

Harmony

Annual Magazine

"MAKING A VISIONARY LEADER OUT OF YOU"



BHARATI VIDYAPEETH UNIVERSITY
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI

An ISO 9001 : 2008 & 14001 : 2008 Certified Institute

POWER-PACKED SIGNS

(The Editorial Poem)

How the millions of stars sing and dance

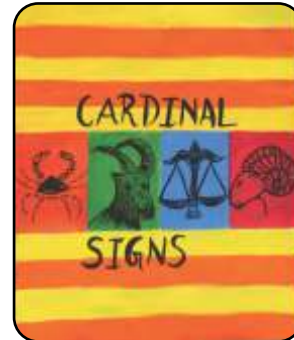
And so do us just by chance

The fickleness of mind

The high spirit in bind

With the unique leadership style

*Make up the merchants of **CARDINAL** sign*



Respected for the sense of purpose

These are fastened to remain stable

The steadiness towards the goal to play the respective role

*Calls for a constant pace to remain **FIXED** in the space*



When it's time to incorporate the change

Flexibility is the tool to deal with the same

Versatile in nature and commanding communicators

*are none but the **MUTABLE** sign*



The qualities when blended

The sounds when mixed

*The force bringing all together in a **HARMONY** that is wished.*

Upasana Kak
MBA II C



HARMONY

ANNUAL MAGAZINE OF BHARATI VIDYAPEETH DEEMED UNIVERSITY
INSTITUTE OF MANAGEMENT AND RESEARCH
New Delhi

CHIEF PATRON

HON'BLE DR. PATANGRAOJI KADAM

FOUNDER BHARATI VIDYAPEETH
CHANCELLOR, BHARATI VIDYAPEETH UNIVERSITY,PUNE

PATRON

SH. VISHWAJEET P. KADAM

SECRETARY
BHARATI VIDYAPEETH,PUNE

PATRON

DR. SHIVAJIRAO KADAM

VICE CHANCELLOR
BHARATI VIDYAPEETH UNIVERSITY,PUNE

ADVISORY BOARD

DR. UTTAMRAOJI BHOITE

EXECUTIVE DIRECTOR
BHARATI VIDYAPEETH UNIVERSITY,
PUNE (INDIA)

DR. S. F. PATIL

EXECUTIVE DIRECTOR,
INTERNATIONAL RELATIONS
BHARATI VIDYAPEETH UNIVERSITY,
PUNE (INDIA)

MR. PAVAN CHOUDHARY

CEO, VYGON

DR. D. K. BANWET

IIT, NEW DELHI

PROF. R.K. MITTAL

VC, TEERTHANKAR MAHAVER UNIVERSITY,
MORADABAD

PROF. P.C. SHEJWALKER

DIRECTOR & PROF. EMERITUS INST.
OF MGMT. EDU, PUNE

PROF. SUDHIR K. JAIN

DEPTT. OF MGMT STUDIES
IIT DELHI

DR. NITIN NAYAK

DIRECTOR
BVIMR, NEW DELHI

EDITORIAL BOARD

MRS. ANJALI SHARMA

ASSISTANT PROFESSOR

MRS. SHALLU SINGH

ASSOCIATE PROFESSOR

STUDENT EDITORS

SAKSHI TANEJA

MBA I YEAR

AMANPREET SINGH CHANDOK

MBA I YEAR

ANNE SIDDIQUI

MBA I YEAR

RACHNA CHADHA

BCA III YEAR

MESSAGE FROM THE DESK OF THE FOUNDER



HON'BLE DR. PATANGRAO KADAM

Founder, Bharati Vidyapeeth, Pune
Chancellor,
Bharati Vidyapeeth University

We continually face challenges in life - how we view them defines us, We at BVIMR , choose to see challenges as stepping stones & opportunities that we have encountered along the way for us to use, to "step on" so that we can achieve more, develop further and ultimately actualize more of our goals!

The new skills and competencies have become a key element in ensuring quality in the process and product alike. Therefore, to cope with the modern challenges, the development of staff at frequent intervals is imperative

The stepping-stones at BVIMR are here. Our results attest to this, our work ethic confirms this and our vision underpins this.

A handwritten signature in black ink, appearing to read 'Patangrao Kadam'.

DR. PATANGRAO KADAM

MESSAGE FROM THE DESK OF THE VICE CHANCELLOR



HON'BLE DR. SHIVAJIRAO KADAM

Vice-Chancellor
Bharati Vidyapeeth University, Pune

Some are born great, some achieve greatness, and
some have greatness thrust upon them.

William Shakespeare

His words resonate with me personally. As a teacher I appreciate the premise that an individual's cumulative actions can result in a fantastic end product. At BVIMR, we have taken this even further. We have taken action this year and we have done so collectively and I can only pay compliment to the outcome. We have had a remarkable year and the institute has grown from strength to strength.

We are all destined to make choices and those choices do largely control our actions. I am most fortunate that our college is filled with so many motivated people who make positive choices, which ultimately lead to so many meaningful and productive actions like BVIMR HARMONY.

A handwritten signature in black ink, consisting of a stylized 'W' followed by a horizontal line that ends in a small arrowhead pointing to the right.

DR. SHIVAJIRAO KADAM

MESSAGE FROM THE DESK OF THE SECRETARY



HON'BLE DR. VISHWAJEET KADAM

Secretary,
Bharati Vidyapeeth, Pune

We accomplished a great deal - we identified our goals, set aside time to achieve them. Our work ethic and achievements at BVIMR are solid - they are the collective results of each and every one here. At this unique institution, we hone the academic skills, fine-tune the aesthetic senses and work towards building a Holistic culture that values the individuality of each student, helping them realize their innate potential. Students are encouraged to explore and revel in the joy of learning. Research Based learning is the norm, where each student is guided through an individualized work plan in consonance with his/her potential, thereby providing a complete learning experience.

A handwritten signature in black ink, appearing to read 'DR. VISHWAJEET KADAM'. The signature is written in a cursive style with a long horizontal stroke at the end.

DR. VISHWAJEET KADAM

MESSAGE FROM THE DESK OF THE DIRECTOR



DR. NITIN NAYAK

Director
BVIMR, New Delhi

Welcome to our 6th issue! I am very pleased to announce that Harmony continues to live up to our greatest expectations. The contributions to Harmony are on the increase, and so is the number of readers. We are also receiving a lot of much appreciated positive response concerning the magazine.

Learning and growth at BVIMR are confined to classroom and academic experiences. Other kinds of opportunities abound, not the least of them the daily occasions for friendship and fellowship with people from many different backgrounds and with many different interests. In addition, students participate in rich and varied extracurricular activities, ranging from athletics to cultural programs, from participation in Quiz to performance in national level competitions, from doing volunteer work in neighboring communities for social club, to writing for one of the campus publications Harmony.

In the end, I would like to offer my best wishes to "Harmony" for all its future endeavours.

A handwritten signature in black ink, appearing to read 'Nitin Nayak', with a long horizontal flourish extending to the right.

DR. NITIN NAYAK



HON'BLE DR. PATANGRAO KADAM
Founder, Bharati Vidyapeeth, Pune
Chancellor, Bharati Vidyapeeth University

CELEBRATING
50 YEARS OF
DYNAMIC EDUCATION



envisioning
BHARATI VIDYAPEETH



“ Making a Visionary Leader out of you ”



Most Innovative B-School in India

Bharati Vidyapeeth University Institute of Management and Research, New Delhi

"Re-accredited with 'A' Grade by NAAC"

NBA accredited MBA course

An ISO 9001:2008 & 14001:2004 Certified Institute

Ranked in “Top 50 Business Schools in India” and

“Top 5 in Delhi” by Business India, Hindustan Times and Careers360 Magazine

“Recipient of “B-School Leadership Award” from Star News

A-4, Paschim Vihar, Adjacent to Metro Station (Paschim Vihar, East), New Delhi - 110063

Tel : 011-25285803, 25278446; Tele Fax : +91 011 25286442

Email : bvimr@del3.vsnl.net.in; Web : www.bvimr.com

Zooming in BVIMR



MAKING A VISIONARY LEADER OUT OF YOU

Bharati Vidyapeeth University Institute of Management & Research – New Delhi (BVIMR)

A '4' acres oasis in West Delhi – Bharati Vidyapeeth University Institute of Management & Research (BVIMR) is the only Institute attached with Metro Station (Paschim Vihar (East)), fabulous architecture, lush verdant woods and landscape gardens that provide an idyllic environment to engage in management & IT studies. BVIMR boasts of a world class infrastructure, state of the art facilities with air-conditioned classrooms, library and hostels that facilitate excellence in teaching, research, consultation and professional activities.



The Institution which was permanently affiliated to Pune University till 2005 was brought under the ambit of Bharati Vidyapeeth University (BVU), Pune on the recommendations of UGC under Section 3 of UGC Act vide its letter notification no. F.9-16/2004-U3 dated 25th Feb, 2005 by Govt. of India by HRD Ministry Govt. of India.

Established in 1992, the institute has since then built world-class infrastructure, highly accomplished faculty and motivated students to emerge as one of the premier institutes for management education and research program. MBA program of the institute is Duly accredited by National Board of Accreditation (AICTE), it has excellent Industry Institute Partnership cell called C.R.C. which has signed LOU/MOU with more than 40 Corporate/Business Houses It gives an added advantage of integrating classroom knowledge with practical experience. The placement record of the institute has been excellent year to year. 98 blue chip companies visited the Campus during 2011-12 with highest pay package offered of Rs. 15 lakhs per annum and average of Rs. 6.25 lakhs.

The faculty members of the Institute are dedicated professionals with academic excellence and rich industrial experience. They submit themselves to a rigorous open and continuous process of appraisals and feedback from the students. These results in the faculty to fine tune their course contents from time to time. Independent committees, comprising of faculty/supporting staff/student body play a role in the governance of Institute and assume ownership of collective decision. Faculty members are active and regular participants in national, international conferences and symposia. They contribute to national/international journals and collaborate with a broad range of agencies to develop and execute research/consultancy projects.

• **Vision**
Leadership in Management Education through innovation and excellence.

• **Mission**
Fostering a conducive learning eco-system for students, faculty and industry germinating capable upright managers and entrepreneurs to contribute meaningfully to industry and society.

• **QUALITY POLICY**

1. State of Art Infrastructural and Instructional facilities.
2. Global Benchmarking
3. HR Synergy.
4. Consistent Value enhancement.
5. Continuous motivation and nurturing creativity.

• **Ranking/Rating of B.V.I.M.R**

Under the Guidance of Hon'ble Dr.Patangraoji Kadam, Dr. Shivajirao Kadam & Dr. Vishwajeet Kadam, Director Dr NitinNayak as Director of the Institution has always believed in leading from the front. BVIMR New Delhi enjoys the following standings:

- » Ranked among top '50 B-Schools' in India and top 5 in Delhi by Business India and Hindustan Times
- » Constituent Unit of Bharati Vidyapeeth Deemed University, Pune re-accredited with Grade A by NAAC in 2011.
- » NBA (AICTE) Re-Accredited MBA programme
- » An ISO 9001-2008 and ISO 14001:2004 certified Institute
- » Recipient of the Abhijeet Kadam award for the Best Institute award by Bharati Vidyapeeth University, Pune
- » Business and Management Chronicle has ranked BVIMR as the 2nd best B-School in North India.
- » Recipient of Business School Leadership Award from Star News Rated in Gold A+++ category by Just Careers for MBA aspirants.

UNIQUE FEATURES

- **Knowledge Resource Center**
The library houses more than 40,000 books and 80 National and International journals and magazines. It is equipped with digital system via audio-visual facilities through videocassettes, tapes, CD-ROMs and VCDs & Internet connection and acts as an academic resource for Research work. It



WE BELIEVE IN

DEVELOPING
INTEGRATING
FOSTERING
FOCUSING
ENRICHING
RESOURCES
EXCELLENT
NATIONALS
TOMORROW

has an open access system for all faculty and students. Institute has the membership of American Council and British Council of India. EBSCO (Online Journals) & Prowess (Corporate Database) are a part of our World Class Digital Library. The library is also linked with DELNET and has SPSS for statistical analysis.

- **Information Resource Center**

The Computer center at BVIMR has more than 400 computers with the latest configuration. The computer center is professionally managed & equipped with three servers ported with Windows 2003 server and Linux. In addition to the general software it also has PROWESS – a corporate database and SPSS. The center integrates itself with the rest of the world with broad band Radio Link whose speed is 20 Mbps. The campus is Wi-Fi enabled. To support this Center, a digital Library of 30 computers is also in operation. LCDs and Printer facility have also been made available to faculty and students.



- **Foreign Language**

Students are given a unique opportunity to learn a Foreign Language: French, German Spanish or Chinese to enable them to accept challenges in working with MNCs and facilitating their cross-cultural relations.

- **Auditorium**

BVIMR has a state-of-the-art air conditioned Auditorium with more than 250 seating capacity. It is equipped with the latest sound system, LCD projection equipment's and all other facilities for conducting seminars/conferences and events of international standards.

- **Amphitheatre**

Pride of the Institute for its strategic location within the building, it can accommodate about 290 persons.

- **In-house Banking**

Bharati Sahakari Bank Ltd. is functioning within the Bharati Vidyapeeth Educational Complex. The Bank handles various banking facilities with better rate of interest on deposits for the students & staff of the Bharati Vidyapeeth and for the public at large. The Bank is providing the services on all seven days.



- **Recreation and Sports Centre**

There is a canteen facility for BVU Educational complex which provides hygienic and delicious meals and snacks for the students and faculty members and also caters to the mess facility for the hostel residents.

Besides the playground with a cricket pitch, Basketball, Volley ball & Badminton courts, there are provisions for indoor games like Table Tennis, Carom & Chess. The students are also motivated to pay attention to their physical fitness. For this purpose, the institute has also established a music centre and gymnasium in the campus to motivate the students and faculty members for their physical fitness.



- **Medical Facility**

The in-house Doctor visits the campus every week and provides necessary medical help and guidance to all students and faculty members.

- **Hostel**

Home away from home....fully air-conditioned
Surrounded by ample open space and green garden, its envious sight is most appropriate for learning. The hundred inmates from different parts of the country are staying in the Hostel. Security provision –is available 24 hours including dedicated Mess facility.

- **Innovative Practices at BVIMR, New Delhi**

The economic reforms initiated by the government of India in 1991 and the momentum towards globalization and free enterprise system has provided a new challenge for the professional management educators to produce managers who can function efficiently across the globe and excel in multi-cultural environment. Innovate or perish is the watchword of BVIMR. Therefore, the institute has adopted the following innovative practices to give quality education to our students. These are briefly described as under:

- **E- Business Quiz and E-Foreign Language Quiz**

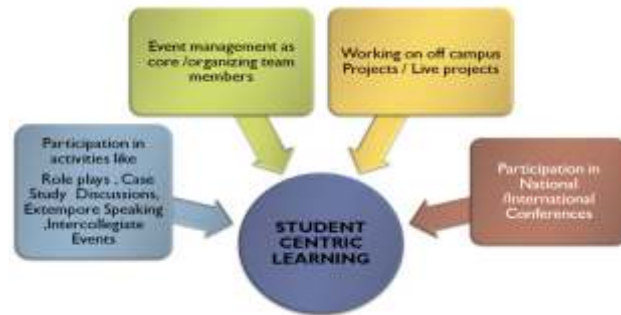
BVIMR has introduced E- business quiz and E-foreign language quiz in which two links are provided in the website of institute and quiz is updated on a weekly basis. First ten early and correct reply from the students



are rewarded with attractive gifts and prizes to motivate the students for participation in the quiz

- **Enhancing employability and entrepreneurial skills of students**

To meet the needs of present economic scenario and to enhance the employability skills of BVIMR students, The Institute has taken initiative to incorporate the following emerging areas of knowledge in the curriculum of management courses of this Institute:



- » **Management of excellence:**

To enable the students to perform at their peak level of efficiency in the corporate world, corporate days are organized on alternate Saturdays wherein senior corporate executives are invited to share their real life industry experience with the students.

- » **Corporate Governance and social responsibility:**

Business enterprises have grown in size and complexity over the decades. Management of such organizations require adherence to stringent standards of governance. BVIMR is doing its part in assimilating this aspect in its academic programme and curriculum.

- » **Environmental studies:**

Environment affects the survival of mankind itself. The business enterprises have a big role in reversing the damaging trends and bring climatic conditions to normal. This is now an important area of academic studies in the institute.

- » **Disaster and Crisis Management:**

Management educators need to develop appropriate syllabus and contents to deal with crisis and disasters. This is also an important area of studies.

- **PEDC (Personality & Entrepreneurial Development Club):**

The Institute's Personality and Entrepreneurial Development Club (PEDC) makes holistic efforts to develop proper personality traits among the students.

- **Certificate course in Executive Excellence**

An Add –on course is designed to increase the employability of the MBA students to make them as finished products in terms of managerial skills and personal excellence. Dr David Iddon an International speaker and many corporate speakers & academicians conduct this programme.



- **E-Learning Certificate programme of ICICI Bank**

BVIMR has extended its academic horizons in association with ICICI Bank, which is offering more than 200 modules in banking and finance for the benefit of faculty and students. The best students are awarded a certificate and are considered for placements in ICICI.



- **Management Clubs**

BVIMR provide ample opportunities to students to widen their horizons of learning and explore their areas of interest through special clubs that are:

- » Sports Club ,IT Club, Marketing Club, HR Club, Finance Club, International Business Club, Film Club, and Entrepreneurship Club.



- **Social Club**

BVIMR is deeply concerned about the welfare of the people in the surroundings and the environment in which they live. To this end BVIMR conducts a number of social activities round the year for the welfare of people and for preserving the environment. These are: Joy of Giving week, National Girl Child Day – January 24, Republic Day – January 26, Blood Donation Camps, Free Eye Checkup Camps, Seminar on Save Yamuna Project, International Literacy Day, Ozone Day, World AIDS Day organized by collective efforts of the faculty and students at BVIMR represents the institute’s concern for social responsibility.

- **Cyber Security Certificate**

In the present modern times application of information technology in all spheres of business and industrial activities is inevitable. It is necessary for young managers to be aware of modern cyber technology to preserve and safeguard vital business information. Therefore, BVIMR has made mandatory for all the students to pass Certificate Course in Cyber Security.

- **Remedial and Bridge Courses**

Foundation Courses in Accounts, Mathematics and Statistics are available for MBA 1st year students to build a strong foundation for their academic growth.



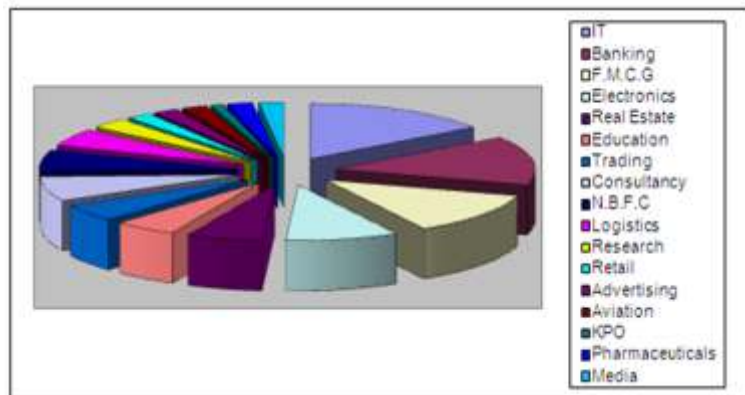
• **PUBLICATIONS:-**

- » BVIMR MANAGEMENT EDGE: It is a Bi-Annual publication dedicated to the advancement of academic research and management practice. It has been accepted by more than 100 business schools under Subscription / Exchange Scheme. The journal is also listed on EBSCO database.
- » HARMONY: It is an annual magazine of the institute, edited and managed by students.
- » PUBLISHED PAPERS: The faculty members of BVIMR have more than 270 published papers to their credit. They also have brought out 12 books on various management subjects.
- » BVIMR MIRROR: it is a quarterly in-house news magazine. It publishes the events, activities of the various Departments during this period. It is a reflection of BVIMR's commitment towards its vision.
- Corporate Resource Centre (Excellent Placements)
Corporate Resource Centre (CRC) organizes Corporate Training, Consultancy for industrial houses, besides providing summer and final placement for students. The institute has excellent record of placement. More than 98 Blue Chip Companies from different sectors. They are:

- | | |
|--------------------------------------|--|
| • JCDecaux Advertising India Pvt Ltd | • Beetel Teletech Ltd |
| • Lintas Media Group | • Bonton Cables India Pvt Ltd |
| • Indigo | • Daikin Air conditioning India Pvt Ltd |
| • Thomas Cook | • IECS Ltd |
| • Axis Bank | • Su-Kam Power Systems Ltd |
| • Bank of Baroda | • Onida |
| • Canara Bank | • Berger Paints |
| • Citi Bank | • Devyani International pvt Ltd |
| • Yes Bank | • Exotic India |
| • HDFC Bank | • ITC Ltd |
| • HSBC Bank | • Kajaria Ceramics |
| • ICICI BANK | • Maharashtra Feeds Pvt. Ltd. |
| • IDBI Bank | • Micro Industrial Corporation |
| • Indusland Bank | • Modi Group |
| • South Indian Bank | • Mother Dairy Fruits & Vegetables pvt Ltd |
| • Indian Overseas Bank | • Shri ram Pistons & Rings Ltd |
| • Oriental Bank of Commerce | • Ultratech Cement Ltd |
| • Royal Bank of Scotland | • VIP Industries |

- Kotra Trade Investment Promotion Agency
- Mirus Solutions Pvt Ltd
- Naukri.com
- Planman Media
- Noam Consulting Pvt. Ltd.
- Kleward Consulting Pvt. Ltd.
- Value First Messaging Pvt Ltd
- Jaro Education
- Next Education India Pvt Ltd
- Shikshapeeth Institute
- EduMentor Pvt. Ltd.
- Benchmark Circuits India Pvt Ltd
- APCER
- BPTP Ltd
- Central Park
- IIFL Ltd
- Re/Max India pvt Ltd
- Advert Infracon Pvt Ltd
- Wisdom Park pvt Ltd
- Capital IQ
- Crisil
- Grail Research
- Bharati Airtel
- Pantaloons Retail (India) Ltd
- A Marketing pvt Ltd
- Sharp Business Systems India Ltd
- Unique International Pvt Ltd
- Intec Capital Ltd.
- CSC Company
- Copal Partners
- Deloittee
- Genpact
- IBM
- Tech Mahindra
- Wipro
- Knowlarity Communications Pvt. Ltd.
- Leeway Hertz pvt Ltd
- Midas it Solutions Pvt Ltd
- TCS
- HCL technologies
- Goo2o.Com
- Daffodills Software Ltd.
- Avian Technologies Pvt Ltd
- Aptara
- Kale Logistics Solutions Pvt Ltd
- Uttam Surotech
- Interocean Shipping Company
- DHL
- Jeena & Co.
- Times Of India
- HT Media Ltd.
- SRF
- Aviva Life Insurance co. Ltd
- ICICI Securities Ltd
- Indiabulls Securities Ltd
- Ameriprise Financial

(as shown in fig) and big business houses and Public sector undertaking such as



last academic session (2011-12), the highest pay package offered was Rs. 15 lakh/annum while the average package was Rs. 6.25 lakh

- Global Talent Track (GTT) Private Limited Pune,an Institute for successful professionals ,has awarded “BEST EDUCATIONAL INITIATIVE AWARD 2009” by hand of Ms. Angela Burgess,Executive Director,IEEE Computer Society,USA and Mr. Ganesh Natranjan,CEO,Zensar Technology , Chairman CII,ITES Committee.
- Awarded with RAJAWAT TIMES INDIA EXCELLENCE AWARDS 2012 for his outstanding contribution in th field of “ Education “
- Dr. Sachin S. Vernekar – Former Director of the institute received “International Award for Excellence in Human Resource Development For his immense & indelible contribution to the field of Human Resource Development in his country From Rapport Bangladesh Limited Dhaka Bangladesh.

“BVIMR Gems”

BVIMR Students have won more than 300 prizes in various curricular and co-curricular activities, management games, case study competitions, summer project report competitions, debates, LAN Gaming, sports and cultural events held at various Business Schools all over India. To name a few, our students won awards/ prizes in premier institutes like IIT-Delhi, IIT-Roorkee, IPM, Meerut, IMI, Keshav Mahavidyalya and many more. BVIMR students have also participated in various talk shows in different News Channels like AAJ Tak, DD National etc.



• National and International Tie ups

- British Council
- American Council
- All India Management Association
- Delhi Management Association.
- HRD Network and Delhi Productivity Council.
- Indian Society of Technical Education.
- Computer Society of India.
- Association of Management Development Institute in South Asia (AMDISA)
- Intra client-French/Germany language learning programme.
- NEN (National Entrepreneurship Network)



DEC

JAN

FEB

BVIMR Gems

Sports Meet

Renaissance

MAR

APR

MAY

Guruvandana

Annual day

JUN

JULY

AUG

Techspan

Shöne Amour

Milep

SEP

OCT

NOV

Ozone day

NRPPC

31 30 29 28 27 26

25 24 23 22 21 20

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19



I walked and walked and walked
How will now be the journey I thought

Life took a new mode
And I landed in the management world

A renowned college which is a source of knowledge
Keeping us on toes or grilling us like a chicken
All efforts are made to pull the talent inside us that is hidden

Surrounded by the ambitious students around
I also try to focus
When Accounts and Economics fly above my head round and round

Different and comfortable I feel here
Disciplined yet friendly is the environment here
Girls look like butterflies
Following the dress code with full on style

Colourful is the college life
Where we learn how to fly

This journey is of two years
And marking it a milestone in life
Will be my college

Bharati Vidyapeeth that always shines

Upasana kak
MBA II C



Editor's Corner



FACULTY EDITORS (In Centre, Left To Right) : Mrs. Anjali Sharma & Mrs. Shallu Singh
STUDENT EDITORS (Top Left) : Sakshi Taneja
(Top Right) : Anne Siddiqui
(Bottom Left) : RachnaChadha
(Bottom Right) : Amanpreet Singh Chandok

We truly and specially appreciate the effort made by:

- **Geetanjali Dahiya(MBA -1 YEAR) :** For designing the section dividers
- **UpasanaKak(MBA –I YEAR) :** For writing the beautiful poems.
- **Sahil Bhatia (BCA -III YEAR) :** For College Sketch on Back Cover.

CONTENTS :

| S. No. | Section | Page No. |
|-----------------|--|----------|
| CARDINAL | | |
| 1 | Like Me Syndrome | 1 |
| 2 | Oprah Winfrey | 3 |
| 3 | Interview with RDB | 5 |
| 4 | Ravishing Magnetic – U | 7 |
| 5 | Steps to a Winning Personality | 9 |
| 6 | Mind Snacks | 13 |
| 7 | Crossword Puzzles - 2 | 14 |
| FIXED | | |
| 8 | Know your Teachers | 17 |
| 9 | Strange Words | 22 |
| 10 | An Interview with : Ajay Talwar | 23 |
| 11 | Book Review | 26 |
| 12 | Michael Schumacher | 27 |
| 13 | How Close Are We | 28 |
| 14 | Spanish | 30 |
| 15 | Khushi Ki Talaash Mein Bhatkta Insaan | 31 |
| MUTABLE | | |
| 16 | Interview Myths | 34 |
| 17 | What is Really is... | 35 |
| 18 | Food and Personality | 36 |
| 19 | Numerology | 37 |
| 20 | Indian @ Olympics | 41 |
| 21 | Chinese Language | 42 |

CARDINAL



SIGNS

“ Like Me ” Syndrome

So many of us are living two lives. One- on internet and the other-‘whatever remains from it’. Between the age 10-20, we used to have some 4/5 real good friends, with whom we used to spend so much of ‘Real’ time. Our energies used to get invested in impressing and having good times with those 4/5 people only.

But today an average youth has to sound ‘Cool & Macho’ to a minimum of 300 friends in the virtual world. So- the per capita attention that they are able to give to each friend becomes in decimals. And still advertisers wants us to believe the truth in “*har ek friend zaarori hota hai* “. **Jaan le lo !**

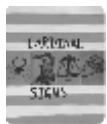
In the last 10+ years –Internet is the most wonderful thing that people have harnessed and tried to benefit from- It is truly rocking. A tweet from the CEO of Coke Intl –“**five years ago, social media was 3% of our total media spend. Today it is more than 20% and its growing**”. Companies are realizing that they better meet their customer where it exists most of the time i.e. online, rather than spending money on- where the customers hardly exists e.g. newspaper adv., hoarding etc.

BUT unfortunately all these pluses bring with them some ‘Vish Kanyaa’ type side effects for the users especially the youth.

The quantum of time that is spend on FACEBOOK –if use put even 1/3rd of our FB passion in trying to reach god, trust me “*Shankar Bhagwan khud aake friend request bhejengay*”.

The FACEBOOK status of People:

- » My new haircut, my new bike, my new I-phone, new dress etc.
- » Me, Chadha, Sharma -----at CCD
- » Some put philosophical updates
- » Life give us two options – something, something – such people are either in the middle of their exams or just do not implement in their lives. Such status attracts fewer likes and seeing that – they themselves go ahead and ‘like’ it after a few hours. **How cheap Haaww j!!!**
- » Lastly the ultimate Friends I am deleting my account (**Shaheed Bhagat Singh types feeling, I tell you**).



Isn't all of this so superficial for the one and only beautiful life we have trust me - it is a **WASTE**. We are not here to be '**LIKED**' by maximum people. We'll be so boring then-Buddy! It will be useless spending our years so much on the basis of '**praise & criticism**' of people around you. You will begin to get attention in life only when you stop to desperately seek it.

We have become a bigger social worker than Mother Teresa, because we think more about our friends than we think about our own lives.

Do the following:

- » Be more worried about what is happening in your 'life picture' rather than your 'display picture'.
- » Keeping 6 – 7 days in a month when you will just not touch internet – it will not lead you to constipation.
- » Stop making a desperate attempt to impress people, when on internet - you will see that when you stop doing this, **MAGIC** will begin to happen in your life.
- » Having a goal in your life, which you can die for. Once it happens, everything falls into place.

The choice is yours.

But yes,

Just imagine the life without facebook !!

AaaaaahhfacebookI love you so much:-p



Oprah Winfrey

Abandoned by parents and challenged by life yet she outshines like a fish in the brine



Oprah Winfrey, was an unwanted baby. Her mother left her with a grandmother who had a pig farm in rural Mississippi and moved away. For the first six years of her life Oprah felt very lonely. Her grandmother whipped her with a switch almost daily, telling her it was for her own good. She had no contact with her mother. She felt terrified by her grandfather. Adults appreciated her because of her talent for reciting, but "all the kids hated me," she says, "all through school."

Oprah's broadcasting career started when she was seventeen. She was asked to work part-time reading the news on a Nashville radio station for \$100 a week. She did well and found a career that has become her calling.



Even though Oprah is very self-reliant, she attracts excellent people to work with her. She is a highly synergistic person. She is interacting with the world in a way that is leading to things working better for millions of people. And she does this earning an excellent income. As Maslow observed about highly self-actualized people, she has blended the selfish-unselfish dichotomy in a way that makes her very powerful.

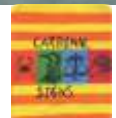


I agree with Oprah's self observation about being surprisingly mentally healthy. She definitely is. And she is an outstanding example of how some of the very best people in our world have been through some of the worst experiences.



"From the slums of Mumbai to the Taj Mahal, from the city of widows to the best spa I've ever been to (in Rishikesh), India took my breath away. It really merits the word awesome—inspiring awe. I saw myself reflected in the worn, lined face of an old man driving an ox cart, in the widows covered in shawls and forced to beg for rupees, in the nine people crammed in the back of an open cab on their way to work. The level of patience, tolerance, and cooperation one must have in order to live as a family of five in a six-by-six-foot space (yes, I saw this, too) and still manage some happiness is profound. In India my humanity expanded." Oprah Winfrey.

Being the owner of such strong and influential personality she teaches us how to fight for our self, how to stand up and move one, and how to charm people with what we are right now. Her past might be very painful but her future we all know is very bright and so is her past . i wish we all could try and learn something from her and use it in a constructive way to enrich the path of life with gleaming glories and triumphing victories.



“MUSIC is a great way to release stress”

Rendezvous with RDB



HARMONY: *From learning harmonium in gurudwara to doing shows all over the world, how would you describe your journey?*

RDB: The journey has been inspiring and meaningful. We never thought we'd be here right now, making music and entertaining our fans, but we still have lots to do!

HARMONY : *You guyz have worked with many famous personalities like Akshay Kumar and snoopdog, who amongst them all was good to work with and why?*

RDB: That's a tough one since they are also our friends! We believe that all the famous acts we have worked with and collaborated with have been awesome and a truly mind-blowing experience. Each artist brings their own panache to a project and it's very difficult to choose between them.

HARMONY : *You are popular for British Bhangra, why is it so why not any other genre?*

RDB : We have been brought up in the surroundings of listening to old school Punjabi, Bhangra music, instantly this had become our main genre. However we do not pigeonhole ourselves by only creating Bhangra songs, we love being versatile and enjoy all types of music, hence why we try and blend in western tunes such as R n B and Hip Hop as well as Bollywood undertones to our tracks.



HARMONY : *How do you manage to do all your shows all over the world?*

RDB: Is it tiresome and difficult to do so ?It can be extremely exhausting at times, especially with the changes in time zones, but we are so passionate about what we do and the importance of entertaining our fans, that traveling isn't an issue for us.

HARMONY: *You guys are a group of 3-4 people, what as a group do u find challenging and also what strengthens you as a group?*

RDB: Sadly this year our brother Kuly had passed away, who was our key member in the group. We believe in being opened minded and sharing opinions. Each of us brings something unique to the group. Of course we face challenges from day to day and what makes us stronger is how we face these challenges together as a group and also brothers.

HARMONY: *How did u get your first break in the industry?*

RDB: Our first sign of stardom came with the help of our first record label which we setup with a partner; we released our debut Bhangra album in the UK and hit over 50,000 units in 2 weeks. This was quite phenomenal bearing in mind these were independent sales away from any mainstream outlets. And as they say, the rest is history - after continuing to produce and release albums (over 25) we expanded and performed our genre across to different parts of the world including India.

HARMONY : *How do u think music acts as a stress buster for today's generation?*

RDB: Music is a major creative force in our world a great way to release stress whether you're producing, performing or simply listing to tracks. It also helps to unleash our hidden talents.

HARMONY: *Finally, what is your message for our college students?*

RDB: We just want to say thank you so much for supporting us and our music and for making RDB the brand that it is today. We owe this all to our fans. We truly appreciate it and love you all. Hopefully see you all soon at your next student events.



"Ravishing Magnetic-U"

Shaadi ho naa ho ; Interview hoga hi ! Honi ko kaun taal saktaa hai

MAKE SURE YOU PREPARE THE FIRST QUESTION WELL:-

This question is your best (could be the last) chance to sell yourself. It is like your free hit in a cricket match- you will not get out; however – you get a chance to score any many runs of your volition.

How do you best prepare for this Question?

Understand that an 'Interview' is a sales process. You are your salesman. Ask yourself – 'How do you sell anything?'. You sell something – by talking about its positives.

Make a small table – the way I ask you to, next. This is the most valid exercise that you can do; while you prepare for any interview.

| Areas that I am very good at ; I can comfortably talk at length about | Areas that I would not want to discuss in my interview |
|---|--|
|---|--|

1.

1.

2.

2.

3.

3.

You need to think very deep about your areas on the LHS. They should be the areas **where you are a James Bond**. I mean, those areas / aspects of your life – where in, if you are quizzed upon – you will be able to happily talk about. The areas on the LHS could be anything. Anything means anything. It could be your career aspirations, plans, a subject in your graduation, your hobbies, your role model, your home town etc. So, your entire intention in the answer to 'Tell me something about yourself' should be to divert the attention to the LHS. You do not talk about the negatives. However, if the interviewer somehow asks you about your negative areas (RHS)– you accept them & do not deny them. Further, you creatively / intelligently shift the attention of the interviewer from the negatives to the positives

Even you can let the smallest of the points add value to your profile answer by speaking them smartly.

Sir, I come from a joint family. I understand thus, that adaptability is the biggest skill set in today's world.

Sir, coming from a defence background- i have become more adjusting to people & places because, my schooling happened from a lot of places.



SHOW; DO NOT TELL:-

Most of the times; candidates commit damage to their ease of success in an interview by just telling and not showing. E.g. :-

- My biggest strength is that I am a Team Player
- My weakness is that at times, I am short tempered.

Now, for heaven's sake – do not say it like this. You will allow the interviewer to open a Pandora's box if you only tell and **do not show. Just elaborate :-**

e.g. if you say e.g. my hobby is reading ;you are giving him a chance to ask you from my genre of reading. It will be embarrassing if you tell him later that you like reading a particular thing only. Why not tell him upfront?

Understand – that in an interview –**you need to look sharp ; not cute.**

Why this Job ?:-

Critical Mistakes here:- Making that Job look like the most important thing in the world for you.Understand here that the Job applied to is not the end, but a means to an end.

Suppose you are to travel from New Delhi to Mumbai via a Rajdhani Express and you have a confirmed seat. If for reasons as Delhi traffic , you miss your train; would you not go to Mumbai now? Yes, you would. You will take another train / a flight or do something ; but would ensure that you reach Mumbai. Your commitment is to Mumbai and not to Rajdhani.Here, Mumbai is symbolic of what you are planning to do after your MBA. It also represents what aspect of your long term career plan – that particular job is falling in. Rajdhani is just the MBA / that Job. So, it doesn't matter how you reach your destination; your destination is more important than the medium to reach that.

STRENGTH & WEAKNESS

All of us have many a strength & weakness. Think about it.

Also the strengths & weaknesses; they keep on changing / evolving / morphing –However, a suggestion:- 'When you talk about a particular weakness- add a qualifier to it –e.g. 'I realise this to be something which is hindering my performance & I am doing this...this...this... to become better about it'. This shall keep care.

Final words of wisdom:-

“Darna Mana hai.... ”

And Lastly; even if you get rejected at a few interviews –**Just Chill!**



Steps to a Winning Personality



1. Develop Enthusiasm

A man who is full of enthusiasm about his work and his company can overcome a multitude of challenges and hardships. A spirit of sincere enthusiasm will help a man over many rough spots, and will carry on from one job to another. A man who is known for his enthusiastic personality is always in demand.

2. Good Grooming

Good grooming is a distinct promoter of a winning personality. A person's appearance is extremely important in this modern world, because people generally judge more from appearances than from what is not seen right away. A good first impression is important but spending too much on clothing is not necessary.



3. Develop a Winning Attitude

A man's attitude toward life is may be positive or negative, bright or gloomy. A person's attitude is so noticeable in his dealings with others. A bad or good attitude affects a person's reputation for better or worse. Attitude is largely a state of mind; and if your mind is taken up with pleasant, creative and constructive ideas, it will definitely reflect in your attitude. Attitude like positivity, poise, dignity, patience and kindness have a favourable effect in a person as a whole.



4. Intelligence Quotient

It goes almost without saying that your inherent intelligence must be expanded to the fullest degree in order to gain and hold the respect and admiration of others. Avoid evidences of carelessness and superficial thinking; instead think with sincerity and confident knowledge.



5. Aggressive But in A Good Way

When saying aggressiveness, it doesn't mean one who is always inclined to aggressive argument, or one who is always ready for a fight. Instead being aggressive in a good way, means being able to know what you want and knowing exactly how to get it. An aggressive personality like this is an asset especially in business.

6. Use Your Imagination

An individual must have creative imagination to become successful in any endeavour. Reality has its limits, but the world of imagination is boundless and continuous. Encourage your imagination to soar to distant horizons, and then bring what you can make the most out of it.



Girls, you should be brave and fight for your rights and dignity.
D. Singh

Go for Justice at any cost!!
Sch...

Girls, we need to fight for justice and not remain quiet. All the best! Go for your future endeavors without fear. God Bless
Abhinav Manish Singh

Girls Should raise voice for their rights everywhere
Shamika

MAINTAIN YOUR INDIVIDUALITY ALWAYS. GOD BLESS MY DEAR STUDENTS
Shubhi

पुरुष हक की कोशिश करो।
गुरुणा प्रसन्न के साथी करो।
उसके जेबों के मक पूरा कर
उसके कान से कब खाली
उसके कले के प्यारो मिलाना
उसके नमस्कारों में (मि) आलो
उसके शीतल।

Be Sensible. Be vigilant! Have adequate self defense ability. Create awareness!
Spo Mead Light
Myandi

Get ready to change nation & have crime free India
Education, financial & personal
to every girl & women equal

Girls are always more caring, responsible and focussed. We all should appreciate them.

While you scream at your girl, real man whispers sweet nothings to her, while you ignore your girl a real man shows her true love, while you break her heart a real man picks up the pieces, So take a look before you laid out on a Real Woman.
Ravinder Singh

Ravinder

Always have courage to yourself all the way

MIND SNACKS

Wohin gehen die Mädchen?

Anna

Marie

Julia

das Kino

der Zoo

die Stadt

Bilde Sätze!

Anna geht in _____

Marie _____

Julia _____

Ich heiße Maxi Mous. Und wie heißt du?

| | | |
|---------|----------|-----------|
| Januar | Februar | März |
| April | Mai | Juni |
| Juli | August | September |
| Oktober | November | Dezember |

10. Monat

5. Monat

7. Monat

9. Monat

6. Monat

J U N I

D

12. Monat

4. Monat



Delhi Belly

So, here are some trending eateries and dine outs we all love to frequent to...Care to try searching for them???

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| D | N | I | P | N | A | B | R | U | R | O |
| E | C | H | O | K | O | L | A | K | U | L |
| P | D | S | B | P | K | X | V | T | O | L |
| A | S | A | O | Q | I | C | O | W | P | I |
| R | A | H | H | S | T | F | E | R | A | H |
| I | H | C | E | H | T | B | Y | B | V | C |
| K | C | O | M | H | Y | T | A | H | I | G |
| R | O | M | E | G | S | P | U | L | L | I |
| A | M | B | O | N | U | J | E | O | A | B |
| M | O | O | R | K | N | I | P | E | H | T |
| A | F | C | H | O | N | A | S | M | Z | A |

ANSWERS-

OUT OF THE BOX, PARIKRAMA, THE PINK ROOM, BOHEME, VAPOUR, KITTY SU, HYPE, BIG CHILL, TALAB, CHONAS, CHOKOLA, MOCHAS, URBAN PIND



GREAT PLACES TO WORK AT !!!

Almost all of us are aspiring for a kick start with a great placement and a super company to work with!

Let's explore some of them here.... ;) 😊

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| M | M | O | C | L | A | U | Q | O | P |
| A | E | Q | A | W | T | T | M | S | I |
| K | M | L | E | C | U | I | N | T | N |
| E | Y | H | S | X | P | U | G | U | T |
| M | A | C | C | E | N | T | U | R | E |
| Y | H | I | I | L | O | N | N | I | L |
| T | O | T | N | G | P | I | A | C | A |
| R | O | T | F | O | L | S | J | N | Y |
| I | Y | E | M | O | E | L | V | I | H |
| P | R | H | R | G | A | Z | K | I | J |
| E | A | B | A | I | D | E | M | T | H |

Answers -

YAHOO
HT MEDIA
QUALCOMM
MAKEMYTRIP
INTEL

HETTICH
ACCENTURE
NIIT
INTUIT
NTPC
GOOGLE



FIXED SIGNS





KNOW YOUR TEACHERS



LEO

STRENGTH KEYWORDS:

- Confident, Ambitious, Generous, Loyal, Encouraging.



AQUARIUS:

STRENGTH KEYWORDS:

Friendly, humanitarian, honest, loyal, original, inventive, independent, intellectual





Sagittarius :

STRENGTH KEYWORDS:

Sincere, Benevolent, Knowledgeable, Extrovert



Cancer :

STRENGTH KEYWORDS:

Endearing, Compassionate, Protective, Caring, Alluring.



Gemini :



STRENGTH KEYWORDS:

Energetic, Moody, Intellectual, Trustworthy, Generous.



Capricorn :



STRENGTH KEYWORDS:

Ambitious, Patient, Careful, Humorous, Reserved.



Virgo:



STRENGTH KEYWORDS

Modest ,Intelligent ,Competent ,Helpul ,Smart.



Aries :



STRENGTH KEYWORDS:

Strong-Willed, Inspiring ,Outgoing ,Generous, Independent



Scorpio :



STRENGTH KEYWORDS:

Determind ,Emotional ,Secretive ,Easy Going Attractive



Taurus:



STRENGTH KEYWORDS:

Determined, Organised, Artistic, Dependable Trustworthy



Libra:



STRENGTH KEYWORDS:

sociable, balanced, friendly, idealistic, easygoing



Pieces :



STRENGTH KEYWORDS:

Imaginative , Sensitive , Compassionate ,Intuitive, Sympathetic



“Being a first mover in the market has its own advantages”

An **INTERVIEW** with **Mr. Ajay Talwar**



From a chef at the Taj to being the Joint Managing Director of Signature International Foods, Ajay Talwar has stayed close to the food industry. Today, he is spinning a business out of ambient chapattis, naans, parathas and pizza bases, a novel idea that has distinguished this entrepreneur. After all, it all begins with getting the product right!

Harmony- How has your career graph been like? Was getting into business planned or accidental?

Mr. Talwar- “Before my entrepreneurial venture, I was employed as a chef with Taj from 1982-92 and then I joined a small food processing company where I stayed till 2003.

I remember telling the company’s MD at my previous job that this will be my last job and I would like to start my own business in future.

Harmony- What inspired you to go ahead with a business venture as novel as this?

Mr. Talwar- “Having had a wide trade exposure, I realized that there were many gaps in the market, which cannot be filled while working in a company. I was determined to start a venture of my own. However, it was a great challenge to start my own business at that time without any financial backup and capital.”

He adds, “There is a huge gap in the Indian market when it comes to the promotion of our own traditional products. We decided to address this, and thereby launched a strategic mix of products, totally customized towards Indian taste buds and preferences.”



Harmony– What were the main opportunities and drawbacks that you experienced while actualizing your dream?

Mr. Talwar- “Being a first mover in the market has its own advantages. One gets to explore a new market wherein there is virtually no competition. And most importantly, the category altogether instantly gets identified with your brand. Interestingly, it also has drawbacks. One is faced with the encumbrance of introducing an entirely new category to the consumers. There is excitement of a new launch and also nervousness about consumer acceptance.”

And thus Signature International Foods was born out of a simplistic idea of offering the consumers something novel, yet familiar.

Harmony– What was the initial investment made to commence the business? How much time did it take to set up?

Mr. Talwar- “The initial personal investment towards the business was around Rs. 20,000, which was for the application of export-import licenses and permissions for exports. The business was managed well as I was on excellent terms with the suppliers and ensured advance payments from buyers. I have been fortunate with the initial set-up of my business. I started out with zero financing in the first year. We managed to break even right from the first order shipped.”

Harmony– What is it that you look for while hiring a new employee in your company? How much importance does maintenance of organizations work culture hold?

Mr. Talwar- “While hiring someone, I judge the candidates based on tenure of continuous employment and performance. Secondly, technical knowledge and experience they have vis-à-vis the exposure to the business are equally important.

Drive, motivation and dedication are also essential for self growth of the employee as also mutually benefiting the company.

Being part of the organization here implies long term association. Our employee retention ratio has been more than 90 per cent.”



“I feel that corporate culture in large MNCs mostly look at numbers and possibly lack human touch. We have been successful due to the human touch factor with every employee of the organization who in turn have been loyal to the business and have worked towards achieving the goal & vision of the company.

Consciously, I avoided emphasizing on horizontal growth, as it would only end up spreading us thin without focus. I vociferously studied current affairs & market trends and strategized to fill the apparent gaps in the market.”

Harmony– Any piece of wisdom that you would like to share with us?

Mr. Talwar- He advises young entrepreneurs to believe that “whatever you have done is not good enough; try to excel. Always look for challenges, work with passion in whatever you do and follow a dream. These are pillars for successful business notwithstanding unparallel hard work.”



Thesis
Review



Instant INFLUENCE

A Book Review

Well, as Scott Adams very truly said – “You don't have to be a 'person of influence' to be influential. “

Now this has been proved right by Michael Pantalon's Instant Influence.

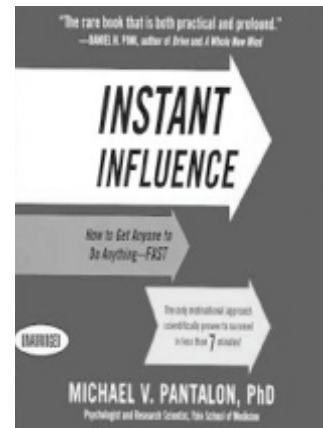
Instant Influence is that handbook which provides you a course of six easy steps to create an instant, effective and lasting change in colleagues, family, friends, strangers or even you for that matter. The book's main motto stands to be – “How to get anyone to do anything in less than 7 minutes.” It's basically about helping other people discover their own inspiration to do what you want them to do. That is very subtly influencing them and giving them the much required space to take their own independence.

What we must understand is that, people are definitely not going to accommodate changes in their lives simply because someone tells them to do so. This will very obviously lead to retrieval in their steps. Michael understands this problem and to overcome it, he has come up with this Instant Influence Technique, that instead we telling others what to do, people should discover their own reasons for doing so.

Michael Pantalon demonstrates how to ask people why they might like to make changes, resulting in effective and lasting improvement in their work or lives, for reasons of their own. As he makes clear, people do things in life for their own reasons, and not for those recommended or demanded by other people. This is what constitutes the first part of the book.

Thankfully the whole write up is very interactional and pretty easy to understand, without being text book like. The second part of the book focuses on actually implementing The Instant Influence Technique in real-world situations.

The final part of the book has its attention on figuring out the change, making an action plan, and moving on.



THE SIX STEPS TO INSTANT INFLUENCE

- Step 1:** Why might you change? (Or to influence yourself, Why might I change?)
- Step 2:** How ready are you to change – on a scale from 1 to 10, where 1 means “not ready at all” and 10 means “totally ready”?
- Step 3:** Why didn't you pick a lower number?
- Step 4:** Assuming you have changed, what would the positive outcomes be?
- Step 5:** Why are those outcomes important to you?
- Step 6:** What's the next step, if any?

Armed with these 6 steps, we could very well go on a journey to “Get anyone to do anything in less than 7 minutes”!!

Happy Reading!!




MICHAEL SCHUMACHER



Michael Schumacher is the most successful pilot in the history of Formula One and one of the greatest sports figures sport has ever seen.

The German legend holds a total of 31 different records in Formula One with his seven titles in 1994, 1995, 2001, 2002, 2003, 2004 and 2005, 91 victories achieved in 250 races and 1,369 points scored. Furthermore, Schumacher is unsurpassed in terms of pole positions, fastest laps and most races won in one season. Michael Schumacher started his racing career in 1981 and became Germany's youngest karting driver. Later he passed through the German and European kart championships, Formula Ford and Formula 3, before moving to Formula One in 1991. During his long career in F1 Schumacher represented three teams – Jordan, Benetton and Ferrari. He was elected by F1 fans as the most popular driver. Michael turned into a legend for Italian fans with his five consecutive world titles won with Ferrari. Among his countless prizes, the two “German Sportsman of the Year” and two “Laureus World Sportsman of the Year” awards should be mentioned. After the 2006 season, the greatest Formula One driver of all times retired from active sport. Currently he is ambassador for UNESCO and is engaged in numerous charity activities.



HOW CLOSE ARE WE...???

So, here's the game... Let us explore the animal we relate the best with!

Choose one from each row and add up the subsequent score attached to your favourites!
Once through, refer the score sheet and have fun exploring some more of your traits



3



1



2



3



2



1



3



2



1



2



1



3





1



2



3



1



3



2



2



1



3



1



3



2



SCORE SHEET

- Between 8-11 points
 - You are passive, sentimental, emotional, lack of self-confidence, but are creative and rational.
- Between 12-15 points
 - You belong to the fun-seekers, adventurous, risk-takers, spontaneous types, but are not very rational.
- Between 16-19 points
 - You are active, a challenger, optimistic, hard-working, always working towards a set goal.
- Between 20-24 points
 - You have a strong character, aggressive, ambitious, go-getter. You were born to lead.



SPANISH IS VERY VERY EASY !!

| SPANISH | PRONUNCIATION | ENGLISH MEANING |
|----------------|--|------------------|
| | (T alphabet is not pronounced as in English, but like in Hindi word , “tum”i.e you ; D, is pronounced like english word “the”) | |
| BOUENOS DIAS | (Buenos dias) | GOOD MORNING |
| HASTA LA VISTA | (aasta la vista) | See you |
| ADIOS | (adeeos) | Good Bye |
| HASTA MANANA | (Hasta manyana) | See You tomorrow |
| GRACIAS | (Gracias) | You |
| COMO ESTA | (Comesta) | How are you |
| ESTOY BUEN | (Estoy buen) | I am fine |
| BUENAS TARDES | (Buenas Tardes) | Good afternoon |
| BUENAS NOCHES | (Buenas Noches) | Good Night |
| SEÑOR | (Saynior) | Sir, Mr. |
| SEÑORITA | (Sayniorita) | Miss. |
| SEÑORA | (Seniora) | Mrs. Madam |



खुशी की तलाश में भकटता इंसान

हम पैसे या ताकत से प्रसन्ता नहीं खरीद सकते जो जितना शक्तिशाली है, उसके अंदर उतनी ही चिंता है और हमारे जीवन में भय और चिंता ही मूल दुखों का एकमात्र कारण है। अगर आप मानसिक रूप से सुखी है तो आपकी शारीरिक पीड़ा कम होगी।

लेकिन अगर आपके पास भौतिक सुख अधिक है तो आपकी शारीरिक पीड़ा एवम् मानसिक पीड़ा दोनों को बढ़ावा मिलता रहेगा।

प्रत्येक मनुष्य को अपने कर्मों के अनुसार उसको उसका फल अवश्य मिलता है। महाभारत में भी कृष्णा ने भी अर्जुन को यही सन्देश दिया था कि कर्म किये जावो फल की इच्छा मत करो। हम सब इंसान हैं हमारी सबकी भावनायें एक है। हमें जिस चीज से कष्ट होता है, हम यह अनुभव करें कि उसी चीज से दूसरों को भी कष्ट होता है। हमारे बीच में जो समस्याएं हैं उनकी वजह है कि हम इंसानियत को भूल जाते हैं, आप चाहे जितने अमीर बन जायें, चाहे जितने शक्तिशाली हो जायें, आप इंसान ही रहेंगे। इंसानियत से ऊपर कुछ भी नहीं है, हम इंसानियत की अनदेखी नहीं कर सकते।

मैंने बहुत से लोगों को देखा है, जिनके अन्दर अहंकार की भावना होती है। अहंकार की वजह से उनके अन्दर छिपे गुणों का हरण हो जाता है। हमें अपने बारे में जरूर सोचना चाहिए, पर साथ ही दूसरों के बारे में भी विचार करना चाहिए, ताकि बेहतर समाज बन सके।

प्रसन्ता या खुशी तो हमारे अंदर एक बंद घर की तरह है, हम पैसे या ताकत से इसे खरीद नहीं सकते। पैसे के मोल से आप शांति और प्रेम हांसिल नहीं कर सकते। सच्ची खुशी तभी मिलती है, जब हम दूसरों का भरोसा जीत पाते हैं।

आपसी विश्वास के बल पर ही हम दूसरों से दोस्ती व सहयोग के रिश्ता बना पाते हैं। हम दूसरों के दुखों को नज़रंदाज़ करके खुश नहीं रह सकते, इसलिए हमें अपने स्वार्थों से ऊपर उठकर दूसरों के बारे में विचार करें, उनकी मदद करें।



हम सिर्फ अपने बारे में नहीं सोच सकते, हमें दूसरों के बारे में भी सोचना होगा, उनकी चिन्ता करनी होगी, उनकी मदद करनी होगी, एक और जरूरी बात है, बहुत से लोग गुस्सा करते हैं, उनको अपनी ताकत और पैसे का अहंकार हो जाता है।

गुस्सा हमारे शरीर की प्रतिरोधक क्षमता के लिए ठीक नहीं है। हम जितने शांत रहेंगे हमारी सेहत उतनी ही अच्छी होगी, और जीवन सुखी रहेगा बहुत से लोग अपने आपको प्रसन्न रखने के लिए या तो टी.वी. देखते हैं या संगीत सुनते हैं। इससे मन को स्थाई शांति मिलने वाली नहीं है। मन की शांति के लिए खुद को पहचानो, भौतिक सुख आपके मन के दुःख को कम नहीं कर सकता।

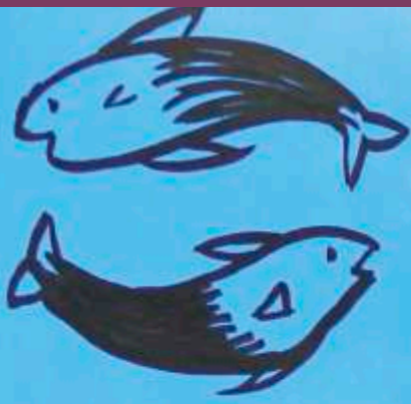
मन की शांति के लिए हमें नैतिक मूल्यों पर जोर देना होगा। खुद को खुश करने के लिए हम दूसरों को दुखी नहीं कर सकते, हालांकि यदि आप दूसरों को खुशी देने का प्रयास करेंगे तो आपका मन अपने आप प्रसन्नचित हो जायेगा।

समाज में ऐसे भी लोग हैं जो अपने आपको बहुत बड़ा ईश्वर का भक्त कहते हैं, तिलक लगाकर दिन भर झूठ बोलते हैं, पूजा भी शांति से नहीं कर सकते, और दूसरों को भी शांति से नहीं करने देते, उनके पूजा में भी दिखावे की गंध आती है। दूसरों को अपमानित करके खुद को ईश्वर का देवदूत कहते हैं, शायद दूसरों की पीड़ा ही उनके मन की प्रसन्नता है, छल-कपट उनके दैनिक दिनचर्या का अंग बन चुका है, न्याय की दुहाई देकर अन्याय का मार्ग प्रशस्त करते हैं। मित्रता अपने स्वार्थ के लिए करते हैं, हमें इन सबसे ऊपर उठकर सभी धर्मों का सम्मान करना चाहिए, मानव धर्म ही सबसे बड़ा धर्म है।

चोट खाकर सिर्फ टूटता है दर्पण, किन्तु आकृतिया कभी टूटी नहीं
आदमी से रूठ जाता है आदमी, पर यादें उसकी कभी रूठी नहीं
जहाँ भी रहो खुश रहो, क्योंकि समस्याए कभी रूठी नहीं

डॉ ए० के० श्रीवास्तव
प्रवक्ता, भारती विद्यापीठ





MUTABLE

SIGNS

Top 10 "Interview myths"

8

It's only polite to accept an interviewer's offer of refreshment

9

Most interviewers have been trained to conduct thorough job interviews

10

The interviewer is prepared

7

Interviewers expect you to give references' contact information immediately

6

There's a right answer to every question an interviewer asks

5

You should always keep your answers short

4

Your appearance doesn't matter

3

When asked where you see yourself in five years, show tremendous ambition

2

Inviting you to an interview means the job is still open

1

The most qualified person gets the job

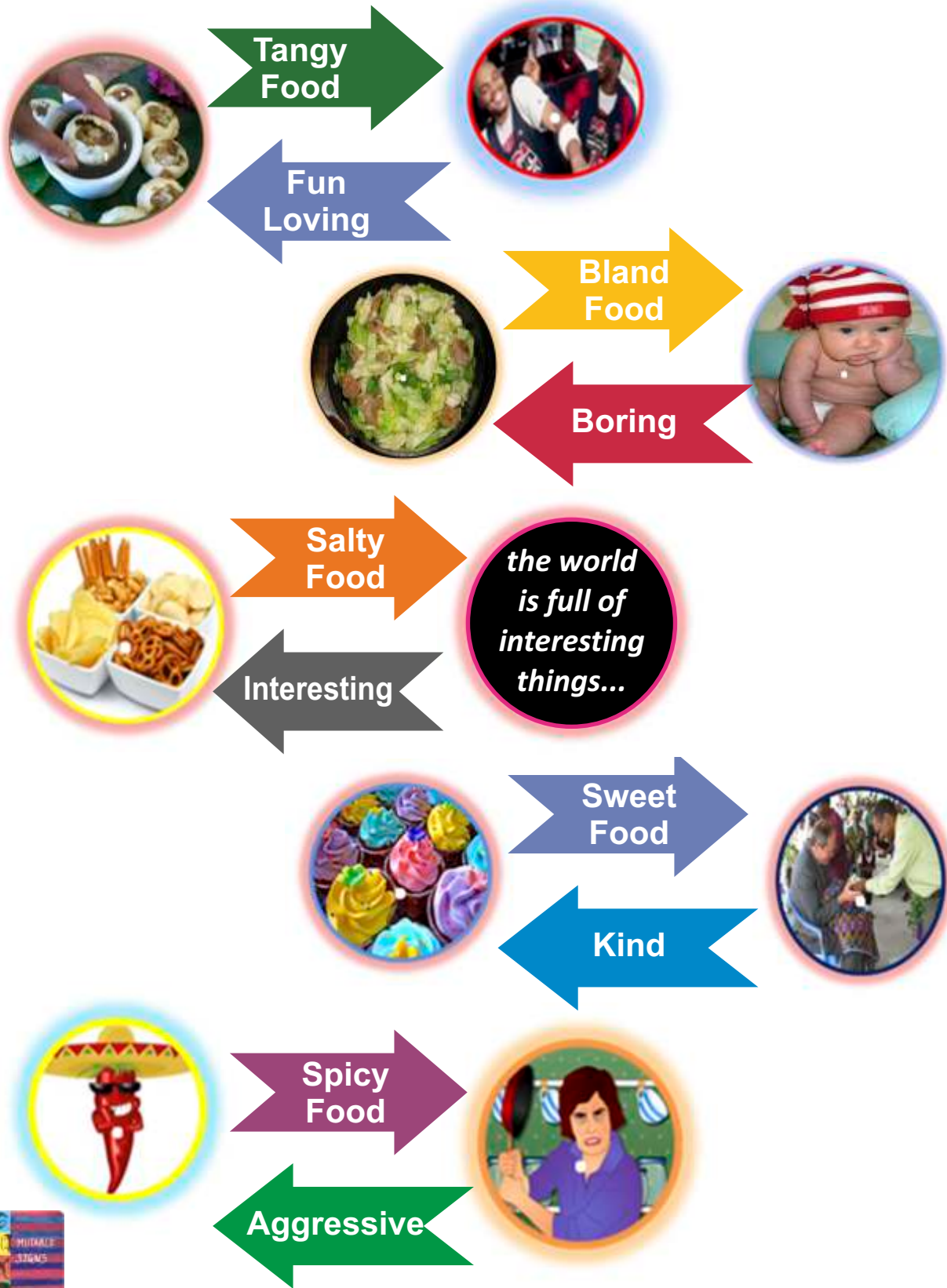


WHAT IT REALLY IS....

- ➔ **Myth #10-** Answer that catchall request, 'Tell me about yourself', by talking about why you're a great fit for this job. Recap your resume briefly, and then tie it to the job you want. Tell them what they really need to know, so they don't have to come up with more questions
- ➔ **Myth #9-** While human resources professionals do get extensive training in job interviewing techniques, the average line manager is winging it so be ready with two or three examples of particular skills and experiences that highlight why they should hire you
- ➔ **Myth #8-** They usually try to be courteous and offer you a drink, but they don't really want to bother with it, unless the beverage in question is right there and won't take more than a second to get, just say, no, thank you!
- ➔ **Myth #7 -** Hold off until you're specifically asked, and even then, you can delay a bit by offering to send the information in an email in a day or two. If you get a sense that the interviewer cares most about, for instance, teamwork, you want to choose someone who can attest to your skills in that area. A reference who can only talk about some other aspect of your work is not going to help. Second, and no less important, you want a little time to prep your references, by gently coaching them on what you'd like them to say, before the employer calls them.
- ➔ **Myth #6-** Sometimes how you approach your answer is far more important than the answer itself. If you're presented with a hypothetical problem and asked how you would resolve it, try to think of a comparable situation from the past and tell what you did about it.
- ➔ **Myth #5-** Don't be afraid to talk at length about it, partly because it will spare the interviewer having to come up with another question for you and partly because in a good interview, you should be talking about two-thirds of the time.
- ➔ **Myth #4-** Reams of research have proven that physical attractiveness plays a big part in hiring decisions. Anyone who says otherwise is lying, People care about your looks, so make the absolute most of what you've got. It's impossible to overestimate the importance of looking healthy, energetic, and confident!
- ➔ **Myth #3-** The five-year question is a common one, and it's uncommonly tricky. Interviewers want you to be a go-getter, but they also worry that you'll get restless if you don't move up fast enough
- ➔ **Myth #2-** Alas, no. In fact, the job may never have existed in the first place. Some companies use 'interviews' to do market research on the cheap. They ask you about your current or recent duties, your pay scale, and so on, to get information for comparison purposes.
-If you get an interview through a networking contact, an employer may interview you simply as a courtesy to the person who referred you, if that is someone they don't want to disappoint.
- ➔ **The #1 - myth-**In at least one crucial respect, a job interview is like a date: Chemistry counts.



FOOD & PERSONALITY



Ever wondered what is this Number Game all about? How do numbers define and shape our personality? Ever tried relating to them? Well, if not...Then let us try it out NOW!

NAME NUMBERS AND THEIR CHARACTERISTICS

1 is the symbol of the Sun in Numerology and Sun is the most powerful planet of our solar system. The entire solar system revolves around the Sun.

In numerology number one is symbolized as god as after this all other numbers were created. This number represents creativity, self-reliance, invention, ruler ship, dynamism and optimism.

Number 1 persons are natural born leaders, powerful and dominating. They are extremely public image conscious persons and always try to be in the centre of attraction. They are too authoritative and adamant which sometimes makes them bad decision makers and managers. Sometimes they are over ambitious and critical.

POSITIVE : Ambitious, Determined, Pioneering, Athletic, Bold, Independent, Creative, Original.

NEGATIVE : Over-Achiever, Insensitive, Egotistical, Impulsive, Violent, Controlling, Self-Centered, Impatient.

2 is the symbol of the Moon in Numerology. In Astrology, the Moon is considered as female, cold and passive. The Moon has all the feminine attribute of the Sun and considered its counterpart as the Sun is considered as male, hot and active.

Numerology number 2 persons are gentle by nature, artistic, emotional, romantic, understanding and dependent on others. They are highly imaginative, intuitive and diplomatic which make them a wonderful executer. Mostly number 2 persons like to remain quiet but they are always aware of everything going on around them. They are brilliant speakers but speak only when needed.

They are shy, sensitive, indecisive, moody and changeable nature person. They need lots of privacy and time alone. The main constraints that they should take care of being low self-confidence and lack of consistency in their plans.

POSITIVE : Cooperative, Adaptable, Intuitive, Romantic, Diplomatic, Warm, Peaceful, Sensitive



NEGATIVE : Overly-Sensitive, Withdrawn, Easily-Offended, Doormat, Self-Deprecating, Dishonest, Wimpy, Resentful

3 is governed by the planet Jupiter in Numerology. Jupiter is the biggest planet among all and is known as the planet of wisdom and knowledge in Astrology. In Astrology, Jupiter is very important planet and it can take you to new heights.

Numerology number 3 people are individualistic, ambitious, optimistic, dynamic, creative and fair in judgment. They are highly confident and never satisfied by being in a subordinate position as their aim is to rise in the world.

They can give new meanings to old values.

Often seen that number 3 persons are selfish and shot tampered. Sometimes they are overconfident

POSITIVE : Expressive, Verbal, Sociable, Artistic, Jovial, Optimistic, Creative

NEGATIVE : Scattered, Unrealistic, Overly-Talkative, Critical, Moody, Show-Off, Undisciplined, Sarcastic

4 in numerology is governed by Uranus also known as head of dragon. Uranus is always retrograde means it moves in anti clock direction. Numerology number 4 persons are quite active, powerful, dynamic, unpredictable, practical, hardworking, gentle and passionate.

Their nature is very bold & straightforward. They have a practical attitude towards life. They are the most truthful people on this earth, where people can really trust them. They like to behave within their ethics of life. They receive recognition and reward in the later part of life.

This number shows struggle and fight for everything. Number 4 persons can lose their temperament easily. Sometimes their nature is critical and doubtful and they have problems in relationships. They make a bitter enemy that is why sometimes they are lonely and isolate.

POSITIVE : Traditional, Orderly, Helpful, Persevering, Steady, Logical, Self-Disciplined, Practical

NEGATIVE : Closed-Minded, Neurotic, Demanding, Boring, Compulsive, Perfectionist, Rude, Moralistic

5 stands in the symbolism of Numerology to mercury. Mercury is the smallest and fast spin planet of the solar system. In Astrology and Numerology Mercury is considered the planet of mixed temperament and dual nature. It is related to respiratory and nervous system.

Numerology Number 5 persons are friendly in nature, quick decision maker, born speculator, creative, flexible and adaptive. They make friends easily and are fabulous company. They are born gamblers and earn money from various sources. They are intelligent, innovative, gentle and elevated thinker whose mind is always happy and make their surrounding happy. They love kids and make their family at first place.



. They often want to dominant their friends and people around them. They are too talkative and restless persons and they can easily become irritable and get tempered.

POSITIVE : Expansive, Visionary, Adventurous, Magnetic, Witty, Adaptable, Resourceful, Curious

NEGATIVE : Unstable, Addictive, Ever-Changing, Indiscriminate, Rebellious, Impatient, Disorganized, Irresponsible

6 is governed by the planet Venus. Venus is the morning star and the most radiant planet. Venus is the symbol of goodness of love, beauty, peace and harmony. It presides over the sensuous side of human nature. Venus also governs emotions, aesthetics and the appreciation of all beautiful things. Numerology number 6 represents love, romance, passion, emotions, creativity, attractiveness and sensitivity. They are very romantic and they love the beauty that is why they are born artist and art attract them all the time. They are magnetic, gentle, soft spoken, intelligent. 6 people are sometimes lazy and show lack of energy. Sometimes they become too emotional and possessive. They are argumentative and can easily become addict of anything.

POSITIVE : Responsible, Protective, Nurturing, Stable, Balanced, Sympathetic, Compassionate, Loving

NEGATIVE : Overly-Responsible, Suffocating, Homebody, Doormat, Predictable, Boring, Overly-Protective, Savior Complex

7 is governed by Neptune in Numerology. Neptune is a highly spiritual planet and takes you towards Moksha and so is Number 7, which is considered as a highly spiritual number in Numerology.

Number 7 persons have the same qualities of number 2 as they are good speaker, very independent, creative, imaginative, original and have a strong personality. They care little about material things and have their own ideas.

Number 7 persons are secretive in nature because they look quiet but what is going on inside is difficult to understand. They have a strong personality that stands out as exceptionally individualistic. They are generally less talkative but when required they speak well. They are noble, romantic, social, spiritual and religious soul. They love nature, travel and reading. Number 7 people are easily influenced by others. They are sometimes restless, indecisive, moody and revolutionary.

POSITIVE : Analytical, Logical, Reserved, Inventive, Knowledgeable, Studious, Introspective, Intuitive

NEGATIVE : Calculating, Withdrawn, Cynical, Egotistical, Overly-Analytical, Insensitive, Aloof, Distrusting



8 is governed by the planet Saturn in Numerology. Saturn is the fastest planet in our solar system. Saturn is the ruling planet of the Jewish race that has lived always at the hand of destiny and fate.

Numerology number 8 persons are confident, determined and mysterious. They are introvert and reserved but inside they are a warm and caring person. They are ambitious and often successful in public eyes. They love their family and truly devoted to them.

Number 8 persons have impressive personality, strong presence and they believe in their own goodness. Number 8 persons achieve either great success or failures. Number 8 persons tend to become addicted, suffer loneliness and isolation.

POSITIVE : Ambitious, Big Thinker, Successful, Leading, Authoritative, Courageous, Influential

NEGATIVE : Domineering, Materialistic, Greedy, Insensitive, Workaholic, Unavailable, Controlling, Arrogant

9 is governed by the planet Mars and in astrology Mars is known as commander in chief and dressed as a worrier. Mars is the universal symbol of masculinity.

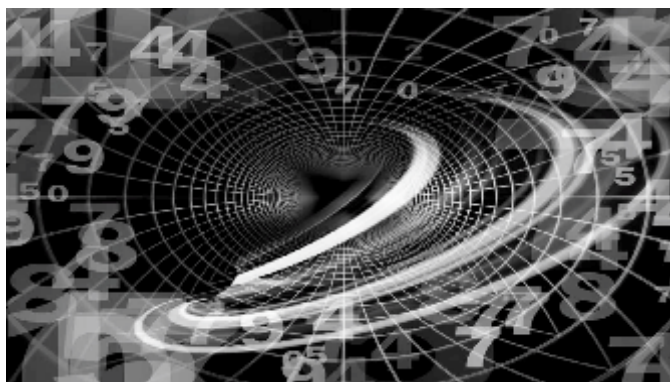
Numerology number 9 represents strong sense of purpose, self-confidence, discipline, bravery and courage. Mars is the planet of energy thus Number 9 persons have lots of energy and consume this in positive side.

Number 9 persons are hardworking and determined. They are independent and desire to be their own master. They are disciplined, dominant and have intense energy. They love their family and sacrifice all for them.

Mars is the planet of heat and fair thus it makes them aggressive and restless. If the Mars is negative they could become egoistic, selfish, short tempered, rebellious and can harm to anyone without any thought

POSITIVE : Giving, Humanitarian, Selfless, Sophisticated, Idealistic, Creative, Expressive

NEGATIVE : Drama Queen, Dissatisfied, Unrealistic, Impractical, Blaming, Egotistical, Ungrateful, Moody



Indians @ Olympics



Vijay Kumar

Born on 19th August 1985
Sign-Leo
Type- Fixed
Won a silver medal in the individual 25 metre rapid fire pistol event at the 2012 Summer Olympics

Enthusiastic



Sushil Kumar

Born on May 26, 1983
Sign-Gemini
Type-Mutable
Won a silver medal in the Men's 66kg Freestyle Wrestling event at the 2012 London Olympics

Versatile



Gagan Narang

Born on May 6, 1983
Sign-Taurus
Type-Fixed
won the Bronze Medal in the Men's 10 m Air Rifle Event at the 2012 Summer Olympics

Patient



Saina Nehwal

Born on 17 March 1990
Sign-Pisces
Type-Mutable
First Indian to win a medal in Badminton at the London Olympics 2012

Clairvoyant



Mary Kom

Born on 1 March 1983
Sign-Pisces
Type-Mutable
won the Bronze Medal in boxing at the London Olympics 2012

Altruistic



Yogeshwar Dutt

Born on 11 December 1982
Sign-Sagittarius
Type – Mutable
won the bronze medal at the 2012 Summer Olympics in the Men's 60kg Freestyle wrestling

Optimistic



Chinese Language



Importance of Chinese Language – Why it's Important to Learn Chinese

Chinese is becoming one of the most important languages when it comes to operating an international business. The Chinese market is the biggest growing market even in this economic downturn. Expertise in Chinese has grown increasingly important to the overall global economy and many business owners are looking to break into this international market. Any business in the twenty-first century that will be trying to do business in China will require Chinese speakers to negotiate agreements and develop these trade deals. Economist predicts, by 2020, China will without doubt surpass the United States as the biggest international superpower.

Interested in further study into Chinese or confused on where to start?

Why Learn Chinese language?

Chinese is one of the most widely spoken languages after English. It is the main language spoken in China and one of the world's major languages. Some reasons on why learning Chinese language is useful are:

- **An International language**

Chinese (Mandarin) is not only the official language of China but also the working language in international forums. It is one of the official languages of the United Nations. It is also one of the official Languages of both Singapore and Taiwan and is also spoken in Indonesia, Thailand, Malaysia, Brunei, Philippines and Mongolia.

- **Employment opportunities**

Provided a student learns the language well, many employment opportunities will open up for



him. Many Indian companies having operations in China look for Chinese language efficient employees. Further:

- Students can be employed as Chinese language teachers in schools and colleges
- They can be employed as translators and interpreters.
- **Increases employability**
Having qualifications in Chinese language will boost your CV/Bio-data. This will have a positive impact during job interviews.
- **Advantage for students who wish to study in China**
Indian medical students have to learn some Chinese language during their medical course in China. If the students learn Chinese before hand in India, it will be easy for them to catch up with the language in China. China is also opening up as an attractive education destination for other courses. Knowing Chinese language beforehand will be a great advantage.
- **Advantage for Businessmen and Entrepreneurs**
China's economy is 2nd just to USA. China is a manufacturing giant which attracts businessmen – small and big – from around the world. Knowing Chinese language will be a big advantage for businessmen who wish to import products from China or do business in China. Else, they would be also requiring Chinese interpreters to run their business operations
- **Stronger Indo-China Ties**
India and China are focusing on stronger trade and cultural ties. Both countries are working together on many agreements to boost bilateral trade which reached \$60 billion in 2010. This trend is generating numerous jobs and business opportunities.
- **It will make you wiser**
The Chinese people are regarded as among the most disciplined and hard-working in the world. By learning Chinese language, you will also come to know about the Chinese way of living and their culture. Moreover, the Chinese civilization is among the oldest in the world – China has a rich history.



CHINESE GREETINGS AND COMMON EXPRESSIONS

| Pinyin | Character | Meaning |
|-------------------------|-----------------|---------------------|
| Ni zao | (你 早) | Good morning |
| Ni hao | (你 好) | Hello/How are you |
| Wan shang hao | (晚 上 好) | Good evening |
| Wan an | (晚 安) | Good night |
| Zai jian | (在 见) | Good bye |
| Mingtian jian | (明 天 见) | See you tomorrow |
| Jian dao ni hen gaoxing | (见 到 你 很 高 兴) | Nice to meet you |
| Zhu he/gongxi | (祝 贺 / 恭 喜) | Congratulations |
| Shengri kuaile | (生 日 快 乐) | Happy Birthday |
| Ganbei | (干 杯) | Cheers |
| Yi lu ping an | (一 路 平 安) | Have a nice journey |
| Hai hao xie xie | (还 好 谢 谢) | Fine thank you |
| xin nian kuai le | (新 年 快 乐) | 1. Happy New Year |
| Laojia | (劳 驾) | Excuse me |
| Dui bu qi | (对 不 起) | Sorry |



A BIT OF EFFORT



A TOUCH OF FUN

A PINCH OF SPICE



AND A SCOOP OF LOVE

MIX THEM AND TOP IT OFF WITH A TINGE OF GLITZ AND WHAT YOU GET IS





BVIMR Unique Features

- NAAC Re-Accredited Grade "A" University.
- MBA Programme Re-accredited by NBA.
- Ranked amongst "Top 10 Business Schools in Delhi / NCR", "Top 10 Business Schools in Placements in India" & "Top 20 Business Schools in India" by Business and Management Chronicle.
- Ranked among top "50" Business Schools in India by Business India & Hindustan Times
- B-School Leadership Award by Star News in 2010-11
- Just Careers have rated BVIMR amongst Gold A+++ Category B- School (June 2011 Issue)
- Ranked amongst top 40 in India, Top 10 in North India and 2nd in Delhi by Career 360
- An ISO 9001:2008 Certified Institute
- Certified for 14001:2004 environmental management system in September 2011
- Dalal Street has Ranked BVIMR Among the Top 100 Business Schools.
- Wi-Fi Enabled Campus
- Excellent Placement Record with highest package offered 15 Lac
- Well Equipped Library with Digital facility
- Excellent Air-Conditioned Infrastructural & Instructional Facilities
- Advance Networked Computer Centre
- Active Alumni Association (UNITED BRETHREN).
- Excellent Industry-Institute Interface
- Best Institute Award in 2006 by BharatiVidyapeeth University
- Ranked 1st amongst best 10 B-Schools in India in students admissions by Business & Management Chronicle (Feb 2011 issue)



Bharati Vidyapeeth University, Institute of Management & Research, New Delhi

An ISO 9001 : 2008 & 14001:2004 Certified Institute

A-4, Paschim Vihar, New Rohtak Road, New Delhi - 110 063 **Ph. :** (0) 25285808, 25278446 **Tel-Fax:** 91-25286442
Email: bvimr@del.vsnl.net.in **Website:** www.bvimr.com