

# Management@DME

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL



Affiliated to GGSIP University, New Delhi  
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## Farewell- BBA, Batch 2019-22

An institution is not merely an embodiment of knowledge and learning, whose sacred atmosphere is a part of every student's memory, be it a school or college but also a cradle of culture and civilization. A college is a place where we learn new things. We meet many new people. Some of them remain with us while others teach us an important lesson after they leave. Among various names that come to our mind with the name college, is a special one-Farewell, which is cherished by each one of us throughout our lives. It gives a mixed feeling of both joy and sorrow. It gives nostalgia about the memories, moments and the quality time spent in college life. It denotes the friendship made during these years, the pure relationship developed between the teachers and the students, the bunking of classes, the stress of examination, co-curricular activities and many more. It is not easy to forget those moments, as they are worth every minute. From the point of view of students sharing their college memories, "They have laughed; they have cried; they have leaped; they have fallen down; they have felt the thrill of victory, the agony of defeat and excelled with flying colours."

With the onset of pandemic in March 2020, campuses were closed, and institutions quickly moved to online/ virtual classes. Although the teachers and students continued to teach and learn together, many of the students of the batch 2019 did not get an opportunity to mingle with their friends or formally celebrate their time together as a part of the college. With experiencing the isolation and stress of being stuck in one place, loss of health and mental peace and sustained life changes, saying goodbye is hard under normal conditions, but the new normal says that bidding goodbye is important for students to celebrate accomplishments and mix with each other physically and spread happiness. The farewell organised by DME Management School on 17th May, 2022, physically solved the above purpose.

With the announcement of the date of farewell, students' excitement increases in terms of their attire, looks, personality, speech, fun, laughter, games, ramp walk, blessings, emotions, praises and appreciation, decorations and last but not the least bidding adieu for a new onset in their academic life. That's why it is brilliantly said, "Every beginning has an end and every end has a new beginning".

Every event has a beautiful end and the farewell too ended with all the mentor's blessings "May the road rise up to meet you, may the wind be ever at your back. May the sun shine warm upon your face and the rain fall softly on your fields. And until we meet again, may God hold you in the hollow of his hand." – Irish Blessing.

**Dr. Rashmi Chawla**  
Associate Professor, DMS

# Corporate Readiness Week-2 (BBA, Batch 2020-23)

To inculcate professionalism in the students, the DME management school in collaboration with IMS Ghaziabad organized Corporate Readiness Week-2 for the students of BBA Batch 2020-23 during 10th- 12th May 2022, 1:30 pm onwards.

The external experts, from IMS Ghaziabad, apprised the students about the process and prospects of pursuing higher education course like PGDM. They also discussed the three pillars that must be looked at while deciding about the university for pursuing higher education:

- A- which stands for Accreditation,
- B- which stands for Brilliant Placement , and
- C- which stands for competitiveness.

The students were graded by the External Evaluator on the basis three criteria: Introduction, Group Decision skills (GD) round and Formal Dressing. Students were assigned the topics for Group Discussion from amongst the following:

- Online Education- Benefits and Challenges
- Should Hindi be our National Language

- Ban of Chinese apps from India
- Cryptocurrency as an investment option
- Lockdown- is it the right solution to prevent Covid
- Mission to Mars vs Mission for Healthcare Infrastructure

Judgement of the Group Discussion round was done on the basis on the following criteria:

- Content on the topic
- Interjection with politeness and valid points
- Communication skills

The event concluded with a Vote of Thanks by the Prof. (Dr.)PoorvaRanjan , HOD, DMS. She acknowledged the tireless efforts made by the organisers for hosting an informative event and expressed her gratitude to all the speakers and guests who spoke luminously and made time for the event.

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



# Project Report Writing (BBA, Batch 2021-24)

DME Management School in collaboration with Centre for Management Research (CMR) organized a session on Project Report Writing for students of BBA, Batch 2021-24 on 10th May, 10:30 am, to equip them with the knowledge of report making which would help them in upcoming semesters as well. Students of 2nd Semester are required to make a Minor Project-I followed by Minor Project-II, Summer Training Report and Major Project report in the subsequent semesters.

This session was in continuation to the earlier one wherein the DME Management School had organized a Corporate Readiness Week to apprise the students about different management domains i.e. Human Resource, Marketing and Finance. Thereafter, the students were asked to choose their preferred domain on the basis of which they would be allotted the topics for different project reports.

Project Report Writing session commenced with Prof. (Dr.) Poorva Ranjan, Head, DMS, briefing the students about the Minor Project-I which is a new addition in the syllabus by GGSIPU as per the New Education Policy (NEP 2020). The session was then taken over by Ms. Shanu Jain, Assistant Professor, DMS, who explained every process of the report making. Both the speakers threw light on the important aspects of report writing

like topic to be in alignment of the chosen domain, meaning of various technical terms, how to approach the project, how to access research papers, how to use Google scholar, what to do in research methodology, sample size, how to do data analysis data, what are the outcomes and how to summarize the entire work, etc. A classic example of Chocolate industry was taken which attracted the attention of the students who could relate to it really well. Each process of report making was then explained through this example.

Towards the end, Prof. (Dr.) Poorva Ranjan concluded the session with a beautiful comparison of project report and a movie. Just like a movie, a project also has a central theme; just like in a movie many different stories and characters, same can be seen in a project report too in form of sampling analysis and literature review. And the way a movie ends on a good note, a project report also ends on a good note that is 'learning'. Project report writing session proved to be very helpful for students to know what subsequent years in BBA have in store for them with regards to project report.

**Ms. Tanya Kushwaha**  
BBA, 1st Year



# Internship Week (BBA, Batch 2020-23)

DMS Placement Cell organized the Internship Drive for BBA 2020-23 batch from 16th- 20th May 2022. This drive was organized with the purpose of providing good internship opportunities in various profiles like HR, marketing, Finance, Operations, etc. to the students of BBA 2020-23 batch in 6 companies- ExtraMarks, CariKture, Insplore, IMT Ghaziabad, Triage and Vibgyor.

In total 97 candidates applied out of which more than 45 candidates were selected in the drive. The Internship Drive was conducted very efficiently and successfully by the DMS placement cell.

Details of the internship opportunities:

	6 out of 16 candidates for HR internship profile
	11 out of 19 candidates for HR, Marketing, & Operations profile
	13 out of 30 candidates for HR, Marketing, & Operations profile
	15 out of 20 candidates for the finance and marketing profiles
	Result Awaited
	Result Awaited

Stipend of upto 10k per month shall be paid to the selected students in few profiles

**DMS Placement Cell**



# Farewell, BBA, Batch 2019-22 “Cheerio'22”

DME Management School organised a farewell, “Cheerio'22” for the final year students of BBA, 6th Semester (Batch 2019-22) on 17th May, 2022 from 11 am onwards at Nelson Mandela Auditorium. The event started with virtual lamp lighting ceremony. The students, faculty and the distinguished guest were welcomed with the mesmerising musical band performance by the second year BBA students.

Hon'ble Vice-Chairman Sir, Mr. Aman Sahni and Hon'ble Director General Sir, Justice Bhanwar Singh, could not be present in the function; however, their best wishes were conveyed to the students. Prof. (Dr.) Ravi Kant Swami Sir, Director DME, gave his best wishes to the seniors by singing a marvellous song for them. He also motivated them to choose the best career and wished them success ahead in future endeavours. Moving ahead, Prof. (Dr.) Poorva Ranjan, Head, DMS, expressed her love for the students and cherished their presence in her life by reciting a beautiful poem and taking everyone down the memory lane. Further, she appreciated the efforts of the second-year students,

'Team Catalyst', for organizing this beautiful event.

Subsequently, students cherished the moments presented in a video that included all the beautiful memories lived by them during their academic period in college. Students presented wonderful dance performances that included dance (solo & group dance) as well as singing, both solo & in groups. Students of final year participated in various contests being organized for them such as talent round and ramp walk. These contests comprised of three rounds: interaction round, ramp walk, and question-answer round. The participants were judged by a panel of judges

namely, Dr Rashmi Chawla (Associate Professor, DMS), Dr. Khushbu Khurana (Assistant Professor, DMS), and Mr. Swaraj Manchanda (Assistant Professor, DMS).

- The judgement was done on the basis of pre-defined criteria such as personality, confidence, interaction with audience, originality, creativity, smart and prompt answers and many more. The winners of the contest were honoured with various titles such as
- Mr Farewell - Mr. Abhinav Panchal, Ms Farewell - Ms. Shally,
- Mr. All Rounder - Mr. Nilesh Gaur, Ms. All Rounder - Ms. Khushi Chowdhary,
- Mr. Talented- Mr. Vatsal Sethi, Ms. Talented- Ms. Jessica,
- Mr. Popular- Mr. Ayush Dube Ms. Popular- Ms. Aditi,
- Mr. Photogenic - Mr. Anubhav Kasana, Ms Photogenic- Ms. Manushi,
- Mr. Retro - Mr. Saaranish, Ms. Retro - Ms. Aditi Sharma.

A vote of thanks was proposed by the Convener, Dr. Seema Mam (Associate Professor, DMS). She expressed her gratitude to the Vice-Chairman, Director General, Director, Head of the Department for their continuous support. She further thanked the team catalyst, organisers of the event, and all the staff members of DME for making this event successful.

**Dr. Seema, Associate Professor, DMS**  
**Dr. Rashmi Chawla, Associate Professor, DMS**  
**Dr. Khushbu Khurana, Assistant Professor, DMS**



# Sessions and Conclave By Outreach Cell

## Open Session regarding Admissions in GGSIPU:

The Outreach Cell of Delhi Metropolitan Education (DME) conducted a series of open house sessions during May, 2022. The sessions gave useful insights into the admission process of GGSIPU. The sessions were attended by lots of inquisitive students from Delhi, Noida, Agra, Kanpur, Meerut, etc. The session was taken by Prof. (Dr.) Ravi Kant Swami, Director DME, and Dr. Shalini Gautam, Head, Outreach. These sessions gave the platform for the students to clear all their doubts regarding the courses provided by GGSIPU.

## Session in Cambridge School, Noida:

The special counselling session in Cambridge School, Noida was conducted for students of class XII. The session focussed on the courses available in GGSIPU. The resource person of the session was Prof. (Dr.) Ravi Kant Swami, Director, DME. The career counselling session was followed by the session on mental health which was conducted by the Meraki Team of DME. All the school students participated enthusiastically in both sessions.

## Multi-Dimensional Leadership Conclave (MDLC):

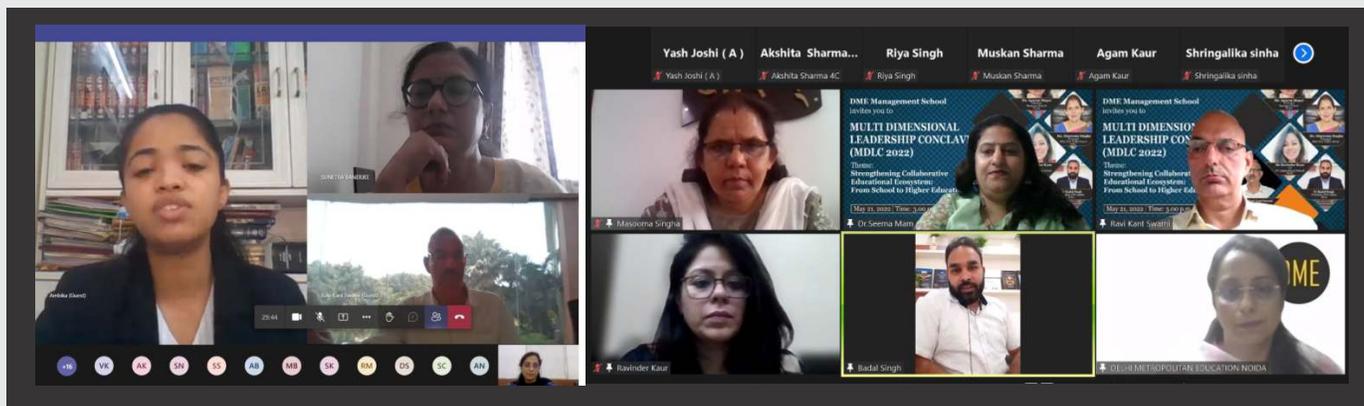
The DME Management School in collaboration with the Outreach cell organized the Multi-Dimensional Leadership Conclave (MDLC 2022) on May 21, 2022, at 3 p.m. on the Zoom platform. The theme of the panel discussion was 'Strengthening Collaborative Educational

Ecosystem: From School to Higher Education'. The panellists of the event were:

- 1) Prof. (Dr.) Ravi Kant Swami, Director, Delhi Metropolitan Education
- 2) Ms. Masooma Singha, Principal, MRA DAV Public School, Solan
- 3) Er Badal Singh, Principal, DPS Lagma, Sitamarhi, Bihar
- 4) Ms. Ravinder Kaur, Vice Principal, PP International School, Delhi

The event was moderated by Dr. Shalini Gautam, Associate Professor, DMS, and Dr. Seema Mam, Associate Professor DMS. The event deliberated upon the various ways to have collaboration between schools and higher institutions. The leading school Principals enumerated various ways to do the same like certification courses conducted by higher institutions for school students and teachers, and active career counselling for school students to be given, especially in non-urban areas. All the principals agreed that there is a lack of effort at both ends and better integration is required so that all the stakeholders can work together for the betterment of the students. The vision of the higher institute is more important as compared to its affiliation, and collaboration with it. Both, schools and higher institutions must get into a long-term relationship, across all income levels of students.

**Dr. Shalini Gautam**  
Head, Outreach Cell



## Faculty Achievement

**Dr. Seema Mam**, Associate Professor, DMS- Judged the Negotiation Competition of Semi-Finals of 2nd National Law Fest of J. S. Verma Memorial ADR & Client Counselling Competition, 2022.



**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

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