



BVIMR MIRROR

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Hon'ble Prof. (Dr.) Vikas Nath
 Director - Incharge
 New Delhi

From the Desk of Editor's

Hello and welcome, we hope that you will find the contents of this newsletter enthralling, exciting and reviving. As you walk through this issue of BVIMR mirror, you will be captivated by the enthusiasm of our students, the expertise of our staff and the uniqueness of what we, as a Management Institute offer. We hope you will have the same sense of joyful discovery as you read through.

As readers, your words of encouragement to our editorial faculty & student will go a long way in a process that requires a positive contribution by every member of the team. Thank you for your valuable support and interest in reading. Please feel free to contact us with any suggestions or inputs regarding the newsletter.

Wishing you all the very best...

Good Luck!

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Ms. Supreet Juneja Wahee



Dr. Ritu Bali

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Tushar Anand

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BVIMR Awarded "Best Management Institute Promoting Entrepreneurship Development & Management Education in India" By Shri Om Prakash Kohli, The Hon'ble Governor of Gujrat



Dr Vikas with Prof. Bheem Singh, Panther Party Chairman

From the Director's Desk

The present age is undergoing a transformation in values and in mindsets. Gone are the days of stereotyped notions and values. The youth of today is busy in exploring and would rather experience than follow blindly. The need of the hour is to help them move in right direction and develop integrated personalities. The Institute has been successful in doing the same which is visible through the variety of Events, Seminars, Industrial visits, Projects & activities being undertaken by students.

Keeping with the legacy, a number of activities were planned for the semester. Along with the FDP sessions and annual sports day, the college welcomed its alumni for a warm get together at MILAP 2014. It was attended by over 500 alumni and gave us the extra ordinary opportunity for building and bridging the gap between Academia and Industry. Apart from this, we also had an opportunity to interact with the School Principals, faculty and Industry experts to bridge the gap between School education and Higher education during the event named "Gyanodaya – A Quest for Knowledge"

As a part of the academic curriculum we also organized the 7th International Conference on "Managing Organizations of Tomorrow by Capitalizing Generation Next" and Paristhti – A national Case Writing & Presentation Competition, which turned out to be extremely educational as well as enriching experience for the faculty & students.

Furthermore, a Blood Donation Camp was organized as a token of respect on the Birthday Celebration of Hon'ble Dr. Patangraoji Kadam, Founder, Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth University. Students have been very active in supporting this noble cause and have been involved in other social initiatives as well.



The Management, Parents, Students and the Teaching Fraternity are a team and complement each other's efforts. Education is not just a process of giving knowledge for a high profiled job but a lifelong process which creates an understanding of moral and ethical values to guide and make our students morally upright citizens of the country.

I am very grateful to each and every member of the BVIMR Fraternity. With this I would just end by wishing all the students for their upcoming exams and final Placements.

A handwritten signature in blue ink, appearing to read "Vikas Nath".

Warm Regards,
Prof. (Dr.) Vikas Nath
Director (In-Charge) and Dean (Academics)

Guests's

Article

COMMITMENT IN THE WORKPLACE

Ms. Monika Sharma Dhall

Personality Development Mentor, Career Counselor and Counseling Psychologist.



“Individual commitment to a group effort- that is what makes a team work, a company work, a society work, a civilization work.”— Vince Lombard !

Once a great business leader said about the commitment that:

"...the basic philosophy, spirit, and drive of an organization have far more to do with its relative achievements than do technological or economic resources, organizational structure, innovation, and timing. All these things weigh heavily in success. But they are, I think, transcended by how strongly the people in the organization believe in its basic precepts and how faithfully they carry them out." (from Thomas J. Watson, Jr., A Business and its Beliefs - The ideas that helped build IBM).

It is as true as this is for the success of a corporation in this competitive world, it is even more so for the individual. The most important and the single factor in individual success is COMMITMENT. Commitment ignites action. To commit is all about to pledge yourself to a certain purpose or goal to be achieved. It also means practicing your beliefs consistently and thoroughly.

Many successful business people are hailed as visionary leaders. On careful inspection they are found to be individuals who hold firmly to a simple set of commitments and beliefs. It is the strength of these commitments which are followed religiously that led to their success.

The combination of a strong and positive commitment to oneself and to a set of principles serve as a foundation to effectively maintain the commitments.

These commitments in the corporate world are to: organization, employees, customers, and the results.

Employee's Commitment and Corporate's excellence goes hand in hand which definitely revolves around the empowerment and optimism. Employees who are more engaged in their work and are committed to give organizations competitive advantages-includes higher productivity and lower employee turnover.

“Commitment is what you Transforms into Reality”

NATURE OF LIFE EVENTS AMONG INDIVIDUALS WITH UNIPOLAR DEPRESSION

Ms. Mehak Bansal Chawla,

Director at Oriel Empower India,

Oriel India Sports and Oriel Advisory Services.



Depression has become very common in today's scenario. According to WHO (1996), depression is the leading cause of disability worldwide, despite the fact that it often goes undetected and untreated. It is widely affecting the mental health of individuals. Experience of significant stressful life events lead to the risk of developing depression and play an important role in its nature. Through this study, it is intended to explore more about the nature of life events among individuals with depression. Depression refers to an affective disorder or disturbance characterized by sadness, lack of energy, difficulty maintaining concentration, loss of interest or pleasure in activities, feeling of guilt, low self-esteem, and disturbed sleep. Depression might affect people of all age groups. Depressed mood, loss of interest and enjoyment in activities, and increased fatigability are usually regarded as the most typical symptoms of depression. A life event basically refers to a significant change occurring in the ongoing life of the individual. According to Setterson and Mayer, 1997 “A life event is a significant event, whose occurrence involves a relatively abrupt change that may produce serious and long-lasting effects.” Life event can be in any area of an individual's life such as social, occupational, or

personal. In general, life events occur throughout the life of every individual. Life events may include events such as changing a job, shifting to a new place, changing school, death of a loved one, and getting married. Life events can be either positive or negative. Any life event may have a long-lasting effect on an individual depending upon his/her perception of the event. Kessler (1994) revealed that 17% adults in the US will experience at least 1 episode of major depression in their lifetime. According to Murray and Lopez (1996), it is estimated that by the year 2020, depression will become the second most serious disorder in the world.

When the education variable was taken into account, the results revealed that the individuals who studied till graduation or till senior secondary were suffering more from depression as compared to those individuals who studied till post graduation or those who did not study at

all. When the marital status was taken into account, the results indicated that those individuals who were unmarried were more in number suffering from depression as compared to those individuals who were married. When the employment variable was considered, the results indicated that individuals who are unemployed suffer from depression more as compared to those individuals who are fulltime employed, part time employed or those who are housewives. When the religion was considered, the results indicated that more number of individuals who were Hindus suffer from depression as compared to Muslims and Sikhs. When the socio-economic status of the individuals was taken into account, the results revealed that individuals belonging to the middle income group suffer from depression more as compared to the individuals belonging to either the upper income group or the lower income group.

Faculty | Article

Ms. Aarushi Kataria

Designation :

Assistant Professor

Subject : Management

Institute : BVIMR

Educational Qualification:

B.com (Hons.), MBA (Finance and Marketing), UGC Net (Qualified), Pursuing Ph.d

Phd Research topic : Impact of product Innovation on the financial performance of the Select organizations.



PRODUCT INNOVATION: A DYNAMIC CONCEPT

Innovation as a term is not only related to products and processes, but is also related to marketing and organization. Schumpeter (1934) described different types of innovation: new products, new methods of production, new sources of supply, the exploitation of new markets, and new ways to organize business. Drucker (1985) defined innovation as the process of equipping in new, improved capabilities or increased utility.

An innovation is defined as an idea or object that is perceived as new by an individual or an agency. "The

perceived newness of the idea from the individual's point of view determines his or her reaction to it. If the idea seems new to the individual, it is an innovation,). An innovation consists of certain technical knowledge about how the things can be done better than existing state of the art. The innovativeness of a new product and firm innovation capability is important for several reasons.



An innovative product present opportunity for firms in terms of growth and expansions into new areas as well as allows firms to gain competitive advantage, innovation by itself is defined as the generation, acceptance, and implementation of new ideas, processes, products or better services. The innovation process includes the acquisition, dissemination and use of new knowledge and successful implementation of creative ideas within an organization). **Below is the table 1 showing the definition of innovation contributed by researchers and table 2 showing the examples of companies practicing innovation.**

Table1 : Definition Of Innovation

Dimensions	Definition	Authors
Innovativeness	Innovativeness refers to: <ul style="list-style-type: none"> Proposing new ideas for product/ service improvement. Proposing new ideas for market development. Proposing new ideas for process improvement. 	Khandwalla (1974), Miller and Friesen (1982); Drucker (1985); Covin and Slevin (1986); Khandwalla (1987), Covin et al. (1990); Covin and Slevin (1991); Zahra (1993); Knight (1997); Hamel (1998); Hornsby et al. (2003); Khandwalla (2003), Kuratko et al. (2005), Hamel (2006)

Table2 : Examples of Companies Practicing Innovation

Firms	Sources
Merck, Motorola, Nordstrom, 3M	Collins and Porras (1996)
Wal-Mart, MCI, ConAgra, Coca-Cola	Gertz (1995)
Intel, Whirlpool, Gillette, Union Carbide	D'Aveni (1994)
Nike, Johnson and Johnson, 3M, IBM, Hewlett-Packard, Polaroid, General Electric	Treacy and Wiersema (1993); Kuratko et al. (1993)
Proctor and Gamble, Ford, Chrysler, Honda, Emerson Electric, Microsoft, Merck, 3M, Texas Instruments, McDonalds	Pearson (1992); Lengnick-Hall (1992)
Sony, Sharp, Yamaha, Toshiba, Motorola, AT&T, 3M, Citicorp, General Electric	Hamel and Prahalad (1991); Davis et al. (1991)

Source: Barret and Weinstein, 1998

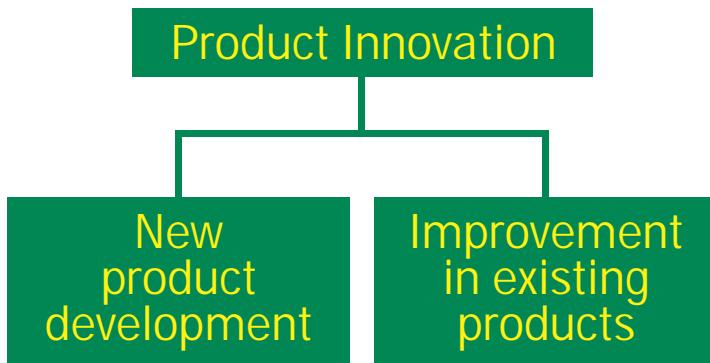
Product innovation drive provides organization enabling environment to achieve a higher level of performance and better customer values). Researchers have also concluded that organizational learning is associated with development of new knowledge, which in turn is crucial for firm innovativeness and firm performance).

A product innovation is the introduction of a good or service that is new or significantly improved regarding its characteristics or intended uses; including significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics (OECD Oslo Manual, 2005). Product innovations can utilize new knowledge or technologies, or can be based on new uses or combinations of existing knowledge or technologies. The term product covers both goods and services. Product innovation is a difficult process driven by

advancing technologies, changing customer needs, shortening product life cycles, and increasing global competition. For success, it must involve strong interaction within the firm and further between the firm and its customers and suppliers (Akova et al., 1998).

Need for Product Innovation

Product innovation means different things to different people. For some, it can be an introduction of a product which first of its kind. Some may consider the incremental improvements in the existing products as innovation. However, it is important to note that it is the product improvement which is very important component of product innovation in most of the companies. Product Innovation can be defined as the development of new products, changes in design of established products, or use of new materials or components in the manufacture of established products. Figure 1 represents the product innovation in two categories of innovation:



For the companies to survive in the competitive market, it is pertinent to introduce new products and services. However, it is found that over 80 percent of new products fail. Added further, even successful launches do not always result in top-line growth. In broader sense, Product innovation is the creation and subsequent introduction of good or service that is either new or improved on previous goods or services.

Product Innovation: The Dual Drive

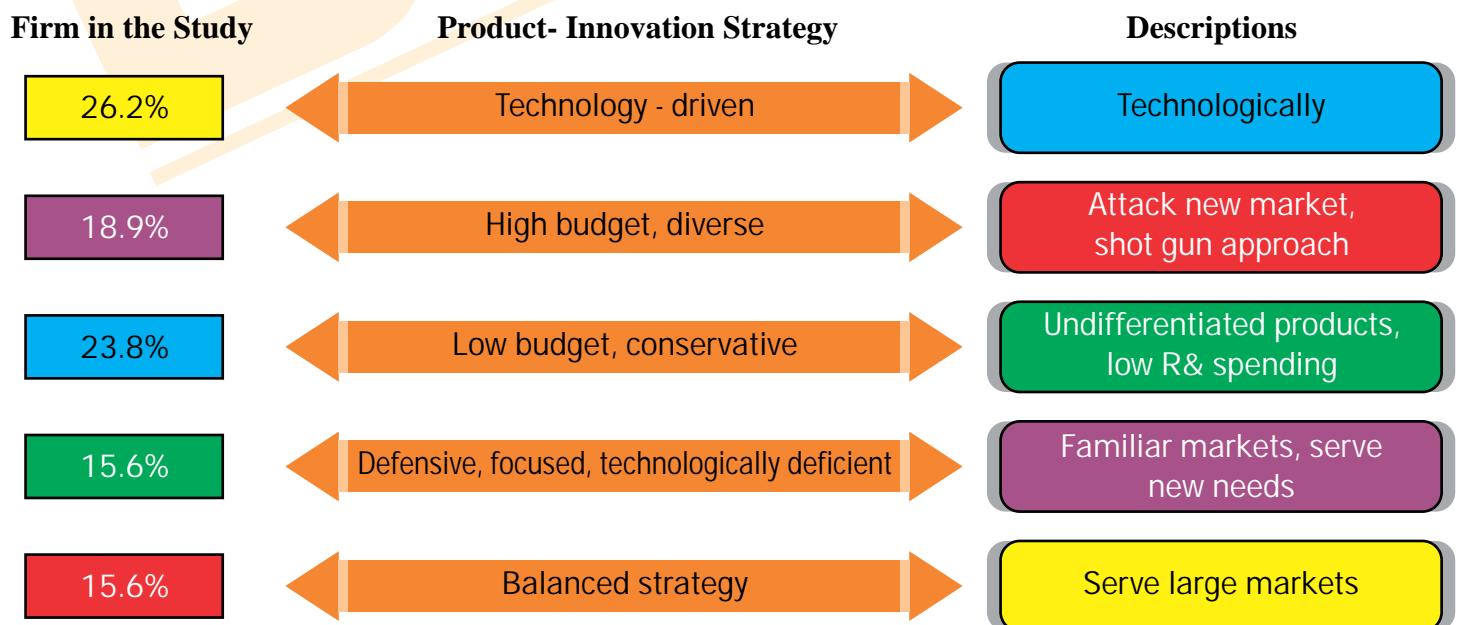
The new approach of dual-drive, every new product project, before it gets underway has the dual direction of a specific market (user problem) and a specific technology that will be used to find the solution to that problem. One big reason for problems like these is that the people working on new product projects do not work

together. They are separated by the initial strategic decision to make one of two players the important one. If the firm uses market drive, technology people wait and respond and vice-versa. But what happens if the firm uses dual drive? The two key functions are merged and synergized. There is still drive, because the project needs leadership and purpose, but the participants become one rather than many. The functions are not just joined or connected, that's the way it was. Dual drive means one drive forged from the skills of two perspectives. New products shall exploit one or more of the firm's strong

Neither Technology nor markets can drive product innovation by themselves. They need each other for optimum performance

technologies and make a major contribution to solving specific customer problems. We should not call these teams balanced, although the term has been used in this connection. Balance implies equality and scales. Look at the legs of a chair- one may do more work than another or be harder to build, or cost more or take longer, but it still takes four legs to make a good chair.

Below is the figure of product Innovation strategies in relation to performance of the firm



Source :

Robert G. Cooper, “New Product Strategies: What Distinguishes the Top Performers”, *Journal of Product Innovation Management*, June 1984, PP. 151- 164.

Below figure shows the empirical study that compares the pay-off from differing new product strategies which was done in Canada and only with industrial firms. Other studies may be underway, but their findings are not available.

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A BRIEF SUMMARY ABOUT THE PH D THESIS OF DR. ATUL KUMAR

Dr. Atul Kumar, Assistant Professor, BVIMR, successfully defended his viva-voce on 9th February, 2015 in SRM University, NCR-Campus, Modinagar, Ghaziabad. Dr. Atul Kumar completed his research under the guidance of Prof. Vikas Nath, Director-Incharge, BVIMR. and Prof M. Ravichandran, HOD-Commerce Department, Madras University, Chennai.



When the behaviour of one consumer is compared with the behaviour of another consumer from a different culture, it is termed as cross-cultural marketing. Cross-cultural studies are relevant while comparing people of two different nations. However, India has many sub-cultures, religions and sub-nations due to its diversity. Moreover, India is geographically separated as two major regions and Indian culture can be broadly divided

into North Indian culture and South Indian culture. There are many visible contrasts between the North and South India i.e. physical appearance, eating habits, rituals, festivals, clothing and language etc. The study was an attempt to explore the cultural similarities and differences between North and South India based on Hofstede cultural dimensions. The study also seeks to investigate the differences between the North and south India regarding pre-purchase behaviour, purchase behaviour and post-purchase behaviour and to identify the factors and their impact on apparel purchase.

The questionnaire of the study was designed in four parts that were associated with cultural dimension, consumer behaviour, acculturation and respondents'

demographics for the purpose of analysis. The scale was adopted from Donthu & Yoo (1998) and suitably modified for the study.

The study was conducted on the samples sizes of 709 respondents were collected from different states of India.

The result of the study shows that there are differences as well as similarities between the North and South Indians. North India emerged as a culture which is high on Power Distance, Uncertainty Avoidance, Masculinity and Collectivism as compared to South India. Not much difference was found between the apparel purchase behaviour between North India and South India as both the cultures have significantly adopted western clothing.

Book | Review

By Dr. Ajay Sahni
 (Head: Department of
 Foreign Languages, BVIMR)

**Title : THE SEVEN
 SPIRITUAL LAWS OF
 SUCCESS**

Author : Dr. Deepak Chopra

Publisher : Excel Books, New Delhi, 1996

ISBN : 81-7446-057-8



Deepak Chopra is a world- renowned leader in the field of mind-body medicine and human potential. He is the best selling author of numerous books, including Ageless Body, Timeless Mind; Quantum Healing; and Creating Affluence, as well as numerous audio and video programs that promote health and well-being. In this book he has described the virtues and associated principles that have helped him and countless others to achieve spiritual satisfaction and material success. According to the author, although the title of the book is The Seven Spiritual Laws of Success, it could also be called 'The Seven Spiritual Laws of Success', as they are the same principles that nature uses to create everything in material existence, everything one sees, hears, smells, tastes or touches.

The source of all creation is divinity (or the spirit); the process of creation is divinity in motion (or the mind);

and the object of creation is the physical universe (which includes the physical body). These three components of reality- spirit, mind, and body, or observer, the process of observing and the observed- are essentially the same thing. They all come from the same place: the field of pure potentiality which is purely unmanifest. The physical laws of the universe are actually this whole process of divinity in motion, or consciousness in motion. When one understands these laws and apply them in one's daily life, anything one wants can be created, because the same laws nature uses to create a forest, or a galaxy, or a star, or a human body and these can also bring the fulfilment of one's deepest desires.

THE LAW OF PURE POTENTIALITY

This law is based on the fact that one, in one's essential state, is pure consciousness. Pure consciousness is one's spiritual essence. One is a spiritual being in human form. This law is also called The Law of Unity, because underlying the infinite diversity of life is the unity of one all- consciousness is pure potentiality; it is the field of all possibilities and infinite creativity. It is pervasive spirit. The more one experiences one's true nature, the closer one is to the field of pure potentiality.

The law of pure potentiality is experienced through silence, meditation, through non-judgment, through communion with nature, but it is activated through the Law of Giving.

THE LAW OF GIVING

The principle here is to learn to give that one seeks. That's how one activates the Law of Pure Potentiality. If one seeks affluence, give affluence; if one seeks money, give money, if one seeks love, appreciation and affection, then one must give love, appreciation and affection. The universe operates through dynamic exchange....giving and receiving are different aspects of the flow of energy in the universe. The Law of Giving is also called the Law of Giving and Receiving. The harmonious interaction of elements and forces in one's life operates as The Law of Giving. Circulation is of utmost importance. One's body and one's mind and the universe are in constant and dynamic exchange, which one must not stop, as this perennial flow will create the affluence, which come from the root word 'affluere,' which means 'to flow to'. The word affluence means 'to flow in abundance'.

Through one's actions in the Laws of Giving, one activates The law of Karma, which is the third law.

THE LAW OF KARMA OR CAUSE AND EFFECT

According to this law, the author enumerates that every action generates a force of energy that returns to oneself in like kind....that is what one sows so one reaps. And when one chooses actions that brings happiness and success to others, the fruit of one's karma is happiness and success. This law implies the action of conscious choice- making. One is exposed to make choices every moment, and these choices are made consciously and unconsciously as well. Best way to apply the karmic law is to become consciously aware of the choices one makes in every moment. Here one can empower oneself by asking two questions. One, 'what are the consequences of the choice?', two, 'will the choice bring happiness to self and others around?'. As a result, one notices that one does n't have to expend a lot of effort to an understanding of The Law of Least Effort which is the fourth law.

THE LAW OF LEAST EFFORT

Nature's intelligence functions with effortless ease....with care freeness, harmony and love. And when

one harnesses the forces of harmony, joy, and love, one creates success and good fortune with effortless ease. While observing nature, one will find that grass does n't try to grow, it just grows. Fish don't try to swim, they just swim. Flowers don't try to bloom, they bloom. Birds don't try to fly, they fly. This is their intrinsic nature. Babies' nature is to be in bliss, earth spins on its axis, stars shine, sun shines, water flows on its own. All these are the processes and they have them in their nature, it all happens and there is continuous synchronisation through the laws of nature,. Similarly, human nature to make dreams manifest into reality easily and effortlessly is in their very nature and Vedic philosophy substantiates this principle in the form of Principle of Economy of Effort, or "do less and accomplish more". This means that there is an intention behind an idea which is beneficial for others, and everything is accomplished in due course by least effort or effortlessly. What is commonly called a "miracle" is actually an expression of the Law of Least Effort. When everything is easy and effortless, and one's desires keep getting fulfilled, one spontaneously begins to understand The Law of Intention and Fulfilling which is the fifth law.

THE LAW OF INTENTION AND DESIRE

This fifth law of success is the Law of Intention and Desire. This law is based on the fact that energy and information exist everywhere in nature. At the quantum field level, there is only energy and information. This quantum field is another name for pure consciousness or pure potentiality. Dr. Chopra states that inherent in every intention and desire is the mechanics for its fulfilment....intention and desire in the field of pure potentiality have infinite organizing power. And when one introduces an intention in the fertile ground of pure potentiality, one puts this infinite organizing power to work for oneself. Basically at quantum field everything and everyone is energy and information that is interwoven and synchronized. One can affect the whole mechanism by an intention that follows the spiritual laws and has a larger purpose and is for the fulfilment and betterment of the universe. This power is bestowed on human beings through one's nervous system, and

conscious awareness that trees, flowers and other creations don't possess. This change and dream comes to reality by intention and attention. Attention that is focussed on something draws it nearer to its fulfilment through intention that is fulfilling and serving, as it energizes the transformation and fulfilment, and the moment attention is withdrawn, the thing also gets distant, as the intention also diffuses the elements, events that correlate otherwise for its accomplishment. Desire alone is weak, because desire in most people is without attention with attachment. Intent is desire with strict adherence to all the other laws, but particularly the Law of Detachment, which is the Sixth Spiritual Law of Success.

THE LAW OF DETACHMENT

The author has very beautifully explained that in detachment lies the wisdom of uncertainty....in the wisdom of uncertainty lies the freedom from one's past, from the known, which is the prison of past conditioning. And in one's willingness to step into the unknown, the field of all possibilities, one surrenders oneself to the creative mind that orchestrates the dance of the universe. According to this law, in order to acquire anything in the physical universe, one has to relinquish one's attachment to it. This law is akin to the Lord Krishna's philosophy of Karma, wherein he says to Arjun to do his duty and not to expect any reward thereafter. In short one has to give up one's attachment to the result, which will in any case come to the performer of duties and responsibilities according to the laws of nature. When one begins to understand all the above laws, one begins to focus on one's true purpose in life, which leads to the seventh spiritual law of success which is Law of Dharma. This law accelerates the whole process of evolution, as there is one pointed intention and attention, and one is so focused as one is living in present. Here, every problem becomes an opportunity in disguise for greater benefit and fulfilment of goals and dreams, as a result the mystery, adventure, the excitement is alive, as one surrenders to the uncertainty of events, and what emerges is something very unique, wondrous, exciting

and fabulous, in short a miracle. In other words it is good luck, and what is good luck ? Simply put, it is preparedness and opportunity coming together. When the two are mixed together with an alert witnessing of the chaos, a solution emerges that will be evolutionary beneficial to self and to all those that one comes in contact with.

THE LAW OF DHARMA OR PURPOSE IN LIFE

Dr. Deepak Chopra elaborates this law as : Everyone has a purpose in life.... a unique gift or special talent to give to others. And when one blends this unique talent with service to others, one experiences the ecstasy and exultation of one's own spirit, which is the ultimate goal of goals. Dharam is a Sanskrit word that means "purpose in life". According to this law, every human being has taken this form for a cause, for a purpose. Every human being has been bestowed with some unique talents for which there is a huge potential. These both are to be matched. When this purpose is identified and potential is served, immense affluence can be created that will be for the overall benefit of all, and the spiritual laws will come to support this achievement.

The above discussed Seven Spiritual Laws of Success are interrelated and synchronised. One law leads to another and they operate with a dynamic sequence. The only aspect to be considered is to go with the flow of the nature and connect with it. Also is important that one turns to self referral stage from object referral which is ego based. One needs to be self aware, self conscious and needs to connect with the universal mind which is the extension of human mind only. The universal body is an extension of human body. All the natural elements are interlinked and correlated. One event leads to another and another. Human beings can make the events happen provided his dreams, desires and goals are for the benefits of the larger populace and are in accordance of the Laws of Nature. The best examples are Mother Teresa, Nelson Mandela and Mahatma Gandhi. To conclude following quote is noteworthy:

I want to know God's thoughts....the rest are details.

- Albert Einstein.

Events

At a Glance

7TH INTERNATIONAL CONFERENCE ON “MANAGING ORGANIZATIONS OF TOMORROW BY CAPITALIZING GENERATION NEXT”

“Education is not a preparation for life; education is life itself”. With this aim in the backdrop, the institute organized its 7th International Conference on “Managing Organizations of tomorrow by capitalizing Generation Next” on 16th -17th January, 2015 to nurture this aspect and build consensus regarding various issues pertaining to Generation Next. Generation Next is the age cohort of young people born during the “baby boomlet of roughly 1980 to 1994”. Generation Next is thriving in an altogether different environment – the dynamicity of the existential economic, social and political environment. The theme rightly emphasized on aspects like social media marketing, permission marketing, digital marketing, marketing technologies for Generation Next, Innovative Financial Products, Investment Opportunities for Generation Next, Challenges of Money Flow in Inter-banking System, Employment Engagement Strategies, Work & Ethics of Generation Next, Handling Change Management, Team Work & Individualism, M-Commerce & E-commerce, Virtual Organizations, Information Technology & Business Process Engineering. Thus, the conference touched upon every aspect of Generation Next having an impact on the business scenario.

The Conference Research Papers took the shape of two volumes where over 100 papers have been presented by academicians, practitioners, research scholars and corporate.

The event was graced by eminent personalities like Hon'ble Sh. Narender Singh Tomar - Minister for Coal and Mines, Govt. of India, Dr. (Mrs) Pankaj Mittal - Jt Secretary UGC, Mr. Ajay Sahai - Director General and CEO, FIEO. Our heartfelt thanks to Prof. Nageshwar Rao - Pro Vice Chancellor -IGNOU, Mr. David Wittenberg from The Innovative Work Group, Prof Ram Singh - Associate Prof IIFT, Dr. Sachin S Verneker - Dean - Faculty of Management Studies and Director IMED, Pune, Prof. Olivier Arifon, from Belgium. Mr. Sati Ram

- CEO, Bittoo Tikki Wala, Mr. K. L. Ganju - Director FICAC, Mr. Hari Das Nair - Vice President JBM Group Corporate, Gurgaon, Prof James Angus Whitton – Dean Academics, Noida International University, Prof C. S. Sharma - Director, Maharaja Agarsen College, Prof M. P. Singh - International Consultant, Mr. Eric Pichon, Prof Inderpreet Singh - Director Oriel India Ltd and Mr. Neel Shah, Soccer Player & Director Football Company.

The consensus built around how to fill in the gaps between the organizational expectations and skill attainment, Tele Computing, Emergent Needs of Employees, the Secrets of success (Value, Benefits and Price), Webinars as a medium to disseminate education and information to adults, Emerging Landscape of Evaluation - E - Assessment, Training Teachers through Heutogy, Moodle - Self Evaluation Software, Management Paradigms in the 21st Century enhanced the boundaries of education. Deliberations such as Role of Behavioural Finance, Micro - Finance and Self - Help Groups, Branding to the I - Generation - Consumer Engagement Perspective, Make in India, Impulse Buying Behaviour of Generation Next, Managing Inter - Generational Workforce, Talent Management through Technology, Role of Social Support and Job Autonomy in Emotional Labour, Innovation : The Winning Tool for Entrepreneurial Survival, Work Life - Balance among Working Women, Impression Management, Sustainable Marketing of Clean Green Fuels, Public Private Partnership, Industry Academia Interface, Empowering Rural Women and Consumption, Investment Opportunities for Generation X and Y.

The event was sponsored by ICSSR (Indian Council for Social Science Research) & AIMS (Association of Indian Management Schools) - Principal Sponsors, Co-Sponsors - Indian Oil Corporation, Oriel India Group of Companies, Knowledge Partners - FIEO, NIESBUD.

The conference ended by the prize distribution for both faculty and student tracks that were held over the course of 2 days. Towards the end of the ceremony Dr. A. K. Srivastav felicitated our honorary Director Dr. Vikas Nath for his immense support. Dr. Vikas Nath felicitated Dr. Gera the Convenor for the conference, Mr. Gagan Grover, Dr. Daljeet Singh Bawa, Mr. Mahesh Kumar Chaubey, Mrs. Tripti Tiwari, Dr. Aparna Marwah Mr. Atul Kumar Singh and Mr. Sanjay Roy, the co-convenors and congratulated them for the success of the conference.

GLIMPSES OF THE EVENT





List of Special Guests for the International Conference 2015

Hon'ble Sh. Narendra Singh Tomar, Minister of Mines, Govt of India, New Delhi	Dr (Mrs) Pankaj Mittal, Jt Secretary UGC Former VC Bhagat Phool Singh Women Univ Sonapat
Prof. Nageshwar Rao, IGNOU Pro-Vice Chancellor, IGNOU	Prof H P Singh, Chief Consultant & Programme Director, NIESBUD
Master Sati Ram, CEO, BTW	Mr K L Ganju, Consul General Comoros
Dr. Olivier Arifon, Professor, Information and Communication Sciences, University Libre De Bruxellers, Belgium	Dr. Saroj Koul , Professor (Operations & SCM) Executive Director : Centre for Supply Chain & Logistics Management, Executive Director : Centre for Infrastructure, Energy & Green Technologies
Mr David Wittenberg, The Innovation Work Group	Prof C. S. Sharma, Director, MAIMS
Prof Ram Singh, Associate Prof. essor IIFT	Prof James Angus Whitton, Dean Academics (NIU)
Prof M P Singh, International Consultant	Mr Vivek Nanda, National Head Sharp
Dr Sachin S Vernekar, Dean FMS, BVDU and Director IMED	Mr Ajay Sahai, Director General and CEO, FIEO
Prof Paritosh Sharma, TMIMT	Mr Eric Pichon, Guest of Honour
Dr M. C. Mehta, Ranchi University, Prof Rajiv Johari	Prof Inderpreet Singh, Director Oriel India Ltd
Mr Rajnish Kataria Director, NIBSCOM Noida	Mr. Deepak Tondon (Prof. IMI, New Delhi, PHD, MBA (Finance)
Mr Neel Shah, Soccer Player, Director football company	Mr Abhishek Sankar
Prof R K Mittal, University School of Mgt Studies	Dr Daljeet Singh Bawa
Mr B D Nathani, CEO Stardox	Prof Vipin Jain Director, TMU Moradabad
Dr. Sanjeev P. Sahni, Head Education Initiatives, Jindal Steel & Power Ltd.	Mr Vinesh Malik, Head of Affiliates Sales (India, Middle East and North Africa), Microsoft (Entertainment Business)
Prof Maninder Singh Management Consultant	Mr G. P. Rao, Director, G P Consultancy
Prof Sanjiv Mittal, Dean, IP University	Gen N. S. Malik (PVSM), Expert International Security
Prof Jamal Farouqui, AMU	Prof Mahesh Gandhi, President Educomp JRE Raffles
Dr Rajesh Pyngyavil, GIBS	-

Convener : Dr. Vikas Nath, Dr. Navneet Gera

Co-Convener : Dr. Aparna Marwah, Dr. Atul Kumar, Mr. Gagan Grover, Mr. Mahesh Chaubey,
Ms. Tripti Tiwari, Mr. Sanjay Roy

PARISTHITI 2015 : NATIONAL CASE WRITING AND PRESENTATION COMPETITION

The event was enlightened by Honorable Chief Guest Mr. Dipol Dhole, Vice President, HR, LT Foods and Guests of Honour Dr Rakesh Mohan Joshi, Professor IIFT, New Delhi; Dr Bhimraye Metri, Dean (Administration) IMI; Dr Radha S. Sharma, Hero Honda- Chair Professor, MDI Gurgaon along with Dr Vikas Nath, Director, BVIMR.

The Chief Guest conveyed his words of wisdom saying "Experience does not come from grey hair but from learning by facing the situations in life" which was followed by Dr Rakesh Mohan Joshi who shared his life experiences regarding case studies and quoted "good case is the one which evokes but does not evoke conflict".

Next Dr Bhimraye Metri highlighted the importance of decision making explaining, "Good decisions come through experiences and experiences are gained through bad decisions."

The inaugural ceremony came to an end with Dr Lokinder Tyagi proposing a vote of thanks to the esteemed guests, faculty members, participants and the audience and summarizing the speeches given by the guests.

The inaugural session was followed by five technical sessions for about ninety minutes and then valedictory session.



Dr. Radha Sharma, Dr. Rakesh Mohan Joshi, Dr. Vikas Nath, Mr. Dipol Dhole, Dr. Bhimraye Metri and Dr. Lokinder Kumar Tyagi (left to right) during inauguration function of Paristhiti.

Felicitations of Judges



Following were the prize winners:

Prize	Faculty Category	Student Category (PG)	Student Category (UG)
I	Dr Pooja Devija & Mr Guransh Singh Chawla, Pacific Business School, Rajasathan	Ms Prachi Aggarwal & Ms Nishtha Kher, BVIMR	Mr Jatin Nagpal, Mr Aseem Jain, Ms Kritika Yadav, BVIMR
II	Mr Bhskar Kandpal, Amity University, Noida	Mr Pranav Chawla, Ms Anjali Singh & Mr Kshitij Sachdeva, BVIMR	Mr Gaurav Wadhwa & Mr Pulkit Gupta from Ansal University, Gurgaon
III	Dr Shalini Talwar, Ms Shweta Kathar and Ms Warada Bhagwat from KG Somaiya, Mumbai & Ms Vijeta Banwari, Ms Seema Shokee & Ms Pooja Singh From Maharaja Suraj Mal, New Delhi	Mr Himanshu Kohli/ Mr Nishkarsh Kaushik & Mr Mayank Aggarwal, BVIMR	Ms Sona Gupta, Ms Gunjan Madan & Mr Raghav Gupta & Mr Romil Sharma

Coordinator : Dr. Shallu Singh, Dr. L. K. Tyagi, Dr. Ritu Bali, Ms. Bhwana Duggal

Gyanodaya | A quest for knowledge

Knowledge is most desirable when it is liberated. In sympathy with this aspect, BVIMR organized Gyanodaya in collaboration with Jitin Chawla's Centre for Career Development on 28th November, 2014 at BVIMR Campus.

With 40 million Facebook and 16 million twitter users in India, social media has emerged as a powerful platform for forming an opinion as well as generating mass support. In the next 3-5 years to provide internet connection to all citizens through an initiative called Digital India.

As part of the e-governance aspect of the plan, the government plans to bring all departments across the country online, in the next three years. The electronic delivery of services, including health, education, security, justice, financial inclusion and information to farmers has been labelled e-kranti.

Facebook Chief, Mark Zuckerberg, recently said that he is extremely excited about the Digital India initiative of the Government of India. Facebook will extend help in developing the Clean India Mobile App that will help promote Hon'ble P. M. Narendra Modi's Swatch Bharat Abhiyan.

Schools are on a short list of organizations that have been notoriously slow to adopt emerging technology. But within the last few years, as social media becomes more integral to students' lives, educational institutions are finally catching on, and catching up.

The event kick started with the felicitation of Chief Guest for the occasion Mr. Karan Khanna – Senior Advocate, Guest of Honor Mr. S. Gurbinder Singh. Chairman Education Advisory Committee – GHPS, Mr. Rakesh Bhatia Alumnus of prestigious I.I.T Roorkee & Franchisee operations on a Pan India level, Mr. Jitin Chawla – Director, CCD, Mr. Pradeep Chopra – CEO, Digital Vidya, Mr. R. Sreenivasan is a well known educationist, sought after motivational speaker, entrepreneurial mentor, OD Interventionist, Panelists Ms. Poonam Sahni, Senior Faculty – GD Goenka, Indore and Dr. Reema Sehgal, Psychologist, Full Bright Scholar now associated with Bal Bharati School.

Mr. Jitin Chawla initiated the ice breaking session by demonstrating a management game with a faculty member. Where after Mr. Rakesh Bhatia shared a video demonstrating ignorance of facebook as a social media and

how social media in today's times has assumed the role of a facilitator in public domain. Mr. Karan Khanna recounted many mind blowing incidents owing to social media and asked parents to mentor their children with both sides of the coin, followed by Mr. S. Gurbinder Singh who highlighted his view on the topic.

Mr. Pradeep Chopra highlighted the importance of Social Media for Engagement & Acquisition. He also elaborated that social media can also be used for grievance redressal for emotional damage and frustration. Dr. Vikas Nath elaborated on the fact that there exists a big gap between school education and higher education. Today human being has become a digital social animal. He tried to sensitize the teacher's community through concepts like pedagogy, androgogy and heutogogy.

Mr. R. Sreenivasan stressed on the fact that the journey within is awakening of the self and made us realize the importance of spiritual quotient in today's times.

The mind boggling session leading to new insights was followed by high tea and then the panel discussion session was resumed on aspects like how schools can make use of social media in connecting with the students and how this tool can empower the teacher to shape the student's life with a futuristic viewpoint.

Ms. Poonam Sahni, asked the teaching and parent community to start the virtual world preparation. She threw light on the norms of social media in the virtual world as people are merely strangers on the facebook.

Dr. Reema Sehgal, stressed that young generation today is catching up with the new medium at a rapid pace and parents need to guide them, act as moral police, channelize and address their quest for recognition in the right direction.

The panel discussion ended with a promise to use social media in the right direction for holistic development of students. The event concluded with lunch in the green circle.

Coordinators: Ms. Shallu Singh, Mr. Ankit Barua



Mr. Rakesh Bhatia, Dr. Vikas Nath, Mr. Karan Khanna, Guest of Honor, Mr. S. Gurbinder Singh, Mr. Jitin Chawla (from left to right)

BVIMR

Fiesta

In the process of creating visibility and branding, Bharati Vidyapeeth Institute of Mangement and Research New Delhi in association with Bhawana Kala Mandir, conducted another event named “ BVIMR Fiesta”. This event was organized on 24th Dec, 2014 . The objective was to develop relations with various school principals and senior teachers.

Bhawana Kala Mandir is a 50 year old association working closely with schools in Delhi & NCR, Haryana and UP. Bhawana Kala Mandir was founded by Sh. Pran Sharma who works closely with school children for upgrading their skills in various cultural activities like Dance, Music, Drama and many others.

The event was inaugurated by esteem guests Smt. Meenakshi Lekhi - Hon'ble Mayor East Delhi, Sh. Joginder Singh - Former Director - CBI, Dr. G. V. G. Krishnamurthy - Ex-Election Commissioner, Govt. of India and Dr. Vikas Nath- Director In Charge, BVIMR New Delhi. Directors, Principals, Senior teachers of 50 different schools of Delhi - NCR, Haryana and UP attended the Fiesta. Various school students associated with Bhawana Kala Mandir presented different cultural events like classical dance, western dance, plays and songs sung by young learners. It was an event full of fun, vigor and vitality.

Dr Vikas Nath, felicitated the esteem guests and spoke about our university by sharing the background of the people behind this University.

Collage of pictures of BVMR fiesta conducted at BVIMR, New Delhi



Eminent people associated with Bhawana Kala Mandir, who had excelled in their own fields were felicitated with Excellence Award and people who had served the society for a social cause were felicitated for Rajdhani Rattan Award by the esteem guests respectively. List of people who received the award is as below:

List of Excellence Award

1. Sh. Satya Dev Paul Sharma - Chairman, New Delhi Public School
2. Dr. (Mrs) Anju Mehrotra- Principal - Director Kala Public School
3. Dr. Rishi Khurana - Principal Shanti Dyan International Sr. Sec School
4. Dr. J. R. Kashyap - Chairman Rainbow Group of Schools
5. Sh. Shashi Kant Bharti - Chairman Siddharth International Group of Schools
6. Mr. Adesh Singh - Principal Dron Public School
7. Mrs. B. Mehta Bharti Principal Siddharth Int. school Dilshad Garden
8. Sh. Ankit Gupta - Director Principal Kids Captivation
9. Dr. Ratish Gupta - National Early childhood care & education
10. Dr. Anand Bhardwaj - Director International institute of Vaidic Culture
11. Ms. Ruchi Gupta - Head Teacher Kasture Ram International School
12. Sh. Anand Sharma - Director - Principal Mind Magic India
13. Dr. N. K. Sharma - Director Reiki Healing Foundation
14. Sh. Kunal Kaushik - Famous Jyotishacharya, Bhallabgarh, Haryana

List of Rajdhani Rattan Award

15. Sh. B. B. Gupta - President Vaish Aggarwal Samaj
16. Dr. Anita Kapoor- Director Amrita Swasthya Kendre
17. Mr. Nirmal Randhawa - Director Indica Makeover studio
18. Sh. Yashpal Bansal- President Shaheed Simriti Sanstha
19. Sh. Girish Sharma - Proprietor Shanti Properties
20. Sh. Manjit Singh Saini - CEO & Executive Director Paramount Instruments pvt ltd
21. Sh. Brij Mohan Gupta - Finisio Buildtech Pvt ltd

22. Sh. Dilshad Saifi - Editor India ki Raftar
23. Sh. Hazi Dilshad Shakat - Parshad Nagar Nigam Meerut, President Paryassanstha
24. Sh. Satish Goel - Famous Social Worker and Director for U.S Estate
25. Sh. Vipin Kumar Goyal - Famous Social Worker - Neta Bharati Janta Party
26. Sh. Omkar Singh - Famous Social Worker

We took this opportunity to felicitate our staff both teaching and non teaching on various parameters. This was an opportunity to recognize our staff members who have been religiously working towards the growth and recognition of our University.

List of Awardees-24th Dec'14

1. Mr. A. R. Deshmukh - award for Recognition in distance education
2. Dr. A. K. Srivastava - Excellence in Education Mentoring Award
3. Dr. Lokinder Kumar Tyagi - Efficient Teacher Award
4. Mr. Parul Aggarwal - Excellence in Academic Administration Award
5. Mr. Gagan Grover - Most Committed Employee Award
6. Dr. Ritu Bali - Promising Teacher Award
7. Dr. Aparna Marwah - Dedicated Employee Award
8. Ms. Neelam Sharma - Enterprising Employee Award
9. Dr. Shallu Singh - Young Trainers award
10. Mr. Atul Kumar - Promising Scholar Award
11. Mr. H. K. Mulani - Distinguished Administrator Award
12. Mr. Harkesh Singh - Promising Employee in Accounts Section
13. Mr. Vijay Krishna Idate - Promising Employee in Administrative Cadre Award
14. Ms. Alka Dhongde - Promising employee in Distance Education
15. Mr. Suryakant Shinde - Dedicated Employee in Administrative Cadre Award Support Staff
16. Mr. Rajender Chandrakant Pawar - Excellent supporting Staff Award
17. Mr. Deen Dayal - Committed Supporting Staff Award

Coordinator : Mr. Ankit Barua, Mrs. Deepa Kapur, Mr. Sumit

Faculty Development Program on “Imparting Quality Education in 21st Century: Opportunities and Challenge”



Dr. Vikas Nath, Director in-charge, BVIMR New Delhi taking a session during Refresher cum FDP

Refresher Cum Faculty Development Program on “Imparting Quality Education in 21st Century: Opportunities and Challenges” was conducted from 5th - 9th November 2014.

The objective of the Refresher Program was for the benefit of the Head of Educational Institutions, Directors, Head of Departments, Faculty Members, Scholars and Post Graduate students who are aspiring for their career in to the academics as it covers all important aspects of quality education.

The key speakers of the event were:

- % Dr. Vikas Nath, Director In - Charge, BVIMR New Delhi
- % Dr. S. Chaturvedi, Director, GIBS
- % Mr. Anup Aggarwal, President, Aakash Institute of Education
- % Shri Jatinder Singh, PhD Chamber of Commerce, Govt. of India
- % Dr. Lokinder Kumar Tyagi, Dean Student Welfare, BVIMR
- % Dr. Shefali Nagpal, Dy. Director, HRD Center Bhagat Singh Women University, Sonipet
- % Dr. Shallu Singh, Associate Professor, BVIMR
- % Ms. Hema Baweja, Regional Director Indian Institute of Yoga
- % Mrs. Preeti Wadhwa, Associate Professor, BVIMR
- % Dr. Broto Bhardwaj, Associate Professor, BVIMR
- % Mr. Vinesh Malik, Microsoft India Ltd
- % Dr. Saksham Singh, Director, AIE

Dr. Vikas Nath discussed what makes a great teacher great? Who are the Professors, students remember long after graduation? He also gave tips on how to make teaching effective.

Dr. S. Chaturvedi spoke on the Topic - Challenges in Imparting Quality Education. He advocated for encouragement of vocationalization of education system within the formal education system to enhance and identify the skills of an individual.

Mr. Anup Aggarwal, President, Aakash Institute of Education highlighted mainly in the quality of education in India by the public sector as well as the private sector, with control and funding coming from three levels : Central, State and Local.

Dr. Lokinder Tyagi discussed with the participants on what is a case study and its objectives, importance of practical learning and grooming of the students.

Shri Jatinder Singh spoke on Private Public Partnership (PPP) in Quality Education and its importance and further discussed the increasing private sectors role in education.

Dr. Shallu Singh highlighted on how classroom management is a term used by teachers to describe the process of ensuring that classroom lessons run smoothly despite disruptive behavior by students.

Ms. Hema explained how Meditation is a practice in which an individual trains the mind or induces a mode of consciousness, either to realize some benefit or as an end in itself. She helped the participants with few asana and the stages of meditation

The 5 day session ended with a Valedictory session, where certificates were distributed by Dr. Vikas Nath, Dr. Lokinder Tyagi, Dr. Shallu Singh and Dr. Prachi Murkute to all the participants .

Coordinators : Dr. LK Tyagi, Dr. Prachi & Dr. Shallu Singh



Group photograph of participants with Dr. Vikas Nath Director Incharge, BVIMR, New Delhi

Faculty Development Program on “Exploring & Analyzing Data Using SPSS and AMOS”

A five day FDP on “Exploring & Analyzing Data Using SPSS & AMOS” was conducted on 18th December, 2014. It was organized for the benefit of researchers, scholars, writers, Ph.D aspirants, and those who have registered for PhD program. Dr. Vikas Nath welcomed the speakers and participants and highlighted the importance of FDP's for teaching fraternity.



Dr. Neeraj Kaushik, NIT, Kurukshetra taking session during FDP



Dr. Vikas Nath, Director in-charge, BVIMR New Delhi addressing the Participants during the Faculty Development Programme

Prof. (Dr) Jamal A. Farooque from Aligarh Muslim University took session on Regression and Factor Analysis. He discussed different illustrations with the participants in order to make them understand how the results of the above mentioned tests are reported in Ph.D synopsis and further in Ph.D thesis.



Dr. Jamal A. Farooque, Professor, AMU taking session on Regression

Dr. Neeraj Kaushik, Associate Professor NIT, Kurukshetra took session on Structured Equation Modelling. He discussed the concept of data cleaning and its importance in Structured Equation Modelling. Dr. Kaushik also demonstrated Path Analysis using AMOS.

On 2nd day, he discussed and demonstrated concept of CFA and on 3rd day of his session he deliberated on the topic of Structured Equation Modeling, Moderation and Mediation.

Mr. Atul Kumar, Asst. Professor BVIMR New Delhi, took the session on Zotero for creating bibliography. He also discussed and demonstrated how to create bibliography using Zotero from various sources and different formats of bibliography.

Mr. Mahesh Kumar Chaubey, Asst. Professor BVIMR New Delhi took the session on Report Writing in which, he discussed and practically demonstrated various tools and techniques through which one can create Table of Content, Table of Figures, different page numbering format. He also discussed new features of MS-Word that is text to speech.

Total 52 participates from 17 Universitie / Institutes participated in this FDP.



Dr. Vikas Nath, Director in-charge, BVIMR New Delhi with the organising team and Participants of Faculty development Programme

Co-ordinator : Mr. Mahesh Kumar Chaubey, Mr. Atul Kumar Singh, Mrs. Shikha Gandhi

Faculty Exchange/FDP on Exploring and Analysing Data Using SPSS (19-21 January, 2015)

BVIMR, New Delhi added one more feather in its cap by organizing Faculty Exchange Programme on **Exploring and Analyzing Data Using SPSS** in collaboration with BVIMK, Kolhapur from 19th till 21st January, 2015. The three day event comprised of sessions conducted by Dr. Vikas Nath, Director BVIMR, New Delhi for faculty members and Dr. Atul Kumar, Asst. Professor, BVIMR for students of BVIMK, Kolhapur.

During his first session, Dr. Vikas Nath interacted with faculty members of BVIMK, Kolhapur and introduced them with the best practices followed at BVIMR, New Delhi. In his second session, **Dr. Vikas Nath**, shared presentation with the faculty on the importance of research and growing importance of research methodology. He also talked about Plagiarism

and how to deal with same. The third session comprised of application of Chi-Square test. To enhance application skills of faculty for using the tool, theory was supplemented with suitable illustrations on Chi Square test.

Dr. Atul Kumar in his first session interacted with students of BVIMK, Kolhapur and explained them about how to choose a specialization and how to identify business opportunity. In his second session, he explained basics of SPSS. In this session, he also talked about how to choose statistical techniques. Hands on Training on how to input data in SPSS was part of session. In the third session, students were introduced to data clearing techniques and correlation using SPSS. The fourth session comprised of Regression and application of T-Test. Dr. Atul also discussed various types of t-test and when to use them.



**Session on Basics of Research by Dr. Vikas Nath
 Director BVIMR, New Delhi.**



**Dr. Atul Kumar taking session on Data Entry and
 Data Cleaning**



**Dr. Nitin Nayak presenting Certificate of Appreciation to
 Dr. Vikas Nath**



**Dr. Nitin Nayak presenting Certificate of Appreciation to
 Dr. Atul Kumar**

Social Initiatives

A VISIT TO THE EARTH SAVIOR'S FOUNDATION



An Initiative of Social Club

The institute is deeply concerned about the welfare of the people in the surroundings and the environment in which they live. The social club members of BVIMR visited "The Earth Saviour's Foundation" on 7th December' 2014 at Mahipalpur



Students clicking pictures with under privileged people to make them feel good.

Books, Stationary Items, Toys, Clothes, Food items were some of the things which were distributed by the students among the people staying there. As the students interacted with the under privileged people of the NGO, they helped them have their day meal, served Mathi's on their demand, clicked pictures with them and made them feel good in any manner possible. The students came back with unforgettable stories and experiences with the zeal to help the poor and visit such NGOs more often.



Mentally disabled, HIV infected and abandoned senior citizens at The Earth Saviour's Foundation.

The Earth Saviour's Foundation was founded in 2008 by Ravi Kalra, a Delhi born Karma Yogi, Social activist and environmentalist. The NGO is dedicated to serve less privileged people as well as making every possible effort to protect our environment. Presently, there are around 165 less privileged people living full time in NGO's Gurukul. It is located at Rangpuri Pahari, Mahipalpur Road, New Delhi. Most of these people in Gurukul are abandoned senior citizens, deprived, mentally disabled, bedridden, HIV infected or patients on death bed. All of them have been rescued from roads at the time they were living homeless in miserable conditions.



Members: Mr. Sanjay Roy, Ms. Tripti Tiwari, Mr. Gagan Grover, Ms. Seema Chaudhary

Mr. VikasNath, Director BVIMR, wishing the students all the best for their noble initiative along with the faculty members.





Students helping under privileged people having their day meal and serving soft drinks to them.



Transformational Workshop on Personality Development

A 10 days Personality Development programme for MBA 1st year students was conducted from 18th November to 3rd December 2014. The objective of the program was to groom the students as per industry standards. Industry experts were invited to talk about their area of specialization.

Trainer in order to encourage students' productivity and performance by focusing in some key areas. The students learnt and explored new ways for improvement through his innovative approach and group discussions.

On Day 4, a personal interview session was conducted. The students came dressed in proper formals with their resumes. Ms. Gagandeep Kaur interviewed the students, analyzed their responses, body language and gave valuable tips for the areas of improvement.

The session on Corporate Expectation was organized to give students a slight exposure of the current scenarios and trends prevailing in the industry. The ex-IITian, Mr. Umesh Dhingra also managed to convey a strong message to the students that "It's not the marks that count, but the knowledge gained". On the other day, GD, PI sessions were conducted and feedback were given on one on one basis. Yet another important session conducted was on Drugs, Daru and Dhokha by Puneet Sharma.

Coordinators: Ms. Neelam Sharma, Mr. Pankaj Saini, Ms. Gagandeep Kaur, Ms. Swai Sharma



Dr. Vikas Nath, Director in-charge, BVIMR New Delhi Felicitating Swami ji

Day 1, was kept as a spiritual day where a spiritual session (Going beyond your Barriers) was conducted by Isha Foundation. This session was a Stress Buster for the Student's after the Semester exams. The mentor from Isha Foundation gave a spiritual speech followed by fun activities to involve the students which gave them a positive boost, after this there was a Guided Meditation session "IshaKriya" performed with the help of Instructional Video. The students were very much influenced and enjoyed the relaxing session.

A productivity session was kept on Day 2,. The session was taken by Mr. Vivek Chopra, Corporate



FOUNDERS BIRTHDAY CELEBRATIONS

National Level Inter-Collegiate General Knowledge Test

The Institute got the opportunity to conduct a National Level Inter - Collegiate General Knowledge Test in their campus premises on 6th January, 2015 on the occasion of Birthday Celebration of Hon'ble Dr. PATANGRAO KADAM which was scheduled as a part of "Samaj Prabodhan Saptah". The test was conducted for the benefit of students with an aim to help them assess their strong and weak aptitude areas. It was held simultaneously in all the other branches of Bharati Vidyapeeth University, Pune

The test pattern was Multiple Choice Questions. The medium of test was English & Marathi. Students showed keen interest and enthusiasm in participating for the aptitude test. Around 146 students appeared for the test. The winners were given cash prizes of Rs 8000 & 6000.

Coordinator : Mr. Sanjoy Roy, Mrs. Seema Chaudhary

Blood Donation Camp

As a unique, noble and commendable gesture, the institute organized a Blood Donation Camp on the occasion of the birthday of our founder Hon'ble Dr. Patangrao Kadam and our Secretary Hon'ble Dr. Vishwajeetji Kadam. The blood donation camp was organized from 7-13th January 2015 in collaboration with DELHI MEDICAL ASSOCIATION and GTB Blood Bank.

The camp was honoured by the gracious presence of Former Captain of National Hockey Team, Mr. Zafar Iqbal. Dr. Rajesh Setia, Founder & Head Business Development of Panacea Testing, Dr. K. K. Kohali. Secretary Delhi Doctor Association, Shri C. B. Sawant, Regional Director, Bharati Vidyapeeth Educational

Complex, Dr. Vikas Nath, Director, BVIMR, New Delhi, Dr. Dharmender Saini, Principal, BVCOE, Dr. S. B. Mehta, Social Worker. More than 350 volunteers participated in the camp while 200 plus units of blood was collected in the camp.

The event was organized by the BVIMR Social Club Team and they created the buzz of the event by street play. To promote the same, Street play was prepared by a team of MBA students which was in and around the campus to convey the message "DONATE BLOOD TODAY - GIFT LIFE TOMORROW".

The street play conveyed messages on various facts, myths related to blood donation and created awareness among public regarding the importance and benefits of donating blood periodically. The main motive behind the street play was to enhance the virtues of humanity and generosity among the students and save numerous lives.

Mr. Zafar Iqbal Former Captain of National Hockey Team, Dr. Rajesh Setia, Founder & Head Business Development of Panacea Testing, Dr. K. K. Kohali. Secretary Delhi Doctor Association, Shri C. B. Sawant, Regional Director, Bharati Vidyapeeth Educational Complex, Dr. Vikas Nath, Director In- Charge, BVIMR, New Delhi, Dr. Dharmender Saini, Principal, BVCOE, Dr. S. B. Mehta, Social worker, Mr. Sanjoy Roy, Mr. A. K. Srivastava, Dr. L. K. Tyagi, Mr. Gagan Grover and Volunteers.





All the dignitaries and Mr. Vikas Nath, Director BVIMR appraised the performance and also applauded the management skills of the students and faculty for organizing this play in a well planned manner. He also

lauded the motivation of students for their highly enthusiastic contribution and making it grand success.

Co-ordinator : Mr. Gagan Grover, Ms Tripti Tiwari, Ms Seema Chaudhary and Mr. Sanjoy Roy (co-ordinators)

Drawing Cum Painting Competition

Painting competition was organized on 13th January as a part of Birth Anniversary Celebration of Hon'ble Founder Dr. Patangrao Kadam and Dr. Vishwajit Kadam, Secretary, Bharati Vidyapeeth University. There was huge participation from the students and more than 100 students participated with their creative and innovation ideas. The theme of the painting competition was Blood Donation.

The event was inaugurated by Dr. Vikas Nath, Director In - Charge BVIMR, New Delhi, he also motivated the participants by offering colours, pencils, drawing sheets etc. Prizes were announced for the three best paintings.

Co-ordinator : Dr. Prachi Murkute, Dr. Lokinder Kumar Tyagi



Students participating in painting competition at BVIMR, New Delhi

Annual Sports Day

The Annual Sports Day in our institute was held on 8th January 2015 to commemorate birth anniversary of BVDU's Hon'ble Chancellor Dr. Patangraoji Kadam. The entire sports ground was fully decorated with flags and balloons to motivate and cheer up the students.

As per the stipulated day, date and time amidst joyous bustling of students converged in the sports grounds; Event Coordinator Mr. Ajay Kumar welcomed the enthusiastic students and explained the rules and regulations with strategies of referees in each event. Later, Hon'ble Director sir, Dr. Vikas Nath addressed the students.

He also spoke about Sports Day being the red letter day on the calendar. It is a day when the students are free from their classrooms to jump and run around free from the fetters of learning. He further motivated the crowd by his words that this day is for triumphs and victory, and success and failures as one may win while other will lose the game and it is the sports spirit which everyone has to enjoy with zeal and spirit.

This year's sports events were given a flying start with the torch bearers carrying the flame round the track and lighting the cauldron of sports meet. The confidence and the beaming smile of the winners to the victory podium conveyed the message of many potential sportsmen at this meet.





Followings are the winners of various sports events :

Cricket	Winners Runner up	MBA 1st Year BBA 2nd year
Volley ball - Boys	Winners Runner up	BBA 1st year MBA 1st year
Basketball - Boys	Winners Runner up	BBA 3rd Year BBA 1st Year
Badminton- Boys	Winner Runner up	Karan Khanna - BBA 2nd year Raghav Gupta - BBA 2nd year
Badminton - Girls	Winner Runner up	Paridhi Goyal - MBA 2nd year Chehak Sehgal - MBA 2nd year
Mixed doubles	Winner	Himanshu Kohli MBA 1st YEAR Chehak Sehgal MBA 2nd YEAR
	Runner up	Karan Khanna - BBA 2nd YEAR Heena - BBA 2nd YEAR
Carrom winners – boys singles	Winner Runner up	Shreyansh - MBA 1st year Dikshant - MBA 1st year
Carrom winners – girls singles	Winner Runner up	Vaishali MBA 1st year Kratika BBA 1st year
Carrom winners – doubles	Winner Runner up	Prateek and Vishal BCA 3 Raman Goel and Abhishek BBA 2
Athletics – 100 m – boys	Winner 1st runner up 2nd runner up	Simarpreet Singh - MBA 1st year Nishkarsh Kaushik - MBA 1st year Naman Mittal - BCA 2nd year
Athletics – 100 m – girls	Winner 1st runner up 2nd runner up	Savitri - MBA 1st YEAR Payal - BCA 1st YEAR Samaya Sehgal - MBA 1st YEAR
Tug of war - girls	Winner Runner up	BBA 1st YEAR MBA 1ST YEAR
Legged race	Winner	Savitri - MBA 1st year Tajinder - MBA 1st year
	1st runner up	Rupal - MBA 1st year Shilpi - MBA 1st year
	2nd runner up	Shivani - BCA 3rd year Shivika - BCA 3rd year
Chess - boys	Winner 1st runner up 2nd runner up	Ujjwal Aggarwal - BCA 3rd year Yash Rohilla - BBA 1st year Subhanshu - BBA 1st Year
Chess - girls	Winner 1st runner up 2nd runner up	Rupal Prajapati - MBA 1st year Simran Dhingra - BBA 1st year Swati Singla - MBA 1st year
Shot put boys	Winner 1st runner up 2nd runner up	Manav Kochar - BBA 3rd YEAR Vaibhav - BBA 3rd YEAR Ikpreet - BBA 1st YEAR
Shot put girls	Winner 1st runner up 2nd runner up	Abhi - BBA 1ST YEAR Pritika - MBA 1ST YEAR Heena - BBA 2nd YEAR

Annual Alumni Meet "Milap 2014"

The Annual Alumni Meet of the institute was organized on 20th December 2014 with an aim to foster a spirit of friendship and co-operation among the ex-students, the present students, the faculty and staff of the institute and bring everyone together. This mega event was attended by more than 500 alumni starting from the year 1992 pass-out batch to the recently pass out batch ie. 2014.

The event began with a band performance by the current batch students. Then Mr. Rajesh Setia, Vice President, BVIMR Alumni Association gave an overview about the Institute, MILAP and United Brethren. He shared his experience of hosting alumni meet in London, Australia, Mumbai, Dubai and Patna. His experience brought old memories amongst the alumni and they recalled the heydays at BVIMR.

Thereafter, the ramp walk by UNITED BRETHERN Alumni members took place followed by the BVIMR's corporate movie depicting glory and achievements of the Institute played in front of all assembled alumni, faculty members and invited guests.

Since the theme of MILAP this year was "BOLLYWOOD ISHTYLE", BVIMR's students performed on various peppy retro songs and made the evening even more frolic and lively. All in all, the event was full of fun and filled the air with joy and excitement

Dr. Vikas Nath, also shared his valuable words with all the alumni members. He highlighted the aim of the event "MILAP". It is to reunite all students of this Institute, past and present and to foster a feeling of belongingness among them. Thereafter, Hon'ble Director, Dr. Vikas Nath felicitated members of Alumni body.

Last but not the least a vote of thanks was given by Mr. Rajesh Setia in which he concluded the event by saying that our alumni members are spread in all parts of the world and are doing great for themselves and society. The event rounded off with all present joining a sumptuous dinner. Alumni members left with fond memories of the event and left with a promise to re-unite in "MILAP - 2015". The alumni members were overwhelmed by the warm and cordial reception and hospitality accorded to them.

Co-ordinator : Mr.Gagan Grover, Mr. Sonjoy Roy, Mrs. Seema Chaudhary, Mr. Ajay Kumar



BAND Performance by BBA students, BVIMR New Delhi



Students Bhangra Performance during Alumni Meet



Dr. Vikas Nath, Director in-charge, BVIMR New Delhi and Dr. Nitin Nayak Director BVIMR, Kolhapur, along with the Members of UNITED BRETHERN-The Alumni Association of BVIMR

Placement 2014-15 at a Glance

The placement scenario at BVIMR, New Delhi for the Academic Year 2014-15 is going excellent so far. 70 blue-chip companies have visited the institute for placements so far. The highest package offered for the academic year 2014 – 15 till date is 7.5 lacs.

PLACEMENT SNAPSHOT - MAJOR RECRUITERS

Sr. No.	Name of Company	No. of Offers made
1.	99 Acres.	1
2.	Axis Bank	7
3.	CSC	6
4.	E-Portal Solutions	5
5.	Ernst & Young	1
6.	Grid Infocom	3
7.	Indiabulls	2
8.	Indiabulls Securities	1
9.	INDIAMART	1
10.	Indusind Bank	4
11.	Interglobe Technologies	7
12.	LT Foods	3
13.	Practo Technologies	5
14.	Schindler	2
15.	Yes Bank	5
16.	Infosys	8

Our Blue Chip Companies

Practo Technologies	Naukri.Com
Capital IQ	Mirus Consulting
Indiamart	Info Edge Pvt. Ltd.
Grid Infocomm	Thoughtbuzz
XL Dynamics	Infosys
Citi Bank	CSC
Axis Bank	Wipro
Yes Bank	Naukri International
Indusind Bank	Devyani International
Schindler	Jindal Steels
Berger Paints	Select City Walk
Decimal Technologies	Tata Tele Services
LT Foods	

SUMMER PLACEMENTS - A GLANCE

Sr. No.	Name of the Company	No. of Students selected
1.	Ernst & Young	4 (MBA)
2.	Redefine Group	46 (BBA)
3.	Proud Technologies	8 (5 MBA & 3 BCA)
4.	UAS International	60 (10 MBA & 50 BBA)
5.	IDBI Federal Bank	9

INDUSTRIAL VISITS ORGANIZED BY THE INSTITUTE

S. N.	Class	Name of Company	Date	Address
1.	BCA VI Sem	Yakult	13th March 2014, 11:00am	Yakult, 402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
2.	BBA I Semester (2nd Shift)	Yakult	13th March 2014, 11:00am	Yakult, 402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat

3.	BBA III C	Yakult	12th March, 2015	402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
4.	BBA III B	Yakult	9th March, 2015	402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
5.	MBA II B	Yakult	4th March, 2015	402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
6.	MBA II C	Yakult	4th March, 2015	402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
7.	BBA II A	Times of India	3rd - 4th March, 2015	Sahibabad, UP
8.	BBA II D	Yakult	3rd March, 2015	402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
9.	MBA IIB	JCB	22nd January, 2015	Ballabgarh, Faridabad
10.	BCA II year	Yakult	15th January, 2015	Yakult, 402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat
11.	MBA I B	LT Foods	15th January, 2015	LT Foods Limited 43 KM Mile Stone, GT Road, Bahalgarh, Sonapat
12.	BBA III B	Somani Tiles	14th January, 2015	Somani Tiles, Bahadurgarh, Haryana
13.	MBA II A	LT Foods	13th January, 2015	LT Foods Limited 43 KM Mile Stone, GT Road, Bahalgarh, Sonapat
14.	MBA I A	Times of India	7th January, 2015	Times of India
15.	BBA III A	Somani Tiles	7th January, 2015	Somani Tiles, Bahadurgarh, Haryana
16.	MBA I A	Times of India	6th January, 2015	Times of India
17.	MBA I C	Yakult	9th March, 2015	402-405, Food Park, Rai Industrial Area, HSIIDC, Sonapat

SNIPPETS OF THE GUEST TALKS AND SEMINARS

S.N.	Topic	Speaker Name	Date	Class	Coordinator
1.	Job Description and Recruitment & Selection	Ms. Shweta Goswami, Deputy Manager, Accenture	29th January, 2015	BBA IV Sem	Dr.LK Tyagi, Dr. Ashima Bhatnagar
2.	From Idea to a successful venture	Mr. Vinesh Malik, Vice President, Nokia Microsoft	30th January, 2015	MBA IV Sem	Dr. Meenakshi Gandhi
3.	"Entrepreneurship Development"	Mr. Jasbir Singh, Zonal General Manager- NCR National Small Industries Corporation Ltd. (NSIC).	16th - 17th January, 2015	BBA IV Sem	Dr. Sanjay Manocha

TESTIMONIALS

Anisha Chadha

MBA BATCH 2013-15

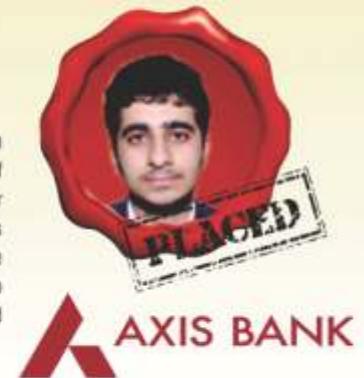
“ I am Anisha Chadha, pursuing MBA from this esteemed institute. I am very proud to say that being a student of this prestigious institute has provided me with numerous opportunities. The CRC team has really helped me in my overall holistic growth and development. BVIMR has also helped me in boosting my confidence by preparing me for the aptitude tests, job interviews, and group discussions. The soft skills training sessions organized by the CRC (Corporate Resource Centre) Team of BVIMR, benefited me a lot and helped me to perform better in academics and other institute's events. I am really thankful to the institute, Director; (Prof.) Dr. Vikas Nath, all Deans, Heads of Departments and my esteemed Faculty Members, Mentors and Fellow batch mates for providing the right ambience to hone my skills. ”



Himanshu Arora

MBA BATCH 2013-15

“ It's an honour to write about our institute, BVIMR. I have been able to improve my knowledge base both vertically and horizontally. I also developed skills, abilities and confidence with the commendable support of placement cell and all our Faculty Members who taught and advised me every time I asked for, whether professional or personal. At BVIMR, our teachers have been our counselors as well. The Faculty Members from whom I go the best of knowledge and specially the team of Corporate Resource Centre helped me develop my *thinking*, both *in the box* and most importantly *out of the box*. I am very well equipped now to encounter the corporate warfare with the armory of soft skills, communication and presentation skills, and most importantly the positive attitude. A Big Thanks to all. ”



Prateek Budhiraja

MBA BATCH 2013-15

“ My journey with BVIMR has been a compelling one. The knowledge and the experience gained through interaction with the Faculty Members, Mentors, Deans, Heads of various departments and Director Sir has benefitted me in innumerable ways; specially giving me a deep insight into the corporate level working culture that I felt, is being practiced here at BVIMR, if one deeply observes the operations and management functioning of this wonderful institute. One of the glorious moments of this journey was my admittance in the CRC team. Everything right from the autonomy granted to make decisions for the Corporate Events, to the training imparted by the CRC team, boosted the morale and instilled confidence, which ultimately aided me to secure a successful job with one of the reputed firms in the industry. ”



Prateek Tandon

MBA BATCH 2013-15

“ The journey with BVIMR has been fruitful and pleasant. I learned to dream and most importantly got the skills to convert it into a reality. The environment here supports the overall development of the student and sparks the zeal to compete and excel in life. Here, I would like to mention the conferences and events that are tuned to develop the intelligence and emotional quotients of students, as these events are students driven. Most importantly, the training modules developed by CRC, (Corporate Resource Centre) team; in the form of mock interviews, group discussions and personal interviews helped us to groom ourselves for the real life situations with more zeal, enthusiasm and confidence. The support that we got from everyone, top to bottom of the pyramid is really worth an appreciation. ”



Schindler

Miss Divya Basandra

MBA BATCH 2013-15

“ I feel being a part of BVIMR was an opportunity given to me that helped me nurture my academic, social, life, interpersonal, intra-personal and professional skills. I will cherish all the experiences which I had with all the learned Faculty Members. I want to take this opportunity to thank placement cell, functioning under the auspices of CRC, the term we all address to, to the Corporate Resource Centre, that has done commendable efforts for all the students for their summer placements, overall grooming, job placements; both in campus and off-campus, and most importantly, developing us through special corporate level workshops in the institute's campus and organizing industrial visits. The innovative process of evaluating us through industry and corporate level professionals in the form of aptitude tests, group discussions, personal interviews and regular counseling sessions with mentors, gave us a real professional life work scenario and acted as a springboard towards the life ahead. I thank the entire BVIMR Teaching Family and specially Director, (Prof.) Dr. Vikas Nath, Prof. Neelam Sharma, Head : Corporate Resource Centre, and Prof. Gagandeep Kaur , CRC, for narrowing the gap between industry and academics through CRC by supporting and guiding me throughout. ”



IndusInd Bank

Shibu Abraham

MBA BATCH 2013-15

“ It's a golden opportunity and brilliant chance to be at BVIMR as a student, that helped me to develop as a professional person right during my learning and applying management learning here through international conferences and cultural festivals. I got heaps of real life professional experience and exposure at BVIMR, due to wonderful industry – academic interface, through the commendable efforts of the entire Corporate Resource Centre team, which is popularly addressed by us as CRC. I have rechristened CRC as; *Clear Road Crossings*, where *Clear* is synonymous with training and development, *Road* is synonymous with job interviews and competition, *Crossing* is synonymous with success in the form of placement, and most importantly, my overall holistic development. I am now ready to contribute to my family, society, organization and country. CRC have been our Friend, Philosopher and Guide throughout. Since a long time they have been making great and positive changes and differences to the processes, not only in soft skills, but also contributing substantially to our overall personality development in tandem with our academic development, which is very effectively being done by our much learned respective Management Subject Academicians, who have rich industrial and academic level experience. I shall always cherish these two years of MBA at BVIMR. ”



AXIS BANK

Ramandeep Singh

MBA BATCH 2013-15

“ My journey at BVIMR is like reading a book. With every new page there is something new to learn. BVIMR has provided us an environment, where in we have upgraded our skills and enhanced our knowledge base to encounter the corporate world with all the required skill sets. The academic and soft skills development initiatives taken by BVIMR for us helped us to perform better by transforming every challenge into an opportunity. The Corporate Resource Centre (CRC), has played a key role in the success of BVIMR, and it was a wonderful experience to be a part of CRC core team. I would also like to thank all the Faculty Members and Teaching Staff and Management of this Institute for their efforts that transformed our life and developed our thinking and emotional quotients along with intelligent quotient. ”



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Faculty Achievements & Activities



Dr. Vikas Nath
 Director (In- Charge)
 and Dean Academics

- U Received the Best Director Award for Implementing Entrepreneur Education in Management by ASSOCHAM Gujarat Council.
- U Judge and Key speaker for India 2020: Readiness for Cutting Edge Marketing organized by T. S. Mohan Nagar, Ghaziabad organized on 1st Nov and 2nd Nov 2014.
- U Key Resource Person for the Faculty Development Programme on Exploring and Analyzing Data using SPSS and AMOS organized by BVIMR , New Delhi 17th – 23rd December, 2015?
- U Key Resource Person for the Faculty Development Programme on Analysing and Exploring Data Using SPSS organized by BVIMK, Kohlapur on 20th and 21st January, 2015.



Dr. Lokinder K. Tyagi
 Associate Professor

- U Delivered Lecture "Role of Self Confidence and Personality Development for Faculty Fraternity in Academic delivery" during 20th One Month UGC ASC sponsored Faculty Orientation Program from 28th October to 26th November, 2014 organised by UGC-Academic Staff College, BPS Mahila Vishwavidyalaya, Khanpur Kalan, Sonipet, Haryana.
- U Organizer and Trainer for Management Development Programme on "Personality Development & Building Confidence" organized for Ganga Institute of Technology.



Dr. Prachi Murkute
 Associate Professor

- U Recommended for the award of Ph.D. Degree by Bharati Vidyapeeth Deemed University, Pune after her Open Defence Viva conducted on 20th December, 2015. Title of thesis was A Study to assess the relationship between Training and Job Performance affecting the promotions of the administrative staff of Deemed Universities, Pune.



Dr. Broto Rauth Bhardwaj
 Associate Professor

- U Appointed as Chairperson, Academy for Global Business Advancement, USA, North India Chapter.
- U Appointed as Editor, Greener Journal, UK.



Dr. Anjali Sharma
 Professor

- U Recommended for the award of Ph.D. Degree by University of Rajasthan after her Open Defence Viva conducted on 24th January, 2015. Title of thesis was " an evaluative study of TQM with special reference to Delhi Metro Rail Corporation.



Dr Navneet Gera
Associate Professor

- U Delivered lecture on “An Introduction to Custom Clearance Procedures for Import and exports” and “Export Promotion and Incentives” for employees of Punjab National Bank on 30th December, 2014.
- U Delivered lecture on “Opportunities of Handicraft exports and textiles exports from India” at NIESBUD on 25th January, 2015.
- U Delivered Lecture on “IEC Procedure and Exports in ASIA” at Northern India Engineering College on 4th February, 2015.



Dr. Atul Kumar
Assistant professor

- U Recommended for the award of Ph.D. Degree by SRM University after Open Defence Viva conducted on 9th February, 2015. Title of thesis was Culture “Culture Influence on Apparel Buying Behaviour: A Comparative Study of North and South India”.
- U Key Resource Person for the Faculty Development Programme on Analysing and Exploring Data Using SPSS organized by BVIMK, Kohlapur on 20th and 21st January, 2015.
- U Key Resource Person for the Faculty Development Programme on Exploring and Analyzing Data using SPSS and AMOS organized by BVIMR, New Delhi 17th – 23rd December, 2015?



Dr. Ajay Sahni
Associate Professor

- U Recommended for the award of Ph.D. Degree by IGNOU after Open Defence Viva conducted on 11th October, 2014. Title of thesis was “Spirit of Empathy in French Language Classroom – a management institute's perspective”.



Dr. Pankaj Saini
Assistant Professor

- U Recommended for the award of Ph.D. Degree by Bharati Vidyapeeth Deemed University, Pune after Open Defence Viva conducted on 19th December, 2014. Title of thesis was “Attrition in Service Sector including IT and ITES sectors in Delhi and NCR”.



Mr. Mahesh K. Chaubey
Assistant Professor

- U Key Resource Person for the Faculty Development Programme on Exploring and Analyzing Data using SPSS and AMOS organized by BVIMR, New Delhi 17th – 23rd December, 2015.

BOOKS PUBLISHED BY FACULTY

Sr. No.	Title of the Book with page numbers	Editor	Publisher
1.	Management Learning Through Management Gurus	Dr. L. K. Tyagi	Bharati Publications ISBN NO. 9789381212882
2.	Managing Organizations of Tomorrow by Capitalizing Generation Next Vol. 1, January, 2015	Dr. Vikas Nath Dr. Navneet Gera Mrs Aparna Marwah Mr. Sanjoy Roy Mr. Mahesh Kumar Chaubey Mr Gagan Grover	Bharati Publications
3.	Managing Organizations of Tomorrow by Capitalizing Generation Next Vol. 2, January 2015	Mr. Atul Kumar Dr. Daljeet Singh Bawa Mrs Tripti Tiwari Mr. Atul Kumar	Bharati Publications

PAPER PUBLICATIONS IN NATIONAL / INTERNATIONAL JOURNALS / MAGAZINES

Sr. No.	Author	Title of the Paper / Article	Journal / Magazine	Vol. / Issue
1.	Mr. Rahul Gupta	“Capital structure a challenge for all corporate to be attained” page no. 68-75	Managing Organizations of Tomorrow by capitalizing Generation Next” ISBN NO. 978-93-85000-02-7	Vol.2 January 2015 Bharti Publications
2.	Mr. Amarjeet Deshmukh Dr. L. K. Tyagi	A Pilot Study on the role of Information and Communication Technology in Institutional Building	Managing Organizations of Tomorrow by capitalizing Generation Next” ISBN NO.978-93-85000-01-0	Vol-1/Jan 2015 Bharti Publications Vol-2/Jan 2015
3.	Dr Navneet Gera	Conceptual Framework on Consumer Buying Behaviour and Attitude: A Comparative Study on Private Label Brands V/S National Brands	Managing Organizations of Tomorrow by capitalizing Generation Next” ISBN NO.9789385000027	Bharti Publications
4.	Dr Navneet Gera	Work-Life Balance among Working Women	Managing Organisations of Tomorrow by capitalizing Generation Next” ISBN NO.9789385000027	Vol-2/Jan 2015 Bharti Publications
5.	Dr Navneet Gera Dr. Neetu jain Mr. Gagan Grover	International Trade Responsibility - “Prospects of Indo-Sri lanka external Trade and FTAs –A Review”	Managing Organisations of Tomorrow by capitalizing Generation Next” ISBN NO. 9789385000027	Vol-2/Jan 2015 Bharti Publications
6.	Dr Navneet Gera Mrs Anjali Sharma	Next Generation of Emerging economies: BRICS Initiatives towards Youth Development: A Review	Managing Organisations of Tomorrow by capitalizing Generation Next” ISBN NO. 978-93-85000010	Vol-1/Jan 2015 Bharti Publications
7.	Dr. Sanjay Manocha	Impact Of Mobile Phone's on Society	Managing Organisations of Tomorrow by capitalizing Generation Next” ISBN NO. 9789385000027	Vol-2/Jan 2015 Bharti Publications

8.	Dr. Aparna Marwah Bawa Mrs Seema Chaudhary	Role of Social Support & Job Autonomy in Emotional Labour: A Need for the Generation Next	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-02-7	Vol-2/Jan 2015 Bharti Publications
9.	Dr. Ajay Saini	"If Munna Bhai and Rancho can do so can You"	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN No. 978-93-85000-02-7, 2015	Vol-2/Jan 2015 Bharti Publications
10.	Dr. Ashima Bhatnagar Ms. Amrita Biswas	"Aspirations & Expectations of Millennial at the work place	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN NO. 9789385000027	Vol 2 Bharti Publications
11.	Mrs. Tripti Tiwari Assistant Prof. Dr. Daljeet Singh Bawa	E-Assessment: A paperless Evaluation Mechanism in Education for Generation Next (pg-447-465) '	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-02-7	Jan Vol-2/Jan 2015 2015 Bharti Publications
12.	Ms. Pooja Chaturvedi & Dr. Anoop Pandey	Derivative Financing: Challenges and Prospect of Indian Mutual Fund Industry (Page No. 81-95)	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-01-0	Vol-1/Jan 2015 Bharti Publications
13.	Dr. Vikas Nath Ms. Nancy Goel	A Study of Dimensions of Consumer's Perceived Risk in Adoption of Mobile Banking Services by Generation NEXT	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-01-0	Vol-1/Jan 2015
14.	Mr. Sanjoy Roy & Dr. Ashotosh Gaur	Integration of CSR in course curriculum of B-schools - A Need for Generation Next	Managing Organizations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-01-0	Vol-2/Jan 2015
15.	Rita Shokeen Dr Vikas Nath Dr A K Shrivastava	Student Engagement	Managing Organisations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-01-0	Vol-1/Jan 2015
16.	Ms Savneet Dr Broto R Bhardwaj Mr A R Deshmukh	Social Media impact on marketers	Managing Organizations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-02-70	Vol-2/Jan 2015
17.	Dr Broto R Bhardwaj Ms Neelam Sharma	Impact of social media on professional development of college students	Managing Organizations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-02-70	Vol-2/Jan 2015
18.	Ms Indu Rani Dr Nitin Nayak Dr Broto R Bhardwaj	Enhancing Students' Employability through Training and Development: Implications and Future Directions	Managing Organizations of Tomorrow by capitalizing Generation Next" ISBN NO. 978-93-85000-01-0	978-93-85000-01-0

19.	Ms. Prachi Murkute and Vibhavari Mohan Chavan	Impact of Training and Development on Organizational Performance	Managing Organizations of Tomorrow by capitalizing Generation Next” ISBN NO. 978-93-85000-02-70	Vol-2/Jan 2015
20.	Mrs. Pradnya Hulgeri Kulkarni	Role of Micro Finance For Empowerment of Society	Managing Organizations of Tomorrow by capitalizing Generation Next” ISBN NO. 978-93-85000-02-70	Vol-2/Jan 2015
21.	Mr. Parul Agarwal	Cross Examining the signaling theory of Dividend from Small Investors Viewpoint	International Journal of Research in Management & Social Science ISSN – 2322 – 0899	Volume 3, Issue 1(IV) : January – March 2015
22.	Dr. Broto Bhardwaj	Sustainable supply chain management through enterprise resource planning (ERP): a model of sustainable computing	International Journal of Management Science and Business Administration ISSN 1849-5419	Vol 1. No 2, Jan-15, Pg. 20-30
23.	Dr. Broto Bhardwaj	Sensor Network Model for Information Dissemination in Ad Hoc Environment	Journal of Multidisciplinary Engineering Science and Technology	ISSN 4235-0268 Vol. 1 Issue 5, Dec-14, Pg. 312-318
24.	Dr. Broto Bhardwaj Big	Data Analytics: A Tool for Entrepreneurial Innovation through Transparent and Flexible Network Management in Healthcare Sector	Journal of Multidisciplinary Engineering Science and Technology ISSN 4235-0151	Vol. 1 Issue 4, Nov-14, Pg. 218 - 216

SEMINARS / CONFERENCE / WORKSHOPS / FDPS ATTENDED

Sr. No.	Name of the Faculty	Details of Workshop / Conference	Level of Participation	Date and Place
1.	Dr. Vikas nath and Ms Anjali Sharma	Service Conclave organized by services export promotion council	Delegate(s)	12th and 13th November, 2014
2.	Mrs Neelam Sharma & Gagandeep kaur	Conference in on Employee Engagement organized by Jaipuria Institute of Management Noida CRC	Delegate(s)	13th December, 2014
3.	Mr. Rahul Gupta	Seminar on “Making road safer : Multi sartorial response”, organized by Delhi police & SIAM	Delegate	13th January, 2015 Indian Habitat Center
4.	Mrs. Tripti Tiwari	IEEE Technical Activities Volunteer Training Workshop, IEEE, New York	Delegate	19th January, 2015 Hotel Haytt
5.	Dr. Neetu Jain	Non Banking Finance Companies: The Way Forward organized by Assocham, India	Delegate	23rd January, 2015 Hotel Haytt

**PAPER PRESENTATIONS IN NATIONAL / INTERNATIONAL SEMINARS /
CONFERENCES / WORKSHOPS**

S. N.	Name of the Faculty	Title	Details of Workshop / Conference	Level of Participation	Date / Place
1.	Dr. Brotho Routh Bhardwaj	Drivers of real estate: a study for the entrepreneurs	Academy for Global Business Advancement 11th Annual World Congress, Business and Entrepreneurship Development in a Globalized Era and the Rise of India Under New Leadership”	Paper Presented	Department of Management Studies, Indian Institute of Technology Delhi (INDIA) 20th – 23rd November, 2014
2.	Dr. Shallu Singh Associate Professor	"Skills for green jobs: An Indian perspective for 21st century”	11th National Conference on Role of Skill Development Inemployment Generation - A National Issue’	Paper Presented	Saturday, 20th December, 2014
3.	Dr. Neetu Jain	Move towards a responsible economy - A study on GST	International Conference on Progressing towards Responsible Economy : Issues and Perspectives organised by DIAS, New Delhi	Paper Presentation	Saturday, 10th January, 2015
4.	Mr. Rahul Gupta	“A case study on financial transformation-bandhan makes the cut above others”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
5.	Mr. Gagan Grover Ms Ritu Bali	Changing roles: changing times – A Case Study on HR Challenges in Retail Post FDI	Paristhiti - National Case Writing and Presentation Competition organised by	Case Presentation	Saturday, 31st January, 2015
6.	Dr Sanjay Manocha	Integrated Marketing Communication in India with Special reference to Chocolate manufacturer	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
7.	Dr. Aparna Marwah Bawa Ms. Tripti Tiwari	Reverse Mentoring Flipping the Coin	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
8.	Mrs. Tripti Tiwari	Role Reversal : A new Way of mentoring	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015

9.	Dr. Anoop Pandey Dr. Sanjay Manocha	Integrated market Communications in India	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
10.	Ms Bhavika Batra	“Crisis Management In Indian Aviation Industry: Retaining Stakeholders”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
11.	Ms.Aarushi Kataria	Case Study Of Philips – Managing Innovation For Sustainability”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
12.	Dr Anjali Sharma Dr Neetu Jain	Case on “CHUMBAK: Pioneering the Souvenir Industry”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
13.	Dr Broto Bhardwaj Ms.Aishwarya Kaul	“IBM's Success In Aiding Healthcare - Seattle Children's Hospital-A Case Study”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
14.	Dr Lokinder Tyagi Ms Neetu Kamra	Case on “Knowledge Management “Talent Management” Case Study” In ERPSAPHCM”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
15.	Mr. Pankaj Saini Mr. Sanjoy Roy	Case on “Proud Technologies Pvt Ltd – Employee attrition”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
16.	Mrs Geetu Tuteja	“E-commerce – An equipment for empowerment of women entrepreneurs”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015
17.	Dr Shallu Singh	“Flipkart's Big Billion day's ambitious venture: What went wrong?”	Paristhiti - National Case Writing and Presentation Competition organised by BVIMR, New Delhi	Case Presentation	Saturday, 31st January, 2015

TEACHERS ACADEMIC BODY

The following faculty members made presentations in TAB:

Sr. No.	Faculty	Date	Topic for presentation
1.	Ms. Bhawna Duggal	05th Dec, 2014	Importance and Challenges in Financial Inclusion
2.	Ms. Geetu Tuteja	10 Dec, 2014	Choice Based Credit System - 2014
3.	Dr. L. K. Tyagi	10 Dec, 2014	Expectations of your customer i.e. Students
4.	Dr. Meenakshi Gandhi	12th December, 2014	Women Leadership- Issues & Challenges
5.	Ms. Swati Sah	12th December, 2014	Evaluating Optimal Clustering Techniques for efficient storage retrieval methods in large database using soft computing techniques
6.	Ms. Preety Wadhwa	15th December, 2014	Reducing the Gap from Campus to Corporate through curriculum Development
7.	Ms. Supreet Wahee	15th December, 2014	Lets fish for compliments & Learn our conflict styles
8.	Ms. Aarushi Malhota	21st January, 2015	Eat wise Drop a Size
9.	Dr. Prachi Murkute	21st January, 2015	Study to assess the relationship between training and job performance and its impact on promotions for the administrative staff in the deemed universities at pune.
10.	Ms. Bhavika Batra	21st January, 2015	Personal Branding
11.	Dr. R. K Sharma	12th February, 2015	BASEL-III
12.	Ms. Nany Singhal	12th February, 2015	A Study of Factors Influencing Consumer Intention to use Mobile Banking Services
13.	Ms. Pradnya	12th February, 2015	Micro-Finance
14.	Mr. Rahul Gupta	12th February, 2015	A Case Study On Financial Transformation "Bandhan Financial Services" Makes The Cut Above Others?
15.	Mr. Sanjoy Roy	27th February, 2015	Fundamental Interpersonal Relations Orientation Behavior
16.	Ms. Tripti Tiwari	27th February, 2015	Role Reversal : A new way of Mentoring to teach Paperless

SUGGESTED READINGS

S. N.	Title of the Paper	Author Name	Name of the Journal	Volume / Issue	Month	Page No.
International Business						
1.	FDI in Multi – Brand Retail in India – Tread the Path Cautiously	Shrawan Kumar Singh	Abhigyan – quest for Excellence	Vol. XXXII, No. 3	October – December, 2014	1 - 14
2.	Impact of Technology Improvements through electronic Data Interchange : A Comparative Study of Japanese & India Automobile Industries	K. K. Patra	Gitam Journal of Management	Vol. 13	January – March, 2015	78 – 91

3.	Special Economic Zones in India: Policies, Performance and Problems	SUBBAIAH SINGALA*, YAMINIATMAVILAS** and EKTA SINGH***	ASCI Journal of Management	40 (2)	March	21 - 59
Management						
3.	A Review and Synthesis of Entrepreneurship Research: Towards an Integrative Model of Dependent Variables	Xuequn Wang and Leonard M. Jessup	Journal of Entrepreneurship	2014 23	September	163-199
4.	The Impact of Education, Economy and Culture on Entrepreneurial Motives, Barriers and Intentions: A Comparative Study of the United States and Turkey	Susana C. Santos and António Caetano	Journal of Entrepreneurship	2015 23	September	201-230
Marketing Management						
5.	Unlocking the wealth in Rural Markets	Mamta Kapur, Sanjay Dawar, and Vineet R. Ahuja	Harvard Business Review	-	June, 2014	113 - 117
Human Resource Management						
6.	Building Talent Together	Richard Griffin	Training Journal	Feb, 2015	February	24-30
7.	Interpersonal Power: A Review, Critique & Research Agenda	Rachel E. Sturm (Wright State University & Johan Antonakis (University of Lausanne)	Journal of Management	Vol.41 No.1	Jan. 2015	136-193
Financial Management						
8.	Fundamental Analysis of the Banking Sector In India	P.Hanumantha Rao and Shubendu Dutta	Indian Journal of Finance	Vol. 08 No. 9	Sept. 14	47-56
9.	Impact of Investor Sentiment on Stock Return: Evidence from India	Saumya Rajan Dash and Jitender Mahakud	Journal of Management and Research	Vol. 13 No. 03	July – Sept 2013	131-144
10.	Analysis Profit Efficiency of Banks in India With Undesirable Output: Nervolivian Profit Indicator Approach	A.R Jayaraman and M.R Srinivasan	IIMB Management Review	Vol. 26 No. 04	Dec. 2014	222-233

Students

Corner

THE BUDDING ENTREPRENEUR

Ms. Shraddha Sharma



Shraddha Sharma, MBA Final year student, the e-leader of Entrepreneurship Cell, organized Diwali Mela on 23rd Nov, 2014 at Priya Enclave, New Delhi. This activity was on behalf of her organization, Creatif Edges-the creative gifts. This was also encouraged by Head, Entrepreneurship Cell, Dr. BrotoRauth Bhardwaj.

She has done her BBA and is our MBA final year student. She has been making creative gifts from last 6 years for her friend's birthdays and other occasions. She started the commercial activity by selling her creative gifts online. Her page received more than 2000 likes in first week of January 2015 in a very short span of time. Our young & budding entrepreneur has also made e-brochure on Facebook.

During this event, she sold scented jelly decorative candles, homemade chocolates with various flavors and shapes, homemade incredible greeting cards for all occasions, gift baskets for different occasions, handmade gift boxes and handmade creative albums. Her website is: <https://creatifedgesblog.wordpress.com> and her Facebook page: <https://www.facebook.com/pages/Creative-gifts/271225419742476>

Coordinators : Dr. L K Tyagi, Dr. Prachi and Dr. Shallu Singh



QUIZ YOUR BRAIN

Q1. Which Indian company did the visual effects for the Oscars winning movie?

- a) Negative Inc.
- b) Double Whammy
- c) Double Negative
- d) Ogilvy

Q2. Which company has launched an ad with a tagline 'Sorry, God, No Wi-fi, No Go '?

- a) Airtel
- b) MTS
- c) Aircel
- d) DMS

Q3. PM Narendra Modi's suit was auctioned for what amount?

- a) Rs. 4.31 crores
- b) Rs. 5 crores
- c) Rs. 3 crores
- d) None of these

Q4. Which Airline services has started. Cheaper than Train Fares" scheme?

- a) Indian Airlines
- b) Jet Airways
- c) SpiceJet
- d) Kingfisher

Q5. Exclusively.com has been acquired which Indian e-tailer?

- a) Snapdeal
- b) Flipkart
- c) Alibaba
- d) Jabong

Q6. Reliance partnered with which company to bring Internet.org app?

- a) Facebook
- b) Twitter
- c) Pinterest
- d) None of these

Q7. Which company recently launched Flight Search Tool in India?

- a) IBM
- b) Google
- c) Microsoft
- d) None of these

Q8. With which cricketer would you associate the fashion label WROGN?

- a) M.S. Dhoni
- b) Virat Kohli
- c) Sachin Tendulkar
- d) Zaheer Khan

Q9. Eureka Forbes has tied up with which Air conditioning company recently?

- a) Kelvinator
- b) Blue Star
- c) Panasonic
- d) Voltas

Q10 Which service has been launched by WhatsApp recently?

- a) WhatsApp on Web browser
- b) Audio recording
- c) Video recording
- d) None of these

Q11. Which bank was named among 50 most valuable banks in 2014?

- a) SBI
- b) HDFC Bank
- c) ICICI Bank
- d) Axis Bank

Q12. Which bank had an agreement with HUL to fuel Women Entrepreneurship?

- a) Bhartiya Mahila Bank
- b) SBI
- c) HDFC Bank
- d) Axis Bank

Answers

- | | |
|---------------------|------------------------------|
| Q1. Double Negative | Q7. Google |
| Q2. MTS | Q8. Virat Kohli |
| Q3. Rs. 4.31 crores | Q9. Blue Star |
| Q4. SpiceJet | Q10. WhatsApp on Web browser |
| Q5. Snapdeal | Q11. HDFC Bank |
| Q6. Facebook | Q12. Bhartiya Mahila Bank |

MY WORTH IN HIS EYES



Just for once her soul cried..

Make my worth in his eyes.. Make him stay for a while.. let me be his guiding light..

Love has lost its path.. wipe away the fog of wrath..

Let me live a life without a fear, let his love be always there..

They say I've gone mad.. he says I remain always sad..

I wish I could explain the world, what is the sight of losing someone worth..

In the efforts of creating a space in your life, I have created a void inside me that kills me day and night..

A string which is set free from your side, I still hold it for a while.. in the hope that someday you will realise

MY WORTH IN YOUR EYES..!

Shruti Malhotra

MBA 2nd sem - C

PROVING YOURSELF

Life is a unpredictable game, don't know where it takes. The person who keeps big ambition in the mind, can only grab upon the opportunities and challenges which comes only in the unpredictable situations. Performing without any threats or consequences makes a person as 'a player'.

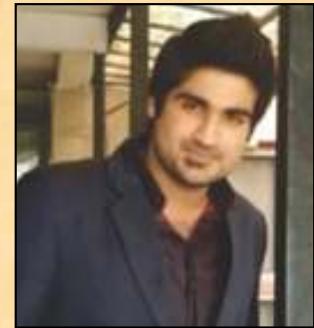
We live once and it is important to win, we should swim against the tide to live a successful life. "FIGHT" It is not easy to win, god is looking at you closely, when you are suffering a lot and when you get's god attention, you definitely win.

There will be people who will feel sorry for you, never praise you for good things and never appreciate but it is actually by help of these people you get motivated and achieve something in life, And that's the time these people realize your worth.

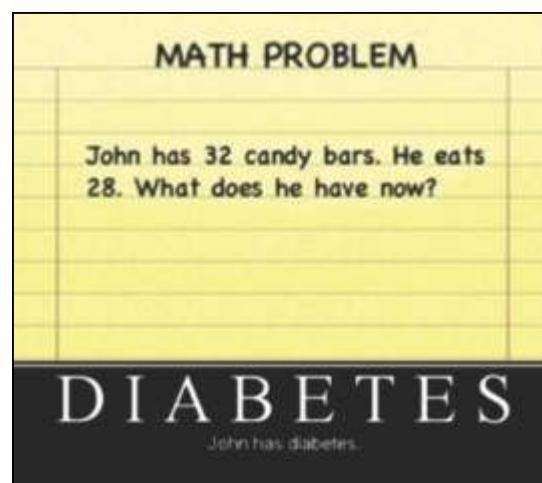
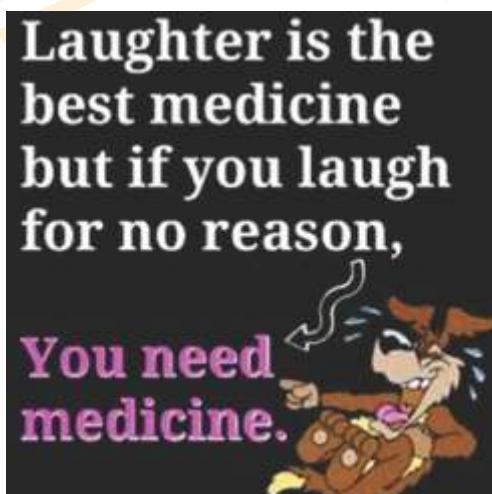
Cobbler's & billionaires belong to the same world. We always get bothered about the person going in a big car but never care about the person going without a foot wear. Once you realize this you would definitely come up in life. The conditions are never perfect, if you want to wait for the conditions to be perfect so as to your dream transforms into reality by just sitting, you would end up doing nothing in your entire life.

Loving the pressure's of life and overcoming it by taking calculated risks is always a habit of leader as risk is also referred as life's biggest hangover. When the race is on, aims are built, negativity leaves, efforts fights, daring plays, shadows disturbs, courage is shown, determination depicts, aggression is watched, risk is involved and pointing out & laugh's begins, that's the time you would stand up & then pushed down & when you are down, people would be stepping on you and that would be the precious moment for you as the new 'you' would be born.

If you want to do, what you never did before, If you want, what you have never before, ... just change your mentality & take the step, accelerate your mind with strong feelings without any fear and achieve what you want or become in your life. Wait for the right moment, face the difficulty, do the hardwork, struggle and then win upon it and that price less moment would be yours...hence prove yourself.



Karan Khanna
 BBA IV B



BVIMR Ratings



Placement/ Summer Internship

Placements play an important role in choosing a good MBA Institute. While selecting, students should look for good blue chip companies that regularly visit the college campuses and inquire about the placement percentage of the college. It is always wiser to inquire through alternative sources like previous students or existing seniors.

Students need to perform an in-depth investigation about the institute's academic resources and professional excellence in order to make the best choice rather than relying on information gathered from the websites and brochures. Corporate Exposure and high class faculty giving a right combination of experience and academics gives a winning advantage to the institutions.

Does an institution provide internship or you have to make your own way? Be clear on these points. If institution is providing summer trainings, do ask for the companies.

Alumni

The biggest tangible evaluation one can draw about any B-School is by interacting with the product (Alumni) that they have created. The

Placements play an important role in choosing a good MBA Institute. While selecting, students should look for good blue chip companies that regularly visit the college campuses

alumnus of any Institute will speak volumes about the performance of the college & the direction & change it has provided to the candidate in lesser time with the benefit. It is sought as one of the most trust worthy source of information.

Other Facilities

Getting an educational loan easily is also one of the factors that help in choosing a B-School. Location and hostel facility also accounts for selection of an institution especially

for girls. Close Proximity to all the essential aspects like modes of transportation, social and economic hub facility is a key factor. The student teacher ratio, the class size, accommodation (classrooms, media centers, libraries, housing facilities etc.), at times flexibility in meeting other commitments are also the key factors in maintenance of the institution.

To sum up value return analysis at time is seen as the single most important metric for selection as a student wants to invest in MBA programme considering how much money in salary terms he can get out of it and not merely seeing its expenditure. Generally every institution claims for 100% placement. To believe them completely is not a good idea. It is always advisable to take time in searching all the aspects and dimensions, then step forward for your bright future.



Dr. Vikas Singh
 Director (BVIMR)

All India B-School Survey-2015

A+++

- Delhi-NCR**
 - Indian Institute of Foreign Trade, Delhi
- Jharkhand**
 - Xavier Institute of Social Service, Ranchi
- Madhya Pradesh**
 - Indian Institute of Management, Indore
- Maharashtra**
 - National Institute of Industrial Engineering & Technology, Pune
- Meghalaya**
 - Indian Institute of Management, Shillong
- Odisha**
 - Xavier Institute of Management, Bhubaneswar
- West Bengal**
 - Vinod Gupta School of Management, IIT Kharagpur

A++

- Andhra Pradesh**
 - Institute of Public Enterprise, Hyderabad
- Delhi-NCR**
 - Bharati Vidyapeeth University Institute of Management and Research, New Delhi
 - Institute of Management Studies, Ghaziabad
 - Jagan Institute of Management Studies, Delhi
 - Jagadgur International Management School, Delhi
- Gujarat**
 - M.S. Patel Institute, Faculty of Management Studies, Vadodra
- Himachal Pradesh**
 - Baddi University of Emerging Science & Technology, Baddi
- Jharkhand**
 - Indian Institute of Management, Ranchi
- Karnataka**
 - Prin. L.N. Welingkar Institute of Management Development & Research, Deventhal
 - Xavier Institute of Management & Entrepreneurship (XIME), Bengaluru
- Kerala**
 - SCMS Cochin School of Business, Cochin
- Maharashtra**
 - Bharati Vidyapeeth University Institute of Management and Entrepreneurship Development, Paschim Vihar, New Delhi
 - Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune
- Punjab**
 - Chandigarh Business School of Administration, Mohali
- Tamil Nadu**
 - K.V Institute of Management and Information Studies, Coimbatore

All India B-School Survey-2015

Top 10 B-School In Delhi-NCR

- Accurate Institute of Management & Technology, Gr. Noida
- Bharati Vidyapeeth Deemed University Institute of Management and Research, Delhi
- Indian Institute of Foreign Trade, Delhi
- Institute of Management Studies, Ghaziabad
- Institute of Management Studies, Noida
- Jagan Institute of Management Studies, Delhi
- Jagadgur International Management School, Delhi
- Jayprakash Institute of Management, Ghaziabad
- JEE Group of Institutions, Gr. Noida
- Lal Bahadur Shastri Institute of Management, Delhi



Top 10 Colleges In Terms of Placement

- Bharati Vidyapeeth University, Institute of Management and Research, New Delhi
- Chandigarh Business School of Administration, Mohali
- Indian Institute of Foreign Trade, Delhi
- Indian Institute of Management, Indore
- Indian Institute of Management, Shillong
- Jagan Institute of Management Studies, Delhi
- National Institute of Industrial Engineering (NIIE), Mumbai
- Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune
- Vinod Gupta School of Management, IIT Kharagpur
- Xavier Institute of Social Service, Ranchi



Placement works & also system and considered as most desired method of Placement System used by B-Schools.

Top 10 Colleges In Terms of Industry Interaction

- Chandigarh Business School of Administration, Mohali
- Indian Institute of Foreign Trade, Delhi
- Indian Institute of Management, Shillong
- Indian Institute of Management, Indore
- Indian Institute of Management, Ranchi
- Institute of Public Enterprise, Hyderabad
- K.V Institute of Management and Information Studies, Coimbatore
- National Institute of Industrial Engineering (NIIE), Mumbai
- Vinod Gupta School of Management, IIT Kharagpur
- Xavier Institute of Social Service, Ranchi

Top Emerging Management Colleges

- Baddi University of Emerging Science & Technology, Baddi
- Hindustan Institute of Management and Computer Studies, Mumbai
- Indian Institute of Management, Ranchi
- International Institute of Management Studies, Pune
- International Management Institute, Bhubaneswar
- JEE Group of Institutions, Gr. Noida
- K.V Institute of Management and Information Studies, Coimbatore
- Kirloskar Institute of Advanced Management Studies, Pune
- Nehru College of Management, Coimbatore
- Sona School of Management, Salem

Top 10 B-School In East India

- Army Institute of Management, Kolkata
- Department of Management Studies, Mizoram University, Aizawl
- Future Business School, Kolkata
- Indian Institute of Management, Ranchi
- Indian Institute of Management, Shillong
- Regional College of Management (Autonomous), Bhubaneswar
- School of Management Sciences, Tezpur University, Tezpur
- Vinod Gupta School of Management, IIT Kharagpur
- Xavier Institute of Management, Bhubaneswar
- Xavier Institute of Social Service, Ranchi



Top 10 B-School In West India

- Bharati Vidyapeeth University, Institute of Management and Entrepreneurship Development, Pune
- Dr D Y Patil Institute of Management & Research, Pune
- International Institute of Management Studies, Pune
- International School of Business Management (ISBM), Sarvashri Gyan Vihar University, Jaipur
- International School of Business Media, Pune
- Lala Lajpat Rai Institute of Management, Mumbai
- M.S. Patel Institute, Faculty of Management Studies, Vadodra
- National Institute of Industrial Engineering (NIIE), Mumbai
- Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune
- Vaikunth Mehta National Institute of Cooperative Management, Pune



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Program	Last Date of Submission of Application Forms	Entrance Test Date	Centre for Entrance Test	Cost of Brochure & Entrance Test Fee
BBA/BCA <small>* 1st Shift (Morning) & 2nd Shift (Afternoon)</small>	Saturday, 30th May, 2015	Sunday, 7th June, 2015	New Delhi	Brochure-200/- Application Fee-1000/-



Prof. (Dr.) Vikas Nath
Director In-Charge & Dean Academics

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BVIMR PLACEMENTS

MBA BATCH 2013-15



Paras Sikri



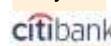
Yoshita Aggarwal



Akshay Mittal



Nikunj Mehta



Sumedha Sharma



Vivek Verma



Prateek Budhiraja



Ashna Anand



Anurag Srivastava



Jubby Goel

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Kshitiz Sachdeva



Nikita Arora



Nikita Khanna



Ramandeep Singh



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Raveena Gandhi



Vibhor Gupta



Oshin Kakkar



CONSTITUENT UNITS OF BHARATI VIDYAPEETH DEEMED UNIVERSITY

1. BVDU Medical College, Pune.
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3. BVDU College of Ayurved, Pune
4. BVDU Homoeopathic Medical College, Pune
5. BVDU College of Nursing, Pune
6. BVDU Yashwantrao Mohite College of Arts, Science & Commerce, Pune.
7. BVDU New Law College, Pune
8. BVDU Social Sciences Centre (M.S.W.), Pune
9. BVDU Yashwantrao Chavan Institute of Social Science Studies & Research, Pune.
10. BVDU Centre for Research & Development in Pharmaceutical Sciences & Applied Chemistry, Pune
11. BVDU College of Physical Education, Pune.
12. BVDU Institute of Environment Education & Research, Pune
13. BVDU Institute of Management & Entrepreneurship Development, Pune
14. BVDU Poona College of Pharmacy, Pune
15. BVDU Institute of Management & Research, New Delhi
16. BVDU Interactive Research School in Health Affairs (IRSHA), Pune
17. BVDU Rajiv Gandhi Institute of Information Technology & Biotechnology, Pune
18. BVDU College of Architecture, Pune
19. BVDU Abhijit Kadam Institute of Management & Social Sciences, Solapur
20. BVDU Institute of Management, Kolhapur
21. BVDU Institute of Management & Rural Development administration, Sangli
22. BVDU College of Engineering, Pune
23. BVDU Institute of Hotel Management & Catering Technology, Pune
24. BVDU Yashwantrao Mohite Institute of Management, Malakapur-Karad
25. BVDU Medical College & Hospital, Sangli
26. BVDU Dental College & Hospital, Mumbai
27. BVDU Dental College & Hospital, Sangli
28. BVDU College of Nursing, Sangli
29. BVDU College of Nursing, Navi Mumbai



Invitation for Articles in BVIMR Mirror

- U Faculty may contribute in the form of Articles / Book Reviews
- U Students are encouraged to give their contributions in the form of articles, poems, puzzles, quizzes or any other innovative idea's for the student corner
- U You may send in your articles or queries at mirrorbvimr@gmail.com

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