



Alumni Buzz....

October - December 2019

- The connections of Past, Present and Future

INTRODUCTION

Welcome again to the latest Alumni Buzz, Alumni Newsletter! As usual, this winter issue will round up useful information for alumni and help alumni get in touch with one another so as to build the "RDIAS Alumni community". We hope you will enjoy this issue well. We would be very pleased to hear from you and would particularly welcome any contributions to feature in our next issue. Please get in touch with us at alumni@rdias.ac.in.

PHOTO FLASHBACK

Do you recognize anyone in the photo?

Guess the year of the click???????

Please email your answers at alumni@rdias.ac.in and win exciting gifts!!!!!!



If you have any old photographs that you would like to share in the newsletter, please let us know on the email address above.

RDIAS WISHES

Sweetness in your speech...
Talent in your mind...
Peace in your eyes...
Strength in your hands &
RDIAS wish always victory in your life!!!!!!

MOTIVATIONAL CORNER

Stay faithful to the stories in your head!!!!!!

Stay connected!
You can reach us at



See you soon!

For further details about the above events, suggestions or feedback, please mail at alumni@rdias.ac.in

RETRACE 2019, Alumni Meet

"RECONNECTBACK TO ROOTS"

Kshitij, the Alumni Club, RDIAS organized RETRACE 2019, Alumni Meet on November 23, 2019 for leading and senior alumni of the institute. It was an incredible reunion of alumni, faculty members and students at the campus fulfilling the objective of the reunion i.e. RECONNECT, promoting a sense of belongingness among the alumni with their alma mater. The Alumni Meet is an occasion for all the alumni who have witnessed and were a part of the journey of this institute, both from the very onset and along the way to come together and reconnect, reminisce and traverse the present with the past. The event at the RDIAS Campus was a great success in its prime motive of Connecting and Networking the alumnus and the present management, faculty and some of the final year students. The event concluded on a happy note and with the hope of meeting again.



THANK YOU FOR MAKING GENEROUS DONATIONS

Social & Heritage Club, RDIAS organized "Daan Utsav" a month long activity named, "Joy of Giving Month" focusing on bringing together people from all walks of life to realize, think and help the club in giving back to the underprivileged in the society and to experience the happiness and joy by helping others to better live their lives. Many of our alumni experienced the true joy lies in the act of giving without an expectation of receiving something in return. To name a few;

THANK YOU

FOR JOINING US AT "DAAN UTSAV"

Gaurav Malhotra - MBA, Batch 2017-19,
Abhinav - MBA, Batch 2017-2019
Barkha - MBA, Batch 2017-2019,
Ishita Garg - MBA, Batch 2015-17

VIGYAPAN : AD MAKING COMPETITION

VIPANAN- Marketing Club, RDIAS, organized Vigyapan- an Inter-College Ad Making Competition on October 10, 2019. The event was an opportunity for all graduate and post graduate students across India to present their advertisement in the form of role play and/or video. The judge for the competition were Ms. Nandita Mittal, Director ,The Chocolate Villa and Mr.Mayur Aggarwal, (Alumni , MBA , 2015-17) CEO, Mahi Traders.

The zeal and enthusiasm showcased by participants was remarkable. The competition helped participants in getting a platform for a nationwide exposure to showcase their creativity and talent.



ALUMNI CONNECT

“Teaching is the canny art of intellectual temptation...”

In today's environment, hoarding knowledge ultimately erodes your power. If you know something very important, the way to get power is by actually sharing it. Practical approach with theoretical knowledge is the necessity to learn any field. A Lecture is an occasion when you numb one end to benefit the other. Guest Lecture is a way of enriching students with the latest updates of the Industries and Technicalities. The Students are bestowed with knowledge about Industry needs, latest technical updates, Avenues for Higher studies etc.

Presenting you the highlights of RDIAS ALUMNUS as the eminent personalities of various fields and stalwarts of the industry to lend valuable information to their juniors.....



Alumni Classroom Connect on “Insights of Insurance in Corporates”

Mr. Amit Luhach,

Area Manager, Mahindra Insurance Broker Limited.

Date :- Friday, October 11, 2019

Batch :- (MBA 2017-19)

JOURNEY @ RDIAS

Q. 1 : Your take on how MBA (Finance) from RDIAS has helped you in your career.

Answer: Being highly inclined towards the Management Discipline right from the native stage of schooling, wherein we were taught about “Sustainable Development “& “Effective Utilisation of Resources” MBA for me was more than a Passion & Goal in my checklist rather than just being a road for glooming hefty salary packages. Considering myself fortunate enough to accomplish my passion from RDIAS, I got which I was looking for – “ A Vast Bundle of Skills, Values & All-Round Development”. Being skilled in Financial Modelling & Valuations along with Econometrics, I am a Data Research Associate now & Onus for whatever I've achieved derives its root significance from RDIAS only.

Q. 2 : What are value added benefits that you have drawn from skills Acquisition/ Certificate courses at RDIAS?

Answer: Being consistent with “ Learning a new skill daily” I was quick on my toes with “ Financial Modelling & Valuation Course “ wherein my horizon with Numbers got a new direction. All this when got accompanied with “ Advanced Econometrics” gave a very positive boost to my Research Forte. “ Best S.I.P Finance Report Award: ANUBHAV I.T.S “ & “ Best Paper Award in Financial Management: ICCSIDTB-2019 “. Its all because of faculties of RDIAS : Dr. Anil Kr. Goyal & Mr. Miklesh Yadav along with entire RDIAS support.

Q. 3 : What industry skill set you have eventually acquired by pursuing MBA from RDIAS?

Answer: As already mentioned about my interest in research, I was fortunate to deep dive into research dynamics, working upon various econometric tools with the help of faculties so as to figure out where exactly problem lies & how effectively situations can be dealt with. For all this RCA, Filings & Annual Reports, Portfolio Evaluation & Risk Mgt. Techniques along with eye to eye detailed selection of Macroeconomic Indicators from respective RBI, World bank sites relevant sources were amongst things on which I developed a hang when I was in RDIAS.

Q. 4 : How has placement cell at RDIAS assisted you in ensuring a successful start of your career?

Answer: Right from the beginning, Placement cell was quick to ensure that students should interactively discuss concerns,, strengths which helped me in choosing right companies to appear for placements..

Feedback: 24X7 Assistance: Whenever I was stuck anywhere, Placement Cell provided its best arm so as to facilitate the best solution. Be it from any counseling, feedback, assistance, college representation or any other angle.

Q. 5 : What challenges the students of MBA need to be prepared for the initial years of their career?

Answer: By far the biggest challenge from personal experience is: Staying in Comfort zones & irony is: they won't land you anywhere. Life is all about Next Step, Stay Persistent on your road, Take Initiatives. Pen down your goals on a daily basis, work the out & if not evaluate the performance so as to do it better the next day.

Stay Hopeful, Majority of us leave the road when grinding season comes in or Follow a different one because opportunities in your trip gets blurred during a phase, remember: Every one of us have Different DNA, Understand that & Achieve Your Goals by Working out Things Rather than a sweet escape.



Gaurav Malhotra

Data Researcher,

MBA : Batch 2017-19

Q. 6 : Is there any advice you want to give students as soon they would be joining the league of working professionals?

Answer: MBA when done right, Students eventually feel that now its time to reap, Hardly they were under right impression to Grind. Persistence & Perseverance is a rare trait which one possess. "Upskilling is as important as inhaling oxygen in VUCA World" & hence one should be equally dedicated to grind in initial years so as to achieve what they joined MBA for. "Success is a journey, not a destination" this holds cent percent true, being thorough with basics, values & virtues along with relevant technical skills inherited by us in MBA will be fruitful only if efforts stay in the right direction with right intent, one should never forget that. IQ for : Cracking Interviews & EQ: for Maintaining a balance all round will make you achieve what you've desired only if you stay persistent on the road taken, so during initial years: Grind as much as you can, learn what you feel is a challenge & Beware of two actions: "Criticism & Switching".

* * * *

Q. 1 : What were the initial steps you took to build your career?

Answer: Not knowing your true potential and strengths is the biggest challenge one faces as an obstruction in his/her life that leads to failure in gaining experience and knowledge that can direct oneself towards the right path. Exploring myself through the sessions conducted by RDIAS thus cleared all my roadblocks and led me to a way to my bright future and career. All I would suggest for initial step is just know yourself and explore the outer world as much as you can, this will eventually make you walk on the platform you need to gain experiences, improve yourself, and have the brunch of all sort of areas/segments that you are interested in. Just make sure you have a clear aim about your area of interest and just be always ready to learn.

Q. 2 : What roles in HR are transforming?

Answer: According to me, the role that is most transforming now is transformation from that mission, governance, and reactive approach to reengineering, restructuring, and proactive approach.

Q. 3 : What, in your opinion, should be the real role of HR in an organization?

Answer: For me, the real role of HR should be to focus on its resource's psychological success. This will lead to all the aspects of developing, enhancing, and motivating his employees and also this positivity will lead to ultimate healthy organization workplace and good performance contributing to overall organizational success.

Q. 4 : What role has RDIAS played in grooming your career in Human Resource?

Answer: The foremost thing any student needs to study is 'Learning how to Learn', and this I have done in RDIAS the way it should be actually done to build a good manager out of a management student. The platforms provided by RDIAS to its students takes it to best position among all other colleges. May it be STP and CTP sessions, external events, clubs and activities or its faculty members who were ready to push me up every day and every time and in every manner whenever I got confused or felt demotivated. The STP sessions polished my entire personality by letting me know myself and explore my hidden skills and strengths. CTP sessions gave me a tremendous opportunity to improve my soft skills like interpersonal and communication skills that made me outspoken and flushed out all of my fear in regards to interacting with people with confidence. Industrial visits and Internships gave me a practical exposure and showed me the direction to recreate and renurture my skills and strengths as per the requirement of the corporate world out there. Seminars, workshops organized by the college always imbibed positive vibes in me as I got to gain knowledge through the experiences shared by many good positioned eminent executives of such giant and renowned organizations and gave me an opportunity to do networking with them. Extra co-curricular activities, fun quizzes, and various competitions held by the clubs and committees of RDIAS gave me a glimpse of how to build HR skills in me.

Q. 5 : How was your overall journey from RDIAS to corporate sector?

Answer: The journey was so enriched for me that I now see boosted self confidence and multifaceted development in myself. All I can say about RDIAS is 'Being Professional, Regimen, Prospective, and Superintendent is being an RDIASian.'

Q. 6 : What are the attributes you look in people when you make them a part of your team?

Answer: Very foremost, creativity, innovation capability, passion, clarity of direction is required. And of course to be a part of team, adaptability and flexibility is very important to work with diverse people.

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ALUMNI SPEAK

The Changing Technology Follows Changed Marketing!!

Mr. Nitesh Saini, MBA, Batch 2017-2019
Business Development Associate, BYJU'S

India's largest Ed-Tech company BYJU'S is to reinvent how students learn. It has transformed learning into fun by their learning classes and the learning app. They offer preparation training for different competitive examinations and leading provider of supplemental school curriculum classes for classes 1-12. They target high quality, engaging and accessible education with fun learning sessions they provide. "Byjus" The learning app is a startup by Raveendran Byju.

If you had a product or a service that you would want to sell or simply present it to people, how would you do it? Of course, marketing!! It is a way of engaging and interacting with people. Most marketing activities are aimed towards building the brand image of the company. BYJU'S with different awesome campaigns have made their brand name reach to a very different level from where they started. The company that is handling the digital app with all the efforts can never forget their digital marketing.

It has come up with very good social media campaigns and has a very great fan base on all the social media they are present on. The most recent successful social media campaign by them was "KEEP LEARNING". The main idea behind it was to say that there is no age of learning. It featured the whole Indian cricket team. This was when they got the Indian cricket team jersey rights. This is just one example there are many.

Except for the meaning behind the campaigns, the one more thing they focus on is the face for campaigns. Who can forget the king of Bollywood and cricket ground? Mr. Sharukh Khan and Captain Virat Kohli. This increases a very big impact on the campaign. The tie-ups with Disney and Discovery are more or less part and reason for digital marketing.

Only the ad campaigns cannot be said as Digital marketing. There are many things which byju's follow. SEO, SEM, google trends, Adwords and many more to generate the traffic of consumers. One example can be taken as what they do with the generated leads through different methods.

All the above let them stay ahead of the healthy competition they have now. Nobody has disrupted learning until them. There are a lot of activities in re-skilling, upskilling and other peripheral areas for a higher age group – but nothing significant in the group they are targeting. It is a big challenge to change the way an eleven year old learns. But if they can initiate that, they can have a big impact.

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Keep us posted
on your achievements,
joyous occasions,
learning and teaching
needs...
at [alumni@rdias .ac.in](mailto:alumni@rdias.ac.in)

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