

BVIMR MIRROR

A QUARTERLY NEWSLETTER-2018
July to September

For Details Visit: www.bvimr.com

INSIDE THIS ISSUE

1. MBA Orientation Programme - 2018 -20
2. BBA-BCA Orientation Programme -2018-21
3. Guest Talk on Entrepreneurship Development
4. Independence Day Celebration -2018
5. Swachch Bharat Campaign
6. Cleanliness Drive Rally
7. Village or neighborhood adoption for hygiene
8. BCA III Semester Reorientation
9. Orientation Program for BBA LLB (2018 Batch)
10. Guest session on interview and group discussion
11. Ride Safely Awareness Program Training
12. Guruvandana
13. Ozone Day
14. Take -De-Bate
15. Faculty Achievements & activities

Author's Message

Dear Readers,

It is indeed a great honor for us to be the Newsletter Editors for the BVIMR and it is an immense pleasure to launch its edition for 2018.

In this issue, we will recount the various projects and activities in which BVIMR students and faculty members were actively involved since July 2017 to October 2017. The main points will be the Orientation program of MBA, BBA and BCA and the participation of students in Placements for 2017-18 and various events like Ozone day, celebration of Independence Day, National conference and also the success that BVIMR and its members had at BVIMR 2018.

Furthermore, BVIMR which is well known for the hard work, dedication and its commitment towards its students and faculty welfare, have organized various educational and leisure programmes for each. We will have a chance to read an article about the student entrepreneurship.

A huge thank you to all the persons who contributed writing the wonderful and inspiring articles, without which there wouldn't have been this newsletter issue.

Last but not least, I would like to thank our director sir, Mr. Vikas Nath for his unconditional support, and the student editors for their everlasting support throughout the creation of this edition.

Thank you

Dr. Nishu Marwah

Director's Message

We welcomed the new batches and the previous semester has come to an end.

The whole semester has been a celebration with buzzing activities and academics. This semester we have had some important events like Swachh Bharat which teaches the students the responsibility towards the society and helps them to see the pain and need of their support. The students also participated in full numbers to support and be a part of Ozone day, which was a competition and a learning platform for the students of BVIMR. I was delighted to see all of the participation as students and staff to make these events like Ozone day, farewell and other programs etc a success and appreciate the young talent for their zeal to contribute and learn which makes the campus alive.

Meanwhile on the academic front various seminars and industrial visits were organized to make learning more enriching for the students by giving them insight into the functioning of an organization. Guest lectures and talks were organized on various topics of finance, marketing and HR which helped the students and the faculty members to gain industry knowledge and the current and future trends. With the efforts put in by the CRC team, placement season has also begun as companies have started visiting the campus and I wish that the students will display their abilities and get the best of the packages. With the new semester beginning in the month of July, I wish all the students' good luck for their academic endeavors and hope that they will keep bringing laurels to their alma mater.

With all this and a lot more I can truly say that this semester was such a rewarding experience for one and all and it is my assurance that in the coming semesters with many new initiatives lined up it will just keep becoming better and better. Hope you are having wonderful time learning and growing your dynamic personalities here at BVIMR.

Dr. (Prof) Vikas Nath.

Director (In-charge), BVIMR.

Dear Readers,

It is indeed a great honor for us to be the Newsletter Editors for the BVIMR and it is an immense pleasure to launch its edition for 2018.

In this issue, we will recount the various projects and activities in which BVIMR students and faculty members were actively involved since July 2017 to October 2017. The main points will be the Orientation program of MBA, BBA and BCA and the participation of students in Placements for 2017-18 and various events like Ozone day, celebration of Independence Day, National conference and also the success that BVIMR and its members had at BVIMR 2018.

Furthermore, BVIMR which is well known for the hard work, dedication and its commitment towards its students and faculty welfare, have organized various educational and leisure programmes for each. We will have a chance to read an article about the student entrepreneurship.

A huge thank you to all the persons who contributed writing the wonderful and inspiring articles, without which there wouldn't have been this newsletter issue.

Last but not least, I would like to thank our director sir, Mr. Vikas Nath for his unconditional support, and the student editors for their everlasting support throughout the creation of this edition.

Thank you

Newsletter Editors.

MBA Orientation Program 2018-19

Bharati Vidyapeeth Institute of Management and Research organized and warmly welcomed the first year MBA batch 2018-2020. The orientation program was for a week, from 2-10 July, 2018.

The objective of this extensive orientation program was to enable the new batch to get familiar with the institute working, faculty, rules and regulations, Policies and events. The students were very anxious and participated with great enthusiasm to begin their new journey of life.

In the following manner the orientation was organized:

Day 1: The orientation program started with the registration of the students at 9.10 on the 2nd July in the institute's auditorium. The students were all made to sit in the auditorium, and there were given class allotments so that the class coordinators could give them a campus tour which was vital for the students to get themselves introduced with the surroundings in which they will be spending their two year. We were also made to interact with each other and make friends and know each other. The day ended with knowing the classmates, subject teachers and the campus and the institute's history.

Day 2: In Day 2 the session started at 9.00 in the morning and was divided into two components. One session was from 9.00-1.15 and was having 4 sections each of one hour on different topics by different faculties. The 1st session was taken by Dr. Shallu Singh and was an Ice-breaking session, here we played the game amongst the students and came to know each other all from different sections also. It was fun activity and was enjoyed by all students. Then the 2nd session took

place at 10.00-11.00 by Dr. Parul Aggarwal about Bhartiya Vidyapeeth and BVIMR. Here, Dr. Parul took us thru the journey of Bhartiya Vidyapeeth and the people behind its success. The 3rd session was taken by Dr. Manpreet Kaur on the Management Education in 21st century at 11.15-12.15. Here she enlightened the students about the education in management and its future. The session was very interactive and knowledge gaining. The last and the 4th session were taken by Dr. Pankaj Saini on Time Management. He threw light on how a student needs to manage many activities along with studies. He said it is the time management that makes a student is successful in his life. If the student can learn the art right from the starting it would be very easy for him to carry heavy task along with societal and professional pressures. The next session started at 2.00 after the lunch break. It was taken by Dr. Anoop Pandey on basics of Accounting. He highlighted on the subjects and its specialization also gave an overview on the future of it in the industry. The same was followed by Dr. Vinod Jhagid on the Qualitative Techniques and by Dr. Gera on the basics of the Economics. The day ended at 5.00 in the evening with the reading of the books in the library.

Day 3: The 3rd day started off with session of Dr. Broto Bhardwaj sharp at 9.00 about project work. She trailed thru the rules and the policies of the project work. She told us that how it will help us in future and when we will enter the industry. The next session was taken by Dr. Supreet wahi at 10.00 on entrepreneurial skills. She introduced us with entrepreneur cell which supports new idea of the students and guides them when needed. At 11.15 the session was taken by Dr. Parul Aggarwal on leadership traits followed by session by Dr. Ajay Sahni on the skill development for workforce. They both threw light on the leadership traits and skills enhancement and its need along with education and the degree that a

manager should possess. It was quite encouraging for the students that the skills of doing other activities are as important as the subjects you study. They also highlighted on the demands and the expectations of the industry from the new managers. The last session of the day was taken by Ms. Gagandeep Kaur at 2.00 on the Employability Skills. She said that the employers are looking for all rounders from the new managers who can teach, learn and innovate for the company. Then the day ended with a movie and reviews from the student's point of view.

Day 4: The day began at sharp 9.00 by Dr. Anoop Pandey on research and management education. He gave the knowledge on how research is important in management and its studies. He said all the decisions and future planning lies on if the research is done. The next session was followed by Mr. Mahesh Kumar Chaubey and the students were taken in groups to the Lab for making the students familiar to the BVIMR APP and ERP of the institute. The students were taught to use the app for checking the notices posted by the institute, the attendance and various other activities. The next session started at 11.15-12.00 and was taken by Dr. Broto where she introduces the students to the library and its rules. The last session before the lunch break was taken by Ms. Tripti Tiwari on the vitality of MOOC and MOODLE – The online courses platform. She said it was a platform from where the students apply for online certified courses and could add more knowledge to them. After the lunch break, bridge courses continued from 2.00-5.00 as per schedule.

Day 5: This day was assigned for Alumni and Industry Expert talk. Here the Alumni shared their experience and stay at BVIMR as a student. They shared their entire journey from the 1st day of their college at BVIMR to the recruitment process and now their jobs. The next was at 10.00 by Dr. Vikas Nath on the creativity and Innovation. He encouraged the students with being creative at their work and brings in some innovation due to the creativity at workplaces. Innovation is the only demand and success mantra for tomorrow. The next session was at 11.15-12.15 by **industry expert** and he spoke on the topic “Roadmap for MBA into corporate” which helped the students to gain the overview of what organizations want from MBAs. After the lunch break, the bridge course sessions continued from 2.100-4.00. The day ended with refreshing yoga session in the ground of the institute to know the importance of being fit and healthy to be successful.

Day 6: The day started at 9.00 with session taken by Mr. Anuj Kumar on handling case discussions. He spoke about the importance of studying the case and inferring them to their practical life. He also spoke from where the students can fetch cases. The next session was taken by Mr. Sanjoy Roy on understanding Examination rules and Grade sheets. Since the university is having grade system hence it becomes mandatory for us to know about the grading system provided by the university. The next was followed by Dr. Sanjay Manocha at 11.15 about the code of conduct and disciplinary issues in the college. He told us the consequences if the discipline is not followed. The last session before the lunch was taken by Prof. MD Kakade on ‘Business Maharajas’. He included insights about the top business leaders of the country.

Day 7: The next day started with a session on Digital marketing taken by Dr. Anjali Sharma in the institute auditorium at 9.00. She threw light on the information about the transition in marketing trends and the need of being digital in current and future marketing trends. After this, there was a session on psychological connect taken by Ms. Rupam Jyoti Das and was quite interactive and interesting which highlighted on the psyche of the students and the organization. Followed by a guest Talk at 11.15-12.15 on “Preparing for a career. After the break, the bridge courses continued from 1.15-5.00.

Day 8: The last day of the orientation started with discussion regarding the placements and industry expectation by CRC Head Dr. Neelam Sharma at 9.00. here she explained to us the requirement and the expectations of the organization from the future and budding managers. She even told us the changing trends in the industry about the multitasking of jobs and the managers. The next session was followed by Dr. Aparna Marwah at 10.100-11.00 about Emotional Quotient VS Intelligent Quotient. An Industry expert talk was carried by Mr. Deepak Goel on “MBA traits for Millennials”. He highlighted the importance of studentship as a profession. Following him was Prof. Dasgupta an industry expert, and he talked on “Emerging issues in Management”. After that the students were introduced to learning the concepts through audio and visual aids.

After the lunch break, final words and once again a warm welcome and wishing the students from their new journey were said by Dr. Vikas Nath, Director of BVIMR, New Delhi.

Overall orientation program was successful and really helpful to all the students who came with great expectations from different colleges from across country.



Guest Speaker addressing the students during MBA Orientation



MBA students attending the orientation program

BBA/BCA Orientation Program Report 2018-21 Batch

Bharati Vidyapeeth Institute of Management and Research organized and warmly welcomed the first year BBA and BCA batch 2018-2021. The orientation program was for two days from 17th and 18th July 2018 in the institute's auditorium. It was a two day program with a gamut of activities in which the students were acquainted to the background of the University & the Institute. The program highlighted the vision, mission & quality policy, overview & relevance of the BBA course, welfare activities for the students, unique events & social activities organized by the Institute and about the discipline & disciplinary actions taken in lieu of non-conformance of the rules and regulations.

The event began at 9.00 with the welcome address of Deans and Head of departments of BBA and BCA. Dr. Sanjay Manocha, Dean Student welfare, UG gave an introduction about the Bhartiya Vidyapeeth Deemed University (BVDU) and its 187 constituent units. He lauded the efforts of mandarins of BVDU Founder, Prof. Dr. Patangrao Kadam sir who in his teen age started the university with a vision of "Social transformation through Dynamic Education" in 1964 at Pune, Maharashtra with just a five rooms in school building. Dr. Sanjay Manocha also spoke about Bharati Vidyapeeth Deemed University, Pune which in today's times is beckoning gullible students to opt long lasting career in different segments of higher learning and management is just one discipline of this multi-disciplinary university. Dr. R.K Sharma, Dean Academics recounted the historical background of Bharati Vidyapeeth University by its visionary Prof. Dr. Patangraoji

Kadam. He further said there are 64 institutions with 187 constituent units providing right from pre-school education to Post-graduate and also higher education streams with Association of Indian Universities and BVDU is ranked as one among ten top B schools all over India. He elaborated that Bharati Vidyapeeth University Institute of Management & Research (BVIMR), is an ISO 9001: 2008 and ISO 14001: 2004 certified institute, and is one of the most pioneer institutes of management education in New Delhi. BVIMR is a constituent unit of Bharati Vidyapeeth Deemed University, Pune which is a NAAC re-accredited Grade 'A' University. BVIMR constantly strives for attaining its vision of "Leadership in Management Education through Innovation and Excellence". The dedicated efforts put in by the faculty members, students, alumni, parents and the encouraging support from the industry has enabled BVIMR to be ranked as one of the "Top 50 B-Schools in India" and "Top 5 B-Schools in Delhi" by Business India, Business & Management Chronicle and Careers 360. BVIMR has received "Certificate of Excellence" as "A++ category Business School of India, Year 2013" by Campus Concourse Business School Survey 2013 (Business & Management Chronicle) in association with "www.cat100.in". BVIMR's MBA program is re-accredited by NBA (AICTE). The Institute is recently honoured with "Best Intake in North for Family Business Management" by ASSOCHAM & "B-School Leadership Award" by STAR NEWS.

After the deans, came the Hod of BBA first year, Dr. Aparna Bawa, she welcomed all the students and encouraged them to participate in various events and come

out with flying colours. She even explained to them the policies of the institute about the attendance and the tests to be conducted in the semesters. A vivid description of the relevance and practicability of the subjects and specializations offered in BBA programme were discussed. Mr. Mahesh Kumar Chaubey & Dr. Daljeet Singh Bawa - HOD BCA Morning and Evening) gave a brief introduction about the course and the batches which have been passed out. They spoke that it is a very practical and learning course and has great future aspect. Since, we all are talking about the digital India and the country is becoming very technically sound, hence the course becomes of great importance and with great future aspects. They also discussed about the vision of BVIMR i.e. to prepare the student to cope with the rigor of postgraduate programs, and the base of education is entrepreneurship development. They discussed the subjects being offered in each semester and introduced standing rules and regulations that are in force and stressed on prompt observance of dress code, regularity, attendance etc.

They acquainted students with the key parameters in CES (Continuous Evaluation System) and patted students to participate in the events that are held for students to hone up their skills and talents and named few, quizzes, presentations, assignments and class tests.

Mr. Mahesh Kumar Chaubey & Dr. Daljeet Singh Bawa – HODs BCA gave an overview of BCA Course and informed about the BVIMR App – A one stop for measuring the academic performance of students. Lastly, they wished them all the best and wished for their happy and fruitful stay in BVIMR.

After the lunch break, Dr. Sanjay Manocha, Dean – Student Welfare UG explained about maintenance of discipline – dignity and decorum of the Institute during

their study. Further he cautioned not to park their four wheelers wrongly and not be argumentative with any traffic police authorities but to park their vehicles at authorized parking areas. Regarding attendance at least students should maintain regularity and in any circumstance their attendance should not come down below 75%. He also cautioned about principles being observed about anti ragging which is plaguing the educational institutions and warned such unscrupulous students who will indulge in this crime will be properly dealt with disciplinary action. At the end of his speech, he wished the students good luck for their fruitful and productive stay in BVIMR.

Then, came Dr. Broto. R. Bharadwaj, Chairman – Library Committee shared the library rules with the new students and also told them about the books, periodicals, open access system (OAC), reference sections, research sections and also discussed about different journals like BVIMR edge and BVIMR Magazine - Harmony etc. She then gave an overview of Entrepreneurship Development Cell – the incubation centre, wherein more than 50 entrepreneurs are registered. In the end, she discussed about the events organised by the Entrepreneurship Development Cell like role plays, product launches, marketing campaigns, product marketing, B-Plan case maze, 50-50 venture etc. She ended by giving some examples of student entrepreneurs in our campus. And the day ended with a vote of thanks from all the deans and Heads of departments of BBA and BCA.

On the day two, session of Dr. Ashima Bhatnagar & Ms. Gagandeep was kept at 9.00 am sharp in the institute's auditorium. They took an interesting ice breaking session wherein they segregated the students with respect to the initial letters of

their names through certain cartoon clippings, which students enjoyed a lot. In the activity they gave their group a comic character name and have to describe its characteristics. The motive of this activity was to increase the confidence and interaction skills among the students and to boost up their morale. The students performed with full enthusiasm and enjoyed participating in the activity.



Dr. Ashima Bhatnagar during the Ice-breaking session in the Orientation Programme for BBA/BCA.

Later Dr. A.K. Srivastava gave a brief introduction to examination and importance of scoring good marks, and certain examination rules (structure of the program,

grade points, standard of passing, criteria of award of degree, examination calendar. He also discussed about the summer internship training of 50 days to be done in the last year. Also, he briefed the students about the placement opportunities in the campus and outlined the different aspects that will explain the overall personality pattern and etiquettes that will pave the way for overall success in their future endeavour. He told them that BVIMR, New Delhi has the culture of inviting corporate honchos for delivering the corporate ethos that are underlying in their corporate units aimed towards the holistic development of the students and industrial orientation. He ended the session by welcoming the entire fresher's again and giving best wishes to them.



Students of BBA & BCA attending the session on ERP



Dr. A.K. Srivastava, Dean BCA addressing the students on examination rules



Mr. Ajay Kumar & Mr. Mahesh Kumar Chaubey addressing the students about the course curriculum of BCA

Ms. Neelam Sharma – CRC Head advised students’ fraternity to be more comfortable in their day-to-day routine study exercises without disappointment and discussed more on psalms of life. She cautioned life is full of risks – ups and downs but one will have to advance himself in this materialistic world with balanced mind and live like King without taking anything seriously but work with sincerity, and honesty. She discussed in detail about CRC initiatives in grooming the student’ personality for creating employment opportunities for them. She highlighted on the excellent Placements in the current academic session 2014-2015 as by now approx 80 blue-chip companies like Genpact, TCS, American

Express, ICICI Securities, Deloittee, Bank of Baroda, Canara Bank, OBC, Axis Bank, CITI bank, HSBC bank, Grail Research, BhartiAirtel, Pantaloon Retail etc. have visited the BVIMR campus. She encouraged the students to enhance their knowledge and can be free to walk in and give their names for the placements in the next academic session. She wished us luck and a fruitful journey.

Next session was taken by Mr Ajay Kumar who made the students well conversant with ICICI e-learning modules. The benefits of using the module, rich source of learning was also discussed and briefed to the students. The rules and regulation of the computer lab was also being briefed along with timings and conditions to use it. He also introduced the students to the sports facility available at the campus. Sports being an integral part of a student's life - the audience showed keen interest in the session. He discussed the timings related to the playground usage. He threw light on the sports day and the match tournaments that would take place. He said the institute believes in grooming the student both academically and in the field of sports also. He wished the students with his best wishes and a warm stay in the institute.

Lastly, the session was taken by Dr Pankaj Saini on time management and the importance of time in life. He made an impressive presentation discussing about some unknown facts related to time. He discussed a matrix which talked about how to manage time based on the priorities of life. By the end of the session students understood the importance of time in their life. He ended the session by a very famous quotation, "Time is the most valuable coin in your life. You and you alone will determine how that coin will be spent. Be careful that you do not let

other people spend it for you.” The day ended with his warm wishes and the commencement of classes and the timings was told to the students.

The orientation program concluded with an introduction of all BVIMR faculties.

BVIMR Organizes re-Orientation Program for BBA V Semester

The Re-orientation program was conducted for BBA Final year students on 28th July'18 in the institute's auditorium as opportunity for the final year students to direct themselves and the career, in order to learn and build a promising future for themselves. It was to help the students to select their streams and know their strength rightly. It started with the message that the students need guidance and counseling.

Mr. Anuj Kumar, Assistant Professor, Dr. Sanjay Manocha, Assistant Professor, Dean Student Welfare, Dr. R.K Sharma, Professor, Dr. A.K Srivastava, Professor.

Program started at 10:00 am with Dr. Navneet Gera- Head of the Department BBA final year (Evening shift). He welcomed and congratulated students for reaching the final level of their graduation. He introduced about the specialization chosen by students with the relevance in real life. He also interacts with student upon the book bank issue. He also had thrown light upon summer training done by the student in the month of May-June. He also talked about the issues related to the subjects/stream and duly resolved it by giving the justification on each stream to be chosen.

Followed by Dr. Neetu Jain, H.O.D final year (Morning Shift) - she welcomed the final year students and motivated them to work hard more and to put in more practice in this year. She had interactive discussion with students upon the documents related to the summer internship project and the deadlines given for its submission. She also took session on the job training and research based project reports, and she covered all the aspects and highlighted the deadline, of

marks, and relevance of internship at this level of learning. She said that it gives us the experience of working at the corporate and exposes us to the work environment and the needs and competition of the multinational companies.

After the Hod's the session was followed by Dr. R.K Sharma, dean academics (PG), he briefed about different topic related to the summer training project and the problems of plagiarism. He highlighted that the original work is being appreciated and being accepted all over the world. And, BVIMR is following and appreciating the same policy of accepting the original work of the students and is strictly against Plagiarism. He advised students to meet their respected faculty guide on time and start taking guidance over the project reports. He said follow the scheduled given by the institute and don't be late in submitting your work. He spoke upon importance of plagiarism in a research centre. He wished the students all the best with their final year and said them take this year as the year of turning yourself and your career around.

The next session was by Dr. Sanjay Manocha, Dean Student Welfare- he introduced the students with time management's skills. He explained that it is time to learn, time to explore, and time to make you professional. Discipline was the highlight of his session supported by a presentation on rules and regulations to be followed by the students. He also threw light on disciplinary guidelines, rules and regulations of hostel and campus with special reference to mandate issues by Govt. India regarding Ragging. He also talked about the code of conduct, code of ethics, exchange of ideas, dress code, and mall practice in examinations.

Throughout the session he duly motivated the students to come out with flying with bright colors in the future. He also presented a presentation on Desire and Discipline. He ended by showing a motivational video based on Yuvraj Singh's life.

After the lunch break, the session was taken by Dr. Neelam Sharma, CRC Head; she started with the meaning of CRC. What CRC stands for, what CRC does, how you can take benefit from CRC, how much important CRC in a campus. She stated clear cut objectives and vision of CRC. The most important topic of the session "placement" she cover each and every aspect throughout the journey of BVIMR (campus to placement). She quoted different examples for BBA placement that took place in past. She defines a procedure of placement through a presentation and also resolves many queries with interaction with students. She also defines the objective behind the summer training. Then she took a session about the eligibility criteria for placement from the campus. At last she completed with the expectation from the students.



Dr Neetu Jain and Mr. Anuj Kumar taking the session on summer training report

The next and the last session were taken by Mr. Anuj Kumar, Assistant Professor at BVIMR- he talked on students mentoring. He brief about on the training as well as research based. He introduced the students on, on the job training project which included overview, problems, how to collect the data, and much more. He also demonstrate student how to frame a questionnaire and how to represent the results on pie chart. He explained the topics of job description and specification. He completed by the learning outcomes of the summer project reports. He motivated the students and he wished the student to succeed in their life. He appealed to all students to keep on interacting with their mentors about their project report related issues and for better grooming.

Re-Orientation programme was concluded by Mr. Sanjay Roy, Exam Head he discussed the backlog issues along with environment studies exam. What are consequences of backlog in internal and external exams? He also appealed to students kindly submit the exams fees on time and duly stay updated with ERP and class group. He ended the day and the program with his wishes and luck to the students and advised them to choose their streams wisely and to their interests.

Guest Talk on Entrepreneurship Development

A guest talk on entrepreneurship development was organized by BVIMR on 12th July 2018 by Dr. Broto Bhardwaj, Professor BVIMR. Dr. Broto highlighted on the entrepreneur club and its objectives. She said that entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". Entrepreneurship Development is a programme meant to develop entrepreneurial abilities among the people. In other words, it refers to inculcation, development, and polishing of entrepreneurial skills into a person needed to establish and successfully run her enterprise.

Then she introduced the guest Ms. Jeet a successful woman entrepreneur a full time member of art of living, shared her life journey and how to develop as a budding entrepreneurs. She shared her achievements, rewards, and challenges faced by her during her journey to become an entrepreneur. She was currently operating in 45 countries as a full time member of art of living. She also told that the quality of life depends upon state of mind. According to research for being a successful entrepreneur 87.5% life skills are required and 12.5% of knowledge domain is required.



Ms Jeet conducting a session on Entrepreneurship Development

She highlighted that life skills involve the qualities, skills, traits for being an entrepreneur. An entrepreneur should be passionate, disciplined, and confident, determined, and should have strong work ethics, be creative, competitive, open minded, self-directed, and positive, truthfulness, and dynamic and have good communication skills. He should be a great leader. Whereas knowledge domain involves all the degrees we have acquired by increasing our knowledge.

For being a good entrepreneur we should adapt with the changing environment, we should know our USP. Every person has something unique in him we just have to identify it and work on it. We must have a good intuitive power, which could only be attained by relax mind as relax mind attains more focus, and relaxation could be achieved through meditation. Meditation is a practice where an



individual uses a technique, such as focusing their mind on a particular object,

thought or activity, to achieve a mentally clear and emotionally calm state. Meditation may be used with the aim of reducing stress, anxiety, depression, and pain, and increasing peace, perception and wellbeing.

BBA Fresher's Party, Morning Shift (2018-2021)

Date: 18th August, 2018

FRESHERS 2018 was organized for BBA (2018-2021) Batch –Morning shift at BVIMR, New Delhi. The auditorium was packed with the enthusiasm of the students with the of the event “GRAND GALA”

There were many fulfilled activities and talent to show in the dances and the singing of the students. There was a competition also organized for the fresher's, where Miss fresher and Mr. Fresher were to be chosen. The competition consisted of three rounds namely:

- 1) The introduction round
- 2) The talent round
- 3) Question and Answer round

Ms. Rupal Prajapati, Ms. Ishu Sharma & Mr. Gaurav Kumar were invited as judges of the event. The judges also showed their talent and exhibited the show beautifully. Fresher's proved their talent and skills to qualify for each round respectively. The first year participants showcased their talent to their best to impress and convince the judges right from ramp walk, singing, dancing, acting, to doing push-ups and made all possible efforts to get through the final round.



Faculties Lightning and Inaugrating the event



Anchors of the Event interacting with the crowd

The event was hosted by final year students, Mr. Madhav, Mr. Dhruv, Mr. Harjee, Ms.Kajal, Ms. Taranpreet and Ms. Prateeka at regular intervals. The event also included some fantastic performances given by Mr. Harjee, Ms. Kajal, Ms. Priya, Mr.Madhav, Ms. Saurabh, Ms. Tusharika, Mr.Vaibhav Monga. The Music Society

of the college 'ADWIK' also performed and ended the show and added more excitement and students ended the event with a blast.



Glimpse of Student's Performances

In the last round, the fresher's were asked various questions by the judges according to the theme of the event. Mr. Nayan and Ms. Sanya were awarded as 'Well-Dressed' of the event. Mr. Sanskar and Ms. Mansi got the 'Witty' award. However two students from crowd were given tags as Mr. Handsome and Ms. Beautiful. In the boy's category Mr. Pranav was crowned as Mr. Fresher for the Morning Shift. Among the girls Ms. Navya was crowned and become Miss Fresher for the Morning Shift.



Winners of the Event with Judges

Independence Day Celebration

15th August '2018

Bharati Vidyapeeth Institute of Management & Research, New Delhi, celebrated 72nd Independence Day with great zeal & patriotic passion on Aug 15, 2018, in the campus playground with teachers, staff members & hostellers of the institute. Dr. Vikas Nath, Director BVIMR, hoisted the tricolor Indian flag with the environment inundated with the national anthem. After the national anthem there was a speech given by the director sir giving brief about the Indian history and highlighting the concept of “Unity in Diversity”. Some of the teachers & staff also shared their views in the form of poems.



Dr. Vikas Nath, Director BVIMR New Delhi interacting with audience

Swachch Bharat Campaign

22nd and 27th August '2018

“Swachch Bharat Abhiyan” is a campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. Our Hon'ble Prime Minister of India took an initiative and named it to be ‘Swachch Bharat’ as a movement to realise Mahatma Gandhi’s dream of clean India. He wanted a nationwide campaign to be organised in which every individual should participate whole heartedly in order to bring about mass awareness on cleanliness. The nationwide campaign began from 25th September 2014. The Hon'ble Prime Minister wants to circulate a message that it is our utmost responsibility as citizens of India to help fulfil Mahatma Gandhi’s vision of Clean India, by his 150th birth anniversary in 2019.

As a responsible citizen, we at Bharati Vidyapeeth (Deemed to Be University) Institute of Management & Research considering it as our moral duty had organised an event “SWACHCH BHARAT ABHIYAN” from 22nd August till 27th August 2018.



Swachch Bharat poster at Campus

Our director, Dr. Vikas Nath, takes up the responsibility to bring the change our nation requires. He himself took up initiative in order to promote Swachhta Campaign all around the campus. It is only because of him that we took this step coordinating each and every action towards a brighter future of the nation.



Dr. Vikas Nath along with Faculties and Students inaugurating the campaign



Clean and Green Campus of BVIMR

Cleanliness Drive/ Rally

Cleanliness begins from one's own surroundings. And similarly, all the staff members and students along with the Director Sir took part in the cleanliness drive not only in the premises of the college, but also in the outer environment adjoining to the campus. We all visited our adjoining market (Gola Market) and began with cleaning the streets, making people aware about the fact and need to keep your surroundings neat and clean.



Students during cleanliness drives

Collage Making

In this event, each class section was given a particular topic in advance (around a week) and the students were asked to prepare the posters and present it on the day of the event.

The topics given to each section were:

Toilet adequacy and maintenance

Garbage clearance systems

Hostel kitchen hygiene and sophistication of equipment

Water purity storage distribution facility

Campus greenery and Rain water harvesting

Use of solar systems Village or neighborhood adoption for hygiene.

The students presented their collage in their respective groups with beautiful presentations and apt descriptions. Students worked really hard and impressed our faculty judges for the day.



Students presenting their Collages on different themes

Slogan Writing

Students whole heartedly took part in slogan writing and wrote beautiful slogans with due respect to the theme- swachh bharat. Many students took part in this competition and it was a great success. Their hard work was clearly visible on those sheets and portrayed their inner thoughts really well.



Judges of the event Dr. Ajay Sahni, Dr. Kakade and Dr Vikas Nath (Director, BVIMR) evaluating the slogans

Essay Writing

With an attempt to explore and nourish the talents of the students, college arranged an essay writing competition on “Swachh Bharat- in a different perspective”. The purpose of Essay competition was to endow with the thoughts of students regarding Clean India Mission and also to express their outlook on current national issues.

The event was held in the college library. The topic for essay and article writing was clean and green India and the word limit was from 150 words to 200 words and the time limit was 30 mins. Sheets were provided by the college.



Students participating in Essay writing competition

After the evaluation of all three competition following were the winners in respective category:

Activity	First Prize	Second Prize	Third Prize
Collage	Rachit Goyal, Taranpreet and team– BBA V B	Rashi Sharma, Tanisha Kukreja and team BBA V F	1. Rahul, Puja and team BBA V B 2. Neeraj, Siddhant, Alok Mittal and team BBA V A
Slogan	Priyal simran Yash, Tanya, Divyanshu, Vanshika – BBA V A	Priya Shrishti Nancy Sanjana Deepti – BBA V C 1. Rahul Pooja – BBA V B	Vaibhav Monga, Baibhav, Rachit Garg, Nehal, Subhi, khyati, Girish, Sarandha– BBA V E
Essay/Article Writing	Vidit Gupta Utsav Bajaj	Gracy Rathi Suman Rawat	Aman Mittal Naman Gupta

Village or neighborhood adoption for hygiene

This campaign involves the construction of latrines, promoting sanitation programmes in the rural areas, cleaning streets, roads and changing the infrastructure of the country to lead the country ahead. It is launched as a responsibility of the each and every Indian citizen to make this country a Swachh country.

Under the mentorship of Dr. Vikas Nath – Director BVIMR- New Delhi, Dr. Ashima Bhatnagar & Ms. Tripti Tiwari BVIMR took initiative of adopting Mundka Village as part of Swachh Bharat Abhiyan.



BVIMR students exhibiting the Swachch Bharat Initiative at Mundka Village, New Delhi

BVIMR initiatives and pledge towards Swachch Bharat Abhiyan

- To eradicate the system of open defecation in India.
- To convert the insanitary toilets into pour flush toilets.
- To remove the system of manual scavenging.
- To make people aware of healthy sanitation practices by bringing behavioral changes in people.
- To link people with the programs of sanitation and public health in order to generate public awareness.
- To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.
- To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.
- To provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

So in order to take care of this initiative, we have started from MUNDKA village

Mundka is a census town and village in West district in the Indian state of Delhi. It is dominated by Jaat community of Lakra Gotra. It is situated on National Highway No. 10 (Delhi-Rohtak-Firozpur). Since the village's agricultural land has been converted into new residential colonies or factories near the highway, this village has been more or less urbanized. Neighboring villages of Nangloi Jat, Bakkarwala etc. also fall into this category. After reaching the meeting point, the dramatic society called the locals to watch the play in a very dramatic manner. Many locals



gathered to watch the play and the play was conducted at one of the crossroads of the village.

Students of BVIMR Dramatics Society creating awareness about garbage clearance and open defecation

After that many topics were discussed with the locals and awareness was created about the same like:

1. Water storage/rainwater harvesting/cleaning of water tanks/covering of water tanks/save water.
2. Digital India/electronic toilets/solar panels/electronic money.
3. Garbage Clearance (Bio-degradable & Non- biodegradable)/Clean and Green India/Say no to Plastic.



BVIMR Students participating in cleanliness drive at Mundka Village



Dr. Ashima Bhatnagar and student team of BVIMR-New Delhi along with Mr. Anil Lakra – Counsellor – Mundka Village

After showcasing our performances, we wrapped up our awareness campaign by thanking the locals and their head “MR. ANIL LAKRA” (Counsellor) for their support. BVIMR-New Delhi has adopted the Mundka village for creating and spreading awareness as part of the Swachh Bharat Abhiyan.

CSR Initiative on Spinal Cord Injury Day in association with Spinal Injury Hospital

27th Aug, 2018

“Prevention is better than Cure”

A person who is fit is capable of living life to its fullest. Physical and mental fitness play very important roles in our lives and people who are both, physically and mentally fit are less prone to medical conditions as well.



Ms.Aanchal Dang introducing about her organization Indian Spinal Injury Hospital

So keeping in mind, at BVIMR, we educate students from time to time on health. So, this time as a part of CSR activity in association with Indian Spinal Injury Hospital, Vasant Kunj, New Delhi organized an event on 27th Aug, 2018 in which Dr. Vivek Lumba, Pain Specialist from the Hospital spread awareness about injuries & how to take care of this part. Since it is an import part which is directly connected to Human brains. He emphasized on everyone has to be very attentive while handling patients who get this injury. Since our Spinal Cord is important because without a spinal cord our brain and our body couldn't communicate with each other. The spinal cord is the pathway for impulses from the body to the brain, and from the brain to the body.

He also sensitized the younger generation about the abilities of a person on wheelchair and to make him/her aware of the prevention strategies against various causes of the accidents resulting in such injuries.



Dr. Vivek Lumba (Pain specialist) enlightening the students about Spinal Cord Injury



Therapies shown & advised to students

He also shared some statistical data though there are no proper epidemiological studies on spinal injuries in India; however, conservative estimates suggest that the prevalence of SCI in

India to be approximately 10 lakh with around 15000 fresh cases added every year, often as a result of falls, road traffic accidents, diving injuries, etc. It generally affects the lower socioeconomic status population. As per one Indian study, 79% of SCI patients are from rural areas, with an average monthly income of INR 3000. After the session got over, students were given the opportunity to take part in Poster Competition in which the topic was **“Stop SCI and Health Talk”** wherein the entries were submitted to ISCOS.



Students Participating In Poster Making Competition

The top 3 selected entries were to be awarded at Talkatora stadium on the evening of 4th September 2018 were as follows:

Student's Name	Rank	Reward
Gauri Mahajan - BBAI	I	Cash prize of 10K and certificate
Bhakti Deol - MBAI	II	Cash prize of 7k and certificate
Anmol Gaba - MBAI	III	Cash prize of 5k and certificate

BCA III Semester Reorientation

30th August'2018

On 30th August 2018, BCA Department organized reorientation of BCA III semester. It was a brief introduction of our institute, our course, our examination pattern and most importantly our dress code along with disciplinary issues. Dr Sanjay Manocha, exam controller, discussed about CES conducted in classrooms and its importance for our curriculum. He told students that missing any CES due to any reason won't be entertained student is liable for penalty. Then he discussed about our dress code and how it will help the students to manage in corporate sector. Most importantly he told all the backlog students that if they won't be able to clear their 1st year they won't be allowed to enter their final year.

Dr. D.S Bawa informed the students about minor project guidelines, its last date to submit and how to write good answers. He told students that firstly they need to highlight the answer number, secondly make points in theory exam and steps in practical exam along with necessary diagram wherever required all this make the answer attractive and convenient for the teacher to read.

Dr. A.K. Srivastava had a word regarding the future scope of this course and how it can benefit the students in future. Along with this he discussed about all the important parameters which will help the students to achieve their goals.

In the end, Mr. M.K. Chaubey presented result analysis to the students and concluded the reorientation programme by addressing all the key points and also how the backlog students can clear their backlog.



Students participating in reorientation



Dr. D.S Bawa and Mr. Mahesh Chaubey taking sessions during Re-Orientation Program

Orientation Program for BBA LLB (2018 Batch)

25th-28th August 2018

The orientation programme was conducted for 1st year BBA LLB from 25th to 28th August, 2018 at BVIMR Campus. On Monday i.e. July 25 Adv. Prasun Kumar, an intellectual lawyer from Delhi High Court visited the campus and conducted an orientation lecture on law of torts to BBA LLB first year students. The lecture was conducted in a smooth manner even the head of department Mrs. Broto Bhardwaj mam took time to participate in the lecture from her hectic schedule. The topics covered were Latin maxims like prima facie case, volenti non fit injuria; sections of IPC i.e. section 151, section 482 of CRPC, section 8 i.e. Law Abiding Statement and section 161 i.e. evincible in court, section 299 of culpable homicide and section 300 of culpable homicide amount to murder, other than this Indian Evidence Act 1872 was also discussed with directive principle of state policy. Some other offenses were also discussed like dacoit, extortion etc. The orientation program was carried out successfully and students also initiated to participate in lectures by their intellectual queries. At last students clicked a picture with faculty as a mark of remembrance.

Dr. Neelam Sharma, placement head gave an overview of the training sessions for lawyers. The other sessions included a talk on career options by Mr. Sandeep Kumar, Advocate, Delhi High Court. The other session included moot court session by Dr. Abha, a senior advocate of High Court, Delhi.

The examination session was conducted by Mr sanjoy Roy and ERP session were conducted by Mr. Chaubey which provided them with the overview of ERP. MOOCs session was conducted by Tripti Tiwari, a faculty in IT who gave her expertise opinion on MOOC and its importance. Ms. Alka Dongde shared her views with the students on sociology and its importance in law profession. Ms. Khusboo gave a talk on orienting the students towards moot court and professionalism. The session ended with a vote of thanks by the HOD, Prof. (Dr.) Broto Bhardwaj where she oriented the students on the importance of case study in law profession.



Law Students during Orientation Program

Guest session on interview and group discussion

6th August '2018

On 6th august 2018 a guest lecture was initiated by Dr. Broto Bhardwaj on Interview and group discussion skills at BVIMR. An interview is a formal meeting at which someone is asked questions in order to find out if they are suitable for a job or a course of study. Ms. Ankita, alumni of our college shared her experience with the students to develop interview and pre placement skills. She is currently working in luminous in HR department, she has also qualified UGC NET.

She told the students that questions asked in interview are generally concerned with the internship which we have done. Then they can question about academics, latest trends of the country. Interviewers also evaluate the students on communication skills, presentation skills, new terms and information related to research papers if written any. As informed by her students should also work on their body language, behavior as it act as a major parameter to crack the interview. To sustain in corporate world they should adapt with the changing environment.



Ms. Ankita sharing her views on interviewing skills

Guest lecture on INCOTERMS in BBA V F

22nd August'2018

Mr. K.K. Vatsa (Chief Manager- NIBSCOM) delivered a guest lecture on INCOTERMS. The guest lecture was planned on 22nd August 2018 in BBA V F between 4.10- 5.00 pm. This guest session was in the subject "Export-Import Documentation". Out of 43 students, 36 students have attended the guest lecture. The overall attendance during the session was 83%. Though subject faculty Mr. Anuj Kumar has cleared most of the theoretical concepts of the students but this lecture was needed to share certain practical aspects of the subject with students. Mr.Vatsa shared his valuable industrial experience with the students. He was not limited to one topic. He touched different areas of the subject. He was enthusiastic during the lecture. Students have also shown their participation by asking numerous queries during the session. Mr. Vatsa tried to bridge the gap between the industrial and college learning of the students. He also discussed about various career options with final year students. The session was not monotonous because it involved two-way communication between students and guest. Students appreciated the vast experience of Mr. Vatsa. During the session, Mr. Vatsa also asked some multiple choice questions to check the knowledge of the students.



Mr. K.K.Vatsa delivering session on "INCOTERMS"

Guest lecture on Role of Foreign Banks in International Marketing

22nd August'2018

On 22nd August'2018 Mr. K.K. Vatsa (Chief Manager- NIBSCOM) delivered a guest session on Role of Foreign Banks in International Marketing. This guest lecture was delivered in BBA final year, international business specialization. It was an important topic for students to learn the role of foreign banks. Ms. Nishu Ayedee covered theoretical aspects of the topic in the classroom but the session of Mr. Vatsa was needed to cover the industrial aspect of the topic area. He discussed about the importance of foreign banks from the perspective of customers, government and bankers. In the last, he also answered the queries of the students.



Mr. K.K.Vatsa delivering session on “Role of foreign banks”

Guest Lecture: The First Impression Art of Grooming by Mr.Naresh Vij

30th August'2018

Mr. Naresh Vij, a post graduate from University from Wales, Bachelor of Science from Agra University, trained as Chartered Accountant specializing in Management Strategy and Internal Control systems, has been associated with Textiles and Apparel industry for over three decades.

His specialties are Social Entrepreneurship in Fashion, Corporate Dress code and Grooming, Retail selling skills, Mentoring SME's,visiting faculty at B-Schools like Bridge School of Management and Bharati Vidyapeeth Institute of Management and Research and Business Communication Expert. He now heads Kaveri Consultants and promotes corporate wear and advises International clients in Textiles and Apparel.

The lecture started with a brief Introduction of Mr. Naresh Vij. Then, then he asked all the students to stand up and say 'Namaste' by joining hands while bowing. This was a way to welcome the guest and earn and give respect.

Effective communication skills are must for success. One must be an effective communicator about himself and his product. Non-Verbal communication plays a great role in establishing a good first impression. You- Yourself make the first impression, the first impression includes customer focus, excellence, innovation, passion, integrity, respect and CREDIBILITY.

Naresh Vij beautifully redefined business as a state of affairs between two people and not between two companies.

Now, how to make First Non-Verbal Impression?

One must look professional and a person of ethical conduct by portraying as an outstanding Customer service person. He gave example of Mr. Obama who generally wears dark suits with white shirts but

different ties. He creates a simple impression of consistency by this dress code and not because he can't afford.

$V+C=P$

Where, V= Visibility

C= Credibility

P= Personality, Profitability and Acceptability

James Bond also dresses to impress by wearing professional dress code like business suits, business shirts and formal shoes.

One should wear right accessories like Ties, Belts, Socks, Handkerchief, and Cuff Links.

Wear dark colored suits like charcoal, navy, brown and black. Avoid shiny fabric and prefer plain and pinstripes fabrics.

Prefer light colored or pastel colored shirts like white, light blue, pink and light grey and avoid light color pants. Avoid half sleeves shirts as they look casual. The trousers should be creased and well-tailored.

For ties, use different plain colors and avoid flowery ties. Ties must be worn touching or covering your belt

With 7 different color ties and 3 different shirts, one can have 21 combinations and the person can end up dressing nicely, simply but different every day.

Also, Indian formals can be worn according to the occasion or the situation.

It's a well-known fact that a person can be judged on his shoes, so always prefer dark but clean shoes. Women may wear bright colors, but avoid front open footwear. Belts complete the wardrobe of both men and women and prefer to wear good quality belts.

Also, cufflinks make a statement at formal affairs while adding a touch of sophistication.

Besides this, one must try to replace Sorry with Thank you that adds value to your statements. Non-verbal cues form a major part of first impression which go a long way.

By following these tips, one can add charm to his personality.

<u>Time Duration</u>	<u>Contents</u>
9.00am to 9.30am	Registration
9.30am to 10.15am	First-Aid Session
10.15am to 11.00am	Introduction on the Safety Concept & the training course (Theory Session) <ul style="list-style-type: none"> • Seven Golden Rules of Road Safety • Explain the Language of the Road • Importance of Helmet • Defensive Riding • Road Rage
11.00am to 12.00pm	Simulator Training
12.00pm to 12.45 pm	Briefing about Ride Safe Protective Gears Explain Correct Riding posture, Mounting / Dismounting procedure on bike for best maneuverability & safety Braking Demonstration of various types of braking techniques and practicing, correct Braking technique
12.45pm to 1.15pm	Delhi Police Theory Class
1.15pm to 1.45pm	Lunch Break
1.45pm to 2.00pm	Feedback & concluding session

RIDE SAFELY AWARENESS PROGRAM TRAINING

14th-17th August' 2018

Hero Moto Corp in association with Delhi Traffic Police organized a 3days workshop from 14th-17th August, 2018 at Traffic Training Park, Ek Pahal (a CSR initiative by Hero Moto Corp). The workshop was attended by BBA III sem students of BVIMR.

The content of the program was as follows:

As part of course curriculum of BBA-III Semester of the subject, "Road Safety & Traffic Management" 20 students were selected each day from the 6 sections (A,B, C,D,E,F) to participate in this Training program with faculty coordinator Mrs. Rupam Jyoti Deka.

After the registration of the students, affidavits were filled by the students having valid driving licence. Then a good breakfast snacks were provided by them to all the students after the formal introduction session. Then students proceeded to seminar hall for first aid session. Mr. Sunil Malhotra, Senior Safety Officer (Hero Moto Corp) discussed about various important issues like Seven Golden Rules of Road Safety, Road rage, Importance of Helmet, Defensive Riding etc.

After the seminarsession students proceeded to simulation training room, where students were given training on simulator Bikes. A training simulation is a virtual medium through which various types of skills can be acquired. In the simulator, students enjoyed riding bike in virtual platform.



Student of BVIMR in Simulator virtual riding training

After Simulation Training, Students were happy to have delicious lunch provided by Hero Moto Corp. Post lunch, practical training session started in the model road with bumpy road, narrow road etc.



Practical Training attended by students

Trainer showing safety riding tips



**Students of BBA-III of BVIMR, New Delhi
with the trainer of Hero Moto Corp**



**Students celebrated Independence Day in Traffic
Training Park on 14th August, 2018**

GURUVANDANA

Guruvandana was celebrated by BVIMR on 5th September 2018. In India, 5th September is celebrated as Teachers Day as a mark of tribute to the contribution made by teachers to the society. This day is the birthday of a great teacher Dr. Sarvapalli Radhakrishnan, who was a staunch believer of education, and was a well-known diplomat, scholar, the President of India and above all, a teacher. At BVIMR, Teacher's day is celebrated as 'Guruvandana' to depict the Indian tradition of Guru-Shishya parampara, as an expression to show gratitude towards all the faculties and mentors.



Dr Vikas Nath, Director BVIMR felicitating the Non Teaching Staff



Dr Vikas Nath, Director BVIMR felicitating the teaching staff

Guruvandana 2018 begins with Welcome Speech by Dr. Neelam Sharma (Head CRC), addressing all Guru's: Director Sir, Teaching, Non-teaching and staff members. It was a short fun retreat program, designed to relish each other's hidden skill sets and appreciating each other and their work.

They played the game called "Yamraj ki adalat" which was voiced by Dr. Parul Agarwal and hosted by CRC members .

Each and every member fully participated and enjoyed the session.

Adding to fun and appreciation, Dr. Vikas Nath took the opportunity to appreciate all teaching and non-teaching team members with his splendid words and appreciating each faculty member personally.

After the appreciation of all the members he gave an inspirational speech to all the working staffs in BVIMR campus. After which the Placement Brochure was released by Director BVIMR, all Hod's, Deans and CRC head. Brochure included the important information and guidelines for corporates regarding students profile, their summer internship, and the projects to be undertaken and important information related to placement.

OZONE DAY

15th SEPTEMBER'2018

Bharati Vidyapeeth Institute of Management and Research, organized the International Ozone Day on 15th September, 2018 to spread awareness about depletion of the Ozone layer and for the preservation of the Ozone Layer, commemorating the date when the Montreal Protocol on substances that deplete the Ozone Layer was signed in 1987. The day was first celebrated on September 16, 1995.

Dr Vikas Nath, Director-BVIMR along with Mr. Ravi Bansal, Guest of honor lighting the lamp



The event was organized by Ms. Seema Chaudhary, Ms. Anuradha, Mr. Sanjoy Roy and Dr. Broto Bhardwaj.

The event started with the commencement of lighting of the lamp by our honorable director Dr. Vikas Nath and the members of the event organizers and the guest of the day Dr. Ravi Bansal, followed by felicitation of our guest of honour Dr. Ravi Bansal. Dr. Vikas Nath then took the rostrum to spread awareness about the environment and how we can protect the ozone layer. He



further said to instill habits in our daily lives that will help in creating a viable future.

Ozone Day decoration at the Amphitheatre using eco friendly material

After the Director's motivational speech, Dr. Ravi Bansal shared some views on the preservation of the ozone layer and about other ways through which we can save our biodiversity. He encouraged the students to participate in full strength and exhibit their creativity to the fullest. He ended my saying earth is our mother and we should take the responsibility of saving the mother earth and taking care of it.

Then, all the students left the auditorium for the participation of the activities which was lined for the day. The creativity level of the students could be seen the way the amphitheater was decorated. Every material used was eco-friendly on this day and was to teach the Bvimrites the use of waste. It looked so alluring and was a treat to spectators' eyes.

The Ozone Day comprised of surfeit of events organized by the students coordinators and supported by the Faculties endeavor to achieve the aim of creating awareness about the need to preserve the Ozone Layer and the ecosystem. The theme of all the events was in the context of the Ozone day and to jolt all the students to increase their efforts to address the challenges of saving the mother earth. The events were namely as:

1. RALLY



It was the very first event of the day and was joined by many students and faculties. Rally consisted of the group of students, supported by faculties which went around the entire campus carrying banners and shouting out loud to aware all the people in the campus about the importance of the day and how to

preserve the environment. The rally travelled throughout the college and stopped at Green Circle with the loud chanting of the slogan **“NO LIFE WITHOUT OZONE”**. All the moments were captured by the media society of BVIMR- FLASH and was carried by all the members of the Student Council- Rahul Anand (President), Anjali Arora (President), Ashmeet Singh Vohra (Vice-President), Yukta Goel (Vice-President) and others and



supported with full enthusiasm by faculty members Mr. Anuj Kumar and Dr. Daljeet Bawa.

Students holding posters at the Rally

2. PLANTATION DRIVE

After the Rally, Dr. Vikas Nath accompanied the students to the Green Circle for planting trees along with the Guest of Honor Dr. Ravi Bansal. After planting the tree he gave the message to **PLANT MORE AND MORE TREES** to save the environment which helps in removing carbon dioxide and other gases, which cools the Earth and helps in making Mother Earth a better place.

Dr. Vikas Nath and Dr. Ravi Bansal during Plantation Drive

3. TAKE DE- BATE

There were many events organized on this day but the vision was one, to raise voice regarding the depletion of ozone and alarming state of our environment. Of all the events, one was debate competition that encouraged the students to come on the dice and voice their opinions. The event started at 11:00AM. There were many interesting topics like “I am an eco-friendly person but only on social media” and “Think economically or act ecologically”. Each participant was given a minimum of 3 minutes to speak on their respective topics. The event was judged by Mrs. Manpreet Kaur and Dr. RK Sharma who judged 20 participants on various aspects like quality of content, speech etc. It was a truly a knowledgeable session which was headed by student Ashmeet Singh Vohra. All the participants did very well but the best one took the debate competition and was the winners of the competition. The highlight of the event and the day was that all the participants were given E-Certificates in order to promote paperless environment.

WINNER 1st RANK- MANISH GOSWAMI

WINNER 2nd RANK – MAYANK GUPTA



Students expressing their thoughts during debate

4. PITCH IT! (ECO- PLAN)

The next event was Eco Plan'2018 and the idea was to combine Business with environment. The one day event gave participants a platform to pitch their business idea which should be profitable, sustainable as well as Ozone Friendly. The event started at 12 noon and witnessed immense participation. The event was judged by Ms. Supreet Wahee and Dr. Pankaj Saini on the basis of Value creation, Feasibility, Sustainability, Ozone Friendliness, Clarity and persuasiveness of oral presentation. They provided the participants with their valuable feedback and measures that can be taken to take forward their respective business plan. Event was headed by student Lakshmi Bansal. Winners of this event were

Team 1 : Madhav Sukhija, Karan Pathela, Saurav Sharma;

Team 2 : Savika Kathuria, Tanvi Khandelwal



Second position was obtained by Prakhar.

All the participants with coordinators

5. RANG MANCH RANGOLI

Participants spreading awareness through their creativity

The next event was Rangoli making competition with the theme “Earth without ozone layer is like Rangoli without colors, so save it today for a better tomorrow.” Total of 14 teams participated from various courses of BVIMR. The event started at 11:00 A.M. The versatility and creativity of the participants made it difficult for



our judges Dr. Anjali Sharma and Dr. Shardha Vernekar to choose the winners. But the judges said it was very difficult and announced the 3 positions of the event. Event was headed by student Reem of-----

1st position : Mukta Goyal , Raman Gupta & Ayushi Aggarwal, 2nd position : Rysha Gaur, Niharika Krishnan & Shuchi Jain, 3rd position : Simran , Mudita Garg & Sanchi.

6. ENVIRONMENTAL QUIZ

The next event of the day was environmental quiz, it was an educational initiative and a step to prompt, young minds to start contributing their bit in nurturing and looking after ‘MOTHER EARTH’.

The aim of Environment Quiz was to make people know about their knowledge regarding the environment they live in. Environmental quiz consisted of 3 rounds. The first round being the multiple choice questions round where participants

were supposed to select the correct answer from the 4 choices given. On the basis of 1st round, participants were shortlisted for the second round which was the buzzer round. Teams with maximum correct answers of the questions asked about the environment at the buzzer click were selected for the last and final round. Round 3 included the display of pictures which was followed with a question and teams were supposed to answer in one word or one sentence. The event was judged by : Mr. Anoop Panday and Mr. Rahul Gupta and headed by Manika.

After all rounds 2 teams were selected as winners

1st POSITION:Kreeti Arora and Parul Mahajan.

2nd POSITION :Pratishtha Gupta and Shubham Gupta.

7. AD- MAD

Of the many events, one was AD-MAD competition that compelled students of BVIMR to come on the stage and sell the products by performing an advertisement in a group. The grand event started at 11:00AM. The ad-mad was held among 8 teams. Interesting topics like “Organic Food” and “Energy Drink” were given to the participants. The event was judged by Mrs Bhavika Batra and Mrs Meenakshi Sati who judged the teams on various aspects like quality of content, way of presentation, taglines, selling skills and teamwork etc. It was really an exciting event which was headed by Surbhi Behal.

All the participants performed well but only 2 of the participants were to be the winners.

WINNER 1st RANK- VAIBHAV MONGA andTeam.

WINNER 2nd RANK – YUKTA GOEL and Team.



Honorable Director Dr. Vikas Nath presenting saplings to the winners



8. COLOMYX (FACE PAINTING)

Participants and Co-ordinators of the event with faculty judges

Many events were organized; one of the events was “Face Painting”. This brings out the talent and creativity of the participants. The time limit was 45 minutes and the event started at 11:30.

Theme was “SAVE OUR PLANET-MANY MORE GENERATIONS TO COME.” There were total 5 teams who participated in the event. This event was judged By Mr

Navneet Gera, Mrs. Neetu Jain And Mrs. Aparna and was headed by Priyansh. Only two teams were selected as WINNERS:

- 1st POSITION: TANISHKA SINGH, DAMINI SINGH
- 2nd POSITION: AAYUSH AGGARWAL, JHANVIGOYAL

9. SELFIE WITH NATURE

The next one was “Selfie with Nature”. In this certain riddles were given to the participants and they had to identify the location of the BVP Campus. After identifying that location they had to take a selfie with the surroundings and tag it with a message. The event started at 11:00 am with a huge number of participants. There were many RIDDLES like:

-I’m shape of a circle and generally green, Guess where I am?

Answer- Green Circle.

The judged were Mrs. Tripti Tiwari and she judged on the basis of correct location, Creativity and innovation and messages in their selfies. The event was headed by Vibhav Chanana.

1st position- Naveen Almadhi and Paridhi Agarwal

2nd position- Divyansha Garg and Muskan Chaudhary

Shriya Bansal and Aditi Saxena

3rd position- Rudraksh Arora and Anika Batra

10. BEST OUT OF WASTE

This event was aimed to enhance the awareness of the students towards Ozone protection and making mother Earth a better place to live for all the living and non-living beings. This competition witnessed very creative and innovative minds.

The participants were required to create something useful out of waste material. More than 15 students from MBA, BCA, BBA and LLB took part in the event. Dr. A.K Srivastava and Mrs. Seema Choudhary, were the judges of the event and



provided valuable feedback and appreciated innovativeness and creativity of the participants. The judgment criteria were set on the basis of how much waste material was used, creativity, applicability and presentation. The event concluded on a note that we all should acknowledge the 3R's in our life i.e. Reduce, Reuse and Recycle. Event was headed by Naveen Almadhi.

Anushmita (MBA 1st year) was awarded 1st position accompanied with Neenant and Prachifrom BCA, scoring second.

Participants showcasing their creation

11. POSTER MAKING

One of the most interesting and nostalgic event was POSTER MAKING that compelled students of BVIMR to come with a creative idea and present something innovative and message oriented drawings, coloring on the paper, to show the importance of the ozone layer and the environment. The event had the teams of 2 members, individual participation was also allowed. The participants were given 1 hour for portraying their idea and 2 minutes were given to present the idea with a proper justification of its use and creation linking with the environment to the judges.

The participants gave their well thought insights and were judged by Dr. Neelam Sharma, Dr. Arushi Kataria and Dr. Broto Bhardwaj. It was headed by Rohan Mangla.



Students participating in the Poster Making event where students showed innovative and creative skill

WINNER 1st RANK - Muskan Jindal and Ritik Jain

WINNER 2nd RANK - Shreya Sharma and Tanuj Kakkar

And in this way, a beautiful and thoughtful event came to an end. This event helped in spreading the message to protect our Ozone Layer and how we can make a change by making small changes in our lives which will be the stepping stone to better and healthy lives.

This day will be revered by all the faculties, coordinators and participants because of the zeal and enthusiasm with which everyone participated as quoted by Helen Keller“Alone we can do so little; together we can do so much.”

This event could not have been the big time success without the commendable efforts, commitment to excellence, intelligent planning and contribution of the whole team of BVIMR INTERNATIONAL OZONE DAY 2018.



All the student coordinators with Director Dr. Vikas Nath and other Faculties after the successful completion of the Ozone Day event

GUEST LECTURE ON “SERVICE MARKETING OF HOSPITALITY INDUSTRY”

26th September'2018

A guest lecture by Mr. Vikas Rajput, Entrepreneur & Professor on service marketing in hospitality sector was conducted on 26th September 2018 by the faculty coordinator Dr. Sanjay Manocha for BBA final year finance students, to provide student with an opportunity to get industrial knowledge about the hospitality sector which is an emerging aspect in the field of service marketing.

The session started by Vikas Rajput who begin with the meaning of hospitality and different Trends of hospitality, changing Technologies. He also threw light upon the importance of hospitality industry and a short interaction with student on above topic. He explored the concept of service marketing via chatbox, feedback mechanism and much more. He elaborated on Club Mahindra how it works in India and abroad, different properties and the packages.

Mr Vikas Rajput told every student to visit at least three hotels in upcoming week and analyze the concept of serving, marketing of intangibles, to experience the soft skill of staff. He namely suggested 3 hotels Taj Mansingh, The Oberoi and Le meridian.

The session ended with hearty thanks and by presenting a memento to Mr Vikas Rajput by Dr. Sanjay Manocha as an appreciation for taking the time out to educate the student on service marketing of hospitality industry. He thanked the management for providing the platform to organize guest lecture on service marketing. He appreciated all student and participants for successful conduction of this guest lecture.

Students with Mr Vikas Rajput and Dr Sanjay Manocha



GUEST LECTURE ON “ANALYSIS OF WORKING CAPITAL”

29th September’2018

A guest lecture was organized by Mr. Rahul Gupta (Assistant Professor-BVIMR) for BBA 2nd year students on 29th September 2018 on the topic ‘Analysis of Working Capital’ by guest Mr. SK Sharma (Trainer NIBSCOM)

Mr. SK Sharma started by defining working capital. A working capital is the part of capital which is required for financing Current Assets. After that he told the formula for analyzing working capital i.e. Current Assets – Current Liabilities. He talked about the importance of Working capital that why is it necessary to analyze the working capital? For investors, it helps them to gauge the ability for a company to get through difficult financial periods. Whereas for management members, it helps them to better foresee any financial difficulties that may arise. Then he told about the Difference between fixed capital and working capital.

Later he explained the Sources of Working Capital such as Public Deposits, loan from banks, inter-corporate loans, and Trade deposits and so on.

He even explained some key definitions like Net Working Capital, Gross Working Capital

Mr. SK Sharma explained each and every point of working capital cycle very precisely and in the easiest way, which the students could relate and connect very quickly. The session ended with huge applause and was a great learning experience for all students, the instructor was friendly and explained the concepts in a very easy manner.



Mr S.K. Sharma delivering the lecture on Analysis of Working Capital

LIST OF OZONE WINNERS OF 2018.

S.No	Events	Winners
1	Take De-bate	Ist Position - Manish Goswami 2 nd Rank- Mayank Gupta
2	Pitch-It (Eco-plan)	Ist Position: Team 1: MadhavSukhija, Karan Pathela, Saurav Sharma Team 2: SavikaKathuria, TanviKhandelwal Second Rank: Prakhar
3	Rang ManchRangoli	Ist Position: Mukta Goyal, Raman Gupta, Ayushi Aggarwal 2 nd Rank: Rysha Gaur, Niharika Krishnan & Shuchi Jain 3 rd Rank: Simran, Mudita Garg and Sanchi
4	Environmental Quiz	Ist Position: Kirti Arora, Parul Mahajan 2 nd Rank: Pratishtha Gupta, Shubham Gupta
5	Ad-Mad Show	Ist Rank: VaibhavMonga and Team 2 nd Rank: Yukta Goel and Team
6	Colomyx (Face Painting)	Ist Rank: Tanishka Singh, Damini Singh 2 nd Rank: Aayush Aggarwal, Jhanvi Goyal
7	Selfie with Nature	Ist Rank: Naveen Almadhi, Paridhi Aggarwal 2 nd Rank: Divyanshu Garg, Muskan Chaudhary Shriya Bansal, Aditi Saxena 3 rd Rank: Rudraksh Arora, Anika Batra
8	Best out of waste	Ist Rank: Anushmita, Neenat 2 nd Rank: Prachi
9	Poster Making	Ist Rank: Muskan Jindal, Ritik Jain 2 nd Rank: Shreya Sharma, TanujKakkar

FACULTY ACHIEVEMENTS& ACTIVITIES

- **Paper Publications in National/International Journals/Magazines**

Sr. No.	Title of the Paper with page numbers	Name of the Journal/ Conference Proceedings	ISSN/ ISBN Number	Impact Factor, if any	Name of Author	Name of Co-author	Issue/ Volume / Date , month and year of Publication
1.	Financial Inclusion & Financial literacy	JETIR (International Journal)	ISSN: 2349-5162		Ms. Bhawna Dhawan	Dr. Vikas Nath	Vol. 5, Issue 8, August 2018
2.	Sustainable Development Through Social Media Tools	Journal Of Management	ISSN: 2347-3959	2.4352	Mr Anuj Kumar, Assistant Professor (BVIMR)	Mr Rahul Aggarwal, BBA Student (BVIMR)	Vol.5 Issue 3, Sep-2018
3.	The concept of Green HRM – A Review of Literature	Asian Journal of Multidimensional Research	ISSN :2278-4853	5.443	Ms. Sonal Singh	Dr. Vikas Nath	Vol. 7, Issue 9, September 2018
4.	An Analytical study into the various dimensions of Green HRM Practices and its impact on the job satisfaction in ITES Industry	International Journal of Management, Technology & Engineering	ISSN: 2249-7455		Ms. Sonal Singh	Dr. Vikas Nath	Vol.8, Issue 9, September 2018

PhD Completion

Dr Nancy Goel successfully completed her PhD under the guidance of Dr. Vikas Nath.

Topic: A Study of Factors Influencing Consumer Intention to use Mobile Banking Services.

FROM THE EDITORIAL BOARD



Ms. Rupam Jyoti Das
Assistant Professor
BVIMR, New Delhi



Dr. Shradha Vernekar
Assistant Professor
BVIMR, New Delhi



Ms. Nishu Marwah
Assistant Professor
BVIMR, New Delhi
