

2011 Edition

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# CONNEXNS

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Communicating Opportunities, News, Events for eXchange of Neoteric Synergy



Special 30-20-10 Edition

**M.I.L.A.N. Newsletter - D.E.I. Management Alumni Meet**

CELEBRATING

M.I.L.A.N.-2011



D.E.I. MANAGEMENT ALUMNI MEET



30 YEARS OF D.E.I.



20 YEARS OF MANAGEMENT



10 YEARS OF M.I.L.A.N.





## A MESSAGE

"I suppose that the biggest attraction for anybody to study in Dayalbagh Institutions is this opportunity to inculcate this higher level ability of Intuitive Consciousness which can guide one's judgement to traverse an optimal path in life. If you are conscious of it, you are cooperative with the ordainment of the Supreme Being. If you are not conscious of it then at times you are acting against what has been ordained. However, we get drawn back to the trajectory as has been assigned to each one of us to give us an opportunity once again to be cooperative in our life with what the Supreme Being has determined as the optimal trajectory for each one of us. So I think that if we were to look at the advantages of pursuing education in Dayalbagh Institutions this is the biggest one, viz., an opportunity of getting some impressions of this intuitive consciousness by association with the environment in which Dayalbagh Institutions function..."

**- Revered Prof. Prem Saran Satsangi Sahab**

Chairman, Advisory Committee on Education  
Dayalbagh Educational Institutions

*Extracted from Page 170, Expositions on Truth, Ultimate Reality and Supreme Being  
(from vantage points of Radhasoami Faith and System Science)*

# CONEXNS

## EDITORIAL TEAM

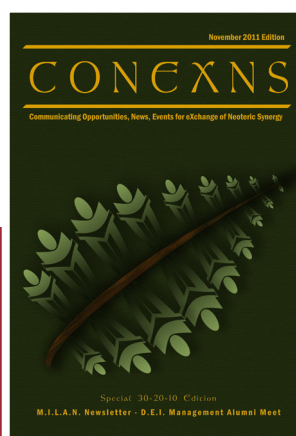
Prof. Sanjeev Swami  
Dr. Shalini Nigam, Prakhar Mehra  
Muskan Sharma, C. Tilak Prakash

## ART & DESIGN

Shabd Vaish

CONEXNS is an Annual Publication  
printed as a part of the Management  
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Some pictures have been taken from  
Google Images.



The cover image reflects  
how MILANer's are, in  
essence, a part of the same  
'leaf' and connect together  
with mutual cooperation and  
understanding.



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# 08 M.I.L.A.N. IS BORN AND THE JOURNEY BEGINS



**DAYALBAGH EDUCATIONAL INSTITUTE**  
(Deemed University)

**Prem Kumar**  
*President*

*Dayalbagh, Agra.*  
26<sup>th</sup> October, 2011.



**MESSAGE**

I am happy to learn that the Department of Management, Dayalbagh Educational Institute is organising the tenth Alumni Meet, M.I.L.A.N. on November 5, 2011. Through this meet, the teachers, students and alumni will get an opportunity to share their knowledge and experiences.

Support of the Alumni is now a days recognised as an important factor in the development of an institution. Apart from generation of resources, the feedback from Alumni of the real life experiences in the perspective of knowledge and skills acquired at the institution helps the institution in constantly updating the design and content of the courses and covering new skills. This is all the more important for an area catering to a sector of national economy which is constantly changing. M.I.L.A.N. would provide an opportunity for such interaction.

In response to the country's need for trained managerial manpower, the education of management was initiated in the Institute in the year 1991 in the form of a post graduate course of Masters of Business Management. The programme is highly inter-disciplinary and trains the students in both analytical and soft skills. It is heartening to note that, the management programme at D.E.I. has become one of the preferred choices of many brilliant and aspiring students.

I wish M.I.L.A.N. all success and sincerely wish all its objectives are achieved with accomplishment.

*P Kumar*

(P. Kumar)



## DAYALBAGH EDUCATIONAL INSTITUTE (Deemed University)

**Prof. V. G. Das**  
*Director*

*Dayalbagh, Agra*  
26th October, 2011



### MESSAGE

I am very pleased to know that the Department of Management of the Social Sciences Faculty is organizing a one-day Alumni Meet M.I.L.A.N. on November 5, 2011.

The alumni meet promises to be a unique event as it seeks to bring about fusion of experiences of alumni as well as industry with participation from successful managers across the country. The field of management is changing dynamically with every passing day. The forums like M.I.L.A.N. are appropriately positioned to help students as well as the alumni to share knowledge and benefit from it.

I wish this extraordinary event, which provides an outstanding forum to alumni, industry, corporate and students to share experiences on relevant subjects in Management, feat in all its endeavors. I hope that M.I.L.A.N. 2011 shall be both valuable and enjoyable to the participants. I wish the event a splendid success.

(Prof. V. G. Das)

## MHRD REVIEW REPORT

*In 2009, the Dayalbagh Educational Institute was placed in the First Category of 38 "Deemed Universities" from amongst a total of 126 reviewed by the Ministry of Human Resource Development (MHRD), Government of India. Further, the Institute was awarded a score of 39 out of 45 maximum points putting it at 8th rank. Indian Institute of Science, Bangalore, top scored with 43 points.*



Page 36, Concent 2011



## **FROM THE DESK OF THE HEAD OF DEPARTMENT**



Dear Alumni, Students and Staff of DEPARTMENT OF MANAGEMENT,

It is indeed a matter of great pleasure and joy to note that the Department is celebrating the event 30-20-10 to commemorate 30 years of establishment of the university, 20 years of the Management programme, and 10 years of MILAN function. Department of Management was established as a separate department in the Faculty of Social Sciences in the year 2006. Since then, the department has made rapid strides in various arenas like teaching, research, projects, consulting, and so on. Let me briefly apprise you about some of these developments.

There are several programmes offered currently by the department, including BBM, BBM (HONS.), MBA (BUS. MGMT.), B.COM. /B.SC. ENGG. / BBM-MBA INTEGRATED, M.PHIL. INTEGRATED PH.D., PH.D. (FULL TIME), PH.D. (PART TIME, UNDER MoU WITH IIT DELHI). One of the recent and salient developments in the department has been the AICTE approval for our MBA programme starting the session 2011-12. The demand ratio of the department's various programmes remains quite healthy at approximately 1:30 for BBM, 1:25 for MBA and 1:15 for PhD.

Across the various courses of the department, there are more than 200 students studying in the department in a particular semester. These include nearly 15 research scholars in the department. The staff strength has gone up to 13 regular teachers and 1 adjunct professor. The increase in staff strength has resulted in healthy teacher student ratio of 1:15. In addition, several teachers from other faculties and departments come to teach inter-disciplinary courses in the department. Guest faculty from industry has also been a regular feature at the department. These include speakers from Tata Petrodyne, Goldman Sachs, American Express Bank, BPCL, AC Nielsen ORG – MARG, Amersonic international, Polaris, MySis Healthcare, and so on.

The staff members have won more than 50 awards and recognitions in last 5 years. These include best researcher awards, Executive Council memberships of professional bodies, invited chairs and Keynote Speakers in Conferences and Seminars, best paper awards, editorial board memberships of national and international journals, and so on.

In the last 5 years, the department members published 40 journal articles, 48 conference proceedings, and 10 book chapters. Some of the papers are in reputed international journals with high impact factors like Marketing Science, Interfaces, M&SOM, Marketing Letters, Annals of Operations Research, International



Journal of Manufacturing Technology and Management, Journal of the Operational Research Society, International Journal of Production Economics, Journal of Cleaner Production, International Journal of Research in Marketing, Decision Support Systems, European Journal of Operational Research, Journal of Retailing, and so on.

The staff members also worked on several consultancy and research project with organisations such as TERI, Red Cross, DST, MHRD, and so on. An innovative feature of the consultancy has been successful running of a BUSINESS ADVISORY CLINIC for free advice to small and medium enterprises.

The department faculty has international research collaborations with researchers from Wharton Business School, USA; Sauder School of Business, UBC, Canada; Rotterdam School of Management, Erasmus Univ., The Netherlands; Univ. of Alabama, Huntsville, USA; Whitman School of Management, Syracuse Univ., USA, and so on. The national collaborations and MoU's include IIT Kanpur, IIT Delhi, IIT Bhubaneswar; IIM Bangalore, IIM Calcutta; MDI, Gurgaon, TCS, TERI, ABV-IIITM Gwalior, Hindustan College Agra, IMT Ghaziabad, and so on.

In the last 5 years, more than 25 workshops and seminars have been organised by the department, including the very successful International Conference on Practice and Research in Management in 2011. This conference, PRIM 2011, was organised in collaboration with IIT Delhi, IIT Kanpur, IIM Bangalore, Systems Society of India, and Society of Operations Management. Nearly 200 delegates from India and abroad participated in the conference. PRIM2011 invited speakers included luminaries in the field of management from premier institutes like UT Dallas, Duke Univ., USA; MDI, Gurgaon; Wharton School, USA; UBC, Canada; Anderson School of Management, UCLA; Rotterdam Sch. of Management; University of Groningen, The Netherlands; JNU, Delhi; IIM Ahmedabad; IIM Bangalore; IIT Delhi; IIT Kanpur; RPF, HDFC Ltd., and so on.

The placement process is also reasonably good with our representative recruiters being AC Nielsen, HDFC Ltd., DSCL, Ericsson, HCL Infosystem, American Express Bank, Standard Chartered Bank, TV AD Indx, PNB Housing Finance, SBI, ECIL, and so on. In addition to the above, MILAN remains our premier alumni event. A new website of the department listing all of these initiatives is available at <http://www.dei.ac.in/FacultyWeb/FacultyOfSocialSciences/DepartmentOfManagement/index.htm>. I urge all of you to visit the site and help us with your feedback.

The above shows that, clearly, the department has achieved a lot since its inception in Faculty of Social Sciences. However, a lot still remains to be done. You might be aware that D.E.I. has embarked upon a bold and ambitious programme, VISION2031, looking 20 years ahead. As part of the VISION2031 programme, Department of Management has set a bold agenda for itself. The key features of this programme from the department's perspective can be summarised as: (i) improve placements in terms of quality and quantity, (ii) introduce case-oriented pedagogy, (iii) further enhance research output, (iv) increase research and consulting projects in the department, (v) increase the number of management and faculty development programmes in the department, and (vi) seek new MoU's with foreign universities and corporate. We seek all of your support in achieving these goals. God willing, we can, and we will, do it!!

I wish to place on record my deep appreciation for the organisers of MILAN 2011 event, and urge all of us to further strengthen the department achieve its goals.

(Prof. Sanjeev Swami)  
Head, Department of Management, D.E.I.  
October 24, 2011





# M.I.L.A.N.

(MANAGEMENT INTERACTION FOR LEARNING,  
ASSISTING & NURTURING GENERATION NEXT)

**E**ducation is the process by which character is formed, strength of mind is increased, and intellect is sharpened. As a nation, we have to prepare ourselves to graduate to a knowledge based to a wisdom based society. A vision for the nation has to embrace the development of human resources in all respect to make a society of complete man. The inculcation of values in youth has to be on top of the teaching agenda.

We need to transform our educational philosophy to foster nurturing, learning environments, which inspire love for life, knowledge, and creativity, while emulating our most noble ideals.

Wisdom for better worldliness lies in creating a spirit of “Fatherhood of God and Brotherhood of Man”. With this intent a small beginning was made in the year 2002 when M.I.L.A.N, was born. Today it enters the 10th year and a new orbit all together.

The journey over the last 9 years has been full of challenges and the objectives shaped in 2002 have guided the efforts all this while. M.I.L.A.N. (Management Interaction for Learning, Assisting & Nurturing Generation Next) is annual alumni meet being organized by the students of Department of Management, Dayalbagh Educational Institute with the following objectives.

- To give first hand exposure of event management to young budding managers
- To provide a platform where students, industry, alumni and institution can interact
- To establish a network of alumni

“  
*Wisdom for better worldliness lies  
in creating a spirit of “Fatherhood of  
God and Brotherhood of Man”.*  
”



**DR. SHALINI NIGAM**

*Coordinator, M.I.L.A.N., Dep. of Management, D.E.I.*

Over the last 10 years almost 500 students have played some role in setting up the event right from conceptualising to mobilising resources and execution of the plans. This is not possible without having experienced real life situations where the management lessons taught are put to test. This helps them get a first hand exposure of true management skills.

The event has acted as a platform over the years through which a lot of interaction with alumni / students / faculty and industry has taken place. We have been enriched with ideas and issues which have helped the students prepare themselves better for the corporate world.

Outreach of the Management programme at DEI has increased this year and many Distance Education Centres have been added in the family of Management Programme.

This year, we celebrate 30 years of D.E.I., 20 years of Management Programme and 10 years of M.I.L.A.N, which has made this event extraordinary and magnificent with joining of eminent people from industry, students, faculty of DEI and Distance Education Centres and our alumni who are our brand ambassadors.

We are exceedingly gratified to Almighty Lord for the Grace and Mercy showered on us in giving this small endeavour an ostentatious shape today. ▲



# CIRCA 2002 M.I.L.A.N. is born and the journey begins



While the DotCom bubble had burst a couple of years ago, two young students of MBM, were ignorant of the rigors of the world and inside the cocooned and protected world of D.E.I., they had been having an extraordinary run! The Dept. of Management at D.E.I. had been represented in many inter-university events; the teams had won many awards. Our football team had won the university shield and lots more. Yet the restless minds that they were, satisfaction evaded them by scores of years! The seeds of formal alumni meet had been sown by the earlier batches but never fructified into reality, the fructification of formal alumni meet was a natural

**SHABD MISHRA**  
Alumni Co-ordinator -  
Batch of 2002

a get together of batches OR fund raising. None of it would serve the purpose or have a meaning given the value system D.E.I. has. Thus the team attempted to to add value and knitted the event around 3 core objectives:

- To give first hand exposure of event management to young budding managers
- To provide a platform where students, industry, alumni and institution can interact
- To establish a network of alumni

was later coined (Us MILANer's have an inherent tendency to think out of the box!). Hence the full form Management Interaction for Learning, Assisting and Nurturing generation next was coined making M.I.L.A.N. an abbreviation!! The logo that we see today was sketched in which the head represents the value of the institute held high by hands in the front which represent students, supported by hands at the back which represent Alumni.

M.I.L.A.N. 2002 was the first ever alumni meet held in D.E.I. campus, having official approval from the university authorities.

8 more MILAN's have since been organized and a lot of ups & downs have been witnessed...Over the years the event has been organised solely in the format "OF" the students, "FOR" the students and "BY" the students and expenses shared on a Cost-sharing basis by participants. Each of these MILANs has aimed at setting higher benchmarks. Many initiatives have been launched over the years which have strengthened the work on the laid objectives. Launch of our newsletter, setting up of yahoogroups, MILAN website, memoirs blog etc. have all enabled interactions to happen on various platforms.

This year as we celebrate the 10<sup>th</sup> M.I.L.A.N.; the team is sparing no effort to set another bench mark. With 700 alumnus attending this meet, 40+ eminent personalities and 100+ budding eminent personalities, the journey has just begun! ▲

“  
...the fructification of formal alumni meet was a natural extension and would be counted as one of the bigger achievements of the 2002 batch.”

extension and would be counted as one of the bigger achievements of the 2002 batch.

## HOWEVER WHAT PURPOSE WOULD AN ALUMNI MEET SERVE?

The world over various institutions have alumni meet BUT then it was

A name & identity was needed for this meet. The name MILAN was coined first deriving its meaning from a sanskrit expression which translates as “a coming together” - an apt name for our Alumni meet! However the team felt more “depth” is needed to the term and hence a full form for the word



# FROM THE EYES OF AN OUTSIDER

*...What is it in DEI that separates it from all other B-schools and universities? For a person who made her huge transition from a DU girl to a DEI product, I guess I'll be able to do justice to this answer having experienced it myself.*

**SWATI BHALLA**  
MBA - Final Year

Being a student of this university for exactly one year and two months, I am not really the best person to write about the 30-20-10 theme. For somebody who hasn't seen the past, it would not do justice to the article to just research about the past and paste it on paper, so I'll leave it to my esteemed seniors and fellow students. As an outsider, I can only make a remark on what I feel, differentiates DEI from other universities in the country.

This university gives you something beyond academics –  
  
VALUES.

Being a graduate of Delhi University, it was a totally different experience from being here at DEI. Exams to be given semi-annually, absolutely no pressure of academics, fests and parties all the time, it was an incredible experience for me.

College, truly speaking, was everything that I could have asked for and much more!

But post graduation was a distinct account when, on the insistence of my father, I decided to apply to DEI and got through. Hence, started a journey of numerous aberrations from the usual daily course like early mornings, long hours of college, QT's, CT's, project submissions, presentations, deadlines to beat, lack of sleep; yes, I see that you get the picture. It was hard work throughout. But that is the case with every B-school right? The moment you tell people you are doing MBA, your image is projected as a nerd with no life and a laptop for a best friend.

But who complains if it gets you that dream job you've always wanted and keeps the big bucks coming in for life? Then again, the question still stands, what is it in DEI that separates it from all other B-schools and universities and motivates parents to send their kids here? For a person who made her huge transition from a DU girl to a DEI product, I guess I'll be able to do justice to this answer having experienced it myself.

This university gives you something beyond academics – Values. It teaches you not just the concepts, equations and strategies which are easily available in so many books; but also how to manage yourself, your time, your life. It teaches you how to be a better person and stay that way in a world which constantly threatens to drag you on the other side of the line. And that, I believe is something missed out on by other colleges.

I don't know what DEI was 30 years ago, how MBA was taught 20 years ago and how was MILAN organized 10 years ago, nor can I talk about their progress as I did not witness it for myself. I can only talk about the present, of what I have experienced of DEI whose name itself is respected across industries, where MBA is all about knowledge-sharing and learning from experiences of our highly educated faculty members and where MILAN inspires team spirit and teaches the students to work with commitment, loyalty and dedication.

And it is an honor and privilege of the highest order to be a part of it. ▲



# EXPERIENCING SYNCHRONOUS MODE MBA



By:

**KHYATI GUPTA  
ARSHI MARKAN  
PREETI MARKAN  
PAVAN KUMAR  
PUNEET GOGNA  
TAMANNA S.**

With grace of the Supreme Father, we got an opportunity to be a part of the second batch of synchronous MBA program run at the DEI ICT IT Centre Delhi. In the Delhi campus, we always felt a special aura of Grace, which helped us to get one step closer to the Vision 2011. Collectively as well as individually, we've been making efforts to nurture the campus that has now extended as a fruitful branch of the DEI University.

Also, our participation in Basant Annual function- Sports meet, DEI Open Day-cum-Corporate Visitor's Day (For IT Centre) and SSI helped us get exposure to event management. We learned many crucial aspects of life in the IT Centre campus.

It has been a marvellous experience to study in Delhi both academically and from a personality growth perspective. The major benefit of being geographically close to the companies has been countless fruitful interactions with top notch

professionals from the industry.

The best thing that happened to us was our collaboration with the esteemed faculty of Indian Institute of Technology- Delhi which provided immense support in broadening up the scope of academics at IT Centre. The faculty members not only welcomed our interactions with them, but their value-adding guidance enriched our approach towards carrying out research projects and thus, augmented quality in our projects. In addition, the knowledge garnered through the interaction with IIT Faculty helped in getting valuable and constructive insights of various functional areas. The academic knowledge coupled with the co-operation by the faculty aided in discovering new dimensions of knowledge.

We are at the end of our MBA program and will soon leave this campus with wonderful memories of our enriching experience and small group camaraderie. ▲

“The best thing that happened to us was our collaboration with the esteemed faculty of IIT- Delhi which provided immense support in broadening up the scope of academics at IT Centre.”



# A DECADE OF LEARNING

An Alumni of D.E.I., **PRAKHAR MEHRA** shares the key messages from his ten years of experience in the corporate world.

“Globally, Execution Gap is being seen as one of the biggest challenges faced by managers of today.”

It has almost been a decade since we passed out from D.E.I. and hit the corporate world. Over the years, working now for almost for a decade, I had the opportunity to be associated with one of the rising stars of our organization. Along with that I also got a chance to look at Retail Branch Banking from the eyes of an industry stalwart, be part of, add my creativity to, and finally translate it all into successes. I am sharing a few of these learnings which have come very handy in

many situations. Alumni would agree with it and the managers of next-gen in making will get a heads-up on these.

Biggest Challenge faced by Managers today – **Execution Gap**. Execution, is the key. We do lots of paperwork but finally when it comes to translate the Words into Actions, most of us fail. Globally, Execution Gap is being seen as one of the biggest challenges faced by managers of today. This is the edge which successful managers have.

## Algebra of Success

PLANNING

EXECUTION

MONITORING

Planning + Execution + Monitoring = Success



=



=



=



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When Planning is right, Execution is done and timely Monitoring is carried out, Success is bound to follow.

## IF YOU:

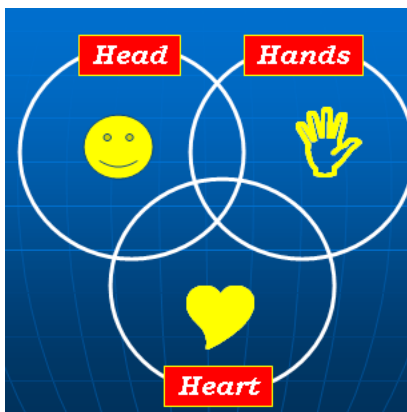
- Don't plan but Execute and Monitor, you will fail.
- Plan well, Monitor well, but don't Execute, you are bound to fail.
- Plan well, Execute well, but don't Monitor where you are headed, you will fail.



### HEAD / HEART & HANDS

Teams & team-members fail in Execution when any of these three are missing.

- a. Head : Knowledge
- b. Heart : Passion
- c. Hands : Skill



The weakest link in your team is the one which lacks either or all of the above, and hence needs to be handled accordingly.

### POWER OF MANY

In the Retail industry, i.e. one where there are many contributing sales units, e.g. stores, branches, outlets etc., volumes do not matter. What matters is how many units are contributing. The more the number of contributing units, the more the business would be, in the long run.

An average plan EXECUTED well is far better than a beautiful plan not executed at all. This learning again highlights that it is the EXECUTION that matters and not the beauty in planning. Imagine a giant water wheel. The first revolution of the wheel requires the most effort. The second one requires a little less and by the fourth or fifth

revolution, the wheel picks up its own momentum and doesn't require that much effort to sustain motion. Similarly, in any situation when things are started for the first time - first job, first assignment, first meeting - the first revolution would consume a lot of your energy, but don't get disheartened by it, because it is just the first revolution.

### DON'T FEAR TAKING WRONG DECISIONS.

It is the job of the Manager to take decisions and don't fear doing that. Only when you will take 10 decisions and when six will go wrong, will four go right. There may be no such situation where you can wait and take only the right decisions. The maturity lies in learning from your decisions and not repeating the mistakes again. Manager is one who manages imperfect situations.

All jobs and roles use the term manager somewhere in the nomenclatures. Hence, we need to realize that, as Managers, it is our job to handle imperfect situations. Had things been perfect, managers would not have been required. Also, there is nothing like a perfect team. It is how you nurture and guide it that makes it a winning team. And finally, an ounce of practice is better than TONS of theory. ▲



# DEI'S TECHNOLOGY TRANSFORMATION

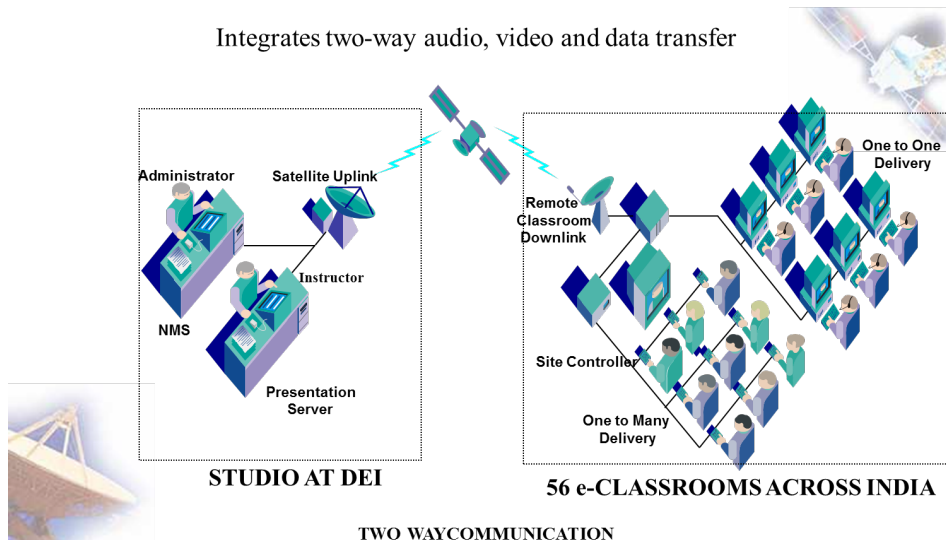
## EXPERIENCING THE FUTURE

REENA AHUJA – Batch of 1991

**D**ayalbagh set-up its first education institution in 1917 with a clear mandate that its Educational Institutions will serve all strata of society, transcending geographical borders with a focus on providing high quality education to meritorious students. The year 2008 was a turning point in giving this mandate a new fillip. Since 2008, DEI through its out-reach program has set-up 88 Distance Education Centers across the world of which several are in areas which are educationally backward such as tribal areas, poor outback of cities and many small hamlets. These are being set-up to enable needy but bright students to take-

### DEI OUTREACH

Integrates two-way audio, video and data transfer



up both vocational and higher education programs thereby bridging the educational divide and fostering inclusive growth. 56 of such centres are connected via Edusat, the satellite network laid-out by the Government of India. DEI is one of the most aggressive users of this network which connects via satellite broadband all the e-enabled centres. Two way voice and video similar to video conferencing is used to transmit the best programs to these centres from central teaching end at Dayalbagh thereby not only exposing the students to the best faculty but also to get standardized learning content.

The University has MOUs with top national and international Universities such as IIT Delhi, IIT

Kanpur, IIT Jodhpur, University of Maryland USA and University of Waterloo, Canada. These associations are enabling the students and teachers to get exposure to the latest technologies, methods & faculty from the best institutions and enrichment via way of student & faculty exchange programs, joint projects and joint research. Several courses are beamed directly from these institutions to classrooms in India. With a country as large as ours and with so few trained teachers this is what the future of education will be. This experience with the world of tomorrow will help DEI products transform the educational landscape of the nation. ▲

**56 of such centres are connected via Edusat, the satellite network laid-out by the Government of India.**



# TRENDS IN IT

## LEADING TO A TRANSFORMATIONAL CHANGE IN BUSINESSES

SAHEJ GROVER - Batch of 2010

### Cloud Computing

Use only what you need, and pay for only what you use. Can access any of the resources that are live in the “cloud” at any time, and from anywhere across the Internet. Don’t have to care about how things are being maintained behind the scenes in the cloud.

*Leading players: Amazon EC2, Salesforce.com*

### Mobility

Mobility explosion – 60 mn units of Apple iPhone sold; iPhone sales have grown at approximately five times of laptops and eight times of desktops. The Revenue from mobile apps is expected to increase from \$4.1bn in 2009 to \$17.5 bn by 2012 at the rate of 62% CAGR. (Source: Gartner)

*Leading players: Microsoft, Apple, Google*

### Virtualization

Virtualization allows multiple operating system instances to run concurrently on a single computer. As the virtualization system sits

between the guest and the hardware, it can control the guests’ use of CPU, memory, and storage, even allowing a guest OS to migrate from one machine to another.

*Leading players: Cisco, EMC, Oracle*

### Social Media

Social media can be divided into:

- Social networking — Social Profile Management as well as Social Networking Analysis.
- Social collaboration — Wikis, blogs, IMs and crowd sourcing.
- Social publishing — Pooling individual content into a usable and accessible content repository such as YouTube and Flickr.
- Social feedback - Gaining feedback and opinion from the community on specific items as witnessed on Flickr, Digg and Amazon.

*Leading players: Facebook, YouTube, LinkedIn*

### Green IT

- E-Waste - Technologies focusing on recycling, refurbishment, reuse and disposal of e-Waste shall grow in 2011.
- Telecommuting is becoming more popular among businesses with the use of VOIP services.
- Building energy management systems and technologies like energy-efficient lighting and cooling technologies is booming as businesses start investing in sustainability programs.
- Paper reduction through reduction in waste and use of content management system is growing.

*Leading players: Dell, HP*



30, 20, 10  
WITH MY

# ALMA MATER

PRERNA GOYAL - Batch of 2009

**27<sup>th</sup>** July 2005, the day I can never forget,  
Too little a time span, too many people I met.  
With chilling winds came NSS camp and created an  
impression to last,  
Got the first glimpse of the talented youth and the holistic culture  
of Dayalbagh.

The exhilarating carousing at Preetams and Lals,  
Have strengthened lots of ties.  
Those evening rides after birthday parties,  
And the Poriya Ghat devoid of lights.

Always besieged by QT's and CT's,  
'The E-Day' arrived.  
Gave us an idea of our CRISIS Management skills,  
Which till date has survived.



"The Complete Man" ke agenda ke saath,  
Safai Abhiyan hua shuru  
Those days of UGC and NAAC visits,  
Were a nightmare come true.

Being part of the MILAN team,  
Celebrating everyday of life,  
The Drama festival brought in incredible success,  
Saying "Kuch Meetha Ho Jaye".

Charged up with energy,  
With sportsman spirit we shout.  
The Football and the Basketball tournament,  
Brought the Pelés and Jordans out.

D.E.I. was never just a college,  
It meant much more than that.

D - Dreams  
E - Evolving  
I - Into Reality

Has been its connotation for me.

I have often heard people complain,  
"Dayalbagh mein to sirf JUGAAD chalti hai"  
But my odyssey with the institute testifies,  
"Khud mein damm ho to Kamyabi Jhaakk marke peeche chalti hai."

Each smile exchanged in the corridor,  
Each 'hello' at the cooler,  
Has touched me in ways more than one,  
Knowing each one of you was real fun.

Arranging farewell for the seniors,  
I always had it in my mind.  
"What must that person be feeling,  
who's leaving all this behind?"

When it was my turn to say "SAYONARA",  
I said it with a heavy heart.  
But destiny made D.E.I. and me inseparable,  
And see our ways did never part.  
(After a brief stint at job, I'm back pursuing Ph.D from DB)

Have seen teachers turn into friends,  
And friends becoming family.  
Got such a lot from them all,  
That not thanking them would be silly.

Each incident, each interaction, however small,  
Has left a deep imprint on me.  
However much I may try to explain,  
I say it best when I say nothing at all.

Celebrating 30, 20, 10 of Dayalbagh, Management and MILAN,  
My enthusiasm is nonpareil rather,  
As I'm also celebrating 3, 2, 1 of my B.B.M., M.B.A., and Ph.D in my  
Alma Mater.





# WHAT WE LEARNT

**NIHAR MATHUR**  
Batch of 2009

“Education, more education, education made perfect...”  
was the founding principle on

I believe that our years at our Alma Mater have been a life changing experience for us and have made us what we are today - complete - men or women. D.E.I. has taught us the meaning of humility, self reliance and dignity of labour.

us create a niche for ourselves in the industry. It is these values which have not only made us capable managers & team players but good human beings, whom others can rely upon. It is these values which set us apart from the



**Our Alma Mater, which we remember most fondly, with love and reverence.**

which Dayalbagh Educational Institute was built with the aim of “combining the much sought excellence with the much needed relevance to contemporary needs.”

Today, as D.E.I. stands on the threshold of completing 30 years, it has truly lived up to these objectives and we all are testimony to this fact.

We have learnt to co-operate and collaborate as a team and are capable of delivering perfection in all circumstances, even under stress. There is never a mountain too high or a river too wide for us to navigate, for we were taught to believe that with hard work, perseverance & a never-say-die attitude, we can conquer it all. For us ‘learning’ is not a task but a habit; a way of life.

It is these values that have helped

rest and make us a force to reckon with.

To all the young managers in the making – D.E.I. has a lot to offer to each and every one of you. Learn the lessons D.E.I. teaches you, especially those outside classrooms, for it is these that will stand you in good stead, in life beyond college. Ensure you make the most of what D.E.I. has to offer, for this time will never come back! ▲

## MBA

## 21

## AND (ALMOST) AN

## PESSIMISTIC

There used to be a time, not very long ago when growing up and growing old was something that I looked forward to. Well, I was obviously stupid. 21 is pathetic. It's such an in-between age. All these adult expectations are being thrust on me while I'm still treated like a child when it's convenient. The number of things I've suddenly realised I'm responsible for is overwhelming. I know I was dying to leave college, but little did I know what was waiting for me after that. I long for simpler times, the carefree abandon of school where you loved and laughed without worrying about the long, languorous days ever coming to an end or even a year back when the major worry in my life was finishing (unnecessary, dull and completely useless) college assignments, getting 67 percent attendance, or keeping myself from using vile invectives to say exactly what I thought of certain people. Now however, things have changed. I can no longer hide under

the shroud of youth (21 is young, but somehow it isn't the same as sixteen or nineteen. The number of failings that one is excused for become fewer, every year once the teen part is lost). The eccentric ideas, impossible plans, grandiose daydreams, and



strange longings that my head has always been teeming with are glaringly incongruous with being twenty one. My parents no longer indulge me with patient, half-amused smiles and careful,

## MUSKAN SHARMA

MBA - Final Year

*shares her experiences, joys and sorrows of her college life, and the fears of stepping out into the world unknown.*

coordinated pretend-seriousness when I display sudden urges to drop my present career plans to train to become a brilliantly original and creative professional photographer / inventive, magic-in-her-hands, chef (who understands and intuitively knows the importance of a-pinch-here-and-a-dash-there) in fancy restaurant / MBA with post-graduate degree in English Literature, who can speak French and Urdu fluently and writes Booker-Prize-winning novels. They respond now by looking at me with alarm and thinly disguised irritation. So unfair this is.

What I'm trying to say, is that it's scary that I'm still not certain what I want for myself even though it's a little late now to want anything other than what I already have.

I am also not allowed to be a demanding, extortionist child anymore and everybody suddenly seems to be in a great hurry to



ensure that I learn to do laundry and look for opportunities to pack me off to a different city for a job or work with more enthusiasm and eagerness than is necessary. I'm worried about not getting to do all the things that I've always wanted to. I regret every minute that I've wasted and all the times I didn't manage to muster enough courage or initiative to do what I wanted...and there seems to be so little time left now.

### OPTIMISTIC

I'm barely recognisable now as the fussy, chocolate-covered kid of a couple of years back. It's been long, difficult, infuriatingly frustrating years of vividly remembered tears, disappointments and misdirected anger. I missed wanting to feel intense and fiery, to love people without reservations and the willingness to be vulnerable. More than anything, I hated the complete absence of change or any chances of change.

I wasn't entirely right. That's the thing with change. One (that means me here) expects it to announce itself in grand and obvious ways and turn one's world topsy-turvy in a who-would-have-believed-this-possible kind of a way. When you're grown-up, it doesn't quite work that way. Instead it creeps up on you surreptitiously and unless you're noticing very closely it's easy to miss.

I discovered that contrary to what I've always believed in and claimed, I care very much about what random-people-that-I-don't-even-like-that-much think about

me. I've seen some friends in a new light and not liked it. I've stopped wanting to make friends for a while. I've wanted to be away from everyone who ever went to college with me. I've wanted to be mean and petty and indifferent and uncaring. I've felt like I couldn't have made worse social-life-in-college mistakes. I've stopped thinking about that now. I've



started to make new friends.

On the other hand I've also discovered that I have friends who will cry for me, will make up outrageous lies for me, tie my shoelaces, visit me after a twelve-hour workday when I'm sad, will be unreservedly happy for me, will be indulgent beyond belief, will love my long list of idiosyncrasies, fussiness and being spoilt-ness. I've learnt how wonderful it is to have one of your best friends live just a kilometre away. My favorite times in college - afternoons of honey-coloured radiance, evenings at McDonald's or in long-forgotten parks and old

neighbourhoods of Dayalbagh or star gazing-have all been with the same five people.

### LOOKING FORWARD

College years were the years I gave the highest number of exams (60 a year) ever in my life. At any given time I would simultaneously be preparing to give one exam and dreading the results of another.

This ceaseless exam-attempting caused me to ponder over questions like: Do I love what I'm doing? Do I at least not dislike it? Do I really want to be doing this? Am I doing this to prove a point to someone? Am I giving up too much for nothing? Am I going to end up like Peter Keating? How can an exam measure capability anyway? I obviously did not find answers for any of these. They did help to

aggravate the nightmares though. It was in college that I flunked one set of exams and got unmentionable marks in another...in a row. I never thought it would be that hard to take.

But, I know now, there's more to life than just exams. I've learnt how to take failures and move on. D.E.I. has taught me to be everything I want and I'm hopeful about the life following two months when I'll be working. Because I've realized that there's always going to be enough time to do everything I really want to. I just need to want it hard enough. ▲



# 9 HOURS BEFORE AN EXTERNAL EXAM

**ASTHA PRAKASH**  
BBM - Final Year

It's different when you're in junior school, when getting straight 'A's and little stars and 'V.good's on your test papers is child's play. But in high school, especially during the Boards time, reality hits you in the face. You realize how competitive everyone around you has become and your doing well will determine your career and your future. And since then, it's the same for the next 4-5 years. Especially if you're in an institute like mine. We have countless tests and exams all year round.

And my preparation? Zero. Zilch.

Why? you may ask. Well, it's simple really. I loathe this time of the year! There are movies waiting to be watched! Books waiting to be read! Places waiting to be visited! And here I am, facing the worst exam-night of my life. What a shame! There are a certain things which I've realized and I observe them every time during exams. They apply to more or less every student and I'm sure if you're a student, you'd be able to relate to them.

Okay, here they go:

1. You NEVER feel like studying for an exam.
2. Every time before the exam

starts, you nervously look at your friends and say, "I don't know ANYTHING!" And they say, "Same here, I'm going to flunk." But end up getting marks anyway.

3. Whatever you study or revise JUST before your exam starts,



you'll never forget.

4. No matter how many points you mug up, you're ALWAYS going to forget a few of them.

5. Even if you like a certain subject, you'd still hate it just because it is a part of your syllabus.

6. No matter when your teacher asks you to do an assignment, you're going to finish it only at the last minute.

7. There's at least one question in each exam which you had left thinking they won't ask you that.

8. You can never be 'fully prepared' for an exam.

9. Every time you feel there is an urgent need to cheat, there is going to be a strict invigilator.

10. Every time you promise to yourself, "I'm going to study for it beforehand next time", but you never do.

11. Your parents don't notice when you're studying, but when you start taking a break, they yell at you.

12. Your 'breaks' usually longer than the time you've spent studying.

13. More than half of your time gets wasted on the phone with your friends making 'after-exams' plans and having the most inane and senseless conversations ever.

14. When your alarm goes off in the morning, you snooze it for "5 more minutes" but end up getting an hour later, panic stricken and cursing yourself.



15. Studying makes you oh-so-sleepy (especially if it's cold and your warm, cozy bed calls out to you).

16. You think you'll take a break for 15 minutes and log on to Facebook; and end up wasting more than an hour on it gallivanting about aimlessly.

17. Even if you completely mess up your last exam, it doesn't really matter because it's the LAST exam!

18. No matter how much you score, your parents will always say things like, "Hm, good, but you can do better!", "Aim higher!"

19. Time crawls. C .R. A. W. L. S.

20. You're always going to have this one friend who would call you up at the last hour to ask you 'What all is important' (or maybe you're the one who does that).

21. And then there are going to be instances when you come out of the exam hall, tired and spent and thanking your luck that you'll manage to pass, and someone would say, "Oh no, I made a two

mark mistake!"

22. Blaming your teachers for setting up difficult question papers and not giving enough marks is more fun than actually studying and scoring marks.

23. You don't care if you get really



poor marks as long as all your friends get poor marks as well.

24. If you study with a friend/friends, you waste a LOT of time gossiping and preparing mid-night snacks, but these are the times you're going to remember after college.

25. Sometimes when everybody is busy revising and learning important points right before the

exam, two of your friends would be discussing a topic you have no idea about. And you go, "Damn."

26. Exams give you the perfect excuse to extract some sympathy out of your parents and excuse yourself from household chores!

27. Sometimes you look at a question and you're like, "Hey I know this! I did this last night!" But as soon as you start attempting it, poof! it vanishes!

28. After reading a few sentences, you daydream, then giggle to yourself, then look back at your book, and sigh.

29. No matter how many leaves you get before an exam, you're ALWAYS going to study on the last day till the last hour.

30. You're always asking this question to yourself and all the others, even when you know the exact answer, "When will these exams get over?!"

Now, how many of you read the points and smiled in agreement? ▲

## Khatti Meethi Yaadien

MANJEETA MAHAJAN  
Batch of 2001

*Remember those good ol' days of college? Sitting in the canteen sippin' tea, running around to complete the assignments, frantically preparing for the exams... Here's an entertainer that brings back some of the nostalgia.*

### Tests

"Phir Se Test? Aree yaar!"  
"Oh! Itna syllabus cover ho gaya?"  
"Aaj kaunsa test hai?"  
"Oye Vikas kahan hai? Uska roll number mere baad hai. Wo nahi aaya toh main pakka fail."  
"Yaar padha tha. Yadi nahi aya. Chhod na, canteen chalega?"

### After exam

"Yeh bhi syllabus mein tha kya?"

### Seminar & Presentations

"Submission ab tak hua nahi hai, seminar kya doonga!"  
"Roll no. 1 aur 2 ka watt laga diya hai."  
"Ye kaunse unit mein aata hai?"

### On being Late

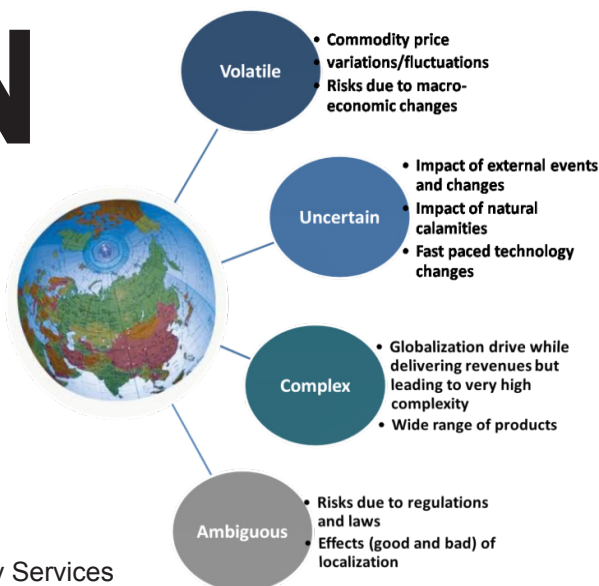
"Kab chalu hua?"  
"Attendance ho gayi kya?"  
"Ek page de na.... abe pen bhi toh de." ▲



# LEADING IN THE VUCA WORLD: THE NEXT TREND

S. S. PRASAD SATYAVOLU

Director, Supply Chain Innovation & Transformation, Tata Consultancy Services



*“It’s like being a  
“Nanosecond  
photographer”- you  
have to be in a  
“burst” action mode  
as a Leader.”*

The VUCA world - which we are living through, is forcing constant adjustment and change. Globalization has become a cliché. Its rapid pace is leading to emergence of new players & business models. Technology innovations are throwing up interesting possibilities to enhance core organizational processes. Coupled with macro level factors are the socio- economic -political changes in societies around the world. These and many more factors create a big challenge for leadership.

The decision variables have “mutated” to a degree that it is practically impossible to create an organizational infrastructure (Structure, Processes and Systems) that can effectively deal with rapidly changing and real time scenarios- it’s like being a “Nano second photographer”- you have to be in a “burst” action mode as a Leader.

Gary Salton – management psychologist and founder of Global Intuition Network – concluded that “Managers in the future will need

*to make decisions in a more rapid manner and with less complete data. Therefore, managers who develop their intuitive skills will be more adept at making decisions. This timeliness in making those decisions can be the difference between success and failure.”*

Therefore a focus on Individual (The Self) - being the epicenter of all change in the organizations- is an imperative. The real world requires you as a budding leader to develop deep expertise, knowledge and a well rounded perspective. “Know thyself” is not just a sagely advise. It is vital to know your strengths, biases, leanings through a process of continuous evaluation of your own behavior –which is the ultimate manifestation of your inner self.

This focus can also provide the right balance of tools and techniques in the executive repertoire. Deeper appreciation of formal techniques and a heightened awareness of oneself –could perhaps provide a foundation for the intuitive decision making for the executive. ▲



# EXPERIENCES WITH EMPLOYEE VOLUNTEERING PROGRAMMES

**PURNIMA BHATNAGAR**  
Batch of 1995

According to a Nasscom Foundation Study, “Catalysing Change (2008-09)”, 93% of 42 companies surveyed in the IT and BPO sector declared employee volunteer programs to be at the core of CSR efforts. CSR projects usually focus on Education and Health. In this article, I would like to focus on a few initiatives undertaken by the CSR teams emphasizing the methodology of “Teaching a man to fish” vs. “giving him a fish”.

Support for Samvedna School for Special Children, Delhi led to Employee volunteers being trained in handling special children. Over a period of three years, they helped build social and communication skills, and, modifying behavior among autistic children.

Providing meaningful initiatives to people who work nights was one of the difficulties faced by the CSR team. The issue was addressed by building an in-house facility to record books

on CDs for further conversion into Braille for the visually handicapped students. These students were associated with The National Association of the Blind and Saksham Trust. Books on Sociology, World History and Fiction were recorded by employees who were given even 15 minutes off to lend their voices for a good cause.

Very few corporate pick up causes which are not in their backyard. Yet, the CSR Teams took up the cause to help stop Tiger Poaching around Ranthambhore National Park, by engaging the children

in 5 villages around the park. Books in Hindi were collected and distributed in schools, to create Libraries for children and help increase awareness and learning. The teams also participated in an effort to create awareness around usage of solar lamps in villages which were relocated from the park in 1970's and yet remained without electricity.

Experience shows that Employee participation and passion is kindled with creating awareness and providing the right forums for participation. Film screenings, Talks by Industry experts and

Hands on exposure goes miles in providing long sustaining employee volunteers in any organization. The cascading effect is usually massive, and hence needs Leaders at the top who create awareness amongst their teams and encourage them to participate in CSR efforts. ▲

*The article relates to the author's experience as Executive Champion, Corporate Social Responsibility and is written in a personal capacity.*



# DYNAMICS

## OF MODERN RETAIL IN THE FMCG SECTOR

*The decade that just went by saw the rise and fall of Modern Retail in India and the sector most affected by it is the FMCG Sector (Fast Moving Consumer Goods). Hence, the questions that continue to linger are; Is Modern Retail here to stay? Will it change the way FMCG Companies do business? Does it call for worry for the Mom and Pop Stores? These are the pertinent among many others.*

**RAJNEESH BHASIN**

Managing Director, Borges India Private Limited

“Retailers assumed that Modern retail is a 100 m dash while, in reality, it is a marathon!”

**THE DECADE THAT WAS**  
Till about 10 years back most of the Traditional Trade Retailers used to be “the King” in terms of Influencing Consumer Decision on what to buy and what not to buy. Consumers faced a huge physical barrier in terms of the *Retail Counter* across which the retailers (Kirana Shops) used to sell and hence, the opportunity to interact with the product was non-existent. Lastly, and most notably, the retailers shared a good personal relationship with the shoppers and hence, the product recommended by the

retailer was purchased.

All this began to change a decade back when this monster called “Modern Retail” hit Indian markets with Big Bazaar, Reliance Retail, Spencers and the likes. Talks began about opening hundreds of stores varying in size (from a small format of 2,500 sq. ft to large format of 50,000 sq. ft). In fact, there was a time when Reliance Retail announced the decision to open up 3,000 Stores within 5 years and employing the entire FMCG Sales Force of the country. This posed a serious threat to the neighborhood Kirana stores who felt that their demise was definite in the near future. The government, consequently, was extremely cautious and did not open Multi Brand Modern Retailing to Global Giants like Wal-mart and TESCOs etc. as it wanted to protect the small Kirana Stores which run in millions across the country. The reality however, was different. The Modern Retailers did get into a frenzy and started opening stores left, right and centre but





what they did not do was creation of a strong back end supply chain infrastructure, mapping the territories well, adequate feasibility research of the location of these stores, drive the store revenue targets per sq. ft and plan assortment of products accordingly. Most importantly, they thought “modern retail is a 100 m dash while, in reality, it is a marathon!”

Shoppers did not find Key Value Items as there were stock outs, lack of availability of assortments which they were looking for and premium pricing of commodities which the neighborhood store sold for a discount. A significant factor was that the experience was very cold, dry and “impersonal”. This led to incurring huge losses and materialization of major challenges in terms of store profitability. Hence, what followed was a 3-4 years patch of consolidation where some small chains like Vishal Mega Mart shut down and others like Food World got sold out to larger players. Also, the giants were

forced to rework their strategy from the total number of stores being the highest to having the highest profitability per sq. ft per store and hence, a lot of small format stores

were shut down.

### THE DECADE THAT WILL BE

With all the learning behind us, what we can expect to see is a gradual opening of new large supermarket formats where the focus will be on getting best practices from the West, providing shoppers preferable assortment at affordable prices and finally getting good higher SEC consumers to come in and shop. For the Kirana Shops also, this is a time to retrospect because shoppers may shift from buying entire monthly shopping basket to Top Up Groceries. Therefore, focus has to shift from depth to width of assortment. In all, it is more than evident that both can and will co-exist and will have their own roles to play, because the shoppers will continue to shop and markets like India will continue to be high growth economies for the next few decades. Finally, it is not the Kirana Store or the Modern Retailer who will be the King; it will be the end customer. ▲

For the Kirana Shops also, this is a time to retrospect because shoppers may shift from buying entire monthly shopping basket to Top Up Groceries.



# INNOVATION

## KEY DRIVER OF GROWTH, PERFORMANCE & VALUATION

**ROMA BALWANI**

Senior Vice President & Group Head, Corporate Communications  
Mahindra & Mahindra Ltd.

*“You have no choice about being a role model. You are one...it comes with the job. The only choice you have is which role you’ll model.” — Anonymous*

**A**s globalization tears down the geographic boundaries and market barriers that once kept businesses from achieving their potential, a company’s ability to innovate—to tap the fresh value-creating ideas of its employees and those of its partners, customers, suppliers, and other parties beyond its own boundaries—is anything but a fad. In fact, innovation has become a core driver of growth, performance, and valuation.

Many leaders see innovation as the most important way for companies to accelerate the pace of change in today’s global business environment. Leading

management.

What really works to create a sustainable innovation culture? Seth Waugh, CEO of Deutsche Bank Americas, cited culture as a critical factor in promoting innovation. Business leaders, he said, create this environment by offering incentives for workers who innovate and by making it clear that innovation is expected. “You must have people with that hunger to always learn, who are always open and who think about things in a different way. You always have to reinvent yourself tomorrow.”

Innovation can be incremental or disruptive. Disruptive innovation is a term used to describe innovation that is of highly discontinuous or revolutionary nature, which is the opposite of evolutionary or incremental innovation. Incremental

## RED GRAPES



strategic thinkers are moving beyond focussing on traditional product and service categories to pioneer innovations in business processes, distribution, value chains, business models, and even the functions of

or evolutionary innovations are those that improve the performance of established products, services or business models. Revolutionary breakthroughs lie at the core of entrepreneurial activity and wealth creation



and almost by definition serve as the basis of future technologies, products, services and industries.

Closer home and more particularly at Mahindra, there would have been no Scorpio had it not been for the Group to foster innovation. In 2002, the Scorpio was produced at a total project cost of Rs 550 crore. Mahindra is the first Indian company to develop its own vehicles. It was developed at a tenth of the cost that a large manufacturer would have incurred. And, the Scorpio has become a platform, for the recently launched global SUV, the XUV500 which is a very apt example of innovation at its best.

Speaking on the subject in the interview published in Harvard Business Review, (Jul-Aug 2008, Vol. 86, Issue 7/8) Mr. Anand Mahindra says, “We came up with five elements that would foster innovation... One, innovation has to start with insights about the customer. Without identifying a need, you can’t come up with new products or processes. Two, great

products today have great designs ...Three, you have to encourage experimentation. You must hire people who don’t listen to you... You have to create a sandbox where people can play—and fail, often and early. The organization must celebrate failure. Four...innovations must add value to the company’s bottom line. Five, you need to have a sales plan. No innovation sells by itself; companies have to find ways of packaging and marketing it.

So you need insight, design, experimentation, added value, and sales plans for innovation, and—I love using acronyms—the first letters of those elements spell IDEAS. That captures the essence of what M&M will do to create a culture of innovation.”

At Mahindra we believe that Innovation will be a key differentiator which resonates with the Group’s philosophy of alternative thinking and accepting no limits, which are the brand pillars of Mahindra ‘Rise’. Good luck! ▲

## MESSAGE

*The DEI University, as the harbinger of an innovative and value based system of education has planted the seeds of revolutionising the education system, not only in India, but possibly in the entire world. Thirty years in the life of any University is but a small time period; yet the excellence and success achieved by the DEI in this short span is an indication of the promise the future holds for it.*

*DEI, I am certain, will in times to come, be the source of bringing about a monumental and radical transformation not only in the field of academics, but in the very value system of society.*

*The strength of a University lies not only in its academic programmes but also in the quality and commitment of its alumni towards their alma mater. The alumni can prove to be a very precious resource for any university in promoting and achieving its vision and its objectives.*

*I find that the Department of Management, DEI, has not only considerably evolved and progressed towards its ideal of academic excellence, but has also acted as a crucible in organising and integrating its community of alumni through activities like MILAN and CONEXNS.*

*On this important occasion I convey my best wishes to DEI and the Department of Management and Pray that every year they progress from strength to strength and all their endeavours get crowned with unprecedented success.*

**VIDHU KASHYAP**

Chief Personnel Officer, North Central Railway, Allahabad



# DARE TO BE DIFFERENT

MADHURI MALHOTRA and  
DHARAMPAL SATSANGI

*People see things and say how come !  
I dream of things that have never been  
seen before  
And ask,  
Why Not ? - John F Kennedy*

**M**ost of the world likes to play it safe. They go to their safe jobs, they avoid controversy and let truth and morality take a back seat, if that be so; they come home to their safe relationships; they drive safe cars; they invest money in safe corporations; they think safe thoughts, and they want nothing more than to feel safe and secure by remaining well within their 'Comfort Zone'. These are the people who have a strong need to be a part of





a group, to come under the patronage of the Group Leader. Invariably always personal subservience to the Group Leader takes precedence over Institutional subservience, and mundane questions of right vs. wrong, ethical vs. non-ethical conduct are relegated to the backburner.

But there is another kind, too. These are the ones who have set very high standards for themselves, they don't just want to live another day, they wish to contribute to a better tomorrow, for you and for me and for the rest of humanity. You can say they 'march to a different drummer' and thrive in being different. They don't just occasionally 'think outside the box', they actually prefer to 'live' outside the box.

Did an Apple not fall from the tree before Newton? Did it not fall on somebody's head before him? Yet it was only the 'outside the box thinker' in Newton who had the gumption to question it and eventually develop the theory of Gravity.

Come to think of it, India has traditionally been a breeding ground for original thinkers and philosophers. They propounded the Vedanta Philosophy which still forms the bedrock of many a streams of philosophy that the world has ever known. Bhagvat Gita 'The song of the Lord', still influences the 'Life Doctrine' of many a intellectual and the 'War Doctrine' of many nations.

Nearer to our times, we have our own home grown Medha Patkar and Kiran Bedi who dare to question established social norms that no longer serve the common man. They are leaders with an 'outside the box' thinking, and make an important contribution in improving the lot of the common man. These are the real missionaries, and every job for them is a mission.

These are the people who often don't feel either understood or supported by the mainstream, but they do not think twice about it and have within them the 'Ekla Cholo re' fire born out of firm conviction. They have the courage to be open minded and are only too eager to change their views if facts so dictate; but once having set a course for themselves, they follow it with firm conviction.

This group that I am talking about is made up of people like Socrates, Confucius, Newton, Mahatma Gandhi, Nelson Mandela, Martin Luther King Jr., and countless others who did not strive to be different, nor to go against the mainstream beliefs.

This group is despised by those on opposite side of the moral spectrum, for they feel threatened by their pious sincerity. They stand tall despite the chaos and anger of the 'regular' people all

around them. "Why can't you just follow the system? Why do you have to change things .... after all, if there was something better, would we have not done it already? Why can't you just follow the beaten path? Why do you have to do things differently?" .... they are told.

Those who would keep things safe and comfortable become frightened and angry at these innovative thinkers. They torment them, threaten them, mistreat them, ostracize them, and create a storm of ugliness to try and stop these people from simply sharing the gifts of their hearts that they were born to share with humanity. Years later, often after they have long been dead and gone, future generations look back in hindsight and see their bravery as admirable

I also want to talk about the young twenty some-things, with a decent education tucked under their belt and bubbling with confidence and idealism, standing on the threshold of life; looking in. What they see is despair all around and with the current political and cultural environment heavily stacked up against them, it is not worthwhile even to try.

Stand tall and do what you know in your heart is right and just for all, not just what benefits a chosen few. You know that ignorance can no longer rule the people. You know that blind obedience is no longer a viable option.

It has been aptly said:

*Leek Leek Chinti chale  
Leekahi chale Kapoot  
Leek chhari tinhi chale  
Shaayar, Singh, Sapoot*

Translated it means: It is the old beaten trail that is followed by the 'small people' (army of ants). Only the courageous, philosophers and those of superior intellect follow a different path.

So go ahead, dare to be different.

Who knows you might be the one that God has chosen to bring about a change for the better. ▲



# ALUMNI XI VS CURRENT STUDENTS XI

**ASTHA PRAKASH**  
BBM - Final Year

**I**t was a bright, crisp day on the 18th of September '11. The air was buzzing with the thrill and excitement for the much awaited Football match between the DEI students and the alumni of the Faculty of Social Sciences. Every face was lit up with anticipation to witness one of the greatest events in the history of MILAN.

This was the first ever football match, where the ex-students of were given an opportunity to prove their mettle against the young, enthusiastic students. The faculty looked colourful and vibrant, with flags, posters and banners welcoming the team members and increasing their spirit and fervour. The speakers blared some of the most inspiring and stimulating songs which brought about a feeling of team spirit and passion.

The occasion was blessed by the visit of Most Revered Prof. P. S. Satsangi, Chairman, Advisory Committee on Education,



# FOOTBALL MATCH



Best Players award for proving to be exceptional players in the match.

The Director gave a speech expressing happiness and pleasure in watching the enthralling match and agreeing that it proved to be a good chance to interact, bond and rejoice. The note of thanks was delivered by

Dr. Shalini Nigam which marked the end of the match.

This was ensued by a cultural show performed by Amit Harit, Samrath Kashyap,

There was refreshments and drinks for all followed by a fun song-singing session between the students and the alumni. The event culminated on a cheerful and positive note, leaving everyone pumped up and excited about November 5, 2011; which is positively going to be a historic day in the history of our college. ▲

following which, the match began at 8.30. There were cheers and hooting as the blue-white and black-green figures started to buzz across the field. Within the first ten minutes, the alumni scored their first goal by Nimish, ensued by an onslaught of claps and screams from the audience. There was eager and active participation from all the members of the teams. Thirty five minutes later, post the half-time of the match, a goal was brilliantly scored by a member of the Students XI team Gaurav. The excitement reached its peak as the match graduated towards its inevitable end, with both teams at 1-1. The audience broke into loud cheers and applause when yet another goal was scored by a Rohit, from the alumni's team! The Students team bucked up and gave a very tough competition to their elder rivals, but the alumni team proved to have an astounding defence line and firmly held on till the last minute of the match. The

ex-students had won!

There was a deafening roar of claps and yells from the families and the teachers and the on-looking spectators as they celebrated the victory of team Alumni. The triumphant winners basked in the glory of their win, as they took a victory lap across the field. It was indeed a proud moment for the alumni, the players as well as the bystanders. Cheerful pictures were clicked and congratulatory handshakes and hugs were exchanged. Aditya Caprihan from Alumni and Gaurav Sharma from Students were honoured with the





# M.I.L.A.N. THEME SONG

*This year a humble attempt was made to write a theme song for M.I.L.A.N.; a score that is lively, foot-tapping, exciting, motivating, one which starts mildly and slowly reaches a crescendo. One that makes you stand up and run, no matter how tired you are. One that is rich in musical current, having a harmony of instruments, which blend together to evoke emotions and feelings of love for the Alma Mater, in a symphony of hitherto unseen brilliance. In other words, something similar to the enthusiasm and vigour represented by the true spirit of M.I.L.A.N.*

**PRAKHAR MEHRA**  
Batch of 2002

है जोश है जुनून  
है उमंग कुछ कर दिखायेंगे,  
चल पड़े हैं यह जो कदम  
अब ना कभी रुक पाएँगे.

**S**tarted in 2002, MILAN is the annual alumni meet Of the Students, For the students and By the students. MILANers, as they call themselves, organize this meet with zeal, enthusiasm and passion. They are unstoppable and face the toughest of challenges right from conceptualisation to execution of the event.

सफर है सुहाना, मंज़िल है नवीन,  
हैं इरादे बुलंद, हम ना हारें कभी.

The journey of MILAN which each one of us undertakes is full of learning and interactions. It's a strong will to connect; by students with their alumni, and the alumni with their alma mater. This sense of belongingness and the will stay connected has been the driving force of this event all through.

है पहल यह अनोखी, एक रिश्ता है जोड़ती,  
बर्तन हम एक माटी के, बुनियादें तरक्की की यहीं.

MILAN gets its uniqueness and stands out from any other alumni meet held any where because of its 3 guiding objectives:

- To provide first-hand exposure of event management to students
- To create a platform for interaction between students, alumni, faculty & industry
- To establish a network and database of alumni

Every MILANer has his/her roots from the unique value-based-education provided at D.E.I. which focuses on shaping a complete man.

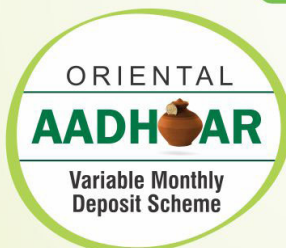
तो थाम लो हातों में हाथ  
मनायें जश्न-ए-मिलन हम सभी,  
यह पल ना मिलेंगे दोबारा  
जी लें इस पल को मिलकर हम सभी.

Let's join our hands together and celebrate the spirit of MILAN. We are a bigger family now with 14 Distance Education Centres joining us. These moments are priceless and to be treasured forever. ▲



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