



ACTIVITY REPORT

1st July' 2016 to 31st July'2016



BHARATI VIDYAPEETH DEEMED UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA
Re-ACCREDITED WITH 'A' GRADE BY NAAC

An ISO 9001:2008 14001:2004 Certified Institute

CRC REPORT

1. Organized Orientation programme for MBA 1st Year students

ORIENTATION PROGRAM

To commence the new academic session 2016 – 18 of MBA, an Orientation Program for the students was organized keeping in mind them comfortable and familiar with the institute. Renowned industry experts and speakers were invited to motivate the students for development of knowledge and skills of the students to prepare themselves to be future managers

2. Organized RE-ORIENTATION PROGRAM for MBA 2nd year Students

RE-ORIENTATION PROGRAM

An introduction to the structure and framework and policies of the MBA final year. Re-orientation program was followed by session by Mr. S. Karkitey (MBA from IIM, Lucknow), Ms. Anita Tiwari (Head, HR, Telenor India), Mr. VIKAS RAJPUT, Mr. Jag Mohan (CA and MBA in Finance), Mr. Dinesh Tandon (DGM in sales, Kargill Foods),

3. Conducted placement sessions in orientation programme for BBA morning & evening shift & BCA students

4. Follow up with companies for summer training feedback of MBA & BBA students .

5. Contributed for NAAC files (criteria 5) & updated all placement ,summer placement, CCPT T & Industrial visits files for NAAC.

EVENTS / CONFERENCES / WORKSHOPS ORGANIZED

- **BVIMR fraternity welcomes MBA 2016-18 Batch**

Bharati Vidyapeeth University Institute of Management & Research (BVIMR) organized an Orientation Program for the new batch of MBA students from 4th July, 2016 to 13th July, 2016. It was a nine day program, with a gamut of activities in which the students were acquainted to the background of the University & the Institute. The program highlighted the vision, mission & quality policy, overview & relevance of the MBA course, welfare activities for the students, unique events & social activities organized by the Institute and about the discipline & disciplinary actions.

Day 1, 4th July' 16

First day of orientation started with registration done on 3rd floor, and students were divided into batch of 3 sections and were handed over with the ID cards, after that, students were escorted to their respected classroom

Later the class coordinators were introduced to the classes for the better bonding between the faculty and students. i.e. Dr. Anoop Pandey, Ms. Tripti Tiwari and Dr. L.K. Tyagi, after that have been introduced to our HOD i.e Mrs. Anjali Sharma then a formal introduction was done in respective class rooms with the other students. After that respective class coordinator took us for campus tour. Starting from library we moved to the computer labs section and then we visited the canteen and the green circle which is in the center of the college, full of greenery. Then we moved ahead and saw the ground field where we can play cricket, volleyball, football and many more outdoor games and etc. that was the end of the 1st day of orientation program for MBA Orientation.

Day 2, 5th July' 16

The day began with "An ice breaking session" by Ms. Gagandeep Kaur ...the most interactive and interesting session of the day. Since it's well said – "the fruit of patience is sweet" same we witnessed during this session. Mam was to make students open up among themselves and the organization. Students were being allotted with balloons to write about their motive behind coming to this college and reason for joining this MBA program. We were joyful during this session as all of us interacted with each other and it made us clear with our goals and objectives. The session ended by a motivational talk.

The next session for the day started with the motive to make students aware about BHARATI VIDYAPEETH and its constituents units. The dean of academics Dr. Parul Aggarwal informed the students about the institution and its units - the BVCOE , the bvimr , and the information technology branch. The students were told about the university and its branches spread all over India. Dr. Anjali Sharma (the HOD) provided the student with brief extract about the MBA PROGRAM and the relevance of course pack being provided by each faculty during the year's span of time. The most important agendas were also discussed during the session by honorable dean student welfare, Dr. R. K. Sharma, who emphasized on ragging, grievance handling, and the dress code to be followed by the students in college. With these anti ragging forms were also filed during this session by each individual student of college. The sir also made students aware about the consequences he or she might have to face if he is found guilty against the disciplinary rules and regulations.

Day 3, 6th July' 16

Students have been enjoying their induction. With this great energy and good attendance another day was started. So this was the 3rd day in the orientation program, where Mr. Parul Agarwal who is the Dean Administration, guided the new buds of the MBA batch 2016-18 how they can contribute for keeping the campus neat and clean. Apart from guiding the students about the importance of keeping the campus green, they were also told about the list of holidays. After his speech we had Session on use of library and its rules. This session was conducted by Dr. Brotho Bhardwaj, Chairman Library committee. BVIMR calls its library as "Knowledge resource center" which is located on the 2nd floor. This library is equipped with latest technological software so that there is an ease of operations and proper maintenance of the books is done

at the management part. There are more than 200 journals and 36 international journals in the library, whereas the timing for library is from 9.00 to 6.00 pm.

The day was followed by Session on IT department rules and regulations, which was hosted by Mr. Anil Kumar, Dean IT. The campus is wifi enabled with CISCO, and have more than 3 IT LAB's. Lab Timings are from: 09:00 AM to 07:30 PM. Later with this Mr. Ajay Kumar & Dr. L.K. Tyagi head examination BVIMR. Guided us the exam pattern and marks distribution. At BVIMR attendance play an important role, which should be maintained at 75%, it also adds marks to internals, for those students who have attendance above 75%.

During the noon two different session on ERP and Cyber Securities, were done by Mr. M.K. Chaubey & Mr. Surender Singh, faculty for ethical Hacking. In ERP each student were given ID & Password, through which they can see their attendance, marks, assignment and many more things. Where as in ethical hacking Mr. Surender talked about who to make your system secure from the hackers. With this session the day was marked to be over.

Day 4, 7th July' 16

Being the part of orientation process we really felt good, we get to learn many small things which are very helpful in living different aspects of life. YOGA is the important thing for life. It helps to reduce stress from our life. To get involved in daily run we should have yoga in our life. But how many of us actually do that? The institute organised the yoga session for students, the OVERCOMING STRESS SESSION, taken by Ms. Hema Baweja, the yoga expert really helped all the students to overcome stress from their life. This was followed by ROADMAP FOR MBA INTO CORPORATES, another interesting session for students. The roadmap or the path that how we can reach into the corporate world. The speaker, Mrs Neelam Sharma, head of the CRC department explained the importance of the CRC. What type of companies visit our campus, what kind of students they require. She explained about the placements our institute previous had.

The packages with the example of Ex-students were given to the present batch.

"In all the day spend was amazing. We learned how to stay stress free. How we get placements."

Day 5, 8th July' 16

The fifth day started with a session on entrepreneurship Development "BEING A BUOYANT ENTREPRENEUR" which was conducted by Dr. Broto R. Bharadwaj. She gave her immense knowledge on entrepreneurship and how to become a great successful Entrepreneur. An activity was conducted with the students in which all the students were required to present their proposed business plan in groups.

Then a session regarding the Fluency in Foreign Languages was conducted by Dr. Ajay Sahani which includes French and German.

A session was conducted on different specializations offered by the University to make them familiar and well informed with their core capabilities and competencies. A movie "NEVER BACK DOWN 2" was shown to the students which gave a management lesson that one should never feel defeated as well as the need to take the responsibility and deal constructively with tough emotions.

Day 6, 9th July' 16

On the sixth day, there was a gamut of events. Dr. Preeti Wadhwa started with the program by highlighting the events like Renaissance-The cultural fest, which is much awaited by all the students. Students explore their talent and get a platform to present them. This was followed by the briefing of other unique events like Sports Meet, Milap and Ozone Day.

A session on external communication was taken by Dr. Anjali Sharma. She drew the student's attention to elaborate the difference between internal communication and external communication in relation with different fields. Dr. Ajay Sahni and Ms. Gagandeep Kaur introduced the students with the CORPO \$CHOOL, its activities and its environment.

Mr. Sanjay Kumar addressed all the alumni bodies of BVIMR and gave the students a value added session on introduction to Saarthi. Dr. Neelam Sharma (CRC head) further motivated the students and highlighted the importance of Central-Training & Placement activities, Saarthi industry and Industry mentoring.

Dr. Neelam Sharma told students about the packages offered by various high profile companies to the Campus. Highest package was of BOUY INTERNATIONAL this year of 18 lacs. And last year the highest package offered to students of BVIMR was of 9 lacs (Domestic).

With the excellent infrastructure, innovative practices in the field of academics and overall development of the students and above all, the hardcore efforts of the CRC, the institutes is proud to achieve excellent placements for its gems.

Day 7, 11th July' 16

The seventh day of the orientation began with an evaluation of students about what kind of a learner they are. The session was conducted by Dr. Neetu Jain who gave us a detailed assessment of Kolb's learning methods and his different learning style models, through a presentation and a small activity. Each student was given a questionnaire to fill, in which they were given certain situations and they had to choose the options in accordance to how they will react in those situations.

Kolb's learning styles basically sets out four distinct learning styles. According to him, based on the preferences of people, which are; feeling, doing, thinking and watching; they can be categorized into diverging, assimilating, converging or accommodating. Then we were explained about each person type in detail.

Knowing our learning style we were then explained that how can we use that knowledge to direct our learning according to our preferred methods. It helped us gain an insight into our learning patterns and also to be certain that what kind of learning methods will be ideal for us.

Furthermore, we had a session on introduction to the faculty and staff of BVIMR. It was yet another very helpful session which ensured that the students get acquainted with the teaching and non teaching staff of the institute. We were introduced to our current teaching faculty and also to the other graduation level teachers which extended a helping hand to the students in case they needed any help. This session was really interactive and a sort of an ice breaker between the students and the faculty of the institute, in which some teachers gave us blessings, some advice while some narrated shayari to boost our enthusiasm even more.

Then we had sessions on feedback and moodle, where we were familiarized with all the ways in which we can gain full access of the facilities provided by the institute. We were told about how we can give feedback, or how to use the biome and the very effective education software named moodle. We were then notified about how to use moodle for research work, accessing the e-library, quizzes and our current module for the semester. In this session every student was patiently acquainted with the usage of moodle id and its distinct features.

Day 8, 12th July' 16

The session started with spelling of hostel rules and regulations of girls hostel by Dr. A. K. Srivastav. He satisfied the girls that *"it is a home, away from home... fully air conditioned."*

Next session was initiated by Dr. Parul Agarwal and Dr. R.K Sharma, about the code of conduct to be followed in class and the campus. Some of the rules and regulations they talked about were, 75% attendance criteria in all subjects per semester, formal dress code, off campus activities, etc.

After the interactive session of rules and regulations, BVIMR'S publication's editorial teams were discussed. Some of the publications of BVIMR are: Harmony, BVIMR Mirror and BVU Journal.

The motivational session of "The Art Of Living" was headed by Ms. Bhavika Batra. We got to know that "one don't have to give up everything and settle in the mountains to be spiritual and how jobs and life in general is stressful and de-stressing is important".

At the end the sessions ended with a meditation session of 15-20 minutes, by which students felt very much relaxed.

"The day was well spent and everyone was very relaxed and energized"

Day 9, 13th july' 16

The last day of the program was not least. The session was addressed by Mr. Vaibhav Gupta. Initially he took a session on 'employment skills', followed by 'time management'. His efforts are worth appreciating, with semi-formal approach he shared his experiences from which we could clearly make out leanings. The highlight of the session was that he very beautifully involved the audience and made his point clear. The session ended with welcoming questions from the audience.

The program continued with 'taxonomy session'. Taxonomy- the branch of science concerned with classification, especially of organisms; systematics. Ms. Shalu, the speaker, discussed the traditional and modern hierarchy of leanings in brief.

This wonderful nine day long programme ended with 'Director' Talk'. Director, Dr. VIKAS NATH (sir) started with motivational words, introducing us with the organisation, do's and don'ts, made us aware what irritates a faculty as well as he assured us that he is always there to be our support and would welcome all honest feedbacks. All' well, that end' well. And the induction programme ended with energetic lines. Each day, the programme was followed by bridge course for Managerial Economics, Financial Accounting and Statistics Management.



Mr. Vivek Bindra – International Motivational Speaker at BVIMR- New Delhi addressing the students during the Orientation Programme

- **BVIMR fraternity welcomes BBA/BCA 2016-19 Batch**

The Institute organized a five days orientation program for its new batch of BBA (2016-2019) on

18th - 22th July '16.

The program was marked with the welcome and advisory notes by all the Deans and the HOD. Dr. Vikas Nath, welcomed the students and gave overview about the importance of academics and enlightened them to utilize their learning of three years in the corporate life. He recounted his long stint in illustrious academic life till he joined this campus and shared that nowhere else this kind of infrastructural facilities are available except BVIMR.

He asked the students to make the best of this opportunity and move up in the academic journey to make a difference for themselves. He further stressed the fact that the study should be knowledge oriented rather than exam oriented and focus on case study based learning. He advised the students to improve their analytical skills and to learn beyond their books and classroom lessons.



Dr. A.K. Srivastava is felicitating Dr. Hooda during session in the Orientation Program for BBA/BCA.

The session was further followed by Dr. Parul Agrawal, Dean - Administration, Dr Neetu Jain HOD – BBA (Morning Shift). They all advised student's fraternity to be more comfortable in their day-to-day activities giving them a brief on institute facilities, rules and practices. The students were given details about the attendance, CES (Continuous Evaluation System), various events that are held and how these events help them build up their management skills. They were also briefed about the industrial visits. The detailed overview on the Library rules were explained by Dr. Broto R. Bhardwaj. Mr Ajay Kumar on behalf of the Exam Department briefed students about the Examination rules.

The latter half of the first day was devoted for the profiling of the students by the class coordinators of the respective classes. During this session students had a chance to personally interact with their faculty members in which they can clear their doubts if any. During this time students also visited their classes and received BBA Handbooks through their respective class coordinators. Program Co-coordinators: Dr. Shradha Vernekar, Ms. Rupam Jyoti Das & Ms. Bhavika Batra.

The second day started with the session of Dr. Daljeet Singh Bawa Dean - Student Welfare, followed by session by Ms. Neelam Sharma-CRC Head. She gave the overview of CRC activities. Thereafter Dr. Ajay Sahni-HOD foreign language introduce different foreign languages like French, German and Chinese that institute offers.

4. FACULTY ACHIEVEMENTS & ACTIVITIES

A) Paper Publication in Journals/Books/Magazines

S.No.	Author	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1	Dr. Navneet Gera	A Comparative Study on the growth prospects of Private Label Brands to that of National Brands in FMCG Retail in Delhi	International Journal of Applied Business and Economic Research	Vol 14, Number 6 (II), ISSN 0972-7302 Pg-4419-4442
2	Dr. Anoop Pandey Mr. Anuj Kumar	Application of porters Model and Johnson’s Cultural Model on Chinese Automobile Sector	International Conference on Science, Technology, Humanities and Business Management (ICSTHBM-16)- Conference Proceedings	ISBN-13:978-93-5260-275-9 ISBN-10: 93-5260-275-7 (Pg No. 65-70)
3	Dr. Anoop Pandey Mr. Anuj Kumar	System Thinking Approach to Deal with Sustainability Challenges	International Conference on Science, Technology, Humanities and Business Management (ICSTHBM-16)- Conference Proceedings	ISBN-13:978-93-5260-275-9 ISBN-10: 93-5260-275-7 (Pg No. 81-84)

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