

Vol. 8 Jan. 2014

Annual Magazine

Harmoney

Making a visionary leader out of you

"Creativity is Contagious Pass it on....."
Albert Einstein



BHARATI VIDYAPEETH UNIVERSITY

INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI

An ISO 9001 : 2008 & 14001 : 2008 Certified Institute

Annual Magazine

Harmony

Making a visionary leader out of you



INTRODUCING THE LOGO OF BVIMR's ANNUAL MAGAZINE - HARMONY



YIN AND YANG'S RELATION WITH HARMONY

In Chinese mythology yin and yang were born from chaos when the universe was first created and they are believed to exist in harmony at the centre of the Earth. The yin and yang are an important element of Chinese philosophy and religion, representing the principle that all things exist as inseparable and contradictory opposites, the correct balance of which creates harmony. They are mutually dependent and contain at their core an element of their opposite, represented by the dots. The purpose of imbibing it in our magazine is to relate the various energies present in the form of talent, skills , trends, culture prevailing in the college. It helps in channelizing the talent of the students and hence the symbol of harmony has been derived from the symbol of yin and yang.



HARMONY

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

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MBA II YEAR

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MBA I YEAR

Message from the Founder



Hon'ble Dr. Patangrao Kadam
Founder,
Bharati Vidyapeeth
Chancellor,
Bharati Vidyapeeth University, Pune

Things do not happen. Things are made to happen.
John F. Kennedy

We are all ordained to make choices and those choices principally rule our performance. I am most fortunate that our college is a pool of so many motivated people who make optimistic decisions, which ultimately lead to so many meaningful and productive actions like ***BVIMR HARMONY***.

We foster a holistic culture that values the individuality of each student, hone their academic skills, fine-tune their aesthetic senses and encourage them to explore and revel in the joy of learning.

A handwritten signature in black ink, appearing to read 'Dr. Patangrao Kadam'.

Dr. Patangrao Kadam

Message from the Vice Chancellor



Hon'ble Dr. Shivajirao Kadam
Vice-Chancellor
Bharati Vidyapeeth University, Pune

"With the new day comes new strength and new thoughts".
Eleanor Roosevelt

Education embraces diverse views, developing unusual perspectives and opening student's mind to the novel possibilities and emerging as world class championship substance.

The environment at BVIMR is intellectually challenging and rewarding. It focuses on honing the student's ability, self-confidence and the desire to go on learning for the rest of their life and to cope with new situations. We powerfully believe in human values and our commitment to the Nation and human society.

A handwritten signature in black ink, appearing to be 'Dr. Shivajirao Kadam', followed by a long horizontal line.

Dr. Shivajirao Kadam

Message from the Secretary



Hon'ble Dr. Vishwajeet Kadam
Secretary,
Bharati Vidyapeeth, Pune

*I really believe that everyone has a talent, ability,
or skill that he can mine to support himself
and to succeed in life.*

Dean Koon

The new skills and competencies have become a key element in ensuring quality in the process and product alike. Therefore, to cope with the modern challenges, the development of staff at frequent intervals is imperative.

The stepping-stone at BVIMR are here. Our results attest to this, our work ethic confirms this and our vision underpins this. Research Based learning is the norm, where each student is guided through an individualized work plan in consonance with his/her potential, thereby providing a complete learning experience.

We have done a commendable job this year and we have done so jointly and I can only pay my best compliment to the outcome.

ALL THE BEST AHEAD.

A handwritten signature in black ink, appearing to read 'Dr. Vishwajeet Kadam'.

Dr. Vishwajeet Kadam

Message from the Director



Dr. Nitin Nayak
Director
BVIMR, New Delhi

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

Ella Wheeler Wilcox

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

BVIMR has essential infrastructure, together with highly qualified faculty members, for hands on experience. Students are exposed to the most modern and up-to-date curriculum and contemporary developments in various disciplines of Management. In addition to developing excellent managerial skills our students have been molded into well-rounded personalities, given their exposure to working as teams on projects, developing presentation and communication skills, and actively participating in varied extracurricular activities.

A stylized, handwritten signature in black ink, appearing to read 'Nitin Nayak'.

Dr. Nitin Nayak

BVIMR Snapshot



Most Innovative B-School in India

BHARATI VIDYAPEETH

Institute of Management and Research, New Delhi

Zooming in BVIMR

MAKING A VISIONARY LEADER OUT OF YOU

Bharati Vidyapeeth University Institute of Management & Research – New Delhi (BVIMR)

A '4' acres oasis in West Delhi – Bharati Vidyapeeth University Institute of Management & Research (BVIMR) is the only Institute attached with Metro Station (Paschim Vihar (East)), fabulous architecture, lush verdant woods and landscape gardens that provide an idyllic environment to engage in management & IT studies. BVIMR boasts of a world class infrastructure, state of the art facilities with air-conditioned classrooms, library and hostels that facilitate excellence in teaching, research, consultation and professional activities.



The Institution which was permanently affiliated to Pune University till 2005 was brought under the ambit of Bharati Vidyapeeth University (BVU), Pune on the recommendations of UGC under Section 3 of UGC Act vide its letter notification no. F.9-16/2004-U3 dated 25th Feb, 2005 by Govt. of India by HRD Ministry Govt. of India.

Established in 1992, the institute has since then built world-class infrastructure, highly accomplished faculty and motivated students to emerge as one of the premier institutes for management education and research program. MBA program of the institute is Duly accredited by National Board of Accreditation (AICTE), it has excellent Industry Institute Partnership cell called C.R.C. which has signed LOU/MOU with more than 40 Corporate/Business Houses It gives an added advantage of integrating classroom knowledge with practical experience. **The placement record of the institute has been excellent year to year. 98 blue chip companies visited the Campus during 2013-14 with highest pay package offered of Rs. 17 lakhs per annum and average of Rs. 6.25 lakhs.**

The faculty members of the Institute are dedicated professionals with academic excellence and rich industrial experience. They submit themselves to a rigorous open and continuous process of appraisals and feedback from the students. These results in the faculty to fine tune their course contents from time to time. Independent committees, comprising of faculty/supporting staff/student body play a role in the governance of Institute and assume ownership of collective decision. Faculty members are active and regular participants in national, international conferences and symposia. They contribute to national/ international journals and collaborate with a broad range of agencies to develop and execute research/consultancy projects.

- **Vision**
Leadership in Management Education through innovation and excellence.
- **Mission**
Fostering a conducive learning eco-system for students, faculty and industry germinating capable upright managers and entrepreneurs to contribute meaningfully to industry and society.
- **QUALITY POLICY**
 1. State of Art Infrastructural and Instructional facilities.
 2. Global Benchmarking
 3. HR Synergy.
 4. Consistent Value enhancement.
 5. Continuous motivation and nurturing creativity.
- **Ranking/Rating of B.V.I.M.R**
Under the Guidance of Hon'ble Dr. Patangraoji Kadam, Dr. Shivajirao Kadam & Dr. Vishwajeet Kadam, Director Dr Nitin Nayak as Director of the Institution has always believed in leading from the front. BVIMR New Delhi enjoys the following standings:
 - » Ranked among top '50 B-Schools' in India and top 5 in Delhi by Business India and Hindustan Times
 - » Constituent Unit of Bharati Vidyapeeth Deemed University, Pune re-accredited with Grade A by NAAC in 2011.
 - » NBA (AICTE) Re-Accredited MBA programme
 - » An ISO 9001-2008 and ISO 14001:2004 certified Institute
 - » Recipient of the Abhijeet Kadam award for the Best Institute award by Bharati Vidyapeeth University, Pune
 - » Business and Management Chronicle has ranked BVIMR as the 2nd best B-School in North India.
 - » Recipient of Business School Leadership Award from Star News
 - » Rated in Gold A+++ category by Just Careers for MBA aspirants.



UNIQUE FEATURES

- **Knowledge Resource Center**
The library houses more than 45,000 books and 120 National and International journals and magazines. It is equipped with digital system via audio-visual facilities through videocassettes, tapes, CD-ROMs and VCDs & Internet connection and acts as an academic resource for Research work. It has an open access system for all faculty and students.



Institute has the membership of American Council and British Council of India. EBSCO (Online Journals) & Prowess (Corporate Database) are a part of our World Class Digital Library. The library is also linked with DELNET and has SPSS for statistical analysis.

- **Information Resource Center**

The Computer center at BVIMR has more than 400 computers with the latest configuration. The computer center is professionally managed & equipped with three servers ported with Windows 2003 server and Linux. In addition to the general software it also has PROWESS – a corporate database and SPSS. The center integrates itself with the rest of the world with broad band Radio Link whose speed is 20 Mbps. The campus is Wi-Fi enabled. To support this Center, a digital Library of 30 computers is also in operation. LCDs and Printer facility have also been made available to faculty and students.



- **Foreign Language**

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

- **Auditorium**

BVIMR has a state-of-the-art air conditioned Auditorium with more than 250 seating capacity. It is equipped with the latest sound system, LCD projection equipment's and all other facilities for conducting seminars/conferences and events of international standards.

- **Amphitheatre**

Pride of the Institute for its strategic location within the building, it can accommodate about 290 persons.

- **In-house Banking**

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



- **Recreation and Sports Centre**

There is a canteen facility for BVU Educational complex which provides hygienic and delicious meals and snacks for the students and faculty members and also caters to the mess

facility for the hostel residents.

Besides the playground with a cricket pitch, Basketball, Volley ball & Badminton courts, there are provisions for indoor games like Table Tennis, Carom & Chess. The students are also motivated to pay attention to their physical fitness. For this purpose, the institute has also established a music centre and gymnasium in the campus to motivate the students and faculty members for their physical fitness.



- **Medical Facility**

The in-house Doctor visits the campus every day and provides necessary medical help and guidance to all students and faculty members.



- **Hostel**

Home away from home....fully air-conditioned

Surrounded by ample open space and green garden, its envious sight is most appropriate for learning. The hundred inmates from different parts of the country are staying in the Hostel. Security provision –is available 24 hours including dedicated Mess facility.

- **Innovative Practices at BVIMR, New Delhi**

The economic reforms initiated by the government of India in 1991 and the momentum towards globalization and free enterprise system has provided a new challenge for the professional management educators to produce managers who can function efficiently across the globe and excel in multi-cultural environment. Innovate or perish is the watchword of BVIMR. Therefore, the institute has adopted the following innovative practices to give quality education to our students. These are briefly described as under:

- **E- Business Quiz and E-Foreign Language Quiz**

BVIMR has introduced E- business quiz and E-foreign language quiz in which two links are provided in the website of institute and quiz is updated on a weekly basis. First ten early and correct reply from the students are rewarded with attractive gifts and prizes to motivate the students for participation in the quiz

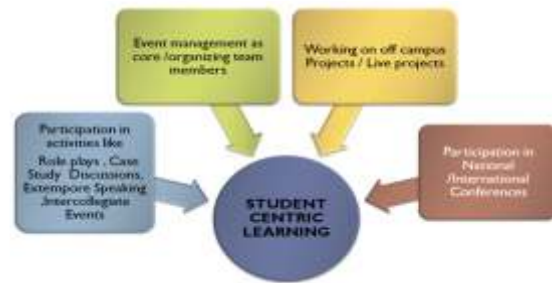


- **Enhancing employability and entrepreneurial skills of students**

To meet the needs of present economic scenario and to enhance the employability skills of BVIMR students, The Institute has taken initiative to incorporate the following emerging areas of knowledge in the curriculum of management courses of this Institute:

» Management of excellence:

To enable the students to perform at their peak level of efficiency in the corporate world, corporate days are organized on alternate Saturdays wherein senior corporate executives are invited to share their real life industry experience with the students.



• **Corporate Governance and social responsibility:**

Business enterprises have grown in size and complexity over the decades. Management of such organizations require adherence to stringent standards of governance. BVIMR is doing its part in assimilating this aspect in its academic programme and curriculum.

• **Environmental studies:**

Environment affects the survival of mankind itself. The business enterprises have a big role in reversing the damaging trends and bring climatic conditions to normal. This is now an important area of academic studies in the institute.

• **Disaster and Crisis Management:**

Management educators need to develop appropriate syllabus and contents to deal with crisis and disasters. This is also an important area of studies.

• **PEDC (Personality & Entrepreneurial Development Club):**

The Institute's Personality and Entrepreneurial Development Club (PEDC) makes holistic efforts to develop proper personality traits among the students.

• **Certificate course in Executive Excellence**

An Add –on course is designed to increase the employability of the MBA students to make them as finished products in terms of managerial skills and personal excellence. A bevy of International speakers, corporate speakers & academicians conduct this programme.

• **E-Learning Certificate programme of ICICI Bank**

BVIMR has extended its academic horizons in association with ICICI Bank, which is offering more than 200 modules in banking and finance for the benefit of faculty and students. The best students are awarded a certificate and are considered for placements in ICICI.

• **Management Clubs**

BVIMR provide ample opportunities to students to widen their horizons of learning and explore their areas of interest through special clubs that are:

» Sports Club ,IT Club, Marketing Club, HR Club, Finance Club, International Business Club, Film Club, and Entrepreneurship Club.



- **Social Club**

BVIMR is deeply concerned about the welfare of the people in the surroundings and the environment in which they live. To this end BVIMR conducts a number of social activities round the year for the welfare of people and for preserving the environment. These are: Joy of Giving week, National Girl Child Day – January 24, Republic Day – January 26, Blood Donation Camps, Free Eye Checkup Camps, Seminar on Save Yamuna Project, International Literacy Day, Ozone Day, World AIDS Day organized by collective efforts of the faculty and students at BVIMR represents the institute's concern for social responsibility.



- **Cyber Security Certificate**

In the present modern times application of information technology in all spheres of business and industrial activities is inevitable. It is necessary for young managers to be aware of modern cyber technology to preserve and safeguard vital business information. Therefore, BVIMR has made mandatory for all the students to pass Certificate Course in Cyber Security.



- **Remedial and Bridge Courses**

Foundation Courses in Accounts, Mathematics and Statistics are available for students to build a strong foundation for their academic growth.

- **Tea with director**

It is a platform given by the director to the students of BRIM where they share all their thoughts & experiences with each other. This initiative has been fruitful in engendering a spirit of belongingness towards the college amongst the students.

- **Psychometric Laboratory**

It is the state of the art modernized lab equipped with many nationally and internationally acclaimed psychometric test which are been utilized for overall grooming and uplifting of students.

- **Dry pantry by students of BVIMR**

It is an exposure given by college to the students of BRIM to implement their novel for ideas for conducting business on trial basis for short periods which provides them a hands on experience f being an entrepreneur.

- **Green initiative**

Paper bag activity, ozone day, tree plantation are sme of the initiative taken by the college to save the natural resources.



PUBLICATIONS:-

- » **BVIMR MANAGEMENT EDGE:** It is a Bi-Annual publication dedicated to the advancement of academic research and management practice. It has been accepted by more than 100 business schools under Subscription / Exchange Scheme. The journal is also listed on EBSCO database.
- » **HARMONY:** It is an annual magazine of the institute, edited and managed by students.
- » **PUBLISHED PAPERS:** The faculty members of BVIMR have more than 300 published papers to their credit. They also have brought out 15 books on various management subjects.
- » **BVIMR MIRROR:** it is a quarterly in-house news magazine. It publishes the events, activities of the various Departments during this period. It is a reflection of BVIMR's commitment towards its vision.

ABOUT CRC

- » The consistent endeavor of the Corporate Resource Cell (CRC) at BVIMR is to provide the students with a transparent Placement process. Ever since the commencement of the Pre-placement activities like the Placement Presentation, Placement Talks and Slots Allocation to the Placement process comprising of Written/online tests, Group Discussions, Personal Interviews etc, the CRC team is there to help bridging the gap between the students and the Recruiters. The role of the CRC team is not just confined to the placement process but also follows post Job Offerings through regular monitoring and feedbacks ensuring quality.

OUR PRESTIGIOUS RECRUITERS

S.No	Companies List	Profile	Sector
1	99 Acres	Marketing	Real Estate
2	Adecco	HR	Consultancy
3	Adobe	Marketing	IT
4	Adobe	Marketing	IT
5	Advance Medicure Systems	Marketing	Medical
6	Airtel	Telecommunications	Marketing
7	Akosha	HR	Consultancy
8	Alpha KKC Logistics Pvt. Ltd.	Marketing	logistics
9	Ambuja Cement	Marketing	FMCG
10	American Express	Marketing	NBFC
11	Ameriprice Financial	Finance	NBFC
12	Aricent	Marketing	IT
13	Asset Deals	Marketing	NBFC
14	Aviva	HR/Marketng	NBFC
15	Axis Bank	Marketing	Banking
16	Berger Paints	Marketing	FMCG
17	Berkshire	marketing	NBFC
18	Bonanza Portfolio Ltd.	Marketing	Trading
19	BPTP	Marketing	Real Estate
20	Buoy International	Marketing/Operations	Trading
21	Café Cofee Day	Marketing	FMCG
22	Campus2 Corporate	Consultancy	Marketing
23	Capital IQ	Research Analyst	Research
24	Cargill	Marketing/Operations	FMCG
25	Cholamandalam	Marketing	NBFC
26	Citi Bank	Marketing/Finance	Banking
27	Coca Cola	Marketing	FMCG
28	CSC	Finance	IT
29	CTC Web	Marketing	IT
30	Dabur India	Marketing	FMCG
31	Daffodills	Marketing	
32	Daikin Airconditioning	Marketing/Operations	Electronics
33	Detusche Bank	Marketing	Banking
34	Federal	Marketing/HR/Finance	Banking
35	Ganesha Diagnostic Centre	HR/Finance/Marketing	Hospitality
36	GE	Marketing	NBFC
37	Google	Finance	Consultancy
38	Hewitt	Marketing	IT
39	HT Media	Marketing	Media
40	HUL	Finance	FMCG
41	IBM	Research Analyst	IT
42	ICICI Bank	Marketing	Banking
43	ICICI Securities	Marketing	NBFC
44	Idea	Telecommunications	Marketing
45	IECS	Marketing	Electronics

S.No	Companies List	Profile	Sector
46	IGI	Hospitality	HR
47	IIFM	EDUCATION	HR
48	IIFM	Education	HR
49	Indiabulls	Marketing	NBFC
50	Indusind Bank	Marketing	Banking
51	Interglobe	Marketing	IT
52	Interocean	Operations	logistics
53	IYOGI	Operations	IT
54	Jagat Agro India Ltd.	F.M.C.G	Marketing
55	Jagbros Company	HR/Finance/Marketing	Consultancy
56	Knr Conculting	HR	Consultancy
57	LT Foods	Marketing/HR/Operations	FMCG
58	Luminous	Marketing/Finance	Electronics
59	Madhyam Buildtech	Marketing	Real Estate
60	Mirus Solutions	HR	Consultancy
61	MN International		Marketing
62	Naukri.Com	Marketing	Consultancy
63	OLX India	Marketing	Retail
64	Paramount Group	Marketing	Consultancy
65	Perception World	HR	Consultancy
66	Phoenix	Marketing	IT
67	Prime Jobs	HR	Consultancy
68	Protechsoft	Marketing	IT
69	Pylon Consulting Management	HR	Consultancy
70	Pyramid IT Consulting	HR	Consultancy
71	Quiker	Marketing	Online Portal
72	Relaince Group	Marketing	Telecomm
73	Relaince Money	Telecommunications	Marketing
74	ReMax	Marketing	Real Estate
75	Sapient	Finance	IT
76	Sharekhan	Marketing	NBFC
77	Shri Ram Pistons	Finance	FMCG
78	Skoda	Marketing	Automobile
79	SPA Group	Marketin/HR/Finance	NBFC
80	Spazedge	Marketing	Real Estate
81	Star TV	Marketing	Media
82	Taj Group	HR	Hospitality
83	TMI	Banking	Consultancy
84	Top Land Enterprise	Real Estate	Marketing
85	Ultratech Cements	Marketing/Operations	FMCG
86	Unnati		HR
87	Valvoline Cummins	Finance	F.M.C.G
88	Vodafone	Telecommunications	Marketing
89	Wipro	Marketing/Operations	IT
90	XL Dynamics	FINANCE	NBFC

- **Unique Events/Activities of BVIMR**

The institute organizes unique students driven and students centered events in the form of plethora of conferences and festivals which run in parallel with on-going academics & programme for the overall development of students.



- » **CORPORATE DAY:** Industry experts are invited to share their experience and deliver guest lectures to the students on contemporary management issues.
- » **PARISTHITI:** An annual case writing and presentation competition
- » **TECHSPAN:** An annual Information Technology Inter-Institute Competition.
- » **GURU VANDANA:** Felicitation of Corporate Mentors by students celebrated each year as a respectful tribute to the late President of India; Hon'ble Dr. S. Radhakrishnan
- » **NATIONAL / INTERNATIONAL CONFERENCE:** Every year National and International conferences are organized on current & burning topics.
- » **BVIMR GEMS** -inter class competition
- » **MILAP(United Brethren) :** Annual Alumni Meet
- » **NRPPC**-National Research Paper Presentation Competition
- » **OZONE DAY :** To highlight social and environmental issues
- » **RENAISSANCE:** An annual Management Festival
- » **ANNUALSPORTS MEET:** An annual event for both indoor and outdoor sports.
- » **LANGUAGE MELA:** An event to promote Foreign Languages among the students.
- » **M.D.P/F.D.P**
- » **MUNESCO :** MODEL UNITED NATIONS
- » **WOMEN DEVELOPMENT CELL**
- » **ANTI-RAGGING CELL**
- » **7-TIER COUNSELING/MENTORING SYSTEM**
- » **5-TIER FEEDBACK SYSTEM**
- **NATIONAL AND INTERNATIONAL TIE UPS**
 - » **BRITISH COUNCIL**
 - » **AMERICAN COUNCIL**

- » **ALL INDIA MANAGEMENT ASSOCIATION**
- » **DELHI MANAGEMENT ASSOCIATION.**
- » **HRD NETWORK AND DELHI PRODUCTIVITY COUNCIL.**
- » **INDIAN SOCIETY OF TECHNICAL EDUCATION.**
- » **COMPUTER SOCIETY OF INDIA.**
- » **ASSOCIATION OF MANAGEMENT DEVELOPMENT INSTITUTE IN SOUTH ASIA (AMDISA)**
- » **INTRA CLIENT-FRENCH/GERMANY LANGUAGE LEARNING PROGRAMME.**
- » **NEN (NATIONAL ENTREPRENEURSHIP NETWORK)**
- » **AIMS- ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS**
- » **DELNET**
- » **CII**





Hon'ble Dr. Patangrao Kadam
Founder,
Bharati Vidyapeeth
Chancellor,
Bharati Vidyapeeth University, Pune



Hon'ble Dr. Shivajirao Kadam
Vice-Chancellor
Bharati Vidyapeeth University, Pune



Hon'ble Dr. Vishwajeet Kadam
Secretary,
Bharati Vidyapeeth, Pune

*"A warm thank you for all the things you have done for making
our future bright & colorful "*

From the Students of BVIMR



*I walked and walked and walked
How will now be the journey I thought*

*Life took a new mode
And I landed in the management world*

*A renowned college which is a source of knowledge
Keeping us on toes or grilling us like a chicken
All efforts are made to pull the talent inside us that is hidden*

*Surrounded by the ambitious students around
I also try to focus
When Accounts and Economics fly above my head round and round*

*Different and comfortable I feel here
Disciplined yet friendly is the environment here
Girls look like butterflies
Following the dress code with full on style*

*Colourful is the college life
Where we learn how to fly*

*This journey is of two years
And marking it a milestone in life
Will be my college
Bharati Vidyapeeth that always shines*

***Upasana Kak
MBA IV***

“BVIMR raised many Helping Hands for the Differently Abled”

Nirmalya Trust, is an non profit organisation working towards making the life of disabled persons useful and enjoyable. Their primary focus is to generate employment for the specially abled and they are diligently working towards the same goal.

Mrs. Meena Bedarkar, founder and managing trustee of nirmalya trust alongwith other team members were invited to our institute to train the students to make useful paper carry bags.

Our students with best of the efforts exhibited their creative side, the bags were auctioned on Renaissance, the annual fest of BVIMR generating money of Rs. 51,000 in the very first round which would be handed over to the trust.

It was a proud moment for BVIMR, as the sense of social commitment was fulfilled, the college said no to plastics and moreover this motivated and sparked creativity amongst students.

The Paper Bag Activity

This is the first ever initiative taken by BVIMR and many more are in pipeline.

Paper Bag Activity - A CSR Initiative by BVIMR



Editorial Board



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MS. ANJALI SHARMA
ASSISTANT PROFESSOR
EDITOR

DR. NEETU JAIN
ASSISTANT PROFESSOR
CO EDITOR

Student Editors

YOSHITA AGRAWAL
MBA (I year)

SAKSHI VANEJA
MBA (II year)

SMRITI GOEL
MBA (II year)

“Special acknowledgement to Dr. Shallu Singh for arranging Interview with Mr. Deepta Gupta, Executive Vice-President Bikanervala Foods PVT. LTD.”

We truly and specially appreciate the efforts made by:

1. **TAFSIL RAZAA** for designing the symbol of Harmony
2. **AMARPREET SINGH** of MBA (II year) for arranging interview with Mr. Anil Srivatsa (Founder of Radiowalla.in)
3. **ASHISH DWIVEDI** of MBA (I year) for beautiful pictures for Harmony.

A PEEP INTO THE SECRET SUCCESS OF EMINENT PERSONAS



A Big Salute To Master Blaster Sachin Tendulkar & Highlights Of Sachins' Farewell Speech

A man who lived and retired like a legend

Page: 1-3



ॠ-a- ॠ With Mr. Anil Srivatsa: A Radiowalla
His Journey From MEOW To Radiowalla.In

A man full of life

Page 4-6



Success and life lessons by Chetan Bhagat
& Learnings from his books

An IITian who turned a non reader to a book lover

Page 7-8



A meeting with Mr. Deepta Gupta

His Message for Youth: Todays world demands the qualities of youth, not a time but a state of mind, a predominance of courage and proactiveness

Page 9-11



Rendezvous With Dr. Nitin Nayak

Know about the likes and dislikes of the Director of BVIMR

His friends are his students

Page 12-15

A BIG SALUTE TO THE MASTER BLASTER: SACHIN TENDULKAR

SACHIN RAMESH TENDULKAR is a former Indian Cricketer, popularly holds the title “god of cricket” among his fans. He started his career from the age of 11. He is the only cricketer to have scored 100 international centuries; he is also the first batsman to score a double century in a One Day International, and the only player to complete more than 30,000 runs in international cricket.

He was born on 24th April 1973 in Bombay (Maharashtra). He was married to Anjali on 24th May 1995 and they have two kids Sara and Arjun.

In his cricket career he was given different nicknames such as tendlyya, god of cricket, little master, master blaster, etc. His test match debut was on 15th November 1989 against Pakistan. His Last test match was on 14th November 2013 against West Indies. His first ODI match was on 18th December 1989 against Pakistan and last ODI match was on 18th March 2012 again against Pakistan.

In 2002, Wisden cricketers' Almanack ranked him the second greatest test batsman of all time, behind Don Bradman and the second Greatest ODI batsman of all time, behind Viv Richards.

In 2012, Tendulkar was nominated to Rajyasabha, the upper house of the parliament of India. He was also the first sportsperson (and the first without an aviation background) to be awarded the honorary rank of group captain by the Indian Air Force. In 2012, he was named an honorary Member of the Order of Australia.

In December 2012, Tendulkar announced his retirement from ODIs. He retired from T20 cricket in October 2013 and subsequently announced his retirement from all forms of cricket, retiring on 16th November 2013 after playing his 200th and final test match against West Indies in Mumbai's Wankhede stadium. Tendulkar played 664 international cricket matches in total, scoring 34,357 runs.

The following is the list of books focused on Tendulkar's career:

- Sachin: The story of the world's greatest Batsman by Gulu EzeKiel
- Sachin Tendulkar Opus
- The A to Z of Sachin Tendulkar by Gulu Ezekiel
- Sachin Tendulkar – Masterful by Perter Murray, Ashish Shukla.
- If Cricket is a religion, Sachin is god by Vijay Santhanam, Shyam Balasubramanian
- Master Stroke: 100 centuries of Sachin Tendulkar

He was honoured with several awards in his entire cricket career

SACHIN's NATIONAL HONOURS

- 1994- ARJUNA AWARD by the government of India in recognition of his outstanding achievements in sports.
- 1997-98- RAJIV GANDHI KHEL RATNA, India's highest honour given for achievement in sports.
- 1999- PADMA SHRI, India's fourth highest civilian award.
- 2001- MAHARASHTRA BHUSHAN AWARD, Maharashtra state's highest highest civilian award.
- 2008- PADMA VIBHUSHAN, India's second highest civilian award.
- 2014- BHARAT RATNA, India's civilian award presented on 26 January 2014.

HIS OTHER HONOURS

- 1997- Wisden Cricketer of the year
- 2003- Player of the tournament in 2003 Cricket World Cup
- 2004, 2007, 2010- ICC World ODI XI
- 2009, 2010, 2011- ICC World Test XI
- 2010- Outstanding Achievement in sport and the People's Choice Award At The Asian Awards in London
- 2010- Wisden Leading Cricketer In the World
- 2010- ICC Award-Sir Garfield Sobers Trophy for Cricketer of the year
- 2010- LG People's Choice Award
- 2010- Made an honorary group captain by the Indian Air Force.
- 2010- BCCI Cricketer of the Year Award.
- 2011- Castrol Indian Cricketer of the year Award.
- 2012- Wisden India Outstanding Achievement award.
- 2012- Honorary Life Membership Of Sydney cricket Ground (SCG).
- 2012- Honorary Member of the order of Australia, Given by the Australian Government.
- 2013- Indian Postal service released a stamp of Tendulkar and he became the second Indian after Mother Teresa to have such stamp released in their lifetime.



HIGHLIGHTS OF SACHIN'S FAREWELL SPEECH

“Hard to believe this wonderful journey is coming to an end”

“always followed instructions of my father who asked me never to give up... everytime I did something special with my bat, it was for my father”

“don't know how my mother dealt with a naughty child like me”

“my sister presented me with my first cricket bat. It was a Kashmiri willow”

“my brother Ajit and I have lived this dream together. He sacrificed his career for me”

“the most beautiful thing happened to me when I married Anjali. She stepped back and took responsibility for the family. Without her support I wouldn't have been able to play cricket freely and without stress”

“Arjun and Sara are two precious diamonds of my life..... Next 16 years and beyond, everything is for you”

“I had a message to the team- I said we are all so proud to be representing the nation. I hope to continue to serve the nation with dignity. I have full faith that you will serve the country in the right spirit”

“My coach Ramakant Achrekar never said 'well played' to me for the last 29 years, because he thought I would get complacent”

“Rahul, Lakshman, Saurav, Anil (who is not here)... my team mates right in front of me.. you are like my family away from home. Its going to be difficult not to be part of the dressing room”

“(To fans) “thank You. “Sachin, Sachin will reverberate in my ears till I stop breathing”



Tête -a -tête with Mr. Anil Srivatsa : A Radiowalla

“He is the former CEO of MEOW(104.8 FM) and the 1st first person in India to start an online radio station (radiowalla.in)”

HARMONY: Anil tell us about your entire journey from being a radio jockey to CEO of Meow to Radiowalla , I am sure it wouldn't have been easy what all difficulties did you face and how did you overcame them?

ANIL SRIVATSA: This can become a long answer as the journey was long and if I have to do justice to my journey, you would have successfully made me write my first book. Professionally this journey has been recorded in my work experience section of my FB profile [facebook.com/anil.srivatsa](https://www.facebook.com/anil.srivatsa) or <http://about.me/anilsrivatsa>

As for the challenges part and the difficulties I overcame all of them with just these acquired and practiced qualities. Dignity of labour so was willing to take on any work to survive (Legal of course), a highly positive attitude, self belief, believed in doing something about a challenge rather than the challenge doing me, never straying the right path and an undying faith in the cosmic forces and power most people refer to faith in god all topped with the internal desire to do something that makes a change for more people than just my immediate circle. Make a difference to others while you walk this earth.

HARMONY: Currently Radiowalla is doing pretty well. What do you think is the future of online radio station in coming days, do you think there are going to be couple of competitors in the coming years ?

ANIL SRIVATSA: My first internet radio station that I started was in 1998 and have never looked back ever since. I think the future of radio content consumed via the internet is definitely the future as bandwidth availability and cost come down. The perfect medium to deliver special interest content as a very low cost and wider reach as the internet is global and very much mobile.

HARMONY: Not just us but there were a lot of fans who were disheartened after Meow discontinued, what was the reason behind Meow closing its shutters?

ANIL SRIVATSA: This was an ownership decision to change the format on 104.8 FM from a women only talk radio format to the current format of Oye! I think that was shortsighted on their part but it was their prerogative. Quick financial gain was the reason for this and they felt Meow was not getting enough listeners. But my argument was that a format such a meow would take time and when it did, it will be format to challenge other music stations. Of course no one listened to me and we both left.

HARMONY: We all know how conservative the Indian society has been all along, but when we talk about your most famous radio series "Between the Sheets" a lot of participation is there, people come and talk about things that they never used to, do you think it's just because no one can identify them on a radio show (well I've personally identified couple of my friends on your show just by how they talk , and even I've been identified twice) or is it about the Indian society now shifting from a very closed and shy one to an open minded and expressive one ?

ANIL SRIVATSA: Indian society is still closed and shy in comparison to others or forward in comparison to some. But what radio has allowed is the open, honest exchange of ideas in the comfort of radios anonymity. The show did well because of its fresh approach and bold approach to very contemporary issues relating to love, sex and relationships. Discussion between the sheets were always happening but in hushed tones in small groups but what this show did was to widen the platform and made it ok to speak about some of the most important moments and feeling of a human beings life.

HARMONY: Starting India's first LGBT radio channel was a great effort , do you think LGBT community in India is suffering due to the vague Acts which have been incorporated in the constitution ? What is your message for everybody out there as to how the LGBT community should be treated in India or in any part of the world for that matter ?

ANIL SRIVATSA: This is a matter of respecting human rights and their right to choose who they love as long as it is not forced on anyone. This should not be a criminal act in our society. This could always remain as a moral debate as are other choices people make with regards to love and relationships. I think this law is outdated and is in gross violation of the human rights provisions of our law and good citizenship.

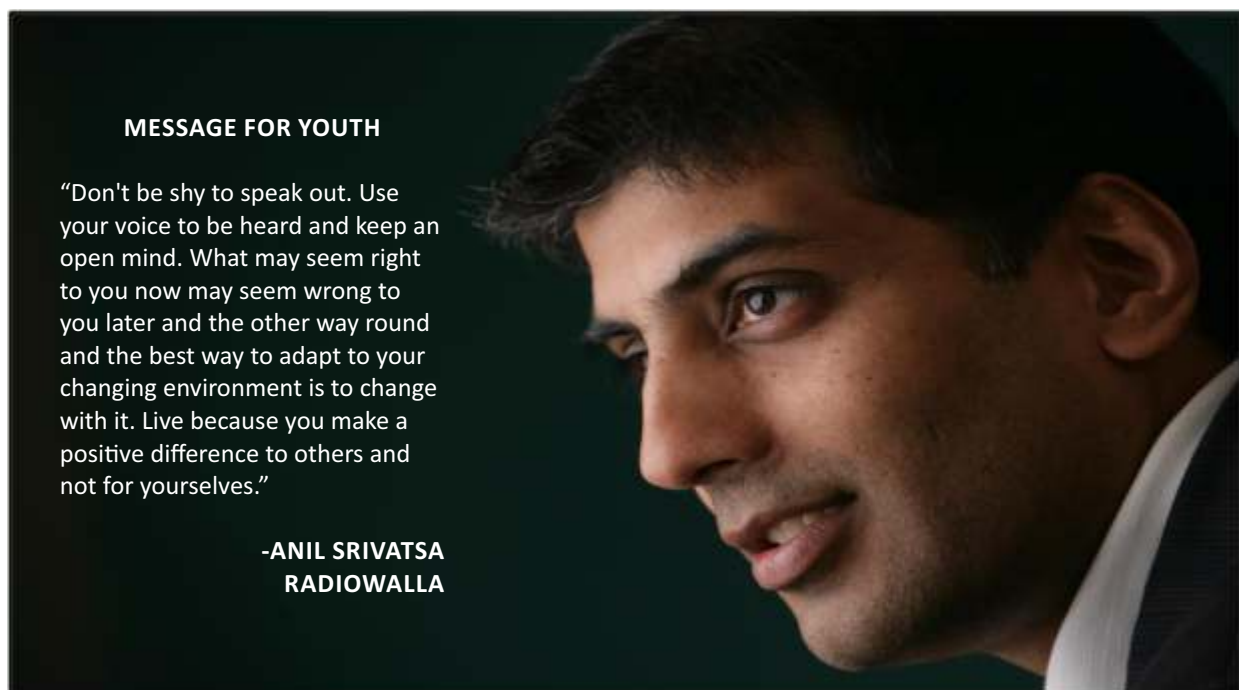
HARMONY: Your innovative ideas have always knocked my socks off. Meow, Between the Sheets, Radiowalla, LGBT channel they all have been such wonderful and great ideas and each one of them have helped a lot of people in some or the other way. So , where do you get all this inspiration for such innovative ideas ?

ANIL SRIVATSA: Just a couple of things:-

- A. I believe everyone has the right to express themselves and to be heard and I will protect everyone's right to do so even if I disagree with them.
- B. I want to effect change in attitudes and thinking and behavior for the greater good and I have chosen the path of radio communication to do so. I believe radio has the power to reach into the depths of people's hearts and minds.

HARMONY: What are you planning to do next? Is anything else lined up right now?

ANIL SRIVATSA: More channels and more show that cater to the special interest groups with even more special content on the radiowalla.in platform.



CHETAN BHAGAT: A renowned author

AUTHORs' TIMELINE

1974: Chetan Bhagat was Born in Delhi

1991: Enrolled in IIT

1995: Enrolled in IIM Ahmedabad

1997: Recognized by IIM Ahmedabad as "The best outgoing student"

1998: Got married to Anusha Suryanarayanan

2004: Published his first book "Five Point Someone - What not to do at IIT!"

2005: Published his second book "One Night @ the Call Center"

2008: Published his third book "The 3 Mistakes of My Life"

2009: Published his fourth book "2 States: The Story of My Marriage"

2011: Published his fifth book "revolution 2020"

2012: Published his sixth but first non-fiction book "what young India wants"



5 Success and life lessons by “Chetan Bhagat”

1. Very few people actually love you, and you can count them on your fingers. Hold on to them.
2. Many people will love if you are successful. They will stop when you are not. They love success, not you. Don't take them seriously.
3. When you are not successful, few will believe your dreams. You are one of them who will do. Sometimes you will be the only one
4. Despite having dreams, will and focus, sometimes your motivation will drop. Lift yourself back up to fight again. It isn't easy. That is why so few make it.
5. People who come first in class don't do the best in life. People who come first in class do the best in life. People who understand people, their field and themselves do.

LEARNINGS FROM HIS TEXTS

"It is time to face real world, even if it is harder and painful. I'd rather fly and crash, than just snuggle and sleep. Success is about flying, not snuggling."

Pg. 239, One Night @ The Call Center

"Life will have many setbacks. People close to you will hurt you. But don't break it off. You don't hurt them more. You try to heal. It is a lesson not only you, but our country needs to learn."

Pg. 256, The 3 Mistakes of my Life

"Pardon the hurt others have caused you. What they did is past. What is bothering you today are your current feelings that come from this load. Let it go."

Pg. 169, 2 States

"Just one question - what do you want in life? Think about it for two mintues. "

Pg. 98, Five Point Someone



A MEETING WITH MR. DEEPTA GUPTA

HARMONY: When was Bikano introduced by Bikanervala?

MR. DEEPTA GUPTA: We have got over 100 years of experience in the business of making Ethnic Foods, Sweets and Namkeens. We have been originated from Bikaner, Rajasthan and inherit a vast treasure of traditional recipes .Bikano Brand was introduced in the year 1987 .Today,Bikano has a product range of over 700 ready to eat Indian Namkeens, Snacks,Sweets,Cookies, Syrups and attractive gift packs.

HARMONY: Its been how long that you are a part of Bikano?

MR. DEEPTA GUPTA: I joined them when they were at infancy stage. We started working on the strategies and started our voyage to build Biakno an established and the most prominent in India as well as at global front.

HARMONY: What is the growth rate of Bikano?

MR. DEEPTA GUPTA: There has been a tremendous change in the organizational development.Three things which are essential for growth “ Right decision at right time with right attitude”. We did this in a very specified manner and will continue to do so .The growth rate is 30 to 40% year on year basis. We started from a first outlet in Chandni Chowk of Delhi to 125 outlets spread over prominent cities of India like Delhi,NCR,Lucknow,Hyderabad to name a few and in Singapore, London. ,New Zealand , Dubai and Nepal and many more overseas. Today Bikano has become an International brand synonymous with Indian Sweets , Snacks and gourmet delights.

HARMONY: Which food retail chains are in competition with Bikano?

MR. DEEPTA GUPTA: We don't feel any competition with any brand .Since our product range comes under the category of ethnic food. Our products are exclusive and are easily sold by Brand name. We have captured a good market and customers do have a positive inclination towards our products.

HARMONY: How you see Haldiram as your competition.

MR. DEEPTA GUPTA: We are at win win situation with Haldiram. We do believe in healthy competition which keeps us alert and active in regards to new business/products development. We have our own taste profile and uniqueness in our products which is well accepted in India and world wide.

HARMONY: How do you handle customer queries and compliants, if any.

MR. DEEPTA GUPTA: The mantra of success at Bikanervala is to look at all productsa and services from the customers point of view.We have achieved a benchmark to fulfill the expectations of consumers. An Independent Customer care cell exists in our company .An exclusive helpline has also been introduced to support the customers. They can contact us via e mail too.Customer feedback forms are also kept in all the outlets. Our counsellor get in touch with the customer within 24 hrs of registering a complain and we close all the complaints within 7 days ,if any.

HARMONY: What are the upcoming strategies that Bikano is planning to pursue or implement?

MR. DEEPTA GUPTA: We are continuously making an effort to make our process of Traditional manufacturing to Semi Automatic to automatic yet maintaining the original flavor of traditional Indian food with primary focus on quality and hygiene .In Sweets , Namkeens and Savories, the process has already been automized .Today 5 modern manufacturing units exist in the National Capital Region and chain of 125 outlets in India and Abroad.

HARMONY: What are the job opportunity in the food industry?

MR. DEEPTA GUPTA: 70% of Our Top Management and Middle Management belongs to Technical Background. Non availability of Skilled Manpower for the Ethnic Food Industry is a major issue. No regular degree college or an institute is available to train on the ethnic food preparations. Also, no special workshops and no scientific literature is available to train the manpower. We have taken an initiative with DGET, Ministry of Labor and Employment: Govt. of India and the courses has been designed which have been approved and recognized by them. We train them and recruit them on our board. And the certified people are also promoted to work abroad in our established outlets. We also promote females from the weaker section of the society to undergo training with us and then we offer them jobs. This is a small endeavour towards raising their living standards.

HARMONY: What is your most popular snack?

MR. DEEPTA GUPTA: Our basket of culinary delight holds mouth watering dishes including fast food delicacies. On offer is also a massive range of Indian sweets and snacks that have been famous for generations. The major products includes: Snacks and Savories, Ready to Eat (Retort and Frozen). Our Indian Sweets are threat to candies and chocolates.

The demand is increasing by 30% to 40% on year to year basis. Spices Mix, Pickles & Premixes,

Nan and Paranthas (Aloo, Gobhi, Onion) are also taking a place on the shelves of export market, which has become the favorite choice of western community. At last but not the least, SAMOSA IS THE KING.

HARMONY: Kindly highlight your oversea market/export

MR. DEEPTA GUPTA: Our brand is now increasingly finding a prime shelf-space in the retail chains at International Market. We have gained the popularity across the globe and are serving in 50 countries.

HARMONY: Any Message for youth

MR. DEEPTA GUPTA: Today's world demands the qualities of youth: not a time but a state of mind, a predominance of courage and proactiveness. If right directions are given to them then they can create wonders. We are open to this forum and call today's youth to be a part of our family and chose our brand as a part of their career path.



RENDEZVOUS WITH DR. NITIN NAYAK, DIRECTOR BVIMR

HARMONY: Sir when is your Birth date?

DIRECTOR: My official birthday is on 13th November, 1958

HARMONY: Sir what is your Educational or Academic Background?

DIRECTOR: I have done M.Com (Accountancy), M. Phil and PHD in Human Resource Management.

HARMONY: What is your Political view?

DIRECTOR: Today everyone is looking forward to see what AAP (Aam Aadmi Party) does for public, so am I.

HARMONY: During winters which one is your favorite hot beverage out of Tea and coffee?

DIRECTOR: I love tea during winters.

HARMONY: What keeps you more busy and in touch with your friend and family facebook or whatsapp?

DIRECTOR: Both of them are close to my heart but I'll choose whatsapp.

HARMONY: What is your Favorite cuisine?

DIRECTOR: I Love Maharashtrian vegetarian food.

HARMONY: Which is Favorite picnic spot or vacation destination?

DIRECTOR: I love to visit Sangli that is my native place in Maharashtra where I have house spread in 4 acres which is nowhere less than a resort. Whenever I get time I wish to visit there.

HARMONY: What is your Favorite color?

DIRECTOR: Sky-blue.

HARMONY: Favorite time pass?

DIRECTOR: Listening Jagjit Singh.

HARMONY: Your one strength and weakness

DIRECTOR SIR: My strength is my high level of patience and my weakness is that I am very emotional.

HARMONY: Sir who is your ideal or inspiration?

DIRECTOR: My mother is my ideal from always without any doubt. She has been my inspiration throughout.

HARMONY: Tell us your favorite actors (both male and female)?

DIRECTOR: Male actor I like is none other than Aamir Khan and I have two favorite female actors that are Neeta and Tabu (Tabassum Hashmi).

HARMONY: Which is your favorite song?

DIRECTOR: (singing) pal pal dil ke pass tum rehti ho.....

HARMONY: Which is your favorite movie so far?

DIRECTOR SIR: Muqaddar ka sikandar is my favorite movie, I can watch it n number of times.

HARMONY: Which is favorite television shows that you follow on regular basis almost all without fail?

DIRECTOR SIR: Tarak Mehta ka Ulta chasma (a SAB TV series), I watch this serial on a regular basis and don't miss even a single episode.

HARMONY: Do u read books? Who is your favorite author?

DIRECTOR SIR: When I use to read books I loved Marathi novels and specially those written by the author P.L. Deshpandey.

HARMONY: If you become prime minister of India for one day. What all you would do?

DIRECTOR: “(He Asked) Do you know my complete name, (HARMONY team replied-yes) I would try and do same as Anil Kapoor did in NAYAK movie, that is, something for youth.

HARMONY: If u were lost/maroon in an island and u see ur favorite actor What reaction would come to your mind first?

DIRECTOR: yaayy!!!! That would be the happiest moment of the life. I won't care about being marooned.

HARMONY: If u were lost/maroon in an island? Which kind of adventure u would expect in ur life (a life of a pie experience or a jajantram mamantaram experience)

DIRECTOR: (laughing) I would definitely wish to have a Jajantaram mamantaram experience.

HARMONY: Rapid fire round: one word that comes to your mind when you hear

HARMONY: Fun?

DIRECTOR: Sports.

HARMONY: Food?

DIRECTOR: Simple.

HARMONY: BVIMR?

DIRECTOR: Excellence.

HARMONY: Family?

DIRECTOR: Priority.



HARMONY: Friends?

DIRECTOR: Close to my heart.

HARMONY: Facebook?

DIRECTOR: Can't miss it.

HARMONY: Your Bike?

DIRECTOR: Rajdoot.

HARMONY: Sachin Tendulkar?

DIRECTOR: All time credit.

HARMONY: What is the Importance of education?

DIRECTOR: There is no perfect substitute of education. As youth we have a lot of dreams that we all want to achieve and at times it tends to lead confusion for an individual on how to achieve those dreams, and solution is education only education can lead to fulfill ones dream and nothing else.

HARMONY: Is education the only thing in the world today? How do you look at those successful people who have no educational background or are very less educated?

DIRECTOR: Knowledge can be earned and learned through various sources and there is no compulsory or hard and fast rule of classroom or library learning. One can learn in their respective lives through experience, guidance, failures, successes and many other modes. The important thing here is to implement whatever you have learnt. But education adds and polishes skills in individual.

HARMONY: Last but not the least your message for BVIMRites?

DIRECTOR: Students are good, but good is not good enough. I want to see my students wonderful, fantastic and outstanding. More importantly they have to be a good human being. If they are successful, being a good human they themselves will achieve all the success and fame in their life. I would wish them all the best in their lives.



!!Fun!!brainstorm!!Link!! Relate!!Interact!!
Laugh!!travel!! enjoy!!flashback!!Positivity!!



Shape test
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*Know the
reasons to smile
& keep smiling*
Page: 21-22



*What's
up dude!!!!*
Page 23-24

*The FIVE types of professors !! no exam, hardest exam,
funny and friendly - Page 25*

LEARNINGS FROM CARTOON CHARACTERS:

*SCOOBY DOO, POPOYE, TOM & JERRY, POWERPUFF GIRLS,
DEXTER & DUCK TALES - Page 26-28*

Humorous - Brain Storming Questions!!! - Page 29



A Plunge Into The Most Serene Destinations Across The World ..!!!!
Venice, Cairo & Rio De Janeiro
Page 30-35

*Powerful Signs & Symbols
feel positive and be positive*
Page 36-37

*Women
Empowerment*
Page 38-39

SHAPE TEST

The world is made up of basic shapes, when you stop to think about it. Remember all the shapes you used to find as a kid? Select the shape that appeals to you the most, and see what your favourite shape says about you.





YOU ARE SUCCESSFUL

You are multi-talented, and you do many things well. You find success easily. You're spontaneous, enthusiastic, and persuasive. You play to win, and you love to play.

You are outgoing and playful. You always see the happy side to life. A great sense of humor, artistic talent, and intelligence are all gifts you possess. And you don't squander them.



YOU ARE DEEP

You are clear-minded and bright. You think through things well. It's difficult to hold your attention, and you sometimes feel disenchanted with what life has to offer. You are restless and a bit of a wanderer. You can't be expected to stay in any one place for too long. You are inspired by so much, and somehow you're able to put it all together beautifully. You know what goes together.



YOU ARE RESPONSIBLE

You do not like being alone. You feel quite lonely when other people aren't around. You follow things through to completion, even when they're tough. You are resolute. You see yourself as organized, dependable, and cooperative. You enjoy creating order. In fact, you're a little addicted to organizing.



YOU ARE UNIQUE

People find you more interesting than you find them. You are a naturally fascinating person. You're friendly and amicable enough to get yourself out of a jam. You are a smooth talker.

You just want to get out there and experience the world. You don't want to be tied down at this point in your life. You refuse to let any bad luck get you down. In fact, you believe that you make your own luck.



YOU ARE CARING

You are often thought to be younger than you actually are. You have a youthful energy that fools people. You think that living the good life is pretty simple. If you behave responsibly and ethically, good things will come to you. You have your own set of ethics, and morality matters to you. You can't imagine going against your beliefs. You're helpful and giving - eager to be a true friend. You will go the extra mile for the people you love.



YOU ARE A SUPERSTAR

People find you more interesting than you find them. You are a naturally fascinating person. You're friendly and amicable enough to get yourself out of a jam. You are a smooth talker.

You just want to get out there and experience the world. You don't want to be tied down at this point in your life. You refuse to let any bad luck get you down. In fact, you believe that you make your own luck.



YOU ARE SENSITIVE

You are unconventional and even a little weird. You refuse to conform. Whenever possible, you try to go with the flow and not make waves. You prefer to make peace and reconcile.

You are truly connected to those around you. When they're happy, you're happy - simple as that. Simply put, you enjoy beauty in all its forms. You live for the simple pleasures in life.



YOU ARE ENERGETIC

You find almost everything invigorating. You are enthusiastic and upbeat. You are hyperactive and tireless. You've got more than enough energy to pursue all your passions. You are a true free spirit, and you can't be tied down. You resent rules and authority. Too much of one thing, and you'll long for the other. You need variety.



YOU ARE GENEROUS

You are nurturing by nature. People are comforted by simply knowing you're around. You have close relationships with your friends. They are like family to you. You are completely unpretentious and carefree. All you care about is whether someone is a good person. You don't brag about your accomplishments, but the truth is that you set an amazing example for others.



Smiling Makes us Attractive

We are drawn to people who smile. There is an attraction factor. We want to know a smiling person and figure out what is so good. Frowns, scowls and grimaces all push people away -- but a smile draws them in.

Smiling Changes Our Mood

Next time you are feeling down, try putting on a smile. There's a good chance your mood will change for the better. Smiling can trick the body into helping you change your mood.

Smiling is Contagious

When someone is smiling they lighten up the room, change the moods of others, and make things happier. A smiling person brings happiness with them. Smile lots and you will draw people to you.

Smiling Relieves Stress

Stress can really show up in our faces. Smiling helps to prevent us from looking tired, worn down, and overwhelmed. When you are stressed, take time to put on a smile. The stress should be reduced and you'll be better able to take action.

Smiling boosts your immune System

Smiling helps the immune system to work better. When you smile, immune function improves possibly because you are more relaxed. Prevent the flu and colds by smiling.

Smiling lowers your blood Pressure

When you smile, there is a measurable reduction in your blood pressure. Give it a try if you have a blood pressure monitor at home. Sit for a few minutes, take a reading. Then smile for a minute and take another reading while still smiling. Do you notice a difference?

Smiling releases endorphins, natural pain Killers and serotonin

Studies have shown that smiling releases endorphins, natural pain killers, and serotonin. Together these three make us feel good. Smiling is a natural drug.

Smiling lifts the Face and makes you look younger

The muscles we use to smile lift the face, making a person appear younger. Don't go for a face lift, just try smiling your way through the day -- you'll look younger and feel better.

Smiling makes you look Successful

The muscles we use to smile lift the face, making a person appear younger. Don't go for a face lift, just try smiling your way through the day -- you'll look younger and feel better.

Smiling Helps you Stay positive

Try this test: Smile. Now try to think of something negative without losing the smile. It's hard. When we smile our body is sending the rest of us a message that "Life is Good!" Stay away from depression, stress and worry by smiling.

“BECAUSE YOU ARE ONE OF A KIND, AND Y-O-U DESERVE..

  ..TO BE HAPPY”  

“So Keep Smiling”



What's up dude !!!!!

GUESS THE WATCH NAMES

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 
13. 

GUESS THE MOVIE NAMES

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

GUESS THE TOOTHPASTE NAMES

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

ANSWERS:

1. RADO
2. OMEGA
3. CHOPARD
4. CASIO
5. LONGINESS
6. ROLEX
7. DIOR
8. HUBLOT
9. TAG HEUR
10. SWATCH
11. MONTBLANC
12. CORUM
13. ULYSSE NARDIN

WATCHES

1. SURYAANSHAM
2. AANKHEIN
3. AGNI VARSHA
4. KANTE
5. BLACK
6. WAQT
7. SARKAR
8. BABUL
9. BUDDHA HOGA
10. BHUTHNATH UNCLE

MOVIES

1. ARM & HAMMER
2. BABOOL
3. ANCHOR
4. CIBACA
5. CLOSE-UP
6. COLGATE
7. MESWAK
8. PEPSODENT
9. SENSODYNE
10. ZIRODENT

TOOTHPASTE

GUESS THE ACTORS AND ACTRESSES NAME	GUESS THE SONGS
1)	1)
2) G	2)
3)	3)
4)	4)
5)	5)
6)	6)
7) 100	7)
8)	8)
9)	9)
10)	10)

ANSWERS:

ACTOR & ACTRESSES	SONGS
1. RANBIR KAPOOR	1. HANSTE HANSTE KAT JAYE RASTE
2. JITENDRA	2. KANTE NAHI KAT TE YE DIN YE RAAT
3. KARISHMA	3. SURAJ HUA MADHHAM, CHAAND JALNE LAGA
4. VIDHYA BALAN	4. OOOHI HAI BUILDING, LIFT TERI BAND HAI
5. HRITHIK ROSHAN	5. RAJA KO RANI SE PYAR HO GAYA, PAHLI NAJAR
6. DILIP KUMAR	6. CHAL, CHAL, MERE HATHI
7. SONAKSHI SINHA	7. AUNTY JI, AUNTI JI, GET UP AND DANCE
8. SONAM KAPOOR	8. KITABE BAHUT SI PADHI HOGI TUMNE
9. KAJOL	9. MERA JUTA HAI JAPANI, YE PATLOON ENGLISH TANI
10. TUSHAR KAPOOR	10. GOLLI MAAR BHEJE ME, BHEJA SHOR KARTHA HAI

The FIVE types of professor



THE NO EXAM PROFESSOR

"This subject won't have any exam because I don't think exams properly measure your knowledge and more importantly, I just want all of you to like me."

This was done by the professor to increase there "professor feedback" score up. And guess what? It worked. LOL. Enjoy this type of professor while you can, there number are reducing faster.

THE "HARDEST EXAM YOU OR ANYONE ELSE HAS EVER HAD" PROFESSOR

"I took this exam and got an 87%, but good luck."

Sure the nickname of the professor is "Dr. Death," but how bad could it really be? Really really bad. This person is mean who enjoys watching their students squirm and stumble out of exams. You supposedly have "all of the tools" needed to pass the exam but its like trying to use a hammer to build the Rashtrapati Bhawan. The result is the same as expected That is horrible.



THE "HILARIOUS INSIDE JOKE EXAM" PROFESSOR

"Did you see question no. 4? I' am too smart and humourous."

Yes, we saw it. The one where you used classmates names as part of a question about psychology. Unlike your other exams, this professor will act as proctor so they can make student smile. So, smile when you see the joke, but don't be the student who cackles madly because the professor will not give extra marks for the same. Finish the exam, and thank the almighty you worship that your name isn't the one came in exam question. LOL

THE "ALL ESSAY EXAM" PROFESSOR

"There's a set of books and notes if you need one. Oops did I say 'if?' I meant, 'when you need one.'" You don't know why this professor hates your hand, but they have just given you an exam that will leave you unable to high five for a fortnight. The exam is of only one sheet containing 6 question out of which u need to attempt any 4, but at the end those 3 hours of examination are less to complete the paper. Your grade depends on number of sheets you have filled, knowledge, arguments and if examiner can read your handwriting. LOL

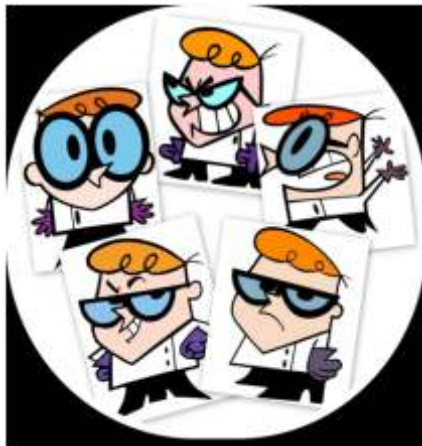
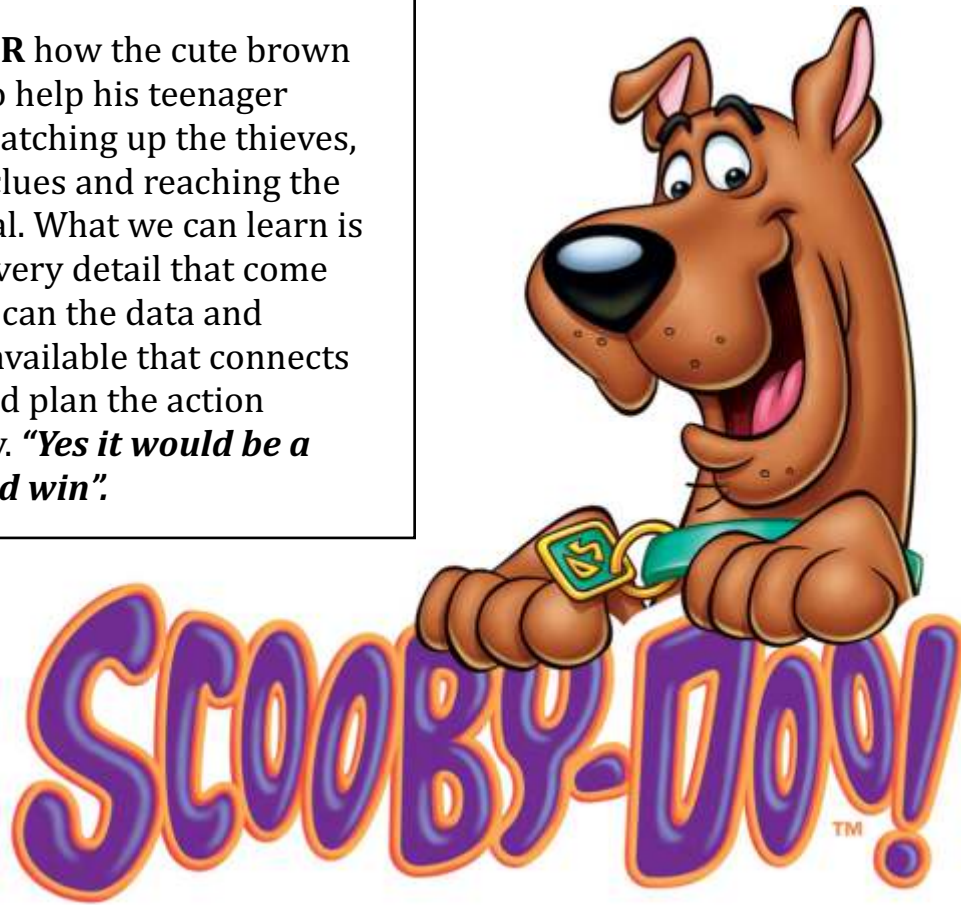


THE "TAKE HOME EXAM" PROFESSOR

"Leave your exam in my office box or slide it under the door. Just make sure I don't have to look at your face when you turn it in." The professor said no for 'GOOGLE'. LOL. Luckily the take home exams allows both the professor and you to get what you want. The entire class promised to take exam without cheating with crossing your fingers. The exams barely exists, all because your youthful, blissfully ignorant faces. It's good to be young.

LEARNINGS FROM CARTOON CHARACTERS

REMEMBER how the cute brown dog used to help his teenager friends in catching up the thieves, collecting clues and reaching the desired goal. What we can learn is to eye on every detail that come across us, scan the data and resources available that connects the dots and plan the action accordingly. *"Yes it would be a guaranteed win".*



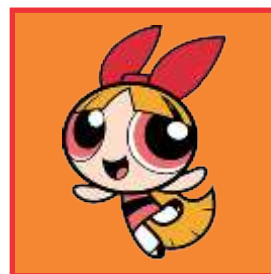
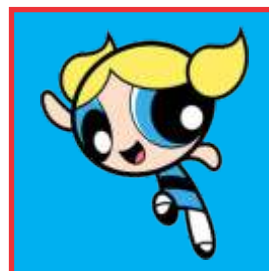
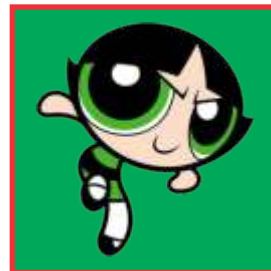
GENIUS AT WORK: DEXTER LABORATORIES

REMEMBER how the nerdy and street smart scientist used to do experiments and try to generate explosive results. What we can learn here is to take chances, risks, keep aside all the fears and just focus on your goal. Open the doors of your mind to let some innovativeness and creativity seep in, let thy knowledge empower you and let the heavenly peace and passion come into being. *"Because if you sow the seeds of hard work, you will definitely reap fruitful results."*

**READY TO TAKE THE CHARGE:
POWEPUFF GIRLS**

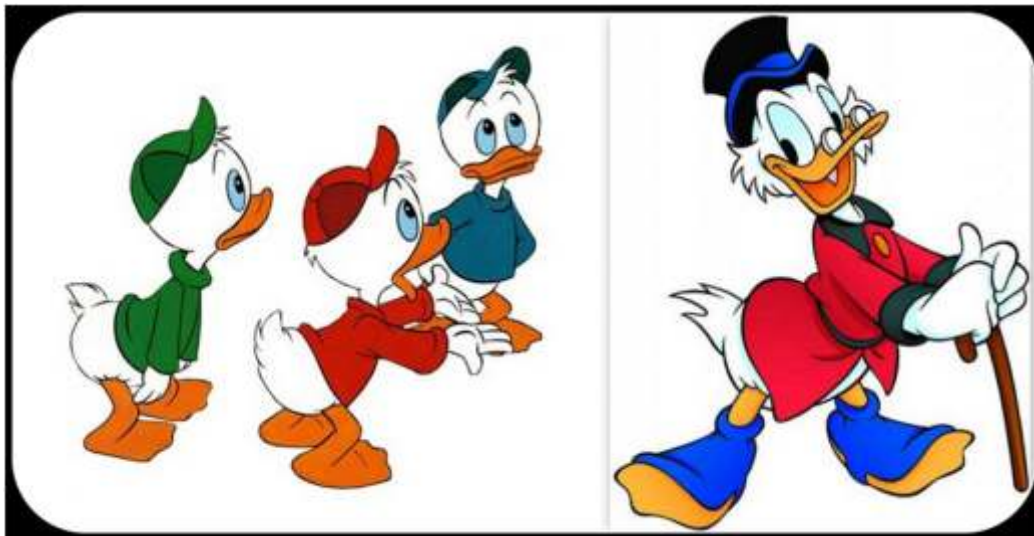
REMEMBER how those three little girls with supreme powers used to take charge of all the evil happenings, and made the world a better place to live. What we can learn here is to take responsibilities, carry that winning attitude on your shoulders, be confident in your approach and charm the world with your presence.

"Because it will maketh you a better person than before."



**ENERGY IN = ENERGY OUT: POPOYE THE
SAILOR MAN**

REMEMBER how the popoye used to crave for spinach to get energy so that he can fight the world for his beloved. What we can learn here is to feed oneself with good food, develop good eating habits & avoid oily, junk food; and to hold the hands of your love forever. *"Because if you do not take out time for your own health, someday health problems will take out time for you!!"*



ITS ALL ABOUT THE MONEY HONEY : DUCK TALES

REMEMBER those three cute ducklings along with uncle scruze always on an mission to save their mill .what we can learn here is that yes Money is considered to be the most important factor today, but don't run after it, it surely cannot buy us a lot of things. You have one life make it large with your kind deeds. ***"Because in the end what you will take away is the repect you have earned and not the money you have spent your life saving."***

KNOW YOUR ENEMY WELL - TOM AND JERRY

REMEMBER the cat and naughty mouse fight..aaahh that's one cartoon that truly unforgettable. What we can learn here is to gauge the habits of your competitors, come up with new luring scheme/ideas to win over your competitors or enemies. ***"Because fights and competitions are the bases of great revolutions."***



Humorous - Brain Storming Questions!!!

1. A murderer is condemned to death. He has to choose between three rooms. The first is full of raging fires, the second is full of assassins with loaded guns, and the third is full of lions that haven't eaten in 3 years. Which room is safest for him?
2. A woman shoots her husband. Then she holds him under water for over 5 minutes. Finally, she hangs him. But 5 minutes later they both go out together and enjoy a wonderful dinner together. How can this be?
3. There are two plastic jugs filled with water. How could you put all of this water into a barrel, without using the jugs or any dividers, and still tell which water came from which jug?
4. What is black when you buy it, red when you use it, and gray when you throw it away?
5. Can you name three consecutive days without using the words Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, or Sunday?
6. This is an unusual paragraph. I'm curious how quickly you can find out what is so unusual about it. It looks so plain you would think nothing was wrong with it. In fact, nothing is wrong with it! It is unusual though. Study it, and think about it, but you still may not find anything odd. But if you work at it a bit, you might find out.

Answers:
1. the third. Lions that haven't eaten in three years are dead. 2. The woman was a photographer. She shot a picture of her husband, developed it, and hung it up to dry. 3. Freeze them first. Take them out of the jugs and put the ice in the barrel. You will be able to tell which water came from which jug. 4. The answer is Charcoal. 5. Sure you can: Yesterday, Today, and Tomorrow! 6. The letter "e," which is the most common letter in the English language, does not appear once in the long paragraph.

A PLUNGE INTO THE MOST SERENE DESTINATIONS ACROSS THE WORLD



Deities of Venice

The Ancient Romans had their own system of beliefs. For them

- Mars was the god of war,
- Venus the god of love,
- Neptune the god of the sea,
- Juno watched over the women of Rome

À la carte

The Venice offers a marvelous variety of cuisine and drinks to suit all tastes. Some local specialties include 'Polenta', boiled maize served in slices, Tiramisu and 'Prosecco', a typical Venetian aperitif of Campari and water. Fish and seafood lovers should head to the fishing village of Cortellazzo, and the piazzas in Lido di Jesolo provide restaurants offering every conceivable type of food.

Language

Locally spoken Veneziano is an actual language but Venetian, Italian and English are also spoken.

Beaux Art (Architecture)

Gothic art is easily recognisable to visitors on the facades of many buildings. Officially, there is just one palace in Venice– Palazzo Ducale: the buildings, modestly called “Casa” by the nobles and wealthy citizens. Casa are very similar to palaces. The Ca'd'Oro has been probably the most famous Palace facade in late Gothic style. But a number of churches, like the Santa Maria Gloriosa dei Frari and the Santi Giovanni e Paolo, also number among the greatest examples of the late Gothic period in Venice.

Renaissance art in Venice

Architecturally speaking, not much changed in Venice during the Renaissance – at least in the **area of sacred architecture**. To be mentioned here are only the facades of Il Redentore, San Francesco and San Giorgio Maggiore churches, which the famous **master Palladio** designed himself. However, during this period many **Renaissance palaces** were built by wealthy families, who could afford them thanks to the wealth of the **trading power of Venice**. The influence of the Renaissance on painting was considerably more important. **Great artists** such as Jacopo and Gentile **Bellini**, **Giorgione**, **Titian**, **Tintoretto** and Paolo **Veronese** supplied the Doge and the numerous churches, noblemen and wealthy citizens with their **works of art**.



Venetian carnival masks

Masks have always been a main feature of the Venetian carnival. As masks were also allowed on Ascension and from October 5 to Christmas, people could spend a large portion of the year in disguise. Mask makers (mascherari) enjoyed a special position in society, with their own laws and their own guild. There is little evidence explaining the motive for the earliest mask wearing in Venice. One scholar argues that covering the face in public was a uniquely Venetian response to one of the most rigid class hierarchies in European history. Near the end of the Republic, the wearing of the masks in daily life was severely restricted. By the 18th century, it was limited only to about three months from December 26.



Rio De Janeiro is the most beautiful city of Brazil, surrounded by lovely hills and beaches. Many people travel to the city for its famous beaches like Copacabana and Ipanema. In addition, the most stunning view of Rio and Guanabara Bay can be seen from the top of the Sugar Loaf Mountain. In addition to countless attractions, the city of Rio is also famous for a wide range of bars, clubs, lounges and special musical events in night. Overall, the city is a perfect vacation destination full of timeless attractions, long beaches and the craziest nightlife in the world.

Attire

Rio is a relaxed city. Dress casually and comfortably. Cariocas are famously style conscious. Avoid tourist attire and you'll fit in Rio's informal fashion show.

Watch out dude!!

Don't drive in Rio if you value your life; Cariocas are wannabe Formula 1 racers. Taxis are cheap and plentiful. Look carefully before crossing the street (this includes bicycle lanes). Cariocas don't stop for red lights—or pedestrians.

Chit chat corner

- **Beleza?:** How's it going? (informal). Pronounced: beh-leh-zah
- **Tudo bem?:** How's it going? (standard). Pronounced: too-doo behng
- **Botequim:** Neighborhood bar with table service. Pronounced: boh-cheh-king
- **Caipirinha:** Traditional Brazilian drink made with sugar cane brandy, crushed limes, sugar, and ice. Use vodka for a caipirosca, white rum for a caipiríssima. Pronounced: ky-pee-ring-yah
- **Carioca:** A person or thing from Rio de Janeiro city. Pronounced: kaw-ree-aw-kaw
- **Favela:** Distinctively Rio shanty towns. Pronounced: fah-veh-lah
- **Gostoso-a:** Delicious—used to describe food, drinks, and sexy people. Pronounced: goh-shtoh-zoh-zah
- **Orelhão:** Public phones, because they look like big ears. Pronounced oh-reh-lyown
- **Por quilo:** A pay-by-the-kilo buffet. Pronounced poor kee-low
- **Rodízio:** All-you-can-eat meat, seafood, or pizza at a set price. Served by waiters. Pronounced hoh-gee-zee-oh
- **Saudade:** Fond remembrance; to miss somebody. Pronounced sow-dah-gee
- **Saúde!:** To your health! When making a toast, or if somebody sneezes. Pronounced sah-oo-gee
- **Valeu:** A hip “Thank you.” Pronounced vah-lay-oo. Or stick to the more common Obrigado-a. Pronounced oh-bree-gah-doo-dah

Local customs Check out Rio for

Footvolley, Frescobol, Açaí, Funk Party, Samba

Famous people

Vinícius de Moraes, Tom Jobim, Romário, Ronaldo, Oscar Niemeyer, Nelson Piquet, Paulo Coelho

Rock in Rio, World Cup 2014 Final Match, Olympics 2016.



Eucharist (Religion)

- Cairo has one of the richest religious histories in the Middle East. It is the focal point of Coptic Christianity, which broke from the Eastern Orthodox and Western churches in the fifth century.
- More than 90 percent of Egypt's Christians are Copts, and they comprise roughly 15 percent to 20 percent of Egypt's population.
- The vast majority of Cairo's population is Sunni Islam, and Islam permeates the culture.

Beaux Art (Architecture)

- Buildings and history play a crucial part in the culture of Cairo, and the city is famed for its abundance of Islamic architecture – leading to one of its epithets, the "City of a Thousand Minarets."
- There are many extremely well-preserved mosques in Cairo that are still in use by the city's Muslim population. These include the ninth century Mosque of Ibn-Tulun and the enormous 19th century Muhammad Ali Mosque.
- Just outside of the city lie some of the most iconic architectural structures in the world: the Great Pyramids at Giza and the Sphinx. These are artifacts from the Dynastic Age of Egypt, and for natives of Cairo provide a concrete link to the extensive history of their culture.

cuisine

- Cairo is located just north of the lush Nile River Valley, and the cuisine makes extensive use of fresh vegetables.
- Bread is the core of any meal in Cairo, and the standard bread is a thick form of pita. Bread is such an integral part of the Egyptian diet that it is subsidized by the government, and bread lines can be seen throughout Cairo.
- Many of the foods seen in Cairo can be seen throughout the Middle East, including baba ghanoush, tahini, and falafel. The most iconic dish in Cairo is kushari, which is made with macaroni noodles, lentils and rice.

Art and Music

- Cairo has an electric range of art and music, some dating back thousands of years.
- The Egyptian National Museum is located in Cairo, and has visual art going back to the great Dynastic Age. Modern visual art relies heavily on multimedia, and work by artists such as Abdel Hadi Al Gazzar and Gazbia Sirry is on display in galleries throughout Cairo.
- The contemporary music scene includes both modern pop music, which draws from the Western mode, and traditional folk music, incorporating traditional harps, flutes and the stringed oud.

Pharaoh:

Lord of the Two Lands



The most powerful person in ancient Egypt was the pharaoh. The pharaoh was the political and religious leader of the Egyptian people, holding the titles: 'Lord of the Two Lands' and 'High Priest of Every Temple'.

As 'Lord of the Two Lands' the pharaoh was the ruler of Upper and Lower Egypt. He owned all of the land, made laws, collected taxes, and defended Egypt against foreigners.

POWERFUL SIGNS & SYMBOLS



SWASTIK

In truth, the swastika has been found on objects from as early as 4,000-10,000 B.C. The Indus valley civilization religions of Hinduism ,Buddhism and Jainism still use the symbol to signify either divine auspiciousness or the sun's rays. In Buddhism, some believe a swastika was stamped on Buddha's chest when he was buried, known as the Heart's Seal.



STAR OF DAVID :

South Indian temples dating back thousands of years have hexagrams adorning their exteriors. The Hindus hold the hexagram as a mandala and use it to represent the heart chakra. In the ancient Tibetan Book of the Dead, there are images of a swastika inside the hexagram representing the creative force in the universe.



YIN YANG:

A Chinese picture of universal harmony and the unity between complimentary opposites: light/dark, male/female, etc. Yin is the dark, passive, negative female principle. Yang is the light, active, positive principle. Since the holistic balance between Yin and Yang is dynamic and constantly changing, it illustrates the consensus process, the vision of global unity, and the blending of opposing energies at the heart of Holistic Health.



OM:

Sanskrit letters or symbol for the "sacred" Hindu sound om (ohm or aum) called "the mother of all mantras. Apparently, the four parts symbolize four stages of consciousness: Awake, sleeping, dreaming, and a trance or transcendental state.



TRIDENT:

Called "the devil's pitchfork," it has symbolized major gods in various pagan cultures. In India, it is linked to the Hindu "trident-bearer" Shiva, spouse of the skull-bearing goddess Kali. More recently, this three-sponged spear has been used by Hindu militants in India to intimidate Christians

WOMEN EMPOWERMENT

THE NEED FOR SOCIAL AND ECONOMIC DEVELOPMENT

By Prof. Meenakshi Gandhi

Women's empowerment is not a set of LPG cylinders that can be granted by govt. In today's environment gender-related issues are more important than before. It can only happen when there is a change in culture. This change in culture will require our men to accept, share and live with the rising power of women. Since it involves a reduction of male power, it is likely to make men extremely uncomfortable. So what does that mean for women? Well, any step to women's empowerment doesn't mean that it brings a conflict for men.

However, there is more to women's empowerment. While you may educate women, it is imperative that we take measures to ensure employers do not discriminate between men and women recruits? Capability is gender neutral. Where we motivate women not to hesitate and take the plunge we also will have to create systems where the work of women is recognized and rewarded. You may be able to save a girl child from being aborted, but how will you ensure the child is looked after as well as a male child? You may have a policeman who can arrest a molester, but how will you stop groups of men from leering at a woman in a bus, and making her feel uncomfortable? These are uncomfortable questions, and the answer lies in altering male attitudes and behavior. Men in India will have to learn to share their space, status and rights equally with women. They have to accept that Women are equally competent like them on the career front, and will have to positively accept leadership by women.

Irrespective of their own desires, men have to learn to live with a little less sense of power. Until all this happens, women are not going to get empowered. Women empowerment and development is succumbent to male leadership in families, society and the nation as a whole then.

For women please don't count on anyone else to change things for you. They will only break your heart. If you are serious about empowering yourselves, you have to do it yourself. Women have to make some of the above things happen and make the men change — one guy at a time. Assert yourself, don't back down and be too eager to please male domination. If you accept inequality, you are harming womankind, which also translates to half the nation.

Promoting Gender equality and empowerment of women is one among the eight millennium development goals set to be achieved by 2015. India is on a race against time to meet this goal on a lot of fronts.

India's poor performance on women's empowerment and gender equality is reflected in many indicators. In many parts of the country, sex ratio has dropped to fewer than 850 females per 1000 males. India is ranked 132 out of 148 countries on Gender Inequality Index as per the 2013 Global Human Development Report. Women from disadvantaged groups and minorities in particular face discrimination, exploitation and limited employment opportunities.

India missed the 2005 deadline of eliminating gender disparity in primary and secondary education. However, the country has hastened progress and the Gender Parity Index (GPI) for Gross Enrolment Ratios (GER) in primary and secondary education has risen. Given current trends, India is moderately or almost nearly on track. However, “participation of women in employment and decision-making remains far less than that of men, and the disparity is not likely to be eliminated by 2015.” We need to understand and embrace the importance of gender equality. And emphasize the positive contributions women make to families, society and the nation as a whole. And there is a great importance of men's leadership in the movement to promote women empowerment.

In keeping with the Millennium Development Goals and bringing about a transformational change to ensure that women have a real voice in governance institutions at all levels, that they have equal participation in public dialogue and influence the decisions that will determine the future of their families and communities. resulting sustainable human development. When a woman is empowered, she ensures her family is educated, healthy and has a better economic status and this translates to the society, the district and the nation at large, so let us pledge to act to empower women for a sustainable economic development.

LANGUAGES: GO GLOBAL

English Speaker = French Speaker

Page: 41-42

Saludación en Español

Page 43-44

中國的 傳統 (*Chinese Tradition*)

Page: 45-47

*Kreuzwörterzahl: Die Lebensmittel und
Alltag*

Page: 48-49

*Deutsch macht Spaß
Redewendungen und Sprichwörter*

Page: 50

IF YOU ARE AN ENGLISH SPEAKER, THEN YOU ARE A FRENCH SPEAKER TOO

There are so many words in English language which are of French language origin. You can find traces of this commonality in history as well. During the Norman period in England, about 10,000 French words were adopted into English, and three-fourths are still in use presently. Then, as each language enriches itself by other language, English language has picked up many expressions/phrases, or words from French. Both English and French languages have the same latin and saxon heritage.

Don't be surprised by reading the following words that you use in your daily life, and are not aware that they are French. There are some changes in their pronunciation but the spellings are the same by and large.

English	French	English	French
orange	orange	tourism	tourisme
turquoise	tourquoise	etiquette	etiquette
violet	violet	purple	purple
fabrication	fabrication	collaboration	collaboration
reception	réception	organization	organisation
invention	invention	media	média
client	client	photo	photo
catalogue	catalogue	antique	antique
unique	unique	simple	simple
maximum	maximum	minimum	minimum
metre	mètre	costume	costume
lingerie	lingerie	toilette	toilette
bar	bar	café	café

English**French****English****French**

studio

studio

avenue

avenue

boulevard

boulevard

boutique

boutique

perfume

parfum

deodorant

déodorant

cosmetics

cosmétiques

attitude

attitude

avant-garde

avant-garde

vogue

vogue

theme

thème

bracelet

bracelet

solitaire

solitaire

crème

crème

test

test

exam

examen

taxi

taxi

ticket

ticket

ski

ski

helicopter

hélicoptère

train

train

culture

culture

architect

architecte

journalist

journaliste

pilot

pilote

pharmacist

pharmaciste

visit

visite

safari

safari

excursion

excursion

video

vidéo

refrigerator

réfrigérateur

professor

professeur

service

service

clientele

clientèle

airport

aéroport

budget

budget

capital

capitale

traditional

traditionnel

extraordinary

extraordinaire

royal

royal

ideal

idéal

site

site

French words that are used as it is in English language

À la carte, rendezvous, haute couture, sans raison d'être, déjà vu

So, there is a very strong bonding between English and French languages, and learning French is so easy.....

SALUDACIÓN EN ESPAÑOL

¡Hola!

Hello!, Hi!

¡Buenos Días!

Good Morning

¡Buenas Tardes!

Good Evening/Afternoon

¡Buenas Noches!

Good Night

!Adiós!

Bye

¿Qué tal?

How are you?

Bien

Good

Mal

Bad

!Feliz Navidad!

Merry Christmas

¡Feliz Año Nuevo!

Happy New Year

¡Feliz el día de San Valentín!

Happy Valentines day

¡Feliz el día de madre!

Happy Mother's day

¡Feliz Diwali!

Happy Diwali

¡Feliz Holi! (La fiesta de color)

Happy Holi

¡Hasta Pronto!

See you soon

Hasta Luego

See you later

Te quiero

I Love You

Bienvenido

Welcome

Gracias

Thanks, Thank You

Muchas Gracias

Thank you very much

LEE ESTE POEMA (READ THIS POEM)

¡Te Quiero! (I love you)

*Tú eres el aire (You are the air)
que quiero besar, (that I want to kiss)
tú eres el cuerpo (You are the body)
que quiero sentir, (that I want to feel)*

*Tú eres la rosa (You are the rose)
que quiero mirar, (that I want to look)
tú eres la luz (You are the light)
que quiero seguir, (that I want to follow)*

*Tú eres la idea (You are the idea)
que quiero soñar, (that I want to dream)
tú eres la vida (You are the life)
que quiero vivir, (that I want to live)*

*Besar, sentir, mirar, (To kiss, to feel, to look)
Seguir, soñar, vivir... (To follow, to dream, to live...)
¡Te Quiero! (I love you)*

(Para margarita de Amador, San Valentín, 1962)
(Translated by Md. Jilani)

中國的 傳統 (CHINESE TRADITION)

INTRODUCTION

Chinese have been recorded using ideographs. China has witnessed translation and interpreting activities as early as Zhou Dynasty, over 3000 years ago from now. Major Chinese translator's work has always been in government and commerce.

BEGINNING OF TRANSLATION

Translation activities in China started during spread of Buddhism. The translation of Buddhist sutras, in the first wave, from Sanskrit into Chinese can be divided into three phases.

Phase I: Word to word translations, adhering to source language syntax.

Phase II: Syntactic inversions were smoothened according to target language, and polished to produce high literary quality. The sutra translation was done by expert foreign monk Chinese translators, who did not require interpreter.

Phase III: The approach to translation was largely dominated by Xuan Zang, who advocated attention to be paid to original style. He laid rules for use of transliteration.

The second wave included religious translations by Jesuit Missionaries in the late sixteenth century. Further, they translated jointly with Chinese scholars/officials in the field of Mathematics, Astronomy, Geography, Physics and Religion. In addition, one way translation for the consumption of Chinese people, the Jesuits, and later other missionaries were also instrumental in bringing the Chinese classics and philosophy to Europe.

As the incursions of the European powers grew in early 19th century, Peking sent Lin Zexu to Canton to check these powers, but it did not succeed as there was a need to master their arts. Thereafter, first official team of translators was sent abroad to master English language.

After a series of military defeats, the Manchu rulers found a College of Languages in Peking in 1862 and a bureau in Shanghai in 1865. These institutions concentrated on technical manuals and Western sciences.

The missionary bodies translated and published works of general educational interest also. As a result, London Mission Press was set up in Shanghai in 1843. The Society for the Diffusion of Christian and General Knowledge among the Chinese, established in Shanghai in 1887 for translation, but their technical books suffered due to lack of expertise.

The third wave was led by native intellectuals and was spearheaded by political reformists - Kang Youwei and Liang Qichao, in place of official or foreign translators, in the field of politics and sociology. This included translations of Western works in 1890s.

Here after, Japanese was preferred over English as the chief source language for translation of Western works, as it takes much less time to acquire elementary understanding of Japanese as compared to European languages.

The reformists helped in the rapid growth of independent publishing houses in the period 1895-1900. Yan Fu contributed in the field of philosophy and social science whereas Lin Shu contributed in the field of fiction. In 1919, Mandarin version of complete Union Bible was also published and Mandarin version became the standard text for Chinese Christians.

The May Fourth movement increased the importance of Western writings in both original and translated forms to install a new culture in China. In 1935, grand plan for a World Library was launched to encompass the ancient, medieval and modern literature of all major countries. The war with Japan in 1937 disrupted this project. Here, individual efforts included translations of all plays of Shakespeare by Zen Shenghao.

In communist regime initially works from Soviet Union were translated. Thereafter, works from Asia, Africa and Latin America were translated into Chinese language along with translation of Chinese works to foreign languages together with foreign experts. The Great Proletarian Cultural Revolution (1966-76) led to an explosion in translation of foreign works in 1980s.

TRAINING

After the establishment of Chinese Republic in 1911, most practitioners were self-trained and there was a lack of fixed policy. Later, government officials were trained. In Hong Kong, the training of simultaneous interpreters began in mid - 1970s to cater to the government's bilingual needs. The first university degree - BA in Translation started in 1974 by University of Hong Kong at the initiation of Chinese community.

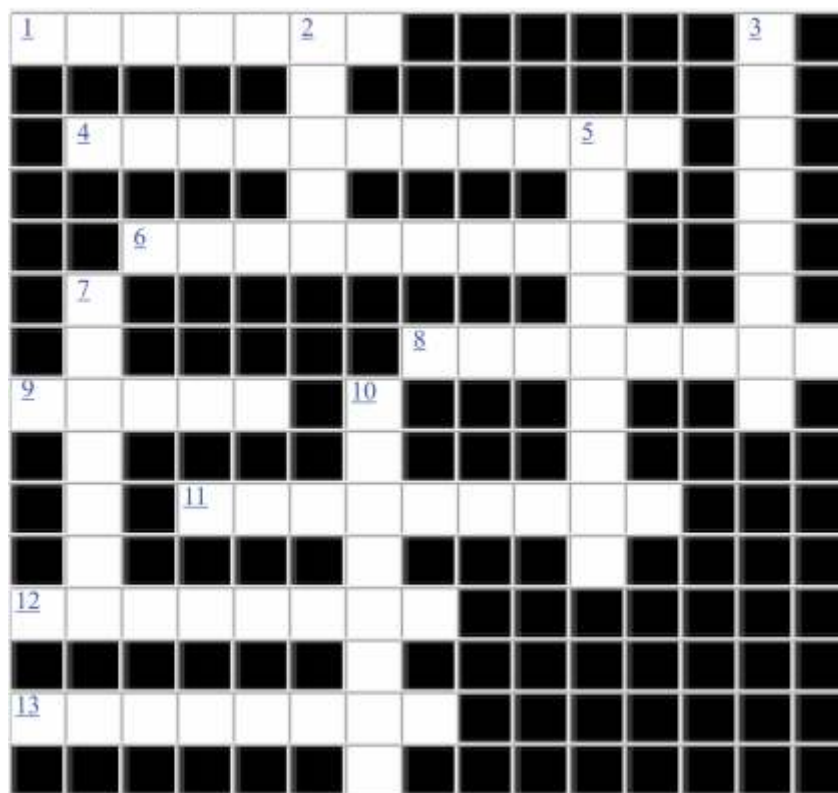
COMMENT

From above, it is quite clear that the Chinese language has come a long way starting from word by word translation to a meaningful translation.

SOME CHINESE SYMBOLS THAT INDICATES IMPORTANT FACTORS OF LIFE

夢 DREAM	安 PEACE	愛 LOVE	信 FAITH
尊敬 RESPECT		希望 HOPE	
友誼 FRIENDSHIP	歡喜 HAPPINESS		和 HARMONY

Kreuzwörterzahl : Alltag



Waagerecht	Senkrecht
1. to stroll 4. morgens etwas essen 6. vor dem Fernseher sitzen 8. gegenteil von ankommen Waschmaschine _____ 9. zu viel _____ machtman dick 11. to get up in the morning 12. to dress up 13. gegenteil von wachen	1. eine Zeitung oder ein Buch _____ 2. To work 5. to shop 7. Kleider in der 10. to shave

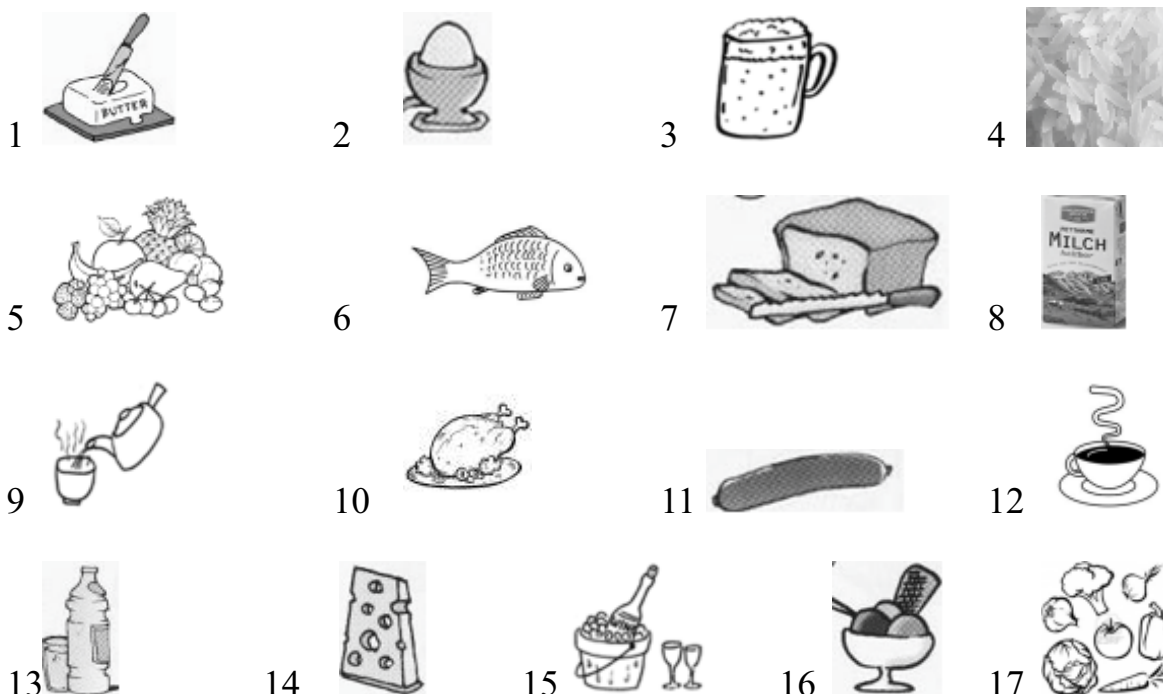
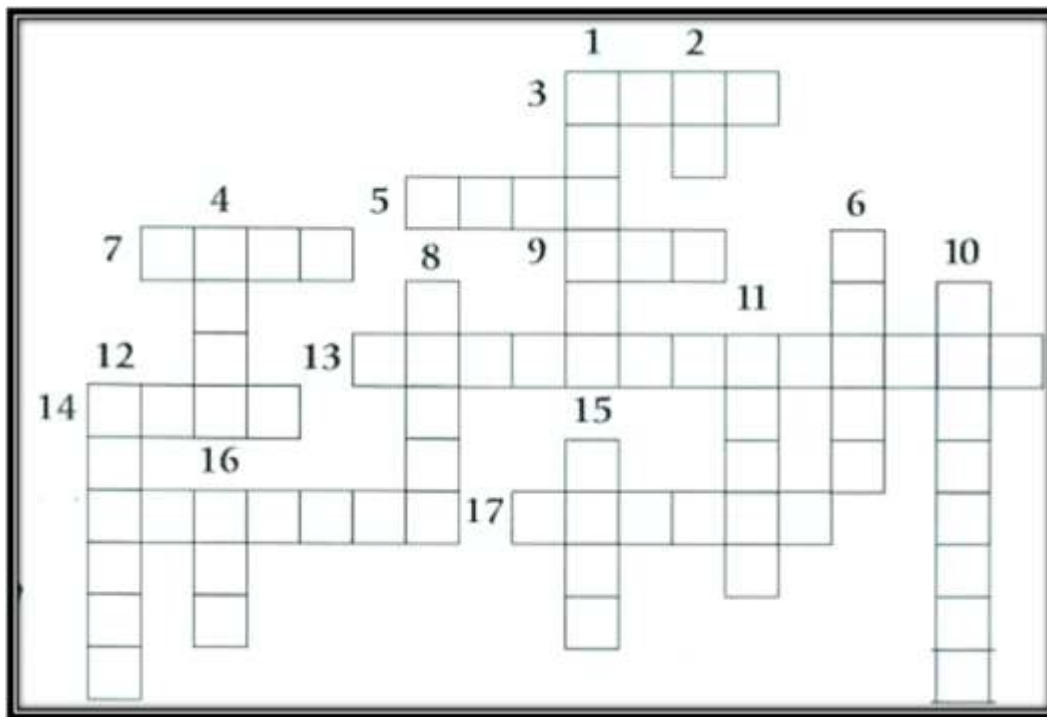
Senkrecht

2. Lesen
 11. aufstehen
 1. bummeln

Waagerecht

4. Frühstück
 6. fernsehen
 8. abfahren
 9. essen

Kreuzwörterzahl : Die Lebensmittel



1. die Butter 2. das Ei 3. das Bier 4. der Reis 5. die Obst 6. der Fisch 7. das Brot
8. die Milch 9. der Tee 10. das Hähnchen 11. die Wurst 12. der Kaffee 13. das
Mineralwasser 14. der Käse 15. der Wein 16. das Eis 17. die Gemüse

DEUTSCH MACHT SPASS

REDEWENDUNGEN UND SPRICHWÖRTER

1. *Wo Rauch ist, ist auch Feuer*
2. Es ist nicht alles Gold,
3. Ende gut,
4. Lügen haben
5. Reden ist Silber,
6. Übung macht
7. Hunde, die bellen,
8. Irren ist
9. Man ist so alt,
10. Aller Anfang
11. Man soll den Tag nicht
12. Ohne Fleiß

ist auch Feuer

kurze Beine
menschlich

schweigen ist Gold
den Meister
ist schwer

kein Preis
beißen nicht
alles gut

was glänzt
wie man sich fühlt
vor dem Abend loben



SAKSHI TANEJA

I have been associated with Harmony from the past one year now. It was a great experience meeting those last moment deadlines, creating fun sections, designing the magazine basically thinking out of the box. It has really sparked CREATIVITY in me. I am surely gonna miss this next year.

♡ WITH LOVE ♡

Goel

SAKSHI TANEJA

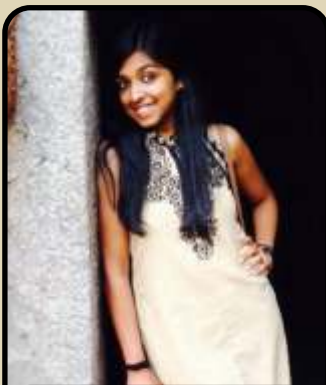


SMRITI GOEL

It was a great experience working with HARMONY. It was for the 1st time that I have worked for a magazine. It all together was a great, fun, learning and memorable experience.

SMRITI GOEL

Smriti Goel



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Harmony is the magazine full of colors, versatility and creativity. Harmony is one of the most important thing happened to me. It has added value to my creativity and enhanced my artistic thinking.

I feel proud to be a part of BVIMR's Annual Magazine - HARMONY

Smriti



SALIENT FEATURES OF BVIMR, NEW DELHI

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A-4, Paschim Vihar, New Rohtak Road, New Delhi - 110 063

Email: bvimr@del.vsnl.net.in

Ph. : (0) 25285808, 25278446

Tel-Fax: 91-25286442

Website: www.bvimr.com