



**Bharati Vidyapeeth University Institute of Management & Research,
New Delhi**
An ISO 9001 : 2008 Certified Institute

Vol 3, Issue 5
May 2010

Director's Message

It gives me great pleasure to inform that BVIMR is scaling new heights of glory with each passing year. The Business and Management Chronicle has ranked BVIMR as the second best Business School in the NCR Region, while the Business India in its November, 2009 has ranked our Institute among the top 50 Management Institute in India.

ISO has certified BVIMR as a quality institute in the areas of management, technology and research and provided the certification with its new standards i.e. ISO 9001:2008. We organized a record of 23 events in the academic session 2009-2010. The 4th International Conference on Challenges arising out of Global Recession: Strategies for Management which was conducted during 6th to 7th March, 2010 was a resounding success. Delegates and key note speakers more than 14 Nations participated in this conference. Other notable events were the National Research paper writing competition, Paristhiti, Renaissance, Sports meet & Schoneamour etc.

This year, we organized for the first time, the annual alumni meet (MILAP) for the passed out BBA/BCA students. This event was attended by over 130 ex-students with great enthusiasm. The event began with the felicitation of Alumni Association Office bearers by the Director. Mr. Rajesh Setia Vice-President United Brethren informed that this association now has presence in four countries Viz. ; Australia, United Kingdom and the United States of America besides India. Students exchanged greetings with the faculty members and thanked them for shaping their career. We organized farewell functions for the MBA, BBA and BCA classes respectively this year and assured them of our continuing love and support.

The placement scenario is encouraging in spite of the continuing recessionary trends in the Industry. As in previous years, we Planned that all our students will be placed before the academic year comes to a close. This year, we introduced the system of continuous evaluation through class tests, quiz, presentations and case studies throughout the session to motivate students to achieve academic excellence with year round regular study. The results are encouraging.

We will strive to achieve excellence in all fields of activities in the coming academic year. I take this opportunity to congratulate all the faculty members, students and the non-teaching staff for their hard work and dedicated efforts put in by them for taking the Institute to the present level of eminence.

With Best Wishes,
Dr. Sachin S. Vernekar

INSIDE THE ISSUE



- ◆ Director's Message
- ◆ International conference
- ◆ National Research paper Presentation Competition
- ◆ Paristhiti-National case Writing & Presentation Competition
- ◆ Renaissance
- ◆ Sports meet
- ◆ Schoneamour-The language Mela
- ◆ Techspan
- ◆ BVIMR Gems
- ◆ MILAP: The Annual Alumni Meet
- ◆ Students' Achievements
- ◆ CRC Activities
- ◆ Industrial Visits
- ◆ Corporate Day
- ◆ Off campus Achievements
- ◆ Faculty Achievements
- ◆ Dr. Venkat's Column


**Congratulations**

Dr. Patangraoji Kadam
Hon'ble founder Bharati Vidyapeeth
& Chancellor BVU



BHARATI VIDYAPEETH DEEMED UNIVERSITY
RANKING ON DEEMED UNIVERSITIES
BY TANDON COMMITTEE



Dr. Shivajirao Kadam
Hon'ble Vice-Chancellor BVU

The Tandon committee was constituted by the Ministry of Human Resource Development, Government of India to review the academic performance and achievements of all the deemed universities in India. The committee's report is widely discussed across the country. It is now displayed on the website of the MHRD. The committee has very critically evaluated the academic performance and achievements of 126 deemed universities in India on different 9 parameters covering academic programmes, the aspects of governance , innovations in teaching and learning processes, research, faculty, resources, admission processes, etc. The committees report reveals that BHARATI VIDYAPEETH DEEMED UNIVERSITY, Pune is ranked FIRST among the promising self- financing deemed universities from Maharashtra and one among the Top-20 self-financing deemed universities in India.

International Conference on Challenges arising from Global Recession- Strategies for Management" 6th -7th March'2010

Recession which turned up as a big changer of World Economic Scenario and changed the mindset as well as the approach of our economists. As it emerged the burning issue so Bharati Vidyapeeth University Institute of Management and Research (BVIMR), New Delhi, successfully organized its 4th International Conference on the theme "Challenges arising from global Recession: Strategies for Management" which aptly discussed the lessons learnt from recession. The event was Sponsored by AMDISA (A SAARC recognized Body). It was a two day

event which flagged off on 06th of March, 2010 and ended on 07th of March, 2010. The event got a corking response from across the globe which witnessed students and dignitaries from more than 10 countries, and some of the participating countries were Germany, USA, Iran, Iraq, Sri Lanka, Korea, Iceland and Nigeria to name a few. There were over 335 participants who churned out around 100 researches papers. The conference was blessed by the presence of a number of dignitaries; among them Mr G.Eiriksson His Excellency the



Ambassador of Iceland and Mr Russel Green, Treasury Attache from the Embassy of the United States of America. The Director of the Institute Dr. Sachin S. Vernekar felicitating the guests.

Dr. Juliana Gloeckler Fuchs (Indo German Students Exchange), Shri L.D. Mittal (Chairman, Sonalika Group), Dr. Sachin S. Vernekar (Director, BVIMR, New Delhi), Mr. Hussian A Rajab, (Commercial Counselor- Embassy of Iraq), Mr. Prasad Kariyawasam (Sri Lankan High Commissioner to India), Mr. Gaurav Agarwal (CEO, Hotel Park Plaza), Mr. Subhash Jagota, CEO, Global Business solutions), Wg. Cd. B.R.Chawla (Dean CRC, BVIMR) & Mr. Parul Agrawal (Coordinator, International conference, BVIMR) releasing the Souvenir of International Conference

The Plenary Session on both the days consisted of renowned speakers from academia and corporate world, For the Technical Session there were over 100 paper presenters from different parts of the globe presenting papers on various areas of marketing, finance, human resource, general management and information technology. The Conference was covered by various Print Media. The Whole Conference was covered up by DD News. Conference was commended by Academicians & Corporate sector to provide a milestone to fight Global Recession.

Chief Guests (Inaugural function): Shri L.D. Mittal, Chairman, Sonalika Group

(Valedictory Session): Shri Mangat Ram Singhal, Law and legislative affairs and Employment Minister, Govt. of Delhi.

Guests of Honor : Mr. Prasad Kariyawasam, Sri Lankan High Commissioner to India; Mr. Hussian A Rajab, Commercial Counselor, Embassy of Iraq; Ms. Chada W Mohamad, Consultant, West Africa.

The Fist of speeches of some of the important dignitaries is as follows:-

The Chief Guest Hon'ble Shri L.D Mittal, Chairman, Sonalika Group :He emphasized the strength of the Indian Economy in its prudent banking Practices & explained the reasons why western

economies were affected most by recession. He suggested implying the corporate social responsibility by the Companies to avoid recession in future.

The Chief Guest Hon'ble Shri Mangat Ram Singhal, Law & Legislative affairs and Employment Minister, Govt. of Delhi : He praised the age old saving habits of Indians to come out of this recession as well as he informed about the rapid transformation of Delhi due to the various projects undertaken in view of the forthcoming commonwealth games.

Mr. Prasad Kariyawasam, Sri Lankan High Commissioner to India: talked about the implications of recession on hospitality industry. I believe that, in the medium term, the most effective way of confronting the economic instability throughout the world is by directing our attention to the needs of the developing and less-developed nations.A sensible way to approach by investing in their physical and social infrastructure, separately from any current aid program. Contracts placed for this purpose in the developed world would not only help preserve jobs there but would also create new jobs and enlarge the consumer market in the developing world.

Dr M Altaf Khan, AACC, Afghanistan: threw light on the implication and aftermath of recession and to foresee this type of situation in advance.

Mr. Hussian A. Rajab, Commercial Counselor, Embassy of Iraq: highlighted the role played by greed in shaping recession. In addition to mega-infrastructure projects, which have a long incubation period, for immediate results financial resources can be directed to smaller projects such as feeder roads instead of major highways, modest and alternative energy projects, development of water resources, and expansion of educational and health facilities. In this manner, jobs can be created more quickly.



(Dr. Sachin S. Vernekar felicitating Mr. Hussian A Rajab, Commercial Counselor Embassy of Iraq)

Ms Chada W. Mohamad, Consultant, West Africa: highlighted the strategies undertaken by media in particular to combat recession. Revision of the statutes of the International Monetary Fund and the World Bank should also be given top priority, to ensure that these institutions can dedicate greater resources to meeting the requirements of developing nations that in turn will fuel U.S. technology exports as they advance their own economics.

Mr. S.B. Khedkar (Product Head, Videocon),: Discussed the Indian aspects of Recession. He praised the Indian Banking system in comparison to the American. Yes, banking institutions and certain industries should be rescued so they do not go into bankruptcy and employees do not lose their jobs. But while rescuing them, it has to be ensured that the right teams are in place, so they will not

commit the same failures as their predecessors. The first and most important step is to secure depositors up to a much higher level than at present.

H.E. Mr. Gurmundur Eiriksson (Ambassador of Iceland to India): stressed the need to cooperate all nations to fight the Global Recession. He suggested for the formation of a Forum to solve this Condition completely

Mr. Russell Green, Treasury Attache, Embassy of USA talked about Sub-Prime crisis in US, as per his views the U.S. and the developed world have taken action to bail out the financial sector and some industrial companies. This is to ensure that bankruptcies are avoided and people do not lose their jobs or the deposits they have with the financial institutions.

National Research Paper Presentation Competition, 20 February 2010

Research work is called as the root of future Education and to encourage it the Institute Organized a National Research Paper Presentation Competition on **20 February** 2010 to gather of the enthusiastic 7 the real developers of the education system. More than 80 abstracts were received and it was attended roughly by **150 participants across India** and the overseas delegates from Qatar (Doha) as well. The candidates represented 50 universities across all over India including IIT Roorkee. The event had Six Parallel Technical sessions followed by the Valedictory Session.

Chief Guest: Mr Manas Jena, Director (R&D), Ericsson India

Guest of Honour: Mr Gulshan Kakkar, Director, TCC paints, India



Inaugural function – Lamp lighting by Hon'ble Chief Guest, Mr Manas Jena, Director (R&D), Ericsson India and Guest of honour, Mr Gulshan Kakkar, Director, TCC Paints , India

Winners in National Research Paper Presentation Competition -2010

Prize	Name of the author	Title of the paper	Name of the Student Winners
1st prize (Rs 5000)	Mr Anmol Soi/ Ms Kanika Taneja (Delhi) Dr Neeru Mudra & Garima Kashyap (Delhi)	Role of credit rating agencies in current economic crises Effects of IT on Banking sector in India – An Empirical Study	Ankit Sharma & Samvedna Singh MBA IB (I year)
2nd Prize (Rs 3000)	Shariq Abbas/ Vandana Premi/ Anant Joti (Noida)	Job Satisfaction amongst faculty : An exploratory studies in professional colleges in NCR region	Prateek , Udhav & Vineet MBA (GEN) I
3RD Prize (Rs 2000)	Deepak Tandon / Neelam Tandon /Chandershekhar Satidasani (Noida) Ms Aparna Marwaha/ Mr Ajay Sahni (Delhi)	Rationalistic view of and assessment of a longterm credit proposal consortium banking Psychographic apperception of foreign brands in marketing	Nishita jain BBA VI, Arpit Bedi BBA II, Shardha Vernekar & Akriti Jain MBA I year
	Ms Rucchi Nayyar Mr Satish Kumar / Dr Ashutosh Vashishth (Roorke)	To Study the Impact of demographic factors on Internet Retailing Determinants of Capital Structure, Empirical evidence from BSE 500 companies	

PARISTHITI-- National Case Writing and Presentation Competition, 19th February 2010

The History of the Management world is full of cases, which provides us a better propagation regarding present and the future decisions. So to enlighten some of the prominent cases a competition was organized on Friday, 19th February 2010. Around 43 teams representing 21 colleges across the country and overseas delegates from Qatar (Doha) as well participated in this event. It is truly a rejuvenating and enthralling event for the participants'. The event had Six Parallel Technical sessions followed by the Valedictory.

Chief Guest: Mr. Nikhilesh Jha (Jt. Secretary, Ministry of Urban Dev. & CVO, CPWD)

Guests of Honour: Mr. .Balvinder Singh Ahluwalia (VP, Koutons Retail India), Mr. Lokesh Aggarwal (VP, SRS Value Store), Mr. Vijay Rai (Group President, LE Group).

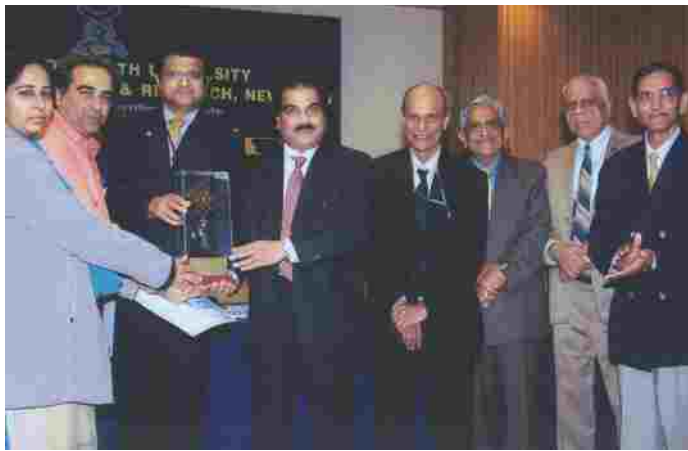


(Dr. Sachin S. Vernekar felicitating Guest of Honour- Mr. Lokesh Aggarwal, VP, SRS Value Serve)

Winners in Paristhiti-2010

FACULTY CATEGORY				STUDENT CATEGORY
Prize	Name	Organization	Title	Name
I	Ajay Sahni Aparna Marwah	BVIMR	The Indian Option : Instead of Looking Abroad, Today's Indian Management Graduates see a future at home	Shraddha Vernekar, Akriti Jain (BVIMR)
II	Atul Srivastav	Qatargas OPCO	SAP: LAP of a large fertilizer company	Neha Thapar, Ankit Dhamani
III	Mr. Aditya Vij Mr. Gagan Grover	BVIMR	Social Networking Sites- A new age marketing tool	Ruchika Nathani, Sakshi Agarwal Shivani Shah, Shobhna Verma (BVIMR), Meenu Sharma, Sharon Bhatt Rupali Gupta (SMVDU, Jammu)

Prize	Name	Organization	Title	Name
IV	Ms. Neelam araswat	DSPSR	What went wrong at Technosoft	Deepak Chabbra, Manishree Gupta, Anshul Taneja Manushi Judeja (RDIAS), Neha Sachdeva, Shreya, Vijay Vergia, Ojaswita, Neha Nangia, Sangeeta Solanki (BVIMR)
	Mr. Gaurav Bhargava	NDRTS		



Dr. Sachin S. Vernekar Felicitating Prize Winners (Faculty Category)



Dr. Sachin S. Vernekar Felicitating Prize Winners (Student Category)

RENAISSANCE–The Management and Cultural Festival, 15th -16th January 2010

Every year, with a view to recognize existing and to create new talents, BVIMR organizes Cultural week, consisting of Renaissance- the Management and Cultural fest organized on 15th -16th January 2010, thereby providing a platform to the student managers to showcase their talent. The event is graced by the presence and active participation of top Institutes like, IIFT, MDI, IMI, XLRI, BITs Pilani, Jamia Hamdard and many others in different events viz. Rena-Vigyapan, Rena-Bazaar, Rena-Hasya Pratiyogita, Rena-Sur Sangam culminating in the most colorful event namely Rena-Vastra Shringaar. It is truly a rejuvenating and enthralling event for the participants.

The Guest of Honor for the event were Dr. P. Prakash (Joint Secretary, University Grants Commission), Shri V.K. Verma (Ass. General Manager, Tata Consultancy Service) and Mr. D.P. Singh (Executive Director, Airport Authority of India) on the first day and Shri R.P. Jhalani (Chairman IR & HR Committee, PHD – Chamber of Commerce) and Dr. Sunil Abrol (Director General, C-DOT, Consultancy Development Centre) on the second day.



Star Attraction : Fashion Show



Mr. & Miss Renaissance Contest

Winners In Various Events of Renaissance:

Sr. No.	EVENT	POSITION	WINNER	
1	AD MAD SHOW	1st Prize 2nd Prize 3rd Prize	Md. Salman, Abhishek, Avinash & Anu ,(NDIM) Anuj, Chhavi, Kanav & Yash , (BVIMR) Swati Khuana & Neeraj Deshwal,(SHIVAJI COLLEGE)	
2	SOLO SINGING	1st Prize 2nd Prize 3rd Prize	Priyanka Nagpal (ICFAI), Rahul gupta , (BVIMR) Tushaar, Mridul , (BVIMR) Garima Arora , (IILM)	
3	BUSINESS QUIZ	1st Prize 2nd Prize 3rd Prize	Sameer Nafey & Sarthak Malhotra , (SSCBS) Tushar Garg & Nikhil Arora,(SSCBS) Swati Khurana & Neeraj Deshwal,(Shivaji college)	
4	DEBATE	1st Prize 2nd Prize 3rd Prize	Prashant and Garima (IILM) Ashish and Chirag (G.D.GOENKA) Saumya and Noopur (NIILM – CMS), Anuj and Namita (BVIMR)	
5	RANGOLI	1st prize 2nd Prize 3rd Prize	Sakshi Ahuja & Puja Kumari, (NDIM) Komal Garg & Mansi Bothrab,(BVIMR) , Khyati Gulati, Garima Jain & Shailly Garg,(BPIBS) Shradha Gupta, Palak Karir & Aman Verma, Manleen, Purna & Monika,(BVIMR)	
6	DUMB CHARADES	1st prize 2nd Prize 3rd Prize	Palak Karir and Nitin Sigroha,(BVIMR) Udhav Gupta and Shraddha Vernekar,(BVIMR) Puja Kumari and Manisha Parmar,(NDIM)	
7	NUKKAD NATAK	1st prize 2nd Prize 3rd Prize	Bhawna & group,(NIMS) Aayushi & group,(BVIMR) Arpit & group,(BVIMR)	
8	MR. & MISS. RENAISSANCE (BVIMR)	1st prize 2nd Prize 3rd Prize	Kuldeep Choudhary Tanmay Nitin SigrohaIshita Agarwal	Rinki Bhasin Kritika Negi
9	FACE PAINTING	1st prize 2nd Prize 3rd Prize	Bhavesh & Gaurav, (KRCHE), Abhishek Chaudhary & Chitra Chauhan (NDIM) Nitika Sehrawat & Prateek Bansal, (BVIMR) Priya Mahajan & Madhur Sharma , (BVIMR)	
10	ANTAKSHRI	1st prize 2nd Prize 3rd Prize	Neha & Shweta ,(BVIMR) Manisha Parmar & Ritika ,(NDIM) Garima Arora & Shadab Anwar, (IILM)	

Annual Sports Meet, 9th to 11th Jan 2010

Sports play a vital role to keep our body healthy and fit. They refresh our minds, boost us and to add all above in the BVIMR students and faculty members with regular sports a sports meet is used to organized annually. This time it was a special sunny morning and the campus was filled with the chirp and regular movement of its students as well as the faculty. The occasion as known to all was the “Annual Sports Meet 2010”. Keeping up with the tradition of celebrating the birthday of its Hon’ble Founder of the Bharati Vidyapeeth University, Dr. Patangraoji Kadam, this year also BVIMR welcomed the much awaited Sports Meet with great enthusiasm and full spirit.



(Director Dr. Sachin S. Vernekar addressing the participants)



(The Winning cricket team: BBA IV Semester)

The event commenced with the *recitation of the National Anthem*. The air was filled with the colors of patriotism and the sportsmen spirit, the feeling for doing something useful for the nation. It was followed by a short address by the Hon’ble Director Dr. Sachin S. Vernekar, who like the head of the family enlightened his family members with few words of wisdom and asked them to participate with full zest and zeal in the event. The lush green dressed up ground and the brightly shinned sky pictured it a perfect day. The Queued up students were dressed up in the colors of their team & were filled with the team spirit while deciding on the game strategy.



(Students playing carrom)



(Girl's Volleyball Team Match)

Winners in Various Events of Annual Sports Meet 2009-10

Sr. No.	EVENT	Winners with their positions Boys	Winners with their positions Girls
1	CRICKET	1st BBA-IV	
2	VOLLEYBALL	1st MBA-I	1st BCA
3	BASKET BALL	1st BBA-II	1st BBA- III
4	CARROM	BOYS SINGLE'S 1st Nishant Hingle (BBA- III yr) 2nd Rohtang Yadav (MBA -I yr) 3rd Vanshaj Jaggi (BBA -II yr) DOUBLE'S 1st 1Rohtang Yadav (MBA -I yr) with Gursimar Singh Anand (BBA -III yr) 2nd Pankaj Maan (BBA -III yr with Nikhil Sharma (BBA -III yr) 3rd Sahil Nagpal (BBA -III yr) with Chirag Katyal (BBA -III yr)	1st Shilpa Khandelwal (BCA- II yr) 2nd Shweta Kapur (MBA- I yr) 3rd Kanika Agrawal (BBA -III yr)
5	CHESS	1st Namit Rawal (MBA I yr GEN) 2nd Ravi Arora (MBA-IB I yr) 3rd Barun Kumar (MBA-IB)	
6	SHOTPUT	1st Madhav – MBA (IB) –I 2nd Porush –BBA- II 3rd Nishant Sohni – BBA VI	1st Kritika Negi(BBA VI) 2nd Manisha –(BCA VI) 3rd Sweety -(BBA IV) & Priya (BBA VI)
7	BADMINTON	SINGLES 1st Harshit Vij MBA II yr 2nd Naveen Arora MBA II yr 3rd Pravesh MBA –IB II yr MIXED DOUBLES 1st Harshit Vij & Sanchi Sharma MBA II yr 2nd Ishan & Sristy 3rd Pravesh & AarushI MBA-IB II yr	SINGLES 1st Aarushi DewaN (MBA-IB II yr) 2nd Ishita Agarwal (BBA -III yr) 3rd Srishty (BCA III yr)
8	TABLE TENNIS	SINGLES 1st Karan Vohra BBA-III yr (Finance) DOUBLES 1st Anshul Gujral & Arvind Manocha MBA (IB) (Ist) YR	SINGLES 1st Shruti Garg (BCA- II yr)

Sr. No.	EVENT	Winners with their positions Boys	Winners with their positions Girls
		SINGLES 2nd Anshul Gujral, MBA = I YR (IB) DOUBLES 2nd Karan Vohra & Gursimar Singh (BBA –III yr) MIXED DOUBLES 1st Anshul & Harleen (MBA)(IB) I YR 2nd Nikhil Sharma & Sargun S (BBA) III YR (IB)	SINGLES 2nd Shruti Vernaker (BBA- I yr)
9	ATHLETICS	100MTR(BOYS) 1st Ankit Sharma (MBA-IB ,I yr) 2nd Prateek Raghav (BBA III yr) 3rd Saurabh (BCA II yr)	100 MTR (GIRLS) 1st Nidhi Dhamija (BBA-VI A) 2nd Shweta Kapur (MBA-IB) 3rd Anshu Chopra (BBA VIC) THREE LEGGED RACE 1st Ojaswita & Neha (MBA-IB (I yr)) 2nd Neha & Rinky (MBA-IB) 3rd Sonia & Surbhi (BBA III yr)
10	TUG OF WAR	1st BBA VI 2nd BCA IV	
11	IN THE FACULTY (WITH POSITIONS):	100MTR. RACE 1st Mr. Ajay Kumar 2nd Mr. Anoop Pandey 3rd Mr. A.K Srivastava	

Schoneamour (The Language Mela) 14th January, 2010

In the era of globalization languages play a vital role in connecting the world. At BVIMR different languages as French, German are being taught to the students so that they can compete in this business world and to encourage it The Language Mela held on 14th January, 2010 with the gracious presence of following guests: Mr. K.K Gupta – Director of IIPM, Gurgaon as Chief Guest. Mrs. Nupur Awasthi – Senior Consultant, NIE (An initiative by TOI) as the Special Guest. Mrs. Maria De Graita accompanied by her husband, Mr. Carlos – Delegates from Italian Embassy as the Guest(s) of honor. It was with the presence of above guests & our esteemed director, Dr. Sachin S.Vernekar that the event was a huge success.



(Students showing their creativity in SchoneAmour

Language Mela or SchoneAmour, as it was called as, was an inter-college event with participants from various colleges & institution. The various competitive events for SchoneAmour 2010 were Quiz, Rangoli Making Collage Making, DELF Session, ONE-on-ONE, Roleplay, Football. Basket Ball, Treasure hunt Students from all semesters & trimesters participated in the same. The theme of the Language Fest was to create awareness & interest about Languages & their importance in this era of globalization.

Winners: Language Mela, 2010

Sr. No.	NAME OF THE EVENT	POSITIONS	WINNERS
1	QUIZ	1st Prize 2nd Prize 3rd Prize	Upender & Shehzad Ankit & Sanchai Sanjay & Rakesh (Satyawati college)
2	RANGOLI	1st Prize 2nd Prize 3rd Prize	Sheily, Garima, Khyati (e) (BPIBS) Priya, Namita, Mili, Neha, Ojaswita & Shreya Priyanka, Niti
3	COLLAGE MAKING	1st Prize 2nd Prize 3rd Prize	Karishma, Himanshu, Shweta Kanika, Rohit, Shubham Sargun, Nishita
4	1-1 ROLE PLAY	1st Prize 2nd Prize 3rd Prize	Sanjay & Rakesh (Satyawati College) Isha & Ritika Suman & Aashima
5	TREASURE HUNT	1st prize	Nishant
6	BASKET BALL (boys), (girls)	Trophies & Certificates	French team won, BBA girls won
	FOOTBALL		German team won



(Role play on "SITA SWAYAMWAR" performed by students during SHONEAMOUR)

Techspan (Annual Technical Festival)- 12th March 2010

Bharati Vidyapeeth Institute of Management And Research (BVIMR), New Delhi, successfully conducted its event “*TECHSPAN-2010 the tech mania!!*”–The Annual IT Fest. This year it was far more huge and special as from now on it will also be observed as “*Abhijeet Dada Kadam Memorial Annual Technical Fest*” in order to honor the Late Abhijeet Dada Kadam, co-founder of Bharati Vidyapeeth University and the son of Hon’ble Founder Dr. Patangji Rao Kadam.

There were 6 events this year namely *Quizilla*-the IT Quiz; *Faux Detection*- Debugging; *Road Rage*- LAN Gaming; *Bioscope*- Movie Making; *Diseno Web*- Web

Designing and *Texhibit*-Case Study Event. A huge response was gathered as about 20 colleges participated and a total of about 300 teams participated in the Event.

The event started at 10 a.m. sharp with the lighting of the pious lamp by our Chief Guest Mr. R.P. Jhalani, Director, Aarvee Waxpol Pvt. Ltd and Guest of Honour Mr. Naren Tripathi, COO, Radio Mantra and Hon’ble Director Dr. Sachin S. Vernekar. It was followed by a speech by all the dignitaries on the Dais followed by a short welcome by Mr. Ashutosh Gaur to the student participants and audience. The events followed after a High tea session.



(Dr. Sachin S. Vernekar, Director BVIMR, felicitating Mr. Narendra Tripathi (CEO-Radio Mantra))



Prize Winners

Sr. No.	EVENT	WINNERS
1	LAN GAMING	I. Ishan Batra(BVCOE) II. Rahul Garg (BVCOE)
2	QUIZ	I. Nikhil Grover (BVIMR), Bhumika Girdhar (BVIMR) II. Vikas Solanki & Deepak Kumar (MERI)
3	DEBUGGING	I. Sushmita And Sonam (BVICAM) II. Ishti & Sagar (CVS, DU)



Sr. No.	EVENT	WINNERS
4	CASE STUDY	I. Neha Sachdeva, Ojaswita & Shreya (BVIMR) II. Neha Nagia, Sangeeta Solanki & Sanya (BVIMR)
5	MOVIE MAKING	I. Jaideep Bajaj & Gaurav Aggarwal & Preeti (BVIMR) II. Prateek Girdhar, Shiv, Swati & Muskan (BVIMR)
6	WEB DESIGNING	I. Rahul (BVICAM) II. Priyanka Gupta & Nirmal Kaur (BVIMR)

Inter Class Competition: BVIMR GEMS, 12th March 2010

Gems are precious and they just need polishing to be recognized. As creating as well as shining the gems is the specialty of BVIMR. To find the hidden talents, the all-rounder **A Bi-Annual** inter-class competition BVIMR GEMS “Total Talents” was organized on “12th March 2010”, to search for the hidden talents in BVIMR students. The competition saw a series of events such as Just a Minute, Young Mangers, Debate and Business Quiz. These events were selected to bring out the best in the students and to help them in future.

Sr. No.	EVENT	POSITIONS	WINNERS BBA/BCA	WINNERS MBA/MBA(IB)
1	BUSINESS QUIZ	1st Prize 2nd Prize	Vibha & sushan (BBA- VIA) Sushant & sajal (BBA -VI B)	Shreya & Ajay (MBA IB) Himanshu & Ravi (MBA IB)
2	BUSINESS PLAN	1st Prize 2nd Prize	shashank shekhar & mahak Aluwalia(BBA-VI C) Shashwat Sharma & Sumit Dang (BBA -VI B)	Virendra Kundu & Nitin Sigroha (MBA) Vikram Idnani & Samarth Budhiraja (MBA)
3	FOREIGN LANGUAGE QUIZ	1st Prize 2nd Prize	Ashima & Arun (BBA- II A) Harshit & Harneet (BBA II A)	Sandeep & Namrata (MBA IB) Kanav & Madhur (MBA IB)
4	ENGLISH LANGUAGE QUIZ	1st Prize 2nd Prize	Sakshi & Ruchika (BBA IV C) Shivani & Jatin (BBA IV C)	- -

MILAP- 2009-2010, The Alumni Meet held at DSOI for BVIMR, New Delhi

Annual Alumni Meet (MILAP) for MBA,
19th December 2009

Retrospection helps a person to advance further in his life. Alumni meet is one of those events, which takes an individual to his past and cherish his golden days as a scholar. It provides an opportunity to meet those individuals who knowingly or by fate contributed in their growth. This was the theme of “*Milap’10 – The Alumni Meet*” which was held at D.S.O.I., New Delhi on 19th December ’09 organized by the Alumni body “United Brethren” Bharati Vidyapeeth University.



(Dr. Sachin S.Vernekar welcoming the Alumni members)

establishing this institution in the early 90s. Some of them took turn to share their experiences and put some light on the aspiring managers from BVIMR towards their approach for a bright career. The evening came to an end with a round of applause for the organizing committee and a vote of thanks to all the alumni for making this event a success year after year.

More than 160 Alumni from renowned corporate domains including HSBC, Citibank, Samsung India, Axis Bank, American Express, Nokia Siemens, Hyundai Motors & Young etc actively participated in this yearly event. It was an official event with a blend of fun and frolic. The meet was inaugurated by Dr.Sachin S.Vernekar, Director BVIMR and Rajesh Setia, VP “*United Brethren*” Dr.Vernekar went ahead to felicitate the alumni and share some of the memorable instances while



(MILAP Organizing team)

Annual Alumni Meet (MILAP) for BBA and BCA, 27th March 2010

The BBA and BCA courses were started in the Institute from the academic year 2005-06. The students are enrolled for these courses on the basis of their performance in BU-MAT examination and the Group Discussions and Personal Interviews. Since then, there has been a overwhelming response from the students for this course. **Business and Management Chronicle has ranked BBA/BCA courses in BVIMR, New Delhi as the best in NCR region for the quality and content.** Two batches have already passed out from these courses in 2008 and 2009 respectively.

The first ever MILAP for the passed out batches was organized in the Institute on 27th March, 2010. The programme began with the felicitation of Alumni Association Office bearers "UNITED BRETHREN" by the Director Dr.Sachin S.Vernekar. More than 100 students from previous batches participated in this event.

Mr. Rajesh Setia Vice-President of the Association welcomed the young group of alumni members and informed them that we have started the chapters of United Brethren in Australia, United States and the United Kingdom from this year which give a global position and eminence to this association.

The events that followed saw students presenting lively and enchanting cultural programs, movie reliving their golden years experience sharing and so on. Director gave away mementoes to the alumni members and assured them of continued support in all their future academic and professional pursuits.

Activities Of Corporate Resource Cell

1. **PLACEMENTS:** For the past five years, the placements have been 100% for MBA. Last Year 60 Companies participated in Placement Drive.. The average package received is 4.5 lakhs. This year the number so far is crossing the earlier one.

Capital IQ	Future Group	Berger Paints,	MIRUS	Home D Mart ,
Promoworks	SMC Global	India Bulls	DSIDC	Fortis Health Care
Common Wealth,	Lemontree Hotels	IBM	OBC	ICICI
Kiran Udyog pvt ltd	Webte	Videocon		

Some of the Eminent Companies for Off Campus and on campus placements are

OFF CAMPUS	ON CAMPUS
1. ICICI LOMBARD	1. MIE (HDFC STANDARD LIFE)
2. GRAIL RESEARCH	2. BHARTI AIRTEL
3. HOME D-MART	3. OYSTERS LEARNING
4. BIRLA SUN LIFE INSURANCE	4. AXIS ASSETS MANAGEMENT
5. INDIA BULLS	5. SMC GLOBAL SECURITIES
6. KOUTONS	6. DLF PRIMERICA
7. MA-FOI MANAGEMENT CONSULTANCY	7. HDFC BANK
8. HDFC BANK	
9. TCC	
10. STANDARD CHARTERED	
11. NHRD	

Industrial Visit for Students

S.No	Class	Name of Company	Faculty Accompanied	Date of Visit
1.	BBA- II Sem (A)	Mother Dairy Plant	ZMr. Sanjay Roy, Mr. Navneet Gera	29 January 2010
2.	BBA-II Sem (B)	Mother Dairy Plant	Mr. Sanjay Manocha,,Mrs. Seema Choudhary	25 January 2010
3.	BBA-II Sem. (C)	Mother Dairy Plant	Mrs. Jyoti Gupta,Mr. Navneet Gera	27 January 2010
4.	BBA –IV Sem (A)	Yakult	Miss. Himani Grover,Mr. Anoop Pandey, Mr. Sanjoy Roy	7 January 2010
5.	BBA-IV Sem (B)	Rajasthan, Medicam Biotech Pvt. Ltd.	Mr. Pankaj Saini, Mrs. Seema Choudhary	25 February 2010
6.	BBA-IV Sem (B)	Om Sakk Industries, Panipat	Mrs. Ritu Bali	17 March 2010
7.	BBA-IV (C)	Vita Milk, Rohtak	Mr. Navneet ,Mr. Sanjoy Roy	24thDecember2009
8.	BBA-IV Sem (C)	Yakult	Mr. S. Chatterjee,Mr. Parul Agarwal	15 February 2010
9.	BBA-VI Sem (C)	Vita Milk Plant	Mr. Anoop Pandey,Mrs. Bhawna Dhawan	27 January 2010
10.	BCA I Sem	Milestones Switchgears Pvt. Ltd.,Udyog Vihar, Gurgaon	Mr. Daljeet Singh Bawa,Mr. Anoop Pandey	28th January 2010
11.	BCA-II Sem	Flora Pvt. Ltd., Panipat	Mr. Daljeet Singh Bawa Mrs. Mohita Maggon	29 Dec 2010
12.	BCA-IV Sem	Yakult	Miss. Himani Grover, Mr. Anoop Pandey	25 February 2010
13.	BBA-VI Sem (A) and BCA -VI	Kiran Udyog, Manesar	Mrs.Bhawna Dhawan, Miss. Himani	29 March 2010
14.	BBA-VI Sem (C)	Liberty, Karnal	Mr. Anoop Pandey, Mr. Sanjoy Roy	30 March 2010
15.	MBA-IB, II Sem	Yakult, Sonapat	Mr. Navneet Gera, Miss. Mohita Maggon	14thDecember2009
16.	MBA –II Sem(A)	Mindarika Pvt. Ltd.	Mrs. Rupali Kumar, Mr. Anand Sharma, Mrs. Geetu Tuteja	12 January 2010
	MBA –II Sem(B)	Mindarika Pvt. Ltd.	Mrs. Rupali Kumar,Mr. Anand Sharma Mrs. Geetu Tuteja	12 January 2010
17.	MBA– V Sem(IB)	Yakult	Mrs. Preety Wadhwa, Mr. N. K. Puri	14December 2009

CORPORATE DAY (2009-2010) :

WHAT: Classes guide the students about what management is while the practical implications play a vital role to build their confidence level up so Corporate Day is an activity planned under Industry Institute Partnership Cell (IIPC) of BVIMR. It is a day when students get a chance to interact with experts and practicing managers from a variety of industries. These experts guide them for their future endeavors and also clear their misconceptions about the industry. They provide first hand knowledge about actual working conditions, opportunities, problem areas, etc.

WHY:

- ? Beneficial industry interaction for the students.
- ? Brand Image is developed
- ? Placement Cell assistance.

Every first and third Saturday of each month, various corporate are invited to speak on a topic of their specialization. Attendance is made compulsory for all concerned classes



(Ms. Rimmi Oberoi (CEO Oyster Learning addressing students on the Corporate Day)



Mr. N.A. Charintimath (Corporate Day)

Esteemed Speakers

S.No	Name of the Person	Designation & Company	Topic	Class	Date
1.	Dr. Venkat Subramanian	Consultant –Dr. Venkat & Associate	Developing Feasibility Studies and Business Plans	MBA	20 March 2010
2.	Dr. G.R. Reddy	Chief Facilitator-Husys Consult. Pvt. Ltd.	HRM	MBA	16 March 2010
3.	Dr. G.R. Reddy	Chief Facilitator-Husys Consult.Pvt. Ltd.	HR Planning and Management	BBA	13 March 2010
4.	Mr. Pradeep Kala	Corporate Trainer	Decision Making	MBA	13 March 2010
5.	Mr. Sumit Choudhary	Chairman & Managing Director-Third Millennium Business Resource Asso. Pvt. Ltd.	Managing Corporate today through Strategic HRM	MBA	13 March 2010
6.	Dr. Venkat Subramanian	Consultant –Dr. Venkat & Associate	Employability and Opportunities	MBA	30 January 2010
7.	Dr. Dinesh	Advisor	Management Education	BBA	2 January 2010
8.	Dr. N. A. Charantimath	Consultant	Corporate governance	MBA	29-December-2009
9.	Ms. Rimmi Oberoi (CEO) Ms. Jasmeet Kaur	Oyster Learning	Employability	MBA	19-December-2009
10.	Mr. Amit Thapliyal	SBL	Soft skills for Facing interviews	MBA	19-December-2009

Off Campus Achievements:

Our students won prizes in various intercollegiate competitions organized by various institutes across the country. The details are as under:

S.No	Host College	Date of event	Prize details & Corresponding Event name	Prize winning students
1.	B.V.C.O.E.	3rd-4th Feb'10	1st Prize in Lan Gaming	Deepankar and Gaurav(BBA)
2.	Apeejay Institute of Management	18th Feb'10	2nd Prize in Business Quiz, 2nd Prize in Laughter Challenge	Business Quiz- Neha Sachdeva & Ojaswita (MBA-IB) Laughter Challenge- Kuldeep (MBA-IB) & Udit (BBA)
3.	JIMS,Rohini	25th-26th Feb'10	2nd Prize in Business Quiz, 2nd Prize in Lan Gaming	Business Quiz- Udhav Gupta & VineetJain (MBA-B) Lan Gaming- Deepesh Tayal, Ankit Jain, Ajay Singh, Ishant Arora, Anant Gupta, Vikram Idani, Samarth Budhiraja (BBA-II A)

UGC COMMITTEE VISIT

An Expert Review Committee from UGC visited BVIMR, New Delhi Campus for inspection as a constituent of Deemed to be University on 8th Nov'09. Team led by Hon'ble Prof. A. M. Pathan, Vice Chancellor, Central University of Karnataka (Chairman), Prof. L. Renugopal Reddy – Former Vice Chancellor, Andhra University (member), Prof. D. K. Banwet – Department of Management –IIT, Delhi(AICTE Nominee), Dr. P. Prakash-Joint Secretary UGC (Member Secretary), Shri. Mahinder Rewari (UGC Official), Shri Pratap Singh (UGC Official), appreciated the institute for its academic excellence as well as for various initiatives undertaken by the institute in the areas of research, Industry-Institute Interface for the growth and development of its students, faculty and other stakeholders.

"Sankalp Lamba Award":

The Sankalp Lamba Award for academic excellence was instituted in the memory of (late) Mr. Sankalp Lamba who met his untimely demise in Oct. 2008 . The following students of BVIMR were given this Award in 2009 :

(Winners of The sankalp lamba Award –April/May 2009)

Name of the student	Rank	Course	Academic Year
Neha Bisht	Ist	MBA	2007-09
Priya Paul	Ist	MBA-IB	2007-09
Shilpi Chugh	IIInd	MBA-IB	2007-09
Vani Mehta	IIIrd	MBA-IB	2007-09
Hemant Verma	IIInd	BBA	2006-09
Divya Dhingra	IIInd	BCA	2006-09
Chhavi Aggarwal	IIIrd	BCA	2006-09
Divya Sahi	IIInd	PGDBM	2007-09
Sushil Kumar	IIIrd	PGDBM	2007-09
Aparna Odak	Ist	MMS	2008-09
Ravinder Kaur	IIInd	MMS	2008-09
Poonam Patil	IIIrd	MMS	2008-09

Workshop on Crime Prevention

BVIMR organized a workshop cum interactive session to curb crime with Paschim Vihar Police Station- 20th December, 2009: Children are the future of a fair nation but there are tremendous negative factors which are responsible to tarnish their future As Our Institute is known for its contribution towards social responsibilities and overall development of the masses. To carry on this legacy Bharati Vidyapeeth Institute of Management and Research, New Delhi in collaboration with Police Station, Paschim Vihar organized an interactive seminar on “Role of Police, Educational Institutions and Parents in curbing crime” on 20th December 2009. This programme provided a unique opportunity for the parties involved in shaping the future of our youth i.e. the law and order authority, schools and parents to discuss various issues and measures needed to curb crime at its initial stage.

It was a highly successful event with active participation from the Principals and Teachers of over 35 schools of Delhi and a considerable number of parents from each of these institutions. This occasion was embraced by Shri. Subudh ,

S.H.O. Paschim Vihar, Police Station, Director of BVIMR, Dr. Sachin S. Vernekar along with some other dignitaries'. Some of the issues such as bullying, stealing, bunking classes, behavioral attitudes, cyber crimes etc were discussed during the session. Apart from that the roles of the parties involved to check the growth of these crimes were discussed in detail. All the participants opened up their heart to the problems faced in their day-to-day activities pertaining to diverse forms of crime and its implications. The session came to an end with a vote of thanks and appreciation to the organizing committee and a promise to witness more of such social events.



(Shri Subudhi, S.H.O. Paschim Vihar, Police Station with Dr. Sachin S. Vernekar along with Deans)

3. MANAGEMENT DEVELOPMENT PROGRAMME(MDP):

Business Skill Development Programme organized for SC / ST Category Students in collaboration with MSME (Micro, Small and Medium scale Enterprises) from 24th Feb-24th March 2010.

4. DELF EXAM:

An exam to check the knowledge of the students in French language was conducted by CIEP, Paris, France in 2010, conducted at Alliance Française de Delhi, New Delhi) and this sounds pleasant to announce that Following 13 students cleared DELF exam (A-1 Exam level conducted by for FRENCH language:

- i. Anshuk Aggarwal – A1 AND A2 LEVEL (MBA –II SEM)
- ii. Sanchit Jain – A1 LEVEL (MBA –II SEM)
- iii. Prerna Jethi – A1 LEVEL (MBA –II SEM)
- iv. Chavi Aggarwal – A1 LEVEL (MBA –IB –II SEM)
- v. Charul Aggarwal – A1 LEVEL (MBA –IB –II SEM)
- vi. Sanchai Murti – A1 LEVEL (MBA –IB –II SEM)
- vii. Shweta Kapoor – A1 LEVEL (MBA –IB –II SEM)
- viii. Shruti Vernekar – A1 LEVEL (BBA –II SEM)
- ix. Hansika Malik - A1 AND A2 LEVEL (MBA-IB –Final Year)
- x. Ridhima Chopra- A1 LEVEL (MBA-IB –Final Year)
- xi. Komal Grover- A1 LEVEL (MBA-IB –Final Year)

- xii.Madhav- A1 LEVEL (MBA-IB –Final Year)
 xiii.Swati Vij- A1 LEVEL (MBA-IB –Final Year)

5. Research Journal - Referred management journal now has an ISSN No. 0976 – 0431 in addition to RNI No. (DELENG/2007/25437), 12th Issue - Jan-Jun 2010 released, No. of subscribers / under exchange – more than 90 Institutes.

Faculty Achievements

Sr. No.	Name	Date	Details of Award	Place
1.	Dr. Sachin S. Vernekar	21 December, 2009	Seventh AIMS International Conference on Management	IIM Bangalore
2.	Dr. Sachin S. Vernekar	25 December, 2009	Ninth Rapport Award For Excellence In Human Resource Development-2009	Rapport Bangladesh Limited, Hotel Summer Palace, Dhaka

Faculty Academic Body Meeting (FAB):

Meetings of Faculty Academic body were held as per the following details:

S.No.	Name of Faculty	Date of Presentation
1	Prof. S. Chatterjee	6th Feb'10
2	Mr. Navneet Gera	27th Feb'10

Faculty Publications

S.No	Author	Title of the paper	Journal	Vol. / Issue
1	Dr. Sachin S.Vernekar (Director)	“ATM as an enabler of customer satisfaction in Banks- An Empirical Study”	Tatva-The Essence of excellence-A journal of karnatak Law Society’s Institute of Mgmt. & Research	
2	Dr. Sachin S.Vernekar (Director)	“A Study of Emotional and experimental consumption Behaviour of New Indian Retail consumer with special reference to Delhi”	Marketology-A Journal of Institute of marketing and Mgmt.	
3	Dr. Sachin S.Vernekar (Director)	Business Intelligence – Shaping organisations of Tomorrow	Business and Management Chronicle	Vol.14, Feb 2010

S.No	Author	Title of the paper	Journal	Vol. / Issue
4	Mr Sanjay Manocha Mr. Anoop Pandey	Business Ethics: It's Importance in Today's Competitive Scenario	Journal of IPEM, the bi-annual journal of Institute of Professional Excellence and Management,	Vol.4, Issue No.1, Jan-Jun 2010, ISSN 0974-8903
5	Mr. Anoop Pandey Mrs. Sheetal Verma	Game based Employee Induction: A new Success Mantra for retention by the Employers	Marketeology A Journal of Institute of Marketing & Management	Special Issue 2009 ISSN 0973-7901
6	Mr. Anoop Pandey Mrs. Anjali Sharma	"Branding"-A Key to success in Emerging Markets.	"Efflugence" -, published by "Rukhmani Devi Institute of Advanced Studies, Rohini, New Delhi"	Volume 7, issue No.2 July- Dec 2009. ISSN No. 0972- 8058

Seminars Attended by Faculty Members

S.No	Name of Faculty	Date	Details of Seminar / Conference		Place
1.	Mr.Sanjay Manocha (Sr. Lecturer)	January 5, 2010	The state of Indian insurance companies after privatization" in International Finance Conference, Mumbai organized by IES Management College and Research centre (Recognized by AICTE, Govt. of India)	Paper Presentation	Mumbai
2.	Mr.Anand Sharma (Assistant Professor)	Saturday, 13th Feb, 2010	National Management Conclave organized by BIT, Ranchi, Noida Centre	Co-Chairperson of a technical session	New Delhi
3.	Mr.Sanjay Manocha (Sr. Lecturer)	Saturday, 13th Feb, 2010	National Conference on "Strategic Imperatives in the Post-recession Era", organized by Maharaja Agarsain Institute of Technology, Ghaziabad	Paper Presentation	Ghaziabad
4.	Mrs.Preety Wadhwa (Assistant Professor)	Friday, 19th Feb, 2010	Paristhiti 2010-National Case writing and Presentation Competition, organized by Bharati Vidyapeeth University Institute of Management and research, New Delhi	Paper Presentation	New Delhi

S.No	Name of Faculty	Date	Seminar / Conference Attended	Place
5.	Mr. Gagan Grover (Assistant Professor)	Friday, 19th Feb, 2010	Paristhiti 2010-National Case writing and Presentation Competition, organized by Bharati Vidyapeeth University Institute of Management and research, New Delhi	Paper Presentation New Delhi
6.	Mr.Shankar Chatterjee (Professor)	Friday, 19th Feb, 2010	Paristhiti 2010-National Case writing and Presentation Competition, organized by Bharati Vidyapeeth University Institute of Management and research, New Delhi	Paper Presentation New Delhi
7.	Mr. Sanjay Manocha (Sr. Lecturer)	Saturday, 20th Feb, 2010	National Research Paper Presentation Competition, organized by Bharati Vidyapeeth University Institute of Management and research, New Delhi	Paper Presentation New Delhi
8.	Anand Sharma (Assistant Professor)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research, New Delhi	Paper Presentation New Delhi
9.	Gagan Grover (Assistant Professor)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research, New Delhi	Paper Presentation New Delhi
10.	Parul Agrawal (Assistant Professor)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research, New Delhi	Paper Presentation New Delhi

S.No	Name of Faculty	Date	Seminar / Conference Attended		Place
11.	Mr. Ashutosh Gaur (Assistant Professor)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research, New Delhi	Paper Presentation	New Delhi
12.	Mr. Navneet Gera (Lecturer)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research, New Delhi	Paper Presentation	New Delhi
13.	Mr. Anoop Pandey (Assistant Professor)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research.	Paper Presentation	New Delhi
14.	Mr. Sanjay Manocha (Sr. Lecturer)	Saturday 6th March 2010	4th International Conference on “ Challenges arising from global Recession: Strategies for Management”, organized by Bharati Vidyapeeth University Institute of Management & research, New Delhi	Paper Presentation	New Delhi

 Dr. Venkat's column**Dear Students**

Learn management from anyone and every one - A Lesson on Visual merchandising Management skills are not the only learnt in management schools from text books and lectures. They are also learnt from discussions with managers already working and from businessmen and almost from everyone. In many instances, we can even learn management by observation. – Do we use these opportunities to learn management? You may be able to learn about these techniques even from the vendor on the roadside or from the nearby shop.

For example, I would like to talk about 'visual publicity'. Those who study marketing as a subject and those who have taken it as specialization, vigorously study the text books, and search on the internet to understand this term. But have we ever looked at how a 'tyre puncture' wallah does it. He is sitting at a road side and looking for customers. He stacks a few old tyres, puts them in front of his place and hangs some old tyres if he finds a tree nearby. This person has no permanent shop and has the least resources. But he is still able to get the attention by this method.

In another instance, I saw a roadside tea shop selling also cigarettes, chips and other snacks. His method of displaying the chips fascinated me. The chips packets were hung on coat stands and the coat stands were tied up with a steel wire and they were hung in a nearby tree by hanging them on the tree. Another instance was when I saw how a 'car number plate' maker makes his presence known by visual display. He takes a bamboo stick, hangs on them a few number plates that he has made and this bamboo stick is stuck on the ground just in front of his shop. That is the sign that there is car number plate maker is there. These are the people who cannot afford a permanent place, but still they do 'visual merchandising' with whatever resources they have

Another repair shop for old batteries attracted my attention. This was a small shop, which could not be noticed so easily. But you can know its presence from the empty battery shells which are stacked in front of his shop. Let me also share

with you one of my experiences in a shop selling Television. I selected a particular model but wanted another piece, since I saw the same model in packed boxes in the showroom. When I spoke to the sales person, I found that he could not give me another piece, as all those 'displayed' packed boxes are only just 'boxes' and had no Television inside them. He explained that the customer would walk into a show room where they can see a large stock, whereas the dealer minimizes inventory, by keeping empty boxes! –that is visual merchandising without inventory!

You have also seen that your neighborhood local store selling day to day goods have also changed the display pattern seeing the 'big bazaar'. Now the local store also arranges the merchandise in a similar manner – learning from others. So never lose an opportunity to learn management from anyone and everyone.

Dr. Venkatsubramanian is a visiting faculty and advisor ,IIPC with Bharati vidyapeeth University Institute of Management and research,New Delhi and CEO of Dr. Venkat & Associates



Dr. S achin S. Vernekar with Hon'ble Minister for HRD Mr.Kapil Sibal at The High Commission of Sri lanka)



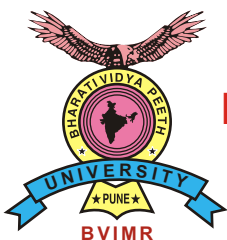
Salient Features of BVIMR, New Delhi

Ranked among top "50" B-Schools in India and top "5" in Delhi by Business India

- NAAC Accredited Grade "A" University
 - NBA Accredited MBA Programme
 - An ISO 9001-2008 Certified Institute
 - Wi-Fi enabled Campus
- Dalal Street has ranked BVIMR among to 100 Business Schools in India
- Business and management Chronicle has ranked BVIMR as the 2nd best B-school in Delhi
 - Excellent Placement Record
 - Well Equipped Library with digital facility
- Excellent air-conditioned infra structural and instructional facilities
 - Faculty with academic excellence and rich industrial experience
 - Advanced networked computer center
 - Active Alumni Association "United Brethren"
 - Excellent Industry-Institute Interface
- Release referred Management Journal BVIMR Management Edge & News Letter BVIMR Mirror
 - Best Institute award (2006)

Editors :
Shanker Chatterjee
Mrs. Jyoti Gupta

Advisor :
Dr. Sachin S. Vernekar



Bharati Vidyapeeth University Institute of Management & Research, New Delhi

A-4, Paschim Vihar, Rohtak Road, Near Ordinance Depot, New Delhi-110063

• Tel. : 25257150, 25285808, 25284396, 25278446, • Telefax : 25286442,

• E-mail : bvimr@del3.vsnl.net.in, • Website : www.bvimr.com,

• Feedback : bvimrmirror@rediffmail.com