

harmony

tech edition

Virtual Reality

CHANGE IN THE FACE OF ENTERTAINMENT

Smart City:

Infrastructure Never Seen Before

Interview with our Director

What is Harmony?



*When people see things as beautiful,
Ugliness is created.*

*When people see things as good,
Evil is created.*

*Being and non-being produce each other.
Difficult and easy complement each other.*

Long and short define each other.

High and low oppose each other.

Fore and aft follow each other.

From the Tao Te Ching

From the desk of our Hon'ble Founder:



Dear Students,

BVIMR is a voyage. Our Goal here is to build you like a ship, to enable you to sail unruffled into the choppy seas of business world. Every minute you spend here is going to equip and enlighten you, empower and energize you so that you can weather any storm.

Set sail, we have many nautical miles to conquer and coast to anchor, Good Luck!

Dr. Patangraoji Kadam

"A vision we give to others of who and what they could become has power when it echoes what the spirit has already spoken into their souls." Larry Crab

Straight from the Heart of our Hon'ble Vice Chancellor:



It gives me immense pleasure to pen down few words as a prologue to our college annual magazine, Harmony.

Today education means much more than just acquiring knowledge. It is learning skills to lead an intellectual life and forming one's own unique personality. This is an ennobling process of growth. I am sure at BVIMR our students will inherit a strong foundation of skills and character to march ahead and achieve wonderful results in all spheres of life.

When all constituents come together and work in unison, the expected results are bound to flow.

Let's give best and make BVIMR a modern temple of learning through our diligence, devotion and dedication.

Dr. Shivajirao Kadam

"Know who you are, and be it. Know what you want, and go out and get it!" — Carroll Bryant

Straight from the heart of our Hon'ble Secretary:



You were born to win, but to be a winner, you must plan to win, prepare to win and expect to win.

The cross functional curriculum with a harmonious blend of varied disciplines gives BVIMR an edge over other educational institutions. Students at BVIMR are provided with innovative and practical oriented education that helps them to develop right set of expertise to survive and stand out as the best in highly competitive business environment. Changes in technology has made business environment more competitive. So, we need to evolve and adapt with the technological innovation in business.

Best wishes for the Technology edition of Harmony!

With best wishes,

Dr. Vishwajeet Kadam.

“Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other”. - Bill Gates

Straight from the heart of our Director:



I feel delighted that BVIMR has pioneered the release of next issue of 'Harmony' annual magazine of BVIMR with special emphasis on Technology. Information Technology has changed the business perspective and brought an IT Revolution.

The genesis of BVIMR is driven by passion to create young dynamic future professionals who are evolving with the changes in the current demand of the Industry. Our students are always ready to take up challenges in the vast Business world with their knowledge, skill and innovative ideas.

ALL THE BEST!

Dr. Vikas Nath

Everything is impossible until somebody does it.

– Bruce Wayne

BHARATI VIDYAPEETH

Bharati Vidyapeeth, the parent body of Bharati Vidyapeeth University - Pune, was established in May, 1964 by Hon'ble Patangraoji Kadam with a clear objective of bringing about intellectual awakening and all round development of the young generation through dynamic education.

Bharati Vidyapeeth proudly boasts of having the privilege of 187 educational institutes of academic excellence under its wings, imparting education from pre-primary to research level. The credit for this spectacular achievement is due to the foresight and exceptional leadership of the founder Hon'ble Dr. Patangraoji Kadam.

BHARATI VIDYAPEETH UNIVERSITY - PUNE

In recognition of its academic excellence, Government of India granted the status of "Deemed to be University" on 26th April, 1996 to a cluster of 12 institutions of Bharati Vidyapeeth. It is one of the few Universities which has under its umbrella, diverse disciplines such as Management, Medicine, Law, Engineering, Science, Arts, Commerce, Pharmacy, Architecture, and Social Work.

The academic and functional autonomy has empowered the University to be dynamic, innovative and progressive. The Association of Indian Universities has positioned it in the bracket of ten best universities in India and India Today has ranked it as one of the top 50 Universities in India. At present, there are 29 constituent units of higher learning under its fold.

BHARATI VIDYAPEETH UNIVERSITY INSTITUTE OF MANAGEMENT AND RESEARCH - NEW DELHI (BVIMR)

An '8' acres oasis in West Delhi - Bharati Vidyapeeth University Institute of Management and Research (BVIMR) is the only Institute attached with Metro Station. BVIMR has fabulous architecture, lush verdant woods and landscape gardens, that provide an idyllic environment to engage in Management and IT studies. BVIMR boasts of a world class infrastructure, state of the art facilities with air-conditioned classrooms, library and hostels that facilitate excellence in teaching, research, consultation and professional activities.

Established in 1992, the institute has since then built world-class infrastructure, highly accomplished faculty and motivated students to emerge as one of the premier institutes for management education and research program. The MBA program of the institute is accredited by National Board of Accreditation (AICTE), it has excellent Industry Institute Partnership Cell called C.R.C., which has signed LOU/MOU with around 30 Corporate/Business Houses. It gives an added advantage of integrating classroom knowledge with practical experience. BVIMR is an ISO 9001:2008 Quality Management System and ISO 14001:2004 Environment Management System certified institute. Its is ranked as one of the "Top 50 B-Schools in India" and "Top 5 B-Schools in Delhi" by Business India, Business and Management Chronicle and Careers 360. The Institute is recently honoured with "B-School Leadership Award" by STAR NEWS.

The faculty members of the Institute are dedicated professionals with academic excellence and rich industrial experience. They submit themselves to a rigorous open, continuous process of appraisals and feedback from the students. This results in the faculty to fine

tune their course contents from time to time. Independent committees, comprising of faculty/supporting staff/student body, play a role in the governance of the institute and assume ownership of collective decision.

VISION

"Leadership in Management Education through Innovation and Excellence".

MISION

"Fostering a conducive learning eco-system for students, faculty and industry; germinating capable upright managers and entrepreneurs to contribute meaningfully to industry and society".

UNIQUE FEATURES

KNOWLEDGE RESOURCE CENTRE (LIBRARY)

The library houses more than 54,000 books and over 179 National and International journals and magazines. It is equipped with digital system via audio-visual facilities through video cassettes, tapes, CD-ROMs, VCDs, Internet connection and acts as academic resource for research work. It has an open access system for all faculty and students. The institute has the membership of American Council, British Council of India and CII (Confederation of Indian Industries). EBSCO (Online Journals), J-GATE (E-Journals), Delnet (Membership to Library Networks), Inlibnet (Membership to Information and Library Network) and Prowess (Corporate Database) are the part of BVIMR's world class Digital Library.

INFORMATION RESOURCE CENTRE (COMPUTER LABS)

The Computer Centre at BVIMR has more than 400 computers with the latest configuration. The computer centre is professionally managed and equipped with three IBM XEON based servers ported with Windows 2003 Server and Redhat Linux Sever. The Computer Lab is also protected by Cyberoam Firewall against unauthorised intrusion of viruses and spyware. In addition to the general software it also has PROWESS (a corporate database) and SPSS. To add to the list, a Digital Library of 30 computers is also there. LCDs and Printer facility are available to faculty and students.

ENTERPRISE RESOURCE PLANNING (ERP)

ERP system at BVIMR also known as College Management System (CMS) is web based and can be accessed through www.bvimrcampus.com . It promotes learning among students and faculty by enabling collaborative work. This portal enables the students to access notices/circulars, assignments, syllabi, status of the books issued, time table and their current attendance status.

FOREIGN LANGUAGE

Students are given a unique opportunity to learn Foreign Language either French or German, to enable them to accept challenges in working with MNCs and facilitating their cross-cultural relations.

AUDITORIUM

BVIMR has a state-of-the-art Auditorium with more than 250 seating capacity. It has entrances, acoustic free stage system, fit for seminars and cultural events alike.

AMPHITHEATRE

Pride of the institute for its strategic location within the building, accommodates more than 290 persons.

IN-HOUSE MEDICAL FACILITY

BVIMR has provided in-House Medical Room and Doctor, keeping in view the health of students and staff. Doctor is available everyday and provides necessary medical help and guidance to all students and the staff members.

IN-HOUSE BANKING

Bharati Sahakari Bank Ltd. is functioning within the Bharati Vidyapeeth Educational Complex. The Bank handles various banking facilities with better rate of interest on deposits for the students and staff member of Bharati Vidyapeeth.

SPORTS FACILITIES

Besides the playground with Cricket, Basketball, Volleyball and Badminton courts, there are provisions for indoor games, like Table Tennis, Carom and Chess. The students are motivated to spend their leisure time in all these games.

● **E-LEARNING MODULES**

BVIMR has extended its academic horizons in association with ICICI Bank, which is offering more than 200 modules in banking and finance for the benefit of faculty and students. This flexible learning with on line test and guidance. The best students who are awarded this certificate will be considered for appointment at ICICI.

● **CLUBS**

BVIMR provides ample opportunities to students to widen their horizons of learning & explore their areas of interest through special clubs like IT club, Finance club, Marketing club, HR club, and Social club, etc.

● **PSYCHOMETRIC LAB**

This lab has started keeping in view the importance of knowing more about students so that their strengths and weakness can be identified and accordingly mentoring of them are done by faculty members.



HARMONY-2016

ANNUAL MAGAZINE OF BHARATI VIDYAPEETH DEEMED UNIVERSITY
INSTITUTE OF MANAGEMENT AND RESEARCH
New Delhi

Advisory Board CHIEF PATRON

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PUNE)

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EDITORIAL MESSAGE



Seema Chaudhary
Editor, Harmony Magazine
BVIMR, New Delhi

Dear readers, it gives me immense pleasure to welcome and celebrate the launch of BVIMR Annual Magazine “**Harmony 2016**”. I take this opportunity to thank and acknowledge the active support of management, faculty and students who have volunteered to contribute to the success of Harmony.

This issue of Harmony is dedicated to create a new forum for exchange of information. With rapid globalization and advancement, technology can play a very dominant role to help us meet challenges of the 21st century, and to capitalize on the promises ahead. We need to be proactive and enthusiastic in learning about the new advancements around us.

This edition of Harmony is no exception and carries a number of fascinating articles including interview with well-established personalities from corporate world. I’m sure every article in this compilation will be resourceful and every page will be interesting and inspiring to you in its own way. This will give us the chance to see the reflection of our progress and achievements.

It also provides a panoramic view of the cultural, academic, sports and literary activities & achievements of the college during the academic year.

With all the efforts and contributions put in by the students, I truly look forward to make this endeavor very meaningful. I congratulate the editorial team for making Harmony innovative and inspiring. It is their generous contribution of time and effort that made this issue possible.

I congratulate all the contributors and the editorial board for bringing out such an amazing magazine.

-Seema Chaudhary

Technology is a survival ...
but addiction too !!
choice is Yours !!
Seema

EDITORIAL BOARD



FACULTY EDITOR

SEEMA CHAUDHARY

SPECIAL THANKS TO GAGANDEEP KAUR.

STUDENT EDITORS

YATIN AGGARWAL

MBA I YEAR

ARPITA SHARMA

MBA I YEAR

AVNEET SINGH

BCA II YEAR

GITANSH JUNEJA

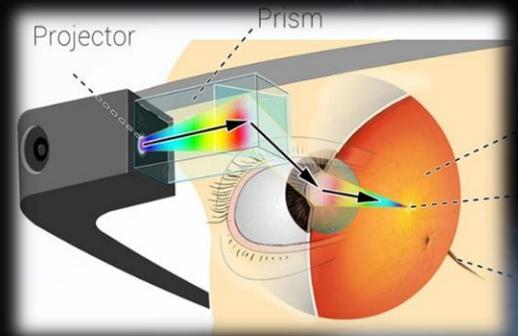
MBA I YEAR

AYUSHI GOEL

MBA I YEAR

Google Glass

Google Glass is a type of technology with an optical head-mounted display (OHMD). It was developed with the mission of producing a small-market ubiquitous computer. Google Glass displays information in a smartphone-like hands-free format. Wearers communicate with the Internet via natural language voice commands. Google started selling a prototype of Google Glass to qualified "Glass Explorers" in the US on April 15, 2013, for a limited period for \$1,500, before it became available to the public on May 15, 2014, for the same price.

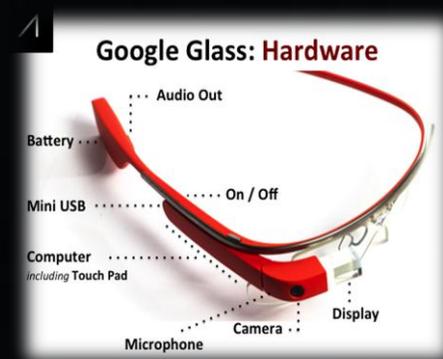


Mobile access to patient images and information: OneDx, a software platform, allows physicians to access medical reports, inpatient location and exam information on Glass. Docs can download studies, reports and exams on the go.

Glass can receive EHRs on the go: Augmedix is building clinical applications for Glass to allow doctors to retrieve and input information into a patient's medical record, bionically reports.

Getting fit with Glass: An augmented reality app in development, called Race Yourself, lets users run against themselves and beat personal fitness goals.

Glass in class--for medical education: Christopher Keading, M.D., at the Ohio State's Wexner Medical Center, was one of the first to livestream an operation when he performed knee surgery on a 47-year-old woman, bionically reports. Clinicians can use Glass to teach medical classes to students geographically far from a professor.



Glass for Parkinson's sufferers: According to Bionicy, Newcastle University in the U.K. is developing a new app for Glass to help Parkinson's patients. The app provides the patients with prompts while they're outdoors, contacts relatives in emergencies and has reminders in the user's field of vision--such as when to take their medication--to help them gain independence.

-Samdisha Hasija, MBA II-C

HOW PERFECTION CAN RUIN YOUR BUSINESS

Doing everything perfectly may seem a recipe for success. Several high-achieving individuals, including businesswoman Martha Stewart, have described themselves as perfectionists, arguing that their quest for perfect has been responsible for their success. In an interview with Oprah Winfrey, Stewart said, "I'm a maniacal perfectionist. And if I weren't, I wouldn't have this company. I have proven that being a perfectionist can be profitable and admirable."

While its true perfectionists can be rewarded for their flawless performances and may even think their desire to never make a mistake is what makes them more efficient at their job, the obsession for perfect may indeed stand in the way of success.

1. Perfectionists avoid taking risks.

Perfectionists tend to set high (or in many cases, unrealistic) standards and strive to be the best at everything they do, but this desire to be perfect all the time can turn into a fear of failure, causing perfectionistic individuals to get stuck in the status quo.

"Lots of people set high goals, and, if things don't work out, they may be disappointed for a few hours or a day, but they move on," Antony says. Perfectionists "aren't able to let go and instead they define themselves in terms of whether they meet these impossibly high goals," he says.

Related: [How to Overcome Perfectionism to Succeed in Business](#)

Perfectionists can become so paralyzed by their fear of not being able to meet goals that they will often not take greater risks, preferring to be perfect at what they know they can achieve rather than take the risk that an endeavor may fail. This personality trait doesn't sit well with entrepreneurs who, by the nature of their professions, must be willing to risk some level of uncertainty.

2. Perfectionists are inflexible.

In today's environment, one's success often depends on his ability to adapt quickly to changing circumstances and contexts. Change can be difficult for perfectionists, who often believe there's a clear right and wrong way to do things. Antony says perfectionists will often only see one possible solution as the right one, even though there may be many paths that lead to the same outcome. This inflexibility can cause creativity and innovation to suffer – two things that are key in any business in order to grow.

3. Perfectionists take too long to get things done.

"If you're checking and re-checking and making sure everything's absolutely perfect, you may be less productive," says Antony. A sales report may be absolutely perfect, contain zero typos and have the best-looking flow charts, but if it's not completed on time or if making it perfect gets in the way of you completing other important competing tasks, this can prevent your business from advancing.

4. Perfectionism can affect relationships with employees and co-workers.

Oftentimes perfectionists not only demand perfection from themselves, but for others around them as well. This can cause tensions in the office as others aren't able to live up to these high standards or they may deem them to be unnecessary. A perfectionistic boss can create a very tense working environment.



Dear friends

It gives me immense pleasure to pen a few words as prologue to our in-house magazine “harmony” exclusively signifies invincibility, creativity, stability, commitment and strength of our young and energetic students. Our future managers have endeavored to put in their creative thoughts, ideas, and best efforts on paper with supportive guidance of faculty. Amazing platform to showcase vibrant colors of BVIMR to the outside world through various articles, events, alumni connect, “corposchool” the finishing school” and to encourage our students inbuilt talent, innovation, professionalism while interviewing Corporate leaders and bureaucrats for Harmony.

I appreciate your support and glad to have you as a reader of Harmony 2016.

-Gagandeep Kaur



*Special thanks to **Ms. Gagandeep Kaur** and students for conducting interviews.*



Mr. Ratnesh,
AGM - Finance, NTPC Ltd. (Govt. of India)

Harmony: What particular skills or talents are most essential to be effective in your job?

Mr. Ratnesh: Being effective in job requires being proactive, having patience, foresight, boundary management skills, inter-personal skills, communication skills, listening skills, technical skills, human skills. I work with the philosophy that the buck finally stops at me. I am accountable not just for my job but also for my sub-ordinates.

Harmony: Why did you decide to work for this company?

Mr. Ratnesh: I always wanted to work in and for the public sector. It gives immense satisfaction. The journey has been full of excitement, learning opportunities, application of innovative ideas in day to day work. I joined this company at a young age when the company was in its initial phase project conceptualization and execution of its prime properties. With passage of time, the company bestowed upon me several key responsibilities which have expanded my horizon. Today it is big honor to be associated with the Brand NTPC.

Harmony: Can you suggest some ways a student could obtain necessary experience which will be useful in corporate future?

Mr. Ratnesh: As a part of the course curriculum, the students would already be going to have industry interaction through Summer Internship Programme, which would help them gain firsthand experience of the corporate world. Keeping oneself updated with corporate updates / news facilitates in easier understanding of the business environment of the country. Conferences, workshops at colleges gives an opportunity to listen to the luminaries of corporate world. Study tours to plants, manufacturing units, offices are other avenues of academia-industry exchange. Every forum of interactions should be grabbed to get maximum exposure to the corporate culture.

Harmony: Who is that one person in your life who has inspired you the most?

Mr. Ratnesh: Not one person in particular. There have been many individuals who have inspired differently. I think every human being has an inimitable inspiring life worth living.

- Interviewed By Yatin Aggarwal (MBA II-C)



Incredible!ndia



The Cellular Jail, also known as Kālā Pānī, was a colonial prison in the Andaman and Nicobar Islands, India.



Lodhi Gardens is a city park situated in New Delhi, India. It contains, Mohammed Shah's Tomb, Tomb of Sikandar Lodi, Shisha Gumbad and Bara Gumbad.



Araku Valley is a Hill station in Visakhapatnam district in the state of Andhra Pradesh in India. It is a valley in the Eastern Ghats inhabited by different tribes.



Dudhsagar Falls is a four-tiered waterfall located on the Mandovi River in the Indian state of Goa.



The Lotus Temple, located in New Delhi, India, is a Bahá'í House of Worship completed in 1986. It serves as the Mother Temple of the Indian subcontinent and has become a prominent attraction in the city.



Rohtang Pass is a high mountain pass on the eastern Pir Panjal Range of the Himalayas around 51 km from Manali. It connects the Kullu Valley with the Lahaul and Spiti Valleys of Himachal Pradesh, India.

SOCIAL CLUB - BVIMR

CANCER AWARENESS DRIVE IN CAMPUS

Bharati Vidyapeeth University Institute of Management and Research New Delhi, not only focuses on growth and development of student, but also gives due emphasis on the development of the society.

We know our society is at war with lots of life taking diseases such as cancer, dengue, malaria and AIDS etc. Amongst all these, Cancer is still considered as more dangerous. The only way we can protect our society and safe guard our future from this deadly menace is through creating awareness. BVIMR' social club has taken a step forward to spread awareness among students and society, it organized a session on Cancer Awareness.

Dr. J.B.Sharma (medical Oncologist) along with his team of four members, from Balaji Action Cancer Hospital, Paschim Vihar were the resource persons who assisted in this endeavor.



NATIONAL LEVEL INTER COLLEGIATE GENERAL KNOWLEDGE TEST- 2016

Every year at various campus of Bharati Vidyapeeth University across India, birthday of our beloved and respected Chancellor Dr.Patangrao Kadam which falls on Jan 8th is celebrated with lots of enthusiasm and regards for him. The celebration on this occasion starts from January 7th with a National Level Inter Collegiate G.K Test which is organized by Yashwantrao Mohite College of Arts, Science & Commerce. Many students across the country participate every year.

VIGILANCE AWARENESS WEEK

The Vigilance Awareness Week was celebrated from 26th October to 31st October, 2015 in the college on the theme “Preventive Vigilance as a tool of Good Governance” to project the idea that vigilance should not be seen in isolation but as a tool to achieve good governance and better operational results. BVIMR celebrated the Awareness Week this year and had efforts to coincide with the birthday of Sardar Vallabhbhai Patel, a man of high integrity.

The purpose of Vigilance Awareness Week is to generate awareness at large about the bad effects of corruption. This takes the message of preventive vigilance to the young minds as they will be in a position to influence the society at large. The awareness should be generated among individuals so that the complaint is addressed to the appropriate authority and the action can be taken faster.

WOOLLEN DONATION CAMP

BVIMR Social Club organized “Woollen Clothes Donation Camp” from 13th January 2016 to 27th January 2016 in Bharati Vidyapeeth Institute of Management & Research, New Delhi campus. Continuing its tradition of making a difference in the society with many social initiatives like Book Donation, Joy of giving, Blood Donation, BVIMR Social Club successfully organized Woollen Donation Drive inviting students, all teaching and non-teaching staff to donate their old, unused woollen clothes which will be distributed to street baggers and poor’s in the traffic lights.





"VALUE HAS A VALUE ONLY IF ITS VALUE IS VALUED BY YOU"

A well-known speaker started off his seminar by holding up a Rupee 500 note.

In the room of 200, he asked, "Who would like this Rupee 500 note?"

Hands started going up. He said, "I am going to give this note to one of you

But first let me do this."

He proceeded to crumple the note up. He then asked, "Who still wants it?"

Still the hands were up in the air.

"Well," he replied, "What if I do this?" And he dropped it on the ground and started to grind it into the floor with his shoe. He picked it up, now all crumpled and dirty. "Now who still wants it?"

Still the hands went into the air.

"My friends, you have all learned a very valuable lesson.

No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth Rupee 500/-.

Many times in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that come our way.

We feel as though we are worthless.

But no matter what has happened or what will happen, you will never lose your value.

You are special don't ever forget it!

Never let yesterday's disappointments overshadow tomorrow's dreams.

- *Dr. Pankaj Saini*



An Interview with Amit Agnihotri

Owner, MBAUniverse.com



Harmony: How has the working environment in your company changed with the change in technology?

Mr. Agnihotri: Technology has changed the way we work. It has changed the ways with which we perform our task now. Technology has made a lot of things easier and fast. With which it has increased the expectations of the clients. Technology is changed rapidly in a much faster way than we think and according to that we have to adapt and keep moving ahead.

Harmony: How has been the journey from working in the corporate sector and now being an entrepreneur?

Mr. Agnihotri: The journey has been indeed good and an enriching experience. Corporate sector gives you an idea of how large companies work and how things are being managed along with handling and working in a team. With all that learning from corporate sector, entrepreneurship gives you a vision and strategy to work that is very important.

Harmony: How do you think technology has today changed the education scenario in India?

Mr. Agnihotri: Technology has brought a lot of awareness among the students because of students are much more efficient in their work. Today's generation is very much aware of all the happenings which could have been possible only because of the recent technological changes. This has now become a challenging situation for the educator to give things which are useful for students. They have to not only concentrate on theory but also emphasis on skill building and practical knowledge.

Harmony: What are the future goals for the betterment of your institute?

Mr. Agnihotri: We would like to continue to improve and serve the student in a better way as much as possible. We would like to continue our commitment towards the students and the courses.

Harmony: Any advice to the students of Bharati Vidyapeeth University?

Mr. Agnihotri: Students should not run a rat race. Follow their dreams, goals and ambitions. Students should clearly analyze their strengths and choose the industry which suits them the most and salary should not be the sole criteria.

- Interviewed by Samdisha Hasija, MBA II-C



1. we have the greatest hospitals, doctors and medical technology in the world - we need to make them accessible to every Indian
(Dr. Preeti Wadhwa) Leadhuwa

Innovations are the need of the day, we should nurture it.

Dr. R. M. Shah

Going green is only possible with digitalization
lets go green and save our planet

Dr. A. S. Rao

Technology is not just an innovative tool anymore but need of hour. It is not just making our lives easy but also helping us to explore our individual potential. India is doing its part mostly by our 'Jugaad' which can solve most of the global issues too.

Jipti

Innovate in people, process, technology, capability and resource allocation (PPTCR Model) for being competitive and survive in the market.
Prato



Digital India : Developed India

Digital platform help make the India of our dreams happen because Jugaad revolution may be good for the short run but is not sustainable for long term growth.

Rander

(Dr. Anoop Rander)

Technology is a great name in India but the focus should be Sustainable-
Technology.

Sharma

In Today's World: management students need to know the basics of Technology; It is the Technology which will drive the future growth of Business world. Technology has changed the way: business need to be done. Govt of India is also helping the "Digital India" Campaign. I wish all students that they realize their dreams and learn the Technology.

Ranjan
(Dr. Ranjan Saini)



Technology has transformed the whole business outlook. Technological environment and the rapid changes has a huge impact on our Economy. So, business & management students should look for innovative technology to infuse in business strategies. Be the change --- go with the change...

[Signature]

Technology is a survival ...
but addiction too !!

choice is yours !!

[Signature]



CORPOSCHOOL – THE SPOOL OF SKILLS

Corposchool is the first of its kind endeavor by Bharati Vidyapeeth Deemed University Institute of Management And Research, (BVIMR), with a vision of enhancing and sharpening employability skill sets, (both remuneration and option wise) amongst management learners by imparting world-class business orientation for sustained performance and career success. From a corporate perspective, this initiative helps meet the ever-growing industry demand for right brain driven management professionals, having a right blend of eastern and western cultures after developing their intelligence quotient with value added management education.



Corposchool has crafted Specific Training Curriculum that is part and parcel of the last stage preparation for the management learners. This curriculum is designed, developed and executed with accuracy by BVIMR's own Trainers, Teachers, Academicians and researchers who have diverse experience encompassing almost all areas of management, technology,

social sciences, linguistics, foreign languages and most importantly , a battery of industry professionals as External Trainers.



On September 18, 2015, the dream of Honorable Dr. Shivajirao Kadam, Vice-Chancellor, Bharati Vidyapeeth University, Pune was realized when CORPOSCHOOL, a Finishing School of BVIMR was officially inaugurated in association with CRC, 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.

Life Pro Tips

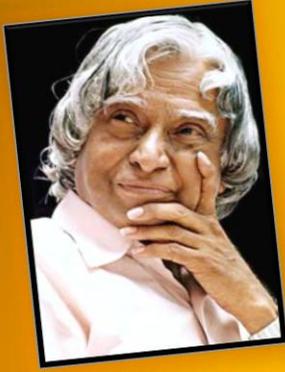
1. MS Word can be set up through autocorrect to recognize and implement latex markup (e.g. `"/degree"` -> $^{\circ}$, `"\Delta"` -> Δ). Go to autocorrect options under "proofing" and check "Use Math Autocorrect outside of math regions".
2. Using a spacebar scrolls down a webpage, but if you hold shift key and hit spacebar you can scroll back up.
3. You can select large amounts of text by clicking at the start of the text and shift clicking the end of the text - no dragging required.
4. Most YouTube ads that are more than 40 seconds are skip-able by pressing F5 after 5 seconds
5. You can ask Siri on IOS to who this device belongs to!
6. News sites annoying you with auto playing videos/ads? Disable all auto playing videos on any website in Chrome in Settings > Privacy > Content Settings > Plug-ins and choose "Click to Play"

Life Pro Tips

7. Accidentally closed a tab? Control/Command + Shift + T to reopen it
8. To search for all videos/images in a folder, type "kind:" into the search box and select 'Video' or 'Picture' from the list
9. Shift + F3 in MS Office allows you to capitalize whole phrases, the first letter of every word in a phrase, or eliminate capitalization.
10. If your printer is out of black ink, highlight everything and change the text to dark blue, and print again. It looks close to identical.
11. Use the keyboard shortcut ctrl + alt + left arrow key to watch vertical video in full screen. (Windows)
12. If you use Skype frequently, downgrade to 4.2 for no ads and less bloat.



WHERE'S YOUR ENERGY???



“Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work.”

Dr APJ Abdul Kalam, a scientist and India's 11th President, was born on 15 October 1931 in Rameswaram, Tamil Nadu, in a Tamil Muslim family. He came from a humble background and started working at an early age to support his family. After completing school, Dr Kalam distributed newspapers to financially contribute to his father Jainulabudeen, who was a boat owner.

He studied physics at the St Joseph's College, Tiruchirappalli, from where he graduated in 1954 and did Aerospace Engineering at the Madras Institute of Technology, Chennai in 1960.

Dr Kalam joined Defence Research and Development Organization (DRDO) as a scientist and started his career by designing a small helicopter for the Indian Army. He was also a part of the INCOSPAR committee working under Dr Vikram Sarabhai, the renowned space scientist. In 1969, he was transferred to the Indian Space Research Organization (ISRO) where he was the project director of India's first indigenous Satellite Launch Vehicle (SLV-III) which successfully deployed Rohini satellite near earth's orbit in July 1980.

He is popularly known as the 'Missile Man of India' for his work on the development of ballistic missile and launch vehicle technology. He played a pivotal role in India's Pokhran-II nuclear tests in 1998.

Among the many books written by Dr Kalam, few of them are: Wings of Fire: An Autobiography in 1999, Ignited Minds: Unleashing the Power Within in 2002, Target 3 Billion in 2011 and My Journey: Transforming Dreams into Actions in 2013. Dr Kalam advocated plans to develop India into a developed nation by 2020 in his book India 2020: A Vision for the New Millennium in 1998.

In his school years, he had average grades, but was a hardworking student with interest in mathematics. Even during his senior class project while in college, the Dean was dissatisfied with the lack of progress and threatened revoking his scholarship unless the project was finished within the next three days. He then worked tirelessly on his project and met the deadline, impressing the Dean. From there on, Dr. Kalam joined Aeronautical Development Establishment of Defense Research and Development Organization (DRDO) as a scientist and went on to head the organization. The rest is history.

Kalam received honorary doctorates from 40 universities. The Government of India honoured him with the Padma Bhushan in 1981 and the Padma Vibhushan in 1990 for his work with ISRO and DRDO and his role as a scientific advisor to the Government. In 1997, Kalam received India's highest civilian honour, the Bharat Ratna, for his contribution to the scientific research and modernisation of defence technology in India. In 2013, he was the recipient of the Von Braun Award from The National Space Society "to recognize excellence in the management and leadership of a space-related project".

Following his death, Kalam received numerous tributes. The Tamil Nadu state government announced that his birthday, 15 October, would be observed across the state as "Youth Renaissance Day;" the state government further instituted the "Dr. A.P.J. Abdul Kalam Award," constituting an 8-gram gold medal, a certificate and 500,000 (US\$7,500). The award will be awarded annually on Independence Day, beginning in 2015, to residents of the state with achievements in promoting scientific growth, the humanities or the welfare of students.

On 27 July 2015, Kalam travelled to Shillong to deliver a lecture on "Creating a Livable Planet Earth" at the Indian Institute of Management Shillong. While climbing a flight of stairs, he experienced some discomfort, but was able to enter the auditorium after a brief rest. At around 6:35 p.m. IST, only five minutes into his lecture, he collapsed. He was rushed to the nearby Bethany Hospital in a critical condition; upon arrival, he lacked a pulse or any other signs of life. Despite being placed in the intensive care unit, Kalam was confirmed dead of a sudden cardiac arrest at 7:45 p.m IST. His last words, to his aide Srijan Pal Singh, were reportedly: "Funny guy! Are you doing well?"

- Ayushi Goel, MBA II-C.

All Birds find shelter during a rain. But Eagle avoids rain by flying above the Clouds. Problems are common, but attitude makes the difference....

-DR. APJ KALAM.



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Timeline

Now

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Photo

Place

Life Event

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Earlier in January

Now

January

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2011

2010

2009

2008

2007

2006

2005

1988

Born

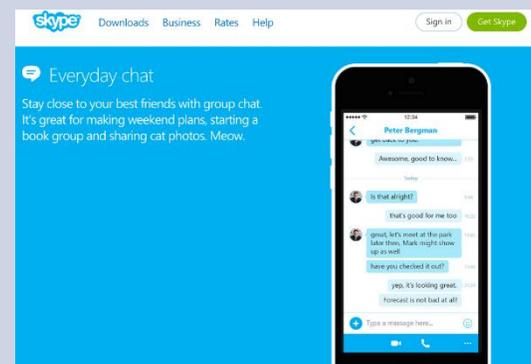
Why Be So Blue?



Have you ever wondered why most of the major social media platforms, like Facebook, Twitter, and LinkedIn, utilize various shades of the color blue?

Blue is a calming, relaxing color that accompanies red and yellow as primaries. Sometimes called “the Nirvana color,” blue symbolizes the comfort, sky, water, sleep, the mind, trustworthiness and safety (think Police Officer uniforms). Most importantly, blue represents communication – which makes sense in regards to websites designed for communication.

Skype uses blue on its website to convey a sense of innovation. As you know, Skype lets you easily connect to anybody with the app through video or text. It makes the company look sleek and modern. A lot of other tech companies, like Telecom, HP, Dell and AT&T, also take advantage of using the color blue in their marketing to attract visitors. It gives these companies a sense of stability that is appealing, unlike red or orange which symbolize energy and passion.



WordPress also utilizes blue on their homepage to give visitors a feeling of trustworthiness and stability. The company wants visitors to have confidence in them as a blogging platform. Blue is used in their accent colors to bring attention to their navigation and calls for actions. This is a great practice because this is where you want to guide visitors.



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Blue as a Marketing Tool

As a marketing tool, blue follows a pattern designed to attract customers. This pattern can be traced in three steps:

1. **Attract with a welcoming color.** A blue website wants its viewers to feel welcome. They are stepping into a friendly environment that is neither intimidating nor boring.
2. **Portray safety and reliability.** With the primary color of a website being blue, the website is thus designed to whisper to the customer, "Look how reliable I am. I am safe, as well as both light-hearted and professional. I am comfortable. Look at me."
3. **Disappear into background.** Now that the color has done what it was designed to do, it can now take a few steps back to allow the reader to become completely enveloped in the information they are receiving. How often do you pay attention to the blue borders of your Facebook window or the sidebars of Microsoft Office?

- Yatin Aggarwal, MBA II-C

ROSHAN ABBAS

Radio jockey, theatre actor, TV anchor



Harmony Team: How you got inspired to work in an entertainment field?

Roshan Abbas: I started my career when I was 4 years old. When you start your career at such an early stage you always want audience and entertainment is all about working with audience. The praise I got from audience became an addiction. That was my base and then in schools and in colleges I found myself to be creative enough to handle audience. Then I made my hobby as my carrier. This is how I started.

Harmony Team: What was your first step to move forward in this industry?

Roshan Abbas: Professional theatre was my first step. I started with a professional theatre in Delhi called Stagedoor which has Aamir Raza Husain as a director. He taught me how to become a great individual. At the same time I started doing radio- Yuvavani. It was the building block for me to enter in this industry.

Harmony Team: Being a gadget freak what do you think how technologies are helping you to move forward in this industry?

Roshan Abbas: Today, we have created a commune which is a mixture of digital and physical. We use to do Podcast of our stories to get the maximum reach. You have to make the technology enabler not disabler. Don't look for the world's best equipment, if you have idea just execute it. The important thing is the technology will keep changing but ideas will stay fresh. Take your fresh ideas and use the technology for the further growth.

Harmony Team: What are the recent technologies you are using in your life except your mobile phone?

Roshan Abbas: A zoom recorder which is a very good recorder for voice because we use our voice a lot therefore we need this zoom recorder very often. We use 5D camera on which you can even make films which will cost you hardly Rs. 75,000. You can start your film of crores with just this basic amount. I use my I-MAC a lot to edit all my stuff and even I shoot by my own and that's how technologies work for me.

Harmony Team: What are the difficulties you have faced in your working carrier?

Roshan Abbas: The biggest difficulty is people try saying NO before they say YES, you have to believe in yourself. There will be millions of people who will say no and only one person who will say yes - YOU. One thing I believe is that **“Main akela hi chala tha janib-e-manzil magar Log saath aate gaye aur karwaan banta gaya”**.

Harmony Team: What role does technology plays in a management student’s life?

Roshan Abbas: I believe technology for you helps in interconnectivity. Management means working with a team. When you work with a team you come to know various technologies existing. Stay aware of what is happening. You got to be on twitter, Facebook, LinkedIn, Gmail and all the social networking sites which will help you in building a community and networks a lot more, but don’t get addicted to it. In this digital world, don’t forget the power of digits in your hand. Forwarding a hand for handshake is really difficult from giving a Facebook request.

Harmony Team: Being engaged in so many works, how you manage your personal and professional life?

Roshan Abbas: Be a great time manager. Many of us just think and few of us do, I do a lot. I attend 5 meetings a day and all are planned. Therefore, when you want to do so many things in your life you got to know how to manage thing. Time is your most precious commodity. Divide your life into 4 spheres- Personal You, Family You, Work You and Community You. Make sure you are working in all these areas. If you can’t fit your time into the work, change the work. Don’t become a slave to your work.

Harmony Team: Please share some inspirational/motivational lines for our BVIMR students?

Roshan Abbas: I am fond of a quote which was said by Mohammed Ali’ “Go to College, Get some knowledge, Stay in school, If they can make penicillin out of mould bread, they can sure make something out of you”. Believe in yourself, in your potential, don’t let people say no. Learn to take positive yes in your life even if they are difficult. Never underestimate the power of a great idea and the power of a great idea could only be seen when you make effort to make it true. Don’t just make a plan- make it happen.

Harmony Team: What is the one ingredient you think is most important for success?

Roshan Abbas: “Belief in yourself” is the one important ingredient which is necessary for success. Just be positive and the positive aura will follow you throughout your carrier.

*- Interviewed By Sahil Kathuria, MBA- 2nd Year
Rupal Prajapati, MBA- 2nd Year*





Interview with Director

Harmony: *what are two or three major trends affecting the IT industry and how do you see them affecting the profession?*

Dr. Nath: Advent of “me too brands, short life span of products, and too much focus upon cost effectiveness. This is leading to compromise on quality, service, wastage of resources, and environmental

unfriendliness.....

Harmony: *If you could be Bill Gates, what is it that you would do, which he has not?*

Dr. Nath: If I were Bill Gates, I would initiate “Virtual Interactive Teachers”, so that education, learning, application and wisdom is “anywhere and everywhere”, and ,that too in one’s palm, that will be thinking and intellectual balm for mind.....

Harmony: *Your favorite mobile phone? What’s the most fun thing about it?*

Dr. Nath: Of course iPhone, no doubt about it. I enjoy its user friendly and exquisitely incorporated types of applications, stores, games, navigation, dictionary, astrology, weather reports and forecasts, calculator, and most importantly; the social network. It is a real fun that is like a gun that shoots informational bullets anytime anywhere.....

Harmony: *which social media platforms are you best at using and why?*

Dr. Nath: It is Facebook, as it has very user friendly applications. Moreover, it is available on iPhone.....

Harmony: *“Give a man a gun and he can rob a bank, give a man a bank and he’ll rob the world ?, I say “give a man a gun and he can rob a bank, give a man a computer and he can start a world war” Do you agree? (Online hacking)*

Dr. Nath: No, not really. As there are two sides of a coin, I would say, a coin also has the circumference that we never quote while citing this example. Similarly, technology is a blessing, the real challenge is that there has to be a shield to safeguard its application. Whenever science and technology has made our lives simpler, smarter and better, the onus is upon us to apply it for benefits. However, in a society, evil doers have always existed from time immemorial and will continue exist in present and future as well. That should not be a hindrance towards the boon that Internet is as a Virtual Boom.

Harmony: *what is a common misconception about you?*



Dr. Nath: That's a tricky one. I am perceived as a strict person. Whereas, I would like to put it in this way; that I believe in contextual and situational leadership, rather, we all are leaders in our individual capacities. But, we need to follow "carrot and stick approach". I am strict where I have to be as per the situation, however, I am a good human being, who tries to be better, who competes with himself and, for whom, ethics and values are the top most priority concerns, and, I just don't compromise on that, right! I have been imbued with all these formidable traits in my personality through my upbringing, and, I just try my best to transfer the same to whomsoever I am meeting in my daily life, whether professionally, socially or familial. I call it the CP Matrix i.e. Character and Personality.....

Harmony: *One thing about Internet you would like to change.*

Dr. Nath: Ease of using it Offline.....

Harmony: *what do you do on the Internet to pass your time?*

Dr. Nath: I look for new gadgets, surf online portals; Flipkart, Amazon etc.

Harmony: *Do you play games? Which one?*

Dr. Nath: Yes; among outdoor ones; it is Cricket, and Chess and Video Games on my iPad, are my favorite indoor games.

Harmony: *What was your first ever job, and how did you get it?*

Dr. Nath: It was, as a Marketing Executive, and, I used to Market Industrial products to Automobile giants like Maruti Udyog Ltd., Tata Motors Ltd., Ashok Leyland etc. I was among the chosen few ones through Campus Placement Drive.

Harmony: *The first time you had a computer, tell us about it.*

Dr. Nath: I got my first ever computer system in the year 2001. That was Pentium III, Desktop by Hewlett Packard, now HP. I got this system for my Research Work, and both I and my better half, completed our Research Work with its help. We still have this system and are using it.

Harmony: *Self driving cars are the future? Are you excited about this?*

Dr. Nath: Yes....If it's Google, it has to be a real *googley*.....

Harmony: *If you were on an island and could only bring three things, what would you bring?*

Dr. Nath: (i) Treasure available on island, (ii) A plant, (iii) its specialty, that I shall be able to discover once I am there.

Harmony: *If there was a movie produced about your life? Who would play you? And why?*



Dr. Nath: It will be Mr. Gufy Paintal, the actor credited to have played the character of “Shakuni Mama”, in B.R.Chopra’s soap opera; “Mahabharat”. He is an actor par excellence, owing to his ethical and value systems that is to be read about. Before acting in “Mahabharat”, he was a Hollywood actor, and he played this role, for his career ambition, to play a negative role. In his real life, he has been very ethical person, and I associate him with me, as I have always been ethical come what may. Secondly, I strive for creativity, innovation, newness, distinctiveness and excellence and value addition to whatever I do.....

Harmony: *It’s Thursday; you’re on a telecommunications project in Calgary, Canada on Monday. Your flight and hotel are booked; your visa is ready, what are the top five things you will do before you leave?*

Dr. Nath: I have Friday, Saturday and Sunday at my disposal, so I shall do the following:

- (i) Calgary , (being voted quite regularly as one of the best cities in the World), I shall definitely have a sightseeing tour
- (ii) Stay and relax for one entire day.
- (iii) Have a feel of Canada’s Maple leaves.
- (iv) Visit Niagara Falls for sure.
- (v) Last but not the least, being a researcher, I shall do the needful; a primary research ; SWOT Analysis of Calgary, for being the hub of telecommunications industry of Canada, and subsequently transform my findings into a Publication.....

Harmony: *Your dream car? Do you plan on getting it?*

Dr. Nath: White HONDA CRV. I inspire for it.....

Harmony: *One piece of consumer technology that you desire to get in life?*

Dr. Nath: A technology that could be instrumental in helping build character, ethics, values, and a right blend of intelligence and creativity.....

Harmony: *One inspiration from IT World? Why?*

Dr. Nath: Who else than Steve Jobs. The following saying by Steve Jobs summarizes my life’s philosophy, and I abide by it come what may:

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.”

Harmony: *Indian Engineers are achieving big heights at Silicon Valley; Satya Nadela, Sunder Pichai, Shantanu Narayen, Rajeev Suri, and so on! Your opinion on this?*

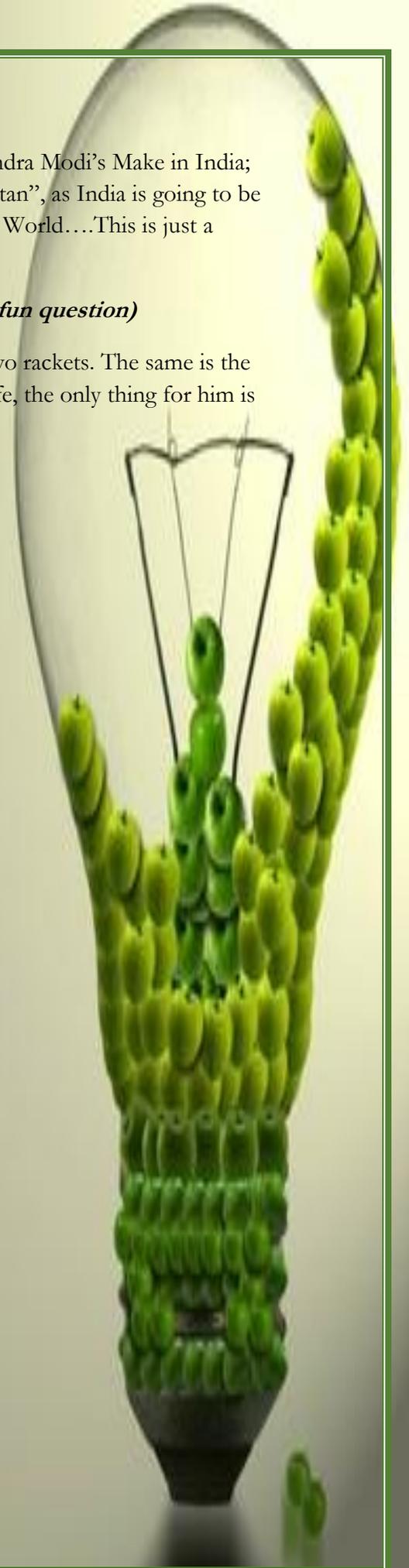
Dr. Nath: Rather than Indian Engineers, I shall say that the Indian Spirit is the One that is making this possible. It is the creation of “Skilled Youngistan”, that all of them have laid the foundation

stone of. And ,with the dream of Honorable Prime Minster Mr. Narendra Modi's Make in India; Skilling India, we will be very soon be rechristened as “ Skilled Yongistan”, as India is going to be the catalyst towards creation of skilled manpower house for the entire World....This is just a beginning.

Harmony: *Do you know why a tennis ball is fuzzy? (My personal fun question)*

Dr. Nath: Yes! Because it is struck so hard and it shuttles between two rackets. The same is the situation for a person who keeps going in spite of all the vagaries of life, the only thing for him is perseverance i.e. “Lagay Raho Munna Bhai” is the best mantra.....

-Interviewed by Avneet Singh, BCA-IV





5 Tech Events Of 2015

1. ALCDSB TechFest 2015

Sponsored by Algonquin and Lakeshore Catholic District School Board, TechFest 2015 promises to be a conference that focuses on deploying, integrating, and using technology to promote student learning in K-12 and beyond.

With the constant and rapid evolution of new technologies, the necessity for student and educators to remain ahead of the curve remains one of the most important issues in education today. TechFest2015 is the one-day event that will feature more than 40 sessions to choose from, with presenters who include practicing teachers, administrators, and other solution providers such as Apple, Microsoft, SMART, Nelson, Scholastic and Fresh Grade.

About the keynote: D.J. Cunningham knows the first-hand the strain of growing up with a learning disability. Like many other people living with a learning disability, D.J. required the support of assistive technology.

2. Wi-Fi Now 2015 Europe

Wi-Fi on track to transform or disrupt the mobile industry. Meet the leaders in the Wi-Fi industry for insight, analysis, carrier case studies, technology updates, networking, and thought leadership.

Wi-Fi now is the year's most complete conference on public access Wi-Fi.

We're covering SECURITY, INNOVATION, and CARRIER Wi-Fi in a comprehensive three-day program!

- 🔗 50+ speakers confirmed, including 10 Wi-Fi carriers!
- 🔗 Exhibition SOLD OUT!
- 🔗 Sponsors from across the ecosystem supporting and confirmed to attend.



3. EventTech 2015, Las Vegas

The world's only conference and exposition focused on using social media and technology to optimize experimental marketing, attended by more than 1,000 top brand marketers, leading agencies and chief marketers.

Join them on November 2-4, 2015 at The Bellagio in Las Vegas for EventTech,

Event Specialties:

- ❑ The latest trends on connecting digital and live
- ❑ New ways to combine experimental marketing and social media
- ❑ Hands-on test-drives of more than 500 event technologies
- ❑ A one-of-a-kind "Campus" conference-content & technologies in one place
- ❑ how-to's, best practices, ideas, insights and case studies
- ❑ 100+ classes taught by leading technologists and brands such as Google, Coke, IBM, Heineken, Cisco, McDonalds, FedEx and more

EventTech's unique "fast forward" content format provides deep, but quick, dives into the latest technologies, the hottest trends and the most important digital+live best practices.



4. The Technology Expo

ContextTech is the first UK conference to explore and education on the innovations of Contextual Technology, the wave for the next generation. Our high level conference will explore Beacons, Geo-Fencing, Interest Sensing, and Contextual Advertising Wearable's & IoT. The future of mobile is contextual.

ARTech is Europe's Augmented Reality event held as part of The Tech Expo providing a unique insight into the capabilities and innovations as well as exploring business strategies, AR technologies, wearable's, data and the future direction of AR.

Our exhibition will provide visitors with inspiring experiences through interactive installations as well as creating a platform to showcase collaboration between emerging technologies.



A free to attend Emerging Tech stage hosted within our expo will feature developer workshops on emerging platforms as well as innovative case studies and showcases from leading tech providers & industry specialists on Contextual Technologies, Augmented Reality, Virtual Reality, Wearable's and IoT for tech savvy companies and those looking to stay ahead in technology innovation of their brand

5. M2M World Congress 2015

The Machine-2-Machine World Congress will take place in London this year, where leading names in the Internet of Things (IoT) will come together to speak on the buzz topic. These include IoT directors from Cisco, Vodafone and SAP with years of experience in M2M between them.

Some of the many topics under discussion will be: 'How the IoT will disrupt businesses and Industries'; 'The impact of wearable technology on the M2M market'; and the IoT cloud. Companies participating in the event will include IBM, Oracle, Ericsson and Eurotech. **M2M WORLD CONGRESS 2015**, is the world's leading m2m conference & m2m summit focusing on m2m applications, hardware for automotive.



- *Bhanu Kwatra BCA IV*



SUBROTO GOSWAMI

Chef, Crowne Plaza

Harmony: *What inspired you to opt for hotel management? Can you share some stepping stones which helped you to become a successful chef?*

Chef: From my childhood stage, I love to have delicious food and used to cook different recipes and when I was in 12th, one of my senior share his experience of HM so slowly and steadily my interest turned into passion. Though after completing my 12th I have applied for HM from IHM, Kolkata against to my father's concurrency. I strayed a bit from the restaurant business during my training, but I knew my passion was about cooking and soon realized that I was headed for a career as a chef.

Harmony: *You had worked with many big brands like The Lalit Suri, The Grand, and The Carlson Residor, presently with Crowne Plaza, so how's your experience working with all and where do you enjoyed the most?*

Chef: Well Oberoi's group as I had my training from there which embrace me with lot many skills and ability to continue my journey. Today what I'm is because of Oberoi's. It was 11 years of experience as Sous chef in their different branches which

makes me strong enough to tackle with hindrances and leads to big amount of success.

Harmony: *How do you describe your management skills in your field?*

Chef: Currently, I am in-charge for the entire food production, planning and coordination with guest and other areas of the hotel. So my job is to provide the guidelines and maintain the synergy of entire cooking area from the ingredients to be used till the Aroma and Taste.

Harmony: *In this era, technology is overpowering to each and every aspect, so how it would be affected to HM?*

Chef: With the 30 years of experience, it has been constant endeavor to bring innovation and creativity on the table. Technology helps us to upgrade through computerized stove, automated refrigerator, smokestack, online order facility etc. which ease the overall working.

Harmony: *Which is your favorite cuisine you like to cook and eat the most?*

Chef: I like to prefer all kind of dishes but if I talk about comfort, then the Bengali food and favorite cuisine to cook is the new-age Italian and Indian cuisine.

- *Interviewed by Prerna bajaj MBA II-B
Sourabh Bansal MBA II-B*





Digitization @ BVIMR

At BVIMR, we believe not just in providing excellent education but in education designed in innovative way to meet needs of technology oriented society. Understanding that India is the world's largest experiment in digitalization, today students need to be empowered with the knowledge of the application of information and technology. With this thought in mind, lots of courses have been introduced in the curriculum of BBA/BCA and MBA students to prepare them for the challenges of the world.

The process of introducing ICT and other digital tools at our Institute started first with the introduction of CMS for transparent attendance system which later was merged with ERP taking it to the next level. Introduction of ERP also helped in integrating and providing a transparent platform for all the stakeholders.

Knowing how to use a Technology is not the biggest feat. Protecting and not creating threat for own as well as for other is equally important too. With this idea in mind, Course in Cyber Security was introduced with an objective to prepare students for a digitally and socially active world.

As a management student, today students are not only exposed to text book knowledge or specific subject areas but also are introduced with the practical aspect of the same. Subjects like Data Analysis through MS-Excel and later while learning about Research, knowledge of SPSS helps our students to do quality project work and learn how to understand the concepts and analyze them better.

Innovation Technology and Management offers the students another opportunity to understand what are the challenges ahead and are urged to exploit the emerging digital scenario in India for their development.

Time and again, through various Conferences and Seminars, International and National, workshop and training programs various initiatives are provided to the students and are made aware of various technologies like Cloud computing, Mobile Computing, E-Commerce, M-Commerce, the various process of digitization etc .to prepare them as great knowledge workers and emerge as catalysts for rapid economic growth and citizen empowerment across the globe.

Innovation has to become the philosophy, and part of DNA in an organization and at BVIMR, we believe in staying innovative and digitally.

- **Tripti Tiwari**



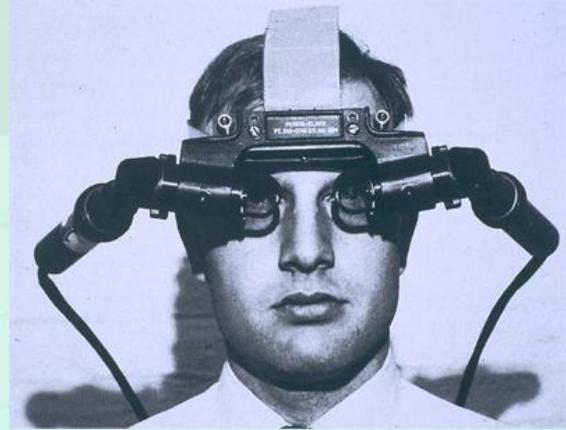
VIRTUAL REALITY – WHY THIS TIME IS DIFFERENT

As a child I remember watching sci-fi films about virtual reality (VR) wondering if I'd be around to see the age of consumer ready VR devices. Several companies have tried, and failed to convince consumers that virtual reality is truly ready for mass consumption. The concept is simple – but executing on such an idea has proven to be exceedingly difficult. However, it appears that 2015 will be different and we'll finally see a consumer-ready VR device hit the market – and maybe even your living room.

VIRTUAL REALITY – THE EARLY YEARS

Let's start with a quick primer on the history of VR. VR was created in 1965 by Ivan Sutherland – he created the “Ultimate Display”, a device that could overlay wireframe interiors onto a room. The military was simultaneously researching and investing in VR's potential for flight simulation and training.

The VR industry continued to develop over the next couple of decades, but appeal was limited to only the most ambitious engineers and early adapters due to the cost of components, and the computers that powered them. Even in the early 90's, the price tag on a decent virtual reality device was over \$50,000. The high cost of entry, of course, meant that it was still very much out of the question for the average consumer.



PALMER LUCKEY AND OCULUS RIFT CHANGE THE GAME

Fast-forward 40 years and Palmer Luckey (the inventor of the Oculus Rift) created his first VR prototype at age 18 in his parents basement. Luckey eventually developed the product that would come to be known as the Oculus Rift. Oculus has ushered in the current era of VR development and breathed new life into this promising technology.

The announcement of the Oculus was followed closely by tech insiders, developers, and early adopters, all of whom had been chomping at the bit to experience this new frontier in VR development. It wasn't long before heavyweights like Facebook, Google, and Samsung took notice and began investing heavily in VR with the hopes of producing the first consumer ready device. Facebook believes so strongly in the Oculus Rift that they acquired the company for \$2 Billion in March of 2014. Facebook's founder Mark Zuckerberg stated that he sees the acquisition as a “long-term bet on the future of computing.”

TODAY'S CHOICES FOR

CONSUMERS

The current lineup of VR products run the gamut in terms of price and accessibility. You can get your feet wet with Google's product (aptly named Cardboard). **Cardboard** is very inexpensive, roughly Rs 200 -Rs 400. It uses easy to obtain components like cardboard, biconvex lenses, a couple of magnets, Velcro, and a rubber band. Instead of a built-in display like the Oculus Rift, this product is powered by any Android phone running 4.1 or higher (just slide your phone into the "headset"). You assemble it all yourself, following Google's step-by-step instructions with pictures.

The phone powers the entire experience with applications found in Google's Cardboard app store). There are no external wires or clunky hardware to deal with...just the Cardboard case and your Android phone. At Primacy we recently built one to test out in house – the entire build took about 5 minutes from start to finish.



Facebook's Oculus Rift

Given the current pace of innovation it's a safe bet that both the hardware and software for Facebook's Oculus technology will only get better in the months ahead. The consumer model, though not currently available, is expected to be released mid

2015. The developer model (DK2) costs \$350 (Rs 25,000) and comes loaded with a low latency display (the same used in the Samsung Galaxy Note 3). The display delivers a respectable 960x1080 resolution per eye with a 75Hz refresh rate. The unit also includes a gyroscope, accelerometer, magnetometer and a near infrared camera for head and positional tracking. Applications are run on a computer which is connected directly to the headset via an HDMI and USB cable.



Samsung's Gear VR Innovator Edition

Samsung saw an opportunity to jump into the VR mix and partnered with Oculus. They've produced a headset that looks like the most consumer-ready device to date. Samsung's Gear VR Innovator Edition is exactly what you would expect from the established tech giant both in terms of quality and usability. It's also the most expensive option, coming in at an msrp of \$200 (Rs 14,000) for the headset + \$750(Rs 50,000) (off-contract) for the phone required to power it. Unlike Google's Cardboard, the Gear VR only works with a Samsung Galaxy Note 4, so if you're lucky enough to already own one you can save yourself a significant amount of money.



Playstation VR

PlayStation VR is virtual reality technology designed for use with PlayStation 4 game systems by Sony.

Introduced at GDC 2014, the PlayStation VR (known as "Project Morpheus") prototype virtual reality (VR) system features a head mounted display with 1080p resolution and a 90-degree field of view. Accelerometer and gyroscope sensors built into the head mounted unit as well as PlayStation Camera accurately tracks head orientation and movement, so as your head rotates, the image of the virtual world rotates intuitively in real-time. PlayStation VR also features 3D audio technology that re-creates stereoscopic sounds in all directions and changes in real-time depending on your head orientation. In addition to PlayStation Camera, PlayStation VR works with DualShock 4 Wireless Controller and PlayStation Move to deliver an easy-to-use, plug-and-play VR experience.

Playstation VR is subjected to launch this summer world wide with a price point of the current selling console Playstation 4 which is Rs 40,000.



THE DOWNSIDE – A CASE OF THE JUDDERS

We've found that many of the applications available now are graphics heavy and the experience can degrade quickly without a fairly good graphics card. It is worth noting that experiences involving 3D graphics and rapid motion can quickly become nauseating to some folks due to frame-rate or GPU restrictions and a phenomena known as "judder" (when the images become smeared, strobed or otherwise distorted), so it is really the responsibility of developers to create "comfortable" experiences which aim to minimize judder. Despite the drawbacks – when used in tandem with a computer that has a high end GPU, the result is a sense of immersion that 10 years ago would have seemed impossible. The Oculus developer site currently lists both a PC and Mobile SDK, which include integrations for Unity and Unreal game engines. The PC SDK is intended for the Rift DK2 where-as the Mobile SDK is intended for Oculus powered devices which leverage mobile phones.

VR – THE FUTURE IS HERE (OR REALLY, REALLY CLOSE)

We are just starting to crack the surface with VR. The emergence of panoramic video and photo is making it easy to “teleport” viewers to places they could never physically be.

Imagine a front row seat to watch your favorite band play live...with the freedom to look in any direction in real time. Imagine walking (literally...walking) through your favorite national park as if you were really there. Imagine sitting in a conference room half way around the world and interacting with others as if you were really there. These are just a few of the amazing applications that VR devices like the Oculus Rift enable. So stay tuned – if current progress is any indication, virtual reality is here to stay, and it'll be invading your living room or office much sooner than you might think.



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Avneet Singh BCA-IV

Why we are here?

Are we here to become doctor, engineer, scientist, artist, industrialist, sports man or for doing any other job or just to have fun? The answer is....we don't know the answer. Do we come to this world just to get birth and die at later stage? Is it simple..... Who we are? Why we evolved? Why this sun, moon and earth? Why this Universe is formed?

Is it for us then why we have been created?

We are in a system which has been defined by the nature. We feel proud to achieve something or the other however; we don't know the core purpose of our existence.

According to the science human beings are the only species who have been blessed with brain and emotion (thinking power). Although the nature keeps the usable limit of the brain up to 3 to 4 percent (only 3 to 4% of the brain is conscious), we are still exploiting and depleting the nature at a very high speed. God knows if it could have been 100%.

There are many authors, spiritual leaders and gurus who claim to understand the depth of these questions, however they even don't know the exact answer. People are following them blindfolded as these gurus met with the almighty. I am not against any guru or belief however we should be aware of what is true and what is false. This is creating a filter for our thoughts. Apparently, we should now comprehend the power of nature, that it has the power of restraining the human brain and hence limiting the flow of information. We should understand that if the answers of such questions were easy to discover or easily accessible it has been known to everyone.

Then why don't we use our existence to make this world more beautiful and better place for living without harming others (including the ecological environment). This article is a modest attempt to awaken the subconscious part of our mind and soul which know the truth however unable to accept. We can do this if we wish to do this. It is simple.

- **Sanjoy Roy**



WORLD LEADERS AROUND TECHNOLOGY

Tech hasn't been around for all that long. Intel released a microchip in 1971, but compare that to the invention of the phone in 1876 and tech seems like it's still in the early teen years. These leaders have stood the test of time (and constant analysis).

Mark Zuckerberg (Co-founder and CEO of 'Facebook')

Born on May 14, 1984, in White Plains, New York, Mark Zuckerberg co-founded Facebook out of his college dorm room. He left Harvard after his sophomore year to concentrate on the site, the user base of which has grown to more than 250 million people, making Zuckerberg a billionaire. The birth of Facebook was recently portrayed in the film *The Social Network*.

The budding software developer began attending the 'Harvard University', majoring in psychology and computer science. During his days at the university, he built programmes titled 'CourseMatch' and 'Facemash'.

In 2004, Mark launched a new website called 'Thefacebook.com'. He created the social networking site along with friends Chris Hughes, Eduardo Saverin, Andrew McCollum, and Dustin Moskovitz.

'Facebook' was initially meant for students of 'Harvard University', but was later distributed to other educational institutions including 'Yale', 'Dartmouth', 'Stanford' and 'Columbia'.

Having reached out widely to the public, the site currently has 1.44 billion monthly users.

Zuckerberg introduced a new project in 2013, titled 'Internet.org', in collaboration with cell phone firms like 'Qualcomm', 'Samsung', 'Opera Software', 'Ericsson', 'Microsoft', 'MediaTek', and 'Reliance'. The aim of the project was to enable widespread use of Internet in developing countries.

The same year, this software developer became the CEO and Chairman of the company 'Facebook, Inc.', and was offered one dollar as salary.

In 2010, this accomplished entrepreneur was named the 'Person of the Year', by 'Times' magazine.

In 2011, 'The Jerusalem Post', an Israeli newspaper, named him the one of the 'Most Influential Jews'.

This successful entrepreneur has a net worth of 36 billion dollars, and has regularly featured on the 'Forbes 400' list.

On Dec 1, 2015, Mark Zuckerberg announced that he and his wife would give 99 percent of their Facebook shares "during our lives" to charitable purposes.

Bill Gates (Co-founder of 'Microsoft')

Born on October 28, 1955, Bill Gates is an American business magnate, philanthropist, investor, computer programmer, and inventor. In 1975, he co-founded Microsoft, that became the world's largest PC software company, with Paul Allen. During his career at Microsoft, Gates held the positions of chairman, CEO and chief software architect, and was the largest individual shareholder until May 2014.

Starting in 1987, Gates was included in the Forbes list of the world's wealthiest people and was the wealthiest overall from 1995 to 2014—excluding a few years after the Financial crisis of 2007–08.

Between 2009 and 2014 his wealth doubled from \$40 billion to more than \$82 billion.

Gates says his kids will only inherit \$10 million each despite his immense wealth.

Gates has pursued a number of philanthropic endeavors, donating large amounts of money to various charitable organizations and scientific research programs through the Bill & Melinda Gates Foundation, established in 2000.

Gates has authored and co-authored several books.

In 2010, Gates along with fellow billionaire investors Warren Buffett, and Facebook founder and CEO Mark Zuckerberg signed the "Gates-Buffet Giving Pledge", committing to donate at least half of their wealth over the course of time to charity.

Bill Gates and his foundation have been taking an interest in solving global sanitation problems since about 2005. They announced the "Reinvent the Toilet Challenge" which received considerable media interest

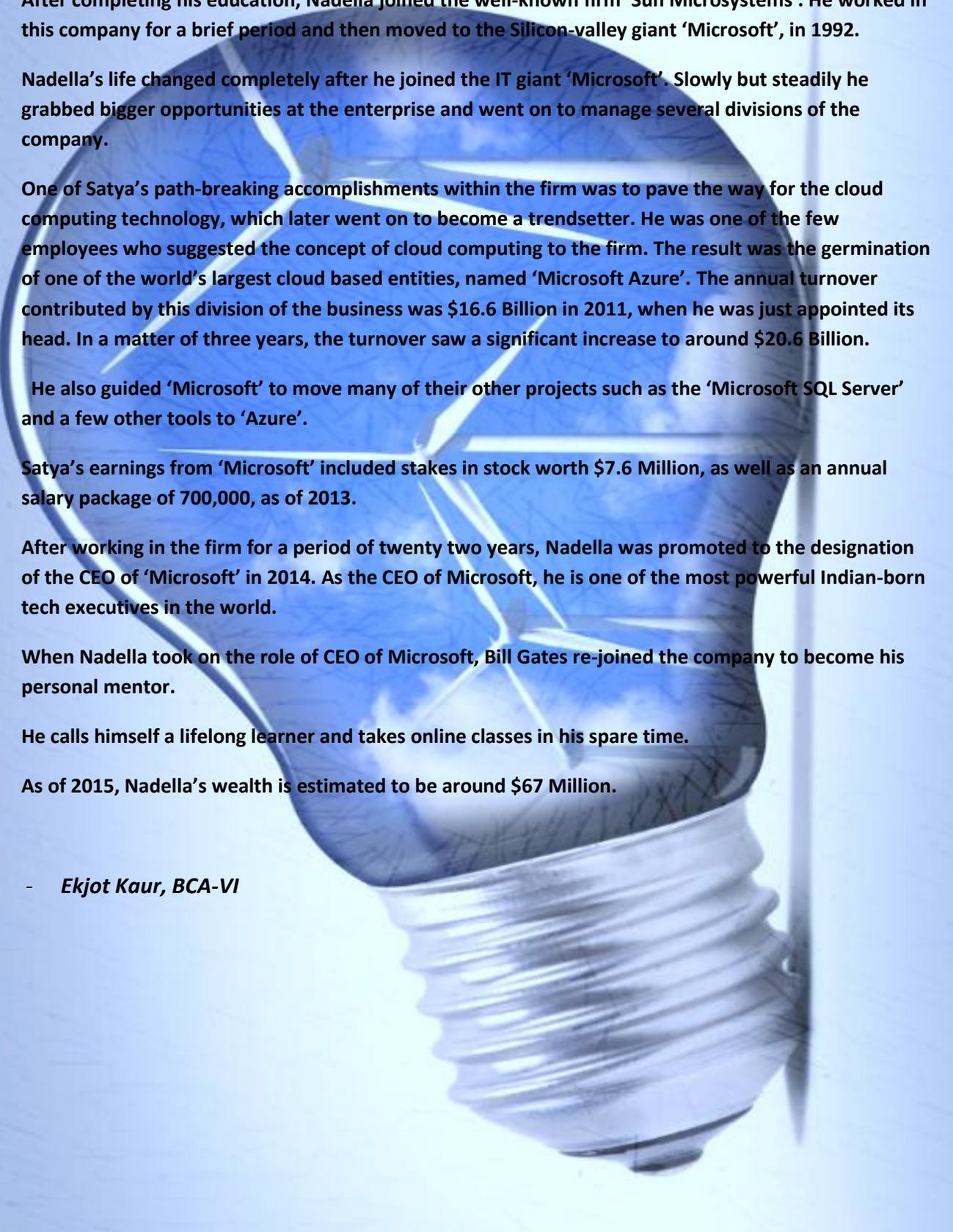
On August 15, 2014, Bill Gates posted a video of himself dumping a bucket of ice water on his head, after Facebook founder Mark Zuckerberg challenged him to do so, in order to raise awareness for the disease ALS (amyotrophic lateral sclerosis).

As of 2015, Bill Gates has a net worth of US \$79.3 billion

Satya Nadella (Current CEO of 'Microsoft')

Born on August 19, 1967, Satya Nadella is an Indian engineer who has joined the league of technological wizards like Steve Jobs and Bill Gates by the virtue of his great work and dedication. He became a household name in 2014 after being crowned the 'CEO' of 'Microsoft'.

He was born in Hyderabad, India and moved to the United States after graduating from Manipal University.



After completing his education, Nadella joined the well-known firm 'Sun Microsystems'. He worked in this company for a brief period and then moved to the Silicon-valley giant 'Microsoft', in 1992.

Nadella's life changed completely after he joined the IT giant 'Microsoft'. Slowly but steadily he grabbed bigger opportunities at the enterprise and went on to manage several divisions of the company.

One of Satya's path-breaking accomplishments within the firm was to pave the way for the cloud computing technology, which later went on to become a trendsetter. He was one of the few employees who suggested the concept of cloud computing to the firm. The result was the germination of one of the world's largest cloud based entities, named 'Microsoft Azure'. The annual turnover contributed by this division of the business was \$16.6 Billion in 2011, when he was just appointed its head. In a matter of three years, the turnover saw a significant increase to around \$20.6 Billion.

He also guided 'Microsoft' to move many of their other projects such as the 'Microsoft SQL Server' and a few other tools to 'Azure'.

Satya's earnings from 'Microsoft' included stakes in stock worth \$7.6 Million, as well as an annual salary package of 700,000, as of 2013.

After working in the firm for a period of twenty two years, Nadella was promoted to the designation of the CEO of 'Microsoft' in 2014. As the CEO of Microsoft, he is one of the most powerful Indian-born tech executives in the world.

When Nadella took on the role of CEO of Microsoft, Bill Gates re-joined the company to become his personal mentor.

He calls himself a lifelong learner and takes online classes in his spare time.

As of 2015, Nadella's wealth is estimated to be around \$67 Million.

- *Ekjot Kaur, BCA-VI*

Challenges for IT in Education & Health Sector

Success of usage of IT in education sector requires a detailed technology plan. Such a plan should consider funding, installation as well as integration of equipment's and ongoing management of the technology. The plan should also express a clear vision of the goals of the technology integration. Teacher training is the main requirement. Teachers should know how to operate the technology and how to integrate it into the curriculum. Administrative support is required in the form of funding, or in restructuring schedules and physical space to reflect the new learning environment. Parents, business and community members can use technology as a springboard to become more involved in the activities of institutes. All can help with teachers and administrators. Businesses can use e-mail to help mentor students and help them to prepare for the workplace. Support from government is required so that it provides adequate funding and appropriate policy making to assure that technology is accessible to all institutes on an equal basis. If these challenges are met then technology becomes not only an educational tool but an integral part of entire instructional process.

For the Health sector there should be well made policies to address privacy and security issues for nationwide use of health IT. To identify the measures, for health care automation, and the use of their performance, clinical decision support is required to improve role of healthcare quality. A plan is required for standardized integration of test information into electronic health records. Health care practitioners are not trained on the computer to gather information and make decisions, so it is difficult for them to change the way they practice, hence, well planned training program is the main challenge.

- Dr. A. K. Srivastava
(Dean IT)





An Interview with Mr. Purvesh Sharma

COO, FootPrints

Harmony: How did you come up with an idea of starting FootPrints?

Mr. Sharma: The idea of starting footprints came into my mind when my son was born in November, 2005 and like all fathers, I wanted the best for my son. I did a lot of research online and compared day care center in US and UK with ones in India.

Unfortunately at that time in India we were not focusing an early childhood development. But the research studies says that 99% of brain development happens in first 5 years of life but in India we are focusing on last five years of education i.e. graduation and post-graduation.

Harmony: What's special about footprints?

Mr. Sharma: “We are your parenting partners”. We are not just a pre-school or a full day care center but we are actually partnering with working parents in nurturing their child to the full potential. We have CCTVs camera everywhere and stream videos live to parents. Apart from CCTVs parents also get real time SMS updates through a mobile app called “Parent Connect” whereby the parents can know about its child eating, sleeping and other activity schedule.

Harmony: Prior to starting “Footprints” with which firm(s) were you associated?

Mr. Sharma: After completing my B.tech , I relocated in Bangalore for my first job in SAP labs and worked for an year. Post that I started my first venture Whizlabs software in year 2000 along with 2 batch mates of mine. I was the cofounder and CEO of Whizlabs for 9 years.

In 2009,I zeroed to Brick Red Technologies, a software product development company in Noida, started by another batchmate of mine and stayed there for one and half years before starting footprints.

Harmony: What is your biggest professional accomplishment?

Mr. Sharma: The appreciation coming from parents, especially from young mothers for our work and their trust on footprints for being a parenting partner for their child is our biggest accomplishment. Also, we have around 200 employees out of which 99% are women. So, by creating employment opportunities for women from lower middle class is an accomplishment we are proud of.

Harmony: How are you using technology to bridge the gap between parents and their child?

Mr. Sharma: We wanted to combine technology with a proven curriculum to provide children a holistic, world class care experience. So for this we have all the IT people in the back end. Parent connect app has a huge back end. Tablets are being provided to all the teachers in every classroom. Each teacher is assigned 3-8 kids for whom they have to send the updates. This app is an user friendly app whereby teachers do not really have to type anything but they can send the updates in just few seconds. The app has a standardized menu which being coded so a teacher just has to select the type and quantity of food a child has taken.

Harmony: Comment on the Growth opportunities in this sector?

Mr. Sharma: There are tremendous growth opportunities because the major chunk of population in India comprises of middle class; who are willing to shell out a hefty amount on quality education to ensure that their little one is looked after well in their absence. In India, there is a trust deficit among parents that impacts businesses the most. So, if we could just promise and deliver the basic things, opportunities remains for us.

Harmony: What are your future plans for expansion?

Mr. Sharma: Currently we have 8 operational centers in Gurgaon, Noida and Ghaziabad. By March 2016 we will expand to 15 daycare centers including Delhi. Our target is to reach 50 child care centers by March 2017. After this we will hit all the metros over the next few months including Mumbai, Pune, Bangalore and Hyderabad.

Harmony: What's your advice for budding managers for their professional growth?

Mr. Sharma: Firstly, don't just be Managers. Be the entrepreneurs, job creators. Secondly, believe in yourself. The generation today are immensely talented, bright and have awesome intelligence and energy. But you need to be courageous and take plunges. Start thinking about opening your own business and companies. It's time for you to lead the world.

- ***Interviewed by***
Gurleen Kaur (MBA II-C)
Shiva Uppal (MBA II-A)





Make a New Beginning

“The life journey in the New Year should be undertaken with awareness and positive feelings lest you embrace the same old negativity”.

As we usher into New Year, these precious words should be our guiding spirit to tread the path of life. We must shed our past baggage of falsehood and make a new beginning, embracing truth.

The New Year (January 1) also happens to be Global Family Day. We should consider the entire world as one big family. We may have different outer appearances but within us is the same soul (constituent of Super soul – God) and we are all connected through this divine link. We fail to see this because we look from outside and not from inside (within). To make it more clearly, saints give the analogy of a wheel. Looking at the wheel from the rim, all the spokes appear to be separate /different. But when we look at the wheel from the centre, we find that they all radiate outwards from the hub and are integral part of it. The hub is likened to God and spikes are His creation. This cosmic vision prevents us from discriminating against fellow beings on the basis of caste, creed, religion, colour, nationality but rather helps us to live up to Vedic mantra of ‘Vasudhev Kutumbkam’.

Rabindranath Tagore in one of his poems, talks about Divine Ocean where streams of humanity from all over the world have emerged. Divine knowledge puts an end to duality- that feeling of discriminating against others. We can transcend mind- created duality by realizing Godhood within us with the grace of Satguru. Upanishads also say that God dwells in the bodies of all and God-realized person sees Him in every creature and sees everyone in God.

Today we see world segregated and fragmented where diversity is a curse and where intolerance is so high that no one withstand the others. No body’s caste, religion, symbol, language, food habits, dress and lifestyle is tolerated. But saints, gurus and prophets have preached us about having peaceful co-existence. We have to not just exist but co-exist. Not just co-existence of one caste, religion or culture but co-existence means all kinds of people existing together.

Today our lives are in turmoil and happiness eludes us because we are getting away from the Truth (God) – the source of eternal bliss. In this New Year, all of us must make a resolve to religiously follow the divine path shown to us by saints, in order to attain communion with God. If we do that, we will be able to leave behind the baggage of bad emotions, intolerance, hatred and hostility and make a new beginning. If we want happy life for ourselves, we must spread happiness and love. Developing love for Nirankar, will foster love for His creation. Let that be our mantra in this New Year to usher into shared happiness.

- Dr. Sanjay Manocha



Cyber Security

Cyber Security is a very popular word in India today. With the announcement of National Cyber Security Policy 2013 by Government of India, we have taken a step further to combat our national security against threat of Cyber war. It is said that the next biggest war is Cyber War than Nuclear War as the target is wide for Cyber war than just a geography for Nuclear War.

IT has become central in fulfilling the organizational missions.

India currently has 319 million internet users and mobile internet users are projected to be in excess of 213 million by the end of 2015. This is a massive percentage of the internet user base. In fact, 41% of e-commerce sales happen on the mobile. A recent study called Teens and Technology 2014, conducted by Intel's security arm McAfee, examined the online behavior and social networking habits of Indian tweens (8-12 years) and teens (13-17 years). As many as 92% of the Indian youth was found to have shared private information online despite being aware that this is risky. 53% of youngsters trust the virtual world and interact with strangers, and as many as 51% of those polled did not care about their online privacy at all, according to the report.

Prime Minister Narendra Modi, at the launch of Digital India Week on 1st July 2015 had said, "I dream of a Digital India where cyber security becomes an integral part of our national security... The world is so worried about cyber security. One click can change a lot of things." Cyber security is fast becoming a nightmare for the government even as its Digital India initiative will increase the relevance of the internet and expose the country to large cyber-attacks.

Hence job opportunities in field of Cyber Security are growing faster than employers can

fill them. This is applicable for both Government and Non-Government jobs, from BFSI to Hospitality Industry, from e-commerce to e-money etc.

From Cyber Security Analyst to IT Security Sales, Cyber Security Architect to Security Implementer, Computer Forensics to System Audit, Vulnerability & Penetration Tester to Secure Coder, all the lucrative designations with attractive pay packages are given by giant IT Companies as well as non-IT Companies. To get this what Candidate needs is possess adequate expertise obtain through various industry recognized Certification and ability to work in challenging environment.

Not only different Countries are addressing & exchanging Cyber Security knowledge through Policy drafting and solution designing but also there are IT and non-IT uniform groups are discussing the FUTURE IT with suitable FUTURE Cyber Security tactics & data protection framework. From Nation Defense, Corporate to Individual users everyone is working on Cyber Safety either for Society or for self-interest.

Cyber Security as a subject itself is getting matured day by day and incidence by incidence. Net Neutrality, Internet of things, right of anonymity, freedom of speech over internet etc. are waking up the youth in the society. Hence there is a huge scope of research activities in the field of Cyber Security.

The increasing liberalized nature of economy, rapidly changing technology and newer business models are taking utmost advantage of the process of Globalization. Hence Cyber Security is continuous evolving field.

*By: SURENDER SINGH
(CYBER SECURITY ANALYST AND
TRAINER)*





Dr. Ravi Prakash

**Associate Professor, Department of Mathematics,
University of Delhi**

Harmony: How has the teaching process changed over the years? Is it for the betterment of the students or the necessity?

Dr. Ravi: When I joined teaching in 1977, I only used black board and chalk and then white board was introduced. Problem with black board and white board is that there were some three-dimensional figures which cannot be drawn. With advent of computers, different software packages, we can draw different three-dimensional figures. For instance: interaction of sphere and a plane, it can be drawn with different colours. Earlier we had black board and white board, now we have smart boards; we can draw figures with perfection. For instance: I can draw triangle which is not clear. Smart board will convert it into straight lines which earlier were not straight. Smart board also record lectures which can be reused. Apart from this we can use websites. For instance: I put all my notes on website which is named as interestmaths.com and since then all notes are available all the time, students can use it anytime. Apart from this, students who missed my lectures can see and learn what has been taught in the class.

Harmony: What was it that got you interested in teaching? Why did you choose to teach Mathematics?

Dr. Ravi: I joined Mathematics Hons. In 1970 when I was about to join Maths Hons. Everybody warned me that it is very difficult to study and suggested me to do Physics Hons. Rather than Maths Hons. But somehow I took it as a challenge that I will do Maths Hons. Not only had I done Maths Hons. But I stood first in the university. Every time I appeared in examination, I was honoured by 2 gold medals and 3 gold medals in post-graduation. After that I joined college and thought that I can teach students Maths Hons. In an easier way and over the years I felt I succeeded in making it easier for students.

Harmony: Something you would like to share from your teaching experience that had a great impact on you?

Dr. Ravi: I have adopted new techniques to teach and give some proves which were not there in books which has helped the students as now all my lectures are available on internet.

Harmony: Have you written any book or published any book?

Dr. Ravi: After 5 years, I decided to write my own book. The first book which I wrote was 'Real Analysis'. Then I started working with 'Times Magazine' of Times of India. I wrote several editions for the same for IIT entrance. After that we decided to compile that material into book and the book was published by 'TATA Mcgrill' and the book is being used till now with revised edition. Also I did my research from University Of Delhi. My research area was Boundary Value Problems in Complex Analysis and have written 6 research papers which were published in several reputed international journals. I also teach students of M.A., M.SC. (Maths) and doing maths education in Delhi University and Jamia Milia.

Harmony: Do you think doing PHD was right decision and has it worked for you?

Dr. Ravi: Although doing PHD in Boundary Value Problems in Complex Analysis is good area but it does not directly affect the students whom I am teaching but it effectively develops my personality. So, I think doing PHD really benefitted me. Also university gives incentives to teachers who do PHD like advance increments. I have written several articles in newspaper to help students regarding preparation of competitive examinations. This was published in Times of India and The Hindu.

Harmony: Have you conducted any workshops related to your subject and how has that helped your students?

Dr. Ravi: I have conducted several workshops in India as well as abroad. For instance: in Jaipur, Indore, Amritsar, Ludhiana, and Doha. These workshops were conducted for school teachers to enhance their teaching abilities, which has indirectly helped students.

- Interviewed By Gitansh Juneja (MBA II-C)







All you need to know about Digital India

In an order to create participative, transparent and responsive government, Prime Minister Narendra Modi launched the much ambitious 'Digital India' programme on Wednesday, July 1, at the Indira Gandhi Indoor Stadium in the national capital. Top industrialists like RIL Chairman and Managing Director Mukesh Ambani, Tata Group chairman Cyrus Mistry, Wipro Chairman Azim Premji and many others, were among the business honchos who shared their ideas of taking digital revolution to the masses. Several events were held across 36 states and union territories, covering 600 districts in the country. Information Technology companies were told to organise a mandatory viewing of the speech to be delivered by PM Narendra Modi at the launch of the Digital India Initiative.



What is Digital India?

With the launch of Digital India programme, the government is taking a big step forward to transform the country into a digitally empowered knowledge economy. Includes various schemes worth over Rs 1 lakh crore like Digital Locker, e-education, e-health, e-sign and national scholarship portal. BharatNet in 11 states and Next Generation Network (NGN), are also a part of Digital India campaign. The programme includes projects that aim to ensure that government services are available to citizens electronically and people get benefit of the latest information and communication technology. The Ministry of Communications and IT is the nodal agency to implement the programme.

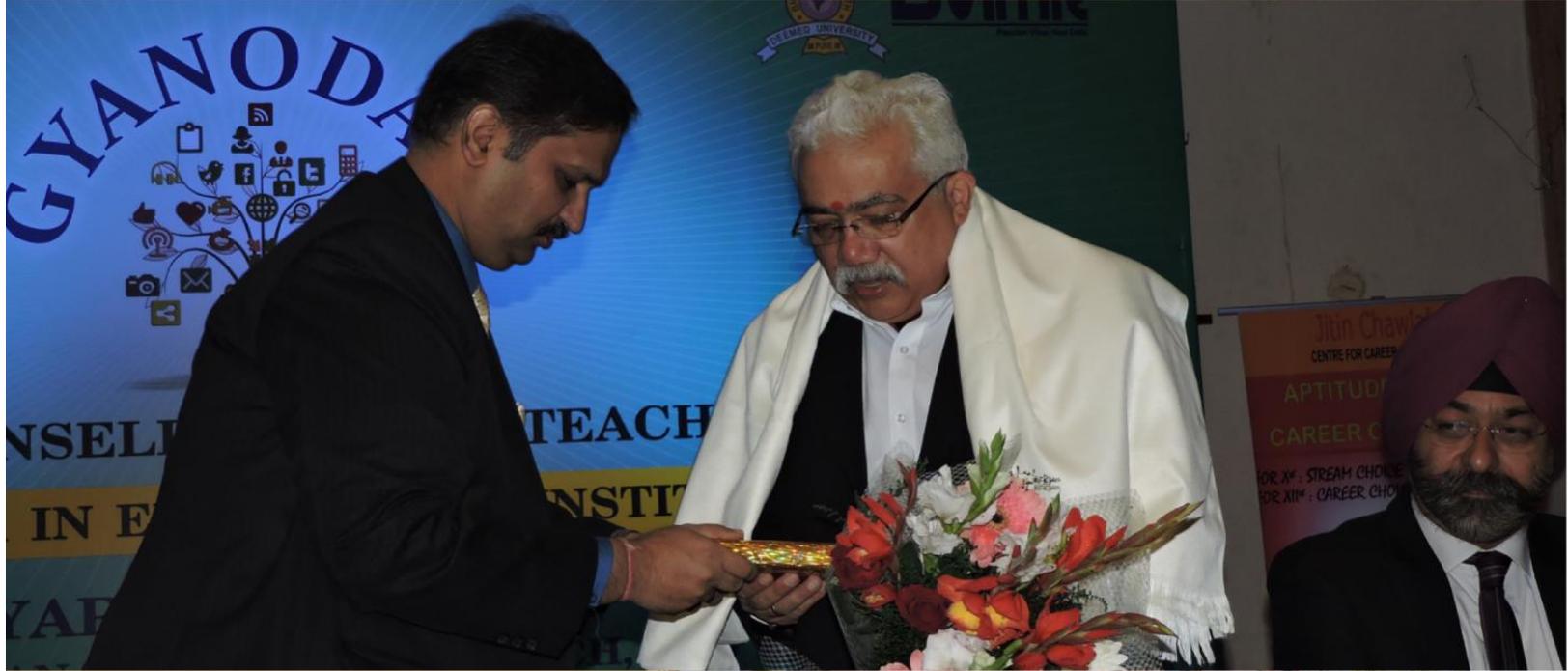
Apps for Digital India Digital India Portal

MyGov Mobile App, Swachh Bharat Mission App and Aadhaar Mobile Update App.

Vision of Digital India

Digital Infrastructure as a Utility to Every Citizen Governance & Services on Demand Digital Empowerment of Citizens.

- **Richi Chhabra, MBA II- A.**



Wie beeinflusst die digitale Kommunikation unser Sozialverhalten?

Neue Technologien können die Art, wie wir leben, nachhaltig beeinflussen – das zeigt sich auch beim Mobilfunk. Die vielfältigen Kommunikationsmöglichkeiten, die Smartphones & Co. bieten, wirken sich auch auf unser Sozialverhalten aus. Das gilt vor allem für jüngere Nutzer. Die Befürchtung, dies führe zu einer Verarmung der sozialen Kontakte, sehen Experten dabei nicht bestätigt.

Die Möglichkeit, beinahe jederzeit und an jedem Ort erreichbar zu sein, hat unseren Umgang miteinander verändert. Beruflich und privat machen mobile Technologien unsere Kommunikation direkter und unmittelbarer und erleichtern es uns, mit Menschen in Verbindung zu bleiben.

Der Einfluss digitaler Kommunikationsmittel auf das Alltagsverhalten zeigt sich besonders deutlich bei Kindern und Jugendlichen, die heute mit Smartphones aufwachsen.

Mobilgeräte haben die Art verändert, wie Aktivitäten koordiniert werden, so Prof. Dr. Johannes Fromme, Experte für Erziehungswissenschaftliche Medienforschung und Medienbildung an der Otto-von-Guericke-Universität Magdeburg. Statt längerfristiger Absprachen verabreden sich Jugendliche heute eher spontan, aber auch unverbindlicher: Treffpunkte werden kurzfristig geändert oder Verabredungen in letzter Minute abgesagt. Im Hinblick auf soziale Beziehungen sieht Fromme das Handy bei Jugendlichen als „Schaltzentrale des sozialen Netzwerks“. Dabei diene das Mobiltelefon in erster Linie der Aufrechterhaltung und Bestärkung bestehender Kontakte. Andererseits böten Kurznachrichtendienste gerade bei neuen Bekanntschaften eine gute Möglichkeit, den Kontakt zunächst unverbindlich fortzuführen. Zum Aufbau und zur Stärkung von sozialen Kontakten trägt nicht nur die Nutzung von Messaging-Diensten bei: Auch Aktivitäten wie das gemeinsame Anschauen von Fotos und Videos auf dem Handy bzw. das gemeinsame Hören von Musik über das Smartphone fördern laut einer aktuellen Studie der Universität Mannheim die Bindung und den Austausch unter Kindern und Jugendlichen.



Kontaktpflege per Smartphone

Das Deutsche Institut für Vertrauen und Sicherheit im Internet (DIVSI) hat in seiner U25-Studie „Kinder, Jugendliche und junge Erwachsene in der digitalen Welt“ sowie in der U9-Studie „Kinder in der digitalen Welt“ das Verhalten junger und jüngster Nutzer im Hinblick auf digitale Medien untersucht. Die Auswertungen zeigen, dass Kinder und Jugendliche Mobiltechnologien intensiv nutzen, um soziale Kontakte zu pflegen und auszubauen. Ab dem Schuleintritt werden Online-Communities wie Facebook und Messaging-Dienste wie WhatsApp wichtige Kanäle für die Kommunikation mit Freunden. Wie die DIVSI U25-Studie hervorhebt, wird die Bezeichnung „Freund“ heute differenzierter betrachtet als früher. Die jungen Nutzer unterscheiden bewusst zwischen Facebook-Freunden, persönlichen Bekannten und engen Freunden. So hat etwa die Anzahl der Online-Freunde keinen großen Einfluss auf den Kreis enger Freunde.

Auch bei der Ablösung vom Elternhaus spielen digitale Medien eine wichtige Rolle, da sie Räume bieten, in die Eltern nur zum Teil Einblick erhalten (können). Der Erziehungswissenschaftler Fromme erklärt, Smartphones und Handys unterstützten junge Menschen dabei, außerhalb des familiären Umfelds eigene Beziehungen zu entwickeln und zu pflegen.

Online-Kommunikation ist Ergänzung, kein Ersatz

Die manchmal geäußerte Befürchtung, digitale Medien hätten negative Auswirkungen auf das Sozialverhalten junger Menschen, sieht die DIVSI-U25-Untersuchung nicht bestätigt – im Gegenteil: Die Forscher kommen in ihrer Auswertung zu dem Ergebnis, dass durch die Kombination verschiedener Kommunikationsmittel die soziale Integration in der Familie und im Freundeskreis gefördert werden kann. Zusammen mit der „Offline-Kommunikation“ mit Familienmitgliedern und Freunden leisten digitale Medien nach Ansicht der Autoren einen wesentlichen Beitrag zur Identitätsfindung und zum Selbstverständnis von Kindern, Jugendlichen und jungen Erwachsenen. Auch Fromme kommt zu dem Schluss, dass die „Face-to-Face-Kommunikation“ mit dem Freundes- und Bekanntenkreis durch digitale Kommunikationsformen nicht ersetzt, sondern fortgeführt, ergänzt und zum Teil sogar vertieft werden kann.

- Ruchi Dhir

L'internet : La bénédiction ou la malédiction ?

Pendant ces dernières années, il y a eu beaucoup d'inventions dont l'internet est considéré une bénédiction. Ça nous permet d'accomplir plusieurs tâches sans nous déplacer que ce soit des réservations que ce soit des recherches sur n'importe quel sujet. Grâce à l'internet on est toujours connecté avec nos proches à n'importe quelle heure où qu'on soit. Mais la question se pose ici, est-ce que c'est vraiment une bénédiction ?

C'est vrai que l'internet a réduit la distance. Même étant dans des pays différents, on peut se parler, se voir et se mettre au courant. Grâce à ça, on peut faire des achats et des études en ligne. On y trouve plusieurs sites sur des sujets variés et cela nous permet d'améliorer nos connaissances. N'étant pas très cher, c'est abordable pour presque tous les niveaux de la société. On peut faire des transactions bancaires aussi. Les réseaux sociaux aussi nous donnent la chance de faire des amis et d'échanger des idées.

Mais avec tous ces avantages, il y a des inconvénients aussi. Tout d'abord c'est très dangereux si on ne l'utilise pas judicieusement. A cause des réseaux sociaux où on partage presque tout sur nous, les gens malintentionnés peuvent nous faire mal.

C'est une perte de temps pour les élèves qui au lieu d'étudier, jouent aux jeux ou passent leur temps à chatter. C'est en cas de tensions aussi chez les parents. Les enfants deviennent obèses comme ils ne veulent plus jouer dehors ou ne sont plus intéressés à poursuivre des activités sportives. Quelquefois on se fait voler de l'argent aussi par les malfaiteurs ayant accès aux codes bancaires des gens.

Enfin, on pourrait dire que ça peut être une bénédiction si on l'utilise judicieusement sinon ça peut devenir un danger et un moyen de perturbation. Ça peut menacer notre vie si on ne l'utilise pas prudemment.

- ***Seema Nangia***



An Interview with Mr. Pushpinder Singh CEO, TravelKhana

Harmony: How and when did you realize this is what you want to go for?

Mr. Singh: Basically I am a someone who wanted to solve a problem for a large segment of the population. Being a traveller I had lots of issues. So, I used technology to solve the problem of traveller as he has so many issues while he is travelling. Finally, we decided to focus on providing hygienic, packed food for railway travellers.

Harmony: Sir, May I know the startup capital of your business?

Mr. Singh: Startup capital was very little. I was doing job before. I had some money from that work and I personally put in 22Lakhs of money into business.

Harmony: Have you tried to connect with the buses and local transports?

Mr. Singh: We actually did that with buses. We ran a pilot with “MAKE MY TRIP” for 2 months in Delhi buses. When buses to go out on long distances from Delhi to Lucknow, Chandigarh etc. That worked very well. We will be launching food for buses in Southern cities that is bigger market.

Harmony: How the idea came for Southern cities?

Mr. Singh: Bengaluru is meant to be a service hub. The train services are not that good in south as much as bus services. The roads are very good. People travel in buses quite a lot.

Harmony: The name “TravelKhana” you decided yourself?

Mr. Singh: Me and few of my colleagues, we were searching for domains available and then just thought of name “TravelKhana”.

Harmony: What are the challenges you faced for starting TravelKhana?

Mr. Singh: People laughed at me. They asked me a question -what is this concept "chalega ya nhi, Train will come for 5 minutes can delivery be done?" Different more challenges like I did not have money to pay salaries. I didn't take salary for a year.

Harmony: Do you have a connection with Shatabdi train as well?

Mr. Singh: We have now managed to convince the Government. We are thinking of starting food services in Shatabdi and Rajdhani trains. Government is planning to make the tickets cheaper this will lead to optional food. So travellers can use the services of TravelKhana.

Harmony: what is the Technology used to connect with the restraunts?

Mr. Singh: We use SMS services and now we will launch the mobile application targeted only for restaurant. We will have two application one for customers and other for restaurant.

Harmony: Sir, would you like to share any memorable experience close to your heart?

Mr. Singh: We decided to start the first pilot with “Ashram Express”. We were expecting one or two enquiry calls from the 200 pamphlets distributed. But surprisingly, the number of calls came were unexpected. That day we got thirty orders from that single train.

Harmony: Any other experience you feel proud of?

Mr. Singh: One day father called, "my daughter is travelling, she is hungry, please provide her food, she is alone, and She doesn't have money to pay. It is memorable to me as the kind of trust was shown for our company was tremendously a motivation for me.

Harmony: Any suggestions or message for the students who want to go for their own startups?

Mr. Singh: Identify the major problem or issues of society and individual, a major opportunity for a new business.

- ***Interviewed by***
Tanya Soni (MBA II-C)
Vipul Dhingra (MBA II-C)



Working at Amazon: A nightmare

Amazon is known for its cutthroat efficiency and harsh tactics; it's what makes it possible to get a pack of toilet paper delivered to your door in less than 24 hours. But CEO Jeff Bezos' love of pre-cision and data goes far beyond fulfilling orders and undercutting competitors' prices. It permeates every aspect of the workplace.



And ruthless optimization, unsurprisingly, doesn't make for a very supportive workplace environment. The New York Times' Jodi Kantor and David Streitfeld interviewed over 100 former and current Amazon employees for a fantastic new report out today that reveals just how bad it can get. Working at the retail giant's Seattle offices is apparently nothing like showing up to work at an idyllic Silicon Valley campus.

"NEARLY EVERY PERSON I WORKED WITH, I SAW CRY AT THEIR DESK."

Employees describe a system that quantifies and analyzes every aspect of their work. Anything that the data can't pick up is revealed by informants — also known as fellow employees. Everyone has access to the "Anytime Feedback Tool," which lets employees criticize or praise their coworkers discreetly. The feedback makes it to upper management, and can often be used in Amazon's standard weekly or monthly performance reviews, according to the Times. Employees are also routinely ranked, and managers are forced to fire a certain amount of the lowest-scoring workers every time to fulfill quotas.

It isn't hard to argue that it's a good idea for a company to know what its employees are actually accomplishing. But, going off of the Times' interviews, Amazon's standards are ludicrous. The company tries to squeeze everything it can out of its employees, and often lets them go after they're burnt out. For instance, managers expect to receive immediate responses to emails sent after midnight, and they complain when employees have poor internet connections while traveling on vacation. Amazon itself calls its standards "unreasonably high," and as one former employee said





TO FULFILL QUOTAS, MANAGERS RANK EVERY EMPLOYEE AND FIRE THE LOWEST-SCORING INDIVIDUALS

Perhaps worst of all is Amazon's apparent approach when its employees need help. The Times has uncovered several cases where workers who were sick, grieving, or otherwise encumbered by the realities of life were pushed out of the company. A woman who had a miscarriage was told to travel on a business trip the day after both her twins were stillborn. Another woman recovering from breast cancer was given poor performance rankings and was warned that she was in danger of losing her job.

All of that said, Amazon is clearly a massively successful company. The picture painted by the Times isn't a pretty one, but it's possible (likely, even) that the workplace culture does appeal to some. There's no denying that Amazon has produced an extremely competitive product and has grown massively over the years.

In a statement provided to The Verge, Amazon notes that "while we generally do not comment on individual news stories, we quickly saw current Amazon employees react." A spokesperson provided a link to a lengthy rebuttal posted by Amazon employee Nick Ciubotariu on LinkedIn. He calls the report "blatantly incorrect." Others have posted messages on Twitter and elsewhere in support of Amazon's workplace culture.

Be sure to read the entire exposé in The New York Times — it gives an insightful (and terrifying) look into how Amazon runs its business. The details within might make you think twice before your next Amazon order.

Let's just hope that this isn't how all companies are run in the future. If you need any more convincing, just keep in mind what one Amazon veteran told the Times: "Nearly every person I worked with, I saw cry at their desk."

Sounds like a fun workplace.

- *Sanober Rateja - BCA IV*

Brand Name Story

Popular brands are not built in a day. They take years of marketing and promotional efforts. There is always a certain history attached to prominent brands and it is always fascinating to discover what your favorite brands were in the past.

Here are 10 fascinating stories behind your favorite brand names :-

1. **Amazon.com** - It was originally named Cadabra, but people always got it confused with cadaver. So, Jeff Bezos chose Amazon.com, after the world's largest river and also in part because it starts with A and will come up at the top of alphabetical lists.

2. **Apple** - It's believed that at the time, Steve Jobs worked on an apple farm. Also, some say Jobs wanted it to be in front of Atari in the phone book. While others claim that Jobs wanted it to be a tribute to Apple Records, the music label for the Beatles.



3. **BlackBerry** - The Company wanted to steer clear of the term email because that word had become irritating by then. So they chose BlackBerry because the device's buttons looked like seeds. Also, the word is pleasing to the ear and the device was black.



5. **eBay** - eBay's founder, Pierre Omidyar, owned a consulting company named Echo Bay Technology Group before he started eBay. He originally wanted to call it EchoBay but echobay.com was taken so he shortened it to eBay.com.



6. **Google** - A 'googol' is equivalent to a 1 followed by 100 zeros. When Larry Page and Sean Anderson came up with the name, Sean misspelled it as Google when seeing if the domain was available. Another report claims that Andy Bechtolsheim, co-founder of Sun Microsystems and Google's first investor, misspelled the name on his \$100,000 investment check.



7. **Hotmail** - Sabeer Bhatia and Jack Smith wanted a name that included mail. They settled on Hotmail because it included the letters HTML which is the programming language they used to create the site.

8. **HP** - Named after their founders, Bill Hewlett and Dave Packard. They tossed a coin to determine if the company would be named Hewlett-Packard or Packard-Hewlett. Packard won the coin toss but chose to leave it as Hewlett-Packard.

9. **Skype** - It was originally 'Sky-Peer-to Peer', then shortened to 'Skyper', and finally renamed as 'Skype'.



10. **Volkswagen** - It literally means 'people's car'. Adolf Hitler developed the idea for a "car for the masses" program that later became Volkswagen.

11. **Yahoo!** - Coined by Jonathan Swift in his book Gulliver's Travels, a yahoo (short for yahooligan) is a repulsive, filthy creature. Yahoo! founders, Jerry Yang and David Filo thought the word described them well and it was much better than their original name, David and Jerry's Guide to the World Wide Web.

-Akshit Marwah

MBA II Year

Archaic devoirs



from

Alumni



Education is the anchor that hold life together through choppy waters. It's been a couple of year since I have got my education from this college but such experience and moments in life stay with you forever. It gives me an immense pleasure to be associated with the college and contribute my best for the institution which has given me so much. Harmony magazine captures all the essential events of the college giving us the overview. I would like to give my best wishes for the magazine.

Mukesh Madan
1995 Batch



It gives me the immense pleasure in reading the magazine of our own institute which gives latest updates on the progress of the institute on various aspects. Going through the gallery of photographs reminds me of our times & brings back the memory afresh. Harmony which captures all the glimpses of the different activities is a profound medium to keep updated on the institute' environment, students enthusiasm & culture of celebration. . Best of luck to team Harmony for enriching the memorabilia. Cheers!!!

Pramod Kumar
Secretary -Alumni Association
MBA 2002-2004.
Global Resource Planning Manager, Nokia

Hello Team,
It's always been a pleasure to have been associated with the BVIMR. For me, it's my most important Alma mater having studied for my MBA here. It has proven a really powerful learning which I still like to carry. I had specialized in Marketing and HR during my tenure and now work in an area which utilizes both the subjects well. I currently work as Senior Consultant for HR and CRM product implementations in UAE. As part of my work, I work to get new business, implement existing projects and enjoy every bit of my day. I would really like to thank and wish BVIMR and all the students a very nice future.

Regards,
Neha
UAE





2 years back I was a part of Harmony's editorial team and being a part of this team help me grow tremendously. It gives me immense pleasure to be a part of Harmony yet again. I wish all the best to team Harmony in bringing out a new edition with a new theme.

Activities and events like these set our institute apart from others. Here at BVIMR students are exposed to not only tasks which help them grow theoretically but practically. Numerous events help in overall growth of the students.

I wish all the best to our institute "BVIMR" and it's students..

Divya Sharma
Account manager/ Sales renewal representative
Oracle India.

My journey of 3 years with BVIMR was a remarkable one. BVIMR had given me the platform to sculpt myself professionally and personally into what I am as an individual today. For me, BVIMR has been more about the people whom I have met and interacted with and it was them who were one of my most important takeaways from here, along with my educational knowledge. I would always be indebted to this great institute and to all of you!

My best wishes are with each & every member of the BVIMR Family!

Kaveri Matta
BBA 2007-2010



I am proud of to be part of BVIMR Family. Two years of my MBA was one the best time span of my life. I learned a lot about myself. Faculty members gave me opportunity to explore myself & co circular activities helped us to gain real time experience to manage complicated situations and developed leadership skills. Special thanks to our faculty members who are the real time mentors and source of inspiration.

Best wishes

Ajay Kumar
GOIBIBO

I am the student of batch (2011-13) MBA. I started my career in sales and marketing in a very good organization Aditya Birla Group-UltraTech Cement Ltd. with help of the placement team in BVIMR. College gave me a good base to start off in Industry for which I always wished.

The best thing happened to me during two years of MBA was that I learned a lot about myself.

The amazing culture of team work for this magazine HARMONY is great. Kudos! To the Harmony Team (Students and Faculties) who involves themselves to put so much of efforts to always bring the new and best stuff for this Magazine.

Regards

Jaideep Bajaj



Becoming a part of BVIMR Family is one of the great things happen to me. I have spent my most precious and wonderful years in this campus and learnt so much. I am lucky to still being a part of this organization through Alumni Body. I always want to contribute for the success of this organization. It is a great honor to give back from where you have started your journey. Hope to have a strong connection with BVIMR family for many more years to come.

My best wishes.

Kavita Sharma

My 2 years of journey with BVIMR is phenomenal. I owe my success to this institution for carving me so perfectly on personal as well as on professional front.

The various events organized help students not only theoretically but also practically. The faculty of our college present educational programs in a congenial manner. Students of this institute get to learn a lifetime experience that can be cherished for a life time.

I Ambikesh Singh as a vice president of BVIMR Alumni Association, UNITED BRETHAREN wishing all the best to team Harmony in keep exploring new opportunities time and again and would like to thank the entire team for giving us the opportunity to abreast us with college.

Ambikesh Singh

MBA: 2002-2004





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