



## NDIM DIORAMA

VOLUME II, ISSUE I.

FEBRUARY 2018

### Chairman's Message



These days the wellbeing of our environment has a deep impact on us too. Recently Delhi has been under the

scanner for various reasons related to the way we are handling our environment. A strong public outcry was felt over air quality index (AQI) crossing 350 mark which even led to many educational institutions being temporarily shut down. In this context, it is important that we know the perspectives of young minds and hear their suggestions regarding this grim situation. Thus, this time the theme of the newsletter is centred on the environment. In its own small ways, NDIM family gives back to the environment. Faculty and students work in an environment with paper free approvals. The use of online ERP system limits the dependency on paper and also expedites processes. NDIM works for the environment and also encourages everyone to GO GREEN!

**Prof. V. M. Bansal**  
Chairman, NDIM



### Waste Management is vital for the survival of mankind

The urban population of the country is growing at an alarming rate and according to current statistics more than 439 million people are living in urban areas and the proportion of urban population has increased to 32.8 percent from 17.3 percent in 1951. The current Indian population is more than 1.3 billion which is about 17.74 percent of the total world population.

The unprecedented increase in the population and especially in the urban population has created multifarious problems including management of waste generated by hundreds of towns and cities. According to a conservative estimate, the urban population in India generates more than 62 million metric-tonnes of solid waste per year. Solid Waste Management (SWM) is very vital to keep the cities clean and healthy. Unfortunately the civic authorities are ill-equipped to collect all the solid waste and whatever they collect, large portion of it is untreated and dumped in overflowing landfill sites. In fact all the waste must be separated and efforts should be made to recycle maximum portion of the waste and the civic bodies should send minimum waste to landfill sites. The segregation of waste for recycling can provide employment to several thousand rag-pickers and can minimize the problem of waste disposal. A long term strategy can be chalked out where NGOs and municipalities can work together. At present larger

portion of the budget is spent in the collection and transportation of the solid waste and only a small amount is utilized in processing and recycling of the waste. India must take benefit of latest technological advancement in the disposal and recycling of solid waste. Energy generation is a

significant aspect of SWM as it will not only reduce the volume of waste; the generated energy can also be utilized. Therefore government should see that all waste-to-energy plants must work on their full capacity so that more and more waste is utilized. Regrettably India has only eight such plants while European Union has 445 and China has 150 such plants. There is an acute shortage of landfill sites and present sites are overflowing. There was a major accident in over-saturated Ghazipur landfill site on September 1, 2017 when it collapsed and two innocent persons were killed. Biodegradable waste which is about 50 percent of the total waste can be utilized for producing compost. Compost fertilizer is better for Indian soil than chemical fertilizer. The Prime Minister Modi's 100 Smart Cities Mission with full facilities including SWM must be implemented at an early date. The NGOs should enhance the awareness of the masses about segregation of solid waste while government machinery should implement SWM rules of 2016 which make it mandatory to all solid waste producers to segregate the waste. The condition of all the cities including Delhi which is the capital of the country is deteriorating day by day. Every year people suffer because of contagious diseases including dengue and chikungunya. Delhi generates about 12000 tonnes of waste per day but about 80 percent is not recycled and dumped. The condition of other major cities of India is also not better. Most of the untreated sewage is dumped in rivers which made them extremely polluted. All the major cities need more sewage treatment plants (STPs) so that rivers can be saved from pollution.

**J K Verma**  
Strategic Analyst &  
Former Director Cabinet Secretariat  
India Strategic



### Team's Message

NDIM Diorama brings along with it a bouquet of thoughts and perspectives from the industry, the academia and the young students. This time the theme of "Go Green" brings everyone together on the common platform which relates to practices from our daily lives. Let us all come together in thought, technology and business to protect our environment and save of whatever is left. The perspectives in this issue vary from being highly technical to being highly action oriented and practical. We are grateful to Hon'ble Chairman for always guiding us. We would like to express our gratitude to all the contributors for sparing their valuable time and sharing their views with our readers.

Last but not the least, our heartfelt appreciation to the student coordinators.

Happy Reading !



**Prof. Teena Singh**  
Coordinator



**Dr. Swatti Dham**  
Editor

## Corporate Viewpoint

### Why Go Green?



Everywhere people are talking about going green and how it impacts the planet. There are several reasons that drive the global push to "Go Green".

Taking the time to understand these reasons will hopefully motivate us to follow this very popular and important trend. This has become a hot and trendy topic for discussion in the news channels, having "Go Green rallies by multinationals and conducting different competitions among students. These acts give mere results except completing just another activity!! Going green is effective when it is a personal initiative that is embraced by individuals to contribute towards the betterment of their own society which will gradually affect this planet and make this planet a better place to live for future generations to come.

#### Practice Go Green @ home

- ◆ Install LED bulbs instead of CFLs.
- ◆ Unplug/switch off appliances when you're not using them. Or, use a "smart" power strip that senses when appliances are off and cuts energy use.
- ◆ Wash clothes in cold water whenever possible. As much as 85 percent of the energy used to machine-wash clothes goes to heating the water.
- ◆ Take shorter showers to reduce water use. This will lower your water and heating bills too.
- ◆ Install a low-flow showerhead. The water and energy savings can quickly pay back your investment.



- ◆ Walk down, or take your bike to work. This saves on your fuel and parking costs while improving your cardiovascular health and reducing your risk of obesity.
- ◆ Consider Carpooling if you live far from your work.
- ◆ Skip the bottled water. Use a water filter to purify tap water instead of buying bottled water. Not only is bottled water expensive, but it generates large amounts of container waste.
- ◆ Borrow from libraries instead of buying personal books and movies.
- ◆ Buy locally raised, humane, and organic vegetables, meat, eggs, and dairy whenever you can. Purchasing from local farmers keeps money in the local economy.
- ◆ Subscribe for e-bill instead of paper copy
- ◆ Keep your cell phones, computers, and other electronics switched off as long as possible.
- ◆ Donate or recycle them responsibly when the time comes. E-waste contains mercury and other toxics and is a growing environmental problem.

**Mr. Chandan Kar**  
**Manager Global Training**  
**Wadhvani Foundation**

IF YOU DISTURB  
 THE NATURE,  
 THE NATURE  
 WILL DISTURB YOU

### A HEALTHY MIND INSIDE OF A HEALTHY BODY

This stands for a lot of what yoga can do for you, including helping you to let go of stress, help the pain in your back or other areas of your body, and even help you shave off a few extra pounds. Yoga allows the yogi to concentrate their the act as one individual that creating a perfect harmony self-heal, remove toxins from awareness in yourself, and Yoga is important for a deny the unique aspect of yoga allows the yogi to shoving out the stress and space that you are supposed



proven to allow your muscles to grow longer and leaner, creating the desired shape you've been dying to achieve. Since yoga teaches you how to breathe, you're accomplishing the weight loss while working

body and soul into one, performing is sure to meet your needs. By with your body, yoga can help you your body and mind, increase your even help your attention and focus. number of reasons, but it's hard to centring the body and mind that experience. It keeps you relaxed by anxiety when you achieve the mind to be in. On top of that, yoga is

proven to allow your muscles to grow longer and leaner, creating the desired shape you've been dying to achieve. Since yoga teaches you how to breathe, you're accomplishing the weight loss while working

yourself toward a better you, something everybody should experience first-hand.

On top of that, yoga encourages your body to become more flexible, which results in a happier and healthier you. Your blood will start to flow more, and you will literally glow. Ask anybody who practices yoga and they will tell you they couldn't live without it. By practicing yoga for fifteen minutes a day, you're getting your blood pumping and moving in the way it's supposed to, generating the happy vibes you want inside of your veins.



One of the greatest resources that yoga gives us is the ability to take a deep breath and learn to slow down. Today's world is obsessed with speed; the faster you go, the faster you are, the faster the world can generate around you. This is a very harmful habit for us, as our mind space and bodies are meant to come together as one, and that process can take time. Yoga delivers a sort of meditation that allows you to slowly come together as one, creating a 'stop and smell the roses' effect that benefits everybody who tries it.

Whether you're on the hunt for your inner voice, want to lose some weight and connect yourself all at once, or are finally listening to the voices of yogi's begging you to try it, yoga is one of the most important daily activities and will change your life forever.

**Sudhir Kumar Oberoi**  
**Former Dy. General Manager – Health Safety & Environment**  
**Hindustan Petroleum Corp. Ltd.**

## GO GREEN FROM AN ENTREPRENEUR'S PERSPECTIVE

Our country comprises of different types of societies which varies from north to south, east to west and across different regions. Therefore this society of ours consists of combinations of different cultures & traditions, values and ethics which is of both classical and contemporary nature. Our society, its teachings has given birth to our ways and means through which we live our lives by and hence run our businesses and shape different sorts of work practices.

This has given rise to a host of environmental challenges and factors which are responsible for damaging our environment and surroundings in a direct or indirect manner. Deforestation, erosion, biodiversity threats, global warming, resource depletion, waste disposal, pollution, public health threats are some of the issues to name a few. More than being responsible workers and business owners we need to be responsible individuals who care for their environment. Did you know every year an average of 44,214,500 tons of hazardous waste is thrown out, 234,344,900 tons of waste is dumped in oceans, 442,665 tons of electronic waste thrown out on an annual basis globally. Talking about forests 1426055 hectares of forests were cut down this year, 13265.8180 hectares of desert growth, 14,371 numbers of species have gone extinct this year at a global level.



The above statistics are evident enough facts to show that environmental threats a separate section of the world today is business for the higher good. Major Efforts are technological research, sustainable energy and

As a marketing expert and entrepreneur myself I am environment friendly such as marketing ourselves and online marketing and generating business online in offline mediums and channels such as boards, pamphlets. All we need to do is take simple steps today the world is rapidly becoming more active such as social media sites and e-commerce. Did you know that we spend an average of 4.6 hrs/week on social media, 4.4 hrs/weeks on email, 2.3hrs/week on browsing, 2.7 hrs/week on news which shows the world is becoming more social and active online. Today 46% of digital marketers prefer facebook, 14% prefer linkdin, 15% prefer twitter, 17% blogging. All the above is surely informative and eye opening for many but the real change will happen when we make small effective changes in our habits and adopt greener ways of doing business.



which nobody can turn a blind eye. To curb the environmental changing and evolving its methods and means it does now happening in the field of energy and power, biofuel energy efficient technology.

have also adapted to market through techniques that are environment friendly such as marketing ourselves and online marketing and generating business online in offline mediums and channels such as boards, pamphlets, printed hoardings, which in turn can harm our environment which are easy and convenient to our job and business as online and shifting their business focus towards mediums

**Siddhant Arora**  
**Chief Marketing Officer**  
**Bizkraft Concepts Pvt. Ltd.**

# Corporate Viewpoint

## LIVING IN GREEN PARADISE



Until some time back, travelling to Gurgaon from Delhi was considered a trip to the boondocks. Car maker Maruti's plant aside, there was nothing there worth writing about. But it took just a few years for things to change.

Witnessing rapid urbanization, I've seen buildings come up along with pastures where sheep grazed. Cars now honked while earlier birds sang. And in place of the blue sky was now a perpetual haze of smoke and dust. Gurgaon has become a leading financial and industrial hub with the third-highest per capita income in India. Gurgaon today has the highest number of professionals per square inch in the country,

But in the past 10 years or so, the city lost its charm and serenity. Between 2006 and 2011, as many as 35,353 new dwelling units were created. In the coming years, I can predict more than lakh units are being planned at an average price of Rs 4,500 per square foot. Over 50 % of the greenery disappeared, massive construction and increased traffic volume pushed pollution levels up to unprecedented levels, turning Gurgaon into a gas chamber. All that Gurgaon looks today is a concrete jungle, with buildings and construction projects and no maintained roads scattered all across its area. The lack of will and initiatives from the financial and political sectors causes difficulties for the existing protected areas to be effectively managed, not to mention establishing new conservation efforts. Such has been the scale and zest of concrete development, that little thought has ever been given to urban coordination among different projects and the resulting loss of green cover. The National Capital Region Planning Board, a body that overlooks planning for regions surrounding Delhi, had forecast that by 2021, Gurgaon would have a population of 16.5 lakh people. That number will be breached this year, nine years ahead of projection. This urban chaos is not limited to Gurgaon. It is an indicator of everything wrong with Indian cities. A study by consulting firm McKinsey in 2010 argued that if India doesn't get its act together on urbanization, by 2030 the quality of urban services across cities will dip quite sharply. "The way things are going, 80 percent of Indian cities will end up going the Gurgaon way,". We are in an emergency situation in terms of the quality of air and the green cover. Delhi-NCR has lost several hectares of forest cover in the last ten years. We are one of the most polluted cities in the world now.

The connectivity between man and nature is not realized and too often overlooked. As citizens, we can do our bit by planting trees.. Through conscious thinking and Mahatma Gandhi's wise words - "Earth provides enough to satisfy every man's needs, but not every man's greed". "Our vision should not only be to plant more trees but also towards 'Tree-Transplantation' where we can compensate for those trees which had been cut down because of these rapid urbanization. By identifying and recognizing how the products we eat, wear and use are produced, we can make smarter choices to assist in preserving the environment. Small changes can have a big impact. We should eliminate unnecessary cutting down of Trees. Greenery is the answer to every climatic uncertainty which is affecting our daily lives.

**Sumeet Thakran**  
**Real Estate Blogger**  
**Business Development Manager**  
**Investor's Clinic**



# Academic Dossier

## GO GREEN IS THE NEW MANTRA

With the increasing pollution on Earth it has become very important to protect our environment and follow the newly laid path of Go Green. Go green initiative means taking steps to reduce pollution, conserve energy and save money. The Go Green initiative of protecting environment is followed by majority of multinational organizations in India to protect the environment as a Corporate Social Responsibility measure. The Government is also taking lot of measures to save environment by introducing LED Lights as a recent measure. The citizens of India have also come together to celebrate a Green Diwali by not bursting crackers which causes lot of noise pollution. This year a lot of young children are joining hands together to celebrate a Green Holi where they will be playing Holi with Herbal Colors.



Metro cities like Delhi and Mumbai have started using CNG which is green Fuel so as to make our environment cleaner and greener. Solar panels are installed at various building to tap solar power by various organizations. Tetra packs are used by various companies for packaging of goods which helps in curbing the issues which are surrounding our environment. Organic farms are established for producing fruits and vegetables. The efforts are done by all of us to make our environment clean and green but it is just a beginning as we still have to cover miles to save our environment. Let all of us pledge to save our environment.

**Dr. Manish Nangia**  
Assistant Professor & Centre Coordinator-FMS  
NIFT-New Delhi

## OUR POLICIES TOWARDS A BETTER TOMORROW



*Earth provides enough to satisfy every man's needs, but not every man's greed.*

- Mahatma Gandhi

The concerns for environment protection have been highlighted since many years in India. The environmentalist along with earlier governments have given policy outlines and have worked for systematic improvement towards this cause. The 12<sup>th</sup> Five year plan given by the then Planning Commission was more comprehensive in this regard with various policies being carried forward by NITI Aayog in its long term agenda. India's pledge at the Paris Agreement for Climate change focusses on various parameters:

- An additional carbon sink of 2.5 to 3 billion tonnes of carbon dioxide (CO<sub>2</sub>) equivalent to be created by increase in forest cover by 2030.
- Share of non-fossil fuel energy to be increased by 40 % by 2030.
- Reducing in energy emissions intensity by 30 % to 35 % by 2030 from 2005 levels.
- 100 gigawatts of solar energy to be installed by 2022.
- Climate adaptation strategy and Mitigation policies to be assimilated with health polices and disaster management issues.

These are targets require massive efforts grass root levels to achieve the same. At present, the key government initiates towards environment protection are as follows:

- ⇒ An LED project has been launched to replace the light-the carbon dioxide emissions by approx. of 80 million electricity billing of the consumers by approx. Rs
- ⇒ It has been made mandatory for all thermal power and supply the same to neighboring residential areas
- ⇒ The National Green Tribunal (NGT) established in 2010 will enforce legal rights relating to environment disciplinary issues.
- ⇒ The Ministry of Environment and Forests had launched The National Afforestation Programme (NAP). Its is completely sponsored by the Central Government. Its main focus area is afforestation and tree plantation and eco-restoration of degraded forests. The Programme is executed by a decentralized system of State Forest Development Agency (SFDA), Forest Development Agency (FDA) and Joint Forest Management Committees (JFMCs) at village levels.
- ⇒ Bharat Stage IV norms along with execution and monitoring of National Air Quality index in major cities of the country is helping in enforcing the regulations against air pollution.



ing load all across the nation. The LEDs help to decrease tonnes per annum which is also targeted to decrease the 40,000 crore in electricity bills annually.

plants, to recycle the waste water within 50 Kms radius for usage.

October 2010 under the National Green Tribunal Act and to handle environmental disputes involving multi-

Apart from the above mentioned main policies, The Ministry of Environment, Forest and Climate frames and executes various other policies with are regional in structure depending on the geography of the region. We, together with all the resources, financial, physical and natural have to start small in order to save the world that provides us.

**Dr. Nidhi Chowdhary**  
Associate Professor  
Ansal University

## ACADEMIC DOSSIER

### BAN ON PLASTIC BAGS

Being the second largest densely populated country in the world, the increasing pollution in environment is really an alarming challenge in front of society at large.

One of the major threats to environment is the common and frequent usage of plastic bags that are non-biodegradable. Every new plastic bag eats up some amount of petroleum resource from Earth. This increases our reliance on the foreign suppliers for oil. They are proven to be harmful for the ecosystem. It they are burnt, it pollutes the atmosphere. Moreover, the manufacturing of plastic bags contributes chemicals into the environment. Though limited market for green products does not exist and the law is also intervening to push such products/packaging; however its acceptance is not on large scale as on date; as the consumer is either ignorant about the aftermaths of plastic bags or reluctant to bear the premium of paper bags or other eco-friendly substitutes". In some places like Delhi, though it is mandatory to use special paper/jute bags for carrying goods/vegetables still one cannot deny the fact that its actual usage and acceptance is negligible. There is a need for mass awareness about this. Even the imposition by Law/Government does not yield any fruitful results unless the same is accepted by the society at large. Thus, people need to understand the merits of Green Management Practices.



*“ Use a plastic bag for 30 minutes to carry your groceries home. It will be here for 1000 years.”*

**Prof. S. S. Khullar**  
Faculty NDIM

### OUR POLICIES TOWARDS A BETTER TOMORROW

India is evolving as a super power in terms of its greener initiative. Some of the pet projects of government ranging from Make in India, Startup India and Digital India are all aiming towards a sustainable and greener India. *From green buses that run on biogas and ethanol to trains powered by electricity, sustainability is key and It comes as no surprise, then, that sustainable urban transport has been chosen as a key area of Indo-Swedish cooperation in India's Smart Cities Mission. As part of the FDI's in India as of 2016, Sweden earmarked USD 3.5 Million to spend on renewable energy R&D in India which is again an earmarked effort in the direction.* The Government of India had set up a certification process for a clean energy sector. Wind is the most abundant and technologically green natural resource which can be used to generate power in large scale. The most advanced and commercially viable of all types of renewable energy is the seashore wind power. India Power has successfully used this resource to generate and distribute power all over India, and we have taken a quantum leap in wind power generation with this technology. The hydroelectricity power is another renewable energy resource which can be used to generate power in large mass. Though this natural resource has begun to get scarce with the increasing population, yet it can be harnessed for the betterment of the environment. We in India Power are in the process of entering this area of renewable energy for a cleaner and greener environment for citizens of the country.

**Dr. Pratika Mishra**  
Associate Professor  
School of Management  
Presidency University Bangalore



## STUDENT PERSPECTIVE

### DON'T BE TRASHY, GO GREEN



College life is all about studying, meeting new people, having new experiences and networking. Going Green might not top the list of priorities for many people, but it is an initiative which must be brought into light for a better and eco-friendly college campus. There are a lot of environmental ideas students can incorporate into their university life. Whether a caped crusader for the environment or not, there are some simple ways students can make a difference to the planet without breaking the bank.

**On The Cheap** There are plenty of inexpensive ways that one can adopt for carrying forward the initiative. Switching the means of transportation can be of a great help, If one's home or hostel isn't that far they can always measure the distance on foot or on a bicycle for a cheaper and healthier lifestyle.

**Stepping stones towards an eco-friendly college campus:** Certain ramifications in the college campus can bring great results. For example, stress on using paper plates and wooden spoons can be put to minimize the percentage of non-recyclable waste. Making it a point to dish out everything on the canteen plates is one more effective method to do so. Switching off all the lights and fans before leaving the classroom should be kept in mind for energy saving purposes.

- ◆ Buying eco-friendly bath and cleaning products.
- ◆ By avoiding to dump the old stuff and opting to sell it online at the end of the year.
- ◆ Recycling everything that can be possibly recycled.



If the above is followed, the goal of achieving a sound and eco-friendly college atmosphere can be achieved with great ease and perfection.

**Asmita Shaw**  
NDIM

### LOVE THE EARTH, IT'S THE ONLY ONE WE'VE GOT !

It is the era where profit comes first and everything is counterfeit production. For example, we are willfully destroying environment to maximize production and profit. It is the 21<sup>st</sup> century where we are criticized for our morals, but worshipped for selfishness, as profit is considered over everything as the most important aspect for an organization in this world. In this competitive world we are ignoring what's important 'OUR WORLD' which is fast depleting of natural resources and getting polluted by industrial and household waste, which is directly or indirectly affecting our life. Hence we should concentrate more on sustainable development which would reduce the harm we are causing to the environment and develop 'go green' concepts for households to reduce the wastage of natural resources and increase the use of environment friendly goods and promote concepts like Reduce, Reuse and Recycle.



**Akshay Gupta**  
NDIM

### GREEN EARTH — HAPPY EARTH



In my opinion, our planet suffers from numerous problems, which have caused by the results of excessive anthropogenic activities. Going Green is the concept that includes doing what is necessary to save Mother Earth. This may involve simple methods such as using reusable bags instead of paper and plastic bags when shopping to switching off electrical and electronic appliances when not in use. Recycling and reusing items for other purposes are other prime examples. There are companies and individuals seeking creative and useful ways for people to go green regularly. It seems more has to be done to encourage more people to do so instead of providing written information about its benefits. This is also an option that can help families and businesses save money in the years to come. More attention has to be brought up since the questions have been raised about natural resources and their possible existence in the future.

**Anurag Tiwari**  
NDIM



#### NDIM CARES

Students help out in the Swatch Bharat Abhiyan to show their concern for the environment !

# Campus Fizz

## NDIM bags the award for the best Industry linked Management Institute of the country !



The All India Council for Technical Education (AICTE), Government of India and the Confederation of Indian Industry (CII) has jointly awarded NEW DELHI INSTITUTE OF MANAGEMENT (NDIM) as the best Industry linked Management Institute of the country at the 7th Global University Industry Congress, held in December 2017. NDIM won this award while competing against more than 9000 AICTE approved institutes of the country. The institute was evaluated on the parameters of governance, curriculum, faculty, infrastructure, services / projects & skills development and placements.

### Effective leadership and communication in a cross cultural context and global business scenario, January 25, 2018

The AICTE in collaboration with NDIM hosted a panel discussion on “Effective Leadership” by senior academic professionals Prof. Dr. Ullrich Guenther and Dr. Susan Gale Wintermuth from Germany, on 25th January 2018. The panel discussion highlighted that as the business world becomes increasingly global and flat, it’s important for leaders to work effectively in cross-cultural environments by becoming culturally aware, knowledgeable, and open-minded



### HIGH FORUM INDUSTRY MEET

Senior HR practitioners, Business Heads, Sales & Marketing Automation Professionals and Academicians deliberating on future skills and competencies required from future #MBA and ways to align MBA curriculum, content and teaching/ training methodologies

### TEAM @ NDIM DIORAMA

#### Coordinator

Prof. Teena Singh, Registrar, NDIM

#### Editor

Dr. Swati Dham, Assistant Professor, NDIM

#### Student Editorial Assistants

Mr. Abhishek Vasoo

Ms. Shraddha Malik

Articles invited for next issue on the theme of INNOVATION & ENTREPRENEURSHIP  
[NDIMDIORAMA@NDIMDELHI.ORG](mailto:NDIMDIORAMA@NDIMDELHI.ORG)

### International Conference on “People Analytics and Future of Work”

A one day International Conference brought together stalwarts from Industry and academia along with brilliant research scholars together to discuss the importance of People Analytics and future trends of HR.



### FESTIVITIES ON CAMPUS

NDIM Family celebrates all festivals of India from Lohri to Bihu to Christmas with a large fan fare, high energy and enthusiasm !