



**SHAHEED SUKHDEV COLLEGE
OF BUSINESS STUDIES
(SSCBS)
UNIVERSITY OF DELHI**

**Internal Quality Assurance Cell (IQAC)
Newsletter**

**Volume - I
Issue - III (2017-18)**

About SSCBS



Shaheed Sukhdev College of Business Studies (SSCBS) is one of the premier institutions of the University of Delhi, imparting path-breaking education in the fields of Management and Information Technology. It was established in August 1987 by the Delhi Administration on the initiation of UGC and the Ministry of Human Resources.

At present, the college offers three full time graduate courses leading to the award of Bachelor of Business Studies, Bachelor of Business Administration (Financial Investment Analysis) and B.Sc. (H) Computer Science. The college is also running one batch, currently in 3rd year of Bachelor of Technology (B.Tech.) in Computer Science degree program, admitted under FYUP in 2013-14.

The college emphasizes an interactive mode of education, supported with innovative teaching methodologies. It is designed to stimulate inquiring minds and provide significant exposure to the realities of business processes and challenges. Industry interaction is achieved through guest lectures, industrial tours, industry based project work and summer training.

The strength of the college lies in its highly qualified faculty having industrial experience, dynamic students, supportive non-teaching staff and an enterprising and encouraging governing body.

The Principal's Note

Dr. Poonam Verma
Chairperson, IQAC
Principal, SSCBS



Founded in 1987, Shaheed Sukhdev College of Business Studies is a constituent college of University of Delhi, 100% funded by Government of NCT of Delhi. Accredited **Grade A** by NAAC, we are committed to produce leaders of tomorrow.

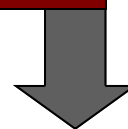
We offer full time regular courses: Bachelor of Management Studies [BMS], Bachelor of Business Administration (Financial & Investment Analysis) [BBA (FIA)], B.Sc. (H) Computer Science.

Once the students are on board, we ensure they interact and collaborate well. Our faculty, staff, students and alumni actively work in cohesion to create conducive environment where every student develops roots of responsibility and wings of freedom leading to their **holistic development** and **lifelong learning**. The students in return have brought laurels to the college, society and country consistently since inception of the college.

Our SSCBS family, our facilities and our vision – every element is focused on benefitting and developing each one of our students. We teach, coach, counsel, and impart life skills through a wide array of **student activities**. We make it a mutual learning process, standing behind every student and enjoying with them as well. We have a supportive, learning environment with each one of us duly engaged, accessible to our students, and many other lighter opportunities to interact with each other through societies, social upliftment initiatives, alumni talks, industry visits etc. Our diverse and wide ranging **societies** have won great accolades, prizes and fans across India and globe, universities, institutes and colleges, and people at large.

Our college was the first undergraduate college in DU to dedicated placement support. As an indicator of overall development and strong management teaching inputs transforming 10+2 students into young professionals with high industry acceptance level, we have an excellent **placement** track record all through the years since inception.

About the Internal Quality Assurance Cell (IQAC)



As per the requirement of National Assessment and Accreditation Council (NAAC), Internal Quality Assurance Cell (IQAC) has been constituted by the college. The IQAC has representatives of all stakeholders, viz., Administration, Faculty, Students, Alumni and Recruiters. The college has invited eminent resource persons from the industry, academics and armed forces as members of the IQAC who share their learnings and experiences to help raise the academic standards of the college.

This year IQAC met twice to take stock of all academic and non-academic developments in the college. The IQAC's AQAR (Annual Quality Assurance Report) 2017-18 was also tabled and adopted during the year.

This committee has been graced with the presence of Prof. (Dr.) Manoj K. Sharma (Former Prof., IIT-D and Dean, Faculty of Management, UPTU, UP, India and currently CEO, DTU -IIF and Lt. Gen. (Retd.) and R. Roy. (UYSM, AVSM, YSM; retired senior army officer). The IQAC deliberations over the year centred around looking at ways of boosting the involvement of parents in college activities, enhancing the value offerings of the college, increasing the research output and its dissemination and effectively utilising the world-class infrastructure of the college.



IQAC

Internal Quality Assurance Cell

Composition of IQAC, SSCBS



S. No.	Name
1	Dr. Poonam Verma, Principal, Chairperson
2	Mr. O.M. Aggarwal
3	Mr. Harmit Singh Ahluwalia
4	Mr. Anurag Sunder
5	Mr. Jiten Chopra
6	Mr. Asheet Makhija
7	Mr. Chirag Mittal
8	Mr. Rubin Dante
9	Mr. Naresh Priyadarshi
10	Dr. Hamendra Kr Porwal
11	Ms. Kavita Rastogi
12	Dr. Tarannum Ahmad
13	Dr. Anuja Mathur
14	Dr. Anamika Gupta
15	Ms. Deepti Khatri
16	Mr. Surender Kr Jairath
17	Mr. Ajitabh Saxena
18	Mr. Sachin Kumar
19	Mr. Anumpam Gupta
20	Ms. Samridhi Singhal
21	Mr. Ayush Mohanty
22	Dr. Sanjay Kumar Goyal, Coordinator

SSCBS gets Grand Welcome to the New Building!

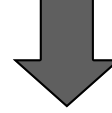


The inauguration ceremony of Shaheed Sukhdev College of Business Studies (SSCBS) was held at Akash Ganga, College Auditorium on 12th September, 2017. **The chief guest on the occasion was Shri Manish Sisodia, Hon'ble Deputy Chief Minister, GNCTD.** Shri Satyendar Jain, Hon'ble Minister PWD, GNCTD was the guest of honour. Other esteemed guests on the occasion included Prof. Yogesh Kumar Tyagi (Vice Chancellor, Univ. of Delhi), Sh. Mohinder Goyal (MLA, Rithala, Delhi), Smt. Punya S. Srivastava (Secretary, Higher Education, GNCTD), Sh. S.K. Srivastava (Engineer-in-Chief, PWD) and Smt. Garima Gupta (Director, Higher Education, GNCTD). Prof. Anil Rai, the then Chairman, Governing Body, SSCBS appreciated the college as a 5-star college. Prof. Yogesh Kumar Tyagi, Vice Chancellor of Delhi congratulated everyone by saying “Aap sabko naya ghar mubarak ho”. He motivated students to work hard and realize college's dreams.

The college calendar was released by the Principal in the presence of the guests. Shri S K Srivastava, Engineer-in Chief, PWD, GNCT of Delhi called it a “Proud day” for PWD to dedicate this beautiful and green college to the citizens of Delhi. The Chief Guest, Shri Manish Sisodia, Deputy Chief Minister, GNCT of Delhi dedicated the world class campus to the public and thanked PWD for putting blood, sweat and tears in its construction. He applauded the college for having green campus. He also encouraged students to participate in the community work as a payback to society.

IQAC INITIATIVES IN THE YEAR

International Conference on Information Technology and Knowledge Management



ICITKM-2017 is the first ever international conference organized by the college. It was held on December 22-23, 2017 at SSCBS and was inaugurated by Prof. Yogesh Singh, Vice Chancellor, Delhi Technological University. Out of about 40 submissions, 27 were selected for presentation/publication. Proceedings of this conference were published/made available online as volume of Annals of Computer Science and Information by Polish Information Processing Society, Poland.

ICITKM-2017 witnessed worldwide participation. The delegates were enlightened by the sessions. The eminent speakers of the conference were- Prof. S.S Lodha from Southern Connecticut State University, Havana, CT; Prof. R.K. Agrawal, SC&SS, JawaharLal Nehru University, Delhi and Prof. Muneesh Kumar, Head, Department of Financial Studies, University of Delhi. Other invitees include Mr. Vinod Nangia, Director of New Business development, Honeywell International, Phoenix, AZ, USA, Prof. Sanjay Sehgal, Department of Financial Studies, University of Delhi, Delhi, and Prof. N.R. Bhanumurthy, NIFP, Govt. of India.

Constituting Student Council



The College has initiated formation of student council which facilitates students to participate in the administrative process and procedures as major stakeholders of the college. Students are actively involved in one of the highly significant committees i.e. Library Committee from a long time. The emphasis is placed on different disciplines like finance, economics, operation research etc. according to their choice. They express the need to purchase a variety of books, journals and magazines from reputed publications. They provide feedback which acts as a basis for placing subsequent orders. It eventually helps to determine the most popular titles, authors and publishers to ameliorate procurement process in future. Students also play an important role in Canteen Committee. They recommend the variety of items to be offered under different categories in the food menu. Being a final consumer, they clearly state the willingness to pay maximum price for each and every product. They put forth any grievances related to food quality, level of hygiene, cleanliness, behaviour of staff and incidental matters in the canteen. Such complaints are looked into in a detailed manner and attempt is made to resolve them at the earliest.

IQAC INITIATIVES IN THE YEAR

Enactus - The World Champions

This year Enactus chapter at SSCBS has represented India at the global stage two years running.

Enactus SSCBS were the National Champions 2017 and represented India at the Enactus World Cup held in London in September 2017. The team was declared World Champions Enactus 2017, competing with National Champion teams of 36 countries. The team Enactus also won the World Water Race a sub event at Enactus World Cup.

Project Raahat won the World Water Race, conducted by Enactus at the Enactus World Cup 2017 held in London winning a grant of \$ 20, 000. The team was invited by Coca Cola at the Consumer Goods Forum: The Global Summit 2018 for the I-Talk on “How millennials work towards sustainability”. The event was held at Singapore.



ENACTUS winners at Rashtrapati Bhawan

IQAC INITIATIVES IN THE YEAR

Gender Champion Programme

Under the Gender Champions Programme of University of Delhi, two students - **Megha Arya** and **Diwanshu Bartwal** were nominated as the gender champions of College for the session 2017-18.

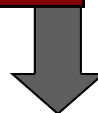
During the year a workshop was organised for the college students to explain the perils of cyber harassment by Akancha Srivastava. The campaign '**Akancha Against Harassment**' is India's largest social impact initiative to raise awareness against cyber harassment.

As part of the program the college students attended a workshop on '**Making Delhi a Women Friendly City**' organised by Sampurna NGO. The event, graced by many dignitaries, opened eyes to the condition of women in the capital along with the recommendations to the government to improve the same. On the International Women's Day, the NGO initiated an awareness campaign in Central Delhi directed towards making women self-reliant and independent, where students of our College participated by taking a pledge.



IQAC INITIATIVES IN THE YEAR

Young INDIA SSCBS Chapter



The college collaborated with Confederation of Indian Industry to establish Young Indian-SSCBS Chapter. The college signed an MoU with Yi-Yuva. Over 60 students enrolled for this certification program in leadership to benefit from the CII's professional network. Under this partnership, various sessions were organised for the member students exposing them to diverse experiences including leadership ideas, corporate talks, diplomatic visits etc.

Students of SSCBS participated in DELHI YOUTH CONCLAVE held on 31st January 2018 at The Leela Palace, Chanakyapuri. This was the third edition with amazing set of speakers addressing the conclave. Union Minister, General VK Singh was the keynote speaker at the event who enlightened students about leadership and responsibilities of an ideal citizen. Ms. Deepa Malik, the first Indian woman to win a medal in Paralympic Games also shared her story of perseverance and resilience. Mr. Sanjay Beniwal, Commissioner, Delhi Police was among other speakers who sensitized the youth about gender equality. Several start-up founders also shared their success stories encouraging students to take calculated risk and believe in themselves. This impressive line of speakers was followed by question and answer sessions where the students got an opportunity to ask pressing questions to these eminent personalities. The students found it an insightful event.

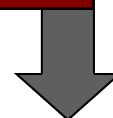
The second session was conducted within the College premises on Digital Marketing by ED times, one of India's top ten youth blogs and the official blog partner for movies like Bareilly ki Barfi. They shared their insights on hacking blogging and on ways of increasing organic reach of articles. It caught many content writers attention sitting in the audience. One of the second year students was fortunate to take up an internship with this firm as a blogger. Today, she is publishing articles on their official app and website and their reach is 500+.

Recently, the students attended a workshop led by Mr. Rahul Mirchandani at Deen Dayal College. Mr. Mirchandani is one of the most innovative and pro-active CEOs of India. His contributions to the Agri Business are unfathomable. He is regularly invited to reputable B-schools for sharing his enriching experience as an entrepreneur. Impressed by involvement of CBS students in his workshop, he invited them along with other attendees for a visit to Rashtrapati Bhawan.

YOUNG INDIA

IQAC INITIATIVES IN THE YEAR

Start up Fest, Raahat Sanitation Conference & Hult Prize



Social Start Up Fest

A platform for emerging startups to connect and network with experts, corporates, investors and incubators. A panel discussion was held on the topic 'Challenge to Change', which was followed by networking opportunity provided to start-ups and budding entrepreneurs.

The Chief Guest on the occasion was Sh. Satvinder Singh, Chief General Manager, National Small Industries Corporation

Start Up Fest

Yuva organized the Start-up Food Fest on 10th October 2017, a start-up expo featuring various food and beverage start-ups from all over Delhi, as well as investors and VCs. The event saw active participation from food start-ups like Jarfull, WOW Momos, Muzino, Wafflin' amongst the others.

Raahat Sanitation Conference

The event was organised to acknowledge the spirit of innovation, ideation and collaboration in the sanitation sector. It aimed at bringing amass the experience and expertise of sanitation entrepreneurs who are working towards tackling obstacles that are confronting the industry and providing sustainable solutions for the same.

The Chief Guest on the occasion was Mr. Suresh Prabhu, Minister of Commerce & Industry and Civil Aviation (vide webcast) and Guest of Honor- Ms. Shubha Bhambhani, Ministry of Communication and Information Technology.

Hult Prize

The Hult Prize is a Delhi University chapter in collaboration with SSCBS Innovation and Incubation Foundation (SIIF). The Hult Prize, organized on 23rd October 2017, is a global event and a start-up accelerator for budding young social entrepreneurs awarding social business ideas, and saw participation from teams across DU, with a panel of investors acting as judges.

IQAC INITIATIVES IN THE YEAR

SSCBS takes Pride in Contributing towards the Society

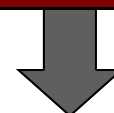
A large grey arrow pointing downwards from the title box to the list of initiatives.

- A **Sanitary Napkin Dispenser** was inaugurated in the campus to promote women hygiene and gender sensitization. It is an attempt to fight against all taboos that surround menstrual hygiene and ensure easy access for the female staff and students.
- **Collection Drives:** Collection of clothes, bags, books, packed food was done from the students, faculties and staff members of SSCBS. These resources were later delivered to the needy people. It helped the underprivileged people.
- **Cleanliness Drive:** A cleanliness drive was organized as a part of the Swachh Bharat Campaign, As part of the campaign, many members initiated to clean the college premises. Generated awareness to achieve a disease free world.
- **Plantation Drive:** Students, faculty members and staff members together planted saplings at different places around the campus. Furthermore, we conducted a plantation drive in a government school too. It contributed to a green and clean environment.
- **Wishing Well:** An initiative to help fulfill the wishes of kids in an NGO. It gave chance to unprivileged ones to dream.
- **Blood Donation:** Maximum number of students and faculty members were seen during blood donation camp. It reiterated the importance of donating blood and emphasized on how a gentle effort can help save someone's life in the time of need.
- **Health Check up:** A health check up camp, in association with Max Healthcare, was organized in the college. It brought forward the importance to work on ones health and regular health check ups.

IQAC INITIATIVES IN THE YEAR



Management Interaction Cell of SSCBS organised TED talk



Management Interaction Cell facilitates corporate exposure through activities such as Confluence (the flagship event of the society), TEDx SSCBS, Industrial Visits, Guest Lectures, Seminars, Panel Discussions etc. with the intention and philosophy of identifying and developing the management and business talent of the youth.

MIC has held following events:

Speaker talk by Mr. Manu Seth, Head of Marketing South Asia, HTC. The talk was on 'Business Strategy and Customer Relation Management'. Brigadier HS Kaura (Retd.), who served as an Officer in the Indian Army for 30 years and is now Senior Vice President at KPMG, was invited by Team MIC on 16th March, 2018 to deliver a talk to the students of our college. He talked about how military ethos are relevant and significant in the corporate world today.

Organised TEDx SSCBS on 31st October 2017. The theme of session was “Deconstruct”.

Nine eminent speakers participated- Kalki Koechlin- actress; Ms Supriya Joshi, creative writer at AIB; Ms. Rajshri Deshpande, Indian Actress; Prince Manvender Singh Gohil, the first Indian royal to come out as gay and the Goodwill Ambassador at AIDS Healthcare Foundation; Urmi Chanda Vaz, an Indologist and researcher; Dr. Achal Bhagat, a senior consultant, psychiatrist and psychotherapist; Meghnad S., a journalist and political analyst; Dr. Sukant Khurana, a scientist, artist, writer and an entrepreneur; Ashish Tiwari, Head of Digital Marketing and PR at Hero Cycles. The event also saw performance by Jazz musicians, Dhruv and Jahnvi and amazingly striking and astonishing act by Rahul Kharbanda, an illusionist.

A team of 20 students accompanied Team MIC to a corporate visit to Invest India on the 26th of February 2018. Invest India, the National Investment Promotion and Facilitation Agency of India, has been set up as a non-profit venture under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industries, Government of India.

A team of 14 students from MIC had the opportunity of interning at FICCI FRAMES 2018. FRAMES is a three-day global convention covering the entire gamut of Media & Entertainment like Films, Broadcast, Print Media, Digital Entertainment, etc.

IQAC INITIATIVES IN THE YEAR

Extension Activities



ENACTUS, or Entrepreneurial Action through Us, is an international not-for-profit organisation that works with business leaders and university students across the globe to develop outreach projects that improve the quality of life of people in need. Enactus SSCBS is currently running 3 projects- Raahat, Khidki and Udaan.

Project Raahat was initiated to eradicate open defecation and provide safe sanitation to urban slum communities by innovating in management and monitoring of community toilet complexes and sensitizing people on good sanitary practices. In the 2 years, the project has acquired 55 toilet complexes across Delhi. 11 entrepreneurs have been created, with an income of Rs. 20,000 per entrepreneur. 2.4 lakh people have been impacted and 36,000kL water has been saved.

Project Khidki, our latest project, aims to eradicate malnutrition in children of the age bracket 0-6 years following a CMAM (Community based Management of Acute Malnutrition) approach. The project is partnering with the ICDS (Integrated Child Development Services) system and is working with the Anganwadis in Sunder Nagri, East Delhi. The project focuses on 4 tangents:

- Community mobilization and sensitization,
- Anganwadi upliftment,
- Growth monitoring, and
- Food supplement to bridge the current nutrition gap.

Till July 2018, the project created 4 entrepreneurs, each earning Rs.6,000 a month. 8 Anganwadis across 3 slums have been optimised. A total of 8400 people have been impacted and 1600 children recovered from malnutrition.

Project Udaan, mission is to create a wave of digital literacy in rural India by setting up computer labs that utilize e-waste and build sustainable business models that empower women, was successfully delinked this year. A total of 15 labs in the states of Haryana and Uttar Pradesh now function independently to fulfill the mission of Udaan. Regarded as change makers, 30 women entrepreneurs now have a higher social standing.

BEST PRACTICES

An outcome of the philosophy of philanthropy towards one and all, SSCBS is all about making a difference in the society. Few best practices of the college are listed below:

1. Community Service ENACTUS, is an international not for profit organization that works with business leaders and university students across the globe to develop outreach projects that improve the quality of life of people in need, and is currently running 3 projects. Project Raahat, initiated in year 2016 to eradicate open defecation and provide safe sanitation to urban slum communities by innovating in management and monitoring of community toilet complexes and sensitizing people on good sanitary practices.

Project Khidki, aims to eradicate malnutrition in children of the age 0 to 6 years following a CMAM (Community based Management of Acute Malnutrition) approach. Project Udaan, started in 2015 with the mission to create a wave of digital literacy in rural India by setting up computer labs that utilize e-waste and build sustainable business models that empower women, was successfully delinked this year.

2. Sensitization towards Social Issues Street play festival, MANTHAN joins hands with the street theatre societies of colleges across the globe. It is an effort to transform the mindset of the viewers with a belief that the power to do so lies within them.

3. Placements and Summer Internships Career Development Centre (CDC), the Placement Cell of the college which serves as an interface between the students and the recruiters, offering a host of services in the areas of placements, internships, live projects, personal counseling and support, assistance in resume building and soft skills development. Lectures and sessions with industry practitioners and regular industry interaction via industry visits, pre-placement talks, workshops and compulsory summer internships for the second year students help bring the academic and the corporate world closer for them. All of these help students to achieve well rounded growth and a balanced perspective towards academic knowledge and corporate ready skills. The Placement Season started in August 2017 and has seen 151 offers for more than 180 registered students from coveted recruiters like Bain Capability Centre, DE Shaw, McKinsey Knowledge Centre, AT Kearney, The Boston Consulting Group, EY, KPMG, CBRE, etc. The largest recruiter was KPMG with 18 offers. DE Shaw has offered the highest package with a compensation of INR 17.0 LPA. The average package stands at INR 6.4 LPA. 83.3 of the students who had registered for placement support from the college have been placed in the corporate sector. Summer internships have been undertaken at leading companies like BCG, EY, KPMG, PwC, CBRE, Deloitte, Ogilvy and Mather, MC Saatchi, American Express, Aon Hewitt, Alamac, B9 Beverages, Inshorts, Teach for India, Nearbuy, Sberbank, Willis Towers Watson and others.

FUTURE PLAN OF ACTION

1. Strengthening Alumni relations and outreach through Lectures, Seminars, Workshops and Knowledge sharing sessions.
2. With an aim to strengthen academic and professional development, the college plans to set up a Cell that will work towards building and fostering International tie-ups and facilitate exchange of research and ideas between the College the Partnering Foreign Institutes.
3. Skill Knowledge enhancement workshops for Faculty Students.
4. Training Administration Staff to enhance their skills and keep them abreast of the latest developments by encouraging them to attend Workshops, Seminars, Training Programmes.
5. Addition of new courses in College in Computer Science Management.
6. To start College Research Publication.



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