

# BVIMR *Glimpse*

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Year - 2016

## Renaissance





## BVIMR celebrates Annual Alumni Meet 2015 “MILAP” on 19<sup>th</sup> December, 2015

Bharati Vidyapeeth Institute of Management & Research (BVIMR), New Delhi organized the Annual Alumni Meet “MILAP” on 19<sup>th</sup> December 2015. The programme began with the traditional auspicious lamp-lightening by Director Dr. Vikas Nath and Corporate Guests viz. Mr. Dheeraj Saraswat, Ms. Amandeep Kaur & Mr. Aman Sharma – Corporate Mentor. In his address, Dr. Vikas Nath stated that “Milap” is not only about the alumni meet but it is also a MILAP (meeting) of Guru and Shishya Parampara expressing their love and compassion.



Dr. Vikas Nath – Director, BVIMR, New Delhi lighting the pious lamp on the occasion of MILAP- Annual Alumni Meet on 19<sup>th</sup> December, 2015



Ms. Amandeep Kaur – Corporate Mentor being felicitated by Dr. Vikas Nath – Director – BVIMR, New Delhi



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Dr Vikas Nath also welcomed and felicitated the Vice President of Alumni Association – Mr. Ambikesh Singh, Mr. Pramod Kumar - Secretary of UB, Mr. Ajay Kumar - Joint Secretary of UB, Mr. Subhash Jaitley - Treasurer of UB, Ms Aakriti Batra - Public Relations UB, Mr. Jaideep Bajaj, Mr. Kavita Sharma, Mr. Mukesh Madan, Mr. Namandeep Singh Nayyar as executive members of UB, Ms Kaveri Sabharwal the associate member of UB.



Achiever's Awards were given to Mr. Mukesh Madan, Director - Ameriprise India Pvt. Ltd., Ms Barkha, Senior People Management Professional and Mr. Alok Kumar for outstanding contribution in their respective fields. There was also an informative interaction by Mr. Ambikesh Singh about the various United Brethren Chapters like in Australia, London, Dubai & Patna. The various members of alumni association shared their views and gave vote of thanks to all the alumni for their participation.

Dr. Vikas Nath – Director – BVIMR, New Delhi and the dignitaries present during the event also inaugurated **BVIMR MIRROR – NEWSLETTER** & institute's **ALUMNI DIRECTORY**.



Dr. Vikas Nath – Director – BVIMR, New Delhi and members of Alumni Association inaugurating BVIMR's ALUMNI DIRECTORY





The event didn't end here as every success needs a celebration which included live performance in the ground by **GURU RANDHAWA**, a renowned Punjabi singer and followed by a dinner for all the guests.



Crowd dancing on the tunes of GURU RANDHAWA, a renowned Punjabi Singer during MILAP 2015 on 19<sup>th</sup> December, 2015

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## Gold Medal- BBA Student



*Heartiest  
Congratulations*

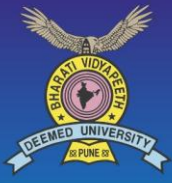
to

**Gold Medalist**

**Mr. Ashish Jindal**

First Rank in Bachelor of  
Business Administration (B.B.A.) 2015





## Meeting with Nobel Prize Winner Dr. Kailash Satyarthi



## Sports Day





## **BVIMR Soccer Tournament** **from 25<sup>th</sup> September to 1<sup>st</sup> October, 2015**

An inter – class Soccer Tournament was organized in the institute from 25<sup>th</sup> September to 1<sup>st</sup> October, 2015 with an objective to rejuvenate students and giving them some time off from their regular studies. Teams from all the classes participated in the event with loads of excitement, vigor and passion. The first day event witnessed matches between MBA I year and MBA II year where MBA I Year was the winner and 2<sup>nd</sup> match was played between BBA II Year and III year, where BBA III year took the lead. The second day saw matches between BBA 3<sup>rd</sup> year VS BCA and MBA 1<sup>st</sup> year VS BBA 1<sup>st</sup> year. Among these, BBA 3<sup>rd</sup> year and MBA 1<sup>st</sup> year stood victorious.



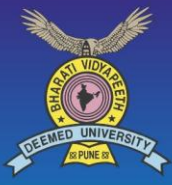
Dr. Vikas Nath – Director – BVIMR, New Delhi & Mr. Ajay Kumar – Sports Incharge  
wishing the players before the Soccer Tournament

The final match was played between BBA III year and MBA I Year wherein both teams played spectacularly. Along with fun and excitement, the match took turns when the experienced players of both the teams tried to put up such a great show. In the end, the victory was in the honor of MBA 1<sup>st</sup> year, promising many more victories ahead.



Winners of the Soccer Tournament – MBA 1<sup>st</sup> year students





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## International Conference







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## €₹PO \$CHOO£

The finishing school of BVIMR

**“Inaugural of COPROSCHOOL - A Finishing School by BVIMR, New Delhi in association with Corporate Resource Center on 18th September, 2015**

On September 18, 2015, at 10:00 am, the dream of Honorable Dr. Shivajirao Kadam, Vice-Chancellor, Bharati Vidyapeeth University, Pune was realized when CORPOSCHOOL, a Finishing School of BVIMR was officially inaugurated by Dr. Vikas Nath, Director-BVIMR' along with the Guests of Honor; Ms. Anshu Sisodia, Corporate Trainer, and a famous media personality, and Mr. Mohit Guglani, Entrepreneur and a Marketer, with CORPOSCHOOL Committee members.



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Ms. Ansu Sisodia and Mr. Mohit Guglani in their address also shared their views regarding the importance of etiquette, mannerisms, attire, grooming, communication and other related aspects that are not included in the syllabi of institutes/colleges/schools education. It's here, that Finishing School, like CORPOSCHOOL will be instrumental in giving the finishing touches to the overall personality of students, so that they could succeed in the corporate world.

The function was very well attended by BVIMR's Deans, HODs, and teaching fraternity. MBA I year and MBA II year students were also a part of this event. After the inaugural, there was a special workshop conducted by Ms. Anshu Sisodia for MBA II Year students. During the workshop, Ms. Anshu, called each and every student on the stage and after their introduction, improvised and trained them about the right way of presenting/introducing oneself. This included the body posture, eye contact, position of head and shoulders, movement of hand and other gestures, so that the listener could carry a lasting impression. All these presentations were recorded on a movie camera, and students were shown their weaknesses and strengths spontaneously. After her training lessons, they were again asked to present themselves, and, there was a marked improvement instantly. Secondly, students were asked to train their counterparts, so that their takeaways are further registered.



This school will function as a bridge between industry and institute. Most importantly, under the banner of CORPOSCHOOL, BVIMR's faculty members, researchers and academicians will also share their rich academic and industry experience along with the industry professionals and trainers. As a result of these endeavors, the students will be the beneficiaries in the form of identification of their strengths and weaknesses. The modules for the Corpo-school will include Professional Skills, Communication Skills, Telephone Etiquette, Presentation Skills, Life skills etc. which are named as Corpofine, Corporeal, Corponorms, Corponext, Corposchools respectively.

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## International Ozone Day

### An Environmental Awareness Programme Celebrated at BVIMR, New Delhi on 16th September, 2015

“We have to save our sky – There is a hole and we have a lot more to do.” With this spirit in the milieu, Bharati Vidyapeeth Deemed University Institute of Management and Research (BVIMR), New Delhi celebrated “International Ozone Day – An Environmental Awareness Programme” on 16th September, 2015 along with BVIMR Gems – an event to bring forward the hidden talent of the students.

The Guest of Honor for the event included renowned personalities like Sh. Sandeep Kumar - Minister of SC/ST Welfare, Government of New Delhi, Shri Girish Soni - Honorable MLA of Delhi Association, Mr. Rohit Gulani - VR Neighbours and Mr. H.S Sohal (IFS) - Director, Mahatma Gandhi Institute for combating Climate Change; Government of NCT of Delhi.

Director Dr. Vikas Nath took a great effort in creating more awareness about the current issue of CARBON FOOTPRINT via the help of presentation which left a remarkable impact on everyone present. Students and the faculty of the institution showed up great enthusiasm to give the event a great start and making it a success. 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.







Students participating in the Rangoli Event on the occasion of International Ozone Day – An Environmental Awareness Programme celebrated at BVIMR, New Delhi on 16th September, 2015.

The valedictory session took place towards the end of the day in the college auditorium where students honored for their participation and were awarded prizes and certificates.

## Make-in-India (Indian Government)

The Make in India program was launched by Prime Minister Modi in September 2014 as part of a wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation: by 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade.

Make in India is much more than an inspiring slogan. It represents a comprehensive and unprecedented overhaul of out-dated processes and policies. Most importantly, it represents a complete change of the Government's mindset – a shift from issuing authority to business partner, in keeping with Prime Minister Modi's tenet of 'Minimum Government, Maximum Governance'.



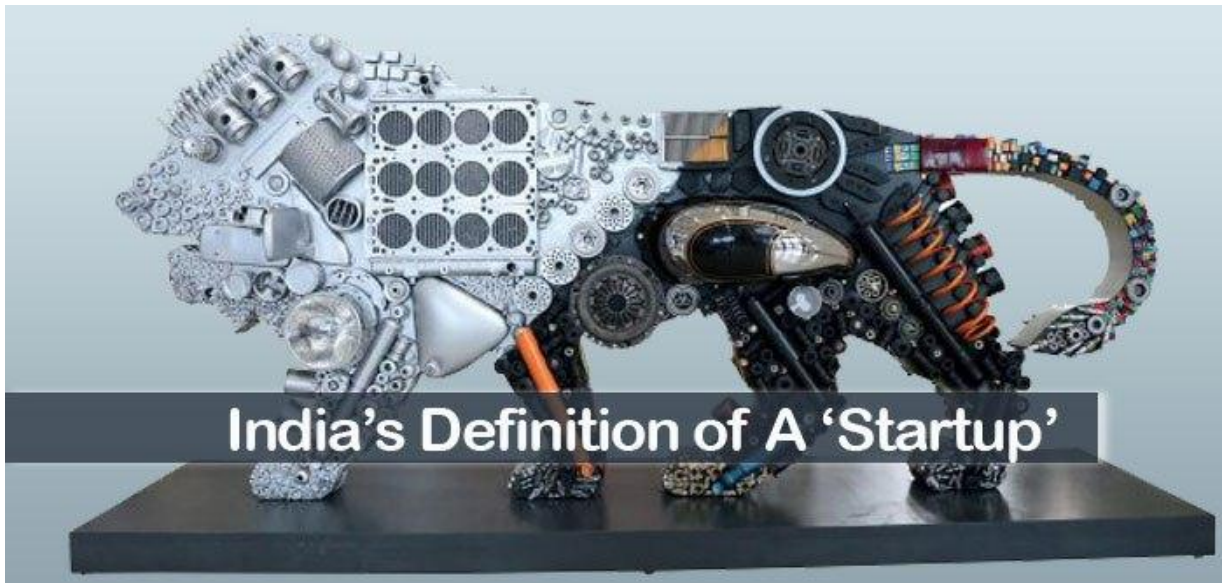
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## Start-up India

Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation. The campaign was first announced by Prime Minister Narendra Modi in his 15 August, 2015 address from the Red Fort. It is focused on to restrict role of States in policy domain and to get rid of "license raj" and hindrances like in land permissions, foreign investment proposal, environmental clearances



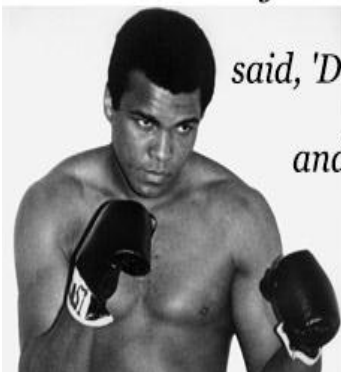
The Standup India initiative is also aimed at promoting entrepreneurship among SCs/STs, women communities. Rural India's version of Startup India was named the Deen Dayal Upadhyay Swaniyojan Yojana



## Goodbye Champion "Mohammad Ali"

Cassius Marcellus Clay, Jr. (January 17, 1942 – June 3, 2016), better known as Muhammad Ali, was an American Olympic and professional boxer and activist. He was widely regarded as one of the most significant and celebrated sports figures of the 20th century. From early in his career, Ali was known as an inspiring, controversial and polarizing figure both inside and outside the ring. He was the three-time heavyweight champion who proclaimed himself "the Greatest", defied the US government over the Vietnam war, and later became one of the most well-known – and loved – sportsmen in history has died on June 3, 2016 at the age of 74

*I hated every minute of training, but I said, 'Don't quit. Suffer now and live the rest of your life as a champion.'*



TwitQuotes.com



## Beti-Bachao



Beti Bachao, Beti Padhao is a Government of India scheme that aims to generate awareness and improving the efficiency of welfare services meant for women. The scheme was initiated with an initial corpus of ₹100 crore (US\$15 million) this scheme has been introduced in October, 2014 to address the issue declining Child Sex Ratio (CSR). This is being implemented through a national campaign and focused multi sector action in 100 selected districts low in CSR, covering all States and UTs which is a joint initiative of Ministry of Women and Child Development, Ministry of Health and Family Welfare and Ministry of Human Resource Development.

## United Kingdom withdrawal from the European Union

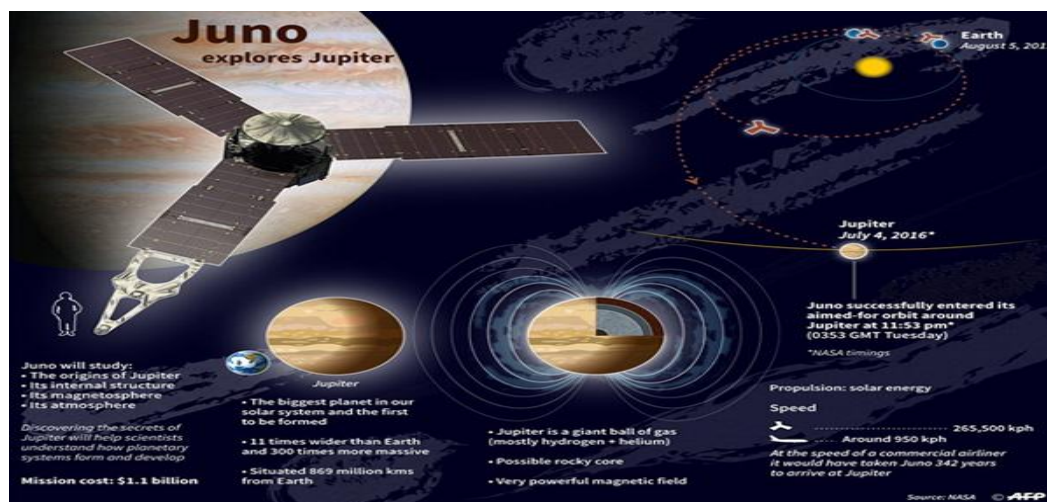
British withdrawal from the European Union (also referred to as Brexit) is a political goal that has been pursued by various individuals, advocacy groups, and political parties from across the political spectrum since the United Kingdom (UK) joined the European Economic Community (EEC) in 1973.





## Juno is a NASA Space

Juno is a NASA space probe currently orbiting the planet Jupiter. It was launched from Cape Canaveral Air Force Station on August 5, 2011, as part of the New Frontiers program, and entered Jupiter orbit on July 4, 2016. The spacecraft is in a polar orbit to study Jupiter's composition, gravity field, magnetic field, and polar magnetosphere. Juno will also search for clues about how the planet formed, including whether it has a rocky core, the amount of water present within the deep atmosphere, mass distribution, and its deep winds, which can reach speeds of 618 kilometres per hour (384 mph)



## Faculty Retreat Program

### FDP'S / MDP'S ORGANISED

#### Faculty Development Program on Advance Regression and Structural Equation Modeling using AMOS from 16<sup>th</sup> – 20<sup>th</sup> December, 2015

The institute has organized a five day long Faculty Development Program on **Advance Regression and Structural Equation Modeling using AMOS** from 16<sup>th</sup> – 20<sup>th</sup> December, 2015 at BVIMR Campus at New Delhi.

The resource persons for the FDP were Dr. R. K. Sharma, Professor - BVIMR, Dr. A. Sajeevan Rao, Professor - BVIMR, Dr. Ajay Chauhan, Professor - IMT Ghaziabad, Dr. B. R. Bhardwaj, Associate Professor, BVIMR and Ms. Geetu Tuteja, Assistant Professor - BVIMR, New Delhi.

The topics covered in the FDP included Qualitative Research Methods – Interpretive Structural Matrix, Logistic Regression and Dummy Regression, Factor Analysis, AMOS and SEM.



## GLIMPSES



Participants of Faculty Development Program on Advance Regression and Structural Equation Modeling using AMOS from 16<sup>th</sup> – 20<sup>th</sup> December, 2015





## SOCIAL CLUB ACTIVITIES

### Save the Girl Child, Vigilance Week from 26<sup>th</sup> October, 2015 to 6<sup>th</sup> November, 2015

In continuance with its Corporate Social Responsibility (CSR) initiatives, BVIMR observed one week campaign “Save the Girl Child”, from 26<sup>th</sup> October, 2015 to 6<sup>th</sup> November, 2015. The objective of this campaign was to apprise the students about the menace of Female Infanticide i.e. Killing the Girl Child before taking birth and also about other atrocities that the girls are still forced to face in the Indian Society, as they are the key drivers of the ongoing social reforms. The one week long campaign was well received by students and faculty members. Various activities included installation of banners with signatures of students’ and faculty members. Debate Competition and Essay Writing Competition were also organized as an acknowledgement towards fighting against this social evil that Indian Society is plagued of.

There was a special digital promotional campaign initiated by Dr Vikas Nath – Director, BVIMR, New Delhi himself, which was well received by both the students and Faculty of BVIMR.

## CORPORATE RESOURCE CENTRE (CRC)

The placement of a college is a barometer to its success. The placement team at BVIMR is performing commendable job to provide its students with the best of jobs suited to their capabilities. In the past also, the institute has achieved sound placements for its students due to the focused efforts of CRC team.

This year as well, 35 companies have visited the campus so far and many more are in pipeline. Ten students are selected for placement while 7 students have been shortlisted for further rounds.

### List of Companies who visited the institute for placements:

S. No.	Company's Visited
1.	Capital IQ
2.	Thomson Digital
3.	Vistara
4.	Loyd Ventures
5.	Koeing Solutions
6.	Human First
7.	To The New Digital



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8.	Lloyd Venture
9.	DCB Bank
10.	ITC
11.	Elgi Equipments
12.	Koenig Solutions
13.	Human First
14.	Vistara
15.	CSC
16.	VIP
17.	Amazon
18.	Vistara
19.	ITC
20.	ITC
21.	CSC
22.	Loyd Ventures
23.	DCB Bank
24.	ELGiEquipments Ltd.
25.	Buoy International
26.	Uflex
27.	Amazon
28.	VIP Industries
29.	Bharati Airtel
30.	Just Dial
31.	Diamler India Commercial Vehicles
32.	Axis Bank
33.	Tata Capital
34.	IREO
35.	Nagarro





## Corporate Connect Personal Professional Training (CCPPT)

Sr. No.	Activity	Class	Coordinators
1.	Mentoring Program	MBA 1 year	Mrs Neelam Sharma Dr. L.K Tyagi Ms. Gagandeep Kaur
2.	Counseling session	MBA II Year	
3.	Group Discussions	MBA II year	
4.	Workshop on Digital Marketing on 16 <sup>th</sup> October, 2015	MBA II year	
5.	Pre - Interview sessions	MBA II Year	
6.	AMCAT Aptitude Test on 10 <sup>th</sup> October, 2015	MBA II Year	CRC team in collaboration with Aspiring Minds

## Industrial Visits

Sr. No.	Class	Name of the Company	Date & Address	Faculty
1.	MBA –I (Section A, B & C)	LT Foods Limited	15 <sup>th</sup> December, 2015 First Visit (09:30 am) Second Visit (01:30 pm) 43 km Mile Stone, GT Road, Bahalgarh, Sonapat	Ms. Ggandeep Kaur Ms. Tripti Tiwari



## EVENTS / CONFERENCES / WORKSHOPS ORGANIZED

### BVIMR fraternity welcomes MBA 2015-17 Batch

The institute organized 10 days long Orientation Programme for the MBA (2015 – 17) batch from 1st July to 11th July, 2015. 10 days long programme included gamut of activities specially designed to acquaint the students to the background of the university and the institute and their vision, mission and quality policy statements. The programme also highlighted unique events in the form of Seminars, Workshops, Corporate Connect and other extra – curricular and social activities which the students will be undergoing as part of their study programme for their holistic development.

The programme was marked with the formal welcome of students “A Walk You Will Remember: Campus Tour” wherein the students were made conversant with their respective class rooms. An ice-breaking session was taken up by **Ms. Gagandeep Kaur**, Co-coordinator, and Corporate Resource Centre wherein the expectations and general behavior of the students were evaluated.

**Dr. A.S. Rao, Dean Academics** – PG recounted the historical background of **Bharati Vidyapeeth University** by its visionary

Prof. Dr. Patangraoji Kadam whose motto is ‘Social Transformation through Dynamic Education. **Dr. R.K. Sharma**, Dean – Student Welfare PG wished the students good luck for their fruitful and productive stay in BVIMR and explained about maintenance of discipline – dignity and decorum of the Institute during their study.

**Dr. Broto R. Bhardwaj**, Chairman – Library Committee briefed the students about the institute’s library which is among the best libraries in **Bharati Vidyapeeth**. She appraised the students about books and journals available in the institute and also about updated them about various databases like EBSCO, SAGE, Delnet subscribed by the institute and their relevance for management education. She also discussed about the rules and regulation with respect to issuance and return of books and book – bank.

Alumni body "United Brethren" members also interacted with the students. **Mr. Rajesh Setia**, Vice-President and **Mr. Aditya Vij**,

Jt. Secretary motivated the students to study hard to ensure a bright career in the corporate world. Both the speakers were successful in generating enthusiastic interest among the students.

Ms. Neelam Sharma – CRC Head advised students’ fraternity to take active interest in their day-to-day routine study exercises. She also highlighted CRC initiatives in grooming the student’ personality for creating employment opportunities.

A session on Entrepreneurship Development was conducted by Ms. Kalpana Sinha, Consultant, and National Entrepreneurship Network (NEN) on the role of NEN in entrepreneurship education and innovative teaching





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methods for establishing a successful entrepreneurial eco-system in the campus. Mr. Chakarborty, in his session advised the newly admitted MBA students to be more research oriented and using their creative mind to solve the problems with a new look.

Dr. Anil Kumar Srivastava – Dean and Head – Systems spoke about the rules and regulations of using Computer Labs and made the student aware about ICICI e-learning modules, value –added courses viz. Cyber Security and software and databases like SPSS, AMOS and PROWESS available in the institute.

Dr. Ajay Sahani, HOD – Foreign Language discussed about the importance of Foreign Languages – French & German being offered at BVIMR, New Delhi. Dr. Preety Wadhwa showed a movie “Pursuit of Happiness” which showed a different side of life to the students which aimed at holistic development. Mr. Gagan Grover, Dean – Examination & Administration took a session on exam and library rules to avoid any hassles in the future regarding the same.

One session was devoted to the profiling of the students where their SWOT analysis was done on various parameters like communication skills, general awareness, domain knowledge, IT skills, hobbies (integration with career objectives), ability to apply basic mathematics, future orientation. Students were given feedback on the areas they need to improve upon.

The last day of the programme started with the address of Dr. Vikas Nath, Director who welcomes the students to Bharati Vidyapeeth family. He advised the students to be more research and result oriented and to remain professional as they are going to become managers after two years of hard studies. While highlighting the institute’s infrastructure, he recounted his academic experience with different institute’s and said nowhere else this kind of infrastructural facilities are available and therefore as students take maximum benefit of the same for their overall development.

He also advised that as a student ‘it is up to you as to how to move in the academic journey and to feel different” and your right decisions will pave a way for a bright and successful career ahead. He called upon the students to find solutions when there are problems as that will show their reasoning power, maturity and meticulousness.

There was a session by Ms. Hema Baweja, Yoga Expert who talked about different forms of Yoga, its advantages, and how it helps in keeping the body fit. Ms. Charnita Arora – Founder of Perfect Life Spot in her session emphasized on being emotionally stable and introduced the connection between heart & soul.

## GLIMPSES OF THE EVENT



Mr. Chakarborty – Corporate Expert addressing the students about the Corporate Life Style & Expectations during the Orientation Programme for MBA.



Dr. R.K. Sharma – Dean Student Welfare PG felicitating Ms. Hema Baweja, Yoga Expert during the Orientation Program for MBA





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MBA Students learning the nuances of Corporate Life during the Orientation Session



Dr. Vikas Nath – Director, BVIMR- New Delhi & Dr. Anjali Sharma HOD – MBA First Year addressing the students during the Orientation Programme



## **BVIMR Fraternity Welcomes BBA/BCA 2015-18 Batches**

Orientation Programme for the fresh batch of BBA / BCA (2015 – 2018) was organized from 15th – 16th July, 2015. The two day programme was designed to acquaint the students about the background of the University & the Institute. The inaugural session highlighted the vision, mission & quality policy of the institute and a quick overview of various events, activities organized by the institute for the overall development of the students.

The event began with the welcome address of Mr. Parul Agrawal, Dean Academics followed by a brief introduction of BVDU, Pune. Dr. Atul Kumar & Dr. Navneet Gera - HOD BBA and Mr. Mahesh Kumar Chaubey - HOD BCA gave a brief introduction of BVIMR, New Delhi and also talked about the course curriculum, subjects offered, rules and regulations and key parameters in CES (Continuous Evaluation System) of their respective courses.

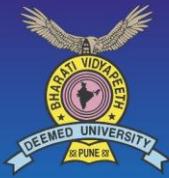
Dr. Daljeet Singh Bawa, Dean – Student Welfare in his session explained about maintenance of discipline – dignity and decorum of the Institute during their study.

Dr. Broto. R. Bharadwaj, Chairman – Library Committee in her session shared library rules and elaborated on various facilities available in the library for the students. In another session on Entrepreneurship Development Cell, she gave an overview of Entrepreneurship Development Cell – the incubation centre and discussed about the events organized by the Entrepreneurship Development Cell like role plays, product launches, marketing campaigns, product marketing, B-Plan case maze, 50-50 venture etc. She also cited examples of student entrepreneurs from our campus.

Dr. Ashima Bhatnagar & Ms. Gagandeep took an interesting ice breaking session to increase the confidence and interaction skills among the students and to boost up their morale.







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

Dr. L.K. Tyagi, Examination In charge – UG, took a session on Examination Rules and discussed structure of the program, grade points, standard of passing, criteria of award of degree and examination calendar with the students.

Ms. Neelam Sharma – CRC Head in her session had a detailed discussion about various CRC initiatives for grooming the students' personality for creating employment opportunities. She also discussed the details of excellent Placements by 2014 – 2015 batches in blue-chip companies like Genpact, TCS, American Express, ICICI Securities, Deloitte, Bank of Baroda, Canara Bank, OBC, Axis Bank etc.

Dr. Ajay Sahni, HOD - Foreign Language discussed about the importance of Foreign Languages, French & German and Mr. M.K. Chaubey, Head ERP & HOD, BCA explained all the details of ERP Attendance System to the students.

Mr Ajay Kumar, Faculty – Systems and Sports In-charge made the students well conversant with ICICI e-learning modules and briefed the students about the rules and regulation of the computer lab. He also introduced the students to the sports facility available at the campus.

Mr Kuldeep Chaudhary, Alumni took a session on Leadership. By sharing examples of eminent personalities who in spite of all the odds emerged as leaders, he motivated students to face the failures in life positively and emerge as a leader.

Dr. Pankaj Saini, faculty took a session on time management, talking about the importance of time in life. Dr. Ritu Bali, HOD, BBA III Year introduced the students to the various events that our college hosts. Towards the end, detailed overviews of various specializations offered by the university were presented by Dr. R K Sharma (Finance), Dr. Sanjay Manocha (Human Resource Management and Marketing), and Dr. Navneet Gera (International Business).

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



## RE-ORIENTATION Programme for MBA (2014-2016) BATCH – CAMPUS TO CORPORATE

The Re-Orientation programme “CAMPUS TO CORPORATE” was conducted for MBA students (2014-16 Batches) on 17th – 18th July, 2015. Dr. Vikas Nath, Director – BVIMR in his inaugural speech emphasized on the importance of re-orientation programme and how professional life of the student in MBA Second Year is bound to change for good.

Mr. Faizan, Motivational Speaker in his session encouraged students to understand and be passionate their strengths and skills. He advised the students to put back all fears, tensions, doubts etc; in order to achieve what one wishes for. In an activity during the session, the speaker asked the students to write down all the strengths on a piece of paper with an objective of having a clarity on what strength one beholds and for which one, we can say to himself, ‘I AM AWESOME’.

Mrs. Anju Malhotra, HR Head - JB Cement clearly defined the scope of human resource in various organizations and how this concept is used in the organizations. She cited the example of Google for explaining the role HR Department can play in the success of any organization. She also discussed about how we can develop skills in the areas of conflict management, disparity removal, learning and training.

To reorient students, Dr. Shallu Singh – HOD MBA Second Year briefed the students about the general policies and Mrs. Neelam Sharma – Head CRC talked about the placement. The session concluded with a brief introduction on examination rules by Mr. Gagan Grover.

### Marketing Session

The Marketing session was conducted by Mr. Dinesh Tandon, DGM Marketing, and LT Foods. Mr. Dinesh Tandon discussed about the various segments of market and the prominence of understanding human behavior in marketing and sales. He suggested various reading options for students such as the book "What they don't teach at Harvard" to the students to help them improve their domain knowledge.



Mr Faizaan Shaikh – Youngest Motivational Speaker in full action





Enthusiastic Students of MBA Final Year during the Re-orientation Programme



Mrs. Anju Malhotra, HR Head - JB Cement taking the session during the Re-orientation Programme:  
'Campus To Corporate'

### **International Business Session:**

Mr. Kunal Mehta, Marketing Manager - NESTLE India, took a session on the occupational mapping for international business. In his session, he discussed about the marketing strategies used for various nestle products like KitKat, Munch, etc. and also how marketing advertisements vary drastically across transnational borders. He explained how the students can extend their reach on the global platform by incorporating International Business approaches.

## Entrepreneurship Session

Ms. Sairee, Entrepreneur CEO – Sheroes, talked about the risks involved in starting up a new venture and the various dynamics that play an important role in its success or failure. The students who aspire to become an entrepreneur raised their queries which proved to be fruitful.

Mr. R. K. Panigrahi, Director – MSME Development Institute enlightened the students about the ABCD of entrepreneurship. He shared with students various strategies which can be used to start up an enterprise even if one is low on funds. Students were amazed by knowing various tricks to raise funds on their own.

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## MBA FRESHER'S PARTY 2K15 on 1st August, 2015

Continuing with the proud tradition of the college, senior students and newcomers of the college mingled with each other at the Freshers' Welcome Party held on 1st August, 2015 in the college auditorium. Director, Dr. Vikas Nath and faculty members including Dr. Shallu Singh, Mrs. Anjali Sharma, Dr. Sajeevan Rao, Dr. R.K Sharma inaugurated the event with a motivational speech and boosted students for their future curriculum.

It was a fun filled event at which the fresher's got an opportunity not only to showcase their talents and but also to interact with the seniors. Soon after the inauguration, the program kick-started with a ramp walk in which 28 contestants vied for the Mr. & Ms. Fresher 2k15. The contest was divided into three rounds including – Introduction, Talent Round and Question Answer + Dare

On the basis of overall performance, following students were adjudged as winners in different categories: - .

Mr. & Ms. Fresher's (Mudit & Kanupriya)

Mr. & Ms. Congenial (Ayush & Princy)

Mr. & Ms. Personality (Shiva & Pallavi)

After the competitions, it was for the fresher's and seniors to rock the fresher party with dancing and grooving at DJ session in Amphitheatre. The event was a huge success and the fresher's thanked their seniors for such a sumptuous welcome.



Students of MBA celebrating Freshers Day



## Fresher Party for BBA & BCA on 8th August 2015 and 22nd August, 2015

BVIMR New Delhi organized Fresher's party for new entrants of BBA and BCA streams on 8th August, 2015 and 22nd August, 2015 respectively with traditional pomp and pageantry.

The fresher's were welcomed by Dr. Vikas Nath, Director, Dr. Parul Agarwal (Dean – BBA) and Dr. A. K. Srivastava (Dean – BCA). This was followed by welcome speech by final year HODs – Dr. Ritu Bali and Mr. Mahesh Kumar Chaubey.

The Fresher's Party was filled with excitement, joy, music, enthusiasm, laughter and happiness . The array of events included dance performances, ramp walks and band performance. The event concluded with making of Mr. and Ms. Fresher, 2015

### BBA / BCA Fresher's Winners

#### BBA Morning Shift

Mr. Fresher      Chris Ryan  
Ms. Fresher      Aayushi Agarwal

#### BCA and BBA (Afternoon Shift)

Mr. Fresher      Mr. Aakash (BCA)  
Ms. Fresher      Ms. Neha Verma (BBA)



Students of BBA & BCA First Year celebrating Fresher's Day along with Judges

## Guruvandana 2015

### Teacher's Day Celebrations



Guruvandana 2015 – Teacher's Day Celebrations organized by BVIMR, New Delhi on 5th September, 2015



In India, 5th September is celebrated as Teachers Day as a mark of tribute to the contribution made by teachers to the society. 5th September 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, an expression to show gratitude towards all the faculties and mentors.

This year too, the event was organized on September 5, 2015 which started with the lamp lightening ceremony by the Director-in charge Dr. Vikas Nath. Dr. Vikas Nath shared his words of wisdom in his own style with a presentation and stories making his speech a great learning for all the teaching and non-teaching, including other support staff. He stressed on ignoring the negative attitude, being thankful for what we are getting, take every opportunity to create positive character amongst ourselves and our students, communicating correctly, unlearn & relearn and create ripples in the lives of everyone we meet!. Corporate Resource Cell (CRC) used the platform to release their all new CRC manual "Corporate Connect" which covers CRC's important information and guidelines for students regarding the summer internship, the projects to be undertaken and important information related to placement. This was followed by cake cutting ceremony to celebrate the day and a small skit created and acted by the talented team of BVIMR staff members. It was really a colorful way of trying to peep inside a typical day at BVIMR. The event ended with felicitation of entire family of BVIMR teaching, non teaching and support staff. It was indeed a memorable day for all!

## WORKSHOPS / SEMINARS

### SEMINAR ON ROAD SAFETY AND AWARENESS IN COLLABORATION WITH DELHI TRAFFIC POLICE AND HERO ON 28TH OF AUGUST, 2015

An Interactive Seminar with the newly enrolled road safety school coordinators for promotion of road safety and awareness was organized by the BVIMR in association with Delhi Traffic Police and Hero. The event was chaired by Ms. Meenakshi Dutt, Safety Department - Hero Moto Corp, Mr. Prashant Chopra - Head Safety, and Mrs. Seema – Delhi Traffic Police.



Mrs. Seema – Delhi Traffic Police taking a session on "Road Safety Rules"

Mrs. Seema started the event with a positive note and taught the students about road safety rules and to follow them without any compulsion and terror of Delhi Traffic Police for their own safety.

Dr. A.K. Srivastava discussed how the youth of today is deprived of their ethical values. He mentioned that nobody knows about future but we can avoid unforeseen accidents and secure ourselves by following the rules and regulation of Delhi Traffic Police.



Dr. A.K. Srivastava Dean, BVIMR, New Delhi expressing his views on Road Safety & Awareness



Mrs. Meenakshi, Safety Department – Hero Moto Corp taking a session on Traffic Rules

Mrs. Meenakshi, Safety Department – Hero Moto Corp discussed about various activities undertaken by their organization for creating awareness among students regarding traffic rules like developing traffic parks for picnic, wherein students are given training on traffic rules, and organizing interschool competitions in the form of quiz. The basic objective of the same is to inculcate positive attitude in students for road safety





Mr. Pradeep Hota – Additional Commissioner of Police being felicitated by Dr. A.K. Srivastava – Dean, BVIMR, New Delhi

Mr. Pradeep Hota – Additional Commissioner of Police talked about the various activities in road safety club. The purpose of the club is to provide knowledge among all members of the community.



Mr. Prashant Setli - Hero Moto Corp taking a session on Role of Educational Institutions in Promoting Road Safety

Mr. Prashant Setli - Hero Moto Corp commended the role played by teachers and principals in the area of road safety awareness among students. He also mentioned that the main responsibility of Delhi Traffic Police is to create awareness among the public to reduce the traffic injuries in Delhi as well as India.



Mr. Marshall Ikka – Deputy Director Education

Mr. Marshall Ikka – Deputy Director Education commented that our life is very precious so taking care of precious life is essential. He highlighted that more precautions should be taken to prevent any accident. He also laid emphasis on designing and implementing curriculum for road safety needs and focusing on road safety activities in the form of various competitions like painting, debate etc.



Mr. Muktesh Chander - Special Comm. Delhi Traffic Police delivering a session on Road Safety & Awareness

Mr. Muktesh Chander - Special Comm., Delhi Traffic Police highlighted the need for creating awareness about traffic rules by mentioning the figures. He mentioned that in Delhi only, there were 1600 cases of road accidents leading to death. In the year 2014, 2000 students were caught who were under the age of 18 years for rash driving. School cabs violates rules and allow more students in the cab so they get higher earnings, parents also give cars or two wheelers to their kids before they attain the legal driving age of 18 years.

Controlling traffic is not the responsibility of Police or government only. It is the responsibility of all of us. We have to teach our future generations not only through books but by practice too as what we do will be projected by our coming generations too.



Mr. R.K. Jha - DCP, Todapur Headquarters guiding the students about Traffic Rules





Mr. R.K. Jha - DCP, Todapur Headquarters guiding the students about Traffic Rules

The event concluded with a question and answers round and ended with a promise to promote road safety and awareness.

“Ride Safe – An Awareness Programme” Seminar organized for BBA III Semester by BVIMR, New Delhi in association with HEROMOTOCORP on 3rd September, 2015

“Ride Safe - An Awareness Programme” was organized by BBA III semester students as a part of CSR initiative on 3rd September, 2015 in collaboration with EROMOTOCORP. The objective of the event was to reduce road accidents, save human lives and preserve revenue of country by imparting systematic rider training and road safety education. Following were the speakers: Mr. Sunil Malhotra; Senior Safety Officer, HERO MOTOCORP, Mr. Ajay - Marketing Officer, HERO MOTOCORP, ASI, and Delhi Traffic Police.



Mr. Sunil Malhotra - Senior Safety Officer, HERO MOTOCORP addressing the students of BBA III on Road Safety & Awareness Issues in Delhi/NCR.

The speakers apprised the students about Dos and Don'ts related to driving two and four wheelers, and impressed upon them the need to be extra cautious while driving, as there is always a possibility that mishaps are going to occur not always due to the fault of drivers, but due to callous and irresponsible driving approach of others on the Delhi roads owing to lack of driving sense. Some video clippings were also shown to substantiate the increasing concern as far as road accidents' numbers in Delhi is concerned.

The event was concluded with a vote of thanks.

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## **“HR Conclave on Opportunities & Challenges for HR” by BVIMR, New Delhi in association with Corporate Resource Center on 19th September, 2015**

BVIMR, New Delhi has got the opportunity to conduct HR Conclave on 19th September, 2015 to mark the opening of Placement Session and Release of Placement Brochure 2015-16i. The programme was organized to help the MBA final year students getting prepared for their interviews and to prepare them for the corporate life. The programme was chaired by esteemed guests like Dr. Dheeraj Bhardwaj, Vice President, IBM, Mr. Sanjeev Asthana, Vice President (HR), Triveni Engineering, Mr. Arun Ojha, Dy. General Manager (HR & Logistic) Nisan Logistics, Ms. Jayeeta Sutradhar, Manager (HR), Grid Infocom Ltd. and Ms. Anju Malhotra, Manager (HR), J. K. Cements.

Honorable Director Dr. Vikas Nath inaugurated the event with lighting the lamp along with honorable guests followed by release of Placement Brochure. Dr. Vikas Nath shared insightful thoughts from his experience on various challenges which students are likely to face while managing a team in a company. He also talked about the importance of team management and team work within the domain of a company.







# BVIMR *Glimpse*

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Year - 2016



After the inaugural, Panel Discussion on “Opportunities and Challenges in HR” was organized. Dr. Vikas Nath handed-over the dais to Dr. Lokinder Tyagi, Moderator, to start with the Panel Discussions.

Dr. Tyagi, conveyed gratitude for providing opportunity to moderate the event and inaugurated the Panel discussion with the very first question for Mr. Sanjeev Asthana,

Q.1: Sir, It is undeniable that the challenges and opportunities within the human resource field are constantly growing. May I request you to share your opinion about the opportunities to the Management Students?

Mr. Asthana discussed about employment opportunities available in India, he also referred to Prime Minister’s Skill Development Project and also shared employment / career opportunities available for the management students.



Q.2. What kind of problem HR Professionals encountered in Talent acquisition now-a-days? (Mr. Arun Kumar Ojha).

Mr. Arun Kumar Ojha discussed the problems/challenges; he faced in recruitment and selection of Management students, what kind of short-coming he experienced in hiring the right person with some examples. Mr. Arun Ojha, Deputy General Manager Nissan shared his Hiring experiences and what problems they face while hiring. He talked about the cultural differences occur while working in a team and how to tackle them.

Q.3 How management students should overcome the hurdles in their placement? (Mr. Sanjeev Asthana).

Mr. Sanjeev Asthana shared his views on business acumen and corporate expectations from the fresher's they hire and the need for reduction of transition time in the learning process of an employee

Q.4 It has been observed that now-a-days Girls are more interested in HR Career, how you view it?

Ms. Anju Malhotra, Head HR JK Cements broke the myth that HR jobs are meant for girls only. She however explored various verticals an HR is required to work on in an organization.



Vote of thanks was conveyed by Ms. Gagandeep Kaur by conveying gratitude to distinguished guests.

Conclave was concluded with the Question-Answer Session, inviting query/questions from the students. Students participated and asked number of questions related to their career and employment opportunities and queries were handled by the expert panel members with most suitable replies.

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## Launch of MS Office 2016 on 23rd September, 2015

On Wednesday, 23rd September 2015 at TAJ PALACE, Microsoft has launched the Office 2016 apps across Windows, Android and IOS platforms. These apps are the latest addition to Office 365, Microsoft's cloud-based subscription service that helps users to do work in collaboration. Microsoft also announced new and enhanced Office 365 services built for team productivity.





# BVIMR *Glimpse*

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Year - 2016

The event was followed by workshops conducted by experts for entrepreneurs, teachers and students of schools and colleges. The students of BCA 3rd year from the institute along with faculty members Mr. Mahesh Kumar Chaubey and Ms. Gagandeep Kaur attended one of the workshop conducted by Mr. Varun Agarwal and Mr. Anurabh Kumar. The workshop showcased the features of the New Office and how it will help the people of different fields to make their work easier.



## WORKSHOPS / SEMINARS



Staff Development Programme on “Team Building and its Benefits” on 14th August, 2015

A Staff Development Programme on “Team Building and its Benefits” was organized on 14th August, 2015 for 22 administrative employees of BVIMR. The objective of the programme was to inculcate the sense of team building in the participants and to groom and train them so that they can gain the benefits out of team spirit in the organization. The trainers for the programme included Dr. Lokinder Kumar Tyagi and Dr. Brotho R. Bhardwaj who very effectively utilized the pedagogy of Management Games on Team Building, Video Clips and Presentations for ensuring student engagement.

### SESSION 1

Dr. L. K. Tyagi in his session on “Team Building & its Benefits” covered the concept of Team Building, its important elements/ingredients and benefits. He emphasized that effective teams not only results in excellence in work but they also lead to Organizational Growth & Prosperity by creating happiness and satisfaction.



Dr. Brotho Bhardwaj & Dr. L.K. Tyagi taking a session on Team Building



## SESSION 2

Dr. Broto in her session conducted a team building exercise to give participants hands on training. She involved them in various Team Building Exercises like develop a team to build the largest building of the scrapped papers. All participants were divided in four teams and assigned to build largest tower with the help of newspapers. All teams enthusiastically participated as a team and contributed their best.

In another exercise, teams were assigned a task to sing their best song at the same time. All teams sing loudly at the same time and there was a total noise and uncoordinated efforts. Then all teams were asked to select a song and sing it. They sing a melodious song all together because of effective team building.



Participants along with the SDP Team

### **Management Development Programme on “Managerial Effectiveness & E-mail Etiquettes” for M/s.BTW India Pvt. Ltd. Lawrence Road, New Delhi on 20th August, 2015**

A Management Development Programme on “Managerial Effectiveness & E-mail Etiquettes” for the employees of M/s. BTW India Pvt. Ltd. was organized on 20th August, 2015 at the company’s premises in Lawrence Road, New Delhi. The objective of this Management Development Programme was to groom and update the participants on how to enhance their personal and professional effectiveness and also to develop proficiency in e-mail writing. 41 Middle and Top Management Executives including CEOs, Directors, General Managers, Managers, Officers etc participated in this MDP. The Trainers for the event were Dr. Lokinder Kumar Tyagi, Dr. Anjali Sharma



Executives of M/s.BTW India Pvt. Ltd. participating in the MDP on “Managerial Effectiveness & E-mail Etiquettes”



### Inaugural Session:

The event was inaugurated by felicitating the Trainers by CEO Mr. Kushwaha. Mr. Kushwaha in his speech briefed about the Company and its current position in the market. He further welcomed the trainers and also shared his expectation out of this Management Development Programme and handed-over the dais to Dr. Lokinder Kumar Tyagi.



### SESSION 3

#### Managerial Effectiveness by Dr. Lokinder Kumar Tyagi

Dr. Tyagi in his session discussed the concept of Managerial Effectiveness, skills required to be effective and the benefits of effectiveness to the Individual employee and the Organizations as a whole. He made his session very open and interactive with the help of Video Clips, Discussions, Question-Answers and Management Games.





## SESSION 4

### E-mail Etiquettes by Dr. Anjali Sharma:

The second Session of the MDP was focused on developing the e-mail etiquettes among the participants. Dr. Anjali Sharma, Faculty & Trainer covered the do's and don'ts for sending e-mails.

The participants rated the Training Programme as Excellent

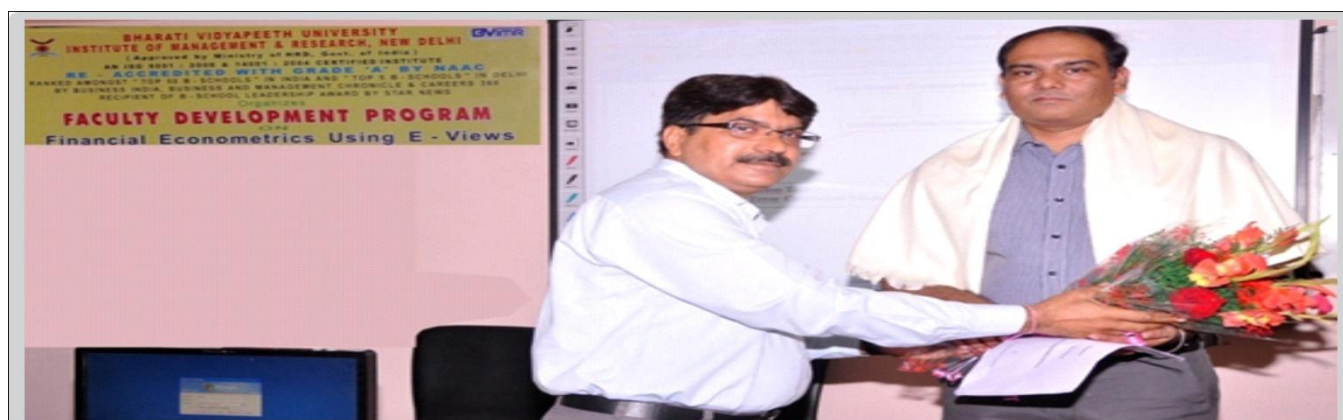


Dr. Anjali Sharma taking a session on E-mail Etiquettes and being felicitated in the MDP

## FDP on Financial Econometric using E-views September 23rd – 27th, 2015

A five day long Faculty Development Program on Financial Econometrics using – E-Views was organized on September 23 - 27, 2015 at BVIMR Campus at New Delhi. The FDP focused on helping participants teach effectively using Financial Econometrics. The resource persons for the FDP were Dr. Ajay Chauhan, Professor, IMT Ghaziabad and Dr. RK Sharma, Professor at BVIMR, New Delhi.

The FDP enabled the participants to appreciate the complexities involved in the Financial Econometrics, especially in the area like Finance, Econometrics, Management and Computing. It included techniques such as Regression and its assumptions - diagnostic, dummy and logistic regression, unit root, co-integration, ARIMA, Grangers causality, VAR, VECM, ARCH, GARCH and its applications in the field of corporate finance, financial markets and institutions, securities analysis and portfolio management, international finance, public finance and infrastructure financing.



Dr. Ajay Chauhan (Prof IMT, Ghaziabad) being felicitated by Dr. R K Sharma (Prof BVIMR, New Delhi)



Group photo of the participants of the FDP



## MDP on Mantra for Managerial Efficiency on 24th September, 2015

A Management Development Programme on “Mantra for Managerial Efficiency” was organized for M/s. SBI General Insurance Company Ltd., Rajendera Place, New Delhi on 24th September, 2015, 23 participants including Asst. Vice President, Regional Manager, Sr. Manager, Manager, Asst. Manager, Dy. Managers from different departments like Sales, Claims, HR, Agency & Digital, Operations, Finance, and Marketing etc. attended the event. The programme was focusing on helping the participants to develop Managerial Efficiency.



The MDP was inaugurated by welcome address by Ms. Anpurna, HR Manager. Mr. Ashok Vohra, Asstt. Vice President felicitated Dr. L. K. Tyagi and shared the objective of the training programme with the participants.

Dr. L. K. Tyagi, trainer for the programme covered the concepts of Managerial Efficiency, skills required for Managerial Efficiency and how to develop those skills. The above agenda was discussed with the participants with the help of case study discussion and management game. The imparting of training was made more interesting with the help of audio and video material.

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## Social Club Activities

### Independence Day Celebration at Bharati Vidyapeeth Educational Complex, New Delhi on 15th August, 2015

BVIMR's Social Club celebrated Independence Day on behalf of Bharati Vidyapeeth University, Delhi Campus on 15 August 2015. The teaching and non-teaching staff of College of Management, Engineering and Computer Applications attended the flag hoisting ceremony along with their family members.

The flag was hoisted by Dr. Vikas Nath, Director – BVIMR, New Delhi. This event also witnessed the presence of Mr. C. B. Sawant, Regional Director, BVU - Delhi Campus and Dr. Dharamender Saini, Principal-in-Charge, College of Engineering. The entire campus was well decorated with the National flags at various locations. The ceremony ended with distribution of sweets and snacks to all attendees. It was a great day indeed!



## **“Book Donation Camp” by BVIMR, New Delhi from 4th September, 2015 to 16th September, 2015**

BVIMR Social Club organized BOOK DONATION CAMP in the campus from 4th September to 16th September, 2015 to inspire all the students, teachers and everyone associated with BVIMR to donate Books to help the unprivileged poor kids.



The Camp got a very good response from the students and teachers. A total of 271 books including Story Books, Children Grade Books, Text Books, Magazines etc., 1 kid's study table-chair, 1 Bag and 10 Learning Probes were collected.





## Lintu's Home

A new initiative was planned on the occasion of International Ozone Day – An Environmental Awareness Program named “Lintoo – Bird House”. The word Lintoo has originated from Finland which is a bird. BVIMR, New Delhi has installed 20 Lintoo's all over the campus to help feeding birds thus taking care of them.



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## Foreign Delegation

Foreign Delegation from CESTE University, Zaragoza, Spain on 18th September, 2015

A Spanish delegation representing CESTE University, Zaragoza, Spain visited the institute on 18th September, 2015. The three member delegation included Mr. Miguel Marin (CEO), Mr. Manuel J. Badal Barrachina (Academic Manager) and Ms. Raquel Rodriguez (Consultant) of the University in Indian Sub-Continent. The delegation was received in Bharati Vidyapeeth's traditional Indian welcome style, and were formally felicitated by Director of BVIMR; Dr. Vikas Nath.



**Spanish delegation representing CESTE University, Zaragoza, Spain along with Dr. Vikas Nath, Director – BVIMR, New Delhi & Dr. Ajay Sahni – HOD, Foreign Language Department**

The deliberations included possibilities of exchange programmes related to students and faculty members of Bharati Vidyapeeth Deemed University Institute of Management and Research, New Delhi and CESTE University, Zaragoza, Spain, both at undergraduate and post graduate levels. All the Deans, HODs of BVIMR were present during the deliberations and apprised the dignitaries about syllabi, course structures of BBA, BCA and MBA programmes.



## **CORPOSCHOOL's Dress Smartly; Dress Elegantly Campaign in BVIMR Campus w.e.f. September 28, 2015**

To impress upon the students to be presentable and bring in the corporate culture right in the institute; an innovative campaign to imbibe formal dressing sense among BVIMR's students, a photo shoot of MBA second year students was conducted on 26<sup>th</sup> September, 2015 as a part of CORPOSCHOOL activity. The Students of MBA II Year were identified on the criteria of formal corporate attire and BVIMR's Identity Cards, and their pictures were shot by a team of Professional Photographers. After a very strict and rigid screening by Prof. (Dr.) Vikas Nath, Director - BVIMR, 20 pictures were selected with slogans depicting the value and importance of Formal Dressing Sense. These pictures are displayed at strategic areas of the campus, so that the students could relate to these role models who have become the face of the institute and are encouraged to become the next face of the institute.

The next phase of this campaign will be to highlight about all students' probability of being the next face of the institute, provided they fulfill the selection criteria. The selected students will become the face of the institute, and shall be recognized with certificates, and they will further be a part of BVIMR's promotional campaigns on digital media, their pictures will be published in BVIMR Mirror; Newsletter and posters.

Dr. Ajay Sahni has been delegated the task of disseminating the information regarding the selection criteria of how the students will be selected for the next phase of the institute campaign along with his team of foreign language teachers.



**Snippets of Dress Smartly; Dress Elegantly Campaign**