

HARMONY

*With
Competitive
Intelligence*

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**Adopting
The Best
Practices**

**Collective
Wisdom
And
Intelligence**

**Process Of
Ethically
Collecting**

**Analyze
The
Business
Information**

A Panegyric on the Phenomenal Dr. Patangraoji Kadam



9th March, 2018, a day when Dr. Patangraoji Kadam, the SHIKSHARISHI, of Bharati Vidyapeeth went for his heavenly abode, is the date, that left all of us stop for a while. A pause, that made us all rethink, whether we were all prepared for this reality. It appeared, that we have lost our Father, the personality with whom we were able to connect, to guide, to get motivated and in turn inspired.

Yes, our beloved Founder Chancellor, who left us on the 9th Day of March, 2018 at 9:45 pm. The entire Bharati Vidyapeeth Family remained spellbound, as if we have lost our very identity.

But, Dr Patangraoji Kadam, is still with us, through his vision, his spirit, that is always there with us. His ideals, which we need to strive to continuously, come whatever may. “Saheb,” as we all used to address him was an educator, a reformer, a politician, a socialist, a visionary, an industrialist, and above all, a Human being, who also remained very human. An empathetic personality, who being so well known in the Educational environs, still remained a very common, humble and simple man, but with very high ideals. We all salute this personality, and pray to Almighty, that we have strength, and same zeal, in taking Bharati Vidyapeeth to the heights that he used to dream about. Bharati Vidyapeeth (Deemed to be University,) Institute of Management and Research, New Delhi, has always been a dream project for SAHEB. And, the entire editorial Board of HARMONY remembers him with deep reverence.

We pledge that we would continuously ingrain his ideals in our personal and professional lives, which he was symbolic of.

Message from the Chancellor



“Never respect men merely for their riches, but rather for their philanthropy; we do not value the sun for its height, but for its use.”

-Gamaliel Bailey

The drive to chase the enigmas of philanthropy is what makes this world a better place.

It is a rejoicing moment for me as I come to learn that this year’s edition has been successfully written and is set to release. The annual magazine has a great hand in unveiling the extraordinary talents hiding behind those anonymous faces. It opens the doors to new and enticing escapades, alluring the creativity and innovativeness of all the globetrotters out there. Also, it provides a great learning experience.

The editorial team has done a commendable job this year. I can only pay my best compliments to the outcome.

Cheers!

Dr. Shivajirao Kadam
Chancellor

Message from the Vice Chancellor



“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela

Education embraces diverse views, developing unusual perspectives and opening students' minds to the novel possibilities, helping them emerge as world-class championship substances.

The environment at BVIMR is intellectually challenging and rewarding. It focuses on honing the students' abilities, self-confidence and the desire to go on learning for the rest of their lives to help them cope with the onerous situations. We powerfully believe in human values and our commitment to the nation and human society.

Prof. Dr. Manikrao Salunkhe

Vice Chancellor

Message from the Pro Vice - Chancellor



It brings me immense pleasure and joy to learn that this year's edition captures the essence of Business Intelligence, unravelling a whole new dimension of seamless opportunities for posterity. The annual magazine fuels the fire of creativity burning inside the young souls. It succors the elite minds of today to put forth their ideas in front of the world.

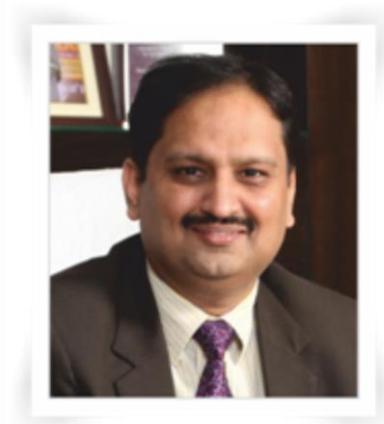
It is a great platform for the ingenious brains to manifest their perspectives. The annual edition is an unparalleled chest containing the inestimable treasure of ground-breaking notions. It is worth its weight in gold.

Cheers to all the awe-inspiring souls out there!

Dr. Vishwajeet Kadam

Pro Vice- Chancellor

Message from the Director



“Always continue the climb. It is possible for you to do whatever you choose, if you first get to know who you are and are willing to work with a power that is greater than ourselves to do it.”

-Ella Wheeler Wilcox

I value the assertion that united actions can result in an incredible end product. At BVIMR, we have taken this even further. We have had a remarkable year and the institution has grown from strength to strength.

BVIMR has essential infrastructure, together with highly qualified faculty members, for hands on experience. Students are exposed to the most modern and up-to-date curriculum and contemporary developments in various disciplines of management. In addition to developing excellent managerial skills, our students have been molded into well-rounded personalities, given their exposure to working as teams on projects, developing presentation, communication skills, and actively participating in varied extracurricular activities. Also, we have incorporated the annual magazine for them, which serves as a great platform in unravelling the creative sides of their sublime souls.

My best wishes to this year's edition!

Dr. Vikas Nath

Director In-charge

Editorial Board

The editorial board of BVIMR is a genus of assiduous, ingenious and erudite homo sapiens lead by a diligent chief, Ms. Seema Choudhary. The exceptional ensemble is a blend of freshmen and sophomores from BCA.



Tannya Agarwal (BCA IV), Yathansh Gaba (BCA II), Ms. Seema Choudhary (Chief Editor), Heena Narula (BCA IV), Puneet Pandit (BCA II)

A Special Thanks to Rahul Anand for Harmony Interviews



Message from the Editor



Dear Friends,

It's the storms of curiosity that flail the waves of erudition in the oceans of our minds.

We bring this issue to you with the intent of capturing the 0s and 1s behind the collection and analysis of information to anticipate competitive activity i.e. Competitive Intelligence. In a larger context, it is a platform for children to emote, to think, to share and most importantly, express their thoughts through their writings. It is an expedition to explore the depths of the cerebrums of posterity; to disperse the light of enigmas with the prisms of their imagination. Moreover, it is a peregrination to unravel the sensational scavengers of awe-inspiring notions.

It is an attempt to sow the seeds of competitor analysis within the young minds, watering the plants of productivity. The art of analyzing information about competitors' strengths and weaknesses in a legal and ethical manner has become the need of the hour.

We are as pleased as Punch to bring this issue to you with the hope of igniting the spark of benevolent enlightenment.

Here is to unshackling the minds of our young ones.

Ms. Seema Chaudhary

Editor –in -chief

The Genesis of Competitive Intelligence

When the massive stars of valor, percipience and fortitude collapse, a region of gravitational field so intense is fabricated that no matter or energy of supremacy can penetrate through it. The contrived gravitational field thus exert force on the ingenious molecules of virtuosity, prowess and competence strengthening its pull against the other forces i.e. competitors in the marketplace. Competitive Intelligence is a space time of such strong gravitational fields that nothing – not even the particles or electromagnetic radiation of proficiency and adroitness – can escape from its vicinity. It traps the light of savoir faire, evincing finesse and dexterity.



Heena Narula, BCA-IV

PERCEIVED PERSPECTIVES

Dr. Vikas Nath

Collective wisdom and intelligence is the first step towards competitive intelligence and sustainable competitive advantage.

Ms. Seema Chaudhary

Competitive Intelligence is the need of the hour. Develop it and win the game.

Mr. Nishu Ayedee

Make CI your necessity, if you want to be above your rivals and want to differentiate yourself from the herd.

Mr. Sanjoy Roy

Going ahead is a means to survival for an organization which can be achieved only through competitive intelligence.

Mr. Anuj Kumar

It is the process of ethically collecting, analyzing and disseminating accurate, relevant, specific, timely and actionable intelligence regarding the implications of business environment, competitors, and the organization itself. It involves establishing the intelligence needs, generating information, analyzing and disseminating actionable intelligence to key decision makers, for building competitive advantage and boosting profitability.

The function of competitive intelligence is to collect information, upgrade information, produce much required insights and disseminate reports to the decision makers. The seven Ps of competitive intelligence are people, porism, plan, process, prod, pathfinder, performance.

Mr. Rahul Gupta

Modeling psychology begins with the awareness of its importance among all stakeholders from scholars and academicians to boards of directors, managers and practitioners. This should be followed by adopting the best practices in the conventional financial services industry where many giant and influential corporations have realized the importance of psychology and thus, embedding it in their business models. This should be backed by building an organizational culture that admires the benefits of psychology in gaining a competitive intelligence.

Ms. Indu Rani

CI is to identify the information that a decision maker needs on the competition or the competitive environment. It analyzes that data, using any one of a wide variety of tools, converting it into intelligence on which someone can take action.

Mr. Pankaj Saini

Competitive Intelligence is the effectiveness with which individuals or organizations use the strategies and technology to analyze the business information.

EXQUISITE INQUISITIONS

Interview with Ms. Puneet Sikka, Founder, Arteree



Harmony: What ignited the spark in you to start this business venture Arteree?

Ms. Puneet Sikka: I stumbled upon theatre acting about 7 years ago, and observed a lacuna in the understanding about the performing arts, as well as the disproportionate payments and opportunities for independent artists. Thus, Arteree took birth. Primarily based on the challenges I've faced working in the industry – to eventually address & gradually solve the problem universally.

Harmony: How do you find people to bring into your organization that truly care about the organization the way you do?

Ms. Puneet Sikka: I'm an artistically inclined person, so I'm usually solving problems in unconventional ways. Being an artist helps me function better as an entrepreneur. As a result, I seek team members with a similar penchant for the arts. If someone is creative, they will pour that energy into their work and communication as well. Most important for 'successfully' running any sort of enterprise.

Harmony: What was your mission during the onset and what are your goals?

Ms. Puneet Sikka: My mission is to enable plenty avenues for artists to perform, that will give them visibility, connect with mentors and like-minded people. Immediate goal is to promote the culture of busking in India (busking, as in, street performances where passers-by watch a performance & tip the artist; widely prevalent in the west)

Harmony: What service(s) or product(s) do you offer?

Ms. Puneet Sikka: We curate events & festivals. While also collaborating with leading channels such as Rolling Stone, Saavn etc. and local spaces like Jugmug Thela to provide reach, visibility and a platform to homegrown, performing artists.

We encourage musicians & other performing artists to register at hello@arteree.com with their bios, contact details and links. Once in on our records, we set about to contact them for the various events we organize. Presently, we are actively pushing busking gigs in town.

Arteree was kick-started with a web-series profiling indie musicians from Delhi and Bombay, in collaboration with Rolling Stone India and Saavn. In fact, you can tune into music curated by Arteree on Saavn.

Harmony: How do you push through your worst times?

Ms. Puneet Sikka: Finding motivation or a small goal in the moment is a good thing. It distracts from the misery and gives you a different beast to tame. When all else fails, I drink a strong cup of black coffee.

Harmony: How many hours do you work a day on average?

Ms. Puneet Sikka: To be honest, I work 7 days a week, but I don't set per-day time limits for myself. I don't think productivity is measured by any number of hours; it's the quality of time that matters. Some days I'm clocking 15 hours, some days just 6!

Also, because I juggle a few activities together, all of which are directly and indirectly related to Arteree. Example, attending & conducting workshops - that add up to my body of work in an experiential way. Also, I ideate a lot, so mentally I'm always occupied with creating something of value each day.

A case in point is, I recently traveled to France to perform my play at a festival; I have seen street artists in my earlier travels as well, but this time it struck home. So the moment I got back, I was convinced of starting busking in Delhi. Life is a teacher and an occupation – what you learn from it, you apply practically.

Having said that, I try and keep Sundays off – though that rule is not set in stone yet. ☺

Harmony: How has being an entrepreneur affected your family life?

Ms. Puneet Sikka: It's no different from a regular job life; my family is accustomed to seeing me physically absent or mentally preoccupied, though generally balanced! I avoid letting work suck the juice out of my life, as I don't see the point in living miserably. It's important to live and have fun while working; a little stress is good but not to the point where it jams one's sense of reasoning and joy.

Harmony: Do you believe there is some sort of pattern or formula to becoming a successful entrepreneur?

Ms. Puneet Sikka: No. I think the act of deciding to make something out of your life is an accomplishment in itself: numbers and money will come if you are pursuing pleasure in your work.

Although, something I have found to be practical for myself is – to be wise & judicious about spending capital in the initial stages (especially) of starting an enterprise. That gives perspective, also makes you think of innovative ways to let your business sustain itself without burning cash.

Also, please take your own sweet time to become famous or successful, or whatever material desire it is that you want to achieve - Avoid setting limits on an outcome you cannot control.

Harmony: If you could talk to one person from history, who would it be and why?

Ms. Puneet Sikka: Uh...this is a tough one.

Ludwig Van Beethoven maybe. I'm learning to play the keyboard currently - could take some notes! 😊

Harmony: Which books would you recommend everyone to read?

Ms. Puneet Sikka: My top three at the moment:

As a Man Thinketh by James Allen

The Armchair Economist by Steven E. Landsburg

Sorry for the Lobsters by Neil French

(Also, articles on Open Culture, Brain Pickings, New Yorker – especially short stories by Alice Munro, if fiction is your thing. All reading powers imagination and imagination powers us!)

Harmony: Who has been your greatest inspiration?

Ms. Puneet Sikka: I'm generally inspired by different abilities in different people. At different times.

Harmony: Do you believe failure makes us learn, and have you faced any in creating your sublime brand image?

Ms. Puneet Sikka: Failure is an ongoing process, an experience, and thus...unavoidable. It can teach, if we don't resist it. Also helps in knowing ourselves – as somebody said, "I have to be bad at something, to know what I'm good at."

Interview with Dr. Vivek Bindra



Harmony: What ignited the spark in you to start with your YouTube Channel (Dr. Vivek Bindra: Motivational Speaker)?

Dr. Vivek Bindra: A lot of youth in our country who are coming from Tier 3 and Tier 4 city and actually from rural background cities cannot afford an expensive education. With the vision to provide them free powerful case studies as a ready reckoner tool to impart a good learning, we have created online free learning university. Lot of students can go to the colleges just like Bhartiya Vidhyapeeth and IIMS. But those who cannot afford such facilities, for them we want to give relevant and updated version of risk management case studies to prepare and cultivate them as a warrior to fight against their difficult situations, business turmoil, ups and downs of the business.

Harmony: How do you find people to bring into your organization that truly care about the organization the way you do?

Dr. Vivek Bindra: A great leader and a great compelling and exciting mission to work on people can sustain and continue to work for money when they get fired up with a right purpose.

“We do not focus on money we focus on the mission, money is the outcome

We don’t focus on the profit we focus on the purpose, Profit is the outcome.”

When the people develop and understand the purpose and mission for which our company is working then they get properly aligned. You can hire talented people but the commitment has to be cultivated. You cannot hire committed people but you can hire the talented people. But the commitment has to be cultivated over a period of time when they work with your organization. They totally understand your mission and purpose they get involved with you and then where they build their commitment and they offer you their commitment altogether.

Harmony: What was your mission during the onset and what are your goals?

Dr. Vivek Bindra:

Mission: *“We do not focus on money we focus on the mission, money is the outcome*

We don’t focus on the profit we focus on the purpose, Profit is the outcome.”

Goals: *To touch 20 million you tube subscribers by 2020.*

Harmony: What is the best way to achieve long-term success?

Dr. Vivek Bindra: You must have a *Missionary spirit* in your mind to achieve your determined goals towards success.

Harmony: Do you believe there is some sort of pattern or formula to becoming a successful entrepreneur?

Dr. Vivek Bindra: Yes, there are 10 points that we have mentioned in our YouTube video which transforms a business man into a successful entrepreneur:

1. Focus on customers money making model first instead of business money making model
2. Maintenance of sufficient cash flow in business
3. Expansion of business with only deep profits in hand
4. Must have an efficient workforce team
5. Scalability with Recurring Revenue Model
6. Better understanding of the market research
7. Proper market segmentation as per target market
8. Save yourself from getting outcompeting
9. Appreciate and utilize customers’ feedback
10. Build a complete Ecosystem for Business Model

Harmony: If you could talk to one person from history, who would it be and why?

Dr. Vivek Bindra: Lord Krishna, who is the best motivational speaker. He gave the best knowledge which is still being used for past years. He could maintain the calm and composed behavior of Arjuna even in the battlefield by guiding and helping him to develop.

Harmony: What book has inspired you the most?

Dr. Vivek Bindra: The Bhagavad Gita is my inspirational book. I feel very privileged to go through the teachings on Bhagavad Gita which is filled with powerful, deep and immense realizations. With a way through this book, an access to Krishna was available to Arjuna past long years back but through Arjuna, it is become accessible now to all of us.

Harmony: Who has been your greatest inspiration?

Dr. Vivek Bindra: The teachings of Lord Krishna have always been my greatest motivation to lead in a life.

Harmony: What would you say are the top three skills needed to be a successful entrepreneur?

Dr. Vivek Bindra: Three skills would be:

- 1) Building clarity about the critical success factors
- 2) Ability to scale up the business performance with high performance team
- 3) Building competitive advantages to solve the customer's problem

Harmony: Do you believe failure make us learn, and have you faced any in creating yours sublime brand image?

Dr. Vivek Bindra: We have faced a lot of failures and failures have made us more mindful to learn and explore more opportunities. It is rightly said that most people fail in life not because they aim too high and miss but because they aim too low and hit.

Interview with Ankit Chamoli, Co-Founder, People's India



Harmony: What ignited the spark in you to contribute towards people's India?

Mr. Ankit Chamoli: The vision and inspiration of our founder Mr. Saurabh Kaushik.

Harmony: How do you find people to bring into your organization that truly care about the organization the way you do?

Mr. Ankit Chamoli: Every person is unique in themselves, and we believe in harnessing the potential and belief of our team members by investing our time, effort and energy through Training, Orientation, and Cultural Understanding.

Harmony: How do you advertise your business?

Mr. Ankit Chamoli: We genuinely seek the platforms where we can add value, and advertisement through methods not employed so far.

Harmony: How has being an entrepreneur affected your family life?

Mr. Ankit Chamoli: The family has been very supportive but initially it took time for them to understand, but if you are loyal towards yourself and your dream everyone then everyone will start trusting you.

Harmony: What is the best way to achieve long-term success?

Mr. Ankit Chamoli: Focus towards your dream, Persistence approach, and strong belief in yourself.

Harmony: Do you believe there is some sort of pattern or formula to becoming a successful entrepreneur?

Mr. Ankit Chamoli: Never Quit!

Harmony: If you could talk to one person from history, who would it be and why?

Mr. Ankit Chamoli: Late Colonel Sanders, lots of things to learn from the man in entrepreneurial front.

Harmony: What book has inspired you the most?

Mr. Ankit Chamoli: Biography of SRK

Interview with Ms. Preeti Subberwal



Harmony: Having a wide experience in Training. Can you please throw some light on how your journey started?

Ms. Preeti Subberwal: Sometimes you go through a phase in your life that gives you not just a new direction but also a new path to follow. During my gestation period in the year 2010, the seed of my life work was sown in me. I discovered my deepest passion while designing and delivering a program – “Your Life is your Design” at Comviva where I was working as a Project Manage.

Harmony: What ignited the spark in you to start with your own Venture Thoughtful Engagement?

Ms. Preeti Subberwal: My vision was to create a platform where committed teams thoughtfully engage with the clients and facilitate transformational leadership in individuals and organizations. This lead to setting up my venture Thoughtful Engagement.

Harmony: What was Thoughtful Engagement’s mission during the onset and what are your goals?

Ms. Preeti Subberwal: Our mission is to empower people with new views of themselves & others and their life from which superior performance and extraordinary quality of life emerges. We achieve this through our training & coaching services and publishing books and blogs we have been able to make a difference to a few thousand lives in twenty industries so far and aim to touch a million lives on this planet.

Harmony: How do you generate new ideas?

Ms. Preeti Subberwal: It's all about being updated on the current trends in leadership and transformation by attending programs, by doing research work, by looking at pioneer people of the industry. Understanding their leadership traits, strategies for action and modelling the elements of excellence and not imitating them.

Harmony: How do you motivate your employees?

Ms. Preeti Subberwal: What drives me and my team is our vision, mission and values. We are crystal clear about who we are and what we stand for.

Harmony: What according to you is a key to achieve long-term success?

Ms. Preeti Subberwal: It's about striving to constantly upgrade yourself so that you are able to create more and more value for your clients. What comes overnight goes overnight! Success for me means sustainable and long-term success. It can only be achieved by making a positive difference to our clients on consistent basis.

Harmony: Suggest some training strategies especially for Management Graduates with respect to your organization?

Ms. Preeti Subberwal: The purpose of training is to tighten up the slack, toughen the body, and nurture the spirit. We support them in breaking their barriers and to be the leader in those areas of their life that truly matter to them. Empowering and enabling the students in life skills, soft skills, and holistic wellness is inculcated in their training and/or coaching.

Harmony: What kind of corporate culture exists in your organization?

Ms. Preeti Subberwal: Our corporate culture is solely based on helping and supporting each other in achieving our personal and professional goals that further leads to the attainment of the organization objectives.

Harmony: You are the pioneer as a Holistic Pregnancy Coach in India. Tell us about your book – "A 'New You' for Your 'New Baby'".

Ms. Preeti Subberwal: I am on a mission to bring transformation on this planet through transformation in the womb. My book empowers the expecting parents in providing the highest physical, psychological and spiritual nourishment to the unborn while transforming themselves and their life. Let's commit to channel great health, happiness, love, virtues and wisdom in our offspring for their unique life path!

Harmony: As you have been awarded Mrs. Charity India 2017. What has always been your motivation for this good deed?

Ms. Preeti Subberwal: To live life with boundless joy and immense fulfillment in service to mankind, is the quest that I embark on. I think that they noticed the meaningful and purposeful life, I strive to lead every single day and honored me with the prestigious title.

Interview with Ms. Gunjan Kumar, Research Scholar, GD Genk University



Introduction: My name is Gunjan Kumar and I live in Gurgaon. I have completed my Masters in Finance from Bharati Vidyapeeth, IMED, Pune Campus. I have had a career of 7.5+ years in different areas of Finance Operations and Market/Credit Risk. In order to keep myself updated with different Indian and International Markets, I chose to pursue PhD in Market Risk Area, focusing on BRICS countries. Currently I am doing my PhD as a Research Scholar from G. D. Goenka University, Gurugram.

I have recently been awarded with the Achievers Award in Milap 2017-2018 (Annual Alumni Meet) held on 23rd December, 2017 at Bharati Vidyapeeth Institute of Management and Research, New Delhi.

Harmony: To what do you attribute your success?

Ms. Gunjan Kumar: There is nothing worth fighting for that is ever easy. Success to me is keep working until I reach my goal, I accept failures and move ahead as it's not the final chance and

we must do what we love! Also, trust your instincts, you are right. Add Patience in your lifestyle, have faith and be a Professional. Way to Go, I am learning every day and believing in “Never give up”.

Harmony: How do you push through your worst times?

Ms. Gunjan Kumar: To me worst times are when life pricks you with professional challenges that get coupled with disturbances from the personal end. I choose not to lose the momentum in any of the shows and this too shall pass as nothing is permanent. I believe Patience is a virtue and strong perseverance has kept me on my heels.

Harmony: Who has been your greatest inspiration?

Ms. Gunjan Kumar: To me my greatest and only inspirations are my Mom and Dad. When it comes to all the biggest mistakes/decisions of my life which I still regret, they are the ones who accept me irrespective of all those wrong decisions. They pat me on my back for the hard work and effort which I put in my work. They always want me to dream of what I love to do and believing in the dream. They are happy in my happiness and make every effort to cheer me up. Whether it's the professional front or personal, I always seek their motivation and get their take on how I perform in any phase of life. They are my pillars of strength. They encouraged me to become the woman with substance and the woman I always wanted to be!

Harmony: What book has inspired you the most?

Ms. Gunjan Kumar: Wings of Fire: An autobiography by APJ Abdul Kalam with Arun Tiwari has inspired me the most. This book covers Kalam's life before he became the President of India. The book examines his early life and his work in Indian space research and missile programs.

Harmony: What motivates you?

Ms. Gunjan Kumar: The best way to think of motivation is as the reason that makes you do what you do. It could be as simple as waking up early so you have time to make coffee or work out before leaving the house. One of the strong reasons which keep me motivated is my Job and my PhD (pursuing). I love my work and that's the key to being happy and motivated.

Harmony: Tell us about a time when you almost gave up, how you felt about that, and how did you overcome it and turned it around?

Ms. Gunjan Kumar: Couple of years back, I got an opportunity to travel to New York from office and my name was picked up by the Head of Market Risk. I was very happy, excited and felt honored. I applied for a US visa, carried all the documents well with me but the day I went to US Embassy, it seems that the stars didn't turn up in my favor, and unfortunately my visa got denied. The worst part was that the interviewer didn't give any reason for the decline and I was almost broken mentally because it was such a big opportunity which I lost in a fraction of a

second. The trip was planned for 2 weeks initially and followed by 2 more months wherein I would have the chance to learn a lot from all the senior team members.

Obviously, I felt bad and thought of taking leave from office but I went to office on the very same day, took charge of my work and responsibilities. I acted as a pure professional. This was not the last chance of my life, I believe this will happen somewhere again at some point of time. I believe in myself, my hard work, my dedication towards work and my accountability towards my Job. Stay hopeful! Tables do turn sometimes and that's how I overcome with this situation.

“Never Give up”, that's my success mantra and I believe in this attribute whole heartedly.

Interview with Ms. Amanjeet Kaur

Harmony: Having a wide experience in HR. Can you please throw some light on how your journey started?

Ms. Amanjeet Kaur: I started my journey like all of you. After my MBA from Delhi I was placed as Management Trainee in Future Group. I worked there for 5 years and that is where it began from!

Harmony: What ignited the spark in you to be a part of Nando's?

Ms. Amanjeet Kaur: I have 10 years of experience and I have been associated with Nando's since past 2 years & Nando's is a global brand having hundreds of outlets across the globe. Prior to Nando's I was with KFC, again a global brand, however the presence of Nando's in UK is phenomenal, with 400 plus restaurants. Nando's is the only brand operating as company owned & operated in the market and not as a franchise which is a big thing showcasing its growth and expansion. Earlier it was both franchise and company owned, but now India has its sole company owned operations.

Harmony: How do you generate new ideas (employee participation for welcoming new ideas)?

Ms. Amanjeet Kaur: We encourage open culture wherein every employee participates and have voice. We have a program called "Thought Ideas" where everyone at any level can submit and share their ideas & contribute to the business, may it be recipe, savings plans or any employee practice. We select the best idea and reward for the same.

Harmony: Do you have an e-channel for that?

Ms. Amanjeet Kaur: No, not yet. It is all manual.

Harmony: What according to you is a key to achieve long-term success?

Ms. Amanjeet Kaur: I think hard work & commitment goes a long way. If you are committed and passionate to make a difference, you can do wonders!

Harmony: What kind of corporate culture exists in your organization?

As you can see with my attire we have a casual culture. Casual in sense that we come to the office in shorts, sneakers or denims, and we have very open and friendly environment with "No Sir or Mam", we address each other by their names. But casual doesn't signify being casual at work, we are very responsible & accountable & follow a good degree of professionalism. It's just that the employees can be themselves.

Harmony: Being an HR manager, if an employee underperforms. How do you address this issue?

Ms. Amanjeet Kaur: We strongly believe that every employee has a potential to make a mark. So, we try and give an opportunity to everyone by trusting their potential. We do have coaching and mentoring sessions in place, where employees can have one-on-one session wherein counselling is imparted along with sharing of their development & growth plans. If it doesn't

work, we follow legal procedures and warnings and lastly upon the entire failure would be the exit.

Harmony: How does the career ladder look like with respect to achievement of employee's objectives along with that of the organization's?

Ms. Amanjeet Kaur: We have an L&D manager in the People's Team, wherein trainings and growth is taken care of. We have a clear defined hierarchy – If someone is joining us at the entry level can also go up to MD or CEO of organization. We have great growth stories across the globe.

Harmony: Can you comment on strategic changes that you are looking in future like in HR planning or recruitment – internal or external.

Ms. Amanjeet Kaur: So, in terms of recruitment we have plans to tap new markets both using internal & external sources. We look forward to lot of recruitment channels, partners, colleges like yours BVIMR taking MBA graduates. We are happy to have two people in organization from last years' MBA batch and look forward for the same in future.

Harmony: Artificial intelligence is a buzz these days. How are you incorporating the same in your company?

Ms. Amanjeet Kaur: So, we have recently launched an HRIS software and hence we are moving a step forward in technology, the access to which is just not to the management but the organization inclusive of employees as whole.

Harmony: Considering your company's background please help to understand the evolution of HR scenario?

Ms. Amanjeet Kaur: Okay, I think HR is drastically changing. Earlier it was merely considered as an administrative task, but now it's about being HR business partner. It's about being partner to the business and operations to share key insights to retain good employees in the organization.

Harmony: What message you want to spread via this global film which you are promoting?

Ms. Amanjeet Kaur: For this global film, we are trying to capture our recruitment channels. In India, we are trying to address the gender equality issue because women in India are vulnerable than other parts of the world. Even in Nando's India, we wish to achieve the objective of equal share of women by having 50 percent workforce as women. When I joined Nando's it was just 3 percent and have now risen to 18 percent. Nando's purpose is "Changing lives", therefore, we try and incorporate a mix of everyone to create a difference.

Interview with Pankaj Gupta, President, New Initiatives, Spice Digital

Harmony: What is the best way to achieve long-term success?

Mr. Pankaj Gupta: Have a passion that drives you. Once you have discovered what drives you; persevere! Leave no stone unturned and work your way towards achieving your goal. And lastly don't forget that success could be just around the corner. Have enough patience to see your hard work reap results. Follow the 3 P rule of Passion, Perseverance and Patience and success will be yours!

Harmony: How do you advertise your business?

Mr. Pankaj Gupta: Being a B2B organisation we do not follow the conventional advertising means like TV/ radio ads or news papers etc for our business. We are rather active on social ad networks and participate in quite a few collaborative national and international events/ conventions to advertise about our business. Also, our channel partners and stake holders are the true ambassadors of our business and help us take it across the globe.

Harmony: Do you believe there is some sort of pattern or formula to becoming a successful entrepreneur?

Mr. Pankaj Gupta: The right attitude, dedication and discipline towards your work, a creative bend of mind, people skills and strong determination are a few ingredients that will take you towards your success as an entrepreneur. But thinking that there will be a fixed pattern or a formula to becoming a successful entrepreneur is definitely not the right approach. Every business comes with its own set of challenges and accomplishing these challenges with the right attitude will lead you to become a successful entrepreneur.

Harmony: If you could talk to one person from history, who would it be and why?

Mr. Pankaj Gupta: Being a technological enthusiast, I would love to have a rather indulgent discussion with one of the most influential creators and entrepreneurs of the century, Mr Steve Jobs

Harmony: Which book has inspired you the most?

Mr. Pankaj Gupta: 'The Power of Now' by Eckart Tolle is one book that has transformed the way I Think and act. As an entrepreneur you often find yourself working on multiple things at a time. In order to accomplish everything all at once you often get disillusioned and forget to live in the moment and make the most of your present. The key to transforming your business and eventually transforming your entire life lies in constantly being an observer of your own thoughts. Acknowledge the good that you already have in your life and this shall be the foundation of all abundance.

Harmony: How has being an entrepreneur affected your family life?

Mr. Pankaj Gupta: Being an entrepreneur often makes you prioritize your work over everything else. Those family gatherings, yearly outings and reunion with friends tend to take a back seat. The initial days of entrepreneurship were not just testing times for me as a professional but also for my family. However, their constant support and understanding helped me strike the right work life balance over a period of time. The course of my entrepreneurial journey made me more proficient at managing multiple roles both at my workplace and at home.

INTERNATIONAL OZONE DAY, 2017



**Ms. Namrata Kwatra (President) , Ms. Anjali and Mr. Aman of Samvedna–
NGO ,lighting the lamp to inaugurate International Ozone Day celebration**

The institute organized International Ozone Day on 16 September, 2017 to spread awareness about depletion of the Ozone layer and other environmental hazard stop remote eco-friendly practices. World Ozone Day has been celebrated since 1994 to mark the day back in 1987 when the Montreal Protocol was signed.

Event Coordinators: Ms. Seema Choudhary, Dr. Pankaj Saini, Ms. Rupam JyotiDas

The event started traditionally with the lighting of lamp by our honorable Director Dr. Vikas Nath, followed by felicitation of guests, who were from SAMVEDNA, an NGO working to save ozone. The guests included: Ms. Namrata Kwatra (President), Ms. Anjali and Mr. Aman. The guests took the dais to spread knowledge on various ways and methods through which one can protect the ozone layer and the environment. They also addressed the habits to be inculcated in daily lives that will help create a sustainable future.



Dr. Vikas Nath
(Director, BVIMR), New Delhi
Motivating students to protect environment during International Ozone Day celebrated at
BVIMR-New Delhi on 16th September, 2017



Students and event coordinators welcoming the guests from SAMVEDNA to celebrate
International Ozone Day celebrated at BVIMR-New Delhi on 16thSeptember,2017

The day was also marked by the announcement of the Student Council of BVIMR for the year 2017. The members of council were chosen by teachers, on the basis of a rigorous interview process and their performances in academics as well as co-curricular activities. The members of the student council are:

Tushar Jindal (President), Nidhi Bhambra (President), Phalguni Pahuja (Vice President), Sarthak Popli (Vice President), Shivali Mehta (Secretary) and Varun Goyal (Treasurer).



**Faculty and students participating in
International Ozone Day**

The creativity of the students was clearly reflected by the way the Amphitheatre was decorated, using balloons, flowers and other material. It looked splendid and was at regatta the eyes of the spectators.

The theme was to galvanize all the students to increase their efforts to address the challenges. Keeping this as the objective, several events were organized.

The Ozone Day comprised of a plethora of events organized by the student coordinators and aimed at creating awareness about the need to preserve the ozone layer.

Ozone Day



Competitive Intelligence (CI) Need of the Hour

The most precious thing in today's world is data. In olden days it was property like land and gold & diamond, which was considered precious. The question of this evolution and the similarities and differences between Data Science vs. Competitive Intelligence is an important subject for many dealing with these technologies.

Competitive Intelligence helps monitor the current state of business data to understand the historical performance of a business. So, CI helps interpret past data, Data Science can analyze the past data (trends or patterns) to make future predictions. CI is mainly used for reporting or Descriptive Analytics; whereas Data Science is more used for Predictive Analytics or Prescriptive Analytics.

CI is quick and accurate decision-support systems to make critical decisions in hours of need. Both CI and Data Science offer reliable decision-support systems to busy executives, managers or even front-line operators who are experts in their respective fields of work and expect reliable help and support from data experts for making data-driven decisions.

Each business user will have access to centralized Data Repositories and automated tools to extract insights and intelligence when and where they need it. In the past CI, though important for business decision making, still remained an activity of those in IT; Data Science breaks that barrier and promises to bring core Analytics and CI activities to the mainstream business corridor.

Today's businesses cannot just survive on static reporting alone; they must have much more, especially in terms of quick decision making. Self-Service CI market is well positioned to grow up to a \$7.3 billion market by 2021.

Both Data Scientists and CI experts share affection for data analysis. Both use algorithms to varying degrees, and now both use advanced visualization tools to capture the bits of wisdom, which can very well make or break a business. In fact, if CI experts and Data Scientists work together, then CI analysts can prepare the data for Data Scientists to feed into their algorithmic models. CI experts can offer their current understanding and knowledge of Analytics requirements of a business and help the Data Scientists build powerful models to forecast future trends and patterns.

Dr. R. K. Sharma

MILAP 2017



Competitive Intelligence and Why is it Important?

Competition is one of the factors influencing decisions made in a business. Competitive Intelligence is introduced to know about the actions of our competitors and the general marketplace to formulate business strategies. We hear about “knowing your enemy” but what we actually need to know is the strategy that the competitor adopts. We must be able to figure out why the other products sell and how can we make ours better. The goals of competitive intelligence include discerning potential risks, thus enabling a faster reaction to the competitor’s actions.

The use of competitive intelligence may have been considered complicit at some point but it focuses on the publicly-available information to generate reports for evaluation and formulation of strategies.

If we look at competitive intelligence in India then it is relatively a new concept but also rapidly growing. There are several reasons for the spread in use of CI. It works as a great business tool when we need to be updated with what our competitors are up to.

In India, the business environment has been rapidly growing and the GDP growth has gained momentum, leading to a further growth in capital investment as well as expenditure. Multinationals have now started accepting India as an attractive market as the recovery from recession has been faster here than in the developed countries. As competition is increasing, multinationals are changing the gears in our country and making us realize how important it is to know what we are up against.

Businesses do not exist merely to provide a service or a product, except in some rare circumstances. A company must be quick and nimble when making decisions and policies. Competitive Intelligence comes into play here, as we need to know ahead of time what our competitor is planning; being caught by surprise can turn into adversity. Many pitfalls can be avoided through basic strategies and tools.

Competitive intelligence helps leaders avoid competency addiction by staying current with the trends and thus allowing new ideas to flow into the think tank that leads to successful innovations.



Tannya Agarwal, BCA-IV

Joy of Giving



COMPETITORS - UNDERSTAND YOUR BUSINESS BEST!

1. What is organizational change?

Organizational change may be defined as the adoption of new ideas or a behavior by an organization.

Forces that applied in changes are internal forces i.e. Change in the size of organization, performance gaps, change in top management etc.

Technology, change in scenario, and other environmental factors are comes under external forces.

The responses of change depends upon the employees perceptions about the change.

In 1951, Kurt Lewin had applied his forces of change and introduced unfreezing, moving and refreezing for understanding the organizational change.

A virtual organization is a collection of business units in which people and work processes from the business units interact intensively in order to perform work .Five forms given by Potocan & Dabic are shared partnership, core satellite, value chain, integrated firm, electronic market.

2. FACTORS DETERMINING CHANGE

Three factors determine the need for making transitions to more complex structures.

They are increasing vertical differentiation, which include decision making authority to centralize and use of rules and norms to standardize behavior. Increasing horizontal differentiation which involves overlaying a functional grouping with another kind of submit group and last but not least increasing integration.

3. STRUCTURAL CHANGE IN INDIAN ORGANISATION

It includes government sector-open communication, self-control and an autonomy, decentralized and supportive leadership, banking and financing sectors. For Example: Mahindra & Mahindra, Coca - Cola India Pvt. Ltd.

There are very few companies that had not faced problems in the process of redesigning the structure, especially in the area of employee resistance and existing of employees.

4. DEVELOPING AND NURTURING IN INDIN ORGANIZATION

Management mission and vision that are BEML, HLL, ONGC, and other changes for global organizations are reinforcing culture change at Saint Gobain stakeholders approach of managing culture, BPL, SAIL, TATA SUZUKI are some examples.

5. BUSINESS LEVEL STRATEGY

SWOT analysis is a common technique which can be continuously used to diagnose organizational strengths and weaknesses, opportunities and threats and focus attention on desired area.

6. MANAGING CHANGE IN ORGANISATION

Benchmarking is a process of comparing and measuring organization operations and its internal process against those of a best in class performer from inside or outside its industry. It include business process management, enterprise resource planning, just-in-time which eliminates all forms of waste.

Material requirements planning, manufacturing resource planning, outsourcing and total quality management are some of the important tools.

7. ROLE OF IT IN MANAGING CHANGE

IT not only creates the need to change but also shows how to change. It is up to the company to have a technology policy for itself i.e. in line with the strategic intend for its long run as well as in line with technology standard of its business partners.

Companies like Godrej and institutions like Karnataka government have displayed what is to come and which way to go.

Few companies have led the change process itself .the attitude toward change is changing and role of IT in making this possible is undesirable.

With the changing environment, the companies have begun to tune themselves to face the difficult future. It is for sure that in future business companies will not be as easy as it has been but then as already stated-

Neither is it necessary to change nor is survival mandatory!

It depend in the end of the strategic intend of organization to leverage IT as an effective tool for managing change in quest for success, growth and survival.

8. CHANGE THROUGH CUSTOMERRELATIONSHIP

Understanding today's customers means transition through transitional approach to customer focused approach.

Attrition and Defection becomes important in any organization.

Companies like MRF, PEPSICO INDIA, ASIAN PAINTS, HEINZ, BPL, and WIPRO are using a host of techniques to build CRM platform to become truly customer focused.

- 9. Indian companies** like MAHINDRA &MAHINDRA, ASIAN PAINTS, RANBAXY, CTS, and TVS-SUZUKI like to move from employing contingency approaches toward adopting a planned approach to change for instituting long term stability and growth in their respective organizations.

10. Knowledge Dissemination (KD)

In the final stage of becoming a knowledge driven company and to use the same as mechanisms for managing change the organization need to develop the capability to communicate and distribute knowledge.

Team learning, shared vision, mental models, system thinking are essential disciplines for the organization to learn continuously.

11. LEARNING ORGANISATION ADOPTS FUNCTIONAL AND OPERATIONAL APPROACHES

like systematic problem solving, experimentation with new approaches, learning from one's own experiences are the best practice of organizations.

Organizations like INFOSYS, P&G, HP, LG, ASIAN PAINTS FOSTER an open learning culture and encourage their employees to learn continuously.

Sakshi Chopra

FOOD DRIVE: A COMESTIBLE CONVOCATION



Importance of Competitive Intelligence

Competitive intelligence (CI) is a Technology-driven mechanism for analyzing data and posing actionable information to help executives, managers and other corporate end users make briefed business decisions.

It encompasses a wide variety of tools, applications and methodologies that enable organizations to collect data from internal systems and external sources, prepare it for analysis, foster and scuttle queries against that data; and create reports, dashboards and data visualizations to make the analytical results available to corporate decision-makers, as well as operational workers.

Importance:

The potential benefits of Competitive intelligence tools include rail-roading and elaborating decision-making, enhance internal business mechanism, booming operational capability, driving new revenues and gaining cutthroat advantage over business competitor. CI systems can also help companies diagnose market trends and spot business problems that need to be addressed.

CI data can include chronicled information stored in a data warehouse, as well as new data concentrated from source systems as it is propagated, sanctioning CI tools to support both strategic and tactical decision-making processes.

Initially, CI tools were primarily used by data analysts and other IT professionals who skittered analyses and originated reports with query results for business users. Progressively, however, business executives and workers are using CI platforms themselves, thanks partly to the development of self-service CI and data discovery tools and dashboards.



Rajat Dhanawat

0161BBA300

Data Integration for Competitive Intelligence & Analytics

Today's business requires a lot more than just good sense of trade and industry knowledge. Competitive intelligence and analytics have become a very important part of almost every kind of business. When we talk about Competitive intelligence, we include different applications which help a company gather, store, analyze data and provide access to it to the concerned personnel. This helps the management make better decisions at different levels.

Competitive intelligence involves a number of applications which help in the decision making, online analytical processing, data mining, query and reporting. Every organization needs to have a strong foundation of data to get complete benefits of its Competitive intelligence, so that the organization can follow government and industrial regulations as well as make better decisions. A Competitive intelligence platform can never be strong unless until its operating data is reliable, strongly backed and well resourced.

Data integration is the process by which data assets are managed and integrated into data inventory, strategies, goals and philosophies of a business. Organizations formulate different strategies for data integration as per the requirements of their businesses. These strategies include single compilation and federated compilations of data.

These days, organizations are using master data management system for continuous data viewing. Most of the data integration is focused towards management tools, middleware and different software. However, some companies have also migrated to service oriented data integration. But this is a slow and reluctant change for most companies.

When it comes to strengthening Competitive intelligence, companies can't afford to ignore the task of data integration. As a result, companies are now hiring special teams for their data integration needs. Competitive intelligence and analytics can survive only with the support of efficient data integrations. Hence, companies must ensure that their data integration platform is as strong and practical as possible.



Himanshu Grover

0171MBA013

BBA/BCA Freshers



Competitive Intelligence

During the last ten years, the approach to business management in the entire globe has deeply changed. Firms have understood the importance of enforcing achievement of the goals defined by their strategy through metrics-driven management. Firms are evolving into new forms based on knowledge and networks in response to an environment characterized by indistinct organizational boundaries and fast-paced change. New and complex changes are emerging that will force enterprises to operate in entirely new methods. Understanding the data and transforming, and shaping them into networked marketplaces is a key strategy for any organization to achieve competitive advantage. The business success factor for any enterprise is finding ways to bring the vast amount of data that are flowing within and across the business processes together and making sense out of them. Business Internecine includes extraction, transformation and loading (ETL), data warehousing, database query and reporting, multidimensional/online analytical processing (OLAP) data analysis, data mining and visualization.

Competitive Intelligence (CI) comprises the strategies and technologies used by enterprises for the data analysis of business information. CI technologies provide historical, current and predictive views of business operations. Common functions of Competitive intelligence technologies include reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics and prescriptive analytics. CI technologies can handle large amounts of structured and sometimes unstructured data to help identify, develop and otherwise create new strategic business opportunities. They aim to allow for the easy interpretation of these big data. Identifying new opportunities and implementing an effective strategy based on insights can provide businesses with a competitive market advantage and long-term stability.

The challenge is to purposefully apply emerging CI concepts for a comprehensive decision support that integrates product and shop floor design phases, the steering and design of operational industrial processes, as well as big and unstructured data sources.

Harsha Aggarwal

0161BBA089

MANAGEMENT LUDO



Competitive Intelligence

Competitive Intelligence is all about delivering relevant and reliable information to the right people at the right time with the goal of achieving better decision faster. Competitive Intelligence helps to navigate data on our own and finding what we need without relying on others. Like imagine that Competitive Intelligence functioning as a grocery store, we enter and are looking for eggs and milk, for that we need an employee to help us, but with Competitive Intelligence we don't need an employee instead grocery stores are organized into aisles and signs that makes the store simple to navigate. Competitive Intelligence helps the employees to request the information from Competitive Intelligence system when they are trying to make strategic decisions. Competitive Intelligence gives employees anytime access to organized data with that employees can discover inefficient business process and hidden patterns, identify the areas of strength and weakness & discover new opportunity all of which contribute to better understanding of organization operation and challenges with use of Competitive Intelligence methods & software, employees are empowered by having the ability to run analytical reports on excessive amount of customer information which enables the business to understand , how loyal the customer are loyal to our brand, what product they buy and how frequently and the business can get to know that what is the customer preference to buy from store or online. Competitive Intelligence gives us the ability to understand and even predict an individual, customer segment, their needs, preferences & habits which helps to anticipate new opportunities to sell new products, deliver better services and even provide targeted marketing campaigns such as instant delivery of coupons at point of sale of product related to their historical transactions and behavior. Competitive Intelligence thus helps the business by using that information to increase sales, differentiating our brand by providing better and unique services.



Jagdish Khurana

0171MBA137

How to influence people?

To convince someone to do something, we have to frame it in terms of what motivates them. And in order to do that, we have to be able to see things from their point of view as well as our own. If we can put aside our own thoughts, opinions, and wants, and truly see things from another person's perspective, we will be able to convince them that it is in their best interest to do whatever it is we're after.

"The world is full of people who are grabbing and self-seeking. So the rare individual who unselfishly tries to serve others has an enormous advantage. He has little competition."

World famous psychologist B.F. Skinner proved that an animal rewarded for good behavior will learn much faster and retain what it learns far more effectively than an animal punished for bad behavior. Since then, further studies have shown that this same principle applies to humans as well: Criticizing others does not yield anything positive.

We aren't able to make real changes by criticizing people, and we're instead often met with resentment. It's important to remember that when dealing with people, we're dealing not with creatures of logic, but with creatures of emotion, who are motivated by pride and ego. Criticism is futile because it puts a person on the defensive and usually makes them strive to justify themselves.



Sreyas Sahai

BCA-IV

Bidding Adieu to MBA Students



Future of IT has Changed

When everything in the business world is revolving around **BIG DATA, ARTIFICIAL INTELLIGENCE, PROGRAMMATIC, PATTERN ANALYSIS, CLOUD COMMUNICATION**, and **IoT**, the future of IT is indeed fabulous. Although the last two years were a bit stressful for IT professionals, the next five years of the Indian economy will witness a sharp upsurge in the IT sector in addition to the increased off-shore demand. Moreover, India's job sector is once again regaining the momentum, and the IT industry is amongst the top contributors. Amid an environment of positivity, the massive growth of IoT and industry 4.0, and unprecedented demand of digital technology in both manufacturing and service sector, will be creating a plethora of job opportunities for IT graduates in the future ahead.

❖ SKILLS IN DEMAND

Uses of new technologies like **IoT, DATA ANALYTICS, MACHINE LEARNING, IMAGE ANALYSIS, TEXT ANALYSIS** will keep expanding exponentially for the next few years. Use of sensors like cameras, phones etc. will increase, and people will produce large amounts of data. The need to leverage this data is already a challenge, which will increase with time. *So, engineers who can handle big data – including structured, text, images, videos and derive knowledge or useful interferences using techniques like machine learning, data analytics etc – will be in demand for the next few years.*

Regular coding jobs will reduce, as platforms to automate some of the routine tasks become stronger and can help the programmers even more, thereby increasing the productivity of programmers, leading to a reduced need for them. However, technology (new products, services, platforms etc) development will keep increasing, with an expectation of reduced cycle times and quick delivery. This will create more jobs in the high-tech sector where programmers and designers who are well versed with new technologies and platforms, as well as have strong skills in engineering and development, will be in demand.

Platforms will become even more indispensable – and they will, for some time, remain under threat of cyber attacks, and challenges of security and privacy. So, **those who have a deep understanding of computer systems, networking, information security and privacy, etc. and have good system programming and management skills, will continue to have employability.**

❖ PERSONALITY AND VALUE ADDITION

Apart from technical skills, good communication and coordination skills are the demands of the changing workplace scenario where direct human intervention will be less, and coordinating with the team in a virtual setup would be a challenge for many. In addition, as technology leads

to more accountability, one's capacity of understanding the need of the employer as well as the client will affect his/her employability a lot.

*Last but not the least , in today's world of fast innovation and change , it is not the degrees or the CGPA that matter – **what matters most is the value that one brings to the table . If one expects a fat pay package from a corporation, then his/her skills and capabilities should add value to the organization.***

Value will be the key differentiator – **those who can solve problems by developing solutions using new technologies and approaches will be valued highly;** those who have standard/traditional skills only, may not be valued highly. We will continue seeing a divergence in compensation of high- value engineers for high-tech jobs and regular jobs; it is already a factor of 10, even at entry level engineering jobs.

Vertika Dhingra, BCA-I

Diwali Mela



Competitive Intelligence

Competitive Intelligence (CI) is a technology-driven process for analyzing data and converting it into valuable information to help corporate end users make informed business decisions. It comprises for data analysis of business information. CI technologies provide historical, current and predictable views of business operations.

CI is the most significant decision-making driver in the digitized economy to make right information available to the right decision maker at the right time.

Competitive intelligence helps one to enhance its knowledge know inner self gives chance to test our capabilities.

In today's fast-paced business world, it is imperative for executives to have the insight and data they need in order to make the right calls at the right time. Competitive intelligence is the key to making those correct decisions, as it joins data, technology, analytics, and knowledge to help business professionals make the optimal decisions that drive their enterprise's success.

Typically, CI also includes an enterprise data warehouse and a CI platform or tool set to aid those executives in transforming the data into actionable information.

But, there also is an element to competitive intelligence that is not solely found in technology on a computer, the human element. Competitive intelligence experts, consultants, and insiders have the knowledge it takes to turn the data into results, and they often share experiences.

Competitive intelligence can be applied to the following business purposes in order to drive business value.

1. Measurement- program that creates a hierarchy of performance matrices and benchmarking that informs business leaders about progress towards business goals.
2. Analytical- program that builds quantitative processes for a business to arrive at optional decisions and to perform business knowledge discovery.
Frequently involves: data mining, statistical analysis, predictive analytics, predicting modelling, business process modelling.

Because of lack of information, processes, and tools, more than 35 percent of the top 5,000 global companies will regularly fail to make insightful decisions about significant changes in their business and markets.

By 2010, 20 percent of organization will have an industry-specific analytic application delivered via software as a standard component of their competitive intelligence portfolio.

Muskan Kalra, BCA-I

DT Freshers



SAWACHHTA PAKHWADA

(From 1st Septemberto15thSeptember,2017)

The institute organized SAWACHHTA PAKHWADA from 1st-15th September, 2017 considering it as its moral duty to create responsible citizens. Hon'ble Prime Minister of India gave a call for 'Swachh Bharat' as a mass movement to implement Mahatma Gandhi's dream of Clean India. Hon'ble Prime Minister desired that a nationwide campaign be organized with the participation of all sections of the society, to bring about mass awareness on cleanliness. The intensive national cleanliness campaign started from 2nd September 2017. The Hon'ble Prime MinistersaidthatitisoursocialresponsibilityascitizensofIndiatohelpfulinMahatmaGandhi'svision of Clean India by his 150th birth anniversary in 2019. There were various activities organized during the campaign.

Swachhta Pakhwada

As per the directives of UGC and AICTE, in order to spread the message of cleanliness among students, staff and all directly or indirectly associated with our institute, BVIMR, New Delhi. The institute undertook various activities during SWATCHHTA PAKHWADA, which is celebrated all across the country.

The activities started with "Care for Surroundings" campaign, where a team of students along with teaching faculties visited a village at Delhi-Haryana border.

A Visit to Village to Create Awareness

The day was well planned and all the students from different courses were all set to leave and encounter a joy of spreading knowledge and gaining a wonderful experience of learning something new.

When We Work Together in Love and Unity, We Can Expect Heaven's Help!

Under the guidance of Dr. Ashima Bhatnagar and Ms. Tripti Tiwari, students were directed to share their knowledge on some of the topics like: modern agricultural technology, use of organic seeds and pesticides, irrigation skills and women's sanitation. The core reason behind this visit was to build a connection with the village's residents and share the necessary knowledge which needs to be implemented in daily routine. It was not only limited to sharing of knowledge, rather, the initiative was taken to adopt the respective village.

The contributions made by the Dramatics Society of the Institute (SWAANG) was lime light of the whole event. Their benefaction made the whole event lively and full of enthusiasm. The Sarpanch (of village) along with his teammates and several residents were the audience for the

day. Students along with the respective faculty members got an opportunity to interact with people and create a bond of mutual respect.



Dramatics Society of BVIMR (SWAANG) Presenting a Play on SWACHCH PAKHWADA

Various teams of students covered and educated the gathering on following topics:

- Air Borne, W a t e r Borne Diseases and Precautionary Measures Taken to Prevent Malaria, Dengue Etc. were discussed by Nitin, Tushar, Preet, Prashant
- Female Sanitation was taken By Simran, Muskan, Anjali, Jennifer
- Types of Waste and Correct Way to Discard Them, was an awareness Initiative spread by Kunal Jain, Devanshu Singh, Naman Aggarwal

The day was filled with a lot of interactions and it gave all the students a new learning experience. All the people, who were present on special request, were highly impressed and appreciated BVIMR's efforts. They presented a token of love and respect to the teachers-in-charge and students.

Hard work and efforts made for the betterment of the society always pays. The day not only provided BVIMR-ites with an opportunity to know each other better but in addition to this, it motivated them to be a dignified and respectful citizen. The day inspired to contribute every possible bit of time and effort for the society and aspired all the individuals to respect each other's cultural norms and values.

BLOG WRITING on "Innovative Ways for Spreading the Message of Hygiene"

Students whole-heartedly took part in Blog Writing competition and wrote beautiful & inspiring blogs with due respect to the theme-**"Innovative Ways of Spreading the Message of Hygiene"**.

Blogs were judged on the basis of originality, creativity, freedom of expression and delivery.



Competitive Intelligence

Competitive Intelligence and analytics are in high demand as organisations seek to use information assets to improve business outcomes, customer relationships and operational efficiency. Yet, it has perhaps never been more challenging to keep up with the changing demands and expectation of a growing CI and analytics user community. IT-driven application development, limited access to historical data and canned business reports are no longer satisfactory. Users want more control, better visualization and analytics capabilities and faster development cycles. Organizations are closely watching emerging technology trends to discover the next great competitive advantage in the use of information. One trend is easy to identify more information. Data volumes are growing across the board, with organizations seeking to tap new sources generated by social media and outline customer behavior. This trend is spurring tremendous interest in better access and analysis of the variety of information available in unstructured or semi-structured content sources. From a macro-perspective, it's easy to identify the biggest long-term in Competitive intelligence: providing non-technical users with the tools and capabilities to access, analyses and share data on their own. Today "data discovery" technology is leading the way toward making it possible for users to determine their own CI requirements by authorizing reports, assembling their own dashboards, and so on. Users across organizations have varying degrees of experience with data, as well as clarity about what kind of reports, visualizations and analysis capabilities they want. For some, simple, shareable reports with good visuals are enough; others require more control of development options. Data discovery tools are cut from the same cloth as CI tools, but also provide users with greater self-service capabilities deployed more widely by IT.

Divya Kapoor

MBA Freshers



Competitive Intelligence

Competitive Intelligence is a process of collecting and scrutinizing information about the competitive framework which help in forming business strategy. It helps in determining the market conditions which leads to overcome the obstacles and challenges faced by the owner or the Entrepreneur. The purpose of competitive intelligence is to reduce the potential business skill and grab the opportunity before competitors. It is a legal practice followed by many entrepreneurs and the focus here is on the external environment. Competitive intelligence has a broader scope, it not only analyses the competitor's behavior but also study the entire environment and stakeholders like customers, suppliers, technology and macroeconomic data. Information that competitive intelligence shall include are about cost of product, new launches by the competitors, evaluation and estimation of how big the market is for entrepreneur product or its competitor's product, analyzing the demand and supply relationship of the product and being fully aware about the competitor's move through their press releases and activities across social media. The competitive intelligence is essential to corporate unit strategies and programs, forming competitive strategies against competitors, and assessing effectiveness and efficiency of market positioning and product messaging of the competitors. Further, there are few ways through which intelligence is gathered on business competition i.e. by paying attention on the competitor's advertisements as it discloses what audience they are targeting, which product or services they are promoting. Another is to visit regularly to the competitor's store if they are brick and mortar. Also, checking social media postings are of great help which help in understanding the strategy of competitors. Further, interaction with their clients and customers will help in understanding the customer service of the competitors. Nothing can be more effective rather than being their customer as it will provide in hand experience of the competitor's product and service. All these tactics help in understanding the next move of the competitor's and planning yours accordingly. To conduct competitive intelligence, identify the competitive research objective, evaluate data which is been collected through web audits, free web tools, public records, secondary data base and business databases and establish reports and plan dissemination. Therefore, the whole purpose of competitive intelligence is to bring benefit to the business by gathering relevant information from the market and analyzing risks and opportunity before they become obvious which thus helps in creating business strategies and policies.

Ayesha Bhardwaj, MBA-IV

BBA/BCA Orientation



Competitive Intelligence

The process of gathering actionable information on your business's competitive environment

Competitive intelligence essentially means understanding and learning what's happening in the world outside your business so you can be as competitive as possible. It means learning as much as possible--as soon as possible--about your industry in general, your competitors, or even your county's particular zoning rules. In short, it empowers you to anticipate and face challenges head on.

What is 'Competitive intelligence (CI)'

Competitive intelligence (CI) refers to the procedural and technical infrastructure that collects, stores and analyzes the data produced by a company's activities.

Comparison with competitive intelligence

Though the term competitive intelligence is sometimes a synonym for competitive intelligence (because they both support decision making), CI uses technologies, processes, and applications to analyze mostly internal, structured data and business processes while competitive intelligence gathers, analyzes and disseminates information with a topical focus on company competitors. If understood broadly, competitive intelligence can include the subset of competitive intelligence.

Applications in an enterprise

Competitive intelligence can be applied to the following business purposes, in order to drive business value.

Measurement – program that creates a hierarchy of performance metrics (see also Metrics Reference Model) and benchmarking that informs business leaders about progress towards business goals (business process management).

Analytics – program that builds quantitative processes for a business to arrive at optimal decisions and to perform business knowledge discovery. Frequently involves: data mining, process mining, statistical analysis, predictive analytics, predictive modeling, business process modeling, data lineage, complex event processing and prescriptive analytics.

Reporting/enterprise reporting – program that builds infrastructure for strategic reporting to serve the strategic management of a business, not operational reporting. Frequently involves data visualization, executive information system and OLAP.

Collaboration/collaboration platform – program that gets different areas (both inside and outside the business) to work together through data sharing and electronic data interchange.

Knowledge management – program to make the company data-driven through strategies and practices to identify, create, represent, distribute, and enable adoption of insights and

experiences that are true business knowledge. Knowledge management leads to learning management and regulatory compliance.

The Need for Legal and Ethical Guidelines

You and the business partners you work with must conduct intelligence activities in accordance with the

highest legal and ethical standards. The reputations of the Company and its employees for unquestioned

honesty, integrity, and fair dealing must not be compromised. Violations of the law, even if inadvertent, can

result in substantial financial penalties, lost business opportunities and even jail sentences.

Yashasvi Pancholi, BBA -2F

National Youth Day



Competitive Intelligence, Helping Data Driven Decision Making

In today's world, many companies use software like ERP, HRM, CRM, Tally, Sales force, Web services etc. There are different kinds of databases too; right from MySQL, Oracle, DB2, Ingres, Postgres, MongoDB and the list goes on. Data base includes personal financial data, sales data, business data, accounting data and so on. Though there is different software, databases etc we still don't have the right kind of insights. We have data but we don't have information. For any business to turn profitable, the managers & the work force is highly reliant on decisions, which in turn are dependent on the kind of information available. This is where Competitive Intelligence comes into picture.

Competitive Intelligence (CI) refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The purpose of CI is to support better decision-making in business. A proper CI system helps you with the right information, at the right time, in the right format.

Competitive intelligence helps extract crucial facts from a vast amount of unstructured data and transform them into actionable information that enables companies to make informed strategic decisions, improving operational efficiency and business productivity. This actionable information provides crucial insights that reveal the underlying currents of customer behavior, their likes and dislikes, online shopping experience etc. Everyday contact centers handle thousands of customer interactions that hold virtually untapped vital insights which can be efficiently leveraged to provide immense value to businesses. This information remains largely underutilized except when evaluated for Quality Assurance purposes.

Competitive intelligence can arm companies with rich data resources that can help them achieve their business goals and targets by guiding timely strategic decisions. Interactions with customers in the form of voice calls, chat interactions, emails etc can be thoroughly analyzed by Competitive intelligence gathering teams to shed light on aspects such as customer preferences; likes and dislikes of customers; technical difficulties faced by customers; customer reactions to promotions; and the online shopping customer experience on a website. This analysis can lead to improving conversion rates and much more.

A company might not understand the importance of CI, but it's essential for their growth and decision-making.



Priyanka Batra

0161BBA390

Vagmita



Competitive Intelligence: Mantra to Success

“A journey of a thousand miles begins with a single step.” Before starting a new business firm, one should research on it, make desired strategies, study history & understand the nature of business and its environment to survive in the business world for long. Competitive intelligence is the action of defining, gathering, analyzing & distributing intelligence about products, customers, competitors & any aspect of the environment needed to support executives & managers in strategic decision making of an organization. It literally means understanding & learning what is happening in the world outside the business to increase one’s competitiveness. Basically, it focuses on external environment which may affect the working of the business.

Competitive intelligence is used to work with togetherness. It is a key factor which leads to firm’s survival & growth. By applying competitive intelligence, it means studying the external environment & forming strategies to deal them, it is very important for a firm to identify the early signals by analyzing the external environment on a regular basis. It may include political, social, legal & other environment that may affect the business. It helps the firm to make strategies in advance to deal the situation as it is said “prevention is better than cure”. In earlier times the business world was not so competitive & was very easy to survive earlier as there was very less competition & external environment does not affect much. But now the scenario has changed as the competition is very high & therefore it is very tough to survive in market for long by not understanding & adapting the changes in the external environment. Now a firm makes its own strategies to analyse the market outside & also to understand the competitor’s strategies. So, in my opinion” studying history helps you predict the future by teaching you which things are old to be permanent”. Therefore, a business can only survive with competitive intelligence. As it is well said” you can’t wait for the future, you create it.”

So, it is the essence in business to analyse and study the external environment as it is very important part of management to make strategies based on environment for business survival.

Therefore, I conclude that these parameters are so useful in making business strategies for the competitive business survival i.e. the business intelligence is used for success & growth of the business. So, it is required by the business to focus on the external environment & make changes & strategies accordingly. Competitive intelligence is the key to survive & growth & therefore a mantra to success.

Divyanshi Tanwar, BBA-2F

BVIMR Celebrates 70Years of Independence

(From 9th August, 2017–30th August, 2017)

Pranaam Hindustan

(In Collaboration with Bhawna Kala Mandir, New Delhi)

We, at BVIMR, New Delhi, endeavor to bring a change in the mindsets of the students by creating, contributing and co-operating with the society, which is an inevitable part of transforming and transcending it. We owe a great deal to the society because it provides bountiful resources that nurture us physically, mentally and psychologically. Therefore, to set the plan in motion, a series of events were organized by the institution namely Pranaam Hindustan, LIFE-BRARY, A Meet with Freedom Fighter, A Visit to Village.

The first event in line was “**Pranaam Hindustan**”. This event was celebrated on 12th August, 2017 with an essence of celebrating 71st Independence Day of India at BVIMR. The institute in collaboration with Bhawna Kala Mandir, organized a cultural event, where students from different organizations participated and performed dance performances, symbolizing patriotism and connecting youth with problems like honor killing and female feticide. It fostered a feeling of celebrating patriotism in youth. It was followed by felicitation of famous dignitaries associated with Bhawna Kala Mandir and the Director of BVIMR, Dr. Vikas Nath. During this event, special appreciation awards were presented to teaching and non-teachings staff of BVIMR in different categories followed by a vote of thanks by the members of Bhawna Kala Mandir, New Delhi.

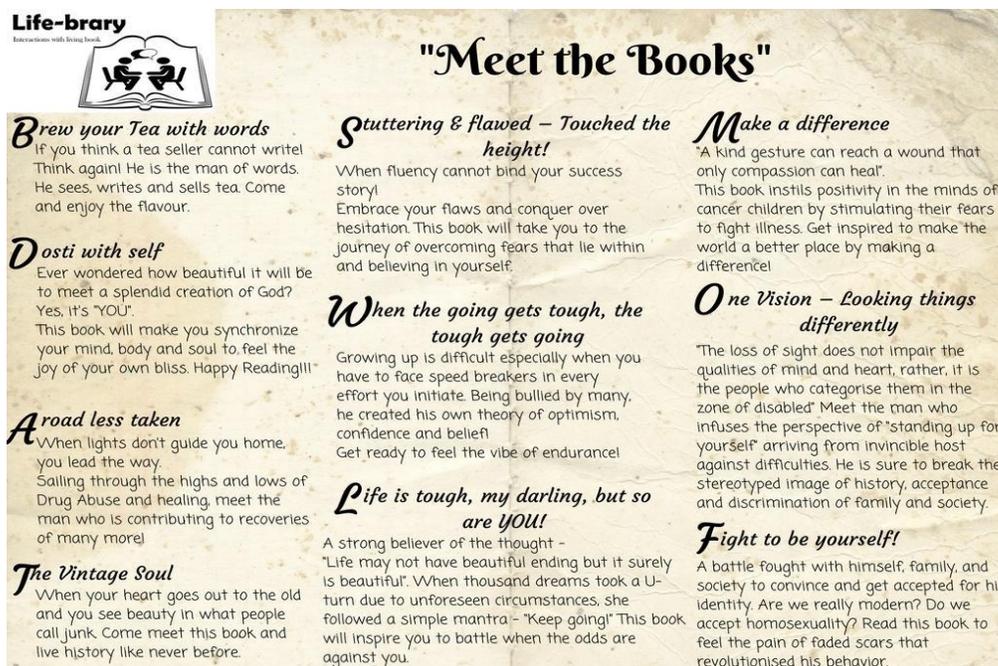


BVIMR Students Showcased a Dance Performance on the Theme ‘Unity in Diversity’

LIFE-BRARY: An Interaction with Living Books

This event was conceived and organized as a CSR activity which was held on 12th August, 2017 from 1 pm to 6pm at the BVIMR campus, with an overview, to uphold moral values and to create social awareness amongst the youth and society. This was organized to celebrate the occasion of International Youth Day providing freedom from the shackles of stereotypes and prejudices. The idea was conceived by three of our alumni students (2014-16 MBA batch)

Mr. Nishkarsh Kaushik, Ms. Rupal Prajapati and Ms. Tanya Goel, thereby, paving a path of guidance to volunteers at BVIMR with the support of faculty members- Dr. Anjali Sharma & Ms. Tripti Tiwari. This could not have been possible with the never ending support from Dr. Vikas Nath, Director - BVIMR, who welcomed the idea & showed interest towards this initiative. The lead participants included: Human Books (who shared their stories), Reader and Active Listeners.



Life-brary
Interactions with living books

"Meet the Books"

Brew your Tea with words
If you think a tea seller cannot write! Think again! He is the man of words. He sees, writes and sells tea. Come and enjoy the flavour.

Dosti with self
Ever wondered how beautiful it will be to meet a splendid creation of God? Yes, it's "YOU". This book will make you synchronize your mind, body and soul to feel the joy of your own bliss. Happy Reading!!!

A road less taken
When lights don't guide you home, you lead the way. Sailing through the highs and lows of Drug Abuse and healing, meet the man who is contributing to recoveries of many more!

The Vintage Soul
When your heart goes out to the old and you see beauty in what people call junk. Come meet this book and live history like never before.

Stuttering & flawed – Touched the height!
When fluency cannot bind your success story! Embrace your flaws and conquer over hesitation. This book will take you to the journey of overcoming fears that lie within and believing in yourself.

When the going gets tough, the tough gets going
Growing up is difficult especially when you have to face speed breakers in every effort you initiate. Being bullied by many, he created his own theory of optimism, confidence and belief! Get ready to feel the vibe of endurance!

Life is tough, my darling, but so are YOU!
A strong believer of the thought - "Life may not have beautiful ending but it surely is beautiful". When thousand dreams took a U-turn due to unforeseen circumstances, she followed a simple mantra - "Keep going!" This book will inspire you to battle when the odds are against you.

Make a difference
"A kind gesture can reach a wound that only compassion can heal". This book instills positivity in the minds of cancer children by stimulating their fears to fight illness. Get inspired to make the world a better place by making a difference!

One Vision – Looking things differently
The loss of sight does not impair the qualities of mind and heart, rather, it is the people who categorise them in the zone of disabled! Meet the man who infuses the perspective of "standing up for yourself" arriving from invincible host against difficulties. He is sure to break the stereotyped image of history, acceptance and discrimination of family and society.

Fight to be yourself!
A battle fought with himself, family, and society to convince and get accepted for his identity. Are we really modern? Do we accept homosexuality? Read this book to feel the pain of faded scars that revolutionised his behavior.

The readers were given a choice to borrow the book of his/her interest and dive into the ocean of realities by gaining a new sight about their confrontation towards various incidents. The idea was to embrace the power of motivation, by giving an exposure to talk, transform, connect and draw different implications from conversations that would change the vision of other's life. The organizers curated ten 'books' by themselves from people they found inspiring. The aim of the

event was to let people choose from the various categories of human books available. Once the reader has chosen a book, reader gets to have an intimate chat with them for 20minutes.

There was a total often people, referred as 'Books', who came to share their stories and experiences and just like a book, a reader could read through the life of them with the exceptional advantage of getting to interact with that book and understand, why that book had the particular story. This was a life enriching experience attained by the readers in an unprecedented manner.

Here is a glimpse of the ten different influential stories wanting to be heard:



Life- Brary



An Interaction with a Freedom Fighter - Mr. K. K. Bhatia

Every citizen of India is well aware that 15th August is the day when India acquired its independence from British rule to become a free country. The day is celebrated all over the country, in unity and with great patriotism. BVIMR always takes a lead in celebrating the festivals of national importance with its beneficiaries.

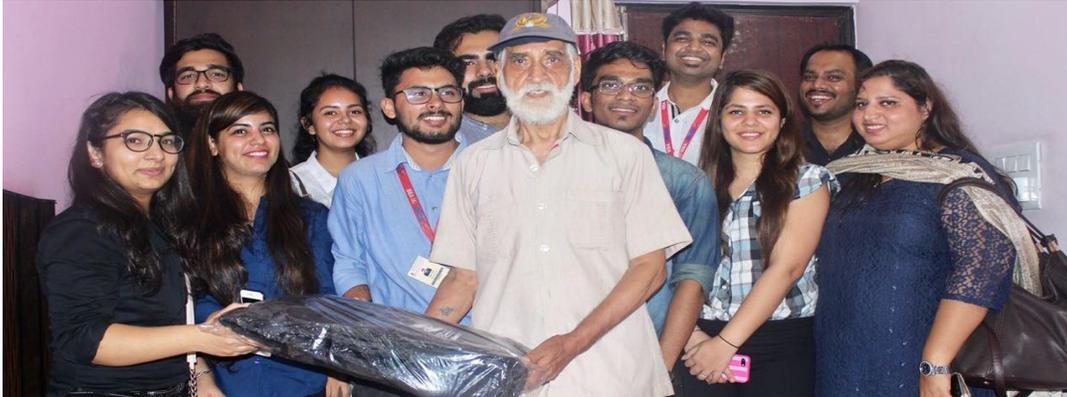
On 25th August 2017, under the directions received from UGC, we took an initiative to the next level by reaching to the contributors and survivors of the freedom struggle. A group of students along with the faculty, met Mr. K. K. Bhatia, who has experienced the efforts and struggle made by our ancestors at the time of independence. His was a story of a refugee, who finally go to home. His theory of life is based on the simple principle of 'how far are we free to act?' He left his home and family at the age of 15, bare-footed, just to complete his urge of seeing the free India's flag hosted by Pt. Jawaharlal Nehru. Mr. K. K. Bhatia, Main Urdu and M.Sc. in Computer and IT, coincided his passion of learning with his passion of serving. He has served 1000 inmates of Tihar Jail for teaching them the lessons of Hindu mythology, addressing students of Kashmir.



Mr. K. K. Bhatia with His Appreciation Awards and Memories

He also worked with Indian Library Association for the project of reaching out to people who are deprived of general knowledge and basic education. At the age of 89, he is still working day and night to see a better working world. He believes that our fight for the nation did not end in 1947, but it just began then. India is still fighting for its freedom – but now from the angles of poverty, racism, inequality, sanitation and corruption. He is serving the society by giving moral

education to children, sharing his experiences with the freedom struggle, and motivating them about the capabilities of earning food and shelter.



A Token of Appreciation from the Students & Faculty, Dr. Ashima Bhatnagar of BVIMR to Mr. K. K. Bhatia

Tikri Drive: A Way to Help Society

As a part of a large educated society, along with imparting knowledge and providing the experience-based skill development, connecting and giving back to the society is also important. With this in mind, students of BVIMR along with two faculties Dr. Ashima Bhatnagar and Ms. Tripti Tiwari, planned and organized a daylong event to build a connection with a village located near Delhi region. This program me too was conducted under the guidance of Ministry of HRD and AICTE for the village's residents, for sharing the necessary knowledge, which needs to be implemented in our daily routine, keeping in view the various ongoing cleanliness and education drives all across the country.

On the day of the visit, students along with assigned faculties left for the designated village for which, Mr. Chirag and Mr. Chankit, student coordinators also helped by arranging this entire visit, in consultation with the concerned authorities at the village. The students were already divided in the group of 4-5 and, were well prepared to share their knowledge on some of the topics like ; modern agricultural technology, use of organic seeds and pesticides, irrigations kills and women sanitation with the village residents. The entire program was designed and executed in a planned manner, like a musical story– telling that attracted the attention of audience of every age group.



*Students' Team Getting Ready to Start
the Visit to Tikri Village*

The contribution made by the Dramatics Society of Institute, was the lime light of the whole event. Their benefaction made the whole event lively and full of enthusiasm. The Sarpanch (of village), along with his teammates and several residents were our audience for the day. Students along with the respective faculty members got an opportunity to interact with people and create a bond of mutual respect.



Village Residents Eagerly Listening and Learning

The day not only provided us with an opportunity to know each other better, but in addition to this, it motivated us to be a man of dignity and respect. The planned day inspired us, to contribute every possible bit of time and effort for the society and aspired us to respect each other's cultural norms and values. The day was filled with lot of interactions and it gave all the students a new learning experience. All the people over there who specially came at our request were highly impressed and appreciated our efforts. The day not only provided us with an opportunity to know each other better, but in addition to this, it motivated us to be a man of dignity and respect. The planned day inspired us, to contribute every possible bit of time and effort for the society and aspired us to respect each other's cultural norms and values. The day was filled with lot of interactions and it gave all the students a new learning experience. All the people over there who specially came at our request were highly impressed and appreciated our efforts.



An Endeavor to Set Out Our Gratitude



Sarpanch and Other Elder Members of the Village Presented a Token of Love and Respect to the Teachers-In-Charge Ms. Tripti Tiwari & Dr. Ashima Bhatnagar: The Entire Team from BVIMR and Village Representatives

NATIONAL CONFERENCE: “CARVING OF NOVEL INDIA”

The Institute organized the 11th National Conference on 19th August 2017 with the Theme - “Carving of Novel India, Shaping India for 21st Century”. The event started with lighting the auspicious lamp followed by the felicitation of our guests: Mr. Rajneesh Gupta, Mr. Salil Sharma and Prof. Dr. Sushil.



Dr. Vikas Nath –Director BVIMR, New Delhi during the inaugural session of National Conference on “Carving of Novel India”, on 19th August, 2017 held at, BVIMR-New Delhi

During the conference, more than 40 research papers were received from all across the nation, from research scholars of top universities and institutions. The papers were related to the different broad streams of management such as, marketing, finance, industrial relations, human resources and information technology. The compilation of the papers was published as e-book on “Sustainable Competitive India”, which was released by the dignitaries.



Sushil, Ex-Deputy Director and Professor, IIT Delhi being felicitated by Dr. Vikas Nath - Director, BVIMR-New Delhi, during National Conference on “Carving of Novel India” on 19th August, 2017 held at BVIMR-New Delhi



Mr. Rajneesh, ACP Police, being felicitated by Dr. Vikas Nath - Director, BVIMR-New Delhi, during National Conference on “Carving of Novel India” on 19th August, 2017 held at BVIMR-New Delhi

Dr. Neetu Jain-Convener, welcomed the scholars for such an amazing response reflected through the papers received and briefed about the event. Dr. Vikas Nath shed some light on how the theme was chosen and acknowledged that the event is being held during independence week itself. He largely emphasized to be more of technology driven, and to initiate small steps to make India more digitalized. Mr. Rajneesh gave a brief of his timeline about how a mechanical engineer got into Delhi Police. He is an IPS officer, who has been working for the

betterment of the society for the past 25years. He also addressed how his team is working towards digitization and what are they aiming for, in the coming future.



**Mr. Salil, Head - HR (Intex), being felicitated by Dr. Vikas Nath
Director, BVIMR, New Delhi**

Mr. Salil Sharma who has been working as an HR personnel for more than 20years, explained about corporate innovation and the HR trends, which are of huge importance to final year students. Prof. Dr. Sushil stated India is a future market and how the brand-conscious mindset of Indians, is an asset for the economy. He stated live examples and connected those with the facts, concentrating on future growth perspectives. The inaugural ended with the closing remarks and vote of thanks by Dr. Broto Bhardwaj, Co-convener of the conference, of providing such an opportunity of organizing the event and heartiest appreciation to the dignitaries and panel. All the participating scholars were wished good luck.

The session set in motion with a welcome address by student organizing team, followed by the felicitation of Chief Guest, Mr. Ravi Bansal, Head, Nuclear Power Corporation of India limited. Director Sir personally expressed gratitude to each participant and opening up another opportunity of participation in 9th International conference, which will take place on 19th and 20th January, 2018. Chief Guest, Mr. Ravi Bansal, Head, Nuclear Power Project, North India, delivered a speech emphasizing importance of Nuclear Plant and cleared wrong notions, that nuclear plants are unsafe for visit. He even showed the glimpses of existing beautiful flora and Fauna that exist around the nuclear plant. Vote of thanks was delivered by co-convener, who appraised about different tracks research papers and others. It was really insightful for the audience. Later, the flyer of 9th International Conference, 2018 was launched by all dignitaries and conference organizing team, with a short teaser on **“Sashaktikaran : Empowering to create smart future through digitization”**. The conference concluded with Valedictory Function that

felicitated the Academicians for showcasing their research expertise. Best paper award was given to Ms. Sonal Thukral SRCC, second best paper award was given to Ms. Harshleen and Ms. Tanya Jain, BVIMR and Third Best Paper Award was given to Prof R. K. Singh and Ms. Priya Chaudhary, Delhi School of Economics, Delhi University, along with this, they were given cash prizes and mementoes. Best paper from each panel was also recognized. Dr. Anoop Pandey, BVIMR from Panel 1, Ms. Shruti Bhuttani and Dr. N. K. Gupta JIMS IP University from Panel 2, Ms. Preksha Jain and Ms. Laksmi Bansal, BVIMR from Panel 3, and Mr. Harsh Jain with Mr. Rachit Singh, BVIMR from Panel 4, were awarded mementoes and certificates.



Tintin & Hergé - by Vinni Sharma (French, Department of Foreign Languages)



Many great people have influenced the people of France.

Since 1929, a particular character, has captured the imagination of a whole nation and his name is Tintin.

Who is Tintin, and how did a cartoon character have such an influence, not only in France, but all over the world?

Hergé, the creator of Tintin, born May 22, 1907 in Belgium, had been an avid reader of classic American and British literature and also an artist. Hergé liked the idea of anonymity and the name - Hergé, comes from his real name Georges Remi. He had used his initials in reverse (R.G.) as the pen name.

Hergé once said that "Tintin was his alter ego" and that there is a lot of Tintin in himself. The idea of Tintin as a reporter traveling to exotic countries had delighted French readers of all ages. There are 23 stories in total, and to date, adults can have a conversation with children on a topic they both enjoy.

As the popularity of the characters with the French increased, radio programs featuring Tintin soap operas, families stayed together in their homes every Thursday to hear a new Tintin adventure.

The newspapers, especially the publication Le Monde, published the supplements with an adventure of Tintin. The newspaper conducted a survey among its readers and as a result, Tintin's story, The Blue Lotus was chosen from the top 20 books of the 20th century!

The popularity of Tintin, his essence, the simplicity of his drawings and his adventures were appreciated by the French of all social classes. General Charles De Gaulle once said, "Basically, you know, my only international rival is Tintin!" (Screech 2005)

The National Assembly in France met to find out if Tintin's political views were left or right.

The Center Georges Pompidou in Paris organized an exhibition of art and souvenirs of Tintin to coincide with the 100th anniversary of the birth of Hergé and also a unique exhibition was organized by the Navy Museum at the Palace of Chailiot.

Since the first story in 1929, more than 230 million books have been sold and translated into 70 languages.

There have been two French Tintin movies and animated adventures, and also the 23 stories have been produced as animated Tintin adventures for television and in 2011 a Tintin movie was produced by Steven Spielberg and Peter Jackson.

There have been auctions of rare memorabilia and collections, and Tintin's toy franchise, one of the largest in the world.

One of the most respected editors in France, Mr. Raymond Le Blanc, who is the author of the official biography of Hergé and the editor-in-chief of the French magazine - Lire, said he would have liked to have put Tintin on the euro!

The world of Tintin is phenomenal, the character survived a second world war. He has adapted to change without changing his point of view and he is still popular and it is really fantastic!

Hergé died on March 3, 1983, his legacy continues in the character of Tintin and in the museum built especially for him and Tintin, Belgium.

Every year new products are on sale celebrating the life of Hergé and Tintin and the influence they had on French society, families continue to watch DVDs, collect souvenirs and albums of this fantastic character who will have eternal life.



THE SWAN-SONG OF COMPETITIVE INTELLIGENCE



Competitive Intelligence proselytizes the art of developing proficient expertise, which further stimulates the idea of procuring long-term goals. It is a graceful sonnet, every stanza of which delineates a poetic device of success and supremacy.

It is a canvas, the colors of which can paint the pictures of our monochrome lives if we choose the brush wisely. CI is the branch of unfeigned analysis that helps us perceive what our competition is up to. Thus, it is essential to start coding the program of CI to comprehend the difference between the 0s and 1s of success and failure.



BVIMR EVENTS

2K17-2K18



Ozone Day has been observed on 16th September every year since 1994 to mark the day when the Montreal Protocol was signed in 1987. To commemorate this, BVIMR organizes a special event to spread awareness about depletion of the ozone layer and other environmental hazards through the vision of prodigious minds, promoting eco-friendly practices.



BVIMR endeavors to ameliorate the ambiance of the society and the environment by celebrating 'The Spirit of Giving' through 'Joy of Giving Week - Daan Utsav', annually.

Social Club Organizing Daan Utsav (From 7th October, 2017 to 14th October, 2017)



Every year, on 8th January, the birthday of our beloved Chancellor Sir, Hon'ble Dr. Patangrao Ji Kadam, is celebrated with lots of enthusiasm at various campuses of Bharati Vidyapeeth University across India. The celebration starts with a National Level Inter Collegiate G.K. Test, organized by Yashwantrao Mohite College of Arts, Science & Commerce, followed by a three-day Sports Meet to promote the idea of fitness among students.



FACULTY EDITOR

SEEMA CHAUDHARY

STUDENT EDITORS

HEENA NARULA, TANNYA AGARWAL, PUNEET PANDIT, YATHANSH GABA

SPECIAL THANKS TO RAHUL AANAND FOR HARMONY INTERVIEWS.