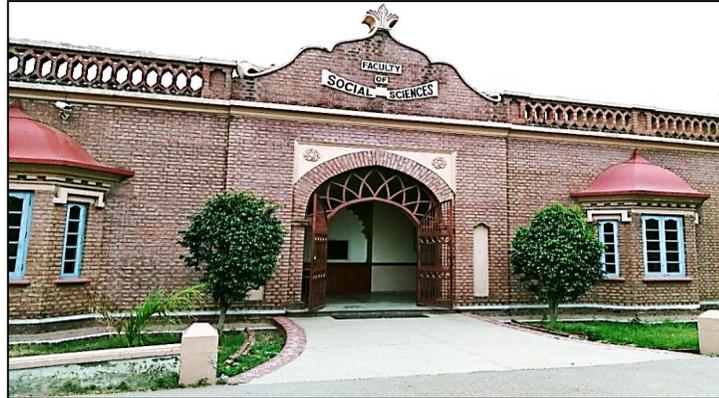


FACULTY OF SOCIAL SCIENCES

A Brief Profile and Progress Report (2013-2019)



<https://www.dei.ac.in/dei/socialscience>

Overview



- 1. Curricular Aspects**
- 2. Teaching-Learning-Evaluation**
- 3. Research, Innovations and Extension**
- 4. Infrastructure and Learning Resources**
- 5. Student Support and Progression**
- 6. Governance, Leadership and Management**
- 7. Institutional Values and Best Practices**
- 8. Vision 2031**



Brief Profile

- Year of Establishment: 1994 as a Faculty, Various programmes since 1947
- Four departments: ECONOMICS, MANAGEMENT, PSYCHOLOGY, SOCIOLOGY & POLITICAL SCI.

- Teaching Staff

- *Ph.D.'s.* : 94%
- *Pursuing Ph.D.* : 6%
- *60% Women*

Designation	No.
Professors	13
Associate Professors	4
Assistant Professors	22
Emeritus Professors	4
Adjunct Professors	3
Guest Faculty	2
Total	48

Gender	No.
Women	29
Men	19
Total	48

- Teaching Staff : 48
- Non-Teaching Staff : 5

- No. of Students : 1103 (~ 75% female)
- Teacher – Student Ratio : 1:23

- Eminent Adjunct / Visiting Faculty - Dr. Anoop Srivastava, Ph.D. - DEI / IIT Delhi, I.G., **Indian Railways**; Mr. V. Prem Swarup - B.E. D.E.I., M.B.A. from I.I.M.-Bangalore; (Retd.) Vice President from **SRF**; Mr. Anurag Singh, Adjunct Professor, B. Tech. IIT Bombay ; Earlier – M.D., **Headstrong**



Brief Profile

Students' Enrolment and Profile (2018-19)

S.No	Courses	Number of Students		
		Men	Women	Total
1.	BA (Social Science) /BBA (Hons.) - I year	31	159	190
2.	BA (Social Science) /BBA (Hons.) - II year	29	107	136
3.	BA (Soc Sc) /BBA (Hons.)- III year	23	167	190
4.	B.Voc.–I*	23	34	57
5.	Post Graduate Diploma in Business Economics Post Graduate Diploma in Human Rights & Social Work Post Graduate Diploma in Safety , Health and Environment Post Graduate Diploma in Urban Planning and Management	18	32	50
6.	MA (So.Sc.)/MBA - I (Mkt., Fin., IT/Ops, HR/OB, Agri. Mgt*)/MBA Lateral –I Year*	71	137	208
7.	MA (So.Sc.) /MBA - II year / MBA Lateral – II Year*	48	95	143
8.	M.Phil.	2	13	15
9.	Ph.D.	26	83	109
10.	Post-Doctoral	1	4	5
	Total	272	831	1,103

Teacher-Student Ratio : 1:23

Women's Enrolment : 75%

Reservation : As per Government norms

Highlights of Departments



Features \ Dep.	Strengths	Research areas	Innovative programmes	Collaborations
ECONOMICS	U.G. program, Research	Quantitative Economics, Econometrics Micro / Macro Economics	Integ. PGDBE	Delhi School of Economics
MANAGEMENT	Professional courses, Research, Consulting, Industry Interface	Sustainability, Entrepreneurship, Systems Approach, Consciousness	Variants – Integ. / Coop./ Dist./Online; Logistics, Business Advisory Clinic	IIMB, IITD, MISI, TERI, Ind. Railways, TCS
PSYCHOLOGY	Research, Lab work, Practical training, Experiential learning, Societal contribution	Consciousness, Cognition, O.B., Environment, Development, Inventories, Therapies	B.A. Social Sciences (Specialization in Cognitive Science), Clinical counseling	Wisconsin, Institute of Mental Health, Agra
SOC & POL. SCI.	Research methods, Outreach, Extension	Field studies, Ecology, Sociometrics, Political setup, Women Studies	Community/ Field-based pedagogy, Vocational Training	JNU Rajasthan, Local communities

1. Curricular Aspects

VISION

- **Aligned with Vision of the Institute** - *A Leading Teaching cum Research Institute with focus on Entrepreneurial Education and Consciousness Studies*
- **Aligned with Nation Missions on Skilling, Entrepreneurship, Smart Cities...**

INTER-DISCIPLINARY LINKAGES

FACULTY	PROGRAMME
Arts	B.A., B. Voc., BBA, MBA
Commerce	B.A., B. Voc., MBA
Education	B.A., BBA
Engineering/Arch.	B. Tech., Urban Planning
Science	BA, BBA, MBA, Safety, Evt.
AYUSH	Counselling Programmes
USIC	MBA (Waste Mgmt.)

EXTERNAL COLLABORATIONS / MOUs



1. Curricular Aspects

ACADEMIC PROGRAMMES

- **Continuing** - BA (Soc. Sci.), BBA, P.G. Dip. - Business Econ., M.A., MBA, M.Phil., Ph.D., Post-Doc.
- **New Programmes** - B.A. Soc. Sci. (Cognitive Science), B. Voc. (Banking & Fin.), BBA (Retail, Logistics), P.G. Dip. - Human Rights & Social Work, Safety, Health & Environment, Urban Planning, Sigma Six Q and Values, MBA (Agriculture), MBA (Waste Mgmt. & Soc. Entr.)

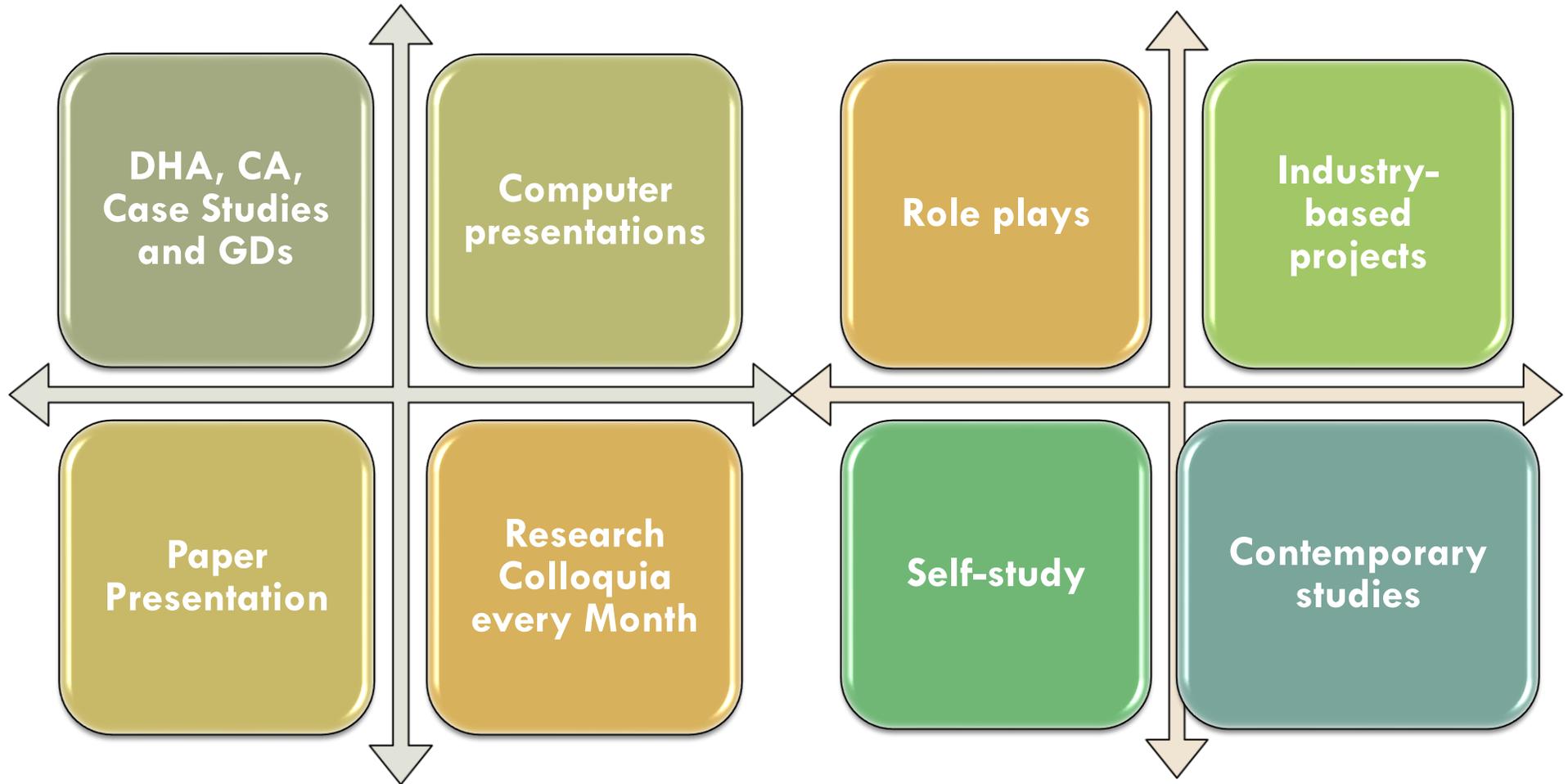
PROGRAMME ENRICHMENT

ACTIVITY (WORKSHOP)	FREQUENCY
Board of Studies	Annual
Curriculum Revision	Every five years
Workshop for Innovative Programmes	As per introduction of new programmes

EXPERT PARTICIPANTS



2. Best Practices: Teaching-Learning Process



2. Teaching-Learning-Evaluation



FEEDBACK SYSTEM



3. Research, Innovations and Extension



Research Publications and Awards:

- *Journals* : 330
- *Intl./Natl. Conf. Proc.* : 75
- *Books/Book Chapters* : 53

- Research Citations: Range : **0-1297**

Research Output:

- Ph.Ds Awarded : 56
- Ph.Ds Ongoing : 146

Success in National Competitive Exams

- **UGC-NET** : **29**

3. Research, Innovations and Extension

Faculty Awards and Recognitions:

- *International* :05
- *National* :82
- *Visiting Professorship* :04
- *Invited Talks* :10



Dr Jaspreet Kaur receiving Best Paper award



Dr. Anoop Srivastava at India CSR Summit, 2016



Best Paper Award received by Dr. Himani Anand at BMC 2014

HIGHLIGHTS



**Prof. Sanjeev Bhatnagar - Invited Talk:
'FDI in Service Sector in India' at
Department of Commerce, St. Xavier's
College, Ranchi (2017)**



**Prof. S.K. Sharma - Best Paper Award in
Alliant International University, San Diego,
USA (2015)**



**Prof. Sanjeev Bhatnagar - Invited Talk:
'Ethics in Management' at Power Grid
Corporation of India Ltd. (2018)**

Research, Innovation and Extension



Conferences/Seminars/Workshops Organized



International Conferences Organized: VALEDU, PRIDM

Research, Innovations and Extension

Conferences/Seminars/Workshops Organized



Regional Seminar: “Shaping Young Minds through Financial Education”



Seminar: Econometric modeling



Workshop on Better Worldliness



Six Sigma Green Belt Training



Workshop: Gender Sensitivity

Research, Innovations and Extension



Visits by Guests and Sensitization to **Sigma 6Q and Values Model**



Visit by Mr. Maneesh Pherwani, General Manager, Educational and Professional Services, India and South Asia, GE Healthcare – January, 2018



Visit by Mr. Shanti Swaroop Mokkalpati, Lead, Analytics Consultant, Strategic Management Office, Global Procurement, Abbott Labs, 2017

Research, Innovations and Extension: Organisation of Events

<p>27th January 2014</p>	<p>DEI-WISCONSIN WORKSHOP on “Intervention Approaches in addressing Adolescent Issues through Cognitive Restructuring: Indian and American Perspective”</p>	<p>Prof. Charles V. Lindsey, University of Wisconsin, Oshkosh, USA as guest speaker</p>  
<p>1st August, 2014</p>	<p>Course Development Workshop on Cognitive Sciences’ Department of Psychology, FSS, DEI, Dayalbagh</p>	
<p>2nd ,August, 2014</p>	<p>National Seminar on ‘Brain, Mind & Consciousness’, organised by Department of Psychology, FSS, DEI, Dayalbagh</p> 	<p>Prof. Narayanan Srinivasan , Centre for Cognitive Sciences, Allahabad University (Key note Speaker) Prof. Manas K. Mandal, Director, DRDO Delhi as Chief Guest</p>
<p>23rd January 2016</p>	<p>DEI-WISCONSIN WORKSHOP on “Counseling and Guidance: Special attention to the Care of Elderly & Contemporary Psychological Issues”</p>	<p>Prof. Charles V. Lindsey, University of Wisconsin, Oshkosh, USA</p> 
<p>22nd – 23rd April 2016</p>	<p>Workshop on ‘Analysis of Research Data through SPSS, R & AMOS’</p>	<p>Prof. M. Ghazi Shahnawaz, Jamia Milia Islamia, New Delhi conducted the Workshop</p>
<p>21st – 23rd March 2017</p>	<p>Extension Lecture Series on “OB &HRM: Innovations, Applications & Change in Psychology”</p> 	<p>Guest Speakers</p> <ul style="list-style-type: none"> ➤ Prof. Anand Prakash, Dean International Relations (Humanities and Social Sciences), University of Delhi, Delhi ➤ Prof. Vandana Sharma, Head, Department of Psychology, Punjabi University, Patiala ➤ Prof. Neena Kohli, Department of Psychology, Allahabad University, Allahabad ➤ Prof. Shikha Dixit, Department of Humanities and Social Sciences, IIT, Kanpur

Research, Innovations and Extension

Recognitions

Fellows, Professional Bodies : 22

Members of Editorial/Review Boards of Journals : 25



Indian Institution of
Industrial Engineering

Consultancy (Industrial or other):

- **Business Advisory Clinic** under the aegis of Department of Management has catered to more than 4000 MSMEs approximately, benefitting the society at large. It provides free consultancy on daily basis and is voluntary in nature.
- **Psychological Clinic** established by the Department of Psychology offers counselling to individuals in need. Psychological testing and therapeutic sessions are conducted as and when approached and requested by the clients.

Collaborations/MoU's



MALAYSIA INSTITUTE FOR
SUPPLY CHAIN INNOVATION



तेजस्वि नावधीतमस्तु



School of Planning
and Architecture
New Delhi



विश्वजीवनामृतं ज्ञानम्



Research Collaborations

- Malaysia Institute For Supply Chain Innovation (MIT Center)

- IIT Kanpur

- Indian Railways

- Tata Consultancy Services

- IIM Calcutta

- IIT Delhi

- The Energy and Resources Institute

- Tata Institute of Social Sciences

- IIM Udaipur

Inter-Institute / Department

- Logistics Sector Skill Council

- School of Planning and Architecture

- Supply Chain Mgmt. Ctr., IIM Bangalore

Research, Innovation and Extension Books

A marketing strategy considers product development, promotion, identifying the target, subsequent management and other activities, identify the success, marketing goals and evaluate how they can be achieved, ideally within a stated timeframe. The concept of promotional strategies becomes irrelevant when it comes to service sector like insurance. Hence a marketer requires knowing service sector satisfaction. Promotional strategies are based on the basis of promotional mix elements. Strategies are used to be comprehensive means of an organization of the related strategies of the insurance that drive greater participation have brought in to make major changes not only in the sense of the products available in the market but also the manner in which they are marketed. This research paper is an attempt to focus on the study of promotional strategies and practices in selected private life insurance companies of India and also to find out the effectiveness of promotional strategies and practices on the overall performance of the firm.

PROMOTIONAL STRATEGIES AND PRACTICES IN INSURANCE SECTOR
A STUDY OF PRIVATE LIFE INSURANCE INDUSTRIES

SANJEEV KUMAR, SINGH
AKSHAY KUMAR, SATSANGI

SANJEEV KUMAR SINGH
The author is a Management Consultant with Post Graduation and M.Phil in Marketing Management. He has been in the insurance industry for over 15 years. He is actively associated with number of professional bodies. He has traveled overseas like Mauritius, U.A.E, Singapore and Sri Lanka. Sanjeev Kumar Singh

978-3-659-36871-4

The first chapter on Systems Approach of Quantum Consciousness provides equation about the dynamic systems perspective of consciousness which holds that consciousness can be explained as a continuous dynamic system in which all the elements are interconnected. As per the spiritual perspective, it can further be comprehended that all the individual entities in the universe matter or non-matter are in constant systemic interaction with each other in a multifaceted coherent manner under the supervision of the supreme 'spirit force' and exhibit quantum properties at the microscopic and macroscopic levels. The second chapter focuses on Integrative and Causal Teleology of Consciousness, which reveals a unique phenomenon of super-causality as a manifestation of all directional causality & retro-causality. It can be said that complex dynamical systems are neither completely rigid nor fully random. Instead, they display a unique feature of integrative, cohesive and robustness at the global level and at the same time, differentiation and diversity at the local-component level. Research has led some to realize that the universe is integrated in much subtler ways than had once thought.

QUANTUM CONSCIOUSNESS AND SPIRITUALITY
A Systemic Quest

Sanjeev Bhusan

Sanjeev Bhusan
Dr. Sanjeev Bhusan is Assistant Professor in Dayalbagh Educational Institute, Dayalbagh, Agra, India. His research and teaching interests span Systems Dynamics, International Business, Business Management, Theology and Consciousness studies. He has in his credit over 30 research papers, 10 books & membership of several research & journal editorial boards.

978-3-659-20566-2

The idea proposed in this book involves modeling macro level systemic changes happening in the modern global business setting, developing layouts to explore associated environmental dynamics impacting domestic as well as global businesses, their mutual interactions and inter-dependence, providing links between them and eventually to provide a basis for improved and insightful understanding of environmental complexities. Dynamic systems modeling in business environmental analysis economically requires investigation to move between structural level down to micro and macro layers of the environment to fully explore and expose the inherent dynamics. The present book has made an attempt to project the need of development of new and integrated structural modeling approach of multistage S.D.M. modeling with an emphasis on modeling macro business environment impacting macro domestic environment and businesses, developing methods that combine dynamic attributes of system dynamics modeling and simulation and establishing new tools of analysis for the combined treatment of structural representation and feedback based dynamic modeling framework of system dynamics. Enjoy a Modeling Trip!

Business Environment Dynamics and Systems Modeling
A Systemic Quest

Sanjeev Bhusan

Dr. Sanjeev Bhusan is Associate Professor in Department of Management at Dayalbagh Educational Institute (A Grade Degree College University), Agra, INDIA. His research interest includes Systems Techniques, Business Environment, International Business and Consciousness. He has authored 10 books and published around 50 Research papers in reputed journals.

978-3-330-03404-4

Consumer is the King of Markets today. With the advancement in technology the way of shopping has changed from traditional kirana stores to the modern mobile app based shopping. This book is a look into the behaviour of consumers purchase. The study mainly focuses on Indian consumers. The study in-depth describes the various aspects of details undertaken and step by step procedure to scientific data analysis. The results are shocking and very true. The marketers can benefit by the use of this study.

Grocery Shopping Behaviour of Consumer on Mobile Apps
With Reference to Indian Consumers

Anuja Shukla
Shiv Kumar Sharma

Anuja Shukla is a Ph.D. candidate in Management at Dayalbagh Educational Institute, Agra. She is UGC (NET) qualified, M.Phil, MBA, MA (Economics). Prof. Shiv Kumar Sharma is a Professor in Department of Management at Dayalbagh Educational Institute (Deemed University), Agra. He is an IIM-A alumnus. He has evaluated over twenty dozen theses.

978-620-2-01873-3

This book is a collection of research articles that showcase how spiritual consciousness helps employees and organizations at large for their performance outcomes. The book is divided into four chapters that move from introductory phase to an advanced treatment of the subject. Each chapter is progressive in nature from the point of view of the methodology. It begins with conceptual research to a qualitative analysis and finally empirical and experimental research validated through quantitative tools. This book presents application of spiritual consciousness in business management for operative decision making, creative in product design and work attitudes. The language of the book is easy to understand and appreciated by researchers and practitioners both. This book contributes to the applied theory of management and will serve as an excellent reference source for teachers, researchers and management professionals. This book significantly adds to the interdisciplinary consciousness research integrating east and west.

Spiritual Consciousness: Organizational and Employee Perspective

Sumita Srivastava

Dr. Sumita Srivastava is currently working as an Assoc. Prof., Dept. of Mgmt., DEI, Dayalbagh, Agra, India. She has approximately 15 years academic experience along with around 3 years of corporate experience. Her research interests are spiritual consciousness in business management, behavioral finance and behavioral constructs of entrepreneurship.

978-613-7-34732-2



Research, Innovations and Extension

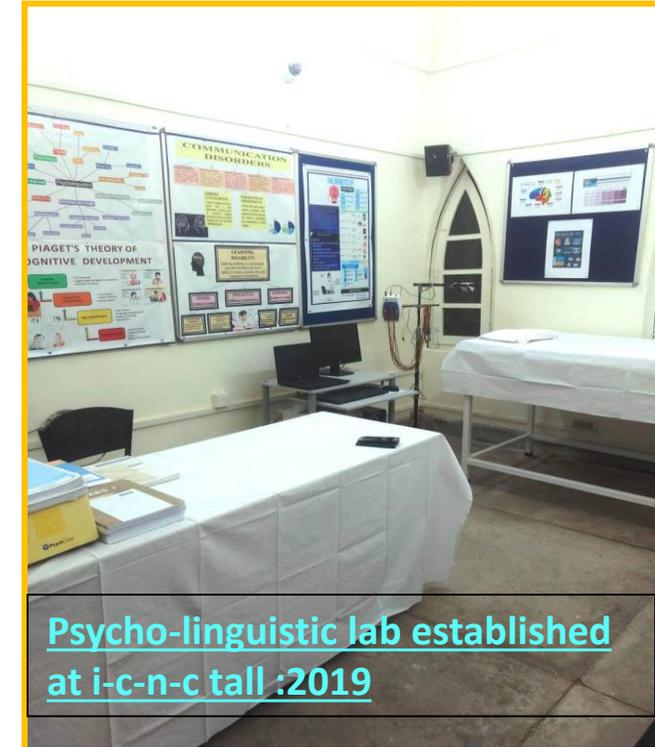
Projects and Grants

Annual Budget of Department	Rs. 74, 500 (2017-18) Rs. 80,000 (2018-19)
Funds Generated from Extra-Mural Projects	Rs. 30.3 Lacs
Number of Projects Completed	4 (Rs. 16.89 Lacs)
Number of Projects in Progress	3 (Rs. 13.5 Lacs)
Funding Agencies	UGC, ICSSR, Internal Funds (Seed Money)
Major Funding	ICSSR

Research, Innovation and Extension

Consultancy (*Psychological Counseling*)

<u>Counselling - (2017-19)</u>		
S.No	Programmes	Counselling
1.	Urban Planning Diploma students	Career Counselling
2.	Human Rights PGD students	Career Counselling
3.	BA –students	Career, Emotional/Clinical
4.	B.Tech Students	Career Counselling
5.	School Student	Intelligence & Personality testing



- 2015: 40 Girls students of B. Voc. were given Career Counselling : 4 days
- 2016: Girls students of X & XII class (Prem Vidyalaya) given Career counselling for selection of courses for higher education :01 week
- 2018: Research scholars volunteered to conducted psychological test for children visiting Saran Ashram Hospital as a part of a research project: 1 month

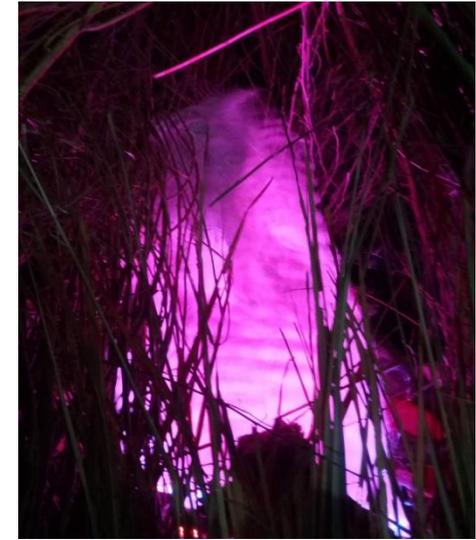
Research, Innovations and Extension



Mentoring students during Waste to Wealth day



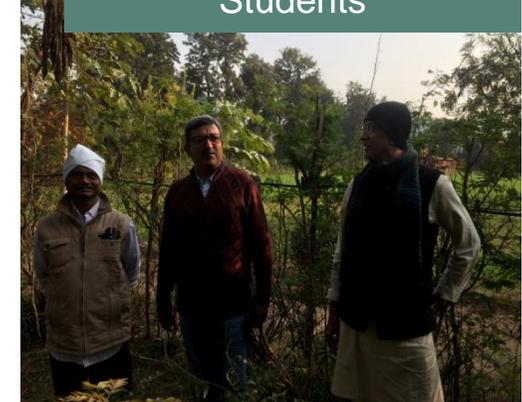
Faculty members involved in developing surrounding village art and craft skills during medical camps



Eco friendly celebration of Lohri by Staff & Students



BBA Students helping in creation of herbal garden



Visit to Amanbagh, Organic farm in Faridabad, facilitated for Dayalbagh Agriculture team

4. Infrastructure and Learning Resources



S. No.	Infrastructure Head	Department/Centre/Faculty Details
1.	Library (Books, Journals (INFLIBNET))	Access through Institute LAN, Central Library and Department faculty with books (~1000)
2.	Internet Facilities for staff and students	100% Wifi connectivity
3.	Total No. of Classrooms	14
4.	Classrooms with ICT facility	All, as per requirement
5.	Students' Laboratories	1 (Computer Lab.) + Env't. Lab + Labs on Land (Dairy, Agri., Business Advisory Clinic)
6.	Research Laboratories	1 (Finance Lab. In progress)

New Facilities/Labs./Major Equipment Added

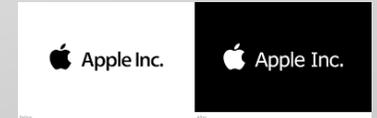
- *Central Facilities used – enhancement of scope (Earn While you learn programme) – Jugaad – From conception to reaping gains*
- *Financial Database of over 40,000 Indian Firms – Listed and Unlisted for research: Prowess IQ (2017 onwards)*
- *Disabled friendly facility with slants*

5. Student Support and Progression

Placements:

Organizations:

- Apple Inc. USA
- Ministry of External Affairs GOI
- IIFT, New Delhi,
- IIM-Lucknow
- Center for Monitoring Indian Economy, Mumbai
- National Commodity and Derivative Exchange of India
- SRF Film Pkg. Business
- Hero Motors
- ICICI Lombard
- Maruti Suzuki
- Reliance
- Hughes
- SBI
- Pepsi-Varun Beverages Ltd.
- Renaissance e- Serv. Pvt.
- Nielsen Holdings PLC
- ICSSR, New Delhi
- NCERT, New Delhi
- Vanasthali Vidyapeeth

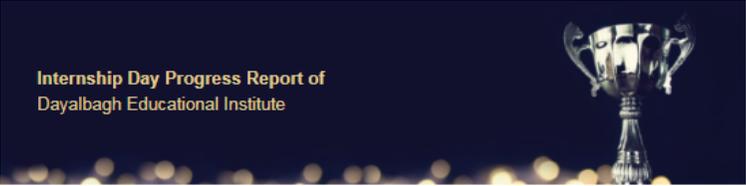


Co-op Work-Term Placements



Work-Term Placements: AICTE Internshala





Your Internship Day ranking

All India Rank Out of 2,700+ participating colleges across India	54
Zonal Rank From all the participating colleges of North Zone	24

Your college statistics

Total Internship Selections No. of students selected for internships through Internshala from April - June'19	34
Total Applicants No. of students who have applied to at least one internship through Internshala from April - June'19	405
Total Registered Students Students of your college with an Internshala account	1127



Financial Assistance to the students

Department	UGC-JRF	NET	Rajiv Gandhi National Fellowship	Maulana Azad National Fellowship	ICSSR	PDFs	Total
Economics	01	07	01	-	01	-	10
Management	08	19	03	-	-	02	32
Sociology & Political Science	02	08	02	01	02		15
Psychology	01	06	-	01	03	02	13

□ Additional support has been provided in the form of **Internships (4)**, **financial assistance** to complete **Six Sigma Green Belt Certification (6)**, **Earn while you learn programmes (7)**, **Freeships (2)**, **Teaching assistance**

Achievements /Awards: Students

- ❑ Ms. S. Anamika - DEI **Founder's Medal Winners – 2016**; Shabd Roop Satsangi – 2017; D. Gurupriya - 2018
- ❑ **Topped All-India MAT Examination, 2017** – Deepak Bansal BBM III Yr., scored 99.9 percentile (800/800 marks), CAT – 99 percentile, IIMA
- ❑ Kanchan Aswani (UG Student) finalist paper at **Strategy Conference IIT Delhi** - 2018
- ❑ Ms. Rajni Kumari – M. Phil., **Topped in NET-JRF in HRM Specialisation, 2019**
- ❑ **Several students selected for higher studies in prestigious institutes like IIMs, NIBM, NISM, IMI...**





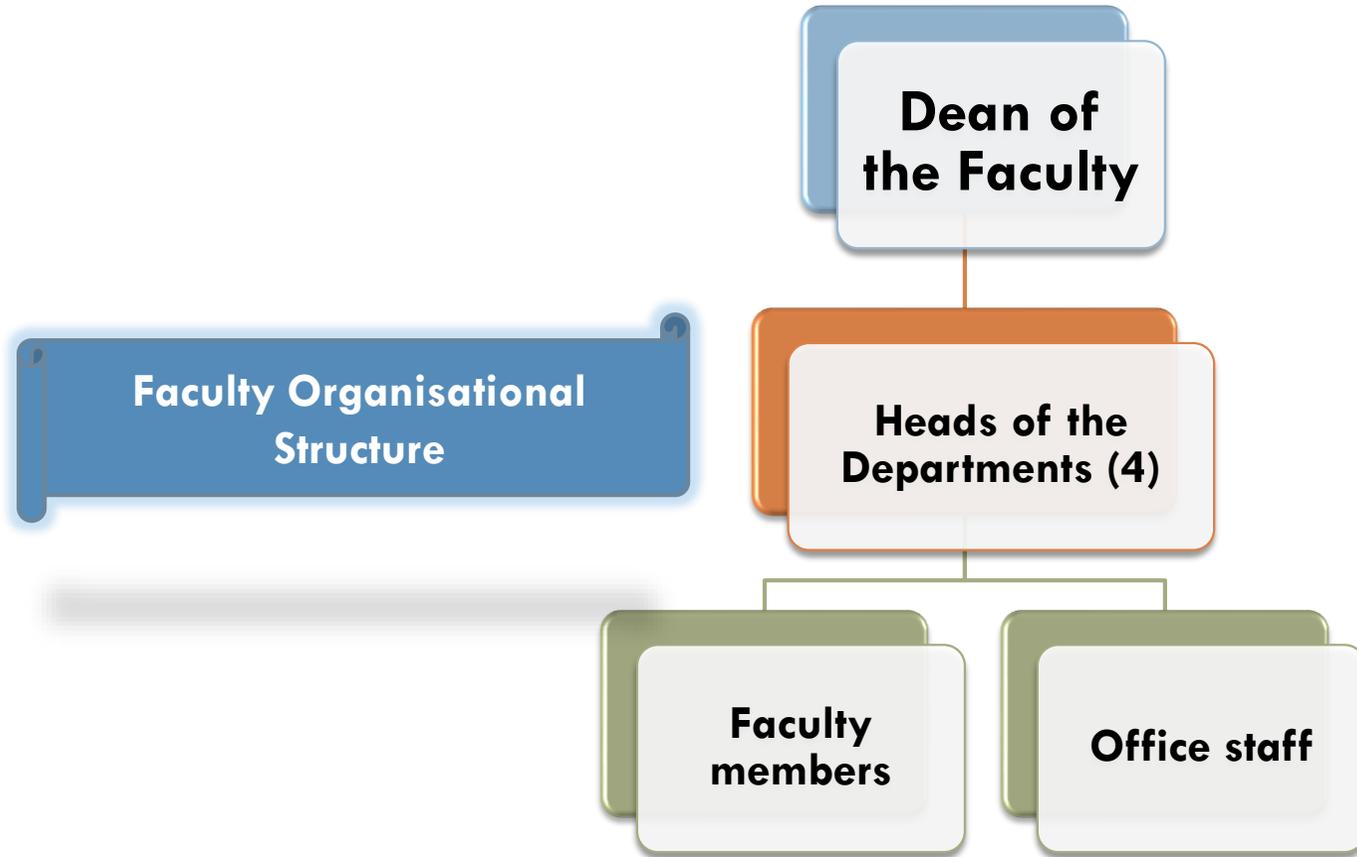
6. Governance, Leadership and Management

Departmental Committees

- *Class Committees*
- *Proctors*
- *Programme Co-ordinators*
- *Time-Table Committee*
- *UG and PG Moderation Committees*
- *Board of Studies*
- *Institute Level – Academic Council, Governing Body, AAAC, IQAC, Advisory Committee on Education (ACE)*

Coordinators / Members of Institute and Faculty Committees – Planning Board, Alumni Relations, Entrepreneurship and Sustainability Research, Jugaad Day, Research Day, Students' Welfare

6. Governance, Leadership and Management



7. Institutional Values and Best Practices

Service to Society

❖ **Psychology Dept.** actively involved in giving **Personal and Career Counselling** for selection of courses for higher education; **Mental Health awareness camps**

❖ **E-Day- Initiative by Management Dept.** - Entrepreneurship day organized by MBA students of the Department of Management. This is also an annual activity and comprises of various management games and simulations.



Biofeedback Testing in psychological lab

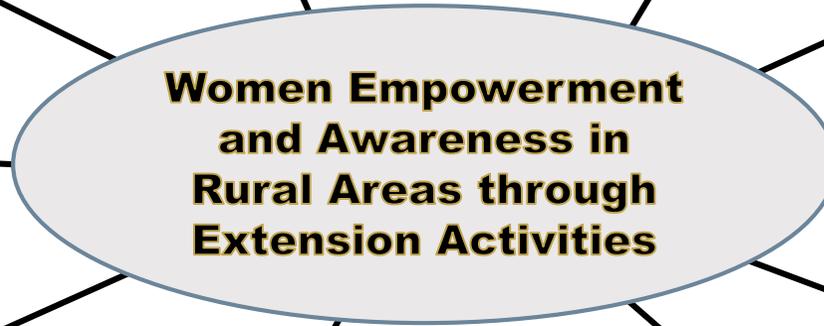


Faculty members involved in developing surrounding village art and craft skills during medical camps



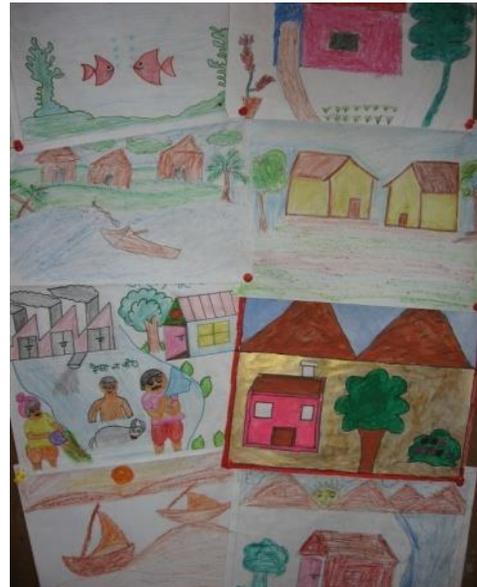
7. Institutional Values and Best Practices

Societal Contribution and Relevance

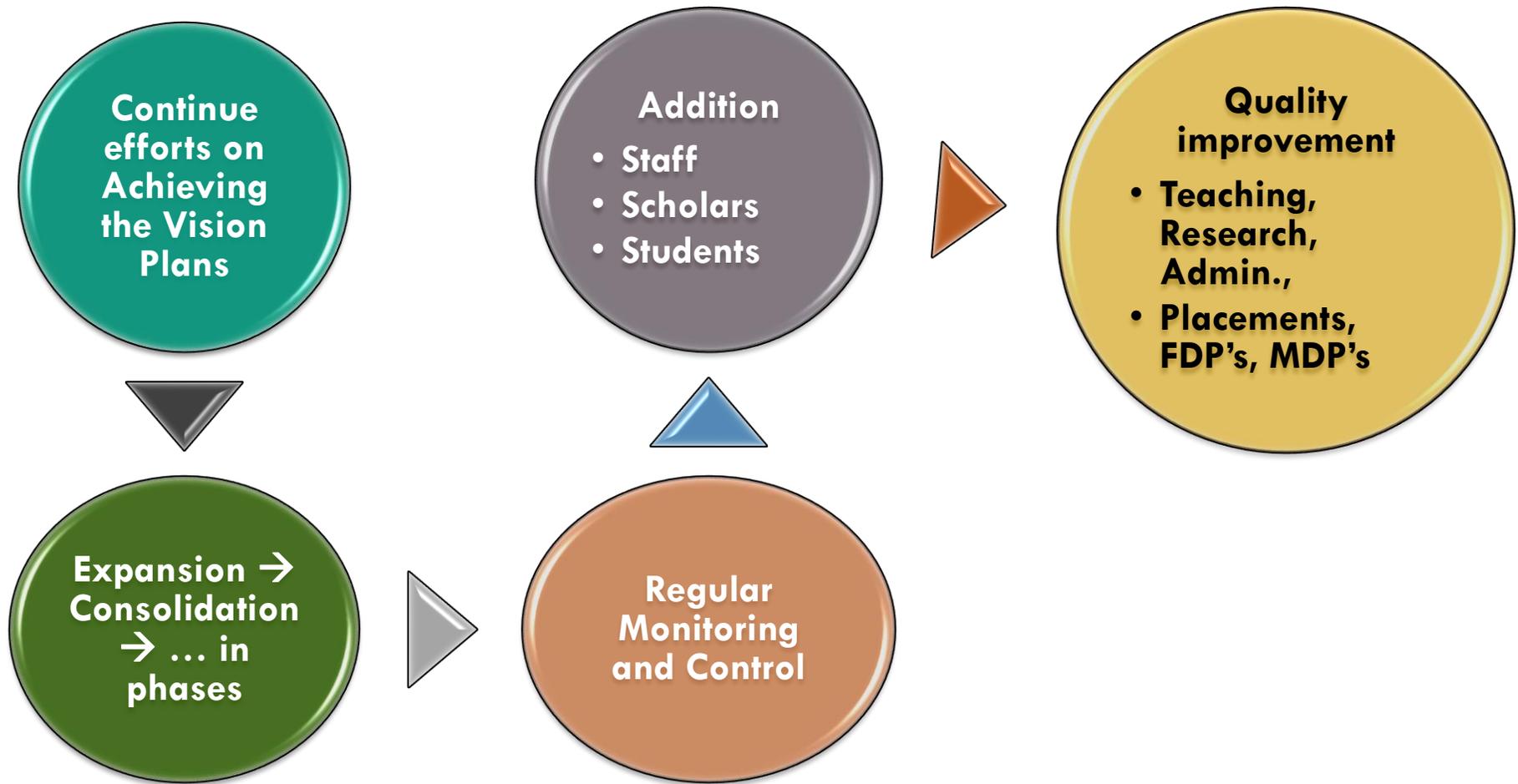


Glimpses of the activities at Bal Shiksha Kendra

Sociology Dept.



8. Future Plans Aligned with Vision 2031



THANK YOU

