



# ACTIVITY REPORT

1<sup>st</sup> November' 2015 to 30<sup>th</sup> November' 2015



**BHARATI VIDYAPEETH DEEMED UNIVERSITY  
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA  
ACCREDITED WITH 'A' GRADE BY NAAC

An ISO 9001:2008 14001:2004 Certified Institute

## **HIGHLIGHTS**

### **1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES:**

- a) 10 Companies visited the campus for placement in the month of November for Placement Drive.

### **2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED:**

- a) Save the Girl Child, Vigilance Week from 26<sup>th</sup> October, 2015 to 6<sup>th</sup> November, 2015.

### **3. FACULTY ACHIEVEMENTS:**

|   |   |
|---|---|
| Seminars/ Conferences/Workshops Attended As a Participant       | 1 |
| Paper Publications in National/International Journals/Magazines | 4 |

## **DETAILED REPORT**

### **1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES :**

#### **PLACEMENT & TRAINING ACTIVITIES** **(November 2015)**

| <b>S.No.</b> | <b>Company Name</b> | <b>Profile</b>         | <b>Package</b> | <b>Result</b>                    |
|--------------|---------------------|------------------------|----------------|----------------------------------|
| 1            | Lloyd Venture       | Inside Sales           | 4.2 Lacs       | 3 Shortlisted                    |
| 2            | DCB Bank            | Retail Banking Profile | 3.6 Lacs       | 4 Selected<br>3 – MBA<br>1 – BBA |
| 3            | ITC                 | Mkt/Fin                | 7.2 Lacs       | In Process                       |
| 4            | Elgi Equipments     | Marketing              | 4 Lacs         | None                             |
| 5            | Koenig Solutions    | EA                     | 4.5 Lacs       | 1 Selected                       |
| 6            | Human First         | HR                     | 3 Lacs         | 2 Selected                       |
| 7            | Vistara             | Planning Analyst       | 4 Lacs         | 1 Selected                       |
| 8            | CSC                 | Research               | 3.5 Lacs       | Result Awaited                   |
| 9            | VIP                 | MARKETING              | 3.8 Lacs       | Cancelled bcoz of Exam           |
| 10           | Amazon              | MARKETING              | 3.8 Lacs       | Cancelled bcoz of Exam           |

### **2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED :**

**a) Save the Girl Child, Vigilance Week from 26<sup>th</sup> October, 2015 to 6<sup>th</sup> November, 2015.**

In continuance with its Corporate Social Responsibility (CSR) initiatives , BVIMR observed one week “Save the Girl Child Movement”, from 26<sup>th</sup> October, 2015 to 6<sup>th</sup> November, 2015. During this week, students were apprised of this sensitive social issue that our country has been tackling for so long.

Since the students are the key drivers of the ongoing social reforms, BVIMR faculty members were also involved in educating the students to be vigilant enough and be responsive in reporting this menace of Female Infanticide, hence the Vigilance Week was also observed, that is symbolic of rising against this cancerous development of killing the

Girl Child before taking birth, and, other atrocities that the girls are still forced to face in the Indian Society

This one week awareness generation week was well received by students and faculty members, and promotional activities in the form of installation of banners, on which, both the students' community and faculty members participated by signing, holding a debate competition and essay writing competition as an acknowledgement towards fighting against this social evil that Indian Society is plagued of.

There was a special digital promotional campaign initiated by Dr Vikas Nath – Director, BVIMR, New Delhi himself, which was well received by both the students and Faculty of BVIMR.

### **3. FACULTY ACHIEVEMENTS & ACTIVITIES**

#### **A) Participation in FDP/ Attending a Seminar**

##### **Faculty Development Programme (FDP) On Training & Education**

Name of Participant: **Dr. Sanjay Manocha**

From: **16 November 2015 to 21 November 2015**

Venue: **(YASHADA) Yashwant Rao Chavan Academy of Development Administration, Baner Road, Pune**

Description:

This FDP focused on Importance on training in teaching profession. Some of the contents covered during this training programme were;

- Meaning of training, Systematic approach to training (SAT)
- Four ways of learning
- Lecture; meaning & importance
- Role plays on lecture
- Discussions leading
- Mentoring & Counseling
- Role plays on mentoring

There were total 25 participants from various educational institutions based in Pune and New Delhi from disciplines like engineering, management, chemistry, computer science, botany, zoology etc.



**B) Paper Publication in Journals/Books/Magazines**

| S.No. | Author  | Title of the Paper/Article                               | Journal/Magazine   | Vol. / Issue   |
|-------|---|--|--|--|
| 1.    | Ms. Shradha Vernekar<br>Assistant Professor     | “Status & Growth of Tourism in India”                    | IRJBM  | Volume VIII, Issue 13,<br>November 2015                                    |
| 2.    | Dr. Broto Bhardwaj<br>Associate Professor       | “ Role of Market Intelligence in SMEs”                   | Malaysia Conference AGBA   | Organised in 16 <sup>th</sup> -17 <sup>th</sup> November, 2015 at Malaysia |
| 3.    | Dr. Lokinder Kumar Tyagi<br>Associate Professor | “Pilot Study on Application of E-mail Etiquette in FMCG” | Book on Contemporary Issues in Sustaining Business in Emerging Global Market | ISBN – 978-93-84869-960  |
| 4.    | Dr. Sanjay Manocha<br>Assistant Professor       | "Challenges faced by Indian Women Entrepreneurs"         | Conference Proceedings of International Conference Gobichettipalayam         | September 15, 2015   |

Prepared by:

**Activity Team**  
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