



COMMUNITY NEWSLETTER

Management@DME

Vol 4, No 3 (October 2019)

www.dme.ac.in

In This Issue:

- Page 1 • Editorial : Role of Social Media in Business
- Page 2 • Peter F Drucker Management Lecture Series
- Page 3 • Bizfest 2019
- Page 4 • Social media and its contribution to Smart Phone Industry
 - Research Day Activity
- Page 5 • Industrial Visits

EDITORIAL



Ms. Shanu Jain
Assistant Professor
DME Management School

Role of Social Media in Business

Over a few years, it has been observed that the choice whether you use the social media or not has become redundant, rather, the need of the hour is how well you use the social media? Be it, personal, social, professional or related to business, social media has its footprints everywhere. There has been an increasing trend in the use of social media across various business functions, ranging from procurement of raw materials (vendors supplying through online modes) to delivering the goods to consumers. It even extends beyond the delivery, i.e. in gathering customer feedback. In fact, the customer feedback, experience and word-of-mouth are some of the powerful tools which have played a strategic role in the success and failures of multiple brands and start-ups. Social media is a sub set of online media wherein different stakeholders (entrepreneurs, customers, government etc) interact, act and react. It is a platform for their participation, active engagement and involvement and networking. Several businesses, small traders and professionals like lawyers, beauticians, fashion designers, consultants and many more have their Whatsapp groups, Face book and Instagram pages where they interact with the real customers. The major areas where businesses are using social media platforms can be identified as follows:

- **Brand Awareness:** It is a most crucial area where business can leverage upon as they can make their presence felt to the customers. Several brands like, Nykaa, Zivame, Rangriti, Peachmode, etc. have become prominent over years. Being a novice, they can easily make a safe entry amidst the existing giants.
- **Advertising in a cost effective manner:** Business houses usually spend thousands of money of their annual budget on advertising, but social media is one such interactive platform that allows you to post your ads, inform consumers about your products and services, get to know their tastes and preferences, mostly free of cost and even if it paid, it does not hurt your pockets. It is both consumer friendly and business friendly as it saves on time and cost, thereby leveraging on maximum return on investment.
- **Greater customer involvement and engagement:** An engaged customer is a satisfied customer. Whenever a business has an interactive platform where customers are made a party to, may be in giving product and service design suggestions, designing advertising campaigns, participation at company's events etc. they feel valued and assure a greater association with the brand.
- **Better customer satisfaction and improved loyalty:** It is a well proven fact in marketing that the cost of acquiring a new customer is five times more than the cost of retaining the existing customers., therefore, it is prudent for businesses to focus on improving customer satisfaction and building brand loyalty. Social media comes to the rescue for it. Most of us have the tendency to read about the existing customers' reviews and ratings on various online platforms and then make purchase decisions, therefore social media platforms are becoming instrumental to ensure retaining the existing customers as well as acquiring the new ones.
- **Strengthened database:** A strong database of the existing and prospective customers is the need of the hour. Tracking customers' choices and preferences, wish lists etc. is easier and more systematic using social media tools and platforms.
- **Improved and reliable Customer feedback:** It is an old adage that there is always a scope for improvement and we learn from our shortcomings. Therefore, a constructive feedback is a must from customers to provide better than before customer experience and social media facilitates the businesses to gather the feedback and work upon it in an efficient manner.

So, it can be summarized that the use of social media across myriad business operations leads to a win-win situation for both the businesses and customers , provided it is used in a responsible and effective manner to provide a sustainable, reliable and an accessible ecosystem for the growth businesses and customers' own satisfaction.

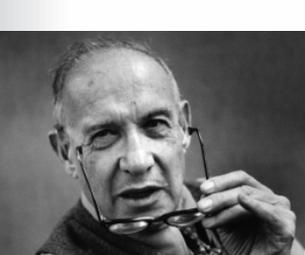
Theme of the Current Issue Role of Social Media in Business

Editorial Board: Prof. Dr. Ravi kant Swami,
Ms Roli Wadhwa, Ms Monika Kadam
Student Editorial Team: Ms Avleen Kaur,
Ms Palak Bajpai



Delhi Metropolitan Education

B-12 Sector 62 NOIDA (U.P.)
Phone : +91-7042667951
MOBILE: +91-7042667516
E-mail: info@dme.ac.in



Leadership in a Changing World

Avleen Kaur (BBA 2ndYear-A)

*“The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails.”
- John Maxwell*

On 30th September 2019, Peter F. Drucker lecture was organized by DME Management School for the second- and third-year students of Management School in the Seminar Hall. The Guest Lecture Program started with the introduction and welcome speech by the anchor as they introduce the students to the speaker for the day, Mr. Niranjan Mishra (Business Head: White Cement Business). After the introduction, The Head of Management Department, Dr. Ravi Kant Swami Sir felicitated our chief guest with a token of gratitude and came upon the mic to share some valuable insights with the students regarding the topic for the guest lecture- Leadership.



With all his words of wisdom, Sir called our guest speaker Mr. Mishra to share his expertise and all these years of experience in the management field and leadership qualities with every one of us. By maintaining a one on one conversation with everyone present in the seminar hall, Mr. Mishra deliberately had the attention of everyone in the audience while sharing his thoughts about Leadership. He told everyone that leadership isn't something we inherit, but something we adapt, learn, practice and develop within ourselves over a while. Different people have different leadership style approaches, some follow Autocratic (aggressive style), Democratic (little strictness) and Free Vein (No strictness) in their respective management fields. Although having a different attitude, people have different strategies and ideas in their minds on how to lead the team and people working below them and make them work together effectively and efficiently to achieve organisation's one and foremost goal. Leadership comes with 10% intelligence and 90% experience. Experience helps you understand people, thus feel empathy and belongingness with people to bond with them even better. But empathy is not the only thing considered important in the Leadership skills, a manager should also be hardworking and persistent in achieving his tasks and making other people motivate to work ahead. The 9 most important factors of an effective leadership

were discussed that were: **Self-Management** (one should first learn how to manage himself before managing others), **Vision** (one should have proper goals and targets formulated inside his mind), **Decision Making** (one should be firm and have good decision-making skills), **Planning** (one should properly plan things first then execute it), **Innovation** (one should be innovative in his ideas and thoughts), **Communication** (one should have good communication skills to convey all the motivational thoughts), **Coaching** (one should always practice and make him better), **Risk and Courage** (one should have the courage to try new things and take risks) and **Empathy** (one should be empathic enough to understand the human life and workforce better). In the end, Mr. Mishra took the doubts and questions of the students and answer every one of them. By his encouraging and innovating leadership style to deliver the lecture, all of us students have learned many useful insights, managing qualities, and information that would certainly benefit us in our coming lives.



“A game of the mind, intellectual interest, power, and joy.
A game that tests your knowledge, abilities and mental skill.”

On October 16, 2019, DME Management School organized BizFest an inter-departmental quiz competition at Nelson Mandela auditorium at 2 pm with lots of ardency. The preliminary round for the same was held on October 11th, 2019 at room no. 403 and 404 at 2 pm where the student of all the departments participated and showed vehemence and zealousness justifying the statement that knowledge has no boundaries.

On the day of BizFest all the faculty members and students of DME were invited at Nelson Mandela Auditorium to behold, testify and uplift the confidence of the participant. DME has always believed in the idea of giving the center stage to its student, continuing with the same ritual the BizFest competition was hosted by first-year student “Palak Bajpai” and the quizmaster was Ayush Dubey.

The competition began with announcing the name of all the 13 ingenious and exceptional teams from different departments who cleared the preliminary round. Winning and losing is a part of life, justifying this statement all the 13 teams faced elimination round where 5 out of 13 teams got selected for the final show. It was heartbreaking to see teams getting eliminated who tried their level best. But event geared up again with the feeling that no matter what, the show must go on. Finale was crafted in four different rounds. The first round was based on current affairs followed by second-round which was about logos and punchlines of companies, third was recognition of personalities and the last was about parent companies. After

each round 1 team got eliminated from the quiz competition. Rightly said by Walter Lippmann- “It requires wisdom to understand wisdom; the music is nothing if the audience is deaf”. The quiz was a success only because of joining in taking part, assistance, and cooperation of the audience. Piyush Shrivastava and Ayush Pandey ended up being the winner of Biz -fest quiz competition. Mohit Gupta and Mohak Verma completed at 2nd position and the second runner up were Pranav and Saurabh.

Sometimes we win and sometimes we learn. sometimes by losing a battle, you find a new way to win a war. With this positivity, the rest of the teams were now more determined to bounce back even stronger next time. Congratulations to the winners who played with enthusiasm and recklessness and proved that the larger is the island of knowledge the longer is the shoreline of wonder.

The event terminated with the certificate distribution ceremony. The winners were honored by Dr. Ravikant Swami Sir, Director DME in the graceful presence of Dr. Swati Jain, Associate Professor DME, Ms. Pooja Tripathi, Assistant Professor DME, Ms. Roli Wadhwa Assistant Professor DME and Mr. Swaraj Manchanda Assistant Professor DME.

Lastly, Dr. Ravikant Swami Sir, Director DME encouraged the students with his words of wisdom, wishing them a glorious future so that DME's students continue to shine bright like a diamond.



Social media and its contribution to Smart Phone Industry



- Mr Swaraj Manchanda
Assistant Professor

In recent times, there has been a global rise in electronic devices which have replaced the conventional PC's, laptops, and have occupied an important place in our lives. We might live without food and water for hours but we can't live without seeing these devices for just few minutes. These devices are called "Smart Phones". The latest trending mobile phones coupled with Artificial intelligence Quad Cameras (rear and front), high speed Snapdragon Octa-Core processors, Android OS 9 (pie) (Google company made Operating System for Smart phones, PDA's, TV's, even laptops), up to 8 GB RAM, 128 to 1 TB ROM, and other amazing features are replacing the conventional communication platforms among corporates, news channels, educational Institutes, etc. These Smartphones work as music players, news devices, video players, gaming consoles, Bluetooth controller, TV and projector remote device much more than the conventional dialing functions.

The Smart phone Industry has seen numerous players emerging in the Indian Market Place in terms of both online and offline platforms. These companies are using social media platforms like Twitter, Facebook, SnapChat, Instagram to make their products popular. According to a survey done by OmniCore in 2018, an amount close to USD 250 billion will be spent by Smart Phone companies in the year 2020 globally on advertising through social media like Twitter, Facebook, YouTube. Some mobile companies are already on this trend for long and are pursuing similar advertising campaigns through celebrities. Amitabh Bachchan advertised One Plus in its initial years of operation on Twitter which gave it a tremendous boost and the company is now having a turnover of Rs. 500 Crores of turnover

annually. Similarly, Aamir Khan advertised Vivo leading to its success. In the era of internet, smart phone advertisements are being produced and telecasted online on the side walls of webpages or in between videos of YouTube, MXPlayer instead of TV broadcast. This has helped save millions of rupees on broadcast media as nowadays our "Generation Z" is interested in online channels, videos, web series on Netflix, Amazon Prime, Hotstar which are available as apps on Smart phones thus reciprocally increasing the sales of the latter.

Apart from this, some consumer durable companies are encouraging their customers to promote their products among friends, relatives and well known through comments and posts on Facebook, social media like Whatsapp, Instagram, SnapChat etc. If these existing customers are able to attract more customers then they are offered chances to win exciting prizes, Cashbacks, goodies, latest versions of mobile phones recently launched, etc.

According to a study undertaken by Statista, mobile advertisement revenue earned by Twitter reached approx. USD 3.6 billion globally in 2018. Not only this, smart phones industry is also helping Google boost its earnings and it was stated by "IProspect" that around 62% of the search something and ad clicks were done by people using Smart phones. Similarly in 2018 Facebook claimed to earn around 87% of its advertising revenue through Mobile clicks and users as surveyed by AdWeek.



- Ms Monika Kadam
Assistant Professor

Research Day Activity

Sustainability has to be a way of life to be a way of business -Anand Mahindra

To re-orient the learning experience towards sustainability and encourage students for research, Centre of Excellence for Sustainable Development (CSD) of DME Management School organized an Intra- institute Research-based Presentation Competition on October 22, 2019 at 2:00 PM in the DME Seminar Hall. The competition provided a prominent platform where students put forth their dynamic and strong views on sustainability and environmental issues. Through extensive research and case studies, students firmly voiced their viewpoints on various grave sustainability and environmental concerns. Following were the themes of the event:

1. Employee Conditions in Corporate Sector: A big question mark on Human Resource Sustainability.
2. "Water-Water everywhere, not a drop to drink"- In light of Sustainable Water Resource Management.
3. Sustainable Technology

Centre members Ms. Monika Kadam and Ms. Shanu Jain along with Ms. Upasna Singh, Core Committee Member Research Cell were present at the event. Dr. Swati Jain (Associate Professor, DME Management School) and Dr. Pooja Sharma (Assistant Professor, DME Management School) chaired the competition. Eight groups from Law School and Management School participated and delivered mesmerizing and captivating

presentations. The judges were impressed by most of the teams and found it very difficult to decide the winners.

The teams were evaluated on the following parameters:

- Content
- Presentation skills
- Question handling

Winners and participants were awarded and presented with certificates by the judges Dr. Swati Jain and Dr. Pooja Sharma with the gracious presence of Ms. Upasna Singh, Ms. Monika Kadam and Ms. Shanu Jain, faculty of Management school.

Results:

1st Position: Team-Anan Bhavit Sadh, Khushi Chaudhary, Aditi Kundra (BBA 1st Year)

2nd Position: (Tie): Team-Abhishree Srivastava and Vidhi Sood (BBA 3rd Year)

Kunika Kanodia (BALLB 4th Year)

3rd Position: Team- Ayush Dubey, Palak Bajpai and Ritwik Saggal (BBA 1st Year)

Dr. Swati Jain concluded the event by congratulating the winners and shared how the students can extend their research on the following themes highlighting the various sustainability concerns.

DME Management School organized an industrial visit to Coca-Cola Happiness Factory M/s Moon Beverages Ltd. (Coca-Cola plant) at Greater Noida on 3rd, 4th and 5th October 2019 to provide better learning to young and creative minds of BBA final year students and to help them in knowing the actual working environment,

Company at a Glance: -

At Coca-Cola Happiness Factory, Greater Noida, experience the history of the world's most famous beverage brand at the dynamic, multimedia home of the more than 130-year-old secret formula for Coca-Cola. Get closer than ever before to the Coca-Cola Vault, view never-before-displayed artefacts and get a look inside at the bottling process. Take a trip around the world of Coca-Cola movie experience and tempt your taste buds with beverages in our Taste It! beverage bar.

Moon Beverages started with manufacturing of soft drinks THUMS-UP, LIMCA, MAAZA, RIMZHIM, BISLERI, SODA GOLD SPOT under arrangement with Parle. However, in 1994 the company became the authorized bottler of Coca Cola Atlanta, USA and started manufacturing and distribution of Coca Cola, Limca, Sprite, Maaza, Thums-UP, Fanta, Minute Maid, Coke Zero & Kinley. Moon Beverages Limited, Largest Bottling Operation Company (FBO) of The Coca Cola Company in India & existing beverage business for 25 years, we are Manufacturing the Coke Product and selling in Delhi NCR Market. Moon has the sole right of Manufacturing/Market of Kinley Packaged Drinking Water in Delhi & NCR.

The students were accompanied by faculty members Dr. Shuchi Goel, Mr. Swaraj Manchanda, and Ms. Monika Kadam. As the bus reached the plant, we were accompanied by the representative of Coca-Cola for the registration process of the students, then the beverages were given to the students. The

introductory session began about the various products associated with Coca Cola and its journey so far. After that, there was a video of about 5 minutes that was shown to the students and faculties which gave a glimpse of the company introduction and history of the company. The video also revealed the present scenario of a growing industry and their influence over the market. After that, Ms. Nitika Goel (the representative) explained the details of Coca Cola products; starting with the history, production of PET bottles, cans & glass bottles. Later on, the students were taken into "The Vault" where the students were briefed about the manufacturing process of the range of Coca Cola products. The students were shown various processes such as Filtrations of water, recycling of bottles, washing of bottles, mixing of flavour and sweetener, Packing and sealing, labelling of a bottle, Selection of the bottles, Storing temperature and condition, etc.

After that the students were accompanied by another representative named as Mr. Saurabh Singh who briefed the students about the CSR activities that the company is doing such as Water Sustainability and Solar Energy Projects, Support My School ("SMS") campaign, Parivartan training program and there many others. The Company contributes 5-6% of its total turnover in CSR activities.

After this, the students were taken to the black box area where the question and answer session begins. In the end, the students were given 10 minutes' time to click photos and to play games there and at last, the students were taken to the selfie area to click a selfie with the white polar bear.

The students gained an understanding of live manufacturing of Beverages and also about the management process under the plant. Overall, it was an enriching experience for students which can help them in their future endeavours.



DME Management School organized an industrial visit to Mother Dairy Patparganj, Delhi for the first year BBA students on 3rd October 2019.

Mother Dairy is a leading company in production of dairy products all over India. It was started in the year 1974 by National Dairy Development Board during the White Revolution in India. Thus, in 45 years of establishment Mother Dairy, helped India to be No.1 milk producing country for last 22 years.

First year BBA students, accompanied by mentors Ms. Parul Grover and Ms. Laxmi Rajput visited the plant office of Mother Dairy. The objective of the visit was to understand the practical application of business concepts and theories.

At 10:30 AM, we arrived at the plant office of Mother Dairy and were welcomed by the manager of the firm. He conducted an informative session for the students. The session helped us to know how milk is procured from farmers, brought to plant and made available to the customers. He even apprised us about the benefits of drinking milk and Dairy products.

During the visit the firm's representatives explained us about the components of milk (Fat, SNF, Proteins) and introduced to us the concepts of Clarification, Homogenization and

Pasteurization. Pasteurization which is a process of heating and cooling milk to make it bacteria free. After this, we were taken for a visit of the plant. The plant was fully-automatic with huge containers and cooling compressors. The milk is brought to the plant by trucks, and then it has to pass through 25 quality tests. If the milk is suitable it is supplied to the factory through pipes where the milk is homogenized, separated and chilled. Milk is used to prepare several products like ghee, ice creams etc. We were shown the logistics center where the milk is collected by tankers for final delivery to Mother dairy booths.

The team also highlighted about the various CSR activities undertaken by the company including projects based on water-recycling and minimal use of plastic.

The session also included a Questions and Answers round where experts patiently answered to all our queries and myths.

Towards the end of the session, we were served delicious flavored milk and ice-cream, which was relished by all students. The session was concluded with a group photo at the main gate.

It was indeed a great learning experience for all of us. Looking forward to more of such enriching industrial visits.



On 10th October 2019, DME Management School organised a visit to Waste to Wonder Park and India Gate for second year BBA students. The department undertook this initiative with an objective to make students aware about the environmental hazards and issues. The Waste to Wonder Park is a home to replicas of some of the most visited monuments in the world. But what makes this park unique is the structures that have been created from waste materials like scrap metal, discarded auto parts, procured from landfills of the city. The billboards placed in front of those monuments explained the history of these monuments. The students were also made aware about various kinds of pollutions and how they affect the environment. All the 7 Wonders of the World were beautifully made and displayed in this park, namely, The Taj Mahal, The Eiffel Tower, The Colosseum, The Statue Of Liberty, The Leaning Tower of Pisa, The Pyramids of Giza and Christ the Redeemer Statue. The students left no second to miss an opportunity to click photographs in front of their favourite wonder of the world and have fun around the park! After spending an hour in there, the buses took the students to the next destination planned for the visit: The India Gate.

The India Gate (originally the All India War Memorial) is a war memorial located astride the Rajpath, on the eastern edge of New Delhi. It stands as a memorial to 70,000 soldiers of the British Indian Army who died in between 1914–1921 in the First World War, in France, Flanders, Mesopotamia, Persia and elsewhere in the Near and the Far East, and the Second Anglo-Afghan War. 13,300 servicemen's names, including some soldiers and officers from the United Kingdom, are inscribed on the gate. Designed by Sir Edwin Lutyens, the gate evokes the architectural style of the triumphal arch such as the Arch of Constantine, in Rome, and is often compared to the Arc de Triomphe in Paris, and the Gateway of India in Mumbai. A small picnic was held amongst the beautiful parks and fountains inside the India Gate to make the students relax and enjoy the weather. Everybody enjoyed and took photographs with their friends and teachers to make this trip memorable.

It was an exciting experience for everyone - if one thinks creatively for a good cause, one can create “wonders from waste”.

