

Aryabhatta College

MELANGE'21

(An online Management Conclave by Department of Management Studies in collaboration with Department of Commerce)



Melange'21, an online management conclave organised by Sankalp and Vanija, was organised on 27th and 28th February 2021. Day 1 started with **Dr. J.K. Singh**, the faculty coordinator, to say a few words, who further invited **Prof. Manoj Sinha**, our principal, to formally start the event.

The event began with a presentation of messages of the speaker who couldn't attend the event due to prior engagements and then the event was kicked off by our speakers: -

DAY 1(12:30 PM – 5 PM)





1) Ambassador Akhilesh Mishra- Additional secretary of DPA at the Indian Ministry of External Affairs

He started by advising the students the civil services is not for those who seek power in the long run. We have to be a good person. Throughout his session Sir give many wonderful insights to students like by being positive, having faith, and having unique talents no one is useless. He also told us that India right now has many opportunities that can be utilized creatively and innovatively.

2) Mr. Kiran DM- CEO of ONGC foundation

In his speech Sir talked about the importance and impact of social sector in India, how much it is growing and what challenges it faces and rightly quoted that "if one wants to be successful, one should have empathy and be hardworking". His advice to young entrepreneur was that, solve a social problem while building your business.

3) Mr. Praful Nikam- President of Y4D foundation

He started with telling the students about his 3-point formula of planning short term-, medium- and long-term goals beforehand and advised them to make a plan for themselves also. He advised the students to focus your time on yourself and contribute your energy towards building your success without getting distracted. He rightfully said "Establish yourself, show your success and actually venture."

4) Mr. Balasighamony Deva Sekhar-Legal Counsel at Supreme Court

Delhi

Throughout the session, Sir told that for a lawyer his integrity and principle of law should be the most important things while going into a court. He gave a great advice that to be successful lawyer one should be hardworking, ready to take challenges and focus on getting the job done. While sharing his immense experience, Sir inspired all the students to be like him.

5) Ms. Prerna Singh- Member of Municipal Corporation Delhi

While talking to students, ma'am explained the need and importance of more youth participation in Indian politics. To change it, make it corruption free and bring innovation she emphasised that reservation should be made for the youth and thinking should be changed so that like many foreign countries we can see more young politicians who are innovative, brave, inspiring, and can change the face of Indian politics.

DAY 2(12 PM – 6 PM)

ARYABHATTA COLLEGE
UNIVERSITY OF DELHI
PRESENTS
MELANGE'21
EXPERTISE.EXPERIENCE.EXCELLENCE
DAY 2

Sponsored by

Mr. Nilotpal Mrinal
Author, Poet & Sahitya Academic Awardee

Mr. Devan Bhalla
Integrated Marketing | Teles Speaker
Brand Management

Mr. Shiv Pratap Shukla
MP, Rajya Sabha & Ex- MOS, Ministry of Finance

Mr. Ashutosh Tripathi
Managing Partner - Largeton Inc.

Ms. Jaya Kishori
Spiritual Creator, Motivational Speaker

Dr. Purnima Rao
Associate Professor, at FIED

Mr. Shanil Ranka
Senior Associate Auditor- PwC
UKCA

Mr. Dilip Pandey
MLA, AAP, Chief Whip

Mr. Rakesh Kumar
Director General - Export Promotion Council
for Handicrafts (EPIC)

Mr. Chaitanya Puri
Peak Performance Coach

27-28 FEB 2021 12 - 6 PM
LIVE STREAM ON YOUTUBE

Patron:- Prof. Manoj Sinha, Principal
Teacher-in-charge:- Dr. JK Singh
Faculty Coordinators:- Mr. Sanket Shekhar
Mr. Pardeep Singh

Media Sponsors

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Day two began with Dr. J.K. Singh sharing a few words about the first speaker of the day, Mr. Shiv Pratap Shukla, followed by Prof. Manoj Sinha , Principal of the college, welcoming Mr. Shukla.

6) Mr. Shiv Pratap Shukla- MP, Rajya Sabha and Ex- MOS, Ministry of Finance

He talked to us about the importance of politics in nation building. He advised us as students that we are the future of this country and hence it is our moral obligation to be good citizens who help in the development

of the nation and tried to ignite our patriotism towards the country. By talking about his experience, he reminded the students that if we all grow, the nation grows.

7) Mr. Ashutosh Tripathi- Managing Partner at Largeton Inc

Mr. Tripathi shared with us how the role of technology has evolved in the new era of technology. His speech was mainly divided in 3 parts: goal statement, leadership & management skills and entrepreneurship guidance. He also talked to us about Anger Management and how to deal with it. He used a lot of examples to strengthen his points. Most of his examples were from Indian Mythology like Mahabharata and Ramayana.

8) Mr. Chaitanya Puri- Peak performance coach

Mr. Puri shared with us the meaning and importance of Peak Performance Coaching. Peak performance is basically the method of making fundamental changes in the way we act in order to reach the desired state with the highest efficiency. He gave us a lot of valuable insights about how a peak performance coach helps facilitate the same. He also shared with us how satisfying it is to finally see his clients achieve their goals.

9) Mr. Shanil Ranka- Senior Associate Auditor, PwC UK, CA

Mr. Ranka explained in detail the course of a Chartered Accountant. He advised potential candidates to first devise a plan and understand the pros and cons of this course as there are a lot of options like CFA, CIMA, FRM etc. The ages of 17-23 are crucial in shaping our life till 30-35 years of age so its best if we have a path which we can follow in those years. He told us to not get disheartened by failures and instead learn from them.

10) Ms. Jaya Kishori- Spiritual Orator, Motivational Speaker

Ms Jaya Kishori discussed with us the role of religion in spirituality. She told us how the youth of the nation consider spirituality to be something for old people and when asked to practice spirituality they brush it off as meaningless. Countering this, she told us how spirituality can actually

provide direction to our lives. She also discussed about the current education system and how it focuses on grades rather than catering to the needs of the students.

11) **Mr. Niloptal Mrinal-Author, Poet and Sahitya Academic Awardee**

Sir inspired us by explaining the importance of literature in our lives and how we can see through literature that lives have evolved throughout history. He also advised young students to always try to learn new things in various fields and to always have curiosity in my mind to become successful as a writer. He believes that by taking good interest in books we are reading we can develop a good habit of reading out of it.

12) **Devan Bhalla - Integrated Marketer | TEDx Speaker | Brand Management**

Mr. Bhalla gave us a lot of useful insights about content marketing. As an example of campaigning, he told us about Dunzo and then about Michelin, and its ingenious idea about rating restaurants which indirectly increased their sales of tires. He emphasised on the versatile nature of marketing and how its important to tailor our marketing approach depending on our target audience.

13) **Mr. Gunjan Solanki- Founder of Marketing Weekly, Sales manager at Pidilite Industries Limited**

He shares his vast corporate experience with us. He talks about various aspects of brand that how a brand creates certain images in the minds of the consumer, so that the consumer prefers one brand over another. He talks about identifying the needs of the consumer, communicating with them and delivering good quality product to them. He advised younger generation to keep learning at every phase of life. Even you don't get what you wanted; you should never stop learning.

14) **Dr. Purnima Rao-Associate Professor at FIIB**



Dr. Rao talked about the role of teacher in nation building. She motivated the young generation to be enthusiastic, consistent, humble, positive and also told us to not to indulge in things which don't uplift you. She said our competition is not with those around us, only our own self. She also gave a very valuable piece of advice, "When your determination doesn't fail before the failure you will become the righteous contender of victory".

Closing ceremony:



With that, the second day of Melange'21 came to an end. Our faculty coordinator, **Mr Pardeep Singh** thanked all the people who were a part of this amazing journey as well as our sponsors, then **Mr. Sanket Shekhar** and **Dr. J.K. Singh** concluded the event by thanking the speakers and principal sir congratulated us on pulling off this amazing event.

