



DME Management School

CHRONICLES

The Double-Edged Sword of AI
Exploring the Benefits & Challenges Across Disciplines

**Faculty
Excellence**

**Students'
Milestones**

**Artificial Intelligence
across Disciplines**

Events Arena

Jan-June 2025
(IV Edition)

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From the Desk of the Head - Management School

Unleashing Your Inner Strength: A Call to Action for the Unstoppable You



As we navigate the complexities of life, it's easy to get caught up in the notion that we must have it all figured out. But the truth is, growth and transformation often require us to step into the unknown. It's time to shatter the status quo and unleash your inner strength. It's time to tap into your deepest desires, confront your fears, and take bold action towards your dreams. The quote above, attributed to Mark Twain, resonates deeply with those who yearn to live a life of purpose, adventure, and fulfilment. It reminds us that the choices we make today will shape the person we become tomorrow.

So, what holds us back from taking the leap? Fear of the unknown? Fear of failure? Or is it simply the comfort of familiarity? As leaders, entrepreneurs, and change-makers, it's our responsibility to challenge the norms, push beyond our comfort zones, and inspire others to do the same.

Have you ever wanted to learn a new language, play a musical instrument, or try your hand at painting? Now's the perfect time!

Engaging in new hobbies and interests can be a powerful way to reignite our passions, challenge ourselves, and discover hidden talents. Not only can it enhance our creativity and problem-solving skills, but it can also provide a sense of accomplishment and confidence. As leaders, it's essential to prioritize our own growth and development. By doing so, we'll become more effective, innovative, and inspiring leaders.

Traveling is one of the most effective ways to broaden our horizons, challenge our assumptions, and gain new perspectives. Whether it's exploring a new city, hiking through a national park, or immersing ourselves in a foreign culture, travel has the power to transform us in profound ways.

As we explore new lands and meet new people, we'll discover hidden strengths, confront our biases, and develop a deeper understanding of ourselves and the world around us. As we navigate the ups and downs of life, having a supportive community of friends and like-minded individuals can make all the difference.

Attend workshops, join clubs or organizations aligned with your interests, or volunteer for causes you're passionate about. Not only can these

experiences help you build meaningful connections, but they can also provide opportunities for personal growth and development.

What does your dream career look like? Are you currently in a job that aligns with your passions and values?

If not, it's never too late to make a change. Take small steps towards exploring new career paths, networking with professionals in your desired field, or pursuing additional education and training.

As leaders, it's our responsibility to create a work environment that inspires, motivates, and empowers our teams to pursue their passions and live a life of purpose.

So, what's holding you back from pursuing your dreams? Fear of failure? Fear of success?

Remember, the greatest risk is not taking any risks at all. When we dare to dream and take courageous action towards our goals, we open ourselves up to a world of possibilities and potential. As leaders, it's our duty to inspire others to take the leap, to pursue their passions, and to never give up on their dreams. As Mark Twain so eloquently put it, *"Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did do."*

So, let's make a pact to ourselves to be unstoppable. To take the leap, to pursue our passions, and to never stop exploring and discovering. The journey of self-discovery and growth is a lifelong path, but it's one that's filled with incredible rewards, challenges, and opportunities. Let's rise to the challenge, unleash our inner strength, and become the leaders, change-makers, and innovators we were born to be.

The world awaits, and the possibilities are endless!

Dr. Poorva Ranjan
Head
DME Management School

EDITORIAL

From the Desk of the Editor



The Double-Edged Sword of AI: Exploring the Benefits and Challenges Across Disciplines

Artificial Intelligence (AI) is no longer a concept confined to science fiction or research labs. It is a living, breathing force shaping the world around us—from how we communicate, consume, and learn to how we govern, heal, and create. As AI becomes increasingly integrated into the fabric of daily life, it brings with it a paradox: immense opportunity and equally significant ethical, social, and intellectual challenges.

AI is, in every sense, a double-edged sword. While it promises to revolutionize entire disciplines, it also compels us to rethink our roles, responsibilities, and values. This editorial seeks to examine this duality—its benefits and its burdens—through the lens of diverse fields of study and practice.

EdTech powered by AI has made learning more accessible and tailored. Intelligent tutoring systems can adapt to individual learning styles, helping students progress at their own pace. AI can even assist educators by grading assignments and tracking student performance. Yet, there is a risk of over-dependence. When AI begins to dictate how and what we learn, critical thinking may suffer. Furthermore, unequal access to AI-powered tools can widen the educational divide between the privileged and the under-resourced.

AI-generated art, music, literature, and design are opening up new dimensions of creativity. Artists are collaborating with machines to push boundaries and explore forms that were once unimaginable. But this intersection of art and algorithm provokes an existential question: What defines creativity? If an AI can compose a symphony or write a poem, where does human

originality stand? The line between inspiration and imitation grows increasingly blurred.

AI is transforming business operations—from automating customer service through chatbots to optimizing supply chains with predictive analytics. It enhances productivity and empowers decision-making through real-time insights. But the efficiency it often comes at a cost: jobs. Automation threatens to displace workers, particularly in sectors like manufacturing, logistics, and even white-collar domains such as accounting and data entry. The challenge lies in ensuring a future where AI augments human potential rather than replaces it entirely.

AI is neither inherently good nor bad—it is a tool. Its impact depends on how we choose to wield it. As students, educators, researchers, and citizens, we must engage critically with AI. This means fostering interdisciplinary dialogues, promoting ethical AI design, and ensuring inclusive policy-making.

The future of AI is not about man versus machine, but about man with machine. The challenge is to harmonize technological advancement with human values—ensuring that as we build intelligent systems, we don't lose sight of what it means to be truly human. In the end, the sword that is AI can either cut us down or carve a better future. The choice lies in our hands.

Ms Roli Wadhwa
Assistant Professor
DME Management School

AI In Marketing Is Foundational, & Not Optional

The use of Artificial Intelligence (AI) across various business operations is no longer optional; it is foundational, and the field of marketing is no exception. AI, with its patterned and predictive technologies, help automate, optimize, and enhance marketing efforts. We already have some successful imprints of AI in marketing, such as chatbots, recommendation engines, user feedback and ratings, which drive the marketing efforts of brands across the globe. *Personalization*, a key differentiator, is enhanced using AI. Brands like Netflix, YouTube, and Amazon are continuously improving customer experience through tailor-made content lists, shopping suggestions and dynamic website content. *Prediction* is yet another powerful application of AI in marketing. Imagine how fruitful the information on aspects such as which customers will churn out, what is the best time to post an ad, send an email or push a notification will be for the marketers to improve their decision making. AI can perform real-time adjustments in content format, styles or keywords, thus enhancing *content creation and optimization*. The pivotal strength of AI is data. It helps unlock *insights about consumer behaviour* that would not be possible manually. *Packaging* is another interesting area where AI can do wonders. Brands like Nutella, Coca-Cola and Nike continue to test the power of AI to design unique and expressive campaigns, 3D print ads, hyperpersonalised and eco-friendly packaging designs. AI not only enhances and scales the content but can also be useful to protect the content through its fraud detection and copyright tools. AI has a lot of potential in analysing competitors'

strategies and revamping yours accordingly, thus providing a *competitive advantage*. AI helps brands to *enhance their communications* by testing new styles, brand tones, words, and phrases and identifying the language that resonates with their audience most effectively and efficiently. Brands are actively using AI tools for social listening to tap into their audiences' tastes, preferences, and intent. With cutting-edge technologies like voice commands, brands like Starbucks and McDonald's are leveraging customer experience to place orders, modify orders, and confirm pickup locations. These are a few examples where we see astonishing results of integrating AI into marketing initiatives. AI is a deep ocean with many gems hidden inside, which discovered, will reshape the future of marketing. Undoubtedly, no AI tool can beat human intelligence, but it can be an excellent ally to decode the nuances of complicated human behaviour and its intricacies. It is high time that the solution providers across the globe integrate AI into marketing strategy to get actionable insights in a better way. AI will continue to assist humankind instead of replacing it. It is a blessing in disguise to reduce errors and streamline processes. The future belongs to a collaborative ecosystem between humans and AI working wonders in the field of e-commerce, packaging, delivery, service payments, website and content development and beyond.



Ms. Shanu Jain
Assistant Professor
DME Management School

The Paradox of AI in HR:

Enhancing Efficiency While Challenging Human-Centricity

Integrating Artificial Intelligence (AI) into Human Resources (HR) represents a transformative paradigm shift in how organizations manage their workforce. As companies increasingly adopt AI technologies, they are confronted with a double-edged sword that brings both benefits and challenges. This article aims to explore these aspects, highlighting the implications of AI in HR.

Enhanced Efficiency and Streamlined Processes

One significant advantage of implementing AI in HR is enhanced efficiency. AI technologies can automate repetitive tasks, such as resume screening and interview scheduling, allowing HR professionals to allocate their time to more strategic activities. By reducing the time spent on administrative tasks, organizations can streamline their recruitment process, leading to faster hires and improved candidate experiences. Furthermore, AI's capacity for data analysis facilitates better decision-making in talent management, promoting a data-driven approach to HR strategies.

Promoting Diversity and Inclusion

AI also plays a critical role in fostering diversity and inclusion within organizations. By utilizing algorithms that mitigate unconscious bias in recruitment, companies can attract a more diverse talent pool. Research has shown that diverse teams tend to outperform homogeneous ones, driving innovation and enhancing problem-solving capabilities. However, this potential benefit comes with the risk of perpetuating existing biases if AI systems are trained on biased data. Therefore, it is paramount for organizations to continuously audit their AI systems to ensure fairness and equity in hiring practices.

Job Displacement and the Need for Human Oversight

Despite these advantages, the challenges associated with AI in HR cannot be overlooked. One prominent issue is the concern regarding job displacement. As AI systems become more capable, there is a fear that certain HR roles may become redundant. While AI can augment human capabilities, it is crucial to recognize that successful implementation relies on human oversight and

interpretation. Organizations must navigate the fine line between leveraging AI to enhance HR functions and ensuring that their workforce remains engaged and relevant.

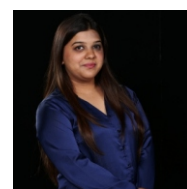
Data Privacy and Security Concerns

Data privacy and security represent another significant challenge. The use of AI in HR necessitates the collection and processing of vast amounts of sensitive employee data. Organizations must adhere to stringent regulations, such as the General Data Protection Regulation (GDPR), to protect employee privacy. Failure to comply can lead to severe penalties and a loss of trust among employees. Therefore, HR leaders must prioritize data ethics and security in their AI strategies, fostering transparency and accountability.

Risk of Depersonalization in HR Functions

Moreover, the reliance on AI can lead to a depersonalization of the HR function. The human element is critical in managing employee relations, addressing concerns, and fostering a culture of trust. Over-reliance on AI may hinder the ability of HR professionals to engage with employees on a personal level, potentially eroding organizational culture. Striking the right balance between AI-driven efficiency and the human touch is essential for maintaining a healthy workplace environment.

In conclusion, while AI presents numerous benefits to HR, such as operational efficiency, enhanced decision-making, and support for diversity initiatives, it also poses significant challenges, including job displacement, data privacy concerns, and the risk of depersonalization. As organizations continue to navigate this double-edged sword, it is crucial to implement AI thoughtfully and ethically, ensuring that technological advancements serve to enhance, not undermine, the human experience in the workplace.



Dr. Eti Jain
Assistant Professor
DME Management School

From Cure to Chaos: The Potential and Risks of AI

From revolutionising healthcare and education to streamlining business operations and entertainment, Artificial Intelligence has become one of the most transformative technologies of the 21st century. Just like many other powerful innovations, AI also carries great potential along with significant risks. This dual nature makes it a double edged sword meaning that it can be both helpful and harmful, depending on how it is used.

One of its biggest advantages is that it can save time and improve accuracy. For instance, in healthcare sector AI has the potential to detect signs of diseases like cancer more quickly than doctors in some cases. This helps patients get the correct treatment sooner. In business, AI can analyse large magnitude of data in seconds, something that would take a human days or weeks to do. In the financial sector, AI helps in detecting fraudulent transactions, managing investments, assessing credit risk more efficiently.

Despite these benefits, the growing influence of AI presents serious challenges one of which is job displacement. While new tech jobs are being created, not everyone can switch to these jobs easily, especially older workers and people without technical skills. The accuracy of information generated by AI can also be questionable sometimes. This is because, it learns from data and if data is biased AI becomes biased too. Another pressing concern is the pace at which it is growing. New AI tools are being made every day, however, rules regulations and laws about how to use them safely are not keeping up. There is no worldwide agreement on how AI should be used which is leading to misuse, such as deepfake videos or AI-powered weapons.

In conclusion, AI is like a knife—it can be used to cook a meal or to hurt someone. As it mirrors the intentions of its creators, balancing innovation with responsibility is a challenge that policymakers, technologists, and society at large must navigate together. If we use AI wisely, it can help solve big problems like disease, climate change etc. But if we are careless, it can create new problems or make old ones worse. As we move forward in this era of artificial intelligence, it is imperative to recognize its double-edged nature and ensure that its blade cuts more toward progress than peril.

Ms Parul Grover
Assistant Professor
DME Management School

AI in HR: Balancing Advantages & Potential Pitfalls

The evolving landscape of Human Resources is increasingly embracing innovative platforms and technologies to meet the demands of a changing work environment, especially with the emergence of hybrid work models and a stronger emphasis on diversity and inclusion. As a result, artificial intelligence, recognized for its ability to analyze, diagnose, and predict, is becoming more prevalent in HR operations. While the use of AI in HR isn't a new concept, its advancing capabilities are making it a standard component in various tools and applications. Although AI can boost efficiency and speed up decision-making, it also brings certain challenges. It's crucial to weigh both its benefits and potential risks when considering its adoption in an organization.

Hiring new staff is competitive, and taking too long to find the right candidate can lead to losing them to other companies. AI can help speed up the hiring process by sorting through data, evaluating resumes, setting up interviews, and answering candidate questions. AI can also help remove biases by screening candidates based on qualifications rather than personal traits. By focusing on the right skills, AI can shrink the applicant pool effectively.

AI can also simplify HR functions to enhance the experience for both employees and managers. With round-the-clock availability, AI can automate processes such as Paid Time Off (PTO) requests, allowing employees to book time off without direct HR involvement. The system can check dates against other employees' approved time off, helping workers know if their request is likely to be approved. This efficiency means HR and managers can concentrate on more important tasks and reduces waiting times for employees.

Additionally, improving onboarding is essential for new hires' performance and satisfaction, which affects retention rates. AI can automate many tedious onboarding tasks, like handling requests for equipment, sharing company policies, verifying documents, and answering common questions. It can also inform new hires about their teams and roles.

However, there are challenges to incorporating AI in hiring and HR processes.

Real human interaction remains crucial, and AI can sometimes introduce errors. For instance, misinterpretation of data can occur due to programming faults, leading to incorrect candidate evaluations. AI might also perpetuate biases if programmed with them, potentially ruling out diverse and talented candidates. Algorithms used to display job postings might prioritize clicks over qualifications, reinforcing stereotypes about job roles.

Moreover, human intervention is necessary in certain scenarios since AI may overlook key non-technical factors like company culture and values when assessing job candidates. This could result in a pool of qualified individuals who may not be a suitable fit for the company. Lastly, while AI streamlines HR processes, it can also increase cybersecurity risks. Chatbots used in HR can be vulnerable to hacking, and sharing sensitive information through these platforms may expose the organization to identity theft or cyberattacks.



Ms Swati Sharma
Assistant Professor
DME Management School

The Double-Edged Sword of AI: AI In Insurance

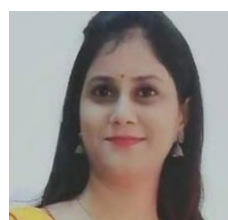
Artificial intelligence (AI) is one of the most revolutionary technologies of the twenty-first century, despite its relatively recent introduction. This change is also evident in the insurance sector, which has historically relied on human judgment and paper-intensive procedures. Technology breakthroughs, shifting consumer demands, and legislative changes are all driving major development and disruption in India's insurance market. AI integration in the insurance industry is a two-edged sword that offers both noteworthy benefits and concerns. Although AI improves accuracy and efficiency in a variety of tasks, it also creates risks, especially from hostile attacks and moral dilemmas.

Algorithms driven by AI enable agents to better understand their clients, predict their needs, and offer tailored policies that are more likely to be accepted by them. A kind of artificial intelligence called predictive analytics is able to spot trends in consumer behaviour and provide prompt

recommendations. This leads to a more customized consumer experience, which can increase customer loyalty and happiness. AI has the potential to increase fraud detection procedures and risk assessment accuracy. Through the analysis of enormous volumes of data, AI can spot irregularities or questionable activity that would otherwise go overlooked. In addition to enabling agents to better shield their clients from possible dangers, this helps insurers reduce losses brought on by fraud. AI can also give clients risk profiles that are more accurate. AI facilitates quicker decision-making across the insurance process. AI shortens the time required for each phase, whether it is providing immediate estimates, automating claims adjudication, or expediting policy approvals. Agents of insurance can expand their business with the use of AI tools. Agents are able to manage a greater number of clients by exploiting AI-driven consumer insights and automating repetitive duties. But AI comes with some disadvantages also. The usual personal touch could be lost as AI replaces more customer-facing tasks, like answering questions through chatbots or automating claims processing. Agents have to find a way to balance keeping a close personal relationship with clients with leveraging AI to increase efficiency.

AI's growth raises concerns about job displacement in the insurance industry. Especially for smaller insurance companies, implementing AI technologies might be costly. AI tools can be expensive to purchase initially, and agents may need to undergo extensive training before they can utilize them efficiently. Agents and insurance companies need to make sure their AI systems abide by new rules.

Over time, AI could greatly increase agents and advisors' success. AI helps agents perform more successfully and efficiently by automating repetitive jobs, improving customer insights, and producing more precise risk assessments. The human component is still indispensable, even with AI's benefits. Customers continue to prioritize interpersonal relationships, empathy, and trust. Insurance in the future will not be about choose between AI and human agents; rather, it will be about combining the two to provide better service.



Dr Rashmi Chawla
Associate Professor
DME Management School

Workshop on Personal Effectiveness and Grooming

3rd February 2025

The DME Management School, in association with Right Side Story—an incredible initiative by Whisper—organized an insightful session on Personal Effectiveness and Grooming. The session aimed to equip students with essential skills to enhance their personality, confidence, and overall effectiveness in both personal and professional spheres. This interactive and engaging session witnessed the enthusiastic participation of 183 students from BBA Batch 2024-28, eager to gain valuable insights into personal grooming and self-improvement.

The session was graced by the presence of Ms. Komal, a distinguished speaker with extensive expertise in personal development and grooming. Her vast knowledge captivated the audience, making the session both informative and inspiring. The event was further supported by esteemed faculty members, Dr. Nilambara and Ms. Silky Bhambri whose guidance and presence added immense value to the occasion. Before the session commenced, Dr. Nilambara took a moment to express gratitude and appreciation for Ms. Komal's by presenting her with a token of gratitude.

The session was strategically divided into two parts to ensure a structured and comprehensive approach to personal effectiveness and grooming. In the first part, Ms. Komal focused on the fundamentals of personal effectiveness, emphasizing the importance of self-awareness, goal setting, time management, and effective communication. She shared practical strategies on how students can enhance their confidence and efficiency in their daily lives, helping them build a strong foundation for personal and professional growth. Through real-life examples and interactive discussions, she encouraged students to adopt a proactive mindset and develop habits that contribute to long-term success.

The second part of the session delved into personal grooming, where Ms. Komal elaborated on the significance of maintaining a well-groomed appearance and carrying oneself with poise and confidence. She discussed key aspects such as dressing etiquette, personal hygiene, body language, and the impact of first impressions. Students were given practical tips on how to present themselves professionally in different settings, whether in academic environments, job interviews, or social interactions. The interactive nature of the session allowed students to ask questions, share their experiences, and gain personalized advice from the expert.

The session was not only informative but also highly engaging, with students actively participating and demonstrating a keen interest in improving their personal and professional presence. The practical insights shared by Ms. Komal resonated with the audience, leaving them motivated to implement the strategies in their daily lives.

Overall, the Personal Effectiveness and Grooming session was a remarkable initiative that successfully empowered students with valuable knowledge and skills. The collaboration between DME Management School, Right Side Story, and Whisper played a crucial role in making this session a success. The students expressed their gratitude for this opportunity and appreciated the efforts of the organizers and faculty members. Such initiatives contribute significantly to the holistic development of students, preparing them to navigate the challenges of the corporate world with confidence and professionalism.

Divyanshi Tyagi
BBA 2023- 2026



Visit to World Book Fair 2025

7th February 2025



The Book Club Odyssey and DME Management School, organized a visit to the World Book Fair 2025 at Bharat Mandapam, Pragati Maidan, New Delhi. The event was organized for students of DME Management School. A total of 289 students participated in the visit, spanning across different batches. The visit to the World Book Fair 2025 was an immersive experience where students engaged with a diverse selection of books, covering topics from literature and management to technology and self-development. Various national and international publishers showcased their latest releases, providing insights into contemporary literary trends and academic resources. Students had the opportunity to meet authors, attend book signings, and explore various interactive stalls.

The visit was organized on 7th February 2025, beginning at 11:00 AM at Bharat Mandapam, Pragati Maidan, New Delhi—a renowned venue for literary and cultural gatherings. The primary aim of the event was to foster a reading culture among students, expose them to global literary works, and encourage intellectual discussions. It is also aimed at enhancing their learning experience by providing access to a vast array of books and networking opportunities with publishers and literary figures.

The visit was coordinated by Dr. Ila Naqvi, Faculty In charge of the Book Club Odyssey, along with faculty coordinators Dr. Rashmi Chawla, Dr. Pooja Tripathi, and Ms. Swati Sharma. Students explored different stalls, interacted with publishers, and participated in engaging discussions. Some students purchased books of interest, while others attended mini seminars held by prominent authors. The event successfully met with the objective of promoting literary engagement and provided an insightful experience for all attendees. Overall, the visit to the World Book Fair 2025 was a resounding success, leaving students inspired and eager to continue their literary journey.

Dr Ila Naqvi
Assistant Professor
DME Management School



Two-Day International Conference on Entrepreneurship and Innovation

12-13 February, 2025

The two-day International Conference on “Fostering Global Perspectives: Entrepreneurship, Inclusion, and Innovation for Sustainable Futures”, held on February 12-13, 2025, successfully brought together distinguished scholars, industry professionals, and students worldwide. Jointly organized by Vivekananda College (University of Delhi), Delhi Metropolitan Education (GGSIIP University), and the College of Business, University of Buraimi, Oman, the event served as a dynamic platform for discourse on sustainable entrepreneurship and innovation. The conference also included pre-workshops, for which a delegation from DME and Vivekananda College visited the University of Buraimi, Oman. The delegation from DME included Prof. Dr Poorva Ranjan, Prof. Dr Shalini Gautam, and Ms Shanu Jain, who delivered workshops on Entrepreneurship and Research writing at the global forum.

The Conference featured plenary sessions, panel discussions, and research presentations covering critical topics such as technology-driven entrepreneurship, environmental sustainability, diversity and inclusion, and higher education's role in sustainable development. Notable speakers included Prof. Zafar Sareshwala (Former Chancellor, Maulana Azad National Urdu University), Dr Ibrahim Al Shamsi (Dean, College of Business, University of Buraimi), and Mr Manoj Lal (Managing Director, Central Cottage Industries Corporation of India Ltd.).

For the conference's technical sessions, 52 international and national research papers were received and presented in a hybrid mode. Research presentations explored themes like AI in business, green entrepreneurship, and social impact ventures, reflecting the intersection of technological advancements and responsible business practices. The conference also presented a selected research paper, which will be published in Scopus-indexed journals, further extending the impact of the discussions. These sessions were lead by chairs- TRACK 1A- Dr. Devarajanayaka KM (Assistant Professor and Chair of Quality Assurance, College of Business, University of Buraimi, Oman), TRACK 1B- Prof Dimple Vij (Principal, AKP) College, Khurja, Bulandshahar), TRACK 2A- Prof. Amit Kumar Singh (Department of Commerce, Delhi School of Economics, University of Delhi), TRACK 2B-Dr. Ferdinand Epoc, University of Buraimi, TRACK 3A- Dr. Anuj Kumar (Head of Research, Rushford Business School, Switzerland) and TRACK 3B- Dr. Geeta Rana (Associate Professor, Himalayan School of Management Studies, Swami Rama Himalayan University Jolly Grant Dehradun)



Prof. Arvind Kumar and former Dean (of Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSM&E), Jawaharlal Nehru University) were invited as guests to deliver an expert talk on Day 2 of the Conference. As a part of the Conference, there was a cross-border exchange of delegation of faculty members. Participants engaged in insightful discussions on the transformative role of entrepreneurship in achieving global sustainability goals, emphasizing the need for interdisciplinary collaboration. They strongly discussed the depth of how there are three significant pillars of sustainability – people, planet and profit. A highlight of the Conference was a panel discussion on eco-preneurship, featuring notable industry experts and academicians from India and Oman who shared real-world experiences on how sustainability drives business success. An important insight that we gained was how Sustainability is not a choice or an option, rather, it is a necessity and duty-it's all about the mindset attached to it.

For the valedictory session, Hon'ble Mr. Justice Bhanwar Singh, Director General, DME (Former Judge, Allahabad High Court), Dr Prof Davinder Kumar Madaan (Dean, International Affairs, Punjabi University, Patiala) and Sr. Prof. Ajay Kumar Singh (Head, Department of Commerce, Delhi School of Economics, University of Delhi) were the guests of honour who recognized outstanding contributions and reinforced the Conference's commitment to fostering innovative solutions for sustainable futures.

The event successfully fostered cross-sector collaborations and provided mentorship to aspiring entrepreneurs, aligning with its goal of promoting responsible innovation and inclusive economic growth.

Roli Wadhwa
Assistant Professor
DME Mangament School



Awareness Program on Acid Attacks organized by Brave Soul NGO

15th February, 2025



In a groundbreaking initiative aimed at raising awareness about acid attacks and the struggles faced by survivors, Brave Soul NGO organized an insightful awareness program at DME (Delhi Metropolitan Event) on 15th February, 2025. The event featured an enriching discussion led by prominent lawyers, acid attack survivors, and social activists, providing a platform to understand the complexities of acid attacks and the urgent need for systemic change.

The session was opened by Ms. Tooba, a former advocate at Brave Soul NGO, who began by defining violence in its most basic form, explaining how it manifests both physically and psychologically in various contexts. She elaborated on the definition of violence according to the World Health Organization (WHO), discussing the multiple forms and dimensions of harm it causes. Ms. Tooba particularly focused on acid attacks, explaining the broader implications of such violence and highlighting the discrimination survivors face in society. She discussed the negative impact of patriarchy as a driving force behind acid attacks, which fuels harmful societal perceptions, especially towards women.

Addressing the challenges faced by survivors, Ms. Tooba shared a detailed analysis of issues such as blindness, depression, and the financial barriers preventing many victims from receiving the proper medical treatment. She highlighted that many survivors undergo 20-25 surgeries throughout their recovery journey, yet remain demotivated by a society that often fails to offer adequate support. Ms. Tooba also discussed the role of future generations in preventing such heinous crimes and encouraged the youth to redefine beauty beyond physical appearance. She emphasized the importance of challenging superficial ideals of beauty and shifting societal perceptions towards inner qualities. Furthermore, Ms. Tooba pointed out the discrepancy between the frequency of acid attacks and the lack of adequate reporting, stressing the need for heightened sensitivity towards issues like gender violence, child abuse, and sexual assault.

A student, deeply moved by the presentation, passionately took the microphone, stating, "We should not be silent about heinous crimes; we must raise our voices." She concluded with an empowering quote:

"A king does not work alone."

Following the speeches, the audience was shown a powerful video recording of acid attack survivors, highlighting their personal stories and the transformative efforts of the Brave Soul Foundation NGO and Ms. Shaheen Malik. The video showcased how these survivors, despite immense struggles, have risen to become advocates for change.

One of the survivors, Ms. Reema, shared her moving experience, recalling how she met Ms. Shaheen Malik, who became her pillar of strength throughout her healing journey. Reema emphasized that true beauty lies in the heart, not in outward appearance. Despite undergoing 23 surgeries, Reema encouraged the audience to never give up. Another survivor, Ms. Ruman Saifi, recounted the horrors of being forced to drink acid by an assailant. She thanked her father for his unwavering support during her darkest days and lauded Ms. Shaheen Malik for being an ever-present source of support. Ruman's story reinforced the importance of

familial and societal support for victims of such brutal crimes.

Ms. Srija, Senior Law Officer at Brave Soul Foundation, provided a comprehensive overview of acid use and its regulation. She discussed the landmark *Laxmi Agarwal vs. Union of India* (2013) case, which played a significant role in shaping legal frameworks for acid attack survivors. She also highlighted the Supreme Court guidelines, which stipulate that retailers should maintain a register of buyers when selling acid, ensuring accountability in its distribution. Ms. Srija discussed the punishments prescribed for acid attacks under Section 115 of BNS and Section 323 of IPC, comparing the legal provisions in both frameworks. She also highlighted the gaps in procedural timelines and the challenges survivors face in accessing timely compensation.

Furthermore, Ms. Srija discussed the PMNRF scheme, which provides an additional ₹1 lakh to acid attack survivors, and the emotional, financial, and legal support survivors desperately need to rebuild their lives.

The event concluded with a thank-you speech from Dr. Ravi Kant Swami, who emphasized an optimistic approach to life, urging everyone to maintain a positive and resilient mindset. He shared two simple yet profound pieces of advice: *Always thank God*.

Outward appearance doesn't matter; it's your inner strength that counts.

Brave Soul NGO's awareness program successfully illuminated the harsh realities faced by acid attack survivors and underscored the need for greater societal and legal support. The event was a poignant reminder of the power of resilience, the importance of collective action, and the need to challenge outdated norms and prejudices. It also served as a call to action for the youth to stand up for justice, raise their voices against gender violence, and work towards a future where such heinous crimes become a thing of the past.

This event marked a significant step toward empowering acid attack survivors and fostering awareness of the urgent need for systemic change in both social and legal frameworks.

Parent Mentor Meeting

24th February, 2025

The DME Management School, in collaboration with the DME Mentoring Cell, organized a successful and engaging Parent Mentor Meeting (PMM) on 24th February 2025 at the DME Moot Court. This interactive session aimed to foster direct communication between mentors and parents of first-year BBA students (Batch 2024–2028), offering insights into students' academic performance, attendance, and overall development during their first semester. The event was thoughtfully coordinated under the guidance of faculty members Ms. Silky Bhambri, Ms. Shanu Jain, and Dr. Ila Naqvi, with active support from Ms. Mohini Rajput and Dr. Shiran Khan, who ensured meaningful conversations throughout the session. The meeting saw enthusiastic participation from 59 parents, reflecting their dedication to their children's academic journey. A special highlight was the open feedback session, where parents shared their appreciation for the institution's mentorship practices, while also voicing concerns related to academic pressure and time management. These were acknowledged with a commitment to continuous improvement. The PMM successfully reinforced the collaborative spirit between mentors, parents, and students, highlighting DME's dedication to a transparent and supportive academic ecosystem. The event concluded on a positive note, with a shared commitment to student success and a promise of continued engagement in the future.

Dr Ila Naqvi

Assistant Professor
DME Mangament School

National B Plan Championship Competition- UNMAAD at IIM Bangalore

23-24 February, 2025

Students of BBA, Delhi Metropolitan Education, Noida participated in 11 th NATIONAL BUSINESS-PLAN CHAMPIONSHIP, 2025-UNMAAD held at the most renowned, IIM BANGALORE (INDIAN INSTITUTE OF MANAGEMENT, Bangalore) on 23-24 February, 2025 in association with Makeintern.

17 meritorious students from BBA Second Year. Batch (2023-26) and BBA LLB(2023-28) who had successfully completed the value-added course- Entrepreneurship Development and DigitalMarketing participated in the B Plan Championship at IIM Bangalore. The championship comprised of two rounds where in the First day- First Round: Teams had to give an overview and pitch their Business Idea. There were more than 70 teams participating in IIM Bangalore B Plan Championship across India. The renowned judges for the event were startup judges - Makeintern's Advisor - Mr. Diktesh Singh, Mr. Shridhar N. Upadhye founder of Living Walls, Mr. Dashan Bhatija Angel Investor, Founder & CEO Tomillo.in, Mr. Yash Raj CBO Medulance, Mr. M Sravan Kumar Founder of NIDM and Mr. Sudhindra Paraki Angel Investor, Partner and Advisor of Eagel10Ventures.

Several renowned colleges like Arihant Institute of Management Studies Pune, Ramakrishnan Degree college Andhra Pradesh, Assumption Autonomous College Kerela etc. also participated in the event with the business ideas of Tiny Garden, Health Apps, AI built Apps, Clothing Customisation and

so on. There were really innovative ideas like 'Tiny Garden': plant in a box, 'FrenzyBar' with nutritional bars, 'VintageBits' with food business related to cultures and where food meets tradition, AI powered gaming and female mensuration tracking help apps.

DME's Dressify and bamboo care made it to the top 14 Teams on the first day in Round 1 and after competing with the teams in round 2, the students Disha Bhatia, Poorvi Rawat, Anushka Rana, Abhimanyu Singh and Satakshi) won the position of Second Runner Up and were awarded cash prize of ₹10000/- in the National Business Plan Championship IIM BANGALORE.

The First position was won by Arihant Institute of Management Studies Pune, First Runner Up by Rama Chandran Institute of Management, Pune and Second Runner Up was shared by Delhi Metropolitan Education Noida.

It was a great learning experience for the students. The knowledge and learning students acquire from competitions can not only sparked innovation but also paved the way for future development and providing tremendous shape to their career. The students were accompanied by Dr. Nilambara Shrivastav , Associate Professor, DME Management School.

Dr. Rashmi Chawla

Associate Professor,
DME Management School



Grand Degree Distribution Ceremony with Chief Guest Mr Prabhu Chawla

1st March, 2025



The Media and Management departments of Delhi Metropolitan Education (DME), Noida, organized a prestigious Degree Distribution Ceremony to celebrate the academic achievements of its graduates. The event was graced by esteemed dignitaries, with Mr. Prabhu Chawla, Editorial Director of the New Indian Express Group, as the Chief Guest.

The ceremony commenced with the arrival of the Chief Guest, followed by a formal meeting with dignitaries. Ms Garima Jain warmly welcomed the guests, setting an enthusiastic tone for the event. The traditional Lighting of the Lamp, showcasing glimpses of DME Noida, and the felicitation of Mr. Prabhu Chawla marked the beginning of the celebration.

Dr. Parul Mehra, Head of the Media School, and Dr. Poorva Ranjan, Head of the Management School, delivered the welcome address, expressing gratitude to the distinguished guests. The event proceeded with opening remarks from Dr Ravikant Swami, Director of DME, followed by an inspiring address from Hon'ble Mr Justice Bhanwar Singh, Director General of DME Noida and Former Judge of the Allahabad High Court.

The highlight of the event was Mr. Prabhu Chawla's keynote address. In his speech, he shared the story of his life journey and his reasons for opting for journalism. He also emphasized how Indian journalism has changed over time.

The much-awaited Degree Distribution segment saw graduates from BAJMC Batch 2019-22, BBA Batch 2020-23, and BAJMC Batch 2020-23 receiving their degrees, marking the culmination of their academic journey at DME.

The ceremony concluded with a Vote of Thanks delivered by Dr Navya Jain, Academic Coordinator of the Management School, and Dr Yamini, Academic Coordinator of the Media School. The National Anthem was sung in unison, followed by a batch-wise group photograph session with the guests and dignitaries.

The institution takes pride in fostering academic excellence and looks forward to continuing its tradition of nurturing future leaders. The Degree Distribution Ceremony was a testament to the institution's commitment to education, growth, and success.

Roli Wadhwa

Assistant Professor
DME Mangament School



HR Conclave – Management School

8th March, 2025

The HR Conclave held on 8th March 2025 was an enriching event that explored market trends, the evolving role of artificial intelligence in HR, and the essence of leadership. Dr. Nilambara opened the session by highlighting its significance in developing future HR professionals, while Dr. Poorva Ranjan emphasized that HR principles are universal and encouraged students to learn from experiences, stay focused on their goals, and embrace continuous improvement. The event aimed to inspire and equip students with insights crucial for their professional and personal growth.

The Chief Guest, Mr. Yuvraj Shrivastav, Group Chief HR Officer at MakeMyTrip, delivered an inspiring address, stressing the value of silence, good behavior, and grooming—not just in appearance but in character. He shared that students should cultivate a great attitude, strong communication skills, and the ability to represent themselves well. He also encouraged them to seek awareness beyond textbooks and focus on genuine learning rather than chasing money. His address motivated students to develop a solid foundation for future success.

Keynote speaker Mr. Jyotiromony Bose, VP & HR at Vindhya Telelinks Ltd., MP Birla Group, focused on ethical AI in recruitment and the future of work. He highlighted the benefits and challenges of AI in hiring, the importance of data governance, and the ethical use of technology. While recognizing AI's usefulness, he stressed that human judgment remains essential in decision-making.

In the panel discussion, Mr. Mayank Singh, HR Head at Hike Education, stated that AI should support, not replace, human effort. He emphasized using AI wisely for skill development without becoming overly dependent on it. Ms. Pallavi Mishra, Vice President HR, added that AI's value depends on the quality of input and critical thinking. She urged students to ask the right questions and use AI responsibly. Ms. Tanvi Mittal, HR Head at VLink Inc., spoke about mastering one's domain to remain indispensable despite AI advancements and emphasized lifelong learning and self-growth.

Ms. Pooja Singh highlighted the enduring importance of human empathy in HR. She shared that effective HR is not just about policies but about building meaningful connections through active listening and compassion. Ms. Ruchi Chilana Gera, Group HR Head at Gateway Distriparks Ltd., echoed similar sentiments, advocating for ethical AI use that supports fair decision-making while preserving the human element.

The valedictory address by Mr. Sandeep Tyagi, HR Head at Uflex Chemicals Ltd., reinforced that while AI can streamline tasks like recruitment, human insight remains irreplaceable. He encouraged students to embrace AI while enhancing their emotional intelligence and soft skills. The event concluded with a heartfelt thank-you from Dr. Pooja Sharma, who urged students to apply their learning with integrity and strike a balance between technology and human values, setting a positive tone for the next generation of HR leaders.

Abhimanyu Singh

Member of CRC
DME Management School



Visit to Bombay Stock Exchange

6th March, 2025

On the 6th of March 2025, a group of students from DME Management School, Delhi Metropolitan Education visited the Bombay Stock Exchange (BSE) in Delhi as part of their academic exposure to the financial markets. The event provided valuable insights into how the stock exchange operates, its role in the economy, and the various trading mechanisms involved.

The purpose of the visit was to understand the role and significance of the Bombay Stock Exchange in the global financial system, to explore the workings of equity markets and the various financial instruments traded at the BSE, and to interact with professionals in the field to understand potential career opportunities within the financial markets. The visit was structured with a combination of presentations and live demonstrations, allowing students to gain both theoretical and practical knowledge. A key highlight of the visit was a Q&A session with a senior market analyst and professional who shared his career journey and experiences. Students asked insightful questions about career paths in finance, the skills needed to succeed in the financial markets, and the impact of global events on stock prices.

Students learned about the complexities of market operations, including the functioning of the BSE's trading platforms and the intricacies of stock prices and trading volumes. The visit emphasized the importance of technology in facilitating efficient and transparent trading, particularly the role of algorithmic trading and the shift towards digital platforms. Many students expressed interest in pursuing careers in finance, investment banking, stockbroking, and financial analysis after interacting with market professionals during the visit.

The visit to the Bombay Stock Exchange was a highly enriching experience for the students, offering them practical knowledge of the financial markets and an opportunity to witness the dynamic and fast-paced world of stock trading. It helped bridge the gap between academic learning and real-world financial applications. The event was successful in enhancing students' understanding of the global economic system, and it has sparked further interest in pursuing careers in finance and investment. This visit also reinforced the importance of staying informed about global financial trends and understanding the critical role played by exchanges like the BSE in facilitating economic growth and investment.

We would like to thank the management of the BSE for organizing this insightful visit and providing our students with such an invaluable opportunity. A special thanks to the staff members and professionals who guided the students through various sessions and activities, ensuring that the visit was both educational and inspiring.

Dr. Shiran Khan

Assistant Professor

DME Management School



VAC - Workshop on Management Lessons from Ancient Indian Texts and Practices

17th March, 2025

DME Management School successfully organized a five-day workshop on "Management Lessons from Ancient Indian Texts and Practices" from March 17, 2025. The workshop was conducted by Ms. Shanu Jain, Assistant Professor, and aimed at exploring the timeless wisdom embedded in ancient Indian scriptures and its relevance in modern management practices.

The workshop provided a unique platform for students to gain insights from texts such as the Bhagavad Gita, Arthashastra, Upanishads, and Ramayana, among others. Ms. Shanu Jain effectively connected these scriptures with contemporary management principles, leadership strategies, ethical decision-making, and organizational behavior.

The interactive sessions engaged students through case studies, discussions, and real-world applications of these ancient texts in today's business environment. The workshop witnessed enthusiastic participation from students who appreciated the depth of knowledge and practical applications shared during the sessions.

The workshop concluded with acknowledging the active participation of attendees. The initiative was lauded by DME Management School for its innovative approach to blending traditional knowledge with modern-day business education.

This workshop marked another milestone in DME's commitment to holistic education, emphasizing the importance of integrating cultural heritage with contemporary learning.

Dr Swaralipi Saha

Professor

DME Management School



Student Participation at India Today Conclave

17th March, 2025

The India TV Conclave - She, held on 17th March 2025 at the Hyatt Regency, Bikaji Cama, was a significant event celebrating women achievers and their contributions to society. The conclave provided a unique platform for students from BBA, BJAMC, and Law courses to interact with and learn from prominent women leaders across various fields.

The conclave was graced by renowned politicians, celebrities, and dignitaries, including Ms. Basuri Swaraj, a politician and advocate for women's empowerment; Ms. Jaya Bachchan, a veteran politician and actress; Ms. Kangana Ranaut, an acclaimed actress and outspoken advocate on social issues; Ms. Swati Maliwal, the Head of India Women Cell, representing women's rights and policy development; along with other notable dignitaries and influencers from various fields.

The discussions throughout the event revolved around the challenges and triumphs of women in a patriarchal society. Speakers shared their personal experiences, emphasizing resilience, determination, and the importance of breaking societal barriers. The key themes included women's role in governance and policymaking, challenges faced by women in the entertainment industry, legal rights and protections for women in India, and the role of media in shaping gender narratives.

Students from BBA, BJAMC, and Law courses actively participated in the conclave. A total of 35 students and three faculty members engaged in interactive sessions, Q&A rounds, and networking opportunities with the distinguished guests. Their participation provided them with valuable insights into real-world issues concerning women's rights and leadership.

The conclave reinforced the significance of women's contributions to various sectors of society. Students gained a deeper understanding of gender dynamics and the struggles women face in achieving success. The event served as a strong motivational platform, encouraging young minds to actively support and advocate for gender equality. The India TV Conclave - She was a remarkable event that not only celebrated the achievements of women but also served as a reminder of the continuous efforts required to promote gender inclusivity. The conclave successfully inspired students to recognize and contribute towards a more equitable society.

Dr. Pooja Sharma

Assistant Professor
DME Management School



Visit to Convergence India Expo 2025

21st March, 2025



The students of Delhi Metropolitan Education attended the Convergence India Expo 2025 at Bharat Mandapam, Pragati Maidan, New Delhi on 21st March 2025 along with the faculty coordinator Ms. Silky Bhambri.

The event showcased groundbreaking innovations in urban development, smart technology, and sustainability. One of the highlights was the insightful panel discussions on the transformation of Indian Smart Cities from inception to fruition. Expert speakers shared valuable perspectives on infrastructure development, IoT integration, and public-private collaborations.

The Startup Hub was particularly inspiring, featuring innovative entrepreneurs discussing solutions that could shape the future of smart cities. The overall organization, networking opportunities, and knowledge-sharing made this event a must-attend for anyone interested in technology, sustainability, and urban development.

A total of 23 students attended the Expo and explored different stalls and exhibits, interacted with industry experts, and participated in engaging discussions. Some students networked with startup founders and innovators, while others attended panel discussions led by prominent leaders in smart technology and urban development.

The event successfully met its objective of promoting awareness of smart city advancements, fostering discussions on sustainability. Overall, the visit to Convergence India Expo 2025 was a resounding success, leaving students inspired and eager to explore future innovations in technology, sustainability, and smart infrastructure.

Yukti

BBA, 2nd year



Poetry Competition – An initiative by Odyssey

21st March, 2025



To commemorate World Poetry Day, World Water Day, and International Women's Day, The Book Club Odyssey, in collaboration with the DME Library, organized a Poetry Competition on 21st March 2025 at the Rabindranath Tagore Library. The themes for the event—Women Glorification and Empowerment, and Conservation of Water—were thoughtfully chosen to blend literary expression with pressing social issues. The event aimed to foster creativity, promote literary engagement, and raise awareness through the powerful medium of poetry.

The competition witnessed enthusiastic participation from 32 students, who demonstrated exceptional poetic flair and passion. It was divided into two categories: the Poem Writing Competition, where participants crafted original verses on the given themes, and the Poem Recitation Competition, where students performed either self-composed or selected poems with expressive delivery and conviction. The performances were marked by depth of emotion, originality, and a strong sense of purpose, all of which were appreciated by the judges.

The highlight of the event was the heartfelt and thought-provoking nature of the poems presented. Arnav Sharma from BBA 1st Year emerged as the winner in the Poem Recitation category, while Aakansha Singh, also from BBA 1st Year, won the Poem Writing category. The competition successfully achieved its objective of promoting literary appreciation and encouraging students to voice their perspectives on important social themes through poetry.

The event was smoothly conducted under the able guidance of faculty coordinators Dr. Ila Naqvi and Dr. Pooja Tripathi, and left a lasting impression on all attendees.

Dr Ila Naqvi

Faculty In charge,
Book Club Odyssey,
DME, Noida



VAC- Data Analytics And Visualization- Applications In Business

24-28 March, 2025

The Value-Added Cell at DME Management School successfully organized a 30-hour Value Added Course on "Data Analytics and Visualization – Applications in Business" using Tableau and Power BI from March 24 to 28, 2025. The intensive course was designed to provide students with a comprehensive understanding of data analytics tools and their application in business decision-making.

The training was conducted by industry experts Mr. Ejaz Ahmed, Mr. Shiva Vashishtha, and Mr. Naser Ghazanfer, who brought extensive experience in data analytics and visualization. The sessions offered hands-on learning opportunities, enabling participants to work on real-world datasets and apply analytics techniques to extract meaningful insights.

Throughout the course, students gained proficiency in Tableau and Power BI, two of the most widely used tools in the field of business intelligence. The curriculum covered data extraction, transformation, and visualization techniques, as well as dashboard creation and storytelling with data. Interactive sessions and practical exercises helped participants enhance their analytical skills and apply data-driven decision-making approaches in business scenarios.

The course concluded with a capstone project, where students demonstrated their learning by analyzing business data and presenting actionable insights through dashboards. 15 Students will receive certificate of merit for their outstanding performance and all participants will receive certificates of completion, recognizing their efforts and newly acquire skills.

The Value-Added Course was highly appreciated by attendees for its practical relevance and industry-oriented approach. DME Management School continues to emphasize skill-based learning, equipping students with the expertise needed to excel in the evolving business landscape.

Dr. Rashmi Chawla

Associate Professor
DME Management School



VAC - Workshop on Emotional Intelligence

24-28 March, 2025



DME Management School has successfully organized a five-day workshop on Emotional Intelligence for the BBA Batch 2024-28 from 24th March 2025 to 28th March 2025. The workshop was conducted by Associate Professor Dr. Nilambara Shrivastav, a distinguished academician and expert in the field of emotional intelligence and leadership development.

The primary objective of this workshop was to enhance students' understanding of emotional intelligence (EI) and its impact on personal and professional growth. It aimed to equip participants with skills to manage emotions, improve decision-making, foster leadership qualities, and strengthen interpersonal relationships in a corporate setting.

The workshop provided interactive learning experiences, including real-life case studies, group discussions, and self-assessment exercises. Students gained valuable insights into emotional resilience, team collaboration, and professional adaptability, which are essential for corporate success.

Dr. Nilambara Shrivastav's expertise and engaging teaching methods left a lasting impression on the students, inspiring them to apply emotional intelligence in their academic and professional journeys.

The workshop was highly appreciated by students. The participants expressed gratitude for the opportunity to develop a crucial life skill that would benefit them in their careers. DME Management department looks forward to organizing more such enriching sessions in the future.

Dr Swaralipi Saha

Professor
DME Management School



Peter F. Drucker Management Lecture Series : Supply Chain Essentials

28th March, 2025

The Peter F. Drucker Management Lecture Series hosted an insightful event on "Supply Chain Essentials: Building a Strong Foundation for the Future" at Delhi Metropolitan Education (DME) on March 28, 2025, in the N.M Auditorium.

The event was organized for the BBA 2nd semester batch (2024-2028), with approximately 250 students in attendance. The session featured Dr. Ashish Negi, Vice President – Service Logistics, DHL Supply Chain, who shared his expertise on the evolving landscape of supply chain management and logistics.

The event provided students with a deeper understanding of DHL's global presence and the critical role supply chain management plays in today's business environment. Dr. Negi emphasized the importance of not letting technology consume strategic decision-making while discussing regional growth projections, the potential of supply chain networks, and industry trends. Various key topics such as the Production Linked Incentive (PLI) scheme, the growth of the logistics industry, micro and macroeconomic factors, the Make in India initiative, and the challenges of operating in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world were addressed. He also highlighted the significance of government initiatives like the Gati Shakti Plan and the National Logistics Policy (NLP) – Vision 2047, which aim to revolutionize India's logistics infrastructure. The primary objective of the event was to expose students to real-world insights into supply chain management and logistics, helping them understand the sector's vast career opportunities. The event was meticulously coordinated by faculty members Ms. Parul Grover and Ms. Shanu Jain, who ensured a well-structured and engaging session for all participants.

Students actively participated in discussions, asking questions about supply chain innovations, automation in logistics, and the impact of emerging technologies. Dr. Negi provided practical insights into how businesses can navigate global supply chain challenges and optimize their logistics operations for maximum efficiency. The event proved to be a highly enriching experience, leaving students with valuable takeaways about the future of supply chain management and its critical role in business sustainability.

The session concluded with an interactive Q&A segment, where students explored further learning opportunities and industry trends. The event successfully broadened their understanding of the logistics sector and its significance in global business operations.

Shivansh Bhartonia

BBA, 1st year



E-Parents Mentor Meeting (EPMM)

28th March, 2025

The E-Parents Mentor Meeting (EPMM) was successfully conducted on 28th March 2025 for the students and parents of 2nd-semester students. The meeting aimed to provide parents with an overview of their child's academic progress and discuss key agendas related to their learning journey. It was held through Google Meet and conducted by the respective section mentors.

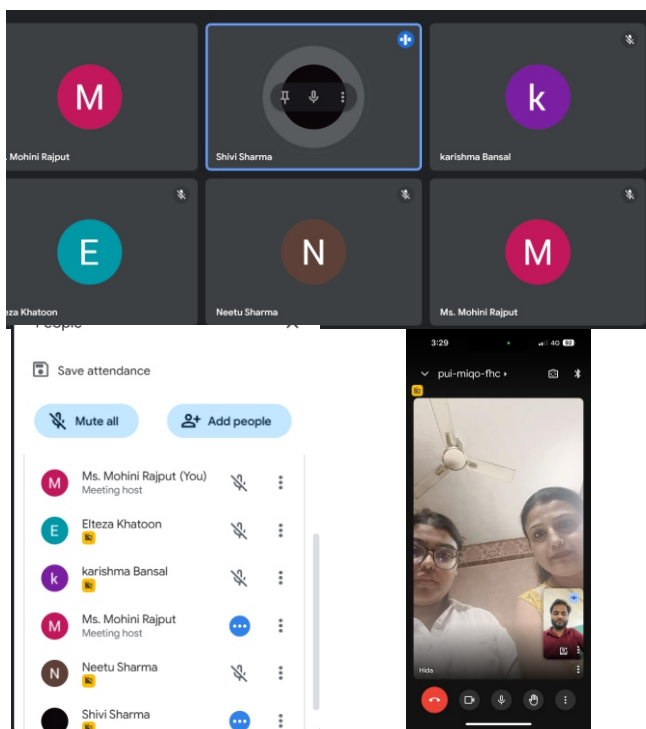
Several important topics were discussed during the meeting. The compiled attendance report from 5th January to 25th March 2025 was presented, highlighting students' attendance records and addressing concerns about irregularities. Additionally, a list of slow learners was shared, with mentors emphasizing the need for remedial measures and personalized learning strategies to support these students. The meeting also included a discussion on the compiled award sheet of Internal 1 exams, where mentors provided feedback on student performance and suggested improvement strategies.

Apart from academics, parents were informed about upcoming college events, including competitions, academic seminars, and extracurricular activities scheduled for the coming weeks. Another key agenda was the Value-Added Course, which is set to take place soon, encouraging students to participate and enhance their skills.

Overall, the meeting successfully addressed academic progress, student concerns, and future opportunities. Although parental participation was limited, the discussions proved beneficial for those who attended.

Ms. Mohini Rajput

Assistant Professor
DME Management School



Luxury Brand Management: A Case Study on Atluxe AI

2nd April.2025

DME Management School hosted a lecture on luxury brand management, featuring a comprehensive case study on Atluxe AI. The session, led by esteemed speaker Mr. Rajat, began with an in-depth exploration of the concept of luxury branding, highlighting the subtle yet significant distinction between "classy" and "luxury." He explained how luxury brands, such as Atlas AI, differ from others in terms of sophisticated website design, nuanced color terminology, innovative product ideas, and precise niche positioning. The session was attended by 87 participants.

The interactive session included an engaging activity where students were tasked with exploring the Atlas AI website to identify unique features that set it apart from other real estate brands. Through this hands-on experience, students gained valuable insights into measuring luxury brand presence in the market and understanding the intricacies and nuances of luxury branding.

The lecture provided a platform for students to delve into the world of luxury branding, fostering a deeper understanding of the subject. With 87 attendees, the session was well-received, and students appreciated the opportunity to learn from industry expert Mr. Rajat.

The event concluded with a Q&A session, where students clarified their doubts and gained further insights into the world of luxury brand management. Overall, the lecture was a resounding success, providing students with a comprehensive understanding of luxury branding and its applications.

Dr. Pooja Sharma

Assistant Professor
DME Management School



Visit to Vigyan Bhawan

3rd April, 2025

The Bharat Shiksha Summit, organized by the Balaji Foundation on 3rd April 2025 at Vigyan Bhawan, New Delhi under the guidance of Mrs. Swati Sharma. It was a prestigious and intellectually stimulating event centered around the theme "Shaping the Future of Learning." The summit served as a platform for distinguished speakers from various fields—law, policy, education, and governance—to engage in meaningful discussions about the current and future state of education in India.

The event commenced with the inaugural address delivered by Hon'ble Justice Rajesh Bindal, Judge, Supreme Court of India. In his speech, Justice Bindal addressed the systemic gaps in the Indian education system. He emphasized the need for reformation in the teaching pattern, which currently follows a rigid structure where students are required to study both mandatory and optional subjects, often without a clear understanding of their relevance. Justice Bindal advocated for a subject-based and interest-driven curriculum that empowers students to pursue knowledge more meaningfully and practically.

Shri Pradeep Rai, Senior Advocate, Supreme Court of India, followed with an impactful speech. He stressed the importance of an education system that goes beyond academics and equips students with values, skills, and ethical reasoning, which are essential for holistic development and nation-building.

One of the key highlights of the event was the reference to the "Vision 20-35" document, a visionary framework for educational transformation released on 3rd January 2016. This vision laid out strategies for aligning Indian education with global standards and enhancing quality, accessibility, and innovation across all levels of learning. Another critical issue addressed during the summit was brain drain. The speakers expressed concern over the growing number of Indian students pursuing education and employment abroad due to limitations in local institutions. The need to retain talent by improving educational infrastructure, encouraging research, and creating globally competitive opportunities in India was heavily emphasized.

Prof. Pankaj Mittal, representing National Law University, provided valuable insights into the National Education Policy (NEP) 2020. He described the policy as a game changer, aiming to make education more inclusive, multidisciplinary, and accessible at the doorstep. He also emphasized the importance of international collaboration to raise the academic standards of Indian institutions and make them globally competitive.

An inspiring segment of the summit was led by Dr. Tanu Jain, Ex IPS Officer and Influencer, who motivated the students by sharing her personal journey. She emphasized the role of discipline, time management, and self-confidence in achieving success. Her interaction encouraged students to embrace change and continuously strive for growth, both personally and professionally.

A noteworthy address was delivered by Shri Manoj Sinha, Hon'ble Lieutenant Governor of Jammu & Kashmir. He brought a unique perspective to the summit by highlighting the significance of writing as an essential part of the learning process. According to him, writing helps enhance comprehension, improves communication skills, and fosters critical thinking. He urged students to integrate writing into their academic habits to become more articulate and thoughtful learners.



The summit was attended by 35 students from diverse academic backgrounds, primarily from the fields of management and law. Their active participation and curiosity added vibrancy to the event. Students had the opportunity to interact with the speakers, ask questions, and gain first-hand insights into policy-making, legal perspectives, and academic reforms. The session concluded at 1:05 PM, followed by panel discussions, breakout sessions, and interactive talks that continued till 6:00 PM. Each segment of the summit was well-structured and thoughtfully curated, maintaining high engagement and relevance throughout the day.

Divyanshi Tyagi
BBA, 2nd year



Visit to Chhanv Foundation under NSS

5th April, 2025

On 5th April 2025, the BBA First Year students of DME Management School undertook a National Service Scheme (NSS) visit to the Chhanv Foundation in Sector 48 Noida, an organisation dedicated to supporting acid attack survivors and advocating for their rights. The visit was an initiative under the NSS to sensitise students towards pressing social issues and encourage active community engagement. The visit began with a warm welcome from the Chhanv Foundation team, followed by an introduction to the foundation's journey, mission, and impact over the years. Students had the opportunity to hear powerful testimonials from acid attack survivors, who shared their personal stories of trauma, resilience, and hope. This emotional yet inspiring interaction left a profound impact on everyone present. Students also conducted some ice-breaking activities like Antakshari and story building. The session was attended by 28 students.

As a gesture of support, students pledged to spread awareness and stand against gender-based violence. The NSS visit to the Chhanv Foundation was a transformative experience for the BBA First Year students. It sensitised them to the challenges faced by acid attack survivors and the crucial role of NGOs in societal healing and empowerment. The students returned with renewed awareness, compassion, and a sense of responsibility toward social change.

Ms Shanu Jain
Assistant Professor
DME Management School



Visit to Nirbhed Foundation under NSS

5th April, 2025

On Saturday, 5th April 2025, a group of students undertook an NSS activity at the Nirbhed Foundation, under the guidance of Dr. Shiran Khan. 34 were present for the visit. The foundation, which is dedicated to the care and education of underprivileged children, became a place of shared joy and learning for both the students and the children that day.

From the moment of arrival, the students were met with warm smiles and open arms from the children. The day unfolded with a blend of educational interactions and joyful play. Students engaged the children in teaching sessions, helping them learn through interactive and creative methods. Alongside learning, several fun activities and games were organized, which sparked immense enthusiasm among the children. Laughter and excitement filled the air as the kids participated wholeheartedly, showcasing their eagerness and vibrant energy. To add to the cheer, gifts were distributed as tokens of care, met with heartfelt appreciation and delight from the children.

What stood out during the visit was the indomitable spirit of the children. Despite the hardships they face, their optimism, resilience, and joy left a lasting impact on everyone. Their ability to find happiness in the little things offered a powerful lesson in gratitude and emotional strength. Throughout the visit, Dr. Shiran Khan played a pivotal role, offering guidance and encouragement that enriched the entire experience. His compassionate approach helped the students connect meaningfully with the children, deepening the impact of the visit.

Overall, the day at Nirbhed Foundation was not only about service but also about mutual learning. It reminded everyone involved of the importance of empathy, community engagement, and the transformative power of kindness. The students returned with a renewed sense of purpose and a deeper understanding of the value of giving back to society.

Abhimanyu Singh

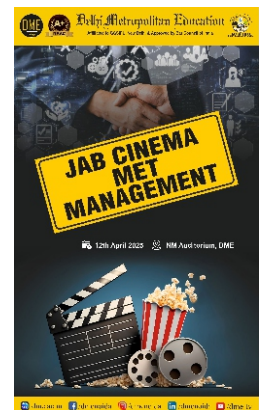
BBA, 1st year



Jab Cinema Met Management

12th April, 2025

The Catalyst team of DME Management School organized an exciting Bollywood Day named 'Jab Cinema Met Management' on 12th April 2025 (Saturday) in Nelson Mandela Auditorium. The event was filled with colors, glam, and the spirit of Hindi cinema.



The event began with our energetic anchors who set the mood with their lively thoughts, entertaining shayari, and humorous banter. Their presence lit up the stage and captured everyone's attention as the celebration kicked off. The highlight of the event was the Bollywood-themed ramp walk, where students stepped into the shoes of iconic Bollywood characters such as Dabang's Salman Khan, Padmavat's Deepika Padukone, Rani Chatterjee from Rocky Aur Rani Ki Prem Kahani, Piku's Deepika Padukone, and many more. Each participant not only dressed as the character but also gave a short management prescription explaining how their character's traits could be applied to real-life management and leadership roles, showcasing creativity and strategic thinking. A total of 12 students participated in the event.

The ramp walk was judged by Dr. Nilambara and Dr. Pooja Sharma, who evaluated the participants based on creativity, presentation, and relevance to management concepts. Following the ramp walk, the anchors concluded the event with more delightful shayari and engaging commentary, creating a vibrant and joyful atmosphere.

The results were then announced by the faculty members:

Mr. Bollywood was awarded to Tushar Sharma of first year for Dabang Movie's character 'Chulbul Pandey'

Ms. Bollywood was awarded to Aditi Gupta from second year for the iconic character of Padmavat.

The winners were felicitated with sashes and special gifts in front of a cheering audience. The celebration concluded with a lively DJ session, where students danced and enjoyed themselves.

Towards the end, a photo session was held with all the leading faculty members, the winners, and the enthusiastic participants, capturing the fun and memories of the day. The event was a grand success, celebrating talent, creativity, and team spirit in true Bollywood style.

Khushi Prabhakar

DME Management School



Poster Making Competition based on Bhagavad Gita

15th April, 2025



A thought-provoking and creatively enriching Poster Making Competition was organized at DME (Delhi Metropolitan Education) on 15th April 2025, centered around the profound theme: "Learnings from the Bhagavad Gita". The event aimed to encourage students to delve into the timeless wisdom of the Gita and express its teachings through visual storytelling.

The competition witnessed enthusiastic participation from 50 students across various departments, who showcased their artistic skills and deep understanding of the Bhagavad Gita. Each poster reflected unique interpretations of the scripture's teachings—ranging from concepts like karma (action), dharma (duty), and detachment, to the significance of inner peace, self-realization, and devotion.

What added depth to the event was the esteemed panel of judges invited from ISKCON Noida, renowned for their spiritual and scholarly work on the Bhagavad Gita. The judges evaluated the posters based on visual appeal, creativity, and the clarity of explanation provided by the participants. Students presented their artworks with insightful narratives, highlighting how the teachings of the Gita can be applied in daily life to deal with stress, decision-making, and moral dilemmas.

The judges not only appreciated the efforts and creativity of the students but also shared pearls of wisdom from the Gita. Their interactive session provided a deeper understanding of key verses and encouraged students to adopt spiritual values in their modern lives.

The event concluded with the announcement of winners and a felicitation ceremony. The competition was a perfect blend of art, spirituality, and learning, and served as a meaningful reminder of the relevance of ancient scriptures in today's world.

Overall, the event was a great success, inspiring students to look beyond textbooks and explore the eternal teachings of the Bhagavad Gita with fresh perspectives.

Aditya Menon
BBA, 1st year



Corporate Readiness Week Day- 01

15th April, 2025

Corporate Readiness Week at DME Management School began on 15th April with great enthusiasm and high spirits. The event took place in the NM Hall and was attended by esteemed faculty members and energetic students. The session was professionally anchored by Satakshi Sharma, who welcomed our respected teachers – Dr. Nilambara Shrivastav Ma'am, Dr. Pooja Sharma Ma'am, and Director Dr. Ravi Kant Swami Sir – with heartfelt words. The event was attended by 105 participants.

The highlight of the session was the LinkedIn Workshop conducted by Abhimanyu Singh, Disha Bhatia, and Poorvi Rawat. The purpose of this session was to guide students on the professional use of LinkedIn – a vital platform for career growth and networking.

Disha Bhatia shared detailed insights on what LinkedIn is, why it is important for students, and how to create a strong and professional profile.

Abhimanyu Singh talked about the kind of content students should post on LinkedIn. He also explained how to write professional captions and present oneself through valuable posts.

Poorvi Rawat guided the audience on making meaningful connections and how to respond to comments to increase engagement on posts and stay visible.

After this, Yukti and Leysha introduced the audience to the session and explained the general policies of Corporate Readiness Week.

Next, we had an informative session by Dr. Ravi Kant Swami Sir, who gave important knowledge on building an impactful CV and resume. He explained the difference between Bio-data, Curriculum Vitae (CV), and Resume in a very easy and simple way. He also shared the correct sequence of titles in a resume and how to create a document that stands out to employers. It was truly a learning experience for all students.

The event came to a beautiful close with a heartfelt vote of thanks presented by Satakshi Sharma, who appreciated all speakers, faculty members, and attendees for making the event successful and memorable.

Thank you to our student coordinators – Sarah and Gargi for managing the attendance, and Shrey, Shubhi, Riddhi, and Evana for their support and coordination throughout the session. Their teamwork ensured everything went smoothly.

Abhimanyu Singh
Member of CRC
DME Management School



Corporate Readiness Week

Day- 02

16th April, 2025

On behalf of Career Progression Cell, Gargi Gaur welcomed the students to Day 2 of Corporate Readiness Week 2025 warmly. She rightly pointed out that good interviewing is all about presence, poise, serious preparation, and above all, a positive attitude. The session attempted to give instant feedback to the students along with real corporate exposure by successful alumni.

On Day 2, the 2nd year (4th semester) students went through mock interviews and got constructive feedback from these experts, modestly inspiring their professional life. The experts included:

Ms. Prachi Arora is currently a Process Associate in HR Operations in Genpact, managing employee-related processes efficiently. She was working in Wipro in the Insurance vertical, learning experience, and subsequently Global Opportunities in HR, learning and gaining experience. At the same time, she is studying for an MBA in HR from Symbiosis (Online), working and studying efficiently.

Ms. Palak Upreti is an HR Executive at HyTechPro with the Learning & Development initiative. She innovatively designs training programs for enhancing employees' growth. She also takes care of the company's social media, professionally assisting the Marketing team and proving her multitasking skill.

Mr. Lakshay Singh of Head Field Solutions Pvt. Ltd. manages US and Canadian clients' accounting with elegance. Having expertise in QuickBooks and a Public Accounting degree from AIMA, he embarked his career at Computershare, where he was exposed to US stock market operations.

Ms. Deepakshi Mehta, Startek Senior Executive, is a three-year HR professional. She is very much engaged with people management, employee relations, and workplace engagement in developing a healthy work culture.

Abhimanyu Singh

Member of CRC

DME Management School



Day- 03

17th April, 2025

On the Day 3 of the Corporate Readiness Week, the Placement cell warmly welcomed Evana Ghai, DME alumnus. Ms Ghai highlighted that the final round of mock interviews was a golden opportunity for the 2nd-year students to sharpen their interview skills and gain valuable insights from accomplished industry professionals.

Day 3 was centered around intensive simulated interview sessions. These practical exercises allowed students to put their learning into action, test their preparedness, and receive constructive, real-time feedback from a panel of experienced professionals. This hands-on exposure significantly enhanced their confidence and readiness to face real-world corporate interviews.

The esteemed panel included:

Ms. Anju Kaintura – Assistant Vice President of Marketing at JMV LPS Limited, where she leads strategic marketing initiatives, streamlines sales processes, and builds a strong brand presence in the electrical safety market.

Ms. Navya Arora – Assurance Assistant Manager at Ernst & Young (EY), specializing in the detailed review of US financial statements and internal controls through EY's global assurance framework.

Mr. Pulkit Gaur – A dynamic professional with a diverse career, having worked as a Fintech Developer, entrepreneur in SEO and tourism, and currently as an Automation Support expert at BT Group.

Ms. Priyanshi Bhardwaj – Head of Marketing & Branding at KIPA Gaming, where she curates compelling brand narratives and leads social media campaigns for an indigenous STEAM toy brand.

Ms. Janvi Anand – An HR professional in the social sector, involved in key HR functions including talent acquisition, policy formulation, performance management, and HR operations in mission-driven organizations.

Mr. Mudit Bajaj – Senior HR Generalist at Alt Mobility, responsible for HR strategy, talent acquisition, and business development in the emerging electric vehicle leasing sector.

Ms. Akshita Bhardwaj – Product Developer and Brand Manager at Alchemist India, where she leads product planning and brand management to shape the company's identity in the market.

The final day of Corporate Readiness Week was not only a culmination of rigorous preparation but also a celebration of growth, learning, and industry engagement—equipping students with confidence and practical insights for their professional journey ahead.

Abhimanyu Singh

Member of CRC

DME Management School



ERUDITE 2025 - Minor Project Presentation Competition

8th May, 2025

The Department of Management at Delhi Metropolitan Education (DME), Noida, successfully organized the Minor Project Presentation Competition, titled ERUDITE 2025, on 8th May 2025 in the Seminar Hall. This academic initiative aimed to promote research aptitude, enhance presentation skills, and foster creativity among undergraduate students of the BBA (Batch 2023–2026). The competition showcased the top 20 shortlisted minor projects, covering a diverse range of contemporary business topics. Each participant was given 5 minutes to present their work, supported by a 5–7 slide presentation. The evaluation criteria included content quality, clarity, originality, depth of analysis, and practical applicability.

The structure of the presentations was methodically designed to reflect academic rigor and clarity. Each presentation began with clearly defined research objectives that helped frame the problem statement and provide direction to the study. This was followed by a detailed explanation of the research methodology, wherein students described the tools, data sources, and methods used, including both primary and secondary research techniques such as surveys, interviews, and literature reviews. The analysis section was particularly engaging, with students effectively using charts, graphs, and comparative visuals to interpret data and highlight key insights. This was followed by the results and recommendations segment, where students not only summarized their findings but also proposed actionable solutions, demonstrating their ability to apply theoretical knowledge to real-world issues. Finally, the students addressed the future scope of their projects, discussing the potential for further development and the practical relevance of their research in a broader social and business context.

The competition was judged by Dr. Rashmi Chawla and Dr. Shalini Gautam, both esteemed faculty members with significant academic and research credentials. Their evaluations were insightful and provided students with constructive feedback, encouraging them to refine their research skills further. The event was meticulously coordinated by Dr. Swaralipi Saha, whose leadership and organizational skills ensured the smooth execution of the event. Attractive prizes were awarded to the top three presentations, motivating students to deliver their best. Overall, ERUDITE 2025 proved to be a highly enriching and inspiring academic experience. It offered students a valuable platform to demonstrate their research capabilities, enhance their communication skills, and gain critical feedback for continued academic growth.

Dr. Swaralipi Saha

Professor
DME Management School



Minor Project Competition: Showcasing Innovation and Learning

14th May, 2025

Delhi Metropolitan Education (DME) hosted an inspiring event, the Minor Project Competition, on May 14, 2025, at 11:00 AM in the Moot Court. This competition showcased the ingenuity and talent of students from various disciplines, emphasizing practical applications and innovative ideas.

Delhi Metropolitan Education (DME) organized a Minor Project Competition on May 14, 2025, providing a dynamic platform for first-year students of the BBA 2nd semester (2024–2028 batch) to present the hard work and insights they had gathered through their minor projects.

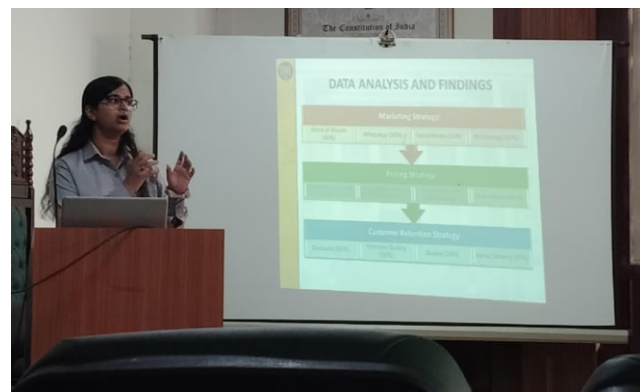
The event took place in the Moot Court, where students enthusiastically displayed and explained their project work. The primary objective of the competition was to assess how effectively students had applied their classroom knowledge to practical topics and to evaluate the results or conclusions they had drawn through their research. Judging the competition were esteemed faculty members Dr. Rashmi and Ms. Swaralipi, who engaged with students by asking insightful questions and offering valuable feedback during the presentations. The interactive Q&A sessions allowed students to explain their methodologies, clarify concepts, and reflect on the outcomes of their projects.

The competition served as an excellent learning experience, helping students gain confidence in public speaking, improve their analytical thinking, and understand the importance of research-based learning. It also offered an opportunity for peer learning, as students observed a variety of topics and approaches undertaken by their classmates.

Overall, the Minor Project Competition was a successful and enriching event that not only celebrated student efforts but also emphasized the significance of practical learning in academic development. It highlighted DME's commitment to nurturing innovation, curiosity, and critical thinking among its students.

Gargi Gaur

BBA (Batch 2024-28)



Book Review Competition : An initiative by Odyssey

22nd April, 2025



To commemorate World Book and Copyright Day, DME Management School in collaboration with Book Club Odyssey hosted an inspiring Book Review Competition on 22nd April 2025 at NM Hall. The event aimed to foster a deeper appreciation of literature and develop critical thinking among students through reflective book reviews.

This year's competition saw enthusiastic participation from 28 students, forming 14 insightful teams, who presented reviews on books falling under the themes – Life Lessons & Autobiographies and Imaginary Realms – Exploring Fiction. Each team exhibited passion, clarity of thought, and depth in literary analysis.

The competition was judged by Ms. Andleeb Kamal, an emerging author, entrepreneur, and Founder of Ink Freedom Publication. Her insightful observations and encouraging feedback greatly enriched the learning experience for all participants.

Winners of the Competition:

First Prize: Sukhman Singh and Team – Book Reviewed: How Champions Think ;

Second Prize: Neha Patwal – Book Reviewed: The Kite Runner ;

Third Prize: Satyam Shivhare and Team – Book Reviewed: Outliers – The Story of Success

The competition was smoothly conducted under the guidance of dedicated faculty coordinators: Dr. Ila Naqvi, Dr. Eti Jain, and Ms. Ekta Lamba, whose efforts were instrumental in the event's success.

The event concluded on a high note with appreciation for all participants and a memento presented to the judge as a token of gratitude. The Book Review Competition not only celebrated the power of books but also encouraged students to reflect, analyze, and express their thoughts with conviction.

Dr Ila Naqvi

Faculty In charge,
Book Club Odyssey



VAC - Professional Image Management Workshop

21-25 April, 2025

The Value-Added Cell of DME Management School successfully organized a five-day workshop on Professional Image Management from April 21 to April 25, 2025, for the BBA (2024–28) students. The sessions were led by Ms. Surya Singh, a renowned Professional Image Consultant from Express4Success, Dehradun, and focused on equipping students with essential skills in personal branding, grooming, and professional etiquette.

The workshop began with an insightful exploration of the art and science of first impressions, emphasizing how individuals are subconsciously judged within seconds of meeting. Students learned how non-verbal cues such as body language, posture, facial expressions, and tone of voice significantly influence how they are perceived. This foundation set the tone for the rest of the program, which delved into more specific aspects of image management.

Participants were introduced to the concept of dressing for success, where they examined how appropriate attire can elevate personal presence and communicate credibility in professional settings. Key areas included power dressing, understanding different dress codes (business formal, business casual, and smart casual), and using colour psychology to make intentional wardrobe choices. Ms. Singh also addressed the power of illusion and how the fit, style, and proportion of clothing impact the visual balance and overall image of a person. Another essential component of the workshop was the session on decluttering and organizing one's wardrobe, which encouraged students to adopt a more intentional and sustainable approach to dressing. The concept of a "capsule wardrobe" was introduced, helping students understand the value of owning fewer, more versatile pieces that reflect their personal and professional identity. This led into an engaging session on defining personal style, where students were guided to identify their individual aesthetic preferences, values, and lifestyle needs, which would inform their image choices going forward.

The workshop concluded with comprehensive guidance on general and business etiquette as well as dining etiquette. Students were taught the fundamentals of professional conduct, including appropriate ways to introduce oneself, exchange business cards, engage in conversations, and present oneself during networking and formal events. The dining etiquette component offered a hands-on experience in navigating formal meal settings, with emphasis on correct table manners, use of cutlery, and polite interaction at business meals.

Overall, the Professional Image Management workshop was a highly enriching and transformative experience. It enabled students to build confidence, sharpen their interpersonal skills, and understand the importance of presenting themselves with intention and professionalism. DME's initiative in organizing this workshop reflects its commitment to student development beyond academics, preparing learners to make a strong impression in the corporate world. The expert guidance of Ms. Surya Singh left a lasting impact on all participants, inspiring them to take charge of their image and align it with their personal and professional aspirations.

Dr. Rashmi Chawla

Associate Professor
DME Management School



Placement Week 2025

21-25 April, 2025

DME Management School recently concluded its Placement Week, which saw the participation of 14 esteemed companies. 19 students were selected across various companies, with the selected student list attached below.

The week featured a mix of in-campus and off-campus drives, offering opportunities in sales, HR, and marketing. The event was a resounding success, with good student participation and notable offers from prominent companies.

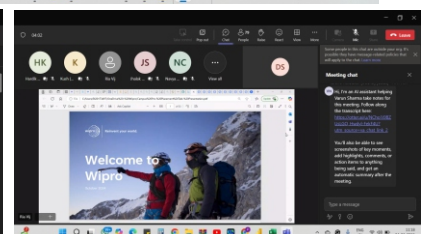
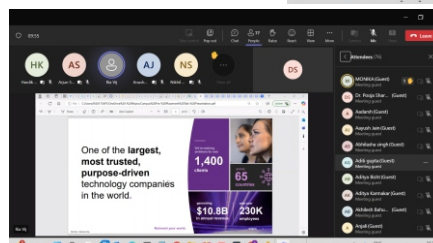
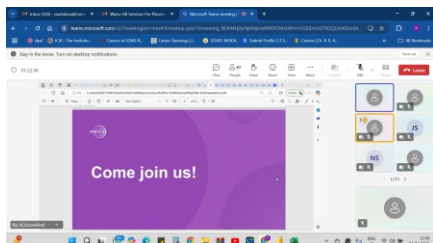
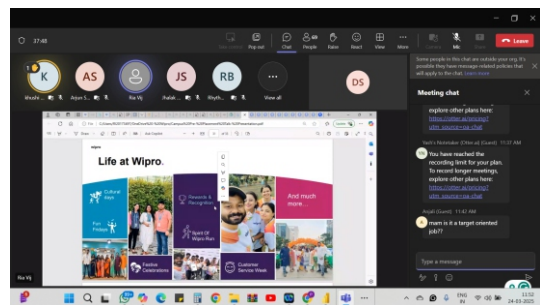
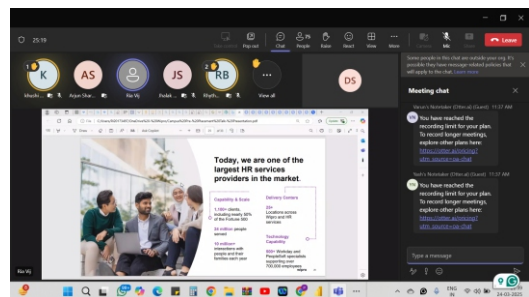
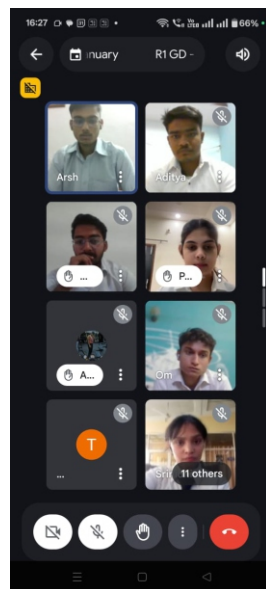
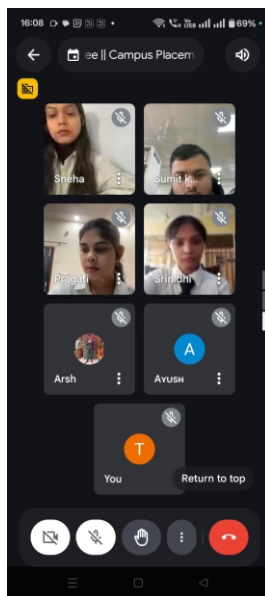
The highest packages were offered by RnF Technology with 6 LPA and Hike Education with 6.18 LPA, respectively. The Placement Week demonstrated the school's commitment to providing students with lucrative career opportunities and fostering industry connections.

S No.	Student Name	Batch	Company Name
1	Kashish Gautam	BBA - 2022-2025	KW Group
2	Pragati Sharma	BBA - 2022-2025	RNF Technologies
3	Gunjan Bindal	BBA - 2022-2025	KW Group
4	Arsh Arora	BBA - 2022-2025	Aquatic Freight
5	Deepti Rawat	BBA - 2022-2025	KW Group
6	Swati Juyal	BBA - 2022-2025	KW Group
7	Kush	BBA - 2022-2025	Wipro
8	Vedansh Chaturvedi	BBA - 2022-2025	Wipro
9	Arjun Tiwary	BBA - 2022-2025	Wipro
10	Aditya Bisht	BBA - 2022-2025	Wipro
11	V. Srinidhi	BBA - 2022-2025	Wipro
12	Palak Kothari	BBA - 2022-2025	SNVA Group
13	Mahi Gupta	BBA - 2022-2025	SNVA Group
14	Piyush Negi	BBA - 2022-2025	Hike Education
15	Medhansh Mittal	BBA - 2022-2025	Hike Education
16	Sneha Khandelwal	BBA - 2022-2025	KW Group
17	Piyush Negi	BBA - 2022-2025	KW Group
18	Taran Singh	BBA - 2022-2025	KW Group
19	Adarsh Gupta	BBA - 2022-2025	KW Group

Dr. Pooja Sharma

Assistant Professor

DME Management School



Placement Cell : Session on Naukri Campus Platform

29th April, 2025

On 29th April 2025, students of DME Management School attended an insightful and valuable orientation session on the Naukri Campus Platform, conducted by Mr. Rishabh Shukla. The session was full of useful information and practical tips for students to improve their career preparation journey. With a humble and inspiring tone, Mr. Shukla explained how Naukri Campus is built especially for students like us, to help in our job search, skills development, and personality enhancement.

He began by talking about the legacy of Naukri.com, India's most trusted name in the job search world. He explained that Info Edge is the parent company and one of the top internet-based companies in India. Over the years, Naukri has gained a strong reputation and now, through Naukri Campus, it aims to reach students and freshers to help them find the right path. He explained the vision behind Naukri Campus – to become the most helpful partner for students as they begin their professional journey.

Mr. Shukla highlighted the three pillars of Naukri Campus, each designed to support students in different ways:

1. **Awareness:** Through features like Pathfinder, Expert Speak, and Career Guidance, students can gain clarity on various career options and industry trends.
2. **Prepare & Compete:** Under this, students can attempt Naukri Campus Aptitude Tests, use the Free Resume Maker, and practice with Personalised Interview Questions that reflect real corporate scenarios.
3. **Opportunity:** This pillar connects students to real job and internship opportunities that match their profile and interests.

He gave practical advice to students – do not use old or outdated CVs. Instead, build different and tailored CVs for each job or internship opportunity. This makes your application more impressive and relevant. Mr. Shukla also encouraged students to take part in Contests and Events on the platform:

Content-based Competitions that help build CV points. 100s of quizzes, coding contests, hackathons, and other challenges that allow students to practice, learn, and even get hired through performance. One of the most exciting parts of the session was when he talked about the opportunities on Naukri Campus. He introduced ANICAT – India's Biggest Career Aptitude Test, which is a powerful tool to test your skills and stand out in front of recruiters. He also shared that Naukri Campus has partnerships with platinum-level hiring partners who look for bright talent through the platform.

He explained each step patiently and made sure students understood how to use the platform effectively. The session ended with a brief Q&A where students asked questions about resume building, internships, and career planning. Mr. Shukla answered each one with warmth and encouragement.

Overall, this orientation session was very informative and helpful for all students. It motivated us to actively build our profiles, gain new skills, and take full advantage of opportunities provided by Naukri Campus. We are truly thankful to Mr. Rishabh Shukla Sir for guiding us and to our respected faculty for organizing such a meaningful event.

Abhimanyu Singh

Member of CRC
DME Management School



ERUDITE 2025 - Minor Project Presentation Competition

8th May, 2025

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Dr. Swaralipi Saha

Professor
DME Management School



Prasthan 2025 : Farewell Celebration

9th May, 2025

On 9th May 2025, the Department of Management Studies at DME organized a grand and heartfelt Farewell Celebration to honor the BBA Batch of 2022–2025 in the DME Auditorium. The event was an emotional blend of joy, nostalgia, and celebration, beautifully reflecting the affection and admiration juniors held for their seniors. It began with an inspiring address by Prof. Dr. Ravikant Swami, Director, DME who motivated students to embrace the future with courage and purpose. His words created an atmosphere of reflection and encouragement. Adding to the emotional tone, Prof. Dr. Poorva Ranjan, Head, Management School sent a touching video message that captured the seniors' journey and their cherished moments at DME, leaving everyone moved.

The event was hosted by two lively anchors whose informal and humorous style kept the audience engaged and entertained throughout. A spontaneous moment came when a few seniors briefly took the stage to share light-hearted memories, further lifting the celebratory mood. The farewell featured a variety of energetic performances, including semi-classical, retro, bhangra, and fusion dances, each one captivating the audience with its vibrancy and spirit.

A major highlight of the celebration was the Talent and Question-Answer Round, where selected seniors showcased their creativity, confidence, and personality. However, the prestigious titles were awarded not solely based on this segment but were thoughtfully chosen by faculty members based on the students' consistent

performance and presence throughout the year. Esteemed judges Dr. Rashmi Chawla, Dr. Stuti Jain, and Dr. Shalini Gautam graced the occasion, lending credibility and warmth to the ceremony. Titles such as Mr. Farewell (Shashwat Shukla), Ms. Farewell (Aahana Choudhary), Student of the Year (Nikhil Soni), Mr. Showstopper (Kush), and Ms. Showstopper (Kashish Gautam) were awarded. These winners were felicitated with sashes, certificates, hampers, and vouchers.

The celebration was immortalized through group photographs with the winners, faculty, and judges. The event was proudly supported by sponsors Xyeta Bytes India and Gudhampers, whose contributions added an extra sparkle to the celebration. It concluded with a high-energy DJ session, where students danced and celebrated the end of an unforgettable chapter with laughter, music, and lasting memories.

The resource persons for the event included Dr. Ravikant Swami, who addressed the students with powerful words of encouragement, and Dr. Poorva, who sent heartfelt blessings through her video message. Judges for the talent round included Dr. Rashmi Chawla, Dr. Stuti Jain, and Dr. Shalini Gautam. The event was coordinated with great care and dedication by Ms. Swati Sharma and Ms. Mohini Rajput.

Khushi Prabhakar
BBA 1st Year, DME



Congratulations



Prof. Dr. Poorva Ranjan, Prof. Dr. Shalini Gautam and Ms. Shanu Jain were a part of the delegation to University of Buraimi, Sultanate of Oman, as a part of the International Conference on "Fostering Global Perspectives: Entrepreneurship, Inclusion, and Innovation for Sustainable Futures". All esteemed faculty members delivered their expert lectures at University of Buraimi on January 26, 2025.



Dr. Shiran Khan was invited as a judge in Kalindi college to judge the event Shark Tank as a part of an annual fest of Entrepreneurship Skill Development and Innovation Cell, Kalindi College, University of Delhi on 10 May 2025.

Dr Shiran Khan received acceptance for the research papers titled "Investigating the Impact of Intellectual Capital on the Financial performance of Indian Listed firms" in the International Journal of Learning and Intellectual Capital (Scopus-indexed).

Dr Shiran Khan received acceptance for the research papers titled "Impact of Fin-Tech on Financial Performance of Indian Public sector and Private Sector Banks" in the Empirical Economic Letters, listed under the prestigious list of ABDC journals.



Dr Pooja Sharma served as an Internal Session Chair for the International Conference: "Fostering Global Perspectives: Entrepreneurship, Inclusion, and Innovation for Sustainable Futures", held 12th and 13th February, 2025.

She presented a research paper titled "Research Paper titled "Unveiling the influence of HR analytics on organizational performance in Delhi NCR's IT sector: A mixed-method exploration" at the IEEE International Conference on Technology-enabled Economic Changes- INTECH (Trends and Future Directions) on 6-7th February, 2025

Presented another paper titled "Exploring the Synergy Between Green HRM Practices and Environmental Sustainability in Organizations: A Spotlight on the Delhi NCR Region." in International Conference on Sustainable Business Management, Innovation and Technology (SBMIT-2025) on 20-21 February 2025.

Three faculties of the DME Management School, *Dr Rashmi Chawla, Dr Pooja Tripathi and Dr Shiran Khan*, published a research paper titled "Impact of Technological Innovations on Customer Experience, profitability and Financial Soundness with respect to Insurance Company" in the Journal of Informatics Education and Research, listed under the prestigious list of ABDC journals.

Two faculties of the DME Management School, *Prof. Dr. Poorva Ranjan and Dr. Nilambra Srivastava*, published a research paper titled "A Study of Online Platforms in Modern Recruitment Process" in the Journal of Informatics Education and Research, listed under the prestigious list of ABDC journals.

Dr Swaralipi Saha, Professor, DME Management has published two research papers Gamifying Finance: Enhancing User Engagement and Financial Literacy through Digital Gamification and Financial Literacy and Mindfulness through Innovative Technologies – Path to Financial Independence and Success in IEEE journals.

Congratulations

DME Students winning accolades at IIM Bangalore



A team of students from DME Management School achieved national recognition by securing the 4th position out of over 70 teams from across India at a prestigious Business Plan Competition hosted by IIM Bangalore. Their innovative business idea, titled "Dressify", impressed the jury with its creativity, feasibility, and entrepreneurial potential. The team comprised *Disha Bhatia, Poorvi Rawat, Satakshi Sharma, Abhimanyu Singh, and Anushka Rana*, who showcased exceptional teamwork, research, and presentation skills. This remarkable achievement highlights the spirit of innovation and excellence nurtured at DME.

The students of BBA 4th and 2nd semesters demonstrated their entrepreneurial acumen at the prestigious B-Plan Competition held at the Indian Institute of Art and Design (IIAD), Delhi. Their innovative business ideas and strategic presentations earned them top positions, securing both the 1st and 3rd places in the competition.

The team Dressify, comprising Disha Bhatia, Poorvi Rawat, and Abhimanyu Singh, clinched the 1st position with their unique business model, showcasing their deep understanding of market needs and sustainability. Their outstanding performance earned them a cash prize of ₹10,000, reflecting their dedication and creativity. Meanwhile, the team Bambucare, consisting of Yukti Grover, Shitiz Negi, and Harshit Sand, secured the 3rd position with their innovative business plan focused on eco-friendly solutions. Their impressive presentation and well-researched approach won them a cash prize of ₹2,000. This achievement highlights the students' entrepreneurial spirit, critical thinking, and problem-solving abilities. The competition provided them with a platform to apply their theoretical knowledge to real-world business scenarios, enhancing their confidence and exposure.

The success of these teams is a testament to the quality of education and mentorship provided by the institution. Their accomplishment not only brings pride to the university but also inspires fellow students to engage in such prestigious competitions. Congratulations to the winners for their remarkable achievement! Their success paves the way for future aspiring entrepreneurs to dream big and strive for excellence.

B-Plan Competition at IIAD Delhi



DME representation at Entrepreneurial Summit – Amity, Jaipur



Students from DME Management School proudly represented the institution at the Residential Entrepreneurial Summit held from February 11–13, 2025, at Amity University, Jaipur. Ananya Sharma, Swati Juyal, Vedansh Chaturvedi, Kashish Gautam, and Shivam Juyal showcased their entrepreneurial spirit in the Idea Pitching Competition, receiving valuable feedback and insights from leading investors and industry experts. Their active participation and enthusiasm reflected DME's commitment to nurturing future business leaders.

Congratulations

Sukhman Singh- Golf Champion at DME



Over the past six months, *Sukhman Singh* has emerged as one of India's most promising amateur golfers. He ended the 2024 national season with a Top-10 finish, setting a strong base for his 2025 goal—to represent India on the international stage. His selection to represent the country at the South African National Championships in February was a proud and emotional milestone. Among 123 top-class competitors, he was awarded the prestigious *Proudfoot Trophy*, presented to the Top-6 performers—an exceptional accomplishment on foreign soil. Balancing academics with professional-level sport, Sukhman credits Delhi Metropolitan Education for their support in helping him excel both on the course and in the classroom. Back on the domestic circuit, he competed in the Coimbatore leg of the National Tour where, under the pressure of defending 40 points, he secured 45 and climbed into the Top-3 of the national rankings.

April saw him qualify for and compete in the Adani Invitational, a high-profile Adani x PGTI event, where he made the cut and performed steadily through the week. His commitment to growth was further reinforced by his participation in the *IGU National Squad Camp*—a rigorous training program focusing on fitness, nutrition, and strategy.

He continued his strong form at the *Samarvir Sahi Championship* in Chandigarh, scoring another 45 points to maintain his national ranking. As he now prepares for the highly anticipated Delhi NCR Cup, Sukhman remains focused and driven. His achievements reflect not only exceptional talent but also resilience, discipline, and a deep passion for the game. Balancing academics with professional-level sport, Sukhman credits Delhi Metropolitan Education for their support in helping him excel both on the course and in the classroom. Back on the domestic circuit, he competed in the Coimbatore leg of the National Tour where, under the pressure of defending 40 points, he secured 45 and climbed into the Top-3 of the national rankings.

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Student Visit to Startup Mahakumbh

Shrey Arora, a BBA student from Delhi Metropolitan Education, attended Startup Mahakumbh 2025 held at Bharat Mandapam, New Delhi, on April 4–5. The objective of the visit was to explore India's vibrant startup ecosystem by engaging with founders, participating in workshops, and gaining insights from experts. The Startup Fair enabled direct interaction with founders offering unique solutions. Madhur Sharma of QueUICK showcased a real-time scheduling platform, Richa Chaudhary of Darkins shared her journey of building a chocolate brand with locally sourced cocoa, and Shubham Jain presented IndianHelpline.com for emergency and social support. Influencers CarryMinati and Bhuvan Bam inspired the audience with their personal stories, and a workshop on startup funding provided practical insights. Engaging sessions with leaders like Shri Jayant Chaudhary and Shri Madan Padaki highlighted the importance of resilience, hands-on learning, and public-private collaboration. Actress Sonam Kapoor spoke about her shift to entrepreneurship and encouraged youth to pursue their passion. A personal interaction with the co-founder of Dhobi G offered meaningful advice that sparked motivation to consider starting a venture focused on solving a real-world problem. The visit offered valuable exposure to India's growing startup ecosystem and enhanced clarity and confidence about entrepreneurship.









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Printed & Published by Delhi Metropolitan Education
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