

# NEW DELHI INSTITUTE OF MANAGEMENT

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## October '17 Newslines

### Activities from 1st - 31st October 2017

#### Companies at NDIM for Winter Internship

<b>Companies Visited For Winter Internship Programme</b>	Accrual Intelligence Manuals; Adecco; Adfactors PR; Adventz; AIESEC in Egypt; AIM India; Amplus Energy Solutions; Anand Rathi; Anarock (JLL); Anasa Décor; AQUATIC FREIGHTS (INDIA) (Owners Freight Network); Arch finance; Ashok Leyland; Baazkart.com; Bank of Baroda; Batra Hospital; BeatRoute Innovations; Befkr.in; Berger Paints India; Bharti Airtel; BHEL; Brickcart; BW Businessworld Media; BUSINESSWORLD; Carrier; Cherry Hill Interiors; ClearMedi Healthcare; CNS Comnet; Coal India Limited; Columbia Asia; Continental Group of Institutes; Crowne Plaza; Cue Learn; Cue Math; Dabur India; Dainik Bhaskar; DCM Shriram; Deloitte touche tohmatsu India LLP; DIDA Brothers Company; Digivaasi; Dreamzone School of Creative Studies; Dynamics Cable; Eish Taneja; Eldrok; Ernst & Young Services; EventRachna; EY; F6 Online; FabHotels; Ficus E-logic; FinEdge Advisors India; Future Group; Genex LogiSolutions.; Global Nexus; GuestHouser; Guinea Motors; Guinea Tata Motors; Happy Globe Vision Foundation; HCL Infosystems; HCL Technologies; HDFC Bank; Hero Corp; Hindustan Copper Limited; Hindustan Power Projects; IDBI Federal; IMI- Indian Maritime Institute; IMRB; IMS; India Infoline; India Mortgage Guarantee Corporation; India Today (Lifestyle Division); I-Next News Paper; Instalocate; Intex Technologies (India); iWebbies Web Solutions; J&K Bank; J.Mitra and Co.; Jaquar company; Jay Bharat Maruti Limited; Jay Shree Tea & Industries; Kamdhenu Limited; Kantar IMRB; Kapa Corporate Services; Karki Global; Keventer Group; KGS Advisors; KKS Capital Advisors; Kone; Kotak Mahindra Bank ; Kotak Securities; KPMG; Kumar Vijay and Associates; Leayan Global; LIC; Mahagun Group; Marketing and Development Research Associates (MDRA); Matrix Cellular (International) Services; MAYFAIR Hotels & Resorts; MECON; Monotech Systems; Motilal Oswal Group; Naari; NALCO; NDTV; Netsmartz LLC; Newgen Software Technologies; Nirmal Seed India; North East Nutrients; Oberoi Group; OM TRANS LOGISTICS LIMITED; ONGC; Online Apes Media; Oriental Power Cables; Outlook Group; OYO Rooms; Pace Exim Corporation; Padhega India; PALSMANIAA; Pantaloons; Parv Communications; Pearson India Education; Pladis/United Biscuites; PNB Housing Finance; PSRI; Psy-fi People and Consulting Services; Punjab & Sind Bank; Punjab National Bank; Purple Media Works; Quantum Global Securities; Radio Mirchi; Right Track; RV Web Technologies; SAIL, Bokaro Steel Plant; Shahi Exports; Solver, Inc.; Starwire; Statcon Energiaa; Tata Steel; Tconshshell Hospitality; Teamworks Arts; Tech Cure Solutions; Tenacious Techies; The Lodhi Hotel; The Neo Research Consulting; To New New; UAS International; Uflex; United Bank of India; Urban Clap; Varun Beverages; Verka; Vivo Healthcare; WelcomHeritage; World Way Solutions; Yaantra; Yukti Apparels; Ziffy Homes; Zuna Solutions;
<b>Participants</b>	NDIM students of batch 2017 - 19

<b>Recruiters at NDIM for Final Placements</b>	
<b>Companies Visited For final Placements</b>	AIM India Pvt. Ltd; BeatRoute Innovations; Berger Paints; Call Health Services; Capital Small Finance Bank; CavinKare; Dura-Line India; Eldrok; Everest Industries Ltd.; Impulse; Inbound Mantra; Indigo Airlines; Interocean; LEDVANCE Pvt. Ltd.; Naukri.com (Info Edge India Ltd); o3Plus; People Matters Media; Publicis-Sapient; Rio Tinto; SmartSchool Education Pvt. Ltd.; Tata AIG; Thomas Assessment; Times Business Solutions Ltd; Yaantra
<b>Participants</b>	NDIM students of Batch 2016 -18
<b>Swachh Bharat Abhiyan</b>	
<b>Date / Venue</b>	3rd October 2017/ NDIM Campus
<b>Participants</b>	Students, Faculty and Staff
<b>Key Issues Addressed</b>	<p>Swachh Bharat Abhiyan in colleges has the mission of motivating young bright minds in the country towards a cleaner India.</p> <p>Swachh Bharat Abhiyan is a flagship scheme of the government of India to promote “Clean India”. The scheme has been a vital ingredient behind rejuvenation of thought in the country and has looked to target citizens from different backgrounds. One such initiative under the scheme is the “Swachh Bharat Abhiyan in Colleges”. Swachh Bharat Abhiyan in colleges has been the mission motivating young bright minds in the country towards a cleaner India. The initiative aims at ensuring that every educational institute in India should be well equipped with sanitation and hygiene facilities.</p> <p>Students and support staff along with the teaching staff were part of this initiative. Student volunteers encouraged students to spread the message of cleanliness in areas around the campus. Equipped with brooms and dustbins, the students swept the pavements near the Campus. The cleanliness drive was an inspiring and motivating experience for all the teachers and the students. It highlighted that change starts at ground level and only if each citizen of the country considers basic cleanliness and hygiene as their personal duty and responsibility, will our country be able to achieve the objectives of “Swachh Bharat Abhiyan”. With these activities, the students also realised that any work is best done when it is carried out by self. It also made them realise the dignity of labour. We do not intend to let the campaign lapse once this drive is over. NDIM intend to institute a prize for those who display a sense of civic responsibility within the College and carry out, on a regular basis sensitizing programmes and drives for cleanliness in our area.</p>
<b>Training for TNS Employees on Demonstration of Office Management Tools using PCs and Smart Phones through Google</b>	
<b>Date / Venue</b>	4th October 2017/ NDIM Campus
<b>Participants</b>	TNS employees
<b>Issues Addressed</b>	Demonstration of office management tools using PCs and smart phones through Google
<b>Digital Transformation in Context of New India Summit</b>	
<b>Date / Venue</b>	7th October 2017/ NDIM Campus

<b>Key Speakers</b>	Ajay Kumar Mishra, Program Head, Economy Today, DD News; B. Narayanan, Additional Director General, Ministry of Information & Broadcasting; Deepak Goel, Founder & CEO, Karma Circles; Kapil Gupta, Founder & CEO, OM Logic; Meenu Mehrotra, Blog Editor & Content Writer, Bonobology.com; Mohit Madan, CEO, Koonk Technologies; Murtaza Ali Khan, Film Critic, Columnist, Blogger; Nihar Sharma, Co-Founder, Odpedia; Pankaj Gupta, AVP, New Initiatives & Strategic Alliance, Economic Times (Digital & Mobile); Parchi Bali, Business Head (North), FoxyMoron; Prasanth Nair, Advisory Board Member, Zing HR; Puneet Singh Bhatia, Director, Sales & Marketing Operations, Axteria-Ingenious Insights; Rahul Jain, Founder & CEO, FMA Digital; Rajiv Pandey, Digital Marketing Consultant & Trainer, Digital Vidya; Raunaq Pradhan, Technology Lead, Indus Action; Sumit Nagpal, Founder, Spread Law (NGO) & Lawyer, Delhi High Court; Uttara Patnayak, Founder, Uttara Consulting Services and Ved Prakash Singh, Corporate Head, HR, Jamna Auto Industries.
<b>Sessions</b>	<b>4 sessions:</b> 1) Digital Mindset & Digital Transformation- The session covered digital transformation of organizations, digital mindset of individuals, operations tech, FinTech etc. 2) HRTech as a transformation tool- The session covered new concepts like social recruiting, employer branding, HR analytics, employee engagement and talent management software etc. 3) Martech as a transformation tool- The session covered marketing technology, marketing automation, social media marketing, web analytics and new concepts like social selling, conversion rate optimization etc. 4) Digital Media & Online journalism - The session covered the role of online journalists and bloggers in digital transformation.
<b>Key Issues Addressed</b>	The best known professionals in the area of digital transformation was invited by NDIM to discuss how digital tools can help in creating a "New India" and to share examples and case studies of successful organisations and products. The summit intended to support PM Modi's vision of New India.
<b>25th Founders Day – Industry Stalwarts at NDIM</b>	
<b>Date / Venue</b>	16th October 2017/ NDIM Campus
<b>Participants</b>	NDIM Faculty, Staff and Students
<b>Chief Guest</b>	Dr K Kasturirangan, Chairman, India's New Education Policy Committee
<b>Founder's Day Address</b>	Dr Kasturirangan exhorted NDIM students to venture into unknown space. He spoke at length about country's achievements in outer space indicating that the national education policy has to keep pace with emerging global requirements in all areas including the management of the cosmos.
<b>Key Issues Addressed</b>	Academicians and Industry Stalwarts for more than 50 companies and universities including KPMG, Delhi University, PRIA, Muskan, IIT Delhi, UN Compact etc addressed the students and assured of their continued recruiting support at NDIM Business Excellence and Innovative Best Practices-Academia Awards 2017 were awarded to: <ol style="list-style-type: none"> <li>1) Dr. Aquil Busrai, CEO, Aquil Busrai Consulting</li> <li>2) Shri Raj Nehru, Vice Chancellor, Vishwakarma Skill University - India's First Skill University, Govt. of Haryana</li> <li>3) Dr. Shanti Auluck, Chairperson &amp; Founder, Muskaan</li> <li>4) Jasbir Singh Kaushal, Director (Personnel) Central Warehousing Corporation</li> <li>5) Prem Singh, President, Global Human Resource, Wockhardt.</li> </ol>

	6) Sujay Santra, Founder & CEO, iKure
	7) R. Anand, Sr. Vice President - Human Resource, HCL Technologies
	8) Dr. M. Udaya Kumar Maiya, Director & Consultant, Radiation Oncologist, Bangalore & Founder Member of ICRO.

<b>Eye Checkup Camp</b>	
<b>Date / Venue</b>	17th October 2017/ Campus
<b>Organised By</b>	Lenskart
<b>Participants</b>	Faculty, Staff and students
<b>Key Issues Addressed</b>	To detect any eye problem at an early stage and assess how both eyes work together for proper vision and why we should go for regular eye checkups.

<b>Deepawali Celebrations</b>	
<b>Date / Venue</b>	18th October 2017/ Campus
<b>Participants</b>	Faculty, Staff and Students
<b>Key Issues Addressed</b>	Everyone was in festive mood and dressed up in colourful ethnic attire and exchanged wishes.

<b>International Workshop on Qualitative Research Methods &amp; Applications: In-Depth Exploration of Phenomenology and Grounded Theory</b>	
<b>Date / Venue</b>	27th-28th October 2017/ NDIM Campus
<b>Key Speaker</b>	Anil Behal, Renowned Phenomenologist and CEO, Orgdyne Training and consulting, LLC, USA, adjunct faculty at NDIM
<b>Key Issues Addressed</b>	<p>The first day of the workshop began with an in-depth discussion about the importance of qualitative research methods in management researches and how qualitative research can be employed to complement quantitative research findings. This was followed by a brainstorming session on phenomenology and how it can be differentiated from Interpretative/Interpretive Phenomenological Analysis. The phenomenon was explained with a number of relevant examples and all important lexicons related to qualitative research, such as bracketing, subjectivity, pathos etc., were described at length.</p> <p>On the second day, the discussion revolved around grounded theory and its implication in management researches. The benefits as well as the key challenges of this qualitative research approach were underscored in detail. Finally, in the last session, a group activity was carried out by the participants, which involved selecting a research topic, outlining the phenomenon of interest and framing research objectives from a phenomenological point of view. Each group of participants made a brief presentation on the chosen topic and the facilitator provided his insightful on the same. The workshop was well-received by, both, internal as well as external participants. It prompted participants to deliberate, brainstorm, raise questions and seek answers on their own. The uniqueness of this workshop lies in the active and enthusiastic participation of all the attendees, which is seldom seen in such academic events. Overall, the workshop proved to be fruitful in its endeavor and achieved the objective it was meant for. The extremely positive feedback from participants encouraged the coordinators to think about organizing more events as such in future.</p> <p>The first day of the workshop began with an in-depth discussion about the importance of</p>

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