



- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDI, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



Alumni Buzz....

April - June 2020

- The connections of Past, Present and Future

INTRODUCTION

Welcome to the newest edition of Alumni Buzz, the connections of Past, Present and Future.....In offering this e-newsletter, it is believed that it will provide abreast of all momentous developments and remarkable achievements at the institute. It also serves as a forum for alumni to stay connected with RDIAS and with each other by sharing news about developments in their lives. This edition welcomes the newly minted students, MBA (Batch 2018- 2020) & BBA (Batch 2017- 2020) in the Institute's Alumni family. It marks the foundation of a novel and memorable phase in their lives and revives our campus spirit. 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.

Stay Safe!!!!!! Stay Connected!!!!!!

Career Planning is not about education: It's about Life!!!

"Choose a job you love, and you will never have to work a day in your life..."

Kshitij, The Alumni Club of RDIAS hosted a webinar on the title " Career Planning is not about education : It's about Life !!!" on April 25 ,2020 for the students of MBA II semester.

The eminent resource persons for the event were senior alumni of the institute i.e. **Mr. Rahul Subhani (Alumnus, MBA 2003-05)** currently working as Sr. Manager, Medley Medical Solutions Pvt Ltd., **Mr. Tarun Katula (Alumnus, MBA 2008-10)**, currently working as Auditor, Ministry of Defense and **Mr. Anshul Bhatia, (Alumnus, MBA 2010-12)** currently working as Assistant Manager, Pixel Digital System.

The alumnus briefed about the recent trends of the economy. They motivated the students to identify the real zest of them. They highlighted the importance of doing SWOT Analysis before taking any decision in life. They laid due emphasis on leading a happy and good life by taking jobs and responsibilities in which one has real interest. The session gave everyone a clear perspective for the long run. It was indeed a learning experience for the students.



Mr. Rahul Subhani
Sr. Manager, Medley Medical Solutions Pvt Ltd.
(MBA 2003-05)

Mr. Tarun Katula
Auditor, Ministry of defense
(MBA 2008-10)

Mr. Anshul Ravinder Bhatia
Assistant Manager, Pixel Digital System
(MBA 2010-12)

MOTIVATIONAL CORNER

Don't Limit Your Challenges.
Challenge your Limits.

RDIAS WISHES

May good luck and fortune follow you
As you deserve the best
I hope the feats
that come your way
see you
outshine the rest !!!!!!!
- RDIAS

Stay connected!
You can reach us at

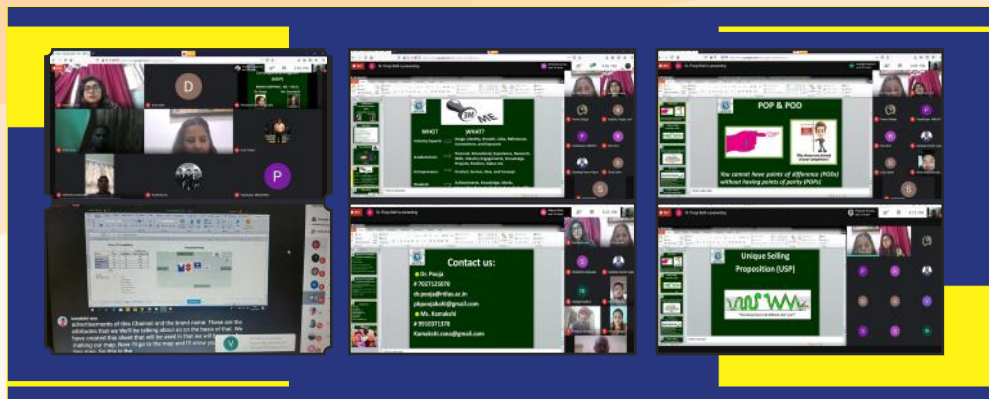


See you soon!

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

Online MDP on 'BRAND MAPPING USING MS-EXCEL'

RDIAS organised an online MDP on Brand Mapping using MS-EXCEL on June 6'2020. The MDP was conducted by Dr. Pooja' Associate Professor, RDIAS and **Ms. Kamakshi, Alumnus RDIAS, Batch MBA 2016-18**. Global participation augmented the energy of MDP. The objective of MDP was to help participants who have start-ups and for those tasked with managing a brand to instantly see whether their brand is positioned rightly or not, identify threats and spot opportunities to 'flank' competitors in their target areas. During MDP relevance of Brand Mapping, how to create perceptual maps, Research methodology to be adopted, designing of questionnaire and hands on practice of brand mapping was done. Several participants from London, Dubai, Manchester, contributed their time besides having different time horizon. Participants even learnt what and when strategies should be implemented. Academicians and students were enlightened that how they can get live projects on Brand Mapping. It was indeed an enlightening session for the participants.



POP & POD

the central base points of difference (POD) without having points of parity (POP)

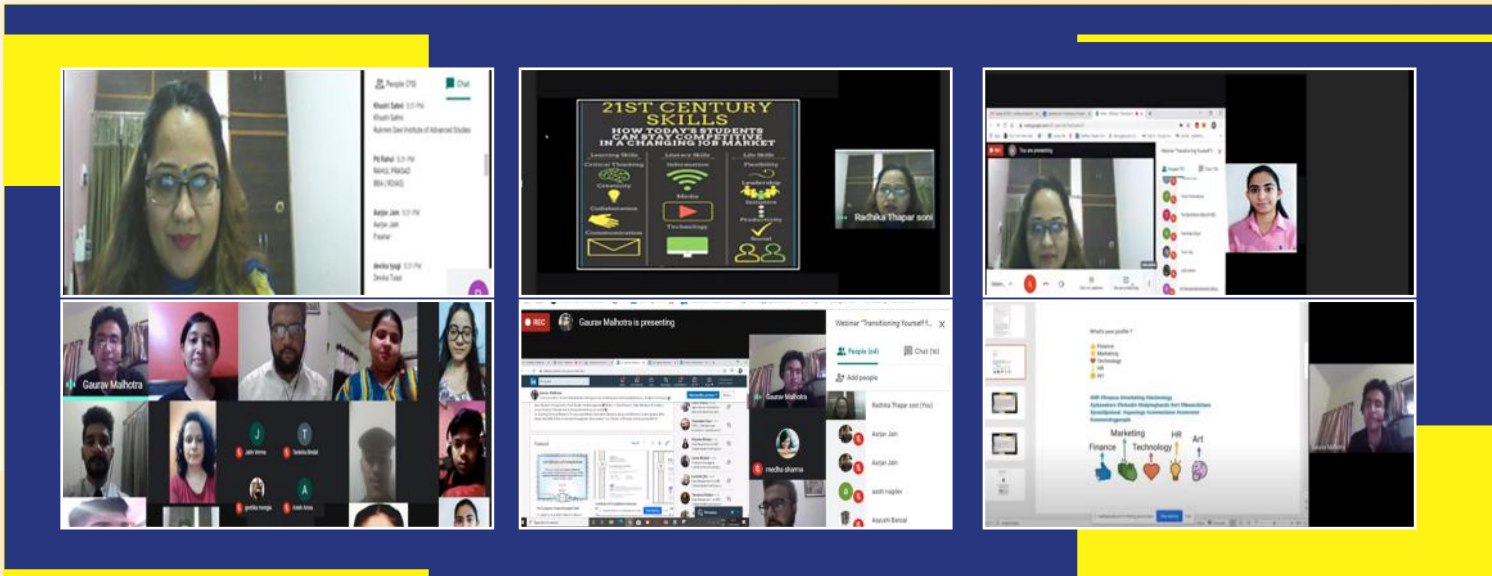
Unique Selling Proposition (USP)

Contact us:
Dr. Pooja
#NCT12018
@pooja@rdias.ac.in
#pooja@rdias.ac.in
#NCT12018
Kamakshi.raj@rdias.ac.in

webinar on “Transitioning Yourself from a Management Aspirant to Management Professional Radically

RDIAS organised a webinar on “Transitioning Yourself from a Management Aspirant to Management Professional Radically” on June 13, 2020 wherein Ms. Radhika Soni, Assistant Professor, RDIAS and **Mr. Gaurav Malhotra, Alumnus RDIAS, Batch MBA 2017-19**, Research Associate at S&P Global Market Intelligence, were the resource person. The programme was designed to enlighten the participants about the importance of soft skills and personal branding. Participants were taught various ways to have perfect social media presence and ultimately how they can build their own E-Marketplace.

Participants learned “Real-world” skills and steps for building Personalised E-Marketplace. Key insights on soft skills, analytics, networking, personal branding and other 21st century skills that students must learn during their college days were shared.



ALUMNI SPEAK



An investment in knowledge pays the best interest. The articulative teaching methodologies and inspirational learning environment at RDIAS helped me to build a solid educational foundation and thereby, a firm career in India's highest ranked PSU. I am really grateful to RDIAS for giving opportunities to nurture our creativity and develop ourselves as a holistic individual. I thank all my teachers, mentors and friends for giving me the scintillating experience and myriad of memories.

Ms. Parul
Senior Aviation Officer
Indian Oil Corporation Limited
MBA 2015-17

I had the most memorable time studying at RDIAS. The brilliant faculty and their passion to business motivated me to think out of the box. People at RDIAS are collectively group of intellectual, outgoing and bright people that enjoy spending time together, as it was a great source of inspiration and team work. During my college days, I worked with a variety of business cases and was exposed to many industries. RDIAS gave me opportunity to learn such things. To the students I would like to narrate a few lines: "Those who keep their minds open to new concepts – those whose cups are always empty – will always move to higher level of achievement and fulfillment."

Mr. Ankit kumar
Associate (Operations)
Company name – Paytm payments bank
MBA 2016-2018



I did my MBA in finance from RDIAS in 2010-12. In our office pitching ideas to the management and getting cases resolved is a very important part and have been doing well in this aspect. Of course have improved a lot and learnt few tips and tricks however giving presentations and working on case studies during my MBA has built a base which helped me shape my career as it is today. This was the best part of doing my MBA from RDIAS

Mr. Anshul Bhatia
Assistant Manager
Finance for Pixel Digital Systems
MBA 2010-12



Welcome to *Alumnihood*

Kshitij , Alumni club , welcome you all to the alumni family !!!!!!! Upon your graduation / post-graduation you have joined the ranks of over 5,000 active alumni members who are proud of their shared past, the success of institute and accomplishments of Alma Mater. It's a life membership with no renewals required..... where ever you go whatever you choose....you are the face of RDIAS to the world and we are proud of you !!!!!!

MBA Batch
2018-2020

BBA Batch
2017-2020

Wish you success and looking for sustained relationship with Alma Mater.

Triumph Zone / Alumni Achievement

Look, ...The moon is calling you!!

See.....the stars are shining for you!!!

Listenthe birds are singing to you.....HearRDIAS says we are proud of you!!!!!!!!!!!!

DELHI COLLEGE OF TECHNOLOGY & MANAGEMENT
(Approved by AICTE, New Delhi, DTE, Govt. of Haryana and affiliated to J.C. Bose University, YMCA, Faridabad)

DEPARTMENT OF MANAGEMENT
(PRESENTS)
Webinar
On
OPPORTUNITIES AND CHALLENGES IN THE GROWTH OF INDUSTRIES IN INDIA-POST COVID 19

PANELISTS

MR. AMIT KASHYAP
J.P. MORGAN CHASE
BANK, DALLAS, USA
SOFTWARE ARCHITECT

MR. GAURAV MALHOTRA
S&P GLOBAL MARKET
INTELLIGENCE, NEW DELHI
DATA RESEARCHER

DR. SARITA CHAUDHARY
GALGOTIAS UNIVERSITY
PROGRAM CHAIR
(MARKETING AND AUTOMOBILE)

MR. DEEPAK
AN INVENTOR AND
TECHNOPRENEUR
FOUNDER OF C2S
BOOK

Moderator

Dr. Dharmendra Sharma
Associate Professor
DCTM

Saturday, 9th May 2020 11:00 A.M. - 12:00 P.M.

Mr. Gaurav Malhotra, Batch MBA 2017-19, (Second from the left) invited as Panel Speaker in the Webinar organised by Department of Management, Delhi College of Technology & Management.

Budding HR Professional's Perspective

Ms. Damanpreet kaur
Talent Acquisition (HR)
Paytm
Alumnus MBA 2017-2019

MS. Niharika Mahajan
HR Operations Executive
Teleperformance (Equifax)
Alumnus MBA 2017-2019

What, in your opinion, should be the real role of HR in an Organization?

HR is the backbone of an organization. The responsibility of the HR to provide good working conditions, resolve issues between management and employees, oversee recruitment and hiring process.

What, in your opinion, should be the real role of HR in an Organization?

HR is the most important function in an organization. The real role of an HR is to have a vision and be a strategic thinker. An HR should be a great communicator to become a good professional and a great leader. An HR is the voice of an organization's culture so they must be flexible and should have the enthusiasm to try new things, and have the ability to take risks.

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

"I'm a people person" and "I like helping others" are two common reasons HR professionals give for choosing their career path. If you are ready for it are good enough to get started for profession as an HR.

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

Being an HR professional would suggest to always surround yourself with right people, I have always put myself with the company that has a manager who can be a good mentor and coach. If you surround yourself with people who love exceeding expectations at their job, you will learn to do the same.

Dear Alumni.. Stay connected on LinkedInFacebook,Instagram.....Twitter



COURTESY :-

Ms. Abha Gupta (Editor)
Ms. Tripti Nagpal (Editor)
Mr. Vijay Kumar (Graphics Designer)

Rukmini Devi Institute of Advanced Studies
2A & 2B, Phase-1, Madhuban Chowk, Outer Ring Road, Rohini, Delhi-110085
Phone:- 011-27864596, 27867301
Fax:- 011-27867212 **E-mail :-** admin@rdias.ac.in