

NEW DELHI INSTITUTE OF MANAGEMENT

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July'17 Newslines

NDIM Organized an International Faculty/ Management Development Program	
Date / Venue	1st July 2017/ NDIM campus
Key Speaker	Dr. Anil Behal, CEO, Orgdyne Training and Consulting LLC, USA
Participants	NDIM faculty and staff
Key Issues Addressed	<p>At a workplace, negative capability can create an intermediate space that enables one to continue to think in difficult situations. Where positive capability supports “decisive action”, negative capability supports “reflective inaction”, that is, the ability to resist dispersing into defensive routines when leading at the limits of one’s knowledge, Resources and trust.</p> <p>Hence, NDIM organized the workshop to learn the latest research in this field and connect the organizations and their key personnel and academicians to the new phenomenon world over. This interaction provided deep insight into the emerging strategies into this important priority area of organization.</p>
NDIM Senior Faculty attended 'Subir Raha Memorial Annual Lecture' on "Meaningful Corporate Governance	
Date / Venue	4th July 2017/ Urja Bhawan, Delhi
Key Speaker	Mr. Meleveetil Damodaran, Chairperson, Excellence Enablers
Participants	NDIM faculty and students
Key Issues Addressed	<p>He said, one should not make new regulations every time anything goes wrong, instead defaulters under the rules should be caught. He also encouraged that one should say the right thing at the right time. He concluded by saying people need to be trusted.</p> <p>NDIM faculty invited Mr. Meleveetil Damodaran to visit NDIM campus and share his experiences with NDIM students</p>
Mr. Nishant Manchanda, Co-Founder, Phoenix Force Consulting and India Net Work for Guest Lecture at NDIM	
Date / Venue	6th July 2017/ NDIM campus
Topic of Lecture	Becoming an Entrepreneur
Participants	NDIM Students of PGDM batch 2017 -19

Key Issues Addressed	<ul style="list-style-type: none"> • Entrepreneurship is about achieving one's goals. It is about taking responsibility. • Every opportunity to carry out a task is an opportunity to take responsibility. • Only you can motivate yourself – no one else can. • Find a strong purpose for being an entrepreneur. • Learn every day. • Promise to overcome fear.
	During question and answer session, NDIM students asked a few questions
	* How to become a successful entrepreneur
	* How to deal with failure
	* Leadership skills
NDIM students visited Mother Dairy	
Date / Venue	6th July 2017/ Delhi
Participants	NDIM students of PGDM batch 2017 -19
Key Issues Addressed	To understand the business world beyond books, it is vital to organize regular exposure to working environment to correlate their classroom learning with the practical scenario.
	NDIM students had an opportunity to view and understand the operations of different processes using varied techniques employed in Mother Dairy plant. Also, the visit created awareness among the students regarding the containers, packing units, logistics, quality check and control panel being used currently.
Ms. Divya Miglani, Consultant, NDTV at NDIM	
Date / Venue	7th July 2017/ NDIM campus
Participants	NDIM students of PGDM batch 2017 - 19
Topic of Interaction	Look for passion that drives you
Key Issues Addressed	She explained the media industry to NDIM students- how to advertise on the channels, role of advertising agencies, TRP dominates the show etc. She spoke about the need of channels to approach clients and how viewers impact the media to decide what and how to show and deliver.
Mr. Rajiv Gupta, President and Group CEO, Credforce America Inc. at NDIM for Guest Lecture	
Date / Venue	8th July 2017/ NDIM Campus
Participants	NDIM students of PGDM batch 2017 - 19
Topic of Interaction	What Corporate looks for
Key Issues Addressed	Students' curiosity regarding the expectations of recruiters in the field of analytics was properly resolved by Rajiv Gupta by explaining what exactly the corporate world looks for. He advised the students' community to be emotional about their work and business process. He explained how conventional degree program differs from the professional program like PGDM. He emphasized that students must be passionate about their professional life and students must give more weightage to learning than earning in the initial phase of career. According to Mr. Gupta acceptable communication does not imply merely good English, but it also considers professional attire, body language and proper delivery of message.

	To bring work life balance one needs to work harder to the extent that it keeps his/her personal life balanced. Students put many questions like the importance of choosing specialization, how to earn high salary, definition of entrepreneur, etc. Taking all sorts of questions Rajiv Gupta stressed upon the fact that there is no short-cut to hard work. He explained about the major shift in working life style because of digitization.
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NDIM Students Visited Moon Beverages

Date / Venue	12th July 2017/Noida
Participants	NDIM students of PGDM batch 2017 - 19
Key Issues Addressed	Objective behind the visit was to make students aware about how various activities related to marketing, financing and human resource are carried out in company. Students were explained about production and supply chain system of the company. Rightly said 'see & know' is better than 'read & learn'

Mr. Ranjan Bargotra, President, Crayons Advertising Network at NDIM Campus

Date / Venue	12th July 2017/ NDIM campus
Participants	NDIM students of PGDM batch 2017 -19
Topic of Interaction	Brand Values
Key Issues Addressed	He shared his learnings on Brands. Brand value leads to Brand Personality and inturn leads to Brand Equity. Brand is owned by consumers and not by company but it should lead to wealth creation.

NDIM Faculty at International Conference on Operations Research Development in Canada

Date / Venue	12 - 16th July 2017/ University Laval, Quebec, Canada
Participants	23 delegates from Philippines, Canada, France, New Zealand, Tunisia, Australia, Brazil, Turkey, UK, USA, South Africa, Colombia and India
Key Issues Addressed	NDIM faculty presented a paper "An Assessment of Green Practices in the Indian Manufacturing Sector Using CHAID Analysis"

International Exposure for NDIM Students

Date	12th - 19th July 2017
Countries Visited	Netherlands, Belgium, Germany and France
Participants	Students who completed first two semesters of PGDM
Key Issues Addressed	NDIM students visited universities, management institutes, undertook corporate visits and more by took advantage of the global platform that was provided. There is an increased confidence level in these students after coming back from international exposure.

NDIM Faculty at International Federation of Operations Research Society's Conference, Canada

Date / Venue	17th - 22nd July 2017/ University Laval, Convention Centre, Quebec, Canada
Participants	23 delegates from Philippines, Canada, France, New Zealand, Tunisia, Australia, Brazil, Turkey, UK, USA, South Africa, Colombia and India

Key Issues Addressed	NDIM faculty presented a paper "A CHAID Analysis Methodology for Exploring Sustainable Practices for Green Supply Practices" and Impact of Various Strategies for Reducing Air Pollution in Delhi - Bringing OR and Education to Services"
Mr. Vikas B Lal, CHRO, Moser Baer at NDIM	
Date / Venue	18th July 2017/ NDIM campus
Participants	NDIM students of PGDM 2017 -19 batch
Topic of Interaction	Skills Needed for Successful Manager
Key Issues Addressed	He discussed with NDIM students the traits of a successful manager and how the role of every employee is also important to make a successful organization. He also shared the 5Cs - Conviction, Common sense, Courage, Confidence and Compassion.
NDIM Faculties at Video Screening of Lectures of Mr. Prem Rawat at AICTE Complex	
Date / Venue	19th July 2017/ AICTE Complex, Delhi
Participants	NDIM faculties and students
Key Issues Addressed	Being an ambassador of peace and travel widely cajoling people to attain internal peace. He said, one get easily distracted which prevents achieving goals. The world is full of challenges and one can face them by being focused and should try to listen to inner soul.
Ms. Neha Saxena Shenoy, Business Manager, HR, Microsoft at NDIM for Guest Lecture	
Date / Venue	19th July 2017/ NDIM campus
Participants	NDIM faculties and students
Topic of Interaction	Importance of Emotional Intelligence in the Corporate World
Key Issues Addressed	<p>An extremely interactive session with students. She started with introducing a new term: VUCA world and gave examples of Patanjali and Uber. She related the term to these examples to underline how these two companies brought immense disruptions in the market and created a stronghold. 5 imperative aspects of Emotional Intelligence were she emphasized upon:</p> <ul style="list-style-type: none"> • Self Awareness • Self-Regulation • Growth Mindset • Social Awareness • Relationship Management
NDIM organized Table Tennis in Collaboration with 11Even Sports Private Limited	
Date / Venue	20th July 2017/ NDIM campus
Participants	NDIM students of PGDM
Key Issues Addressed	<p>Approx. 50 students participated in the event. Through this activity students were encouraged in Table Tennis by providing them opportunity to witness a Live match.</p> <p>A Robo Machine, which periodically throws TT Ball, was installed on TT Table Students were encouraged to play the matches with the Robo Machine installed on TT Table. Promoter was assigned near the Robo Installation to assist the students while they play the matches. Every participating student got an Invite ticket of International Table Tennis Championship</p> <p>This event was highly appreciated by the students and they received gifts like data bank, key ring, table tennis rackets etc.</p>

Mr. Bhuwan Mahajan, Head of Strategy & Digital Marketing, HT Media Group at NDIM Campus for Guest Lecture	
Date / Venue	21st July 2017/NDIM campus
Participants	NDIM students of PGDM batch 2017 -19
Topic of Interaction	Digital Marketing
Key Issues Addressed	<ul style="list-style-type: none"> • Introduction and advantages of DM over traditional marketing • Size of the industry- 13% of advertising is digital • What are the types of Email Marketing- Personal , Newsletter • Search engines used in India • SE Optimization Insights into: <ul style="list-style-type: none"> • Social media Marketing • Display advertising • Content Marketing- Its great potential and popularity • Online Reputation Management Strategy
NDIM Senior Professor on DD News	
Date / Venue	21st July 2017/ DD News Channel
Participant	NDIM senior professor
Key Issues Addressed	NDIM senior professor at DD news to discuss India - China standoff at Doklam
NDIM Hosts Global Village Summit - International Cultural Exchange	
Date / Venue	25th July 2017/ NDIM campus
Participant	Students from various colleges in Egypt, China, Turkey, Brazil, Italy and Sudan and NDIM students
Key Issues Addressed	Event was organized to promote Global mindset and to provide inter-cultural exposure to young MBA's of the Institute. They also got an opportunity to witness the diverse culture of India through enthralling performances by NDIM students from PAN India.
NDIM Alumni Coffee Meet - Double Blast Mumbai and Pune	
Date / Venue	29th & 30th July/ Mumbai and Pune
Participant	NDIM Alumni doing jobs in Mumbai and Pune
Key Issues Addressed	Coffee Meet is an initiative from NDIM to bring all NDIMites from a city together for greater interaction & network. All the alumni had a great time & shared their valuable feedback & suggestions to improve the alumni network & connect. Few of the alumni attendees also extended their support in connecting NDIM to their concerned HR department for exploring the opportunities of placement & SIP of NDIM students at their organization.