



INTERNATIONAL CONFERENCE SUSTECH-2015

"Sustainability" is the mantra of recent times. We are extracting a lot from nature but not giving it back much. Thus the need to hold talks and conferences and symposia on the issue have become the need of the hour. Hence, following the custom of DAV with regard to initiating the projects of social importance and spreading general awareness regarding them, one of the pioneer institutes of DAVCMC, DAV Institute of Management Ahmedabad, under the aegis of the Head of the Institute, Dr. Neelam Gulati, organized an International Conference on Technology for Sustainability – Engineering, Information Technology, Management and Environment – (SUSTECH-2015) in its decked up over-packed auditorium on 28th November 2015 in association with AR Research Publication, headed by Dr. Atul Kumar Sharma and Mrs. Reshu Gupta. The conference was inaugurated by Sh. Prabodh Mahajan, the President DAVCMC, a pioneer pillar of constant strength, guide and mentor for the complete fraternity of DAVIM. The conference was adorned by other honorable distinguished guests, like Dr. N.S. Gill Professor & HOD - Comp. Sc., MD University, Rohtak), Dr. K.K. Saini (Director Principal Hindu College, Meerut) and Sh. Devashish from Redeem Renewable Energy Ltd. Dr. Neelam Gulati welcomed all guests and introduced the subject matter of the conference. She humbly submitted that Sh. Prabodh Mahajan is like a big tree that supports a fragile creeper. She concluded her speech with these remarks. "रहे समीप बढ़ने के हों हित मेल सब ही जानत है वृक्ष बराबर बढ़े बेल"

Dr. Mahajan shared his deep knowledge with the audience on the topic and stimulated them to venture into new arenas. Dr. N.S. Gill appreciated the significance of the organization of such conferences and how these broaden the Management and IT subjects to



a more enlightened scholarly enquiry.

All the sessions were well attended by distinguished scholars and students alike. The researchers were from diverse field with representation from Engineering, Computer Science, Social Studies, and many more. The sessions also saw presentations of paper by many distinguished academicians and research scholars from many Indian States including Andhra Pradesh, Tamil Nadu, Punjab, Uttrakhand and different countries including presentations from Prairie View A&M University, USA, Agricultural University of Tirana, Albania and South Africa.

Dr. Anamika Bhargava, Convener of the conference, Mrs. Priti Bali, IT research cell and DAVIM faculty put in their best efforts to make this conference a great success.

In all around 600 research papers were received and around 350 papers including paper from Nigeria and Iran were selected for presentations. The selected papers, 200 in number were published in different international journals of AR Research Publications having high impact factor and circulation in the country and abroad.

The head of the institute Dr. Neelam Gulati was overwhelmed by the participation and the session ended with her remark regarding holding more of such conferences in future. The papers can be accessed at www.conferenceworld.com.

IMPORTANCE OF BRANDING IN THE CURRENT MARKETING SCENARIO

A seminar on "Importance of Branding in the Current Marketing Scenario" was organized by IBS Professionals on 26th August 2015 for Under-Graduate Management students. The seminar was conducted by Prof. Kaul, an alumna of IIT Delhi and IIM Ahmedabad. He is a qualified trainer in sensitivity training by ISABS. He was accompanied by Ms Ranjita Gupta, Assoc. Dean Examination and Area Coordinator IBS.



The speakers had put emphasis on the importance of branding i.e. which goes way beyond just a logo or graphic element. They postulated that, when you think about your brand, you really want to think about your