



# REPORTS 2017-22

NAAC Criterion : 5 Student Support and Progression

Key Indicator : 5.1 Student Support

Metric Number : 5.1.2 Capacity building and skills enhancement initiatives taken by the institution on soft skills

Submitted By:



**Delhi Metropolitan Education**

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GURU GOBIND SINGH  
INDRAPRASTHA UNIVERSITY

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# 2021-2022

## Introduction-Art of Setting First Impression 10th October, 2021



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**OASIS**  
Human Resource Club

Oasis- DMS HR Club  
In collaboration with  
DMS Placement Cell  
is organizing a webinar  
on the topic :

### Introduction - Art of Setting First Impression

**18<sup>th</sup>  
October, 2021  
3:00 pm**

**zoom**

Meeting ID: 994 4755 3218  
Passcode: dmehr

**Mr. Amit Poddar**  
Senior Regional Head  
T.I.M.E.

B 12, Sector 62, Noida  
Tel.: 7042667951, 7042667516

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Oasis - DMS HR Club in collaboration with DMS Placement Cell organized a webinar on the topic Introduction-Art of Setting First Impression for students of DME on 10th October, 2021 at 3PM. The coordinator for the event was Dr. Pooja Sharma. The purpose of the workshop was to help students understand how to create positive impression in the interviews. The resource person of the workshop was Mr. Amit Poddar, Senior Regional Head T.I.M.E. Event was hosted by Dr. Pooja Sharma, TPO, DMS.

The event began where Dr. Pooja Sharma Ma'am first welcomed the resource person Mr. Amit Poddar by introducing them to the audience. Thereafter, Mr. Amit Poddar commenced by explaining the scenario of an interview. He explained what all to expect and how to tackle those situations. He elaborated on Dos and Don'ts as an interviewee. He also explained the mindset of an interviewer during an interview. He advised students to avoid certain common grammatical errors while communicating, to take care of the dress code, to follow certain etiquettes and maintain a certain body language. He, then emphasized on the importance of having confidence and having enough preparation and practice beforehand. He also shared some tips to ace a group discussion with students which usually happens before an interview and is intimidating for many students as they have a lot of doubts and lack of clarity behind the purpose of a GD. The session was followed by a question and answer round where the students clarified their doubts. The session ended with Dr. Pooja Sharma thanking the resource person for sparing his valuable time and enlightening the students.

## Time Management session

October 29, 2021



Time Management: a set of common-sense skills that help us to use our time productively and learn to determine which things we do are important and which can be dropped. To introduce students to the momentousness of time, DME Management School in collaboration with DME Alumni Cell organized an Alumni interaction series episode-2 on October 29, 2021 at 3 PM through Zoom platform. Ms. Tamanna Munjal, Quality Analyst, Zucol Pvt. Ltd was invited to address the audience. Interacting with the current students of DME Noida, she reminisced about the start of her college life and how at first she managed to work at her internship and cope with college with the help of the guidance given by the faculty of DME Management School.

She spoke of the need to have a stable schedule, how to manage time and then mentioned about how she used to manage her time with such a busy schedule. She specially talked about the several challenges that she surmounted on her way to achieve her goals and how she put sheer efforts for making her dream come true. "THE KEY IS IN NOT SPENDING TIME, BUT IN INVESTING IT" speaking of "TIME", Ms. Munjal explained us about how to invest time in internships and add it to our knowledge and skills and she further added about how she invested her time and how that investment of time has become a great asset for her. Further Ms. Munjal explained how to make and enhance our resume. She explained that how important internships and extracurricular activities are to enhance your skill set and resume. Management graduates should be willing to invest their time in doing activities which helps in amplifying their skills and add up to their knowledge. A shower of questions related to her life, struggles and achievements were put up by the students to which the esteemed speaker provided the most persuasive answers. Thereafter, the session entered into the last leg with a review Ms. Pooja Tripathi and the participant present in the session. A total of 37 students attended the session. The talk was highly informative and useful to the students. With this, the most inspiring session with the young, diligent, consummate and inspiring, Ms. Tamanna Munjal came to a felicitous end!

## Session on - importance of teamwork and team building 23<sup>rd</sup> November 2021



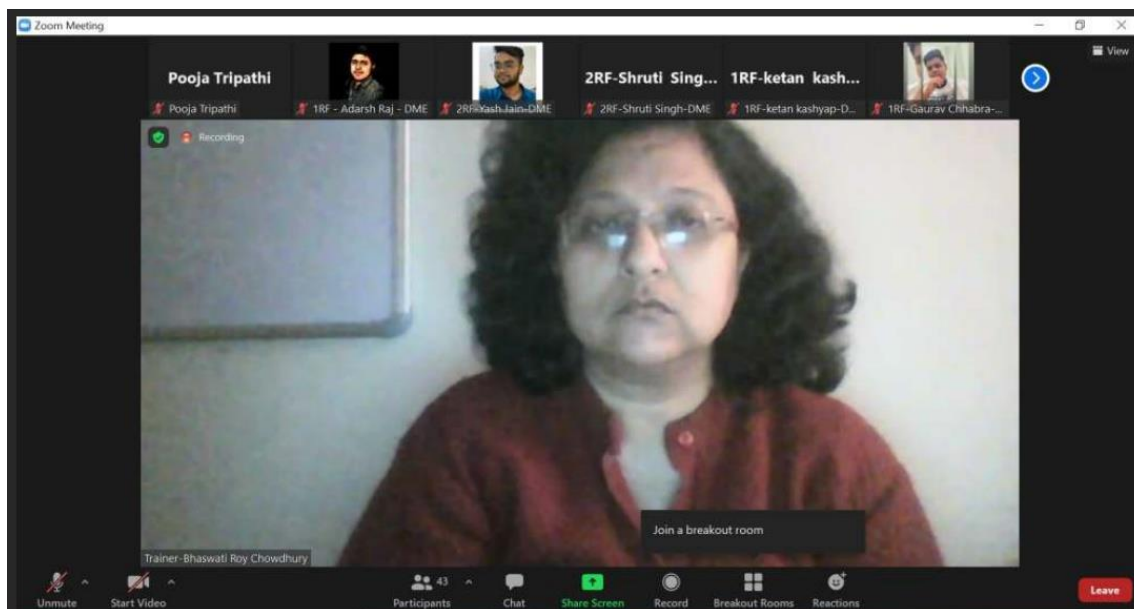
Amongst the various sessions of SIP held during the first week, in a session on November 23, the new students were informed about SPARC (Students with Positive Attitude and Resonating Communication)- the Student Council of DME Media School and got a chance to interact with the alumni of DME Media School. Shubham Mandal, from Batch 2018-2021 talked about all the college societies and advised the students to never disregard their mentors. Ishita Tadiyal from the same batch encouraged the students to learn new skills and to make themselves better than before. Shivam Ganeriwala from bath 2017-2020 shared experiences from his personal life and talked about the importance of staying down to earth and controlling one's ego. After the interaction with the seniors, Dr Krishna Pandey, Facilitator, SPARC gave a brief introduction of the concept behind SPARC. Ms. Manmeet Kaur, Assistant Professor, DME Media School, talked about the importance of teamwork and responsibility that comes with it.

Dr Tinam Borah, Facilitator, SPARC also shed some light on the working of SPARC, and explained how SPARC generates a link between the students and the faculty. Dr Krishna Pandey talked about the upcoming events of SPARC and explained the students that media asks for two-way communication, so students should always be in proactive mode. The event concluded on a good note and all the students were invited to join the committee and work for it.

E-Cell organized a seminar under entrepreneurship development series on "Entrepreneurs in New Media" on 22nd, August, 2017 at NM auditorium. The resource person for the session was Mr. Pramod Pandey, Asst. Prof, Media department. Session discussed scope and opportunities for entrepreneurs in New Media. Session was based on case study method and students participated enthusiastically.

## Interview Skills, Soft Skills & Personality Development

24 Jan 2022- 04 Feb.2022



DME Management School in collaboration with Placement Cell and Barkley's & Rubicon Foundation organized a 9 days Certificate Course on 'Interview Skills, Soft Skills & Personality Development' during 24.01.22- 04.02.22, 1-3 pm via Zoom. The course aimed at improving the employability skills of the management students. Various types of skills are essential in order to successfully manage an organization. Under this program, students were trained by Corporate Trainers to enhance their life skills which would help them to increase their chances of succeeding in a job interview significantly.

Training was imparted by Mr. Siddharth Anand, Ms. Bhagwati Roy Chowdhury, and Mr. Lovnish Singhal. Mr. Siddharth is a prolific & proactive Trainer specializing in conducting extensive TNA, TNI, Content Development & Training Programs. Enriched with twelve years of experience with corporations like Wal-mart and Ebbw, he is actively enabled to perform the most daunting tasks with enormous ease. Ms. Bhagwati Roy Chowdhury is a seasoned L&D professional, a life-long learner, with 13 years of extensive experience in the corporate world. With multi-industry exposure, ranging from Education, Training, Automotive, Retail, Healthcare, ITES to eCommerce, she has gained acquaintance with the comprehensive and fastpaced corporate environment.

Mr. Lovnish Singhal is a highly motivated corporate trainer with more than 7 years of experience in training small and large groups across diverse industries. Proven success in leveraging educational theories and methodologies to design, develop, and deliver successful training programs and integrate instructional technology to provide onsite and virtual training. This nine-day training session concluded with a feedback session and certificate distribution.



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# 2020-2021



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## Microsoft Tools for Creating Effective Teaching Learning Environment

July 5<sup>th</sup>, 2020

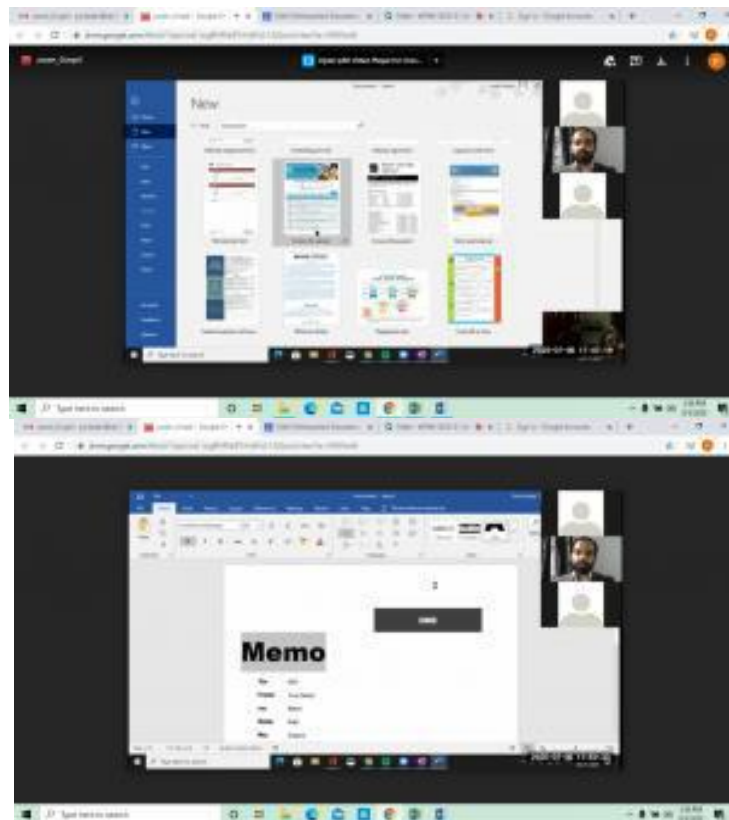
### *"Microsoft Tools for Creating Effective Teaching and Learning Environment"*

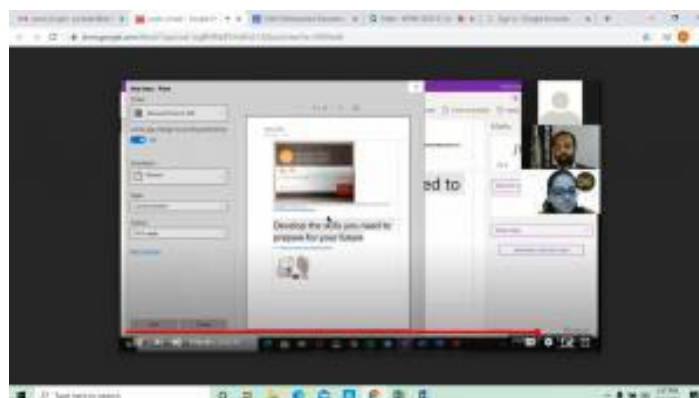
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#### Seven Day Intensive Skill Development Workshop

[05.07.2020 – 11.07.2020, 5:30 pm onwards]

Date	Days	Time Slot [IST]	Session Theme	Workshop Highlights
5.07.2020	Sunday	5:30 pm - 6:30 pm	<b>Keynote Address -</b> Importance of Technology and various IT and ICT Tools adaptation by Academic fraternity to manage Online Education - <b>Mr. Hemant Sahal,</b> Founder and CEO - CollPoll	<ul style="list-style-type: none"> <li>Working with Pivot Tables using Excel</li> <li>Mastering Animation using PowerPoint</li> </ul>
6.07.2020	Monday	5:30 pm - 7:30 pm	Microsoft Office Word Microsoft Office One Note	<ul style="list-style-type: none"> <li>Format documents using Word Styles</li> </ul>
7.07.2020	Tuesday	5:30 pm - 7:30 pm	Microsoft Office Excel	<ul style="list-style-type: none"> <li>Working with Teams, Kaizala and One Note</li> </ul>
8.07.2020	Wednesday	5:30 pm - 7:30 pm	Microsoft Office PowerPoint	
9.07.2020	Thursday	5:30 pm - 7:30 pm	Microsoft Office Publisher	<ul style="list-style-type: none"> <li>Understand advanced Excel functions</li> </ul>
10.07.2020	Friday	5:30 pm - 7:30 pm	Microsoft Office Visio Microsoft Office Project	
11.07.2020	Saturday	5:30 pm - 6:30 pm	<b>Closing Address -</b> Role of Technology In redefining Education setup due to COVID-19 Pandemic - <b>Dr Madhu Vij,</b> Professor of Finance at the Faculty of Management Studies, University of Delhi	<ul style="list-style-type: none"> <li>V-LookUp, HlookUp and Index and Match</li> <li>Preparing documents using One Note</li> </ul>





DME Management School organized seven day online workshop on “Microsoft Tools for Creating Effective Teaching Learning Environment” from 05.07.2020 to 11.07.2020, to enhance skill sets required for online learning platform. The workshop was inaugurated by Mr. Hemant Sahal, Founder and CEO - CollPoll. He enlightened the audience on importance of technology and various IT and ICT Tools adaptation by academic fraternity to manage online education. Other eminent faculty members present in inaugural session were Dr. Ravi Kant swami, the director, and Dr. Poorva Ranjan, Head, DME management school. The day was followed by different sessions on important Microsoft tools like, MS Office word, MS Office Excel, One Note, Microsoft Office PowerPoint , Microsoft Office Publisher, Microsoft Office Visio, and Microsoft Office Project. All the sessions were taken by Mr. Parth Shukla, who is a Microsoft certified trainer and a subject matter expert in application development and data Analytics. The workshop was attended by faculty members and students of DME. The workshop helped the participant to be friendlier with Microsoft tools which they would be using more frequently in this pandemic time. The seven day workshop concluded with address by Dr Madhu Vij, Professor of Finance at the Faculty of Management Studies, University of Delhi. She delivered her talk on role of technology in redefining education setup due to COVID-19 Pandemic. The entire event was very thought-provoking, erudite and a great experience for participant and guests.

## Holistic Personality and Digital Profile Development for Professional Edge 24<sup>th</sup> July, 2020



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**HOLISTIC PERSONALITY AND  
DIGITAL PROFILE DEVELOPMENT  
FOR PROFESSIONAL EDGE**

**School to Corporate Level**



**Ms. Rati Agarwal**  
Process Leader and Brand Champion  
Cognissim

Personality Development



**Mr. JS Mahanty**  
Digital Marketing Professional  
Scidigma

Digital Marketing

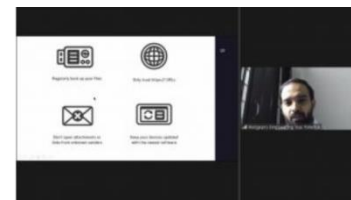


**Mr. Parth Shukla**  
Microsoft Certified Trainer  
Co-Founder Vidyaqa

Cybersecurity

**THREE TRAINERS THREE SKILLS**

24-30th July, 2020



DME Management School conducted a workshop on the topic "Holistic Personality and Digital Profile Development for Professional Edge".

It was a 7 day comprehensive workshop from 24<sup>th</sup> to 30<sup>th</sup> July 2020. The workshop was directed towards the prospective and existing DME students across all schools and focused on dynamic areas of Personality Development, Digital Marketing and Cyber security.

The workshop was inaugurated by Mr. Hemani School, Founder & CEO of CollPoll. Mr. Hemani School spoke about how the education industry is changing over time. It has changed from being concept based to skill based. Also, with the rise of digital learning and teaching both educators and students have begun embracing the concept of blended learning. He appraised the students regarding the upcoming revolution in the Education sector due to the COVID calamity and motivated them to make the most of it in all possible ways.

On the second and the last day of the workshop we had with us Ms. Rati Agarwa I, Process Leader and their Brand Champion al Capgemini. All the students and faculty members present on the workshop witnessed a very interesting session on the Essentials of an Impressive paper and video CV. It was a very informative session for the students of final year as very soon they would be exposed to the process of interviews and selections. The other session which was conducted by Ms. Rati was on the topic "Projecting YOU as a Brand -the transition from School to College to Corporate world". This session focused on all the dos and don'ts of carrying oneself in order to give a very positive and long lasting impression. This session was not only enjoyed by the students but the faculty members also gained a lot from it.

DME Management School had also invited speakers from the technical area to conduct the session. We had with us Mr. Jyoti Swaroop Mohanty, certified Microsoft trainer and Mr. Porth Shukla, Co-Founder of Knowledge Pro which is a Microsoft Authorized Education Reseller.

Mr. Mohanty conducted three sessions in the workshop on the topics: Personal Profile website on Word Press, Understanding LinkedIn for Education and professional edge Instagram to leverage profile or a start-up. The importance and technicality of Social media presence during this era were highlighted in these sessions. These were very interactive sessions loaded with interesting questions from the participants. All the three-session conducted by Mr. Mohanty gained the maximum attention of the students and were highly appreciated by them.

Mr. Porth Shukla discussed a rather serious topic with the audience which enabled them to think about what is mostly ignored. The topic of this session was "Essentials of cyber-security while managing professional & personal digital presence". Even the most tech-savvy and people who are very active on the socially media are not well aware of the concept and importance of cyber security. The lack of cyber security converts the boons of technology into banes. The young adults, as likely categorize the freshly out of school buds, are the most prone to cyber-crimes due to their lack of knowledge in this area. The session conducted by Mr. Porth was very illuminating and intriguing and imparted a lot of education to the audience.

The workshop was concluded with a warm vote of thanks by Prof. (Dr.) Poorva Ranjan, Head DME Management School to all the coordinators, guests and participants of the workshop.



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## How to Become a Successful Facebook Marketer

27<sup>th</sup> June 2020

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**DME Digital Marketing Series:**

### Become a Successful Facebook Marketer

Date: 27.06.2020  
Time: 11:30 AM  
Duration: 120 minutes  
Day: Saturday  
Platform: Zoom Meet

Highlights of the Session:

- Facebook Intro and Top 5 Activities
- Video Marketing and Tips
- Facebook Ads and The need for Facebook Ads
- Facebook Ad Placements and Type of Facebook Ads
- eCertificates for the Participants

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

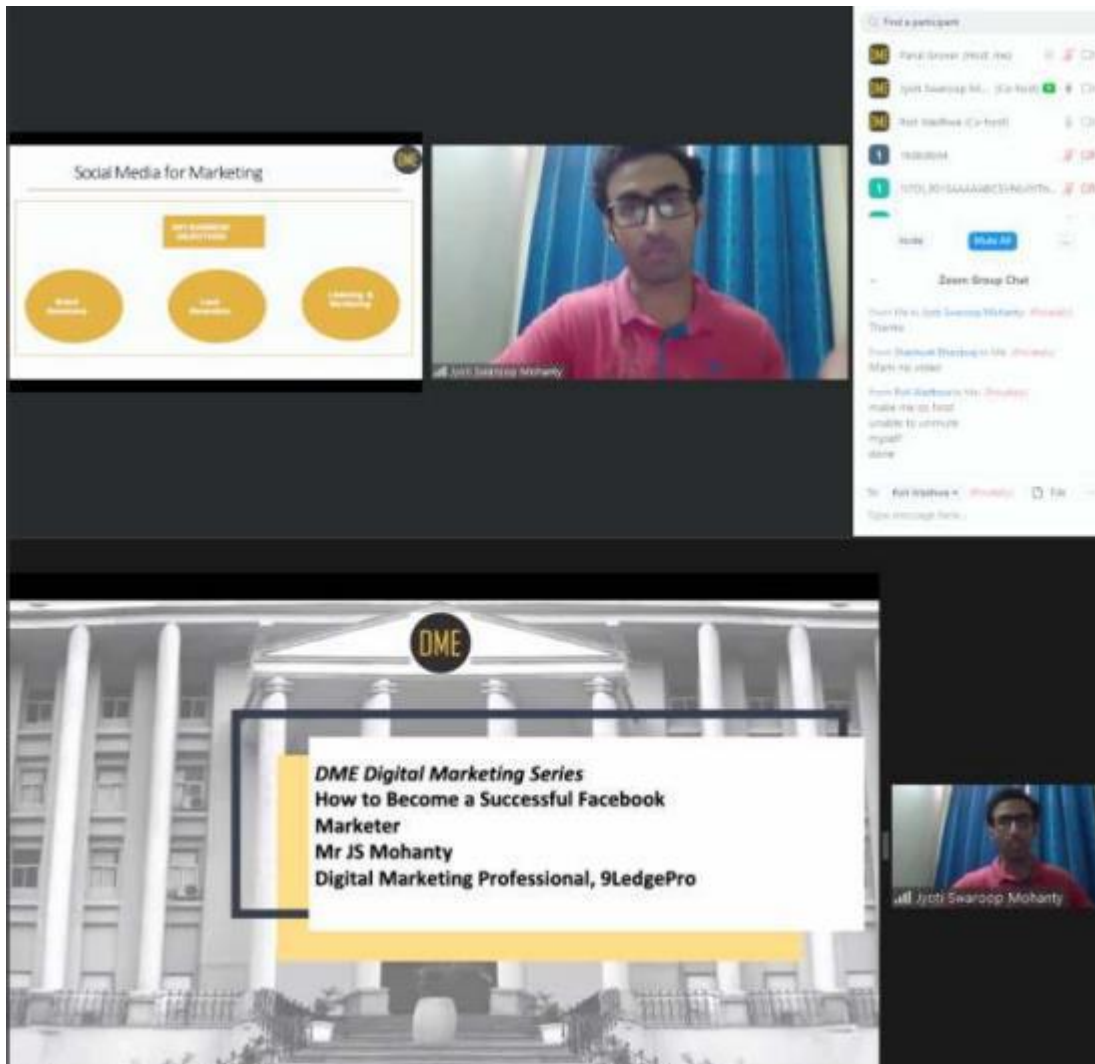
**Mr. JS. Mohanty**  
Digital Marketing Professional  
9Ledgepro

Hosted by:

**Ms Roli Wadhwa**  
Assistant Professor

**Ms Parul Grover**  
Assistant Professor

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On 27th June 2020, DME Management School conducted a category A webinar under the DME Digital Marketing Series. The topic of the webinar was "How to Become a Successful Facebook Marketer". The webinar was conducted on Zoom. The webinar was hosted by Roli Wadhwa and co-hosted by Ms Parul Grover. The resource person of the webinar was Mr. JS Mohanty, Digital Marketing Professional, 9LedgePro. The webinar was interesting and interactive. Mr Mohanty had good knowledge about digital marketing and by constant interaction with the audience through Zoom Chat, the audience was participative during the webinar. The overall feedback of the session was good.

## Development program for students - on Motivation, Compassion and Confidence building

8<sup>th</sup> June 2021

The fourth session of Development Programme for Students-DP Shad Dr Hemant Kaushik, Associate Editor, News Nation and media academic iantoen lighten viewers on the topic 'TV News in the back drop of the Pandemic in India during 2020-21' on June 8. Dr Ambrish Saxena, Professor and Dean DME Media School, initiated the before, but the report ershad to adapt to the new normal", said the senior journalist.

He also discussed the rapid increase in OTT platforms' viewership on Television and news requirement for the general masses. "News some how managed to keep its space intact in the lives of the audience. He explained in the session the importance of Television as a vital source of news.

Dr Kaushik began by elaborating on different aspects related to television journalism. He discussed the challenges faced by the media persons of TV industry during the deadly pandemic."Such a tough time has never been experienced by the industry curious to know about the happenings around the world during the pandemic". said Dr Kaushik. Talking about the challenges, he said that social distancing norms greatly hindered the resources and the type of news that could be delivered. Dr Kaushik. Brought everyone's attention on how they managed to provide quality content besides facing difficulties.





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# 2017-2018

**Peter F. Drucker Management Lecture Series:  
Motivation and Team Building  
1 August, 2017**



*Management Faculty with Prof. Dangi*



**Prof. Dangi speaking on  
Management principles**

As a part of the “Peter F. Drucker Management Lecture Series”, the Management Department of DME organized a guest lecture on “Motivation and Team Building”. The guest speaker, Dr. H.K. Dangi, Professor, Department of Commerce, Delhi University, enlightened the students on the said topic using video clips from the popular movie “Chak De India”. Dr. Dangi delivered an interactive and informative session where he enumerated various concepts of management such as strategy formulation, team building, motivation, group behavior and leadership.

During the session, he focused on the importance of clarity of goals, learning from past mistakes and effective time management. He emphasized that people should move out of their comfort zones and adopt new changes. He advocated that a team leader should be unbiased, well-informed about his/her team and team interest should supersede individual interest.

Conflicts, if managed well and streamlined, can lead to new ideas and creative solutions to problems. Mutual trust and respect is very important for team and organizational success. He stressed upon adequate empowerment and autonomy as being critical in the execution of a project. The team leader need not necessarily be an active participant in the team all the time but can play the role of a catalyst, allowing team members to develop themselves, face challenges and exploit opportunities. To support this, a clip was shown where the girls hockey team coach, Kabir Khan (Shah Rukh Khan) allows and observes his team rise up to the challenge of external threat as a team, each member of the team expressing solidarity and support to each other as they take on a bunch of boys who teased their team members.

The guest lecture was very innovative, rather being a typical classroom, theoretical lecture and there was enthusiastic participation from students. Prof. Dangi's lecture was an embodiment of learning, knowledge and practical application of management concepts. He used and appreciated cinema as a tool of management studies by applying an analytical approach towards cinema.

## Six Sigma Repacked 19th January, 2018



On 19th January 2018, as part of Peter F. Drucker Management Lecture Series, the Management Department of DME organized a guest lecture on the topic 'Six Sigma Repacked', presented by Prof. Avinash Singh. A seasoned journalist and academician, he is currently the Group Director at Rayat Bahara Institution, Haryana, was the Pro-Vice Chancellor at University of Technology and Management (UTM) at Shillong and Advisor at the University of Petroleum and Energy Studies (UPES), Dehradun. He had valuable insights to share from his stint of 20 years with Hindustan Times and the rich, academic endeavors he had undertaken.

The lecture was organized for all the BBA students and an invitation was also extended to BJMC students to participate in the event. Prof. Avinash started with some basic questions to rouse interest among the audience members. He explained the basic concept of 'Six Sigma', a practice that enables the achievement of perfection in all processes, thereby developing excellence in business. At the onset of the lecture itself, Sir gave three important qualities that will help students practically, he said that students must be intelligent, meticulous and judicious in their approach. Sir gave an extraordinary demonstration of selling and marketing skills through a live exercise for the students. He asked them about two sets of shirts with different prices and minor differences. He stated that one set of the shirts costs Rs. 1000, whereas the second costs Rs. 1200, after 40% discount. He asked every student present to raise their hands to signify which one of these two t-shirts they would want to purchase, if given a choice. Very few students raised their hands for the first set, and more than half raised their hands for the second (discounted) option. This is how he showed the students what marketing strategy is all about and explained as to how marketers make their product look more attractive and appealing. He explained that the actual cost of the shirt would have been Rs. 300, and after manipulation (discount), consumers get tricked and end up buying products for higher prices.



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During the lecture, Sir discussed many examples, shared stories and showed videos of various advertisements, explaining how these ads tend to sell dreams and especially the mesmerizing ones that tend to work as hooks for consumers. He kept everyone engrossed and engaged in his lecture so much so that when he felt that the audience was getting distracted, he would immediately crack a witty line to lighten up the students. He also explained about the basic strategies that are needed to compete in the market. He stated that if one can say  $2+2=5$  and prove it, then that is brilliance and that is in demand. 'Without knowledge, you cannot succeed; you must be street smart. Work smart, take the credit.' He gave such practical advice among many more to the students which will help them excel in the future. The lecture concluded with a mention of the importance of 'Communication' and his generous offer to take up another lecture sometime soon, focusing entirely on Corporate Communications. Prof. Avinash encouraged the students to be proactive and take the centre stage at such gatherings. This was a gesture to boost the confidence and speaking abilities of the students. More than 10 students turned up for a Vote of Thanks, expressing their experiences, understanding, and learning in the lecture. The students thanked the HOD Sir, for organizing such a meaningful and beneficial lecture and requested him to continue such endeavors in the future also. This lecture will surely go a long way in helping the students stand out and make a mark in the competitive corporate world. Prof. Avinash also distributed cash prizes that he had promised at the beginning of this lecture. The cash prizes were given to those students who answered his questions correctly and made their presence felt in the gathering. The students participated enthusiastically throughout the lecture, gave an ecstatic applause and expressed their sincere gratitude towards Prof. Avinash towards the end of the lecture.



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