

NEW DELHI INSTITUTE OF MANAGEMENT

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June'19 News line

Faculty Development Programme: How to write Quality Research Papers and Publish in Scopus and ABDC Indexing Journals

Date / Venue

01/06/2019 / Campus

Resource Person

Dr. Arun Kumar, Faculty, Atal Bihari Vajpayee, Indian Institute of Information Technology, Gwalior

Participants

NDIM Faculty

Brief

The objective of the workshop was to generate interest among faculty for research and publication which is critical for knowledge production and sharing of knowledge not only for the benefit of faculty and student fraternity but also society at large.

The workshop focused on imparting basic skill sets in understanding of basic concepts associated with "Writing a Research paper", the nuances of identifying/ generating a problem for research and how to do literature review and its significance in research. The course structure of the workshop was specifically tailored for faculty members in management school.



Indo-Japan Technical Intern Training Programme (TITP) Team at NDIM

Date / Venue

03/06/2019 / Campus

Resource Person

Mr. Uchino Masaki , Mr. Yamada Mineo , Mr. Miki Yasufumi , Mr. Yasuda Yuta , Mr. Yahata Yasunori and Ms. Nohama Reiko

Participants

Students and NDIM team

Brief

The interaction with Mr. Fukuda had been an immense learning experience for entire NDIM Team and our students. Students gained a holistic view about Japan and its corporate culture. Mr. Fukuda also shared the benefits attached with the TITP program and helped building a deep-rooted bond with Japanese Organisations.



2nd International Symposium on “Leading the Future: Embracing Change through Strategic Leadership”

Date / Venue

06/06/2019 / Campus

Collaboration

AICTE and Pepperdine University California, USA

Sponsored by

Steel Authority of India

Participants from Pepperdine

Dr. Alford, Ph.D Student; Mr. Andrew Jones, Student; Ms. Angela Leurs, Student; Ms. Anita Ravani, Ph.D student; Mr. Carmen Sarkis, Doctoral Student; Ms. Cindy Morrin, Student; Ms. Dana Carmouche, Student; Ms. Dimitrina Gotzena, Student; Ms. Donta Morrison, Ph.D Student; Mr. Earnest Jones, EDD; Ms. Erika Kerchevaz, Student; Dr. Helen Easterling, Dean-GSEP; Mr. J. Pugh, Ph.D Student; Mr. Jiangfeng Li, Doctoral Student; Mr. Kenneth Fitch, Ph.D Student; Ms. Kimberly Kerr, Student; Ms. Kimberly Nesper, Student; Dr. Lonnie McNamee, Ph.D; Ms. Mahogany Jones, Student; Ms. Michele Felcann, Student; Ms. Natasha Brown, Ph.D Student; Ms. Pamela Donnelly, Student; Mr. Rob Reyes, EdD. Student; Ms. Saundra Davis, Student; Ms. Stephanie Alvarez, Student; Ms. Tiffany Wright, Ph.D Student; Ms. Valerie Fitch, Guest; Mr. Varun Khanna, Ph.D Student

NDIM Business Associates

Mr. A. Appu, Research Scholar, Bharathiar University; Mr. Ajay Kumar Singh, GM, OTIS Elevator; Mr. Akhil Bhanot, VP, Anand Rathi Wealth; Ms. Amrita Tripathi, Asst. Manager, SAIL; Mr. Anil Khaitan, Chairman, SNK Group; Mr. Arindam Lahiri, GM HRD, Samsung; Dr. Arup Roy Choudhary, Chief Commissioner, Right to Public Service Commission, West Bengal; Mr. Benu Malhotra, MD, Jumbo Consultant; Justice BP Singh, Retd Justice, Supreme Court of India; Dr. D.N. Murthy, Dean Res., Sahasra Institute of Pharmaceutical; Mr. Deepak Uppal, Director, PwC; Mr. Dhananjay, Director General, NHRDN; Mr. Dharm Rakshit, Head HR, Hero Motocorp; Mr. G Ankith Vishnu, Student, Manipal University; Dr. G. Praveen Kumar, Prof., Manipal University; Mr. Hemant Taneja, CEO, Tatva Consulting; Mr. Hitesh Uppal, Head Finance, MagicBricks; Mr. J. Ghosh, Consultant, IEMS; Mr. J.K. Dadoo, Retd IAS, Govt. of India; Ms. Kirti Kamal, Asst. Prof., Patna Women's College; Mr. Manuj Juneja, VP, Motilal Oswal; Dr. Mukta Datta, HR Consultant, Pasona India; Dr. Niranjan Hiranandani, MD, Hiranandani Group; Ms., Pallavi, Asst. Prof., Patna Women's College; Mr. Parshant Shukla, MD, UdeMy; Mr. PK Bhardwaj, Spl., DP; Mr. R Admiral MD Suresh, AVSM, Integrated Defence Staff; Mr. Ravi Gauba, Sr. VP, Motilal Oswal; Mr. Ravindra Shrivastav, Spiritual Scientist, Freelancer; Ms. Ruchi Kashyap, Executive Trustee, Atmashakti Trust; Mr. Salil Bhandari, Partner, BGJC Associates; Cdr. Saket Singh, Chief Assets Officer, Bharti Reality; Mr. Sanjeev Seth, CEO, India Power; Mr. Shiv Khera, Motivational Speaker, Freelancer; Mr. Shubha Singh, CS, Omaxe; Ms. Smriti Singh, Asst. Prof., Agra Public Pharmacy College; Mr. Sudhir Narang, Ex MD, BT India; Mr. Sunil Kanoria, Vice Chairman, SREI; Mr. V. Kalyana Rama, CMD, Concor India



Inaugural Address

Dr. V M Bansal, Chairman, NDIM

Symposium Introduction

Justice B P Singh

Chief Guest

Mr. Niranjan Hiranandani, Co-Founder and Managing Director, Hiranandani Group

Brief

Mr. Hiranandani talked about Leadership Challenge: Economic Shifters



Panelists

Mr. Shiv Khera- Author and Motivational Speaker; Dr.Helen Easterling Williams – Dean GSEP Pepperdine University; Mr, Anil Khaitan, Chairman , SNK Corp; Mr. Sunil Kanoria, Vice Chairman and MD, SREI Infrastructure Finance; Dr. V M Bansal, Chairman , NDIM .

Brief

5 Break-out Groups were created, each having Pepperdine Scholars, International invitees; Indian corporate, educational and government experts, and deliberations were held in the ‘World Café Model’. The purpose of the deliberation was to explore opportunities of research in collaboration with Industry and Pepperdine University



Session - 1 Leadership: Servitude and Change

Pepperdine participants

Mr. Varun Khanna; Natasha Brown; Dana Carmouche; Michele Feldman; Kenneth Fitch; Earnest Jones; Jiangfeng Robert Li; Donta Morrison; Anita Ramani ;Tiffany Wright; Saundra Davis; Carmen Sarkis

NDIM Business Associates

Mr Sudhir Narang; Shri J K Dadoo; RAdm MD Suresh; Dr. Didar Singh; Arindam Lahiri; Ms. Benu Malhotra

Brief

The participants discussed various issues like measurable change in Leadership: Value-based vs. Virtue-based (Character & Morality), Involving people & cascading down, sowing seeds to blossom, emotional Intelligence, enhancing Leadership effectiveness, belief in yourself, and Leadership sensibility.

Session – 2 Technology Advances, obsolescence and Access

Pepperdine participants

Pamela Donnelly; Dimitrina Gotzeva; Mahogany Jones; Cindy Morrin; Woodson Hobbs; Dr Helan Easterling Williams

NDIM Business Associates

Mr. V Kalyana Rama; Cdr.(Retd) Saket Singh; Mr Hitesh Uppal

Brief

The participant deliberated on topics like Technological Change on Firm's Survival and Growth and Obsolescence, Internet Communities and Corporate Knowledge Management.



Session – 3 Cultural Sensitivity and Intelligence

Pepperdine participants

Dr. Lonnie McNamee; Donzhella Alford; Stephanie Alvarez; Andrew Jones; Robert Reyes; Jeannette Pugh

NDIM Business Associates

Mr. Salil Bhandari- Partner; Mr. Deepak Uppal; Ms. Urmi A Goswami; Ms. Ruchi Kashyap; Mr. Pritam Pal; Mr. Prashant Shukla

Brief

The participants discussed various issues like quality learning beyond books, assessment of the students as a stand-alone system, partnerships between schools and the stakeholders or the community, early learning and formative years of a child learning capacity.

Session – 4 Global Talent Management and Migration of Talent and Labour

Pepperdine participants

Erika Kercheval; Kim Kerr; Mourad Kabanjian; Aneel Kelly; Angela Lewis; Kimberly Nesper

NDIM Business Associates

Mr. Dharm Rakshit; Dr. Mukta; Dr. Dhanajay Singh

Brief

Various issues like Migration of labours, Brain drain, and role of Remittances role in GDP of the country in future. Social Safety and Support “Cultural Diversity and Cultural adaptability. The gaps identified by the participants were: Diversity & Inclusion: impact of new technologies on ability to recruit and retain diverse talent. Technology Enhancements: impact do virtual work solution have on the migration of talent. How to revive the human touch in this technology era and increase personal interactions



NDIM Hosted Mr. Yashiro Motohiro at Campus

Date / Venue

06/06/2019 / Campus

Resource Person

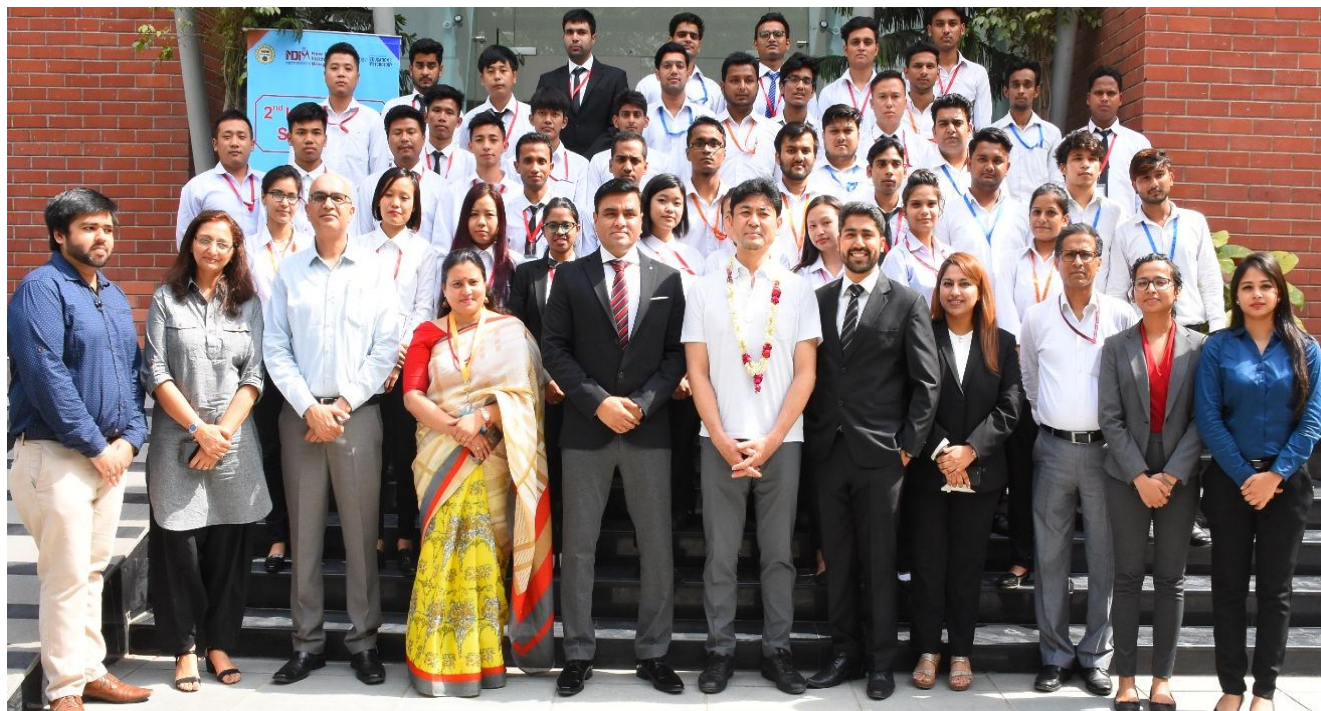
Mr. Yashiro Motohiro, Ex VP and Director Wording Inc & Assist
Co-operative Working Association (ACWA)

participants

Students and ISCI Team

Brief

Students showcased their skills in Japanese Language in diverse ways. Mr. Motohiro interacted with students to learn more about International Skills Centre India (ISCI) at NDIM



International Conference on Managing in a VUCA World: Opportunities and Challenges in Future Work Place

Date / Venue

07/06/2019 / Campus

Collaboration

AICTE

Participants

Ms. Aayushi Bhaduria, Student, Prestige Institute of Management Gwalior; Ms. Amrita Tripathi, Assistant Manager, SAIL; Ms. Archana Randive, Head HR Faculty, Techint; Mr. D.V. Shastry, Exec. Director, GAIL; Ms. Dipanwita Biswas, Student, IGNOU; Mr. G Ankith Vishnu, Student, Manipal University; Dr. G. Praveen Kumar, Principal, Saharsha Institute of Pharmaceutical Science; Mr. Himanshu Kataria, Assistant Manager, SAIL; Mr. Keshav Nowel, Student, IBS-G; Ms. Megha Munjal, Assistant Prof., DAVIET; Mr. Ranbir Das, Computer Engineer, Texas A & M; Mr. Ravindra Srivastav, Founder, Soul Descends.com; Ms. Simran Singh, Research Scholar, Amity University; Ms. Somya Goyal, Student, Prestige Institute of Management Gwalior; Mr. Sudhanshu, AGM HR, HMCL; Mr. Vivek Singh, Trainer HR, HMCL

Chair Person

Dr. K K Aggarwal, Ex Vice Chancellor, Guru Gobind Singh Indraprastha University



Panelists

Dr. Anuradha Basu and Dr. Mohammad Ghazi Shahnawaz

Brief

Various thought leaders coming from different domain and sharing views and knowledge to collectively address emerging issues of managing and adapting in a VUCA world and its challenges for today's and tomorrow's organizations. 15 papers were presented by Pepperdine university, 4 from the industry and the rest were from leading academic institution across the country.

The papers presented were inter-disciplinary, multi-level analysis of various sub-themes as:

- Building Agility Culture Agile
- Technology Interface
- Learning and Development
- Skill and Job Market
- Future of Communication



NHRDN 6th Indian Management Simulation Challenge 2019

Date / Venue

07 - 08/06/2019 / Campus

Participants

Mr. Akash Ghokle, Senior Manager - Projects UCSPL, HPCL; Mr. Akshay Sharma, Assistant Manager - Bhatinda Site, HPCL; Mr. Ambrish Pratap Singh, SM, IOCL; Mr. Ankur Saxena, Senior Manager, Punjab National Bank; Ms. Anupriya, Manager – Operations, HPCL; Mr. Bhaskar Singh Palia, Sr. Manager CCD, PVUNL; Mr. Deepak Kumar, DGM (P&S), PVUNL; Mr. Dhiraj Meher, Area Manager, Asian Paints; Mr. Gyan Singh Patel, Manager, IOCL; Mr. Jahangir Alam Ansari, GM Finance, IOCL; Ms. Kanika Saluja, Sr. Manager, Maruti; Mr. Kishav Kumar Mittal, Senior Manager – Finance, HPCL; Mr. Nitesh Giria, Area Sales Executive, Asian Paints; Mr. Piyush Kumar, Senior Manager, Punjab National Bank; Mr. Sachin Katiyar, Senior Faculty, Punjab National Bank; Mr. Sachin Kumar, Sr. Manager, Maruti; Mr. Sandeep Agrawal, Sr. Manager, Maruti; Mr. Sanjeev Kumar, DGM (ENGG SERV), PVUNL; Mr. Vipul Vishal, Assistant Manager – Administration, HPCL; Mr. Vishal Sharma, Regional Commercial Manager, Asian Paints; Mr. Yogesh Gupta, Senior Manager - Capability Building, HPCL



Brief

The Indian Management Simulation Challenge empowered participants made them learn how to cope with complex challenges while building the capability of managing competition in ever changing business scenarios.

The participants met NDIM Faculty to discuss and enhance curriculum



Faculty Enrichment: Faculty Development Programme

Date / Venue

13/06/2019 / Campus

Participants

Prof. A. Appu, Measi Institute of Management, Chennai; Prof. Dr. Ankit Agarwal, NIEC; Prof. Anu Mehra, HOD Personality and Soft Skills, Mewar Group of Institutions; Dr. Arvind Ranade, Sr. Scientist & National Convenor, Vidyarthi Vigyan Manthan, Vigyan Parasar; Prof. Bhawna Miglani, PGDAV; Dr. Biqueesa Bhat, Project Scientist, [Ex Faculty Jammu University], Vigyan Parasar; Prof. Divya Gogia, Faculty B Ed, Mewar Group of Institutions; Dr. Faiyaz Anwar, Project Scientist, [Ex Faculty Jamia Milia University], Vigyan Parasar; Prof. Dr. Krishna Singh, GB Pant Engineering College, IP University; Prof. Kundan Kr Chandan, GB Pant Engineering College, IP University; Prof. Megha Agarwal, PGDAV; Prof. Neerja Anand, Asst. Professor, IMS; Prof. Niharika Singh, Faculty BCA, Mewar Group of Institutions; Prof. Padam Singh Saini, GB Pant Engineering College, IP University; Prof. Dr. Prasanna, Scientist & Professor, NISCAIR; Prof. Dr. Rajeev Sharma, NIEC; Prof. Dr. Rashmi Chawla, Asst. Professor, IMS; Prof. Sakshi Verma, PGDAV; Dr. Sandeep Baruah, Scientist & Amateur Radio Expert, Faculty & Trainer, Vigyan Parasar; Prof. Dr. Saurabh Gupta, NIEC; Prof. Shalini Pathak, Asst. Professor, IMS; Prof. Shiv Shanker Maurya, Faculty LLB, Mewar Group of Institutions; Prof. Dr. Shobhna Choudhary, Sr. Scientist & Professor, NISCAIR; Prof. Dr. Suneeti Singh, NIEC; Prof. Dr. Tazyn Rahman, Associate Professor, Department of Management, IMS; Prof. Tuhina Joshi, Faculty, IMS; Prof. Venus, Faculty B Ed, Mewar Group of Institutions; Prof. Dr Vibhakar Shrimali, Dean, GB Pant Engineering College, IP University; Prof. Zubair Ahmed, Asst. Professor, IMS

Inaugural Address

Dr. Gauri Modwel, Dean

Session 1

Professional Etiquette

Resource Person

Prof. Anil Kamboj, Inspector General and Faculty NDIM

Brief

Prof. Kamboj elucidated benefits of etiquette; how it helps smooth the wheels of daily interaction in office, how it modifies distracting behaviours and develops admired conduct and it also enables a person to be confident in a variety of settings with a variety of people.

He also explained different types of handshake to make good impression.

Session 2

Stress Management and Work Life Balance

Resource Person

Prof. Sangeeta Magan, Faculty NDIM

Brief

Prof. Magan explained about physical aspects of stress management like nutrition, sleep and exercise.

She also discussed about social aspects of stress management which says one should always find time to have fun and play.

Then she explained environment aspects of stress management.

She talked about proactive approach to stress management i.e., involving into activities that would prevent one to be in a state of stress.

Session 3

Google Tools

Resource Person

Prof. Rajender Rawat, Faculty NDIM

Brief

Most of the participants were aware of Translator, Google Scholar, and Google Classroom. Prof. Rawat explained the limitation of Google Classroom. He also spoke on Google Forms which are used for research. He talked about Google Slides, quizzes and benefits of having website of their own

Vote Of Thanks

Dr. V M Bansal, Chairman, NDIM

Dr. Bansal stressed upon continuing association with all. Certificates to all faculty were given by the Chairman.



Fun @ Work: Stand-Up Comedy Show

Date / Venue

15/06/2019 / Campus

Resource Person

Mr. Kishore Dayani

participants

Faculty, Staff and Students

Sponsored by

MSKP Technologies and Panipat Handloom Emporium

Brief

A Stand-up comedy show was organized by NDIM students who were taking Summer Internship in Mediakraft Marketing, as part of their project.

Mr. Dayani made audience laugh and enjoy till the last moment of his show





Fun @ Work: Screening of India Pakistan Match

Date / Venue

16/06/2019 / Campus

Participants

Students, Faculty and Staff

Brief

Screening of India Pakistan match was shown on the big screen in the campus which was enjoyed by everyone

Orientation Session for 2019 – 21 Batch

Date / Venue

18/06/2019 / Campus

Participants

Students of 2019 -21 batch

Brief

PGDM students of batch 2019 -21 along with parents of a few joined NDIM family to participated at 'Gita Path' and got the blessings of priest. Dr. V M Bansal, Chairman; Mr. Ankur Bansal, Vice Chairman and Dr. Gauri Modwel, Dean addressed the new batch on the first day of induction. Faculty was introduced and anti-ragging policy was announced. After lunch, students went to their classes and enjoyed management games and management quiz.



Mr. Dhananjay Singh, Director, NHRDN gave a motivational talk to all students of PGDM Batch 2019 - 21



Mr. Takuro Takeuchi, Director South Asia, JICA at NDIM

Date / Venue

18/06/2019 / Campus

Participants

Team International Skills Centre India (ISCI)

Brief

Mr. Takuro Takeuchi shared his views on the potential of Indian Youth and he anticipated for a future where Indian Skilled Manpower would drive Japan's economic development plans. This would help in driving the friendship between India & Japan to greater heights.



NDIA

Enhancing Managerial Effectiveness: Management Development Programme

Date / Venue

20 -21/06/2019 / Campus

Resource Persons

Dr. V N Srivastava, Prof. HR &OB; Dr. J K Mitra, Organisational Psychologist and Dr.Sombala, Associate Professor, NDIM

participants

Mr. Amrit Pal Singh, Manager, NRDC; Mr. Gaurav Mishra, MT(NRO), MSTC; Ms. Lavanya AC, AM, F-B&R, MDL MDC; Mr. Navin Kumar, Assistant Manager, NHPC; Mr. Nitin Jain, Assistant Manager, Rites; Mr. R K Nangia, CS & Incharge (P&A), NRDC; Mr. Rajendra B Gondane, Manager, NRDC; Ms. Rani Jaiswal, Research Scholar, Jamia Hamdard; Mr. Shashikant Narayan Mehta, Manager, MMTTC; Ms. Sonali Kadam, SFO, F-SM, MDL MDC; Mr. Tanmoy Sarkar, AM(NRO), MSTC



Brief

The deliberations were done on:

- Spectra of managerial skills needed for transforming organisations
- Understanding skills in the context of personal orientation, behavior and interpersonal styles and
- Understanding skills in the context of roles and organisations



Special Industry Session by Mr. K S Bakshi

Date / Venue

20/06/2019 / Campus

Resource Person

Mr. K S Bakshi, Group Head, Human Resource, Interglobe

Participants

Students of 2019 -21 batch

Brief

Mr. Bakshi shared lessons learned from his wide experience

- To dirty your hands
- Passion for what you do
- Learn and be curious
- Build trust



International Yoga Day at Campus

Date / Venue

21/06/2019 / Campus

Participants

Students of 2019 -21 batch

Brief

International Yoga Day was celebrated in different classrooms differently. A few sections had done meditation and others did some yoga exercises and a few had competition on yoga posters. A video on importance of yoga was also shown in all classrooms.



Importance of MBA: Special Industry Session

Date / Venue

21/06/2019 / Campus

Resource Person

Dr. Mahesh Gupta, Chairman & MD, Kent RO

Participants

Faculty and Students of 2019 -21 batch

Brief

Dr. Gupta spoke on the importance of MBA. He gave a big picture regarding India's growth story in future and how this is going to open avenues for today's generation. Thus, he was able to connect with the students of today's generation both at micro and macro level.

He also added knowledge about various facets of business - what is business, how to start new business, why not to focus on greed, how to take on challenges in a business?



Dr. Anuradha Basu from San Jose State University, USA: Special Industry Session

Date / Venue

22/06/2019 / Campus

Resource Person

Dr. Anuradha Basu, Prof. Entrepreneurship, San Jose State University, USA

Topic

Passion for Success

Participants

Faculty and Students of 2019 -21 batch

Brief

- Dr. Basu guided the students about reasons that helps to succeed is the passion about something.
- There should be proper knowledge of specializations which students choose as their careers.
- One should have leadership qualities to manage things smoothly.
- One should also have depth of knowledge which helps in personality development.
- To leave one's comfort zone and try new things and practices
- Be an opportunist who knows how to grab an opportunity and grasp all the learnings out of it.
- Improve the networking connections and work with goals to achieve the success.
- Be clear and honest with your goals
- Building up strong relations with people through networking.
- To know your peers well.



Preparation Pre, Post and During MBA: Special Industry Session

Date / Venue

22/06/2019 / Campus

Resource Person

Mr. Mritunjaya Rohit, Talent Acquisition , Amazon

participants

Faculty and Students of 2019 -21 batch

Brief

- Mr. Rohit emphasized that students should inculcate discipline ‘Read and Develop’
- He talked about MBA will teach you about finance, marketing, economics, sociology and many other disciplines to be able to take a holistic approach to global business management. Since an MBA is so versatile, they are almost a guarantee for career success and a must for most global companies looking for knowledgeable managers.
- The corporate world demands professionals, not only highly qualified students but also high level of awareness which makes them different from others and how much value one can add to a company.



Mr. Gaurav Bhatara, Alumnus at NDIM to Share his Experiences: Special Industry Session

Date / Venue

25/06/2019 / Campus

Resource Person

Mr. Gaurav Bhatara, Country Head and Director – India, Thai Smile Airways

Participants

Faculty and Students of 2019 -21 batch

Brief

Mr. Bhatara, NDIM alumnus discussed his journey post NDIM and gave the students the input that as a fresher they should have patience and should be flexible regarding tasks assigned or profile allocated. They need to introspect what are their strengths and pursue their career accordingly. He further suggested that the students must have confidence in themselves and show assertiveness in professional world. They should never doubt their capabilities. He displayed the importance that corporate world is full of challenges along with great rewards and they alone have to face this journey, create their own name and path and deal with day to day tasks individually. He emphasized on the fact that the relationship management with immediate supervisors plays an important part in career beginning. Attitude is the first thing that is noticed in professional world and every challenge and tough situation in new workplace, needs to be taken positively. He said that students have to be pilot of their own professional career and during MBA course realizing their potential and interest; choosing correct stream and further flourishing by selecting the right profile.



Organisation and Environment: Special Industry Session

Date / Venue

25/06.2019 / Campus

Resource Person

Ms. Ranjitha Shaw, Public Relations & Communications, Roseate Hotel and Resorts

Participants

Faculty and Students of 2019 -21 batch

Brief

Ms. Shaw, NDIM alumna talked about the calmness, patience and the expectations from the organization. She also spoke about the priority should be learning not salary in the initial years of career.



Faculty Development Programme: Social Media for Sales, Business and Brand Development

Date / Venue

27-28/06/2019 / Campus

Resource Persons

Mr. Rajender Rawat, Faculty Digital Marketing and Dr. Gajender Sharma, HOD Marketing, NDIM

Participants

Mr. Anubhav Acharya, Manager, Daikin Air Conditioning India; Ms. Anupama Priyadarshi, Sales Manager, Enincon Consulting; Mr. Gundeep Singh Grover, Co-Founder, Kings.Digital; Mr. Manish Rawat, Manager, Daikin Air Conditioning India; Ms. Rakhi Beriwal, Additional Vice President, Omaxe; Mr. Ritesh Agarwal, Co-Founder, Kings.Digital; Ms. Shweta Gupta, Office Coordinator, Lindo Advisors and Services LLP; Mr. Vipul Dinodia, Digital Marketing Accounts Executive, Elite Relations



Brief

The following topics were deliberated upon:

- Introduction to Social Media in Marketing
- Improving Sales through Social Media
- Branding business on Social Media
- Personal Brand on Social Media
- Creating an effective Social Media Plan
- Measuring success on Social Media
- Strategies to Increase Social Media Followers
- Business Promotional Strategies for Social Media



Special Industry Session by Mr. Sidharth Balakrishna

Date / Venue

27/06/2019 / Campus

Resource Person

Mr. Sidharth Balakrishna, Group Strategy & Innovation Head, Zee(Essel) Group

Participants

Faculty and Students of 2019 -21 batch

Brief

Mr. Balakrishna spoke on the following points

- Decision Making and creativity
- Root cause analysis
- Strategy and problem solving
- Emba theory
- Design Thinking
- Structure Analysis
- Examples of root cause analysis



Victorious Always – Talk Inspired by Books

Date / Venue

29/06/2019 / Campus

Organised by

City Book Leaders along with Academic Partner, NDIM

Chief Curator

Mr. Mohit Gupta, Founder SharpKNOL, Curator, City Book Leaders

Host

Ms. Priti Murthy, CEO, OMD, India

Speakers

- Mr. Navin Gulia, Founder, Apni Duniya Apna Ashiana, Author, adventurer and Social worker and author of ‘Gandhi Banam Bhagat’ & ‘In the Quest of Last Victory’.
- Mr. Ritu Kant Jha, Founder, What if it’s Your Last Day, Ex-Army Cadet, Journalist
- Mr. Gaurav Bakshi, MD, Strat-Board & Urdu Poet
- Mr. Manish Puri, Business Coach
- Mr. Ramveer Tanwar, Lake * Water Conservationist
- Mr. Suvir Misra, IRS & Rudra Veena Maestro
- Dr. Anupama Bhardwaj, Social Worker & Veena Maestro

Participants

Mr. Ajay Fotedar, Mylifestyle; Mr. Alok Mathur, Freelancer; Mr. Amit Saha, Vastuacunumero; Mr. Arunaditya Sahay, Dean, BMITECH; Dr. R. Mandal, Former Advisor Planning Commission, SREI; Dr. S. Shah, Author, Freelancer; Ms. Harita Marwaha, Trainer, Freelancer; Mr. Jagdish Cheraya, Consultant, R. Singh Assoc.; Mr. K. Srinivasa Rao, Director, NIBSCOM; Mr. Layan Bhargava, Regional Sales Manager, Tata Capital; Mr. R.S. Dabas, International Trainer, Freelancer; Mr. Subhad Kumar, Sr. Relationship Manager, Tata Capital; Dr. Sunil Gupta, Chief-IT/HRA, ERU, Govt. of India; Mr. V.K. Mathur, CEO, Worsite; Mr. Vikas Bansal, Owner, Impact

Brief

Mr. Gulia Said “Don’t Take your knowledge too seriously, take your absence of knowledge seriously.” I to upcoming authors that one should write which excites audience and it is important to be focused.



Mr. Ohja reviewed the book: Learned Optimism by Martin Selimon



Mr. Bakshi reviewed the book: Jonathan Livingstone Seagull by Richard Bach



Mr. Puri reviewed the book: Open an autobiography by Andre Agassi



Mr. Tanwar reviewed the book AAj bhi khare Hain Talab by Anupam Mishra

Mr. Misra, Dr. Bhardwaj along with Mr. Harish Chandra Pati graced the stage with Goddess Saraswati Veena in a special performance for all the knowledge lovers.



Reflect Leadership Training 2019

Date / Venue

29/06/2019 / Campus

Organised by

Thomas Cook

Resource Persons

Ms. Mona Cheriyan, Managing Human Resources; Mr. Anand Sundararajan; Mr. Radhey Shyam Singh; Mr. Saurav; Ms. Neeti; Ms. Seema, (Thomas Cook) and Prof. Rajender Rawat, Faculty NDIM

Participants

69 employees of Thomas Cook

Brief

Resource persons from Thomas Cook discussed on organization goals, compared various initiatives and best practices with SOTC, and informed about different best airlines of the world.

Mr. Rajender Rawat, Faculty NDIM, spoke on 'how to improve customer satisfaction through digital marketing, current strategies and tips.'

