

**07**

**AUGUST -  
SEPTEMBER**

# **DCBM CLARION**

*The official campus newsletter of  
Daly College Of Business Management*

## **INSIDE THE CLARION**

- **INDUCTION PROGRAMME**
- **OUTBOUND ACTIVITY TO FLAME OF FOREST**
- **SUJINDER SINGH HORA FEATURED ON BIG FM**
- **PLANTATION DRIVE**
- **JANMASHTAMI CELEBRATION**
- **PCM & CMA SESSIONS**
- **CRICKET TOURNAMENT**
- **TEACHER'S DAY CELEBRATION**
- **FRESHERS NIGHT**
- **INDUSTRY VISIT TO YELLOW DIAMOND**
- **INTER-COLLEGIATE DEBATE WINNER**
- **SEESION BY MR. YASHRAJ SINGH**

**Team -  
Dr.Sonal Sisodia  
Chirag Jain  
Anushree Chatterjee**





**INDUCTION 2019: New beginnings!!!  
Welcoming the batch 2019-22 into the  
portals of DCBM!!!**





Excitement, euphoria and a joyous spirit of enthrallment marked the Janmashtami celebrations at DCBM. The traditional 'Matki phod' competition was conducted. Special Guest Mr. Amit Kasliwal summed up the efficacy of celebrating such festivals of devotion and obedience.





Sujinder Hora, BBAIII - DCBM's melodious magician, an acclaimed singer, added a new feather to his cap as he featured in an interview on 92.7 BIG FM



"The one who plants a tree, plants a hope."

DCBM's students did their small bit towards nurturing mother nature by pledging to create a brighter and greener future, through a plantation drive.





Ms. Surbhi Manocha Choudhary, noted Corporate trainer, columnist and blogger graced the Induction, Day 2.



Good teachers are a master of simplification and an enemy of simplism. They inspire hope, ignite imagination and instil a love of learning. DCBM teachers received tons of love and appreciation from their adorable students on the occasion of Teachers Day.





The aim of the life lies in pushing your limitation always; you have successfully made this thing possible. Heartiest congratulations to our Shining star Anushree Chatterjee who emerged victorious in Inter college Debate Competition



Resource Persons for Professional Certified Marketer, Certified Management Accountant and the Digital Marketing Certifications interacting with the students







There's no magic to achievement. It's really about hardwork, choice and persistence. DCBM's HOD Dr. Sonal Sisodia, exemplified this by receiving the Best Research Paper Award at the International Conference on Recent Advances and Innovations in Business Management.



Two days of adrenalin rush where players developed ball skills as well as strategic thinking. The winners were felicitated with trophies, medals and cash prizes.





**Industrial visit of DCBM students and staff to Yellow Diamond factory!!!**

Aiming at widening the knowledge of students, an industrial visit was organised to Pratap snacks, a fast growing packaged snack maker with its flagship brand Yellow Diamond. .



DCBM staff and students were fortunate to have an insightful and interactive session by Mr. Yashraj Singh, the Managing Director of I - tek Solutions, New Delhi. An alumni of Mayo College and an MBA from University of Maryland, Smith School of business, New Jersey, Mr Singh shared his rich global corporate experience as well as his entrepreneurial acumen with the BBA students.





Jubilation, fun, laughter, mingling, new relationships, prizes and much more!! The Freshers Party set the mood right!!



It was a pleasure to have Mr. Mayank Batra, the dynamic Digital Marketing expert who conducted an engaging session on Day 3 of Induction