



BVIMR
Bharati Vidyapeeth University
Paschim Vihar, New Delhi

BVIMR MIRROR

A Quarterly News Letter

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Hon'ble Prof. (Dr.) Vikas Nath
Director - Incharge
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From the Desk of Editor's

Hello friends,

Hope you are in best of your spirits.

The new semester has begun and we are geared up for the upcoming activities and placements. Hope you have had a good eventful previous quarter. In this edition, we have attempted to keep you updated with the developments of the institute during last three months and an insight on the way we are progressing. It was an eventful and vibrant period of year where we witnessed some amazing academic, cultural activities along with some new initiatives that will transverse and exhibits the literary skills of our students.

We would like to place on record a thanks to all those who have contributed to this issue of the newsletter. Our special thanks to Lieut. Rita Gangwani for contributing to the Guest corner and the Activity Team (Mr Gagann Grover, Ms. Nancy, Ms. Bhavika), Media Team (Ms Aparna Bawa, Mr Daljeet Singh Bawa) for sharing their reports as inputs to the newsletter. And also a special thanks to Dr. Vikas Nath for his guidance which enabled us to bring out this volume.

With all the efforts and contributions put in by the students, faculties we truly hope that the pages that follow will make some interesting reading.

Enjoy Reading !!

Editorial Board

Faculty editors



Ms. Supreet Juneja Wahee



Dr. Ritu Bali

Student editors



Jatin Nagpal



Tushar Anand

Inside the Issue

- From The Editorial Board
- From The Directors Desk
- Expert Article / Talk
- Faculty Article, Book Review

Events

- Orientation Program for BBA - 2nd Shift Students
- Re-Orientation Program for MBA Final Year
- Guruvandana (The Corporate Meet)
- International Ozone Day
- HR Conclave
- Teacher's Day
- Diwali Celebration
- Snippets of Guest Talk & Seminar
- International Collaboration

CSR Activities

- Joy of Giving Week 2014
- Rashtriya Ekta Divas Celebration

Workshops & Seminars

- Workshop on "Understanding Emotional Intelligence"
- Workshop on "Interpersonal Skills: A Trajectory to 21st Century Leadership"
- Workshop on "Motivation Skill" along with GK Quiz
- Seminar on "Understanding of Economic Environment and Role of Financial Management in an Organization"
- Seminar on "Services Management"
- Seminar on "Opportunities Available and Benefits of Learning Foreign Language, (French)"

FDP's

- Faculty Development Program on Multivariate Analysis using SPSS and Structural Equation Modeling - Amos
- Faculty Development Program on Financial Econometrics Using - Eviews

Alumni

- Mumbai - Pune Chapter Alumni Meet-2014

Interaction with stakeholder

- Parent Teachers Meeting

Sports

- Inter-Class Table Tennis Tournament 2014-2015
- Inter-Class Basketball Tournament 2014-2015

Faculty Achievements

Student Achievements

Students Corner

Upcoming Events



Hon'ble Prof. Dr. Shivajirao Kadam, Vice Chancellor, BVDU, Pune with Dr. Vikas Nath, Director In charge BVIMR, New Delhi and his team on his visit to BVIMR, Delhi Campus



Hon'ble Prof. Dr. Patangrao Kadam, Chancellor, BVDU, Pune with Dr. Vikas Nath, Director In charge BVIMR, New Delhi and his team on his visit to BVIMR, Delhi Campus

From the Director's Desk

Transforming and shaping minds is something we often think about at BVIMR as we adapt to the demands of working and studying in such a special and beautiful campus. During this academic session the Institute is undergoing a remarkable transition: the quiet and determined air of an examination term has given way to the more focussed and active atmosphere. BVIMR now is a place with some more academic excellence, leisure, sport and high spirits.

This semester we have had some important events like Guruvandana where the students effortlessly thanked their corporate mentors, Ozone Day to highlight the cause of saving the environment and BVIMR - Gems an Inter Class Competition. Meanwhile on the academic front various Seminars, Guest Talks and refresher courses were organized to make learning more enriching for the students by giving them insight into the functioning of an organization. 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. Trying and testing times during the hectic semester system have elicited our students to put forth their best. With the new semester beginning in the month of December, I wish all the students' good luck for their academic endeavors and hope that they will keep bringing laurels to their alma mater.

The management and the staff have been supportive of the various initiatives that were



undertaken for the students in view of helping them reach the pinnacle of perfection and professionalism in whatever task they took on, thus strengthening our journey of achieving excellence.

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.

Warm regards

A handwritten signature in blue ink, appearing to read 'Vikas Nath', written over a horizontal line.

Prof.(Dr.) Vikas Nath
Director(In-Charge)

Guests's

Article

By Retd. Lieut. Rita Gangwani (Personality Development Mentor)

"CRASH COURSE IN COLLEGE ETIQUETTE"

Etiquette is a code of behavior that influences expectations for social behavior according to contemporary conventional norms within a society, social, class, or group.

College is committed to student development and personal growth. Students are expected to take responsibility for their behavior, in addition to holding their peers accountable for being good citizens. As a student of a particular college, you have voluntarily entered into a community of scholarly learners who are expected to exhibit thoughtful academic study and discourse, and ethical and socially responsible behavior on and off-campus. The students passing out of college should have developed the five "F"'s very Well...The "Five Wells are: well-read, well-spoken, well-traveled, well-dressed and well balanced."

You may wonder why I am talking about etiquette in college. I don't deny that you have followed most of them at school level, but remember, at school level, there was always someone who corrected you, but once you are in college, you tend to take things for granted and sometimes forget to do the right thing at the right time. College is not only educating you, but helping you enter Adulthood with dignity. To This I would like to say **"Education is not preparation for life education is life itself"**

Here are some Do's and Don'ts

- Students should be exemplify honest, should have respect for truth, and congruence with college standards and behavior expectations in all exchanges and interactions.



- **Students should take ownership of individual choices** and any subsequent consequences.
- Honor and stem the rights and freedom of each unique individual, and understand the value and worth of college property and the property of others, and demonstrate care for individuals and property.
- Follow all published policies and guidelines in good faith as the College is committed to developing consistent, honest and just systems.
- Each individual must learn to respect others' needs and expectations, voice their own expectations and concerns about college life, and resolve differences and conflicts peacefully rather than creating scenes.
- **Don't assume your laptop is a welcome guest.** Professors are often concerned with the use of laptops in class because odds are students are actually on Face book when they say they are taking notes. Use laptop only if necessary and certainly not for playing games when the session is on.
- Disruptions such as a cell phone going off, head down and texting, or one ear bud in your ear while listening to your favorite tunes is not a welcome addition to class. Your undivided attention is most respectful and responsible.
- **Repeatedly missing your Monday morning class with multiple excuses for your absence will never get you in good books.** Try to look as fresh as weekdays on Mondays too. Remember, your professors also had a relaxing time on Sunday...but they are there at college on time. If they can do it, why can't you??
- Until you are asked by your professor to call him or her by their first name, err on the side of caution and address them with their proper honorific, Dr., Ms. or Professor.
- **Dress appropriately** – Hawaii chappals are not for the classroom. Even if you can get away with it, think of the image you are projecting
- **No such thing as "fashionably late"** – If class starts at 10:00 am, be in your seat by 10:00 am...not 10:05 or 10:15. Again, the impression you make is paramount to your future success. Attendance at all sessions is mandatory. Students are expected to be on time for all programs and events.

- While you may be running from one class to another and your stomach is growling, pick food items that don't have an overpowering smell or make a nasty mess. There should be no smell, sound or onion bits left behind when you leave class.
- **If you have an alarm on your watch, turn it off.** It's annoying to hear a beep every half hour to remind your professor that you are a clock watcher. Checking your watch every 15 minutes to see how long you have left sends the message that you are anxious to get out of class because you have something better to do.
- **Avoid monopolizing your professor's time-** If you would like to have a lengthy conversation with your professor or need clarification on a certain topic; make an appointment to meet after class. Don't linger after with a list of questions that you could have easily asked in class and everyone could have benefited from.
- **Nothing should be taped unless you receive prior permission from your professor.** And certainly, don't put anything on social media that has not been previously approved by your professor or the department head. When in doubt, ask.
- **DON'T act too "comfortable"** with professors. Maintain a proper decorum.
- **DON'T interrupt a professor** to make unnecessary observations or to correct them. If there's something on your mind, you can always meet him / her after the class and clarify. Some students act as Mr. Know it all and extra smart and try to put their professors down. DO see a professor in private about questions concerning class, grades, or other personal problems
- **Communicate in a respectful and polite manner.** Don't forget your Please, excuse me, Thank you, May I and of course SORRY. Being polite and courteous is the key that opens doors. ALL difficult situations are easier to handle if we are accepting, respectful, and mindful of our manners.
- **DON'T talk to other students during lecture.** This is distracting to everyone, and you're not in school anymore; Therefore, discipline should not be an issue in the college classroom.
- **DO raise your hand if you wish to speak.** It's really annoying when all students start saying something at

once, and be sure to listen attentively to others.

- **Students' dress should reflect high standards of personal self-image.** Each student must promote and portray a positive image and properly represent themselves and the College. Dress right at College-sponsored events and activities, and at all times.
- **Never wear Caps, /or hoods in classrooms, the cafeteria, or other indoor venues.** This does not apply to headgear considered as a part of religious or cultural dress. Sun glasses or "shades" are not to be worn in class or at formal programs, unless medical documentation is provided to support use.
- **Never wear Jeans at major programs such as, Opening Convocation, Commencement, and Founder's Day.** Interviews or other programs dictating professional, business casual attire, semi-formal or formal attire.
- Don't ever be seen in Clothing with derogatory, offensive and/or lewd messages either in words or pictures.
- **Avoid sagging** – the wearing of one's pants or shorts low enough to reveal undergarments or secondary layers of clothing.
- **Don't Insult Professors.** Do not blame the instructor when you have problems
- Do not ask instructors to repeat information that you missed when you have skipped class. Only miss class when there is a good reason and, when absent, communicate the reason to your professor.
- **Do not argue** - be willing to accept that reasonable people can disagree. Do not cut the instructor off at the end of class. It is common for students to start putting notebooks and books away early. Let professors finish their thoughts at the end of a class period and let them dismiss the class when they are ready. Please think about this, packing up and leaving early is like shouting, "SHUT UP!"
- Complete and submit your assignments on time
- Do not shout and make noise in college corridors.
- There should be No discrimination, including harassment, on the basis of race, color, religion, sex,

- Whether it's loose change, Notes or books. Share with others, others will share with you.
- **Don't laugh at a Fellow Student.** It's rather unbecoming to laugh at anybody, but this especially holds true if someone is having a difficult time answering a question, or has a different opinion than yours
- **DO NOT TEXT IN CLASS.** Not only is it rude and disrespectful to the professor but also to your fellow students
- **Do not get up and leave class unless it is absolutely unavoidable**--it is rude and disruptive
- Clap as an audience and encourage the participants during functions, also clap and appreciate your professor if he/she gave u a great tip for life
- **Do not make any noise in the library.** Maintain silence
- **Do not sleep in class.** If you are ill, inform and excuse yourself
- Do not complete your homework or assignments of other teachers when some class is on and ignore the teacher.
- **Classroom participation is important,** but tries not to dominate the conversation
- **Leave your college Toilets clean.** Close the tap and collect all flyaway hair you left behind when u combed.
- **Switch of fans and lights when you exit.** Never put up anything on the notice board without prior permission.

- Clear the blackboard before the new session starts.
- Do not write on class desks and walls
- **Come prepared with notebooks and pens.** Do not expect your fellow students or teachers to provide you the same.
- Do not use profanity or offensive language on internet accounts associated with the College.
- Avoid blowing bubbles, snapping, clicking your pen and tapping your feet.
- Never pass personal notes to other classmates while class is on.
- Your class is not so large that you can become invisible. Watch your body language, scowling, slouching, sleeping, yawning or other obvious expressions of boredom that will draw attention

Did you know?

- * Your professors spend hours weekly preparing for your class
- * Your professor teaches at least 4 or 5 other classes
- * Your professor thinks, plans, and creates lessons to help you learn
- * Your professor wants you to learn and cares about you and your education

So, follow the basic etiquette at college and be a winner
"Etiquette is everything. The peach was once a bitter almond."

Faculty | Article

By *Ajay Sahni, Associate Professor, BVIMR*

THE EMPATHY QUOTIENT



Empathy in layman's language is to put oneself in others' shoes, and, if one is very empathic, one would

put in other's socks, if this term empathy is to be further improvised.

Let's un know break this term "EMPATHY" in to: EM + PATH + Y. Delving upon the sounds of each part, it could be elaborated as: I AM PATH WHY, i.e. the reasoning. Empathy is thus going towards the reasoning part(s) of self and subsequently; others. This means, getting into their perspectives and thinking from the others' point of view, rather than one's own. Empathy is nothing but getting into the mental framework of others and then reciprocating accordingly. It happens

simultaneously, but, yes, one can be trained as well to be empathic. However, empathy becomes firm through experience. We human beings have brain that is hard wired to be empathic, and, even animals are empathic too.

There are two hemispheres in human brain, and empathy is the right brain activity, which is concerned with our emotions, feelings and sentiments. The researchers have proved that being emotionally intelligent is far more an important trait than having high intelligent quotient. This high Emotional Quotient is a result of high Empathy Quotient.

A person can become more empathic by being a good communicator, by listening more and speaking less, although we feel that speaking more is the sign of a good communicator. It is the other way round. Listening most is the hallmark of a good communicator, and that is why we human beings and even animals have two ears and one mouth. Empathy can be cultivated by listening through the eyes i.e. maintaining a perfect eye contact, asking if one has not understood something, reciprocating through body language, gestures, and making the other person experience that he is not only being listened to, but actually being felt as well.

The spirit of empathy is prevalent in all the domains of business. Let's talk about marketing, where, products and services are made, improvised as per customers' and consumers' needs and satisfaction, it is empathizing with the market. When a copy writer writes a headline, punch line, body copy, he is actually empathizing with his readers and audience, who would be reading and exposed to his advertisement, so that the exact message is delivered. In human resource management, it is empathy that leads the professionals to devise training and development modules for the employees, so that the desired goals and outcomes could be achieved.

They are empathizing with the employees and the organization. Let's talk about the finance management, whose basic function is cost control and profit maximisation, not that they deliberately do that, they do it for the sake of the organization and stake holders at a

larger context, which is again empathizing at 360 degree level, so that revenue generation is optimum as per available resources.

Now, the question arises that when in business, empathy exists in all the domains, why not empathise with the management students or learners, so that they also learn the art and science of this wonderful personality trait, that gauges the problems from all the angles and then helps one to take decisions for the ultimate benefit of the society, which could be his family, neighbourhood or organization. Here mention may be made about "Case Study Method" of teaching, which is again conceived on the basis of empathy. A case is provided and students have to analyse, comprehend and give their views. The marketing, finance, human resource and international business management learners, each will present his/her view accordingly, as there is no right or wrong answer to this problem.

Hence, teaching fraternity would do a wonderful service, by being empathic. They need to think from their learners' perspectives, and then reach out to them, and devise the methodology accordingly, after gauging the stake holders' perspectives carefully. It's not that they feel like what they want to teach, rather "what the learners, in this context the management students want to learn". The teaching fraternity holds a tremendous responsibility to grow and nurture right brain driven managers, as they are the ones that the corporate sector is vying presently. The spirit of team is cultivated through the spirit of empathy.

The cooperation and collaboration is what is required, rather than competition. This will enhance management learners' propensity to have better chances of selection, tasks' accomplishment and growth in prevalent corporate arena. Last but not the least; they will become effective leaders in their social and personal domains as well.

Book

Review

By Dr Shallu Singh
Associate Professor,
BVIMR

Title of the book:
**Statistics for People
Who (Think They)
Hate Statistics**

Author :
Neil J Salkind

Publisher :
SAGE Publications, Inc
Price : \$ 699 (3695 INR)



I was always a strong believer in one of the sayings of Benjamin Disraeli "There are three kinds of lies: lies, damned lies, and statistics." till I came across Neil J Salkind's "Statistics for people who (think they) hate statistics" which actually clarified the fact that how real, simple and interesting statistics can be ...

The Fourth Edition of Neil J. Salkind's text introduces the reader to the fundamentals of basic statistics in an informative, personable, interesting and unimposing way. The author connects statistics to small things in life which just happen around us and is able to communicate the righteousness of the subject which is perceived to be difficult and boring. The author elaborates on various statistical procedures, beginning with basic descriptive statistics and correlation and graphical representation of data and ending with inferential techniques including analysis of variance. Each chapter is well supplemented with exercises at the back which can be undertaken on excel and calculation process can thus be executed.

The language of the text is user friendly, the progression of concepts is further fantastic and much appreciable is the humor attached while the reader reads on Each chapter builds in a curiosity for 'what next? Syndrome'.

A must handbook for all teachers, researchers and students.

Event

At a Glance

ORIENTATION PROGRAM FOR BBA 2nd SHIFT STUDENTS

The Institute organized an Orientation Program for the new batch of BBA students on 29th October, 2014. It was a one day program, which gave an opportunity to the students to get acquainted to the Institute's culture & norms along with the background of the University.



**Dr. Vikas Nath, Director in-charge, BVIMR New Delhi
addressing the students during the BBA orientation programme**

The program was marked with the welcome and advisory notes by all the Deans and culminated with Chief Guest's address by noted Corporate Trainer Mr. Aditya Vij, who shared his views on the importance of practical knowledge and some new ways of teaching. He advised the students to improve their analytical skills and to learn beyond their books and classroom lessons.

Dr. Vikas Nath, Director (In-Charge) BVIMR, New Delhi welcomed the students and gave overview about the importance of academics and enlightened them to utilize their learning of three years in the corporate life, followed by the sessions from the Deans & HOD on overview of the Institute. The second half day saw sessions on introduction to different foreign languages Corporate Resource Centre activities and Alumni initiatives.

RE - ORIENTATION PROGRAM, MBA FINAL YEAR

Re - Orientation programme for MBA II Year students on the theme "Campus to Corporate" was organised on 5th August, 2014. The key resource person for the event was Mr. Pankaj Rawat, Marketing Head – MTS Mobile Group. The session revolved around highlighting qualities other than the management education which corporate look forward to while selecting their prospective employees. He also discussed the differences which generally took place in the students approach, attitude and expectations during their journey from campus life to corporate world. He also guided the students on developing their interview skills, setting realistic job expectations and how to build brand for oneself.



Mr. Pankaj Rawat delivering his presentation to MBA (2013-15) students.

GURUVANDANA'14 - A CORPORATE MEET

Every year the institute organizes GURUVANDANA as a respectful tribute to Dr. S. Radhakrishnan celebrating Teacher's Day where all the esteemed Top Recruiters, Industry Experts and Corporate Mentors under whom students have completed their Summer Training are felicitated. It's a day to showcase respect of students for their teachers to value their contributions and pay gratitude to their corporate mentors.

This year also the institute celebrated Guruvandana on 13th September 2014. The program was graced with



CRC Team & Chief Guests launching Placement Brochure 2014 during Guruvandana at BVIMR, New Delhi



MBA and BBA students performing during the event

the presence of Mr. Rajeev Jaideva (Director-MMTC) as the Chief Guest for the day, Ms. Rashmi Tandon (Director, Buoy Sail International), Dr. Rohit Bhasi (AVP-Copal Partners), Mr. Vipin Arora (Head HR-India Operation, Honeywell), Mr. Biju Sebastian (Head HR-Somani Tiles) as the Guests of Honors and Mr. Shalabh Jain (VP-Sales, IBM India Pvt. Ltd.) as a special guest.

The event honoured more than 70 corporate mentors from eminent blue-chip companies and reputed organizations who appreciated the innovative concept of this celebration. The latter half of the event saw a vibrant cultural program by students which included dance performances and role plays. The performances got an overwhelming response from the audience and the fun filled evening ended with a sumptuous dinner.

Co-ordinator -: Mrs. Neelam Sharma, Mr. Pankaj Saini, Ms. Rupam, Ms. Gagandeep Kaur, Ms. Swati

INTERNATIONAL OZONE DAY 2014

“We have to save our sky – There is a hole and we have a lot more to do.” With this spirit in the milieu, the institute celebrated “International Ozone Day – an Environmental Awareness Programme”. The International Day for the preservation of the Ozone Layer is celebrated across the globe on 16th September, 2014.



Dr Vikas Nath, Director In Charge, BVIMR, New Delhi
Interacting with students on the occasion of International Ozone Day

Dr. Vikas Nath rightly said that the magnitude of disastrous impact of ozone layer depletion has a direct affect on agricultural product and crop yield per hectare. Onset of skin cancer and cataract problem in the eyes is a

clear sign of ozone layer depletion. It would cost 38 trillion dollars to create oxygen for 6 months for all human beings on the Earth but Trees do it for free therefore, “Save the trees and plant the trees. It is high time we start taking care of ourselves and have faith that we will save our lovely planet Earth. Car pooling is one way where we can protect our environment thereby preventing traffic congestion and pollution. The event tries to bring the hidden talent of the students to the forefront. Various competitions are conducted under this programme for students to show their talents in various events related mainly to management.

The day was followed by a series of events such as Environmental Quiz, Marketing Tambola, Street Play, Ad-Mad Show, Installation, Shoot Your Talent, Turn Codes (debating for and against), 50-50 Venture, Face Painting, T-Shirt Slogan Writing and many more. All the events are related to some major environmental issues that the world is facing today. It is not all about winning or losing but it is all about participating.



Dr. Vikas Nath distributed Plants to winners of various all Competitions

Co-ordinators -: Mr. Parul Agarwal, Associate Professor and Ms. Aparna Marwah, Assistant Professor

HR CONCLAVE 2014

The Institute this year conducted its first HR Conclave on September 27th, 2014, giving a wonderful platform to our MBA students to interact with the Corporate Leaders. The guest speakers invited were Mr. Ishan Taneja (MD & Founder of UAS International), Mr. Sahankar Nanchal, (VP-HR,



**Mr. Ishan Taneja being felicitated by
Dr. Vikas Nath, Director, BVIMR, New Delhi**

Indiabulls), Mr. Nippun Bhatia (Business Analyst-G4S Pvt Ltd) and Ms. Anvita Bali (HR Manager-Genpact).

Mr. Sahankar Nanchal who has been (VP-HR in India Bulls) gave presentation on “Challenges in Financial Sector”. He emphasized on the challenges faced by recruiters and opportunities in financial sector.

The second speaker was Mr. Ishan Taneja who is the MD & Founder of UAS International who is institute’s regular recruiter for final placement as well as summer training. Mr. Taneja gave a presentation on the topic “Campus to Placement” explaining why fresher find it difficult to adjust in corporate life right after their campus life. He also gave suggestion and tips to the students on how can they stand apart from the crowd while applying for a job by doing some Live Projects, Certifications, Internship & part time jobs to enhance their job eligibility.

The third speaker was Ms. Anvita Bali, HR Manager-Genpact who briefed about IT industry. She delivered an open session of question and answer where she answered to every question by students from her rich recruitment experience. She told students how a recruiter can judge a candidate in just 2 seconds and how body language & attire are important which are usually neglected.

The fourth speaker of the day was Mr. Nippun Bhatia who is the Business Analyst of G4S Pvt Ltd. He gave a beautiful presentation ornamented with his thoughts on “The Emerging Trends” by focusing what Industry look for while recruiting fresher from management college

and what are the recent trends of job market and career advancement.

The Conclave was received very well and the speakers enlightened the students by sharing their rich industry experience.

Co-ordinators –: Mrs. Neelam Sharma, Mr. Pankaj Saini, Ms. Rupam Joyati Das, Ms. Gagandeep Kaur

INTRNATIONAL RELATIONS & FOREIGN COLLABORATIONS



Dr. Vikas Nath Director In Charge BVIMR, along with faculty members Felicitating Ms. Seema Chawla, International Market Manager of Otago Polytechnic, New Zealand.

Ms. Seema Chawla, International Market Manager of Otago Polytechnic New Zealand visited BVIMR, New Delhi on 13th August, 2014. Faculty and Student exchange programme between BVIMR, New Delhi and Otago Polytechnic, joint seminars and conferences on themes of business management, joint research proposals between faculty on mutual benefit basis and arranging study tours / summer internships for BVIMR Students by otago Polytechnic to give them international exposure were some of the parameters on which deliberations were made.

The next visit of Ms. Seema Chawla is scheduled in December 2014 where all the above points would be formalized after the confirmation from the Vice Chancellor of Otago Polytechnic.

Coordinator: Dr. Meenakshi Gandhi, Mr. Ajay Sahni, Mr. Parul Agarwal, Dr. Ashutosh Gaur, Ms. Tripti Tiwari, Ms. Shikha Gandhi

Snippets of the Guest Talks & Seminars

Sr. No.	Name/Title	Resource Person	Co-ordinator	Date Audience	Expected
1.	“Presentation Skills”	Rita Gangwani, Personality Architect	Ms Supreet Wahee, Ms. Anjali Sharma	16th September 2014	MBA I Semester
2.	“ Current Trends in CRM”	Mr. Deepak Baloni, Senior Manager, Branded Content (Marketing) Times Television Network	Ms. Anjali Sharma	23rd September 2014	BBA V Semester
3.	Behavioral Aspects in Job Interview	Mr Rohan Ji Basotra, AGM, Training and Development, Earth Infrastructures, Delhi	Dr . Shallu Singh, Associate Professor & Dr Anil Srivastava, Associate Professor	25th September 2014	BCA - V & MBA III
4.	Big Data & Hadoop Technology	Mr. Gaurav Indra, Assistant Professor, BVCOE, New Delhi	Mr. M.K.Chaubey (Assistant Professor)	10th October 2014	BCA - III Semester
5.	“Information Technology – Past, Present and Future”	Mr. Vikram (Technical Leader) at STMicroelectronics, Greater Noida	Mrs.Tripti Tiwari & Dr. A.K.Srivastava	07th October, 2014	MBA - I Semester
6.	“Income Tax and Compensation”	Ms. Richa Dev, Article Assistant in Rastogi & Donald Chartered Accountants	Mr Sanjoy Roy, Assistant Professor	1st October 2014	MBA - III (HRM Speciali- zation)
7.	Overview of Business Environment	Mr Umesh Dhingra, Ex-VP Tata Steel	Mr. Pankaj Saini	14/10/2014	BBA I Sem
8.	Sales as a career	Mr Sandeep Sadhu, Manager - Merchandise, Orient Crafts	Mr. Pankaj Saini	14/10/2014	BBA V Sem
9.	Basics of Information Technology	Mr Vikram Singh, Technical Lead, ST, Microelectronics	Mr. Pankaj Saini	14/10/2014	MBA I Sem
10.	Opportunities available and benefits of learning Foreign Language, especially French”	Mr. Basant Manager: Finance Control and Projects, La Full Productions Pvt. Ltd.	Mr. Ajay Sahini	08/10/2014	MBA I Sem
11.	Diet, Wellness and Stress Management	Mrs. Veena Bhardwaj, Head, Academy and Corporate Training Management, Bikanerwala Foods Pvt Ltd, Delhi	Dr. Shallu Singh & Dr. Ritu Bali	13/08/2014	MBA I Sem
12.	Organizational structuring of Earth Infrastructures	Mr Rohan Basotra, AGM, Training and Development, Earth Infrastructures, Delhi	Dr. Shallu Singh & Mr. Aditya Vij	25/09/2014	MBA III Sem
13.	Seminar on “Services Management”	Mr. Dinesh Valecha, Trainer Oriental Bank Commerce	Dr. Sanjay Manocha	12th September 2014	BBA V Sem

Snapshots of the Guest Talks



Mr Mahesh Chaubey, Assistant Professor, BVIMR, New Delhi taking a session.



Ms Rita Gangwani being felicitated by Dr. Vikas Nath, Director, BVIMR, New Delhi



Faculty Organising Team: Mrs. Tripti Tiwari & Dr. A.K. Srivastava with the Guest Speaker and Director, Dr. Vikas Nath.



Mr. Deepak Baloni being felicitated by Dr. Vikas Nath, Director, BVIMR, New Delhi.



Mr. Basant Kumar being felicitated by Dr. Vikas Nath, Director, BVIMR, New Delhi



Mr. Rohan being felicitated by Dr. Vikas Nath, Director, BVIMR, New Delhi.



Mr. Dinesh Valecha being felicitated by Dr. Vikas Nath, Director, BVIMR, New Delhi

CSR

Activities

JOY OF GIVING WEEK 2014



The social club members (faculty and students) of BVIMR, New Delhi

The social club of the Institute took the initiative of celebrating Daan Utsav in the last week of September i.e. from September 22nd to 27th. Donation boxes were set up in the institute for the collection of: Cash, Clothes, Books and stationary and other basic amenities. The students and members of faculty contributed for the same with zeal & zest.

The students made healthy contributions in whichever form they could and all the collection were donated to the EARTH SAVIOUR FOUNDATION. The

collection was done for a noble cause and the event was really successful.

ORGANIZERS : Mr Sanjoy Roy, Mrs. Tripti Tiwari, Mrs. Seema Chaudhary, Mr. Gagan Grover

“RASHTRIYA EKTA DIVAS CELEBRATION”

The Rashtriya Ekta Diwas was celebrated with full sprit and enthusiasm at the institute on 31st October, 2014. This event was organized as a mark of honour to the contribution of Shri Sardar Vallabbhai Patel to India's unity, safety and security. All faculty members, non-teaching employees and students actively participated in Rashtriya Ekta Diwas Celebration.



BVIMR staff members taking pledge during Rashtriya Ekta Diwas



Run for Unity by Students, Faculty and non-teaching employees in the Play Ground

Workshops & Seminars

WORKSHOP ON “UNDERSTANDING EMOTIONAL INTELLIGENCE”

The institute took an initiative to walk the faculty through the Concept of Emotional Intelligence and its importance by conducting a workshop on “Understanding Emotional Intelligence” for the faculty members on 6th September, 2014. The speaker of the session was Dr. P. U. B. Rao, Corporate Trainer. An Emotional Intelligence Assessment was conducted to check on the levels of emotional intelligence of the faculty members. The speaker highlighted the importance of emotional intelligence and helped the participants to understand how to apply the concept in their day to day lives.

Organizers: Dr. Shallu Singh & Mrs. Anjali Sharma



Dr Vikas Nath Felicitating Dr P. U. B. Rao the Guest speaker

Workshops Conducted Outside the Institute

Name/Title	Resource Person	Venue	Date
“Interpersonal Skills: A Trajectory to 21st century Leadership”	Dr. Shallu Singh	Institute of Home Economics, Delhi University	26th September, 2014
“Motivation Skill” along with GK Quiz	Mr. Parul Agrawal,	Career launcher, Rajouri Garden	27th September, 2014
“Understanding of Economic Environment and Role of Financial Management in an organization”	Mr. Rakesh Jain (Alumnus of FMS, Delhi University)	Career Launcher, Connaught Place.	11th October, 2014

Co-ordinator: Mr Ankit Barua

FACULTY DEVELOPMENT PROGRAM ON MULTIVARIATE ANALYSIS USING SPSS AND STRUCTURAL EQUATION MODELING – AMOS

A three days Faculty development programme on “Multivariate Analysis using SPSS and Structural Equation Modeling – Amos” was organised by BVIMR, New Delhi from 16th to 18th August, 2014.

The programme highlighted the growing importance of research and publications in academic career of teachers, researchers and Ph.D. scholars. The sessions covered concepts of Regression, Hypothesis Testing - t,

z, ANOVA and MANOVA, Exploratory Factor Analysis and Structural Equation Modelling (SEM).

Two days session on SEM covered brief on Confirmatory Factor Analysis (CFA), Construct Validity, Convergent Validity and Discriminate Validity. It also included, finding and handling Common Bias Error, Path Goal Analysis, concepts of Outlier Testing, Extreme Value Analysis and Mediation and Moderation



Dr. Vikas Nath Director In Charge BVIMR, sharing the initiatives undertaken by BVIMR, New Delhi in the field of research

effects. The resource persons made the session hands on with lots of examples and practice exercises.

Key Resource Person : Dr. Vikas Nath, Director Incharge - BVIMR, Dr. A. Sajeevan Rao – Professor, BVIMR, Dr. R. K. Sharma, Professor, BVIMR, Dr Ajay

Chauhan - Associate Professor, IMT Ghaziabad and Mrs. Geetu Tuteja -Assistant Professor BVIMR,

Event Coordinators: Mr. Atul Kumar Singh, Mr. Ajay Kumar

FACULTY DEVELOPMENT PROGRAM ON FINANCIAL ECONOMETRICS USING - EIEWS

The Institute organized a Faculty Development Program on “**Financial Econometrics using – Eviews**” from **17th to 21st September, 2014**. This FDP focused on helping participants to use Financial Econometrics effectively and appreciate the complexities involved in the financial world of teaching. The objectives of the FDP were to provide research stimulus to keen learners comprising scholars, academicians and practitioners and to provide them a platform to exchange views, share knowledge so as to build a road map for overall financial development.

The Five days FDS saw the presence of participants from various institutes from Delhi /NCR .

The Key Resource Persons for the FDP were : Dr. K N Badhani, IIM Kashipur, Dr. Ajay Chauhan, Professor, IMT Ghaziabad, Dr. Naval Kishore, Professor IGNOU and Dr. R.K.Sharma, Professor, BVIMR.

Organizers :- Dr. R K Sharma, Professor, Dr. A. Sajeevan Rao, Professor, Ms. Geetu Tuteja, Assistant Professor.



Group photograph of the FDP participants

Alumni Review

MUMBAI – PUNE CHAPTER ALUMNI MEET -2014

To take a walk down the corridors of nostalgia, 1st Mumbai – Pune Chapter Alumni Meet was inaugurated by the Director Dr. D.Y. Patil (Director - BVIMR, Navi Mumbai), Dr. Jacob (Ex. Director BVIMR, New Delhi), Dr. Vikas Nath (Director, BVIMR, New Delhi)

entrepreneurs providing jobs to others as well. He praised their contribution towards the growth of their Alma Mater and emphasized the need for further strengthening the linkage between the Alumni and BVIMR and current students.

The Inaugural session was also attended by Alumni Association Members Mr Rajesh Setia (VP, Alumni Association), Mr Ambikesh Singh (Joint Secretary, Alumni Association), Ms. Neelam Sharma, Head - CRC BVIMR, HODs and faculty members of BVIMR Navi Mumbai.



Director Dr. D.Y. Patil (Director-BVIMSR, Navi Mumbai), Dr. Jacob (Ex. Director BVIMR, New Delhi), Dr. Vikas Nath (Director, BVIMR, New Delhi) on 20th Sep 2014, at Navi Mumbai Campus.

on 20th September 2014 at Navi Mumbai Campus. The meet started traditionally with the lighting of lamp. The occasion was graced by more than 30 Alumni and their family members ranging across various batches from various parts of the Maharashtra.

Speaking on the occasion, Dr. Vikas Nath, Director In-charge underlined and praised the achievements of Alumni of BVIMR in all walks/spheres of life. He said that it was a matter of great pride for BVIMR that its Alumni are holding positions of responsibility in various Government organizations, PSUs, Private sector and Academic Institutions. Many of them are successful

Great bonhomie was observed everywhere with old students reliving their old memories with their batch mates, seniors and juniors. Many of the recent passed out students were also seen interacting with their seniors and learning from their experiences. In all, the ambience was electric with people seen chatting in groups.

Coordinator – Mr. Gagan Grover, Associate Professor
Mrs. Seema Chaudhary, Assistant Professor, Mr. Sanjay Roy, Assistant Professor

Alumni Coordinator: - Mr. Ambikesh Singh, Mr. Rajesh Setia, Mr. Aditya Vij.

TEACHER'S DAY 2014

Like every year, on September 5th 2014, Teacher's Day was celebrated in the Institute. CRC Team organized a very close knit event wherein all the Teaching & Non-Teaching staff participated. Teacher's Day at BVIMR not only acknowledges the efforts of the teachers but also the hard work of the Non-Teaching staff without whom the quality education provided at BVIMR can't be accomplished.

Dr. Vikas Nath, Director in-charge addressed the audience and felicitated all the Teaching & Non-teaching staff with Gifts, as a token of appreciation for their hard work. What delighted everyone was when Dr. Vikas Nath gave a title to every Teaching & Non-Teaching staff



Teachers enjoying the Teachers Day event at BVIMR New Delhi

with a reason explaining the special traits or contributions. The event was concluded with a cake cutting ceremony and high tea.

Co-ordinator :- Mrs. Neelam Sharma, Mr. Pankaj Saini, Ms. Rupam, Ms. Gagandeep Kaur

DIWALI CELEBRATION

At BVIMR, we have a family culture and celebrate each occasion as one family. The institute organized an event for the Teaching & Non Teaching Staff to celebrate Diwali in the Institute on 18th October, 2014 prior going for Diwali Break. The celebrations started with the Diwali Puja where all the teaching & non Teaching Staff together performed Diwali Pooja. This was followed by high tea.



Dr. Vikas Nath, In-Charge Director along with BVIMR family in Diwali Pooja

Interaction with Stakeholders

PARENT TEACHERS MEETING

The parent teacher meeting for the year 2014 for BBA, BCA and MBA was held on 27th September 2014 in Institute. The parents were addressed on the academic & overall performance of the Institute along with the detailed feedback of their ward. The Institute highlighted on the importance of parent - teacher liaisoning and how the same can benefit the students for their bright future. Dr Vikas Nath showed personal enthusiasm and concern for the betterment of students and requested for cooperation of the parents for routine checking of attendance and academic performance of their wards.

The parents were enthusiastic towards this PTM and appreciated the way PTM was conducted.



Dr Vikas Nath (Director in-charge BVIMR, New Delhi), Interacting with students and their parents

Coordinator : Dean Student Welfare, HODs & Class Coordinator

Sports Initiative

Inter Class Tournament

Table Tennis Tournament

Date : 10th September to 12th September 2014
Co-ordinator:- Mr. Ajay Kumar, Assistant Professor and Chairman of Sports Club

Positions:

GIRLS Singles -

- 1st Position - Cheta Rana (MBA II year)
- 2nd Position - Subha Khosla (BCA I year)

BOYS Singles

- 1st Position - Ayush Bindal (BBA III year)
- 2nd Position - Tushar Anand (MBA I year)
- 3rd Position - Akshit Marwah (MBA I year)

Basketball Tournament

Date : 24th September to 26th September 2014
Co-ordinator:- Mr. Ajay Kumar, Assistant Professor and Chairman of Sports Club

Positions:

- Winner: BBA III year
- Runner up: MBA II year



Dr Vikas Nath, Director in charge BVIMR, New Delhi Inaugurating the Table Tennis Tournament



Dr Vikas Nath, Director in charge BVIMR, New Delhi inaugurating Inter-Class Basketball Tournament



BBA - III year students after winning Inter - Class Basketball Tournament Celebrate



Mr Ajay Kumar, Assistant Professor and Dr Vikas Nath - Director In-charge (BVIMR, New Delhi) playing table tennis during the tournament

Placement 2014-2015 at a Glance

The placement scenario at BVIMR, New Delhi for the Academic Year 2014 – 15 is going excellent so far. 20 blue-chip companies like Citi Bank, Capital IQ, Naukri.Com, Schindler, Berger Paints, Tata Tele Services, Indiamart etc have already visited the campus and many other big companies are in the pipeline. The highest salary package offered till date is 6.25 Lacs and placement activities are going on in full swing.

A Quick Snapshot:

Total Students	204
Opted for Placement	115
Placed	36
Family Business/ Entrepreneur	61
Others	17
Companies Visited	20+
Highest Package	6.25 Lacs (till now)

Blue-chip Companies

- | | |
|------------------|-----------------------|
| 1. Capital IQ | 6. Schindler |
| 2. Berger Paints | 7. Tata Tele Services |
| 3. TCS | 8. Indiamart |
| 4. Citi Bank | 9. Select City Walk |
| 5. Naukri.com | 10. Capital Via |

GUEST LECTURES

S. No.	Name of the Speaker	Company Name & Designation	Topic	Class
1.	Mr. Amitabh Chakraborty	GM – HR, Sahara Group -	Panel Discussion in HR	MBA Final Year
2.	Ms. Sharmila Bisht	Head – HR, Promade	Panel Discussion in HR	MBA Final Year
3.	Dr. Vinod Kumar	Dean, ICFP	Panel Discussion in Finance	MBA Final Year
4.	Mr. Prabhash Chandra	Head – Finance, Escorts Securities	Panel Discussion in Finance	MBA Final Year
5.	Mr. Vivek Nanda	National Head – Sales, Sharp	Panel Discussion in Mkt/IB	MBA Final Year
6.	Ms. Gauri Arun	Marketing Head – International, IBM	Panel Discussion in Mkt/IB	MBA Final Year
7.	Mr. Umesh Dhingra	Corporate Trainer	Panel Discussion in Mkt/IB	MBA Final Year
8.	Isha Foundation	-	Spiritual Activity	MBA First Year
9.	Mr. Puneet Dhingra	Landmark Forum	Drugs, Daru & Dhoka	MBA First Year

INDUSTRIAL VISITS

Sr. No.	Name of Company	Class	Date
1.	PARLE	BCAI	01st October, 2014
2.	Yakult	BBA I D	26th September, 2014
3.	Yakult	BBA I C	25th September, 2014
4.	Yakult	BBA I B	16th September, 2014
5.	Yakult	BBA I A	15th September, 2014
6.	Parle, Bahadurgarh	BBA I D	11th August, 2014
7.	Parle, Bahadurgarh	BBA I C	08th August, 2014
8.	Parle, Bahadurgarh	BBA I A	07th August, 2014
9.	Parle, Bahadurgarh	BBA I B	06th August, 2014

OFF - CAMPUS ACHIEVEMENTS

S. No.	Institute Name	Event name	Students name	Prize	Rewards
1	Lady Shri Ram College, New Delhi	Minimize It	Arun Jolly Joseph	First position	Cash voucher of Rs. 250/- from British Paint & certificate
2	IIT, New Delhi	Graphic Design	Arun Jolly Joseph	2nd Position	Cheque of Rs. 1000/- & certificate.
3	GIBS	National Competition on summer internship project	Anu Kaushik	2nd Position	Cheque of Rs. 1000/- & Certificate
			Shardha Sharma	Participation	Certificate
4	Jaipuria	Rangoli	Misha Malhotra	Participation	Certificate
			Rupal Prajapati	Participation	Certificate
			Rashi Mittal	Participation	Certificate
			Pranav Chawla	Participation	Certificate
		Collage	Misha Malhotra	Participation	Certificate
			Rashi Mittal	Participation	Certificate
			Sagar Rajpal	Participation	Certificate
		Bollywood Quiz	Misha Malhotra	Participation	Certificate
			Pranav Chawla	Participation	Certificate
		Face Painting	Pranav Chawla	Consolation Prize	Certificate
Rupal Prajapati	Consolation Prize		Certificate		

SEMINARS / CONFERENCE / WORKSHOPS / FDPS ATTENDED BY STUDENTS

Sr. No.	Name of the Student	Details of Workshop / Conference	Level of Participation	Date and Place
1	Mr. Arun Jolly Joseph	Startup Weekend- powered by Google for Entrepreneurs organized by Entrepreneurship Development Cell (eDC), IIT Delhi	Attended	19th to 21st September 2014 IIT, Delhi
		“Hyundai - Rendezvous 14” an Android Application Development Workshop for programmers organized by IIT, Delhi	Attended	18th October 2014

Faculty Achievements & Activities



Dr. Vikas Nath
Director (In- Charge)
and Dean Academics

- Key Resource person for the 5 days National level Workshop on Multivariate Data Analysis for Management Research at JSS Academy of Technical Education, Noida held between 4th - 8th August 2014.
- Key Resource Person for the session on “Skill Development” during national level Service Conclave organized by Service Export Promotion Council, Ministry of Commerce and Industry, Govt of India on 20th October 2014.



Dr. Broto Rauth
Bhardwaj
Associate Professor

- Judge for the B-Plan Contest in the Entrepreneurship Carnival organized by Maharaja Agrasen University, Rohini, New Delhi held on 14th October, 2014.
- Judge for the Debate on “Whats APP: Boon or bane” during Inter college Technical Fest – 14 organised by BVCOE, New Delhi held on 29th October 2014.



Dr. A. Sajeevan Rao
Professor

- Key Resource Person for the session on “Hypothesis Testing T, Z ANOVA and MANOVA” during Faculty Development Programme on Multivariate Analysis using SPSS and Structural Equation Modelling – Amos organized by BVIMR, New Delhi from 16th -18th August 2014.



Dr Navneet Gera
Associate Professor

- Key Resource Person for the session on “Locating Foreign Markets in Developing Countries” during Management Development Programme organized by NIESBUD, Noida on 18th August, 2014.



Dr. R.K. Sharma
Professor

- Key Resource person for the session on “Regression Methods and their significance” during Faculty Development Programme on Multivariate Analysis using SPSS and Structural Equation Modelling –Amos organized by BVIMR, New Delhi from 16th -18th August 2014.



Dr. Ashutosh Gaur
Associate Professor

- Chairperson for the Session on “Reliability, Infocom” during 3rd International Conference on Technologies and Optimization (ICRITO'2014) organized by IEEE and AMITY UNIVERSITY on 10th October, 2014.



Mrs. Geetu Tuteja
Assistant professor

- Key Resource Person for the session on “Exploratory Factor Analysis” during Faculty Development Programme on Multivariate Analysis using SPSS and Structural Equation Modelling –Amos organized by BVIMR, New Delhi from 16th -18th August 2014.



Dr. Lokinder Kumar
Tyagi,
Associate Professor

- Awarded with TEACHER'S EXCELLENCE AWARD 2014 in the category of Principal / Director / Professor / Research in recognition of outstanding contribution to the number of Research Papers / Articles published, organized by Confederation of Education Excellence, Delhi on 6th September as a part of Teacher's Day celebration. The award was presented by Professor Yesh Pal Padma Vibhushan alongwith Prof. R. K. Khandal - the Vice Chancellor of Uttar Pradesh Technical University, Lucknow, Dr. R.P. Dahiya - the Vice Chancellor of Deenbandhu Chhotu Ram University of Science and Technology.



Mr. Daljeet Singh
Bawa,
Assistant Professor

- Recommended for the award of Ph.D. Degree by Singhania University, Pachari Bari, Rajasthan after his open Defence Viva conducted on 20th September, 2014. Title of thesis was “A Study of Role of E- Assessment in Higher Education (Especially with respect to Executive Education) in Indian Context”.



Mrs Aparna Marwah
Assistant Professor

- Recommended for the award of Ph.D. Degree by Singhania University, Pachari Bari, Rajasthan after her Open Defence Viva conducted on 29th September, 2014. Title of thesis was “A Study of Emotional Labour in the Hospitality Sector in Delhi/NCR region”.

PAPER PUBLICATIONS IN NATIONAL / INTERNATIONAL JOURNALS / MAGAZINES

Sr. No.	Author	Title of the Paper / Article	Journal / Magazine	Vol. / Issue
1.	Dr. Lokinder Kumar Tyagi, Associate Professor Mr. Parul Aggarwal, Associate Professor Mr. A. R. Deshmukh, Director, SDE, BVU	Rising of M-Commerce and its Impact on Human Buying Behaviour in India	International Journal of Developments in Trade, Commerce & Business (IJDTCB)	Vol.1 issue 8, August 2014 (ISSN:2348-1633).
2.	Dr. Meenakshi Gandhi Professor - Marketing	Using Servqual and Gap Analysis for Enhancing the Quality of Teaching at University Level" 27-36, © Research India Publications	International Journal of Educational Planning & Administration. ISSN 2249-309	Volume 4, Number 1 (2014), August, 2014
3.	Mr. Gagan Grover	A Sector – wise Review Of literature on the Flow of FDI in India	International Journal of Trends Business Administration ISSN 2349-4212	Volume 3, Issue 8, 2014
4.	Dr Navneet Gera Associate Professor	Presence and Impact of Private Label Brands in Indian Organized Retailing : A Review	IRJMST ISSN 2250 – 1959 2348 – 9367	Vol. 5 Issue 7 [Year 2014]
5.	Dr Navneet Gera (Associate Professor)	Impact of Gender on purchase of branded Gems & Jewelry with specific reference to NCR India Pg-1 to 11	NIMS Journal of Management and Research, ISSN: 2278-2362	Vol-3 Issue -1, June, 2014
6.	Dr. Nitin Nayak Director, BVIM, Kolhapur Dr. Lokinder Kumar Tyagi, Associate Professor Mrs. Prachi Ajeet Murkute, Assistant Professor	Challenges and Opportunities for Training Activities for Administrative Staff in Deemed Universities in Pune	International Journal of Education & Applied Science Research (IJEASR), online ISSN:2349 2899, and Print ISSN2349-4808)	Vol I Aug. 2014
7.	Dr. Ashima Bhatnagar, Asst. Professor Ms. Amrita Biswas, Student	Workers Strike at Bajaj Auto Ltd	International Journal of Social Science & Mgmt, 9772348562014	Vol I, Issue 3, July, 2014
8.	Dr. Lokinder Kumar Tyagi, Associate Professor Mrs. Prachi Ajeet Murkute, Asst. Professor	Training and Development of Administrative staff for academic support	Research Indian Journal of Management, ISSN 2277 3304	Vol 3 Number 1. Oct.2013 – march 2014
9.	Dr. Lokinder Kumar Tyagi, Associate Professor Mrs. Prachi Ajeet Murkute, Asst. Professor	An Overview of Human Capital Management in the IT Industry	Internal Journal of Management Contemplations, ISSN 2348- 1641	Vol I Issue 8th Aug 2014
10.	Dr. Lokinder Kumar Tyagi Associate Professor Ms. Seema Shokeen	Women Entrepreneurs in India – Various Approaches	International Journal of Developments in Trade, Commerce & Business (IJDTCB)	Vol.1 issue 8, August 2014 (ISSN:2348-1633).
11.	Dr. Broto R Bhardwaj, Associate Professor	Educating For Values And Ethics: Impact Of Education On Social Sustainability	Values-Based Management, Springer, ISSN: 0972-2696	Vol. 3, No. 1, pp (53-64)., October 2014

12.	Dr. Broto R Bhardwaj, Associate Professor	Role of Organizational Flexibility in Enhancing Sustainable Green Management Practices: A Study in Emerging Market Context	Global Journal of Business Excellence, 0974-0198	Vol. 1, No. 1, pp (43-53), Aug– Sept, 2014
13.	Dr. Broto R Bhardwaj, Associate Professor	Big Data Analytics Reforms in the Healthcare Sector	The 14th Global Conference on Flexible Systems Management, GLOGIFT 14 & 7th International Conference on Contemporary Business 2014, 7th ICCB being hosted by the Curtin University, Singapore	October 15 – 17, 2014 Proceedings publication
14.	Dr. Broto R Bhardwaj, Associate Professor	IBM Aids In Computational Pharmacia Epidemiologic Analytics, Harvard Medical School A Case Study	Malaysia Conference (Curtin University)	October, 2014.
15.	Dr. Namita Rajput Dr. Ritu Bali	Demographic Factors: Organizational Culture in the Academic Institutions	SCMS – Journal of Indian Management	Vol. XI, No. 3, July – Sep, 2014
16.	Dr Sanjay Manocha	Study of Branding: Challenges, Positioning & Repositioning	Global Journal of Commerce & Management Perspective	Vol. 3, No. 5 (2014) Sep, - Oct, 14 ISSN 2319 – 7285
17.	Dr. Meenakshi Gandhi	Development of Intellectual Capital in Higher Education	GALAXY International Interdisciplinary Research Journal ISSN 2347-6915	Vol. 2 (11), November (2014)
18.	Mr. Parul Agrawal Associate Professor	"Intellectual Capital for Enhancing the Quality of Higher Education"	Conference Proceedings of Malaysia Conference organized by BVUIMED, Pune and Curtin University, Malaysia	Oct 2014.
19.	Dr. Ashutosh Gaur	Impact of Training & development in Indian Health care	International academy of science Engineering and Technology - International Journal of Human Resources Management (IJHRM) ISSN(P): 2319-4936; ISSN(E): 2319-4944	Vol. 3, Issue 2, July 2014, 13-22
20.	Dr. Ashutosh Gaur	Impact of Training and Development on the Improvements in Health Care Industry	Vindhya International Journal of Management & Research (VIJMR)	Vol. 1 Issue. 1 June 2014
21.	Mrs. Swati Sah Dr. Ashutosh Gaur	Evaluating Optimal Clustering Techniques for Efficient Storage Retrieval Methods in Large Database Using Soft Computing Techniques	Vindhya International Journal of Management & Research (VIJMR)	Vol. 1 Issue. 1 June 2014

SEMINARS / CONFERENCE / WORKSHOPS / FDPS ATTENDED

Sr. No.	Name of the Faculty	Details of Workshop / Conference	Level of Participation	Date and Place
1.	Dr. Vikas Nath Director (In- Charge) and Dean Academics	Workshop on Multivariate Data Analysis for Management Research	Resource Person	4-8th August, 2014, JSS Academy of Technical Education, Noida
2.	Mr. Gagan Grover Associate Professor Mr. Sanjoy Roy Assistant professor Mr. Atul Kumar Assistant Professor	Workshop on Multivariate Data Analysis for Management Research	Attended	4-8th August, 2014, JSS Academy of Technical Education, Noida
3.	Dr. Navneet Gera Associate Professor	Reinventing the Indian Story National Management Convention Changing Times:	Attended	23rd –24th September, 2014 AIMA, New Delhi
4.	Mr. Gagan Grover	Workshop on Business Research Methodology and Hypothesis Testing	Attended	13-14th Sep, 2014 Bhagwan Parshuram Institute of Technology, Delhi
5.	Ms Anjali Sharma	Marketing seminar on Customer Intelligence: A Framework for Winning Marketing Strategies	Attended	20th Sep, 2014, G L Bajaj Institute of management and Research, Greater Noida,
6.	Dr. Broto Rauth Bhardwaj Associate Professor	Entrepreneurship Conclave	Attended	19th Sep, 2014 AICTE, New Delhi

PAPER PRESENTATIONS IN NATIONAL / INTERNATIONAL SEMINARS / CONFERENCES / WORKSHOPS

Sr. No.	Name of the Faculty	Title	Details of Workshop / Conference	Level of Participation	Date / Place
1.	Mr. Parul Agrawal Associate Professor	"Intellectual Capital For Enhancing the Quality of Higher Education"	International seminar on Management Education: Achieving Global Standards and Recognition	Paper Presented	2nd & 3rd Oct. 2014 Curtin University, Malaysia
2.	Mr. Pankaj Saini, Asst. Professor Dr. Sachin S. Vernekar Director, IMED Dean, Faculty of Management Studies BVU, Pune	Management Education: India's aspirations of leading the Global Knowledge Economy	International seminar on Management Education: Achieving Global Standards and Recognition	Paper Presented	2nd & 3rd Oct. 2014 Curtin University, Malaysia

TEACHERS ACADEMIC BODY

The following faculty members made presentations in TAB: -

Sr. No.	Faculty	Date	Topic for presentation
1.	Dr. Broto R. Bhardwaj Associate Professor	22 August 2014	Contribution of ICT for imparting education to the masses: A model of social inclusion
2.	Mrs. Seema Chaudhary Assistant Professor	22 August 2014	Perfect human being, perfect system – an illusion”.
3.	Mr. Mahesh Kumar Chaubey Assistant Professor	4th September 2014	Magic of key combinations
4.	Mr. Ajay Sahni Assistant Professor	4th September 2014	Sharpening communication skills by using foreign language words
5.	Dr. Ritu Bali Assistant Professor	19th September 2014	Emotional intelligence
6.	Dr. Vikas Nath In Charge Director and Dean Academics	31st October 2014	Choice Base Credit System and Moderation of Internal Assessment

SUGGESTED READINGS

Sr. No.	Title of the paper	Author name Journal	Name of the details	Volume issue	Month of	Pg No
Management						
1.	Interpersonal Trust within Negotiations: Meta-Analytic Evidence, Critical Contingencies, and Directions for Future Research	Dejun Tony Kong, Kurt T. Dirks, and Donald L. Ferrin	Academy of Management Journal	57(6)	October 2014	1235-1255
2.	Let's Dance! Elastic Coordination in Creative Group Work: A Qualitative Study of Modern Dancers	Spencer H. Harrison and Elizabeth D. Rouse	ACAD MANAGE J	57(6)	October 2014	1256-1283
3	The rise of the talent economy	Roger L. Martin	Harvard Business Review South Asia	Oct	Oct-14	37-46
Marketing						
1	Segmentation of the Kids wear market in India through cluster analysis- an analytical study	Dr. Sougata Banerjee and Ms. Sarwat pawar	Paradigm	Vol. XVII NO. 1&2	Jan - Dec 2013	10-Jan
2	Price Promotion for emotional impact	Aylin Aydinli, Marco Bertini & Anja Lamberecht	Journal of marketing	Vol. 78 No. 4	July, 2014	80-96
3	Consumer Advocacy's impact on satisfaction & loyalty	Sanjit Kumar Roy, Abdolreza eshgli & Ali Quazi	Journal of services research	Vol14, No. 1	April- Sept 2014	161-182

Finance						
1	A Study of determinants of Capital Structure in India	Anshu Handoo & Kapil Sharma	IIMB Management Review	Vol. 26, No. 3	September, 2014	170 - 182
2	Stock Market Returns and Volatility: A Study of Five Most Emerging Markets of the World	Ashish Garg & Suman	The Institute of Finance	Vol. XXVIII, No. 3	September, 2014	949 - 966
3	The Impact of Derivative Trading on the Liquidity of the Stocks	M.S Narsimhan, Shalu Kalra	Vikalpa - Journal of IIM, Ahmedabad	Vol. 30, No. 3	July-Sep, 2014	51 - 66
4	Corporate Capital Structured Dynamics with Interrelated Adjustments :- Indian Evidence	Paritosh C. Sinha, Shantanu K Ghosh	Indian Institute of Finance	Vol. 28, No. 3	September, 2014	871 - 906
5	Working Capital Management and Profitability - Evidence from Indian Manufacturing Companies	Monika Singhania & Navendu Sharma	Decision - Journal of IIM Calcutta	Vol. 41, No. 3	September, 2014	313 - 326
Human Resource Management						
1	Best Practices of Great Leaders	Clinton Longenecker	Industrial Management		July-Aug., 2014	20-25
2	Coaching for Peak Performance	Padma Rajeshwari Nandi	Human Capital	Vol.18, No.6	Nov.,2014	30 - 33
3	Practical Guidelines for Employment Integrity Test	Saul Fine	Public Personnel Management	Vol.42	Jun-13	281-291
International Business						
1	FDI in Services and India	Arpita Mukherjee & Tanu M. Goyal	Foreign Trade Review	Vol. 48, No. 3	August, 2013	413 - 430
2	Retailers & customer Perception towards banded Gems & Jewellery - A Comparative Study	Dr. Navneet Gera	Pratibimba - The Journal of IMS	Vol. 14, Issue - 2	July - Dec., 2014	53 - 61
3	The Influence of Turkey's Country Image on the Willingness to buying of Turkish Branded Products	Tilay Yeniceri	Gobal Review of Business and Economic Research	Vol. 9, No. 2	2013	145 - 163
Information Technology						
1	Design knowledge and process management method based on 3 D CAD system	Shan - hui Zhang, Chao-ying Yang	Journal of digital information management	ISSN: 09727272	12-Jun 2014	192-199
2	E collaboration, a necessity for Modern communication	Ned kock	Information technology management	1088-286	26-Feb 2013	2-Mar 1-2
3	Mutation testing :- A tool to evaluate effectiveness of test cases	Dr Nipur, Dr Rakesh Kumar, Priyanka Gupta	MAIMI-Journal of IT & Management	0974-066 X	Nov - April 2013	65-75

Students Corner

QUIZ YOUR BRAIN

Q1. ING Vysya Bank merged with which bank recently?

- a) Axis Bank
- b) Yes Bank
- c) Kotak Mahindra Bank
- d) HSBC Bank

Q2. Infosys has sacked its BPO unit CFO Abraham Mathews for overcharging which company?

- a) Apple Inc
- b) IBM Global
- c) Google
- d) Accenture

Q3. IBM recently launched a new e-mail application. What is it named?

- a) IBM Verse
- b) IBM Connect
- c) IBM Mail
- d) None of these

Q4. Which Online restaurant guide raised 60 million US dollars of fund recently?

- a) BringRol
- b) Zomato
- c) Roller
- d) Zinger

Q5. Facebook launched personalised video creation tool, what is it called?

- a) Say hello
- b) Say Thanks
- c) Say Hi
- d) None of these

Q6. Which company partnered with eBay to launch its burgers online in India?

- a) Burger King
- b) McDonalds
- c) Nirulas
- d) KFC

Q7. Motorola Mobility from Google was acquired by which company recently?

- a) Dell
- b) Lenovo
- c) Panasonic
- d) Samsung

Q8. Who was named as best-performing CEO in the world by Harvard Business Review?

- a) Robert Iger
- b) Jeff Bezos
- c) David Zaslav
- d) Marc Benioff

Q9. Which is the parent company of Skype?

- a) Hewlett Packard
- b) Capegemini
- c) IBM
- d) Microsoft

Q10. Which company gave Cars, Jewellery & Flats as Diwali gift?

- a) Surat Exports
- b) Hari Krishna Exports
- c) Surat Exports
- d) Seema Exports

Answers :

- Q 1. Kotak Mahindra Bank
- Q 2. Apple Inc
- Q 3. IBM Verse
- Q 4. Zomato
- Q 5. Say Thanks
- Q 6. Burger King
- Q 7. Lenovo
- Q 8. Jeff Bezos
- Q 9. Microsoft
- Q 10. Hari Krishna Exports

THE ART OF CAREER PLANNING

Career planning is an exercise that is well worth the time invested in it because it sets you going on the path that leads to where you would like to go. This exercise provides you with a lot of clarity regarding your career objectives as well and is best done before you embark on your job search. People get stuck at the beginning of the planning process. There seem to be too many choices that are throwing themselves at you with all kinds of material gains, fame and wealth, comfort and luxury, glamour and beauty. From acting to singing, writing to banking, software programming to business, choices confuse you. Feelings of self-doubt might creep in at this stage. Questions like Am I good enough for that, you may ask or how do I become successful. After pondering over many career paths you may end up thinking that maybe you are no good for any of these things after all. Here is where a bit of career planning helps. There are two ways of starting off.

- One is to find out what you really like doing and do it irrespective of the gains and growth. Remember! Here the journey itself is your reward.
- The second is to find out what really motivates you, find out which among the careers gives you what you want. Here you are carefully working your way to your reward

Irrespective of the way, it is most important to know your individual strengths and weaknesses. Assess yourself honestly. Think of all your accomplishments, compliments you got, the work that really inspired you, and jot them all down. You will find that as you note down your victories, your achievements etc a pattern will emerge. You can find that you are good at organizing, at leading, at research, at playing music. Each of these represents a career option or throws up some characteristic in you- qualities that could be good assets in your future career options. Now list out things that motivate you, your dreams - things you would want more than anything else in the world. Find your fit between the person you are and the dream you wish to achieve. As this picture gets clearer you become more confident and purposeful. You have now formed a sharp picture of yourself with specific saleable qualities.

It is best to be honest with yourself at this stage because most people take decisions based on glamorous misconceptions about certain careers and later change them. Growth, recognition and most importantly job satisfaction and a good quality of life come from one thing -loving your job. Specific careers need specific education and training.

Whichever area you choose to be in, you will fare well if you strive to be the best in it. Leave your individual brand on it. Learn the ropes by acquiring information, taking up courses and internships. Add special skills that help in handling the job. All careers without exception would certainly require a good writing and verbal communicating ability, a well-mannered personality and good inter-personal skills. Work on these important soft skills. A final word! If you have a goal then be clear about it and start walking towards it. You will learn along the way. The important thing is to start the journey. Good luck!

Article by
Deeksha Gupta
MBA-A- 1ST YEAR

WOMEN EMPOWERMENT

Well! It is rightly said that

" In the world of individual's, comparison makes no sense; where people are no one to judge but, your own conscience is the one to be looked upon - which is your best friend and your own best critic".

But, it is hard to fathom how slow moving is the cultural exchange of the world is , when you find out that there are several places across the country where the hideous customs of the ancient world coexist with the modern appliances and thoughts. If it is to be explained in the simplest of words women empowerment is the creation of an environment where women can make independent decisions on their personal development as well as shine equal to the male counterpart in the society. Also, there are many challenges that are currently plaguing the issues regarding women's rights in India and in other parts of the world, because they often experience multiple inequalities , structural barriers in the economic, social, political, and environmental spheres that majorly reinforce gender inequalities. Further, obstacles to women empowerment are violence, pre-conceived notions in the minds of people, restrictions, orthodoxy etc. that act as a barrier to the development and achievement of human rights, gender equality, peace and justice.

And across much of the world either by law or customs women are still denied the right to own land, inherit property, obtain access to credit, to earn income and most importantly to have an access to necessary, free, and basic primary education without which betterment in all aspects of life is incomplete. Though, economic benefits of educating girls is similar to that of boys but, the fact cannot be undermined that women have potential to bring out a change in their own economic status, their communities and countries in which they live. Yet, women's economic contribution are often remain unrecognized, undervalued but, equal opportunities and recognition for the same can change the scenario to a greater extent, because most of the times unequal opportunities between women and men hamper women's ability to lift themselves and secure improved options for their standard of living. Thus, investing in women's education is one of the most effective ways to lift women from their burdensome lives that are being lived by them under the influence of harsh norms of society, illiteracy, poverty, unemployment and unequal rights.

Though, government and various NGO's like MASHAV, PARI, BOND to name some and various UN, UNICEF programs have done their bit in ensuring equality, empowerment but, it is disheartening to know that still we have not reached up to the desired results. Further, government and people must join hands to support the cause by enforcement of stringent laws that are beneficial for the upliftment of women and thereby adopting modern norms , practices , opening up our minds and broadening perspectives can change lives and raise a platform for women that is equal to that of men because in the end

" There is no tool for development more effective than empowerment of women; as empowered women is powerful beyond measure and beautiful beyond description"

Article by

Sahiba Sehgal

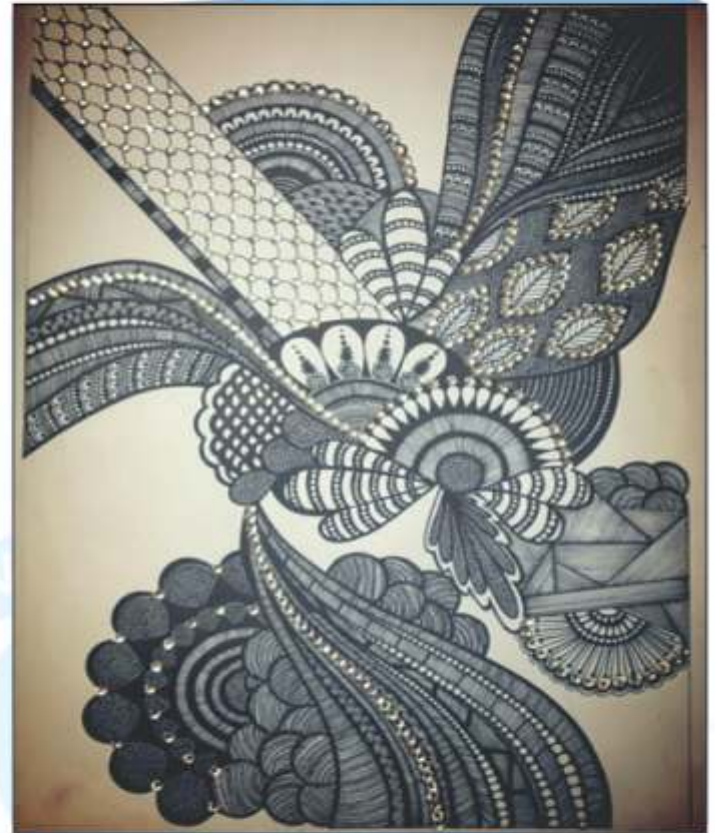
BBA-I-C

CREATIVE CONTENT

The Hidden Artist of BVIMR

Jainika Chawla

BBA- I B



“Value of Discipline”

Value of Discipline is 100%
If we take A=1, B=2 and so on.
D+I+S+C+I+P+L+I+N+E =
DISCIPLINE
 $4+9+19+3+9+16+12+9+14+5=100$
Therefore value of Discipline is always
100%.
Thus always be disciplined.

Vrinda Kapoor
BBA- I D



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Program	Last Date of Submission of Application Forms	Entrance Test Date
MBA	Saturday, 14th March, 2015	Sunday, 22nd March, 2015
BBA*/BCA	Saturday, 30th May, 2015	Sunday, 7th June, 2015

* 1st Shift (Morning) & 2nd Shift (Afternoon)



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THE SCHEDULE OF THE ENTRANCE TESTS

Names of the Test	Programmes	Last date for Application	Date of Examination
MEDPET - 2015	MD/MS/Diploma	10th January 2015	18th January 2015
DENPET - 2015	MDS	10th January 2015	18th January 2015
HOMPET - 2015	MD (Homoeopathy)	17th February 2015	26th February 2015
AYUPET - 2015	MD/MS/Diploma (Ayurved)	9th July 2015	12th July 2015

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- BVDU College of Nursing, Pune
- BVDU Yashwantrao Mohite College of Arts, Science & Commerce, Pune.
- BVDU New Law College, Pune
- BVDU Social Sciences Centre (M.S.W.), Pune
- BVDU Yashwantrao Chavan Institute of Social Science Studies & Research, Pune.
- BVDU Centre for Research & Development in Pharmaceutical Sciences & Applied Chemistry, Pune
- BVDU College of Physical Education, Pune.
- BVDU Institute of Environment Education & Research, Pune
- BVDU Institute of Management & Entrepreneurship Development, Pune
- BVDU Poona College of Pharmacy, Pune
- BVDU Institute of Management & Research, New Delhi
- BVDU Interactive Research School in Health Affairs (IRSHA), Pune
- BVDU Rajiv Gandhi Institute of Information Technology & Biotechnology, Pune
- BVDU College of Architecture, Pune
- BVDU Abhijit Kadam Institute of Management & Social Sciences, Solapur
- BVDU Institute of Management, Kolhapur
- BVDU Institute of Management & Rural Development administration, Sangli
- BVDU College of Engineering, Pune
- BVDU Institute of Hotel Management & Catering Technology, Pune
- BVDU Yashwantrao Mohite Institute of Management, Malakapur-Karad
- BVDU Medical College & Hospital, Sangli
- BVDU Dental College & Hospital, Mumbai
- BVDU Dental College & Hospital, Sangli
- BVDU College of Nursing, Sangli
- BVDU College of Nursing, Navi Mumbai

UPCOMING EVENTS

Calendar of Events-2014-15

Sr. No.	Event	Date
1.	Faculty Development Programme on Exploring and Analyzing Data using SPSS and AMOS	18th – 22nd Dec, 2014
2.	Alumni Meet “MILAP”	20th Dec, 2014
3.	Annual Sport Meet	7th – 10th Jan, 2015
4.	International Conference on “Managing Organizations of Tomorrow by Capitalizing Generation Next”	16th–17th Jan, 2015
5.	Entrepreneurship Development Seminar for UG students	23rd January, 2015
6.	Entrepreneurship Development Seminar for PG students	30th January, 2015
7.	National Case Writing and Presentation Competition “Paristhiti”	31st January, 2015
8.	MUNesco	February, 2015
9.	Cultural and Management Festival “Renaissance”	20th – 21st Feb, 2015
10.	Annual Day	28th March, 2015
11.	Farewell (UG)	3rd April, 2015
12.	Farewell (PG)	4th April, 2015
13.	Foundation Day	5th May, 2015

Invitation for Articles in BVIMR Mirror

- Faculty may contribute in the form of Articles / Book Reviews
- Students are encouraged to give their contributions in the form of articles, poems, puzzles, quizzes or any other innovative idea's for the student corner
- You may send in your articles or queries at mirrorbvimr@gmail.com

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