

Bharati Vidyapeeth University  
**BVIMR**  
Paschim Vihar, New Delhi

# MIRROR

*Goes Green*

*A quarterly News Letter - 2015*

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## FROM THE DIRECTOR'S DESK



**W**e have had an amazing three months here at BVIMR, New Delhi since our last update. The institute commenced its new academic year welcoming freshers of both Post Graduate and Under Graduate students.

Our world is changing rapidly due to changes taking place at technological, global and economic fronts. Accordingly, corporate's needs and expectations from the educational institutions is increasing in terms of their output in the form of skilled students.

We at BVIMR, recognize the central role of formal teaching and believe that effective educational system is essential to lay the platform for the success of its students. Our faculty members are engaged throughout the semester with students in the classrooms to respond effectively to their unique needs and experiences. However, we also understand that education is an ongoing, interactive process which should not be limited to classrooms and college boundaries. To ensure holistic development of the students and their grooming, it is very important to supplement education with real time experience sharing from Corporate and Academia.

I am happy to share that in this year, the institute launched **CorpoSchool**, a long held dream of Hon'ble Vice Chancellor Dr. Shivajiraoji Kadam, which will play an instrumental role in giving the finishing touches to the overall personality of students, so that they could get in the corporate world, and grow and prosper. **We also initiated the concept of Corporate Connect Personal Professional Training (CCPPT)** for the professional grooming of the MBA students so that they are ready for cracking their job interviews. Other significant events of the institute included **HR Conclave on Opportunities & Challenges for HR**. All these forums will provide valuable opportunities to students for corporate exposure and exchange of ideas with corporate guests, eminent academicians and well placed alumni's.

Spanish delegation representing CESTE University, Zaragoza, Spain visited the institute to collaborate for foreign exchange programme. This will be another feather in the cap of BVIMR and will surely help us laying foundation at the global level.

To give students creative, intellectual, cultural and recreational encounters, activities like Fresher's Party, International Ozone Day and Awareness Programmes on Road Safety were organised. I feel proud that our students came out with flying colours by winning lot of prizes in national and state level off – campus events.

BVIMR is dedicated to fostering an environment for innovative, interdisciplinary research aimed at furthering the intellectual development of both faculty and corporate executives. To this end, we have organised one Faculty Development Programme on Financial Econometrics and two Management Development Programmes on "Managerial Effectiveness".

This time we are also coming with new section in the newsletter "BVIMR Business Times – News & Updates". This section will be covering latest news from corporate viz. mergers & acquisitions, Corporate Charge | Discharge and new product launched in the market.

We are looking forward to the upcoming new semester and the many things we have planned. I am sure my students and faculty will put their best foot forward to add more and more laurels to the institute.

Wishing the students good luck and best time at BVIMR.

With regards,

**Dr. Vikas Nath**

# Editor's Message



**Dr. Ritu Bali**  
Assistant Professor



**Ms. Supreet Juneja Wahee**  
Assistant Professor



**Tushar Anand**  
Student, MBA IInd Year

Greetings and welcome to the first issue of the Newsletter for the academic year 2015 – 16. It's been an eventful quarter with a combination of studies, events and activities keeping us all busy throughout. New academic session started with Orientation Programmes for MBA, BBA and BCA freshers, followed by Fresher's Party, International Ozone Day and inauguration of CorpoSchool. A lot of other activities like Faculty Development Programme on E-Views, Management Development Programmes for Corporate Houses, and Foreign Delegation from Spain were conducted to raise the quality standards of the institute and ensure industry institute interface. Social Club of the institute has also marked his presence with activities like Independence Day celebration, Awareness Programmes on Road Safety and Book Donation Camp. The quarter is ending with Internal Exams and students gearing up to prepare for their university examination.

This edition of newsletter covers all the events conducted along with the details of faculty and students achievements, CRC activities. In continuance of our practice, a guest article by Ms. Archana Prabhu, Corporate Trainer, Book Review by Dr. Shallu Singh and Ph.D. snapshot of Dr. Ajay Sahni is also included.

We hope you will find this newsletter enriching and interesting. We welcome your articles, photographs and input to help keep the newsletter entertaining and informative. Please send your content to: [mirrorbvimr@gmail.com](mailto:mirrorbvimr@gmail.com).

Wishing you all the best and good luck to students for their exams.

## Editorial Team

## GUEST ARTICLE

# The Power That Moves The World

Creative thinking is at the core of all human progress. All through history, the world has been blessed with special people who have had the talent, the vision, the drive, the talent, the courage and an extraordinary intellect, to channelize their energy and effort into creative endeavor. This kind of creative effort inspires a leap of progress for Mankind...and with each such leap, History is re-written and lives are transformed and enriched!

Here's what some of the world's titanic thinkers say about Creative Thinking...

"Creativity involves breaking out of established patterns to look at things in a different way"

—Edward de Bono, father of several theories on creativity

"Creativity is the most important human resource. Without creativity, there would be no progress" says Steve Jobs, legendary founder of Apple.

Jobs goes on to say

"Innovation distinguishes a leader from a follower..."

and his slogan used in his ad campaigns "think differently" reflects his core thinking

Albert Einstein, who proposed the Theory of Relativity said...

"Creativity is intelligence having fun!"

All through History...Creativity

From times immemorial, Creativity has kindled the souls of great writers, poets, musicians, dancers, inventors and leaders...and lifted them above the mediocre. It is creativity that has driven men to maximize their potential and propel the world ahead, sometimes to incredible glory! Indeed, it is creativity and innovation which is the common factor in the lives of remarkable men and made these men larger than Life. From Socrates and Aristotle to Leonardo da Vinci and Michelangelo to Bach and Beethoven to Van Gogh and Picasso...the list goes on and on...

### Creativity in everyday life

Apart from these shining beacons of Creativity, creative thinking can touch the lives of each and every one of us. Creativity is not just for artists and inventors. Making creativity an integral part of life can bring immense richness, joy and fulfillment into your everyday living. Let's start looking at daily life in newer ways, differently...and life will become much more fulfilling...

### Some Ideas to super-charge your life with Creativity

1. If you like painting or photography or writing...start indulging in these activities every weekend.
2. If you like cooking, try out at least one new recipe every week and serve it to your family and friends.
3. Find one good quote every day and list it down. At the year-end, you will have an amazing collection of quotes.
4. Film a video, once a week.
5. Re-arrange the furniture in your home once a month—what a great, creative exercise it will be!
6. Write a loving email to a friend once a week...and see it enrich your friendship
7. Select your clothes carefully every day...and add a new accessory!
8. Learn one new word every day
9. Read a new book every fortnight. If pick a theme, you will become an expert on it soon
10. Start learning a new language



**Ms. Archana Prabhu**  
Corporate Trainer

11. Start studying the Life and Works of an artist or painter or musician that interests you—every fortnight, which soon become very well-informed and better company!!
12. Develop an innovative gift-wrapping idea
13. Post a new picture on Facebook , once every 2 days
14. Visit an art gallery or museum once a week and write to a friend about it
15. See a film or play once a week

Unfortunately the repetitive routine of everyday life and the all-consuming rat race devours us and erodes creative thinking and inspiration. Between pointless meeting, office problems, mundane home issues, traffic jams and all other energy-sapping activities, the joy and fun of life is lost. We need to restore to our lives the peace and calm essential for creative thinking and development. Just cut out the noise and mindless activity and steal a few minutes for yourself every day. Soak your mind into creative thinking using any of the ideas above...and soon you will be leading a changed and enriched life!!

### A tribute to some Creative Titans who have changed our World in the Last Century

In conclusion we pay tribute to some of the Creative Giants of the last century and thank them for changing our world. These remarkable people have inspired us, entertained us, challenged conventional thinking and fuelled the immense progress of Mankind with their phenomenal contribution. It is impossible to list all of these legends here but some who immediately come to mind are...

- **Henry Ford**...invented a car that transformed the face of the auto world...and won him a firm place in the Gallup List of the most widely-admired people of the 20th century
- **The Wright Brothers**, Orville and Wilbur, with their huge creative obsession, invented the first heavier-than-air airplane
- Albert Einstein was the dominant ‘Science and Technology Force’ of the 20th century. His creative contribution (Theory of Relativity) was a powerful symbol of his genius and courage
- Pablo Picasso, a strong creative force stood head-and-shoulders above the painters of the century and is the most well-known. He started the school of Cubism in Art
- Marie Curie, known as the ‘Mother of Modern Physics’ drove her research into Radiation with an intense force of Creative thinking
- Mahatma Gandhi strongly influenced the world soft leadership which reflected innovative thinking and a very high level of creativity...winning India its independence through non-violence. He shook up the world with a very gentle and effective way and will be remembered forever
- Mother Teresa. Her all-pervasive compassion for suffering was harnessed creatively into forming the “Missionaries of Charity” order in Kolkata, the first-ever such order of its kind. This just shows how creativity can be used effectively even in humanitarian work...structuring this work in an organized way. Her “Listen to the Silence” (and you will hear God) guidance was a creative way of making people more spiritual
- Martin Luther King...a leader who inspired millions with his creative eloquence in the unforgettable “I have a dream” speech, striking a huge emotional chord in the hearts of his followers. He demonstrated that words, creatively put together and passionately expressed can indeed move mountains!
- The Beatles were a phenomenal creative force of the last century!. Their music, poetry and lyrics took the world by storm and hugely influenced every aspect of life—thought, style, culture and fashion too. At a very young age they became legends, never to be forgotten!
- Steve Jobs...inventor of the Personal Computer, he envisioned a world of where every person would have a computer. This dream is rapidly becoming a reality. The force of Jobs’ genius has revolutionized the tech and entertainment worlds of our time, making this world more vibrant than ever before and changing the way in which Man thinks, interacts, works and communicates!

These names have been taken from Time Magazine’s list of extraordinary people of the 20th century. It shows that creativity is not limited to art and music and literature but permeates all areas of human endeavor.

## BOOK REVIEW

# The Mayo Clinic's Guide to Stress free living

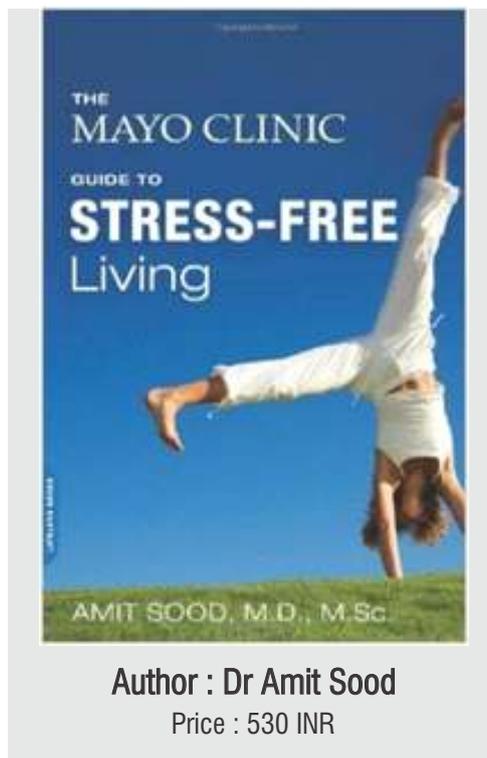
"I need greater forgiveness than I could ever give" Dr Amit Sood

All human beings strive to find joy, peace, happiness and contentment in life though we all differ in our means to reach this. Happiness, as said, is a habit. There are people who are born with this habit whilst others need to learn this habit. The dilemma of today's human is to achieve a lot at a cost of our ultimate goals which in turn bring a lot of stress along with many compromises.

This book- a guide to stress free living- puts together a structured stress free program that is scientifically proved, knitted and understandable by everyone. The guide is lucid and very simple to implement and revolves around four steps: Training one's attention, cultivating emotional resilience, starting a mind body practice and picking healthy habits. The book also highlights simple principles to be followed in life which are: developing a deep sense of sustained attention, practicing gratitude, compassion and acceptance every day thereby leading to a meaningful and joyous life .

The layout of the book has been knitted into practical and fun journey that has been tested with many scientific studies with constant positive outcomes.

A must read for all of you !! Do take a step forth to discover greater peace within yourself and your loved ones.



## “Spirit of Empathy in French Language Classroom- A Management Institute’s Perspective.”

**Guide :** Dr. Sushant Kumar Mishra; (Director; School of Foreign Languages, IGNOU)

**Co-Guide :** Mrs. Deepanwita Srivastav

The journey of doing Ph D has been a very fulfilling one, especially when one gets an opportunity to demonstrate one’s professional caliber and intellectual progress within the framework of a structured academic process. This research study has been a wonderful opportunity to develop and share my thinking, feeling, emotional and empathetic quotients through research orientation.

The whole credit goes to my Principal Guide; Prof. Dr. Sushant Kumar Mishra, whose professional and caring approach was always a catalyst factor .Dr. Deepanwita Srivastav’s timely guidance in suggesting the required finishing touches to the thesis is something I would like to put on records. Last but not the least, the systematic and professional administrative support from the School of Foreign Languages, IGNOU, has been noteworthy, which facilitated my smooth transition towards accomplishment of this most memorable academic qualification in my life.

As the title of thesis denotes; the research is an investigation on the Empathy; its concept, theories and related domains. Most notably being the EQ i.e Emotional Quotient. The thesis encompasses a wide spectrum of inter-disciplinary components viz soft skills, personality development, communication and presentation skills. These people or social skills are very important at present, whether it be professional, personal, familial or societal concerns. Broadening these elements, the research study also emphasized upon incorporation of study of French language and culture in Management Education, so that global citizens are groomed. Also, the prevalent term for World being a Global Village, knowledge of French language and culture will be a big plus, owing to the fact that French is official language in more than 60 countries of the world. Even in English, there are more than 30% words and expressions of French language origin.

Highlighting the above facts and features, there is a complete chapter devoted towards teaching and learning methodology of Cooperative and Collaborative Learning, so that team spirit and soft skills are nurtured right in the classroom. The research was conducted through framing a Questionnaire that had both open and closed ended questions. The questionnaire had 40 questions and the respondents were from three management institutes viz BVIMR, KUONI Academy of Travel, and YMCA. The research was conducted among 180 management learners, where French is a main subject in their management education programme. Then, there were case study, observation methods also applied to reach at the research finding and conclusions. The research study was primarily qualitative and descriptive.

The main findings were; French helps in the overall personality development, communication and soft skills enrichment. Secondly, as a result of learning French language, the respondents were able to not only get good jobs, but they were also able to progress in their respective areas of specialization. Most importantly, it was the development of confidence that was developed in the classroom that the respondents highlighted upon along with the development of life skills.

Most of the respondents agreed that the cooperative and collaborative method of teaching and learning was instrumental in the development of spirit of empathy in their personality. They learned French language with the application of teaching and learning strategies in the forms of role playing, games, group tasks, discussions, music, presentations, storytelling, literature and poetry. This contributed towards their being better and enriched individuals. Most importantly, it is the domain based French language skills that could be applied in marketing, international business, finance and other management areas that the learners highlighted to be incorporated in the French language teaching modules.

The completion of Degree of Doctor of Philosophy seems like a completion of a CIRCLE, and I have a 360 degree vision and I am back to the point from where I started i.e. learning. Learning is an ongoing process, but yes, now I am better equipped to draw triangles, squares, lines, rays etc. within this circle of my knowledge and intellect, and most importantly, my Spirit of Empathy as per the situations and contexts.

<< *Enjoy Learning* >>

Best Wishes,

**Dr. Ajay Sahni**

Chairperson - International Relations, Admissions, Corposchool

**Head :** Department of Foreign Languages BVIMR



**Ph D. Snap Shot - Dr. Ajay Sahni**  
University: IGNOU, New Delhi

## EVENTS / CONFERENCES / WORKSHOPS ORGANIZED

### BVIMR fraternity welcomes MBA 2015-17 Batch

The institute organised 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-ordinator, Corporate Resource Centre wherein the expectations and general behaviour 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 was ‘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, National Entrepreneurship Network (NEN) on the role of NEN in entrepreneurship education and innovative teaching 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 Sahni**, HOD – Foreign Language discussed about the importance of Foreign Languages – French & German being offered at BVIMR, New Delhi. **Dr. Ms. 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. **Mr. M.K. Chaubey** – Head ERP all the details of ERP Attendance System to the students.

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, BVIMR -New Delhi who welcome 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.

The last day also seen session from 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.

## GLIMPSSES 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



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 Batch

Orientation Programme for the fresh batch of BBA/BCA (2015 – 2018) was organised 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 of the programme highlighted vision, mission & quality policy of the institute and a quick overview of various events and activities organised 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 organised 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.



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

**Dr. L.K. Tyagi**, Examination Incharge – 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 CRC initiatives in grooming the student' personality for creating employment opportunities. She also discussed the details of excellent Placements by 2014 – 2015 batch 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 Incharge 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**, Motivational Speaker and Visiting Faculty 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), 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 Batch) 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 organisations and how this concept is used in the organisations. 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, LT Foods. Mr. Dinesh Tandon discussed about the various segments of market and the prominence of understanding human behaviour 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 of 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.

## 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. Shalu 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 walks 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. Freshers (Mudit & Kanupriya).**
- **Mr. & Ms. Congenial (Ayush & Princy).**
- **Mr. & Ms. Personality (Shiva & Pallavi).**

After the competitions, it was for the freshers and seniors to rock the fresher party with dancing and grooving at DJ session in Amphitheatre. The event was a huge success and the freshers 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 freshers were welcomed by Dr. Vikas Nath, Director, Dr. Parul Agarwal (Dean – BBA) and Dr. A. K. Shrivastav (Dean – BCA). This was followed by welcome speech by final year HODs – Dr. Ritu Bali and Mr. Mahesh Kumar Chaubey.

The Freshers' 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		BCA and BBA (Afternoon Shift)	
Mr. Fresher	Chris Ryan	Mr. Fresher	Mr. Aakash (BCA)
Ms. Fresher	Aayushi Agarwal	Ms. Fresher	Ms. Neha Verma (BBA)



Students of BBA & BCA First Year celebrating Freshers 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 lighting 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!



## 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 Honour for the event included renowned personalities like Shri. 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.



**Shri. 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 lighting the pious lamp along with

**Dr. Vikas Nath**

Director – BVIMR, New Delhi on the occasion of International Ozone Day – An Environmental Awareness Programme celebrated at BVIMR, New Delhi on 16th September, 2015.



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 honoured for their participation and were awarded prizes and certificates.

# ₹PO \$CHOOL£

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 Honourable 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 Honour; Ms. Anshu Sisodia, Corporate Trainer, and a famous media personality, and Mr. Mohit Guglani, Entrepreneur and a Marketer, with CORPOSCHOOL Committee members.



The inauguration was marked by lamp lighting ceremony and felicitation of Guests by Dr. Vikas Nath. Dr. Vikas Nath gave an eloquent address to the audience, regarding the long felt need to initiate a finishing school at BVIMR. He also apprised the audience with the concept of finishing school, and how this school will lend value addition to the overall corporate culture savoir-faire to BVIMR students.



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 students 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 endeavours, the students will be the beneficiaries in the form of identification of their strengths and weaknesses. The modules for the Corposchool will include Professional Skills, Communication Skills, Telephone Etiquette, Presentation Skills, Life skills etc. which are named as Corpofine, Corporeal, Corponorms, Corponext, Coposchools respectively.

**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 organised 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. Srivasatava** 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. Srivasatava 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 mishappenings. 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 answer 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 organised 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, 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.

## “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 organised 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.



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 May I know 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 freshers 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.

## 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.

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.



**FDP's / SDP's / MDP's**



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

A Staff Development Programme on "Team Building and its Benefits" was organised 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. Broho 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. Broto 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 - EViews was organised 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 organised for M/s. SBI General Insurance Company Ltd., Rajendera Place, New Delhi on 24th September, 2015. 23 participants including Asstt. Vice President, Regional Manager, Sr. Manager, Manager, Asstt. Manager, Dy. Managers from different departments like Sales, Claims, HR, Agency & Digital, Operations, Finance, 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.

## 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. The event also seen the present 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.



## 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.

## PLACEMENT 2015 - 2016

CRC has been consciously working towards bridging the gap that exist between industry and academia as well as administering all the placement activities. It gives the necessary guidelines to the students to decide the career paths by counseling, guiding, motivating and mentoring.

With the start of new academic year 2015 – 16, already CRC teams is on their toes for ensuring that students perform excellently during their campus placements. Activities like Corporate Connect and Corporate Connect Academia, Industrial Visits have been initiated since the commencement of classes. Till date, ten companies have already visited the campus for placements and shortlisted few students. The details are as follows: -

Sr. No.	Company's Visited	Status
1	Capital IQ	In Process
2	Thomson Digital	1 Selected
3	Vistara	5 Shortlisted
4	Loyd Ventures	3 Shortlisted
5	Koeing Solutions	5 Shortlisted
6	Human First	7 Shortlisted
7	To The New Digital	2 Shortlisted
8	DCB Bank	Result Awaited
9	CSC	In Process
10	ITC	In Process

### Industrial Visits

S. No.	Class	Name of Company	Date & Reporting Time	Student Strength	Faculty
1.	MBA Final Year	Oerlikon Drive Systems, India, Plot No 14, Udyog Kendra, Greater Noida, GautamBudh Nagar - 201 304,	17 & 18th Aug 2015	62 Students (Sec- A, B , C)	DR. L.K Tyagi, Dr. R.K Sharma
2.	BCA I & II Year	Yakult 402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat.	21st Aug 2015 12:00pm	77 Students undertaking and went 66 Students (I & II Year)	Mr. Chaubey, Ms. Seema, Mr. Ajay Kumar & Dr. Srivastava
3.	BBA IInd Year	Yakult 402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat	21st Aug 2015 1:30pm	70 Students (Sec- A, B, C)	Dr. Anoop Pandey Dr. Sanjay Roy,
4.	MBA I Year (Sec – A,B)	Yakult 402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat.	26TH Aug 2015 12:30pm	75 Students (Sec – A,B)	Dr. Anjali Sharma Dr. Ritu Bali

### Corporate Connect Personal Professional Training (CCPPT)

S. No.	Date	Activity	Class	Guest	Designation	Designation
1.	30th July 2015	Role of Tourism Industry in India GDP	MBA I	Ms. Poonam Munjal	Senior Research Fellow	NCAER
2.	30th July 2015	Advertising Agencies Advertising & Media Management	MBA III (Marketing Specialization)	Mrs. Archana Prabhu	Renowned Advertising Consultant	Corporate Trainer
3.	30th July 2015	Global Entrepreneurship : Strategic Directions”	MBA III	Prof. Dr. Zafar U. Ahmed	President & CEO	Academy for Global Business Advancement Fort Worth Texas, USA
4.	8th August 2015	Group Discussion and Personal Interviews	MBA Final Year	Ms. Rita Gangwani	Corporate Trainer	
				Ms. Jayeeta Sutradhar	HR Manager	
				Ms. Meenakshi	Trainer	
				Mr. Amitabh Chakraborty	VP Marketing	Sahara Group
				Mr. Avinash Gulati	Corporate Trainer	Zee TV
				Ms. Ashima Dhawan	HR Manager	
5.	8th August 2015	Developing Interpersonal Skill & Teamwork	MBA Ist Sec- A	Mr. Hirday J Sarat	Corporate Trainer	
			MBA Ist Sec- B	Ms. Nidhi Sharma	Corporate Trainer	
			MBA Ist Sec – C	Neel Kamal	Corporate Trainer	
6.	22nd August 2015	Presentation	MBA III Semester	Dr. R.K Sharma	Professor	BVIMR, New Delhi
				Dr. Sajeevan Rao	Professor	BVIMR, New Delhi
				Dr. Broto Bhardwaj	Associate Professor	BVIMR, New Delhi
				Dr. Broto Bhardwaj	Asst. Professor	BVIMR, New Delhi
				Mr. Sanjay Roy	Asst. Professor	BVIMR, New Delhi
				Ms. Preety Wadhwa	Associate Professor	New Delhi
				Dr. Ajay Sahni	Asst. Professor	BVIMR, New Delhi
				Dr. L.K. Tyagi	Associate Professor	BVIMR, New Delhi
7.	22nd August 2015	Time Management And Stress Management	MBA I Semester Sec. - A	Mr. Robin Sawan	Corporate Trainer	
			MBA I Semester, Sec. - B	Mr. Naresh Pal	Corporate Trainer	
			MBA I Semester Sec. - C	Mr. Rakesh Arya	Corporate Trainer	
8.	25th August 2015	Corporate Etiquette	MBA I Semester	Ms. Ira Aggarwal	Corporate Trainer	

## Guest Lectures (Corporate – Academia Connect)

Sr. No.	Topic	Speaker Name	Date	Class	Coordinator
1.	Climate Change & Sustainable Livelihood	Dr. Sunita Kaul	10 <sup>th</sup> August, 2015	BCA III Semester	Ms. Seema Chaudhary
2.	Role of Performance Management Process in HR Effectiveness	Ms. Shweta Prabhakar, Corporate Leader and HR Trainer	12 <sup>th</sup> August, 2015	MBA III Semester	Dr. L. K. Tyagi
3.	7P's of Marketing	Mr. Amit Vermani from Alliance Business CSC	5th August, 2015	BBA III Semester	Dr. Pankaj Saini, Ms. Geetu Tuteja, Ms. Meenakshi Sati
4.	Basic of Legal Environment, Consumer Protection Act, Legal System	Mr. Pawan Kaushik Advocate	2 <sup>nd</sup> September, 2015	BBA I Semester, Sec E & D	Dr. Pankaj Saini, Dr. Navneet Gera
5.	Export and Import Documentation	Prof H P Singh (Chief Consultant and Programme Director NIESBUD)	22 <sup>nd</sup> September, 2015	BBA V Semester MBA III Semester	Dr. Navneet Gera
6.	Entrepreneurship Development Skills	Mr. M. S. Singh, Scan Mind company	25 <sup>th</sup> August, 2015	BCA V Semester	Dr. Pankaj Saini, Dr. A. K. Shrivastav

## Guest Lectures (Corporate – Academia Connect)



Advocate Pawan Kaushik being felicitated by Dr. Navneet Gera – HOD BBA First Year & Dr. Pankaj Saini



Mr. M.S.Singh being felicitated by Dr. Anil Srivastav – Dean BCA & Dr. Pankaj Saini



Dr. Sunita Kaul taking the session on Importance of Environmental Studies



Ms.Shweta Prabhakar, Corporate Leader & Trainer being felicitated by Dr. Lokinder Kumar Tyagi, Faculty & Area Chair - HRM



Mr. Amit Vermani from Alliance Business CSC being felicitated by Dr. Aparna Marwah Bawa- HOD - BBA II Year & Dr. Pankaj Saini – Faculty

## FACULTY ACHIEVEMENTS & ACTIVITIES



**Dr. Atul Kumar**  
Asst. Professor

Key Resource Person for 2 days FDP on Research Methodology and SPSS organised by National PG College, Lucknow on 12th – 13th September, 2015

## Paper Publications in National / International Journals / Magazines

Sr. NO.	A	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1.	Dr. Ajay Sahni Asst. Professor	“Teaching And Marketing; The Two Sides of The Same Coin”	(AEMB) Advances in Economic and Business Management	Volume 2, Number 8, April-June, 2015, Page Nos.:768-774 Print ISSN : 2394-1545 Online ISSN : 2394-1553
2.	Dr. Ajay Sahni Asst. Professor	“The Empathy Connect in Marketing”	(CMSP-2015), Conference Proceedings of Conference of Marketing Scholars & Practitioners, Apeejay School of Management, New Delhi	Page Nos.: 88-93, 25 <sup>th</sup> June, 2015 ISBN No.:987-93-84562-007-03-8
3.	Dr. Ajay Sahni Ms. Gagandeep Kaur Asst. Professor	“An Ontological & Phenomenological Dimension of New Age Leadership”	Conference Proceedings of Human Resource Conference	Page Nos.: 7-12, 23 <sup>rd</sup> May, 2015 ISBN -978-93-84562-02-1
4.	Ms. Shradha Vernekar Asst. Professor	The growth of travel & tourism: An overview	Journal of Commerce & Management Thought	Volume:6,2015,Number:3,July, Varsha(Monsoon) ISSN(print)0975-623X ISSN(online)0976-478X
5.	Dr. Daljeet Singh Bawa Dr. Amit Gupta	“E-Assessment: A Technology Based Solution Towards Better Future For Executive Education in the Higher Educational Scenario”	Academicia- An International Multidisciplinary Research Journal	Volume 5, Issue 3, August 2015, Page Nos.:152-173 ISSN (online): 2249 – 7137 Impact Factor: 5.099
6.	Dr. Aparna Marwah Dr. Lokesh Jindal	“Exploring Attitude in Emotional Labour”	Academicia- An International Multidisciplinary Research Journal	Volume 5, Issue 3, August 2015, Page Nos.:174-194 ISSN (online): 2249 – 7137 Impact Factor: 5.099
7.	Dr. Pankaj Saini Asst. Professor	“Employee Attrition : Viewing Past with focus to some future problem For IT & ITES Sector”	National Research Journal of Human Resource Management	ISSN : 2249 –7137 NPA/NRJHRM/ 24010
8.	Dr. Ashima Bhatnagar Asst. Professor	“Role of Education and Skill Development for Women Entrepreneurship : A model for Women	Innovations & Business : Issues & Challenges	Bharati Publications ISBN No. 978-93-85000-29-4

9.	Dr. Ritu Bali	Ph.D. Snapshot on “A Study of Work Culture Expectations across Generations with Special Reference to Faculty Members in Universities/Coll eges in Delhi and NCR”	Global Journal of Enterprise Information System	<b>Vol.7 / Issue.2/ April - June, 2015</b> ISSN (Online): 0975-1432 ISSN (Print): 0975-153X
10.	Mr. Gagan Grover Associate Professor	“An Empirical Investigation into Perception of Retailer in the Indian Retailing”	International Journal of Trends in Marketing Management	Volume 4, ISSN No. 2349-4204 Issue 09, 2015
11.	Dr. Navneet Gera Associate Professor	“Retailers and Customers Perception towards Branded Gems & Jewellery: A Comparative Study”	Gurukul Business Review (An International Refereed Management Journal)	ISSN (Off line): 0973-1466 ISSN (On line): 0973-9262 Volume 2, 2015 Impact Factor: 1.223
12.	Dr. Ajay Sahni Asst. Professor	“Brand Semiotics – A Strategic Marketing Tool for Psychographic Segmentation”	Advances in Economics & Business Management (AEBM)	Volume 2, Issue 11, July – September 2015 P-ISSN: 2394-1545 E-ISSN: 2394-1553 P-1095-1098
13.	Dr. Ajay Sahni Asst. Professor	“Tool in Branding - The Semiotics Way”	International Journal of Business & Administrative Research Review	September 2015 E-ISSN: 2347-856X P-ISSN: 2348-0653
14.	Dr. Pankaj Saini Asst. Professor	“Employee Attrition : Viewing Part with focus to solve future problems for IT & ITES in Gurgaon”	National Research Journal of Human Resource Management	Volume 2, Issue 2, Page 1-8 Year 2015 ISSN No.: 2394-059X
15.	Dr. A.S. Rao Professor	“A Comparative Investigation of Compulsive Buying Behavior of males & females in Delhi/NCR”	IJRMSS	Volume 3, Issue 3(2) July – Sept 2015 ISSN: 2322:0899
16.	Dr. Neelam Sharma Dr. Broto Bhardwaj Associate Professor	“Impact of Social Media & Entrepreneurship Development”	Book edited by Dr. Broto Bhardwaj on “Entrepreneurship” Bharti Publications	ISBN 9789381212530 Page 77-79

17.	Dr. L.K. Tyagi Associate Professor	“A Study of Merits of Talent Management Using ERP, SAP, HCM”	International Journal in Management and Social Science	Volume 3, Issue 10 (October 2015) ISSN: 2321-1784 Impact Factor - 4.358
18.	Dr. L.K. Tyagi Associate Professor	“Employee Effectiveness through e-Performance Appraisal”	IJBM & SS International Journal of Business Management & Social Science	ISSN-2249-7463
19.	Dr. Neelam Sharma Dr. Broto Bhardwaj Associate Professor Dr. Shobha Kushreshtha	“Relationship between Technology and Social Media: A Study in Indian Context”	Journal of Entrepreneurship Management and Media Management	Nowy Sacz School of Business National –Louis University Page 1-17
20.	Dr. Neelam Sharma Dr. Broto Bhardwaj Associate Professor Dr. Shobha Kushreshtha	“Antecedents of Sustainable Strategy: Competencies to Create Sustainable Environment through Social Media”	Smart and Sustainable Built Environment	Vol 2(3), Page No. 23 -54 ISSN: 2046-6099
21.	Dr. A.S. Rao Professor	“A Comparative Investigation of Compulsive Buying Behavior of males & females in Delhi/NCR”	IJRMSS	Volume 3, Issue 3(2) July – Sept 2015 ISSN: 2322:0899

### Paper Publications in National / International Journals / Magazines

Sr. No	Name of the Faculty	Details of Workshop / Conference	Level of Participation	Date & Place
1.	Dr. Ajay Sahni	7 Days Faculty Development Programme on “Advertising & Branding”	National	Symbiosis Centre for Management Services, NOIDA, U.P  14 <sup>th</sup> - 20 <sup>th</sup> June, 2015

2.	Dr. Daljeet Singh Bawa	FDP on “Java Fundamentals and Programming” – Oracle Certified Programmer	National	BVCOE, New Delhi 27 <sup>th</sup> - 31 <sup>st</sup> July, 2015
3.	Dr. Aparna Marwah Ms. Deepa Kapur	NHRDN 2nd Seminar on Prevention of Sexual Harassment at Workplace 'Awareness, Enforcement & Leading Practices'	National	Hotel Sheraton New Delhi 20th August 2015,
4.	Mr. Mahesh Kumar Chaubey	Workshop on “People of Action Unite – Office 2015” organised by Microsoft	National	Taj Palace, New Delhi 23 <sup>rd</sup> September, 2015

## Suggested Readings

Sr. No.	Title of the Paper	Author Name	Name of the Journal	Volume / Issue	Month	Page No.
<b>Management</b>						
1	To behave or not: The role of Coworker Support and Trust in Daily Reciprocal Gain Spirals of Helping Behaviour	Jonathan R. B. Halbesleben & Anthony R. Wheeler	Journal of Management	Vol. 41, Number 6	September, 2015	1628 - 1650
2	Social Networks, Cognitive Style and Innovative Performance: A Contingency Perspective	Gianluca Carnabuch and Balint Dioszegi	Academy of Management Journal	Vol. 58, Number 3	June, 2015	.. . .

### Marketing Management

3.	Putting Sales at the Center of the Strategy	Cespedes, Frank	Harvard Business Review	Vol 92, Number 10	2014	23 - 25
4.	Role of Culture in International Relationship Marketing	Samaha, Stephen A. Beck, Joshua T. Patmatier, Robert W.	Journal of Marketing	Vol. 78, No. 5	2014	78 - 98

### Human Resource Management

5.	Integrating Workforce Diversity in Global Business: A Psycho – spiritual Perspective	M. S. Srinivasan	Journal of Human Values	Vol. 21, Number 1	April, 2015	1 - 10
6.	Impact of Organizational Culture on Commitment of Employees: An Empirical Study of BPO Sector in India	Sulakshna Dwivedi, Sanjay Kaushik and Luxmi	Vikalpa: The Journal for Decision Makers	Vol. 39, Number 3	July – September, 2014	77 - 92

### Financial Management

7.	Financial Analysis of State Bank of India Using Various Ratios	Asma Khan	NICE Journal of Business	Vol. 9, Number 1 & 2	January – December, 2014	1 - 4
8.	Venture Capital Financing By VCFs & FVCIs: A Study with Reference to Sectoral Financing in India	C. Viswanatha Reddy	International Journal of Indian Management & Strategy	Vol. 20, No. 3	July – September, 2015	42 - 53

## Student Achievements

S. No.	College/ Institution	Activity Name	Student Name	Position	Prize
1	VIPS - Gravity	Face Painting	Rupal Prajapati	1st	Trophy, Certificate and cash prize of Rs. 1500/-
		Face Painting	Rahul Jain	1st	Trophy, Certificate and cash prize of Rs. 1500/-
		Movie Trivia	Shreya Tripathi	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Rupal Prajapati	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Shreya Tripathi	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Sachi Vadera	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Parul Singhal	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Pritika Singh	2nd	Trophy Certificate and cash prize of Rs. 1000/-
2	BVICAM- Student Council	Pictionary	Kunal Sachdeva	2nd	Trophy & Certificate
		Pictionary	Mayank Aggarwal	2nd	Trophy & Certificate
3	Gargi College, DU- Alohomora	Case Study	Ankita Banerjee	1st	Trophy, Certificate and cash prize of Rs. 7000/-
		Case Study	Sourabh	1st	Trophy, Certificate and cash prize of Rs. 7000/-
4	Microsoft	Role Play	Aditi Chopra	1st	Certificate, Pen drive & Licnse of MS Office 2016
			Ravina Verma	1st	Certificate, Pen drive & Licnse of MS Office 2017
			Ekjot Kaur	1st	Certificate, Pen drive & Licnse of MS Office 2018

## Student Corner

### BUSINESS QUIZ

**Q1. Which one of these is a Grocery focused start up?**

- a) Localbanya.com
- b) Myntra.com
- c) Jabong.com
- d) Local Wash

**Q2. Who has been appointed as the CEO of Nestle India recently?**

- a) Durgesh Shetty
- b) Suresh Narayanan
- c) K.L. Swami
- d) Indira Gupta

**Q3. Which company has launched an app for Apple watch?**

- a) Pepperfry
- b) Urban Ladder
- c) Flipkart
- d) None of these

**Q4. Sebi recently canceled which company`s fund management business permit?**

- a) Kotak Mahindra
- b) Muthoot Finance
- c) Sahara
- d) None of these

**Q5. Tata Power Co Ltd signed an agreement with Honeywell to produce?**

- a) PALIN
- b) TAMIN Navigator
- c) TALIN navigator
- d) JAMIN

**Q6. Which is the first railway station in India where wifi services have been started on a pilot basis?**

- a) New Delhi
- b) Chennai Central
- c) Mumbai
- d) Kharagpur

**Q7. Recently Yahoo took over a Bangalore based company named as?**

- a) Doc Pad
- b) Bookworm
- c) BookPad
- d) WPad

**Q8 BlackBerry acquired which mobile technology start-up?**

- a) PIE Mapping
- b) Paythru
- c) SocialSafe
- d) Movirtu

**Q9. Which service allows its customers to transfer money from their account to anyone in India with a mobile number?**

- a) Cardless Cash Withdrawal
- b) CashPro
- c) Cash Withdrawal on wheels
- d) None of these

**Q10. Which online portal signed 50:50 joint venture with Den Networks to extend its reach to television home shopping audiences?**

- a) Flipkart
- b) Snapdeal
- c) Amazon
- d) None of these

**Answers**

- 1-A
- 2-B
- 3-B
- 4-C
- 5-C
- 6-B
- 7-C
- 8-D
- 9-A
- 10-B



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JULY-OCTOBER

**Acquisition | Merger 2015**

**Corporate Charge | Discharge**

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**Hero Cycles acquired Firefox Bikes in all-cash transaction**

The world's largest bicycle manufacturer by volume, Hero Cycles, on 17 September 2015 announced the acquisition of Firefox Bikes Pvt. Ltd. for an undisclosed sum in an all-cash deal.

As per the deal, Hero Cycles acquired 100% stake in Firefox. Both the companies also mutually agreed that Firefox Bikes will continue to remain a separate business entity post the acquisition.

The deal includes the Firefox brand of bicycles, accessories and spares along with exclusive distribution rights of Trek and other global brands.

Hero Cycles also announced that it will setup a Hero Innovation Centre to upgrade its line of cycles.

**CarDekho acquired Auto portal Zigwheels**

Jaipur-based CarDekho on 11 September 2015 acquired Zigwheels, an auto portal owned by Times Internet. The combined entity of CarDekho, Gaadi.com and Zigwheels will compete with the likes of Cartrade.com and Carwale.com.

After completion of the acquisition, Zigwheels will work as an independent entity within the group.

**Sun Pharma entered into an agreement to acquire In Site Vision**

The largest Indian drugmaker, Sun Pharmaceuticals Industries Ltd, on 16 September 2015 entered into a deal to acquire US-based InSite Vision Inc. for about 300 crore rupees.

As per the terms of the agreement and merger plan, an indirect wholly owned subsidiary of Sun Pharma will make a tender offer for all of the issued and outstanding common stock of InSite Vision at 0.35 US dollars per share in cash.

**Bharti Airtel acquired YTS Solutions for mobile payment solutions**

India's largest telecom operator Bharti Airtel on 4 August 2015 acquired financial solutions firm YTS Solutions for an undisclosed amount. With this acquisition, YTS Solutions will be integrated with the operations of Airtel Money Services Ltd, a subsidiary of Airtel. This acquisition will help Airtel to expand its footprint in the payments sector by integrating business capabilities and unique service delivery model of the YTS.

Airtel M Commerce Services Ltd (AMSL) offers wallet service under the brand name Airtel Money.

**DuPont CEO Ellen Kullman announced retirement.**

DuPont has decided to appoint Edward Breen, chairman of Tyco International Plc and a current member of the DuPont Board of Directors, as the interim chair and CEO.

**Jack Dorsey appointed as permanent CEO of Twitter**

The appointment of Dorsey, who is also the CEO of mobile payments company Square, marks his second stretch as Twitter's CEO. He will handle both the jobs at once.

**Martin Winterkorn resigned as Chief Executive Officer of Volkswagen**

Martin Winterkorn on 23 September 2015 resigned as the Chief Executive Officer (CEO) of Volkswagen. Winterkorn's resignation came following the revelation that the carmaker manipulated US diesel car emissions tests.

**Rakesh Sharma appointed as MD and CEO of Canara Bank**

Prior to this appointment, Sharma was the MD and CEO of Lakshmi Vilas Bank since March 2014, where in a short span of 18 months, he helped the private sector lender excel in all parameters.

## Product | New Launch

Infosys launched three new services Aikido

India's second largest IT services company Infosys on 20 August 2015 launched Aikido, three enhanced service offerings in design thinking, platforms and knowledge-based IT (KBIT).

Aikido services are aimed at helping its clients address three key aspects of their business. The three service offerings are Ki in Knowledge-Based IT, Do in Design Thinking, and Ai in Platforms.

Two out of the three new services will be offered by Infosys Consulting, headed by Sanjay Purohit.

### Ki Service

- The first of the services is Ki, it is a large-scale, modular service to help renew enterprise landscapes.
- The services will include knowledge-based IT strategy, knowledge

curation services, knowledge-based cost optimization.

- It aims to help enterprises renew their mainframe applications, support cost optimisation and drive automation in business operations.

### Do Service

- The second service Do refers to the service offering on Design Thinking and design-led initiatives.
- Do service will provide Infosys the framework for finding, understanding and defining the problems that are most important to clients and their businesses.

### Ai Service

- Ai refers to platform and platforms as a service to build intelligent solutions.
- This will include the Infosys-automation platform, Panaya and other



offerings in the engineering services, BPO and testing space.

- Mobile platforms based on Skava also come under this new service.

Jointly, Ai, Ki and Do together form Aikido, the east Asian martial arts and just as Aikido aims to understand the forces, and redirect these it into a fundamental strength

## Google Launched Its Parent Company Alphabet Inc



Search engine giant Google Inc on 10 August 2015 launched a new parent company called Alphabet Inc that separates its highly profitable search and advertising business.

The new parent company was formed as part of Google's new organisational structure which will help the company to keep tremendous focus on the extraordinary opportunities and products.

With this, Google will be replaced by Alphabet Inc as the publicly-traded entity and all its shares will automatically converted into the of shares of new parent entity with same rights. Alphabet Inc will comprise of the search engine unit and all other subsidiaries.

### Highlights of the Restructuring of Google

- Under the new structural arrangement, all subsidiaries of Google will be brought under the control of Alphabet Inc which will come into effect by 2015 itself.
- Alphabet Inc will be led by Co-founder and current CEO of Google Larry Page while Sergey Brin, the other co-founder, will serve as the President of Alphabet Inc and Eric Schmidt will be executive Chairman.
- Google's Chief Financial Officer (CFO) Ruth Porat will become CFO of Alphabet and current directors of the company will become directors of Alphabet Inc.
- Chennai born Sundar Pichai will be the CEO of new Google that is now the subsidiary of Alphabet Inc.

## Apple iPhone 6s, iPhone 6s Plus launched in India

One of the key new features of the new iPhones is the new touch capability called 3D Touch which allows the screen to sense multiple types of pressure.

### Here are the things you need to know about Apple's latest iPhones:

#### 3D Touch

Most smartphone users are accustomed to 'multi-touch' -- the ability for phones to recognize touches from multiple fingers, enabling such capabilities as pinching to zoom. With new iPhones, Apple brings in 3D Touch.

Pressing down hard on the new iPhones will launch additional capabilities. For example, you can get quick access to tasks such as taking a selfie or getting directions home. From a message, 3D Touch will give you a preview of a web link without launching the browser. Similarly, press for a few seconds on a document icon, and a preview pops up. Press on an address in an email, and a map opens up. On some video apps, the pressure determines how quickly you forward or rewind.



#### 12MP rear camera

After being stuck with an 8MP camera sensor since iPhone 4S, the iPhone range has finally received a substantial megapixel upgrade. iPhone 6S and iPhone 6S Plus sport a 12MP rear camera, with 50% more focus pixels to ensure faster autofocus.

Apple says that the new iPhones' camera will deliver more detailed photos than ever before. It can also capture panorama shots in 63MP resolution and capture videos in 4K (movie hall quality) resolution.

#### 5MP selfie camera

The selfie camera has also got an upgrade this year, jumping from 1.2MP in iPhone 6 and 6 Plus to 5MP in iPhone 6S and 6S Plus.

#### A new colour

The new iPhone 6S Plus will also come in a rose gold colour, as well as the standard silver, gold, and space gray hues.

#### More durable body

Though the iPhone 6S and 6S Plus look the same as their respective predecessors, they are made of stronger material. Apple has used aircraft-grade 7000 aluminium alloy, which is less dense and lighter than standard metals used in smartphones, but is up to 60% stronger.

Apple has also said that the glass used in the touchscreen this time is stronger than ever before.

#### Faster processor

The new iPhone 6S and 6S Plus pack the new 64-bit A9 chip with integrated M9 motion coprocessor under the hood, which processes apps 70% faster and graphics 90% faster according to Apple.

#### Faster fingerprint sensor

Apple says that the TouchID fingerprint sensor used in iPhone 6S and 6S Plus is twice as fast as the one used in previous iPhones and iPads.

#### Improved 4G and Wi-Fi performance

Apple has upgraded the wireless chips in iPhone 6S and iPhone 6S Plus too, which can download/upload data twice as fast compared to last year's models. The two iPhones now support up to 23 4G LTE bands.

#### Price

Apple said the iPhone 6S and 6S Plus will cost the same as their predecessors; iPhone 6S' 16, 64 and 128GB variants will cost \$199, \$299 and \$399 on contract, while the iPhone 6S Plus' three variants have been priced at \$299, \$399 and \$499 respectively.

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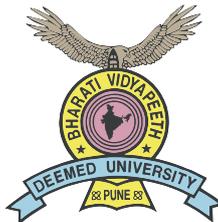
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