



# DCBM

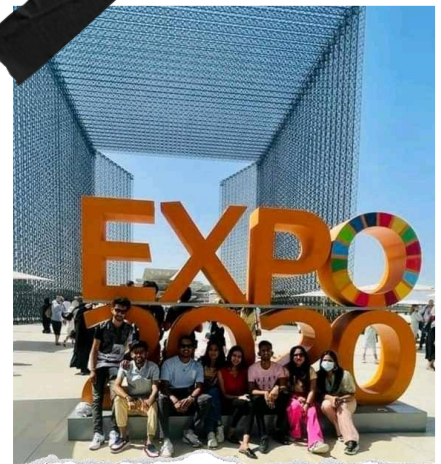
Excellence Through  
Management Education

PRESENTS

# CLARION

DCBM'S NEWSLETTER

VOLUME 21 | JANUARY-MARCH 2022



# AWARD FOR DCBM



हैदर सितो भास्कर 30-03-2022

## डीसीबीएम को बेस्ट इमर्जिंग मैनेजमेंट कॉलेज अवॉर्ड



सिटी रिपोर्टर | डीसीबीएम (डेली कॉलेज ऑफ बिजनेस मैनेजमेंट) को मध्य प्रदेश के बेस्ट इमर्जिंग मैनेजमेंट कॉलेज का अवॉर्ड मिला है। यह पुरस्कार डीसीबीएम की प्रिंसिपल डॉ. सोनल सिसोदिया को बेंगलुरु में एक समारोह में दिया गया। एशिया एजुकेशन रिसर्च द्वारा आयोजित इस समारोह में मुख्य अतिथि कर्नाटक के राज्यपाल थावरचंद गहलोत, कर्नाटक विधान परिषद के अध्यक्ष बसवराज होराट्टी और वहां के उच्च शिक्षा मंत्री सी.एन. अश्वथ नारायण थे।

## Award for DCBM

Bengaluru: Daly College of Business Management (DCBM) was awarded as the Best Emerging Management College in India by the Government of Karnataka. The award was presented to DCBM principal Sonal Sisodia by the Hon. Governor of Karnataka, Thaawar Chand Gehlot, Speaker of Karnataka Legislative Council, Shri Basavaraj Horatti, minister for higher education, Government of Karnataka, C Ashwath Narayan, conferred this



award on Sisodia. DCBM was established in 2018 and is emerging as the pioneer institution in offering transformative educational experience.



## TRIUMPH FOR DCBM FAMILY..

DCBM was awarded the **"Best Emerging Management College."** DCBM Principal Dr.Sonal Sisodia received this award on behalf of DCBM from the Hon. Governor of Karnataka Shri Thawar Chand Gehlot, Shri Basavaraj Horatti, Hon'ble Chairman of Karnataka Legislative Council, and other Dignitaries at a glittering ceremony in Bengaluru



# INTERNATIONAL EXCURSION



## DCBM @ Dubai Expo 2020

*For 50 of these DCBM Students, it was learning at its best!! Brimming with new experiences, Creating the Future, echoing the powerful spirit of partnership and co-operation*







# AAGNEY 2022

A MANAGEMENT FEST



## AAGNEY 2022

The riveting opening ceremony of the third edition of the transfixing Management Fest, **Aagney 2022** was held at DCBM lawns in the presence of Chief Guest HH Narendra Singhji Jhabua, President, DC Society, guests of Honour Prof. Dr. Abhay Kumar, Head, Department of Electronics, DAVV, Mr. Sumit Chandhok, Member, DC Board, Special Guest Mr. Nilesh Agrawal MD Ambassador Hotel, Mr. Tejas Jain, Founder Muniversity, Principal DCBM, Dr. Sonal Sisodia and Administrator Mr. Mayurdhwaj Singh.

VOLUME 21 | JANUARY-MARCH 2022

CREATIVE TEAM: SREELAKSHMI NAIR & DR.SONAL SISODIA





# AAGNEY 2022

A MANAGEMENT FEST



VOLUME 21 | JANUARY-MARCH 2022

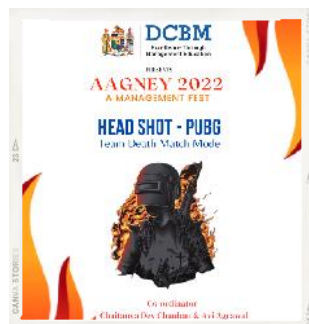
CREATIVE TEAM: SREELAKSHMI NAIR & DR.SONAL SISODIA





# AAGNEY 2022

## A MANAGEMENT FEST



The Fest was not just a National Event Anymore, there were International entries from the best Institutions around, namely, **Texas Christian University, Texas, University OF Windsor, Canada, IIM Lucknow, IIM Rohtak, IIT Dhanbad, Nirma University, Xavier Institute of Management, Bhubaneshwar, NMIMS Mumbai & NIT's** and many more..

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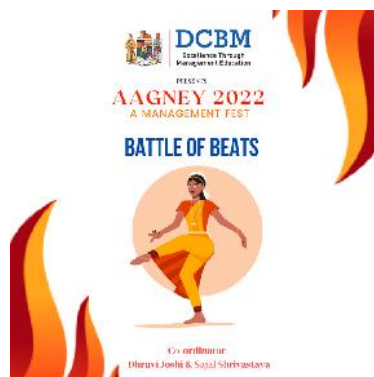
CREATIVE TEAM: SREELAKSHMI NAIR & DR.SONAL SISODIA





# AAGNEY 2022

## A MANAGEMENT FEST



## *The Talent Show at Aagney 2022:*

An amazing show that featured talented student performers from across the country. With **RJ Venu** and **DR. Nisha Siddiqui** as the Judges for the event, the evening turned out to be an audiovisual spectacle.

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# The Prize Distribution Ceremony

AAGNEY

2022



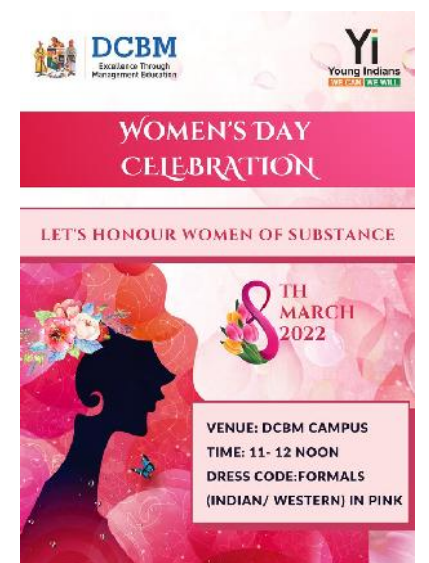
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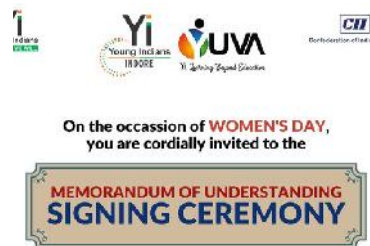
# Women's Day Tollification

DCBM in association with **Young Indians Indore Chapter** embraced the accomplishments and enterprises of the ravishing and victorious women.





# Women's Day Jollification

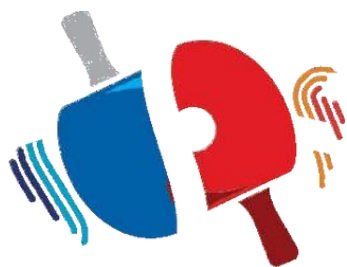


## Honouring the Women of Substance

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CREATIVE TEAM: SREELAKSHMI NAIR & DR.SONAL SISODIA





# DCBM

## INTRA COLLEGE

### TABLE TENNIS TOURNAMENT

# glimpses



## DCBM ANNUAL INTRACOLLEGIATE TABLE TENNIS TOURNAMENT

It started on a great note amidst the gracious presence of Celebrated Former **National Table Tennis Player & Coach Mrs. Rinku Acharya**, Secretary, and Treasurer MP Tennis Association, Mr. Anil Mahajan, DC Society Board Member Mr. Jai Singh Jhabua, and the Prize distribution Ceremony was graced by **HH Maharaja Narendra Singhji Jhabua**.





# glimpses





# FOOTBALL FEVER



Football Fever Seized DCBM students as our carefully curated teams the DCBM Tuskers and the DCBM Strikers competed in a fierce soccer match: **DCBM El Clasico** at the spectacular BCM ground, Daly College.

The players displayed unmatched skills & sportsmanship.

The Chief guest HH. Maharaja Narendra Singh Ji Jhabua, President, DC Society, DCBM Principal Dr. Sonal Sisodia and Administrator Mr. Mayurdhwaj Singh gave away shining trophies and medals to the winning team DCBM Strikers

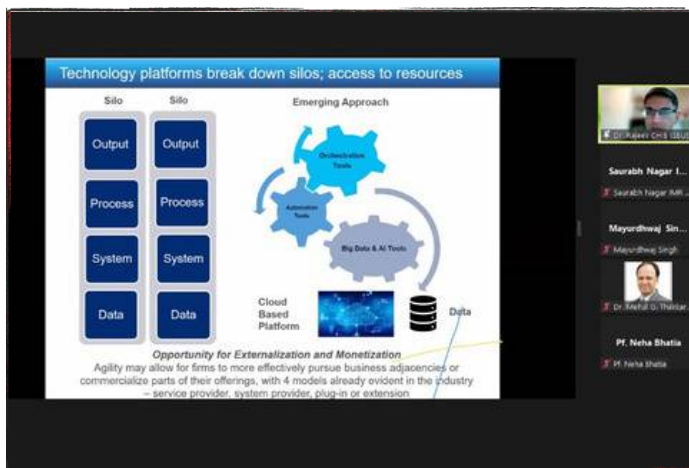




# INTERNATIONAL WEBINAR



DCBM hosted an International webinar on "The role of Digitization & Client Centricity in the workforce of the future". Resource person **Dr. Rajeev Chib**, COO of CITI Asia Market, Hong Kong delivered a wonderful session.



**Data: sources and types**

- Data vendor
  - Traditional: market data
    - Order Book
    - Trade data
  - Innovative: news / social media
    - Natural language processing
- Within a trading firm
  - Analytical derivation of the vendor data
  - Trading History

## INTERNATIONAL WEBINAR

### THE ROLE OF DIGITIZATION & CLIENT CENTRICITY IN THE WORKFORCE OF THE FUTURE

Learn how to identify your business market & target customers precisely with the help of digitization. You will also learn how to set up your business strategy in an efficient way.

**RESOURCE PERSON**  
**Dr. Rajeev Chib**  
 COO CITI ASIA MARKET SALES,  
 SOCIAL SCIENTIST, MENTOR  
 CITI\* UNIVERSITY OF TORONTO\*  
 ROTMAN SCHOOL OF MANAGEMENT\*  
 HONGKONG\*

**DR. SONAL SISODIA**  
 PRINCIPAL

**DR. NEETIKA S.**  
 COORDINATOR  
 (M) 9827061389

**MAYURDHWAJ SINGH**  
 ADMINISTRATOR

**29th January 2022**  
(Saturday)

**1.00 PM to 2:00 PM IST**

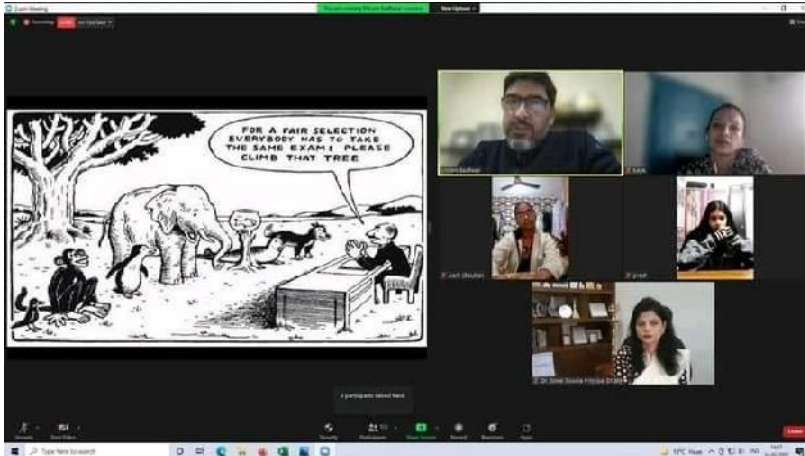
**Zoom Platform**

website: [dcbm.edu.in](http://dcbm.edu.in)



# WEBINAR - "ASPIRE"

YOUR STRENGTHS. YOUR CAREER. YOUR BEST



DCBM hosted a webinar on helping students make informed decisions.

Resource person

**Mr. Vikram Badhwar MD.**

Syngriti Transformation

Solutions, New Delhi

delivered a wonderful career counseling session



## "ASPIRE"

'YOUR STRENGTHS. YOUR CAREER. YOUR BEST'

**DCBM**  
Excellence Through  
Management Education

### ATTENTION!!!

11th & 12th CLASS STUDENTS



## LIVE WEBINAR

On informed career decision  
for 11th & 12th  
Standard Student

24 JANUARY 2022, MON  
02:00 PM TO 03:00 PM

RESOURCE PERSON  
**MR. VIKRAM BADHWAR**  
Founder & MD-Syngriti  
Leadership & Communications Coach,  
Experiential Educator, Psychometric assessor.

Dr. Sonal Sisodia  
Principal

Mr. Mayurdhwaj Singh  
Administrator



# Harvard Business Simulation Session

The poster is divided into two main vertical sections. The left section has a red background with a pattern of small business icons. It features a circular portrait of Mr. Abhijit Sengupta, a man with glasses in a suit. Below the portrait is a white speech bubble containing the text 'FACULTY Mr. Abhijit Sengupta'. The right section has a light yellow background with a faint illustration of a city skyline. At the top, it displays logos for DCBM (Eccellence Through Management Education), Harvard Business Publishing Education, and Miles Education. The main title 'HARVARD BUSINESS SIMULATION' is in bold red letters. Below it, the topic 'TOPIC: SUPPLY CHAIN MANAGEMENT / WORKING CAPITAL MANAGEMENT' is written in red. An illustration of a person at a laptop is also present. At the bottom of the right section, the names 'Dr. Sonal Sisodia Principal' and 'Mayurdhwaj Singh Administrator' are listed. A blue bar at the bottom of the poster contains a calendar icon and the date '6th February 2022 (Sunday)', a clock icon and the time '11.00 AM to 1:00 PM', and the website 'website: dcbm.edu.in'.

DCBM organized a Special Session on "**Harvard Business Simulation**" in association with Miles Education. The session proved fruitful for the students as it covered core aspects of Supply Chain Management as well as Working Capital Management.

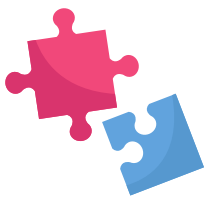


# Soft Skills Training Program



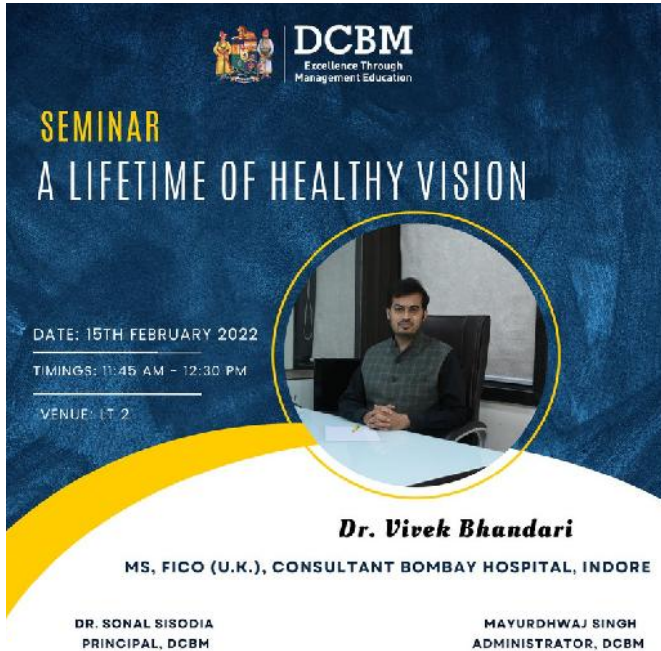
**Soft Skills set you apart and enhance employability.**

Resource Person **Ms. Honey Rai** trained Soft skills and Corporate Trainer from Bangalore said this during her two-day workshop on Soft Skills Training conducted for students of DCBM.





# Seminar- A Lifetime of Healthy Vision



Online Learning can mean staring at the screens all day long which could have an adverse impact on vision. Keeping that in mind, DCBM organized a session for students wherein **Ophthalmologist Dr. Vivek Bhandari** shared eye care tips to keep the eyes healthy







# DCBM

Excellence Through  
Management Education

## RESEARCH AWARDS TO DCBM FACULTY

Dr. Neetika Shrivastava won  
the  
"Best Ph.D. Award" at PIMR  
International Conference.



Principal Dr. Sonal Sisodia  
&  
Dr. Priyanka Chawla bagged  
the  
"Best Research Paper Award"  
at the PIMR International  
Conference.



*Heartiest congratulations to all of them*



## DCBM STUDENTS SHINE !!!



EKAANSH VYAS

BBA II YEAR STUDENT, DCBM



NEESHITA THADANI

BBA II YEAR STUDENT, DCBM

**Ekaansh Vyas and Neeshita Thadani of DCBM emerged triumphant at the**

## IMA's Start-Up Idea Hunt 2022

**Heartiest Congratulations on this awe inspiring feat!**

**DR. SONAL SISODIA**  
PRINCIPAL, DCBM

**MAYURDHWAJ SINGH**  
ADMINISTRATOR, DCBM



इंदौर सिटी भास्कर 24-02-2022

इंदौर मैनेजमेंट एसोसिएशन की स्टार्टअप आइडिया हंट में स्कूल-कॉलेज के स्टूडेंट लाए लाइफ चेंजिंग आइडियाज बैम्बू टूथब्रश, जूट के जूते, स्टार्च बैग और इमोशनल हेल्थ पर कोर्स जैसे कॉन्सेप्ट के साथ स्टार्टअप लाए यंग इनोवेटर्स

ਸਿਟੀ ਰਿਪੋਰਟਿੰਗ ੧੯੯੪

1 वेबसाइट जहां टूथब्रश से

**1. फेशन तक... सब सस्टेनेबल**  
19 वर्ष के आंध्रप्रदेश के एकमात्र ज्यूस का स्टार्टअप फंडीजलस इन फंडीजलस का हिस्सा रहा। एकमात्र सस्टेनेबल - जूट के सूत, पैकेजिंग के ईथोपिया जो जलवायु परिवर्तन से जल है। साथ में धन एकमात्र और पैकेजिंग 200 प्रोडक्ट जो हमारी टेकसर्च की डिस्ट्रीब्यूशन करते हैं। यह सब पैसा है और वे सभी सस्टेनेबल हैं। मैंने छह महीने पहले दो लाख किताबें देकर मैं मेरेकॉर्ड ब्रम्स जुड़ रहे हैं।

२ बृजुर्ग अकेले न हो जाए

**५. इसलिए अभिनाशुन बनव**  
निशत बहानी में सेविन निशतुन के  
लिपि अभिनाशुन बनव बनव। उनने  
बनव - इतिहास  
के भा को निशत  
करीन रहनी  
जाव। अभिनाशुन  
भी पेशान करत  
है। इतिहास में एक  
अभिनाशुन कम्प्यूटर  
पेशान करत।

Q दुनिया को नहीं खुद को

**3. सड़ने के लिए कोस लाए**  
मैंतम यस का फा इन्टरनेट सीनैस लेन का है। हमने ऐसी दु कोसाए, ऐसी दु कोसाए।  
पारसि-वोरी और  
इन्फर्नाल इन्डिसेस  
के अन्तःपुन-  
आवृत्तान कोस है।  
ये कोस लेब पने ये  
लुनस के इममेड  
के सिस्ट्र जो, अल्लेन  
खुद को समरके के  
सिस्ट्र है। एन्वायरी और पुन ये फको नोती का  
पने लेन अल्लेन। ये कोस इममेड कोस कोस  
इन्डान हल्लेन सिस्ट्र ये म ये है। फल  
पने ये हम इमेड अल्लेन-कोस ये शुन कोस

#### 4 प्लास्टिक खेल का नया

**1. चिकित्सा - स्टायन बैंग लार्ड**  
 स्पाइडरम और मधुमेह के हिले को खत्म में रखने की संज्ञा देने के अतिरिक्त स्पाइडरम विज्ञान प्लास्टिक बैंग को फिटम करके वे हिले पेशियाँ में यह प्रोडक्ट अपने करीबी समीप की कमीनर सेब में रखा किष्पा: चोपल्य (फॉर्मीक्यूलेटड एडिड) के मुक्ता



यह बैंग ब्यान्डिडोपेप्टेड प्लास्टिक से बना है। इसकी कमीनर है कि इसे कलहरी से उहालने पड़ता नहीं उठाने को कुछ पल में ही यह लहलहा हो जायगा।

## IMA's Start-up Idea Hunt 2022 held

## 24 college students take part

**OUR STAFF REPORTER**  
City.indore@fpi.co.in

## THE WINNERS

**Ekansh Vyas, a student of Daly College of Business Management, got the highest score and stood 1st in the Start-up Idea Hunt 2022 organised by Indore Management Association's Student Chapter on Saturday.**

In all, 24 students from different colleges participated in the virtual event and presented their business ideas. Out of the 24 participants 5 students qualified for the final round that would be held soon.

The competition provided a chance to innovate, analyze, discuss and deliberate the business idea on a common platform of IMA. Sawan Laddha & Mudit Thakkar, IMA's execu-

**Ekansh Vyas of Daly College of Business Management stood 1st. Neeshita Thadani of Daly College of Business Management stood 2nd**

~~Garvii Jain of PIVR~~  
stood 3rd

**Rohit Jain of Acropolis**  
stood 4th

**Disha Jadhav of IMS-DAVV stood 5th**

tive committee members moderated the event. The judges of the competition were Dr Kumar Gaurav, assistant registrar R&D and Entrepreneurship at IIT Indore, Vaniya Dangwal senior programme manager head start Delhi, Prof Kamal Sharma, Strategic Management Department at IIM.

Free Press, February 20, 2022, Page - 5

*We are proud of you!*

We couldn't be happier than this precious piece of news that reflects the stupendous triumph of our students **Ekansh Vyas and Neeshita Thadani** who outshone at the city level

## IMA Start-Up Idea Hunt 2022

VOLUME 21 | JANUARY-MARCH 2022



# DCBM Students Shine !!



INDORE  
MANAGEMENT  
ASSOCIATION



*Congratulations Vedika!*

Our Student Vedika Goyal proved her entrepreneurial genius and won the  
*Outstanding Performance Award* at the  
*Indore Management Association Women forum 2022.*  
*Heartiest Congratulations !!*



# IMA Scholarships to Meritorious Students!!

**DCBM**  
Excellence Through  
Management Education

**Miles**  
Education

**DCBM Congratulates**  
the following CMA Aspirants for successfully qualifying  
their IMA Scholarship worth  
\$ 849 each (INR 62000 approx)

Khush Tolani	Parth Khandelwal
Ram Sharma	Anushka Jain
Sahil Totwani	Ameer Humza
Shreyan Bhatt	Deepansh Agrawal
Rishika Surya	Gautam Jain

**Dr. Sonal Sisodia**  
Principal

**Mr. Mayurdhwaj Singh**  
Administrator



# DCBM Students Shine !!



**DCBM**  
Excellence Through  
Management Education

*Congratulations!!*



**Neeshita Thadani**  
- BBA 2nd year student, DCBM

★★★★★

For bagging a paid Internship with  
India's National Investment facilitation agency  
"INVEST INDIA"

*We are proud of you!*

Dr. Sonal Sisodia  
Principal, DCBM

Mayurdhwaj Singh  
Administrator, DCBM

visit: [dcbm.edu.in](http://dcbm.edu.in)



**DCBM**  
Excellence Through  
Management Education

*Congratulations Nishi!*

★★★★★



For bagging Digital Marketing Internship  
with  
OTPless Solutions Pvt Limited, New Delhi

*We are proud of you!*

**Nishi Nagar**  
- BBA 2nd year student, DCBM

Dr. Sonal Sisodia  
Principal, DCBM

Mayurdhwaj Singh  
Administrator, DCBM

visit: [dcbm.edu.in](http://dcbm.edu.in)

***"The ladder of success is best climbed by stepping on the rungs of opportunity."***

***Our students proved it by bagging Internships at Reputed Companies.***

***We are proud of you!***

***Congratulations  
Students!***



# DCBM Students Shine !!



**DCBM**

Excellence Through  
Management Education

## Congratulations Anushree



*Our alumnus Anushree Chatterjee  
has made history.*

*She has won Regional level  
National Environment Youth  
Parliament 2022 and qualified  
for the National Level  
competition that is to be held at  
the Parliament House, New Delhi.*

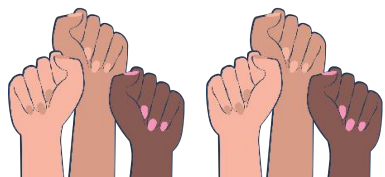
*DCBM family wishes her all the  
very best for the National Round.*



DR. SONAL SISODIA  
PRINCIPAL

MAYURDHWAJ SINGH  
ADMINISTRATOR

# National Voters' Day



## National Voters' Day

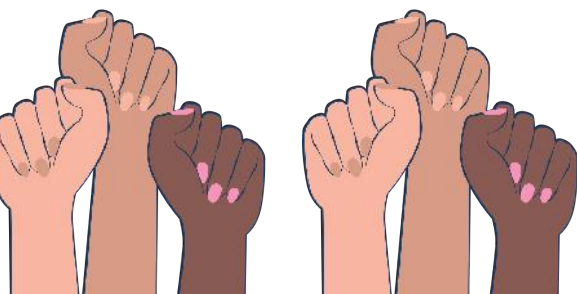
**National Voters' Day** was celebrated at DCBM. To mark the occasion, a Slogan Writing Competition was organized on the theme "**Electoral Literacy for Stronger Democracy**". The winners were felicitated. Voters Day pledge was administered to students by **Principal Dr. Sonal Sisodia**





## Voters Day Celebration at DCBM

INDORE. National Voters' Day was celebrated at DCBM. To mark the occasion, a Slogan writing competition was organised on the theme 'Electoral Literacy for Stronger Democracy'. Rishika Surya and Tanvi Mangal bagged the first prize, Ujjwal Pahwa and Ansh Bajaj won the second prize while the third prize was bagged by Tash Lakhwani and Diya Sadhwani. Voters Day pledge was administered to students by Principal Dr. Sonal Sisodia. Students also became a part of the Electoral Literacy Club (ELC). In her address, Dr. Sisodia explained how the Government envisages focus on elections to be more Inclusive, Accessible and Participative' with increased commitment to facilitate active participation of voters during the elections and to make the complete process hassle free and a memorable experience for all categories of voters. She said that Youth can play a significant role in bringing about the change they dream of in the society by becoming aware voters and administering their right to vote prudently. The program was organised by Prof Tapas Upadhyaya and Dr. Neetika Shrivastava.



## National Voters' Day celebrated at DCBM

OUR STAFF REPORTER  
Indore

National Voters' Day was celebrated at DCBM. To mark the occasion, a slogan writing competition was organised on the theme 'Electoral Literacy for Stronger Democracy'.

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# National Voters' Day



# Mindful Yoga Workshop



 **DCBM**  
Excellence Through  
Management Education

**WORKSHOP**  
*Mindful Yoga*

With Nandini Gupta  
International Yoga Practitioner

DATE: 15TH FEBRUARY 2022  
TIMINGS: 10:00 AM TO 11:00 AM  
VENUE: DCBM LAWNS  
ATTIRE: DCBM T- SHIRT & LOWER/ YOGA PANTS



DR. SONAL SISODIA  
PRINCIPAL, DCBM

MAYURDHWAJ SINGH  
ADMINISTRATOR, DCBM

**Mindful Yoga- Creating positivity towards one's body, mind & soul.**

**DCBM students and staff experienced all this in the extremely intriguing session by International Yoga Practitioner Ms. Nandini Gupta**





# *The Plantation Drive at* **DCBM**

**When you plant a tree, you don't just plant a sapling but hope!**

DCBM students, staff and DPL workers planted saplings of Kaner, Sam, Nimbu, Kachnaar, Ashok, Champa etc. in DCBM Campus



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## **PLANTATION DRIVE**



**DCBM Lawns  
4th March  
1 PM**





# Vocational Training by YouVah



DCBM signed an Academic Collaboration with **YouVah**, an IIM Ahmedabad incubated Start-Up that would serve as a conduit between employers and candidates, as well as provide crucial vocational training to our students.





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# CLARION

**DCBM'S NEWSLETTER**

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CREATIVE TEAM: SREELAKSHMI NAIR & DR.SONAL SISODIA