



ACTIVITY REPORT FOR THE PERIOD

1st March' 2016 to 31st March' 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

HIGHLIGHTS

1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES:

- a) 9 Companies visited the campus for placement in the month of March for Placement Drive.
- b) 7 Companies Visited the Campus for Summer Training for BBA & MBA Second Year

2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED:

- a) Guest Lecture session on “Human Resource Management” by Ms. Shweta Kawatra, Director AMS Consulting on 5th March, 2016 for MBA Students.
- b) Guest Lecture session on “Business Ethics” by Dr. Sunita Kaul from Delhi University 10 March 2016 for BBA Final Year Students.
- c) Guest Lecture session on “International Human Resource Management” by Dr. R. K. Singh from AIMA on 5th March 2016 for BBA Second Year Students.
- d) Guest Lecture session on “Emerging Trends Of Human Resource Management” by Dr. Priya Bhatnagar from Delhi University 1st March 2016 for BBA Second Year Students.
- e) Renaissance 2016 celebrated at BVIMR, New Delhi

3. FACULTY ACHIEVEMENTS:

Seminars/ Conferences/Workshops Attended As a Participant	1
Paper Publications in National/International Journals/Magazines	3

DETAILED REPORT

1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES:

A) PLACEMENT & TRAINING ACTIVITIES (March 2016)

S.No.	Company's Names	Sector	Result
1	Ameriprise	Finance Consultancy	1 Selected
2	Ernst & Young	Consultancy	Three MBA students are Selected for Summer Placement and 1 selected for Final Placement
3	Morelife London	E-Com.	No one Selected
4	Talent4assure	Commerce	9 Selected
5	Statesman Newspaper	Media	11 selected
6	ICICI	Banking	Three are shortlisted
7	India Bulls	Real Estate	2 Selected
8	ITC	FMCG	2 Selected
9	SK Advertising	Media (HR & Finance)	Two selected

B) Summer Placement Status February 2016

Given Summer Training letters to MBA, BBA/BCA Students.

Summer Training Companies:-

- 1) ACC Cement – 4 placed
- 2) Sharekhan – 12 placed
- 3) IDBI Federal – 14 placed
- 4) Nando’s – 1 placed
- 5) Sharp – 1 placed
- 6) EY 6 placed
- 7) M3M – 1 placed

Above said companies are under process for Summer Placement.

2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED:

- a) Guest Lecture session on “Human Resource Management” by Ms. Shweta Kawatra, Director AMS Consulting on 5th March, 2016 for MBA Students

DATE : 5th March, 2016

TIME : 10:20 a.m.-11:20 a.m.

VENUE : BVIMR, New Delhi

A guest lecture on Human Resource Management subject was organized for MBA II semester on **Saturday, 5th March, 2016**. The guest for the lecture was Ms. Shweta Kawatra. To begin with, an activity was conducted wherein all the students were asked to think of an attribute that defines them the best. Some students answered like hardworking, emotional, lazy, focused etc. Instructor then randomly picked 7 – 8 students and asked them to make 5 noticeable changes in them. Options given included tying their hair, removing their footwear, folding their sleeves or anything. When students were asked to do the same, they were little hesitant and reluctant.

The instructor then related this with the corporate life that when we join corporate life we have to change so many things in our life which we don't like or don't want to do.

Further, few important human resource management topics like compensation, recruitment, selection etc. were explained by giving examples from corporate world. The lecture was rated as educational and knowledgeable by the students.

- b) Guest Lecture session on “Business Ethics” by Dr. Sunita Kaul from Delhi University on 10 March 2016 for BBA Final Year Students.

DATE : 10th March, 2016

TIME : 10:20 a.m.-11:20 a.m.

VENUE : BVIMR, New Delhi



A guest lecture was organized for BBA 6-B for business ethics on 10 March 2016. The speaker was Dr. Sunita Kaul from Delhi University. She briefed the students about different terms such as ethics, ethos, holistic decision making, business ethics etc. She also briefed them about different religions like Hinduism, Sikhism, Buddhism, Zoroastrianism, Christianity etc. She also guided them about how one should attempt the viva voce. The students attended her lecture with keen interest and were participative. At last, she thanked the students for being good listeners and wished them all the best for their bright future.

Dr. Sunita Kaul addressing the students of BBA VI at BVIMR, New Delhi

c) Guest Lecture session on “International Human Resource Management” by Dr. R. K. Singh from AIMA on 5th March 2016 for BBA Second Year Students.

DATE : 5th March, 2016

TIME : 11:15 a.m.-12:10 a.m.

VENUE : BVIMR, New Delhi

A guest lecture was organized for BBA IV for International Human Resource Management on 5th March 2016. The speaker was Dr. R. K. Singh from AIMA. He briefed the students about different terms such as Human Resource management, Culture, International recruitment etc. He also briefed them about different religions like Hinduism, Sikhism, Buddhism, Zoroastrianism, Christianity etc. The students attended his lecture with keen interest and were participative. At last, He thanked the students for being good listeners and wished them all the best for their bright future.

d) Guest Lecture session on “Emerging Trends Of Human Resource Management” by Dr. Priya Bhatnagar on 1st March 2016 for BBA Second Year Students.

DATE : 1st March, 2016

TIME : 10:20 a.m.-11:20 a.m.

VENUE : BVIMR, New Delhi

A guest lecture was organized for BBA IV for Emerging Trends Of Human Resource Management on 1st March 2016 .The speaker was Dr. Priya Bhatnagar. She briefed the students about different aspects of training and development .She also briefed them about different management practices adopted in multinational companies. She also guided them about how one should face the interview. The students attended her lecture with keen interest and were participative. At last, she thanked the students for being good listeners and wished them all the best for their bright future.

Overall, it was an informative, interactive and a fun session. We were highly impressed with the speaker and her knowledge about the subject. It proved to be a very productive and fruitful lecture.

e) Renaissance 2016 celebrated at BVIMR, New Delhi

DATE : 11th to 13th March, 2016

Venue : BVIMR, New Delhi

Amid much fanfare, enthusiasm and Kicking up the excitement Bharati Vidyapeeth University Institute of Management and Research (BVIMR), New Delhi organized its much awaited Annual Cultural, Language & Technical Fest “Renaissance '16” as a part of 50 Golden Jubilee Year Celebrations & beyond of Bharati Vidyapeeth. It was successfully organized with all pomp and splendour from 11th March, 2016 to 13th March, 2016 which aims to fill in youthful vigour, freshness and zest to excel in students. It was a combination of the Annual Cultural Fest and the Technical Fest”. The days are filled with a plethora of events that motivates the students to put their best foot forward.



Dr. R.K. Sharma, Professor BVIMR Addressing the Gathering at BVIMR, New Delhi

The event was graced with the presence of Mr. Jagdish Mukhi Ex MLA BJP as the Chief Guest and Mr. Nand Kishore Garg Chancellor – Maharaja Agrasen University as the Guest of Honor for the event. Mr. Jagdish Mukhi appreciated the commendable efforts of Bharati Vidyapeeth University and especially BVIMR, New Delhi in reaching soaring heights.

They encouraged the students to actively participate in all the events and congratulated the organising team for organising the innovative electrifying week. He concluded with an encouraging quote “Prepare yourself to be challenged and excited.”

They rightly said that how technology has evolved and influenced us to such a core by making us connected to the world 24x7. He emphasized to be successful one need to concentrate on the bottom of the pyramid which is the rural population in case of Indian economy. Various sectors like telecom, FMCG, retail have realized this success mantra that’s why they are moving towards social enterprises to uplift rural community.

The word “Renaissance” has its origin from the Italian: Rinascimento, from ri- "again" and nascere "be born". It was a cultural movement that spanned roughly the 14th to the 17th century, beginning in Florence in the Late Middle Ages and later spreading to the rest of Europe.

It is a time period when interest in art, literature, education, and other similar subjects, along with interest in Ancient Greece and Rome, was reborn. So, it was time to be reborn again in BVIMR. Dr. Vikas Nath – Director, BVIMR, New Delhi emphasized on the power of youth. He expressed immense happiness when one of the students remarked that he wants to bring positive change in the society by becoming a politician. He filled the atmosphere with her exhilarating speech thereby lending cheerfulness to the Cultural Fest. The various events which aimed at bringing hidden talents to the forefront are Dalal Street, Marketing Bingo, Rena Star Voice, Management Game, Antakshri,

Folk Dancing Star-Solo, Graphical Rangoli, Graffiti Competition, Rena Entrepreneurs, War of the Bands, Dumb Charades, Street Play,

Play a Case Maze, Unleash Your Creativity, Rena Star Dancers, Fashion Fiesta. The invigorating performance by the J Star, Big Dhillon added to the festivities at BVIMR.

The event saw the active participation of over 98 colleges with more than 165 teams and footfall of 4500 students. The campus premises roars with a variety of emotions – love, joys of winning and laughter depicting the huge success of the events.

BVIMR through its exemplary events like SchoneAmour, Renaissance, National Conferences, Guruvandana, Paristhiti-National Case Study Presentation Competition and NRPPC tries to imbibe the virtues of competence, excellence, confidence and ethics in students.

Fashion show

Fashion show is always the most awaited event of management fest.. Overall two rounds were there. First round was introductory and question-answer round wherein participants were in specially designed western attire whereas in second round was talent round and the attire was Indian.

Celebrity night



Students enjoying the star night performance

Celebrity night is always the most awaited and lively event of management fest. The guest of honour was the famous Punjabi singer “**J star and BIG Dhillion**”. He performed on his songs and revealed his new album songs as well among his fans. All in all it was a breath-taking event.

Jam session

The management fest Renaissance-2016 ended with the jam session wherein the DJ played the peppy tracks and the whole crowd was gathered on the DJ and danced. It was a fun moment wherein the faculty members and students get a chance to interact and discuss the event with each other. With the ending of jam session the fest 2016 ended on a positive note.

List of winners

Event: Grafitti		
Positions	Name	College
1	Prashant & Rahul	BVP
2	Rupal & Heena	BVP
3	Priyanka & Raghav	BVP
Event: Treasure Hunt		
Positions	Name	College
1	Jugal, Vidhi, Vrinda	BVIMR
2	Parulsinghal, Pritika, Pooja	BVIMR
3	Sameer, Rishav, Prateek	
Event: Rang milap		
Positions	Name	College
1	Juhi, Sapna, Diksha, Neha	Dayal Singh College
2	Deepika, Jitender, Harpreet, Gurpreet	Guru Nanak College
3	Lavanya, Shubham, Akshay, Priyanka	Satyawati College
Event: tug of war		

Positions	Name	college
1	Bbhaskar, Sashish, Aatul, Shivansh, Kapish, Ggaurav, Sachin, Satyam	Rukhmani Devi Institute of Advanced Studies
2	Nnavneet, Iikpreet, Saurav, Rrohan, Nikhil, Vansh, Himanshu, Gursharan, Kartikey	BVIMR
Event: Photography		
Positions	Name	Ccollege
1	Amit & Neha	Galgotias & Kalindi DU
2	Daizy & Hhimanshu	JIMS rohini & Kalindi DU
3	Manav	SGND khalsa
Event: ADMAD		
Positions	Name	College
1	Kushwinder, Dhruv Kumar	Faculty of arts
2	Rishab, Vinayak, Amar	Sri Aurobindo
3	Abhishek, Akhil Gupta, Nnaman, Risabh, Varun	BVIMR
Event: Expressing Intent		
Positions	Name	College
1	Mitali	Amity Law school
2	Jatin Nagpal	BVIMR
3	Arun Joly	BVIMR
Event:Impresario (B-Plan)		
Positions	Name	College
1	Bkasheesh & Ankit	Ambedkar University

2	Sagar Rajpal, Rohit Goyal & Diksha Bhan	BVIMR
3	Minal & Shivangi	Vivekananda
Event: IPL auction		
Positions	Name	college
1	Arjun Singh Mehra, Shankar	Shaheed Bhagat Singh
2	Kamal Garg, Gaurav Tripathi, Karanpreet Banga	BVIMR
3	Ashish Sharma, Anant Gupta, Anmol Mmalik	BVIMR
Event: MR & MS rena		
Positions	Name	College
1	Ayush Mishra, Shivani	BVIMR & PGDAV
2	Nitin & Pratibha	BVIMR
3	Heena & Dhruv	BVIMR
Event : Face painting		
Positions	Name	College
1	Chandana, Mehak	BVIMR
2	Annu, Komal	Shivaji College
3	Drishti, Sachin & Rupal, Sagar	BVIMR
Event: Aantakshiri		
Positions	Name	College
1	Prachi, Nishtha	BVIMR
2	Prateek, Tabrez	BVIMR
3	Subha, Vasvi	BVIMR

Event: Dumb shall act		
Positions	Name	College
1	Shiva , Ujwal	BVIMR
2	Ddrishti, Vipul	BVIMR
3	Ggaurav, Kangna	BVIMR
Event: Bbroker street		
Positions	Name	College
1	Ishit Bajaj, Samarth Gupta	Shyam Lal College, DCAC
2	Paresh, Naman	BVIMR
event: Kagazi gudiya		
Positions	Name	College
1	Rupal, Tushar, Pritika, Parul, Sachi , Heena	BVIMR
2	Manju, Chetna, Shubham, Palak, Priyanka, Kirti	JIMS
3	Jugal, Nancy, Monika, Vidhi, Sukriti, Bhavya	BVIMR
Event: Shirt painting		
Positions	Name	College
1	Mohit, Sandeep	
2	Bishweshwar, Sandeep	
3	Divyesh, Aditi Kapoor	
Event: Tap your feet		
Positions	Name	College
1	Jugal Royal, Dhruv Kapoor	BVIMR
2	Tarun Kumar	RLA

3	Suman Negi, Naman Khanna	SOL, BVIMR
Event: Sur Sangram		
Positions	Name	College
1	Hitesh	
2	Nandini Sharma	JLN Govt College
3	Nitin	BVIMR
Event: duet dancing		
Positions	Name	college
1	Rahul & Ankita	Satyawati
2	Neeraj & Ravi	Deshbandu
3	Dhruv & Rohit	BVIMR
Event: Mimic to laugh		
Positions	Name	college
1	Bhavya	BVCOE
2	Surya Pratap	MSIT
3	Akash	BVIMR
Event: Main Bhi Actor Hun		
Positions	Name	college
1	Ankit	BVIMR
2	Sumit	MAC
3	Kunal	BVUSDE
Event: War of DJ		
Positions	Name	College
1	Jugal Royal	

2	Keshav	
3	Kunal	
Event: Dance United		
Positions	Name	college
1	V-defyn group	IIT, Delhi
2	Afroza group	IP college for women
2	Urban hopper crew group	MAIMS
3	Nritya group	JDMC, DU
Event: Fashion Fiesta		
Positions	Name	college
1	Poise group	Amity
2	Finese group	VIPS

3. FACULTY ACHIEVEMENTS & ACTIVITIES

a) Dr. Broto Rauth Bhardwaj was invited as Chairperson of the technical session focusing on cyber security at IITM, New Delhi on 19th March 2016.



Dr. Broto Rauth Bhardwaj (Associate Professor, BVIMR New Delhi) delivering a talk on “Role if ICT on Teaching Learning Environment” on 19th March 2016 at IITM Auditorium, New Delhi.

The International conference on “Cyber Security: Contemporary threat and issues” organized by Institute of Innovation and Technology Management, New Delhi (IP University) included guest from Delhi University and other prestigious universities from all over India. Dr. Broto Rauth Bhardwaj (Associate Professor, BVIMR New Delhi) was invited as Chairperson of the technical session focusing on cyber security. Dr. Broto shared the empirical research findings undertaken with AICTE. The other panel members included Prof. Ashish Gupta, GGIP University and Mahapatro, Prof. Sushila, Professor, Dept. of Computer Science. The session focused on the role of cyber security for betterment of the society.



Eminent personalities on the dias: Prof. Broto Bhardwaj (BVIMR, New Delhi) and Prof. Sushila, Professor, Dept. of Computer Science.

c) Paper Publications in National/International Journals/Magazines

S.No	Author	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1.	Dr. Anjali Sharma Associate Professor Dr. Shallu Singh Associate Professor	Factors influencing the buying behaviour towards foreign apparels : An investigation conducted in Delhi & NCR	Saaransh : RKG journal of management	Vol 7, No. 2 , January 2016
2.	Dr. Shallu Singh Associate Professor Dr. Anjali Sharma Associate Professor	E- learning as a sustainability Model : Revamping the higher education systems in India	Conference proceedings International conference on Innovative Trends in Business practices for sustainable development 4 th March 2016 Conducted by Department of Commerce , University of Madras, Chennai	Pp237-244/ Year 2016
3.	Nishith Kumar Mishra Research scholar Dr. Navneet Gera Associate Professor	“Determinants of Consumer Buying Behavior of Private Label Brands In Delhi In Retail: Proposition And Test Of SEM Model	International Research Journal Of Management Sociology And Humanity (IRJMSH)	Vol.7, Issue 3 (year 2016)

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