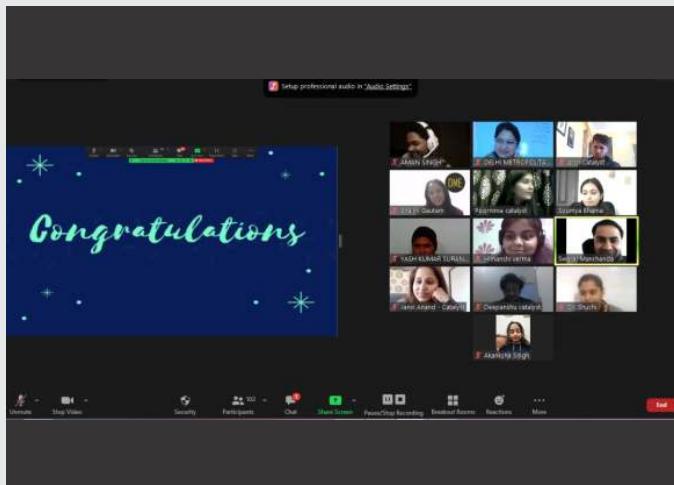
**Mr. Evening - Mr. Aman Singh**

**Ms. Evening - Ms. Akansha Singh**

**Ms. Confident - Ms. Simran Kaur Dutta**

**Ms. Palak Bajpai**

BBA 3rd Year



# Orientation cum Workshop on Transition from School to College by MERAKI



Meraki: Society for Mental Health at DME conducted an orientation cum workshop (virtually) on 4th of February, 2022, with the guidance of Faculty Convenor, Ms. Shalu Jain, Assistant Professor, DMS, Student Convenor, Tanisha Sharma and Co-Convenor, Megha Mishra.

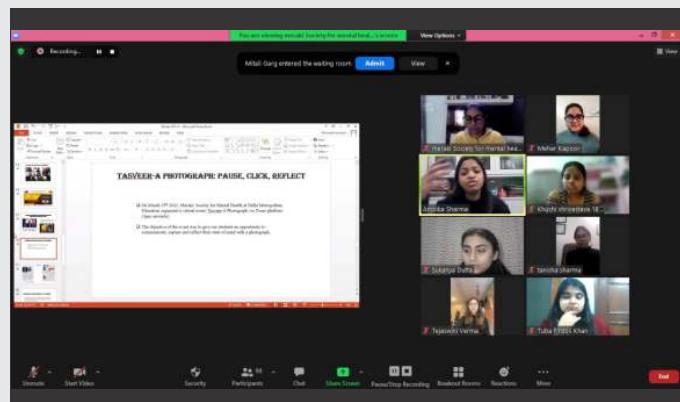
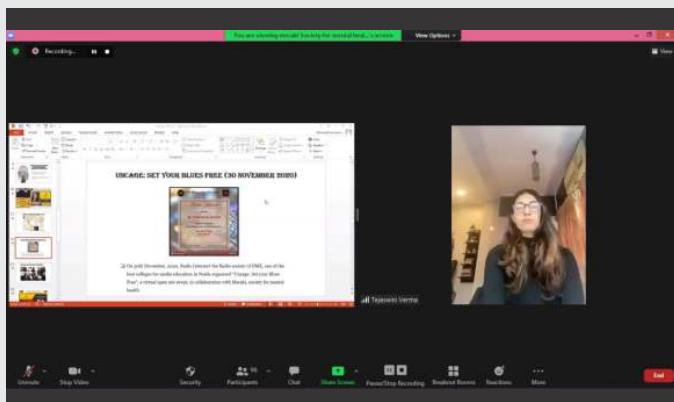
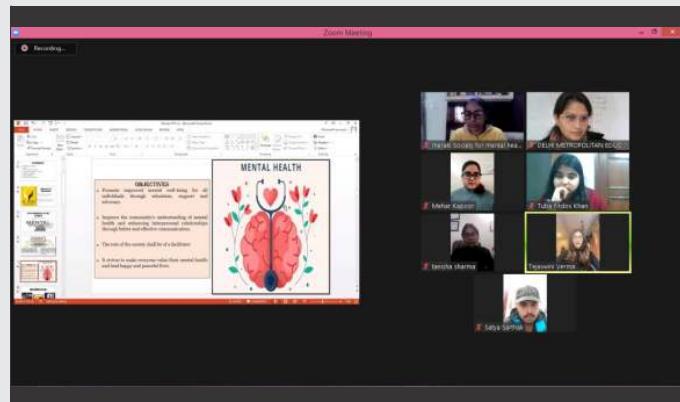
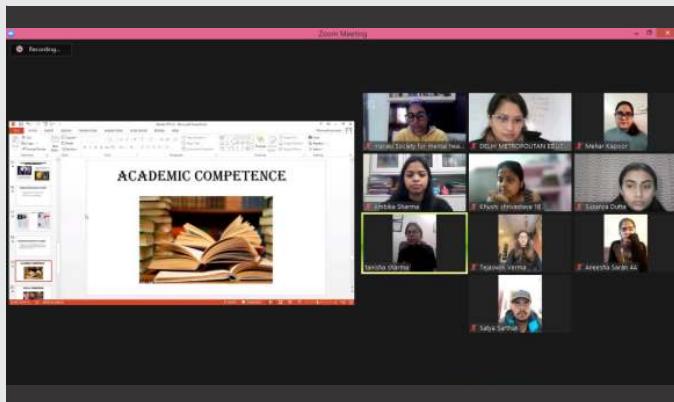
The session was started by the student convenors and later on carried out by team members- Ambika Sharma & Tejaswini Verma, who introduced the society, its objective, working and shared the glimpses of various events and initiatives taken by our society.

Tanisha Sharma & Megha Mishra, took a step ahead and threw light on Academic, Psychological and Social Competence among the students during their college and also talked about taking a step ahead for transforming their goals from school to college lives. Lastly, the team emphasised on the importance of mental health, support, and help the Meraki team has been giving since starting to their team mates.

The session concluded with an interaction with the team members, Tuba Firdos, Mehar Kapoor, Aneesha Saran, Satya Sarthak, Sameer Afzal and Sukanya Dutta who shared their experiences and reasons for being in this society, how it helped them to grow and encouraged new students to join this society irrespective of their field of study. Everyone seemed happy to know about Meraki and showed their positive respond to the team and their efforts. It was indeed a successful event.

**Tuba Firdos Khan**

Student Member,  
Team Meraki



# Industrial Visit of Yakult Danone India Pvt. Ltd., BBA 2021-24 Batch

DME Management School invited students to be a part of an E- Industrial Visit conducted by Yakult Danone India Pvt. Ltd. on 11th February, 2022 at 12:30 pm for BBA 1st year students through Microsoft Teams Platform. A virtual tour was given by Mr. Tushar, who works in Public Relation Department at Yakult. He took the Centre stage and talked about Yakult, global presence, history of probiotics, and Distribution.

Yakult was started in 1908, when a Russian scientist, Elie Metchnikoff went to Bulgaria, where he observed that some Russian farmers had a healthy lifestyle, as they were taking a lot of fragmented things such as curd, milk, etc. Other scientists started their research on the same bacteria. In 1930, Dr. Minoru Shiroto, a scientist in Japan, became the first in the world to succeed in culturing a stain of Lactic acid bacteria which

is beneficial to human health.

Yakult is fermented milk, and it is divided into two categories as per the preference of individual. Yakult and Yakult Light, both have 6.5 billion beneficial bacteria without preservatives, stabilizers and colorings. Mr. Tushar emphasized on the benefits of Yakult as it helps in improving digestion and building immunity.

The visit concluded with a Vote of Thanks given by Mr. Swaraj Manchanda, Assistant Professor, DMS. He acknowledged the tireless efforts made by the organizers for hosting an informative event and expressed his gratitude to all the speakers and students for making time for the event.

**Ms. Deepali Sharma**  
BBA, 1st Year

The image consists of six screenshots of Microsoft Teams video calls, each showing a different aspect of the industrial visit:

- Screenshot 1: Yakult Danone India Welcomes You All**: Shows a slide with the text "Yakult Danone India Welcomes You All".
- Screenshot 2: Factory Operations**: Shows a slide with the text "Welcome to the Virtual tour of Yakult Factory!" and "Factory Team Member".
- Screenshot 3: Quality Control**: Shows a slide with the text "Quality Control" and an image of a laboratory or quality control room.
- Screenshot 4: Science behind Yakult**: Shows a video call with Dr. Priyanka Rohatgi, Chief Dietician, speaking.
- Screenshot 5: Benefits of Yakult**: Shows a slide with the text "Benefits of Yakult" and a list: "Helps improve digestion" and "Helps build immunity". It also mentions "Probiotic Food clinically proven more than 80 years of scientific research".
- Screenshot 6: Dr. Minoru Shirota**: Shows a slide with the text "Dr. Minoru Shirota Yakult" and images of Dr. Shiroto, a blue crystal structure labeled "Lactobacillus casei Shirota 1930", and a bottle of Yakult from 1935.

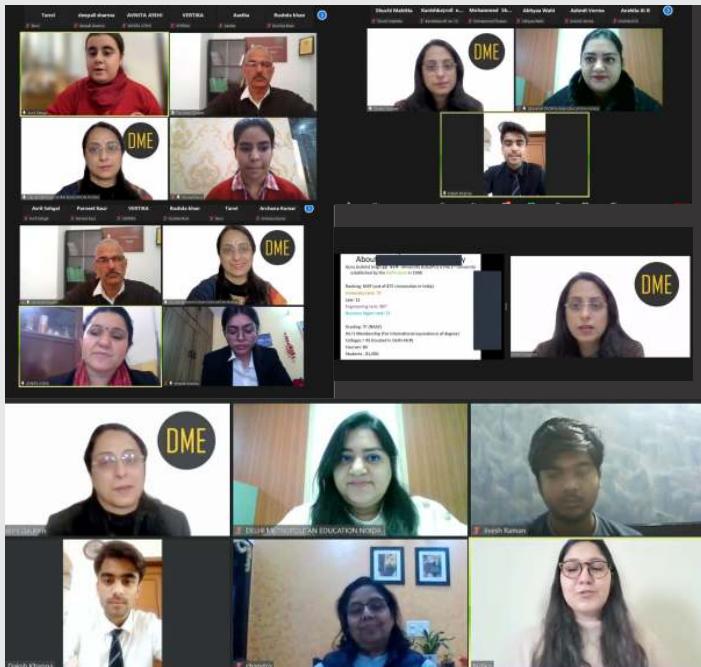
# Webinars by Outreach Cell on Professional Courses at GGSIPU & Campus Ambassador Interviews

The Outreach Cell of Delhi Metropolitan Education (DME) has conducted various webinars in the month of February, 2022, in schools. These webinars gave a detailed presentation on Guru Gobind Singh Indraprastha University and were attended by hundreds of students and their parents. The webinars covered the basic information about GGSIPU and the professional courses offered by them. It also covered the admission process as well as the fee structure of GGSIPU.

These webinars were much appreciated among the students and teachers of the schools. At the end of every webinar, the Q&A section was there. The students asked lots of questions and all their doubts were cleared by Prof (Dr) Ravi Kant Swami, Director, DME, who was the resource person in these webinars. One of the webinars was conducted for class X students in which the guidelines for choosing the right stream in class XI were discussed. The resource person for this webinar was Dr Shalini Gautam, Head, Outreach.

The Outreach cell was able to cover the following leading schools in February for these important sessions:

S.No.	Name of the School	Date
1	Professional Courses at GGSIPU - Ramagya School, Noida (For class XI)	09-Feb-22
2	Choosing Stream after X: Taking an informed decision - Ramagya School, Noida	11-Feb-22
3	Professional Courses at GGSIPU – Presentation Convent Senior Secondary School (For class XII)	15-Feb-22



The Outreach Cell along with Corporate Communication Cell has also taken interview of around 30 students from media school to be appointed as the Campus Ambassadors in DME.

The Outreach Cell conducted two certificate courses in Sarvottam International School.

The first session was conducted on February 5, 2022 for students of class VI-VIII. The topic of the session was 'Who has the rights over my Instagram Reels'. The resource person for the session was Ms Shambhavi Mishra Assistant Professor, DME Law School. The concluding session on 'Between the lines: Learn the Art of Designing' was conducted on February 12, 2022 with Prof (Dr) Sushmita Bala, Head, DME Media School, as the resource person

**Dr. Shalini Gautam**  
Associate Professor, DMS

## Sarvottam International School

Greater Noida

**Outreach Workshop**

Between the Lines:  
Learn the Art of Designing

12 February 2022 | 1130 Hrs

zoom

Meeting ID: 244 606 9005  
Passcode: DME

Contact: [webinar@dme.ac.in](mailto:webinar@dme.ac.in)

/dmenoida   /dmenoida

Resource Person:

Prof. (Dr) Susmita Bala  
Head  
DME Media School

## Sarvottam International School

Greater Noida

**Outreach Workshop**

Who has the rights over my  
Instagram Reel:  
Understanding Elementary  
Intellectual Property Rights

5 February 2022 | 0830 Hrs

zoom

Meeting ID: 244 606 9005  
Passcode: dme\_1

Contact: [webinar@dme.ac.in](mailto:webinar@dme.ac.in)

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Resource Person:

Ms Shambhavi Mishra  
Assistant Professor  
DME Law School

# ExtraMarks and NexGen IOT Solution Placement Drive

DME management school organized a placement drive of ExtraMarks and NexGen IOTs Solution for students of BBA,3rd Year on 24th February, 2022. The position offered by ExtraMarks was that of Customer Relationship Officer with a package of 4.2LPA. Mr. Aditya Saxena, HR Manager, Extramarks, and Mr. Mohit, Sales Manager, Extramarks visited DME to conduct the drive. The process began at 11:30 in the morning. The drive concluded at 4:00 PM and the names of selected students were announced on the spot-Mr. Puneet Kesarwani, Ms. Sakshi, Mr. Vipin Sharma, Mr. Garvit Mahajan, and Mr. Prabal Khanna. The company also provided valuable feedback about students and guided them for future interviews.

NexGen IOT Solution Drive too organized a virtual drive on the same day. The position offered was that of an Executive and Marketing executive with a package of 3.0 LPA. Mr. Gaurav Gupta, HR head, and Ms. Sarmishtha Biswas, Marketing Head, NexGen IOT Solution, conducted the drive. The process began at 11:30 in the morning and concluded at 2:30 PM. Ms. Shailly and Ms. Manushi Nautiyal were shortlisted for the final round. The final round has been scheduled to take place on 28th February, 2022 with the National Head.

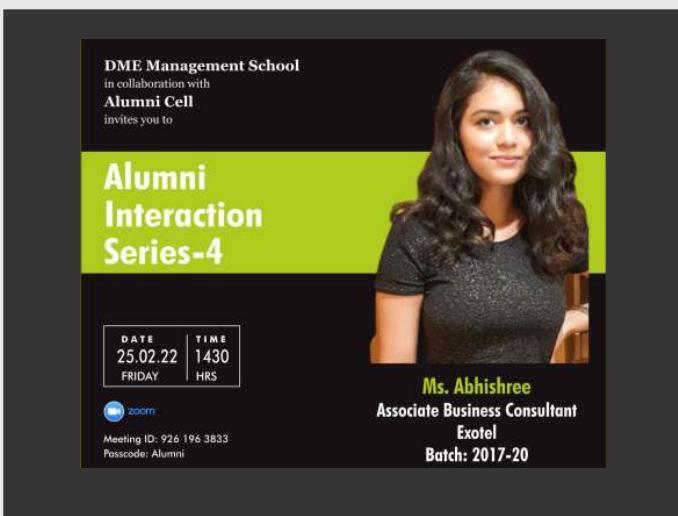
**Ms. Pooja Tripathi**  
Assistant Professor, DMS



# Alumni Interaction Series Episode~4

## On Time Management

DME Management School in collaboration with DME Alumni Cell organized an Alumni Interaction Series, Episode 4, on February 25, 2022, at 3:00 PM through the Zoom platform. The speaker was Ms. Abhisree, Alumna, BBA 2017-20 Batch, working as an Associate Business Consultant at Exotel. She shared her experience at the workplace and narrated her journey from DME to her current job. She highlighted that success in the corporate world is possible with two things; sincerity towards work and networking. She had worked with the organization for more than two years and undertook many roles during her time span. She encouraged students to interact with people, develop relationships, participate in various activities, and undertake as many internships as possible. She described how to choose the internships and focus on the learning process. She also highly emphasized the importance of being professional and explained how to make and enhance the resume. Eventually, Ms. Pooja Tripathi, Assistant Professor, DMS, concluded the session by thanking the guest and the students present in the session. A total of 43 students attended the session. The experience shared was enlightening and useful to the students.



**Ms. Pooja Tripathi**  
Assistant Professor, DMS

## Student Achievement



- Daksh Priyansh, BBA 2021-24 batch, Section-C won the 1st position in Delhi State Championship for Cestoball.

## Faculty Achievement

**Dr. Poorva Ranjan** - Speaker, Finance Conclave on "Crypto Assets- The Way Forward" on 19.02.2022, Department of Finance, School of Management, Presidency University.



**Patron-in-Chief:** Mr Vipin Sahni, **Patron:** Mr Aman Sahni, Justice Bhanwar Singh **Editorial Board:** Prof. Dr. Ravi Kant Swami, Dr. Poorva Ranjan, Dr. Shuchi Goel **Design & Layout:** Mr. Anmol Mehta

Printed & Published by Delhi Metropolitan Education  
Address- B-12 Sec-62, Noida, Uttar Pradesh-2001301  
Phone No.: 7042667951