

**REWA -2017-18
MAGAZINE**

**DEPARTMENT OF
MANAGEMENT STUDIES**

EDITORIAL BOARD

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**GOVERNMENT OF NCT OF DELHI
BHAJ PARMANAND INSTITUTE OF BUSINESS STUDIES
SHAKARPUR EXTENSION, OPP. MADHUBAN COLONY, DELHI-110 092.**

Website: www.bpibs.in; E-Mail: bpibs.delhi@nic.in
Phone: 011-22543891, 22017393, 22430067 Fax 011-22016134
22430067 [Ext. 209, 230]

MESSAGE FROM THE DESK OF PRINCIPAL/DIRECTOR



Since the turn of Millennium, India has experienced a hypothetical shift and has undergone an irrevocable transformation in its policies, competing in global economy and furthering the outlook of Indian Industry as-a-whole. Despite the emergence of number of Quality-B-Schools in the Indian Continent, there is a lukewarm response to Management Education in our country. Even many big and reputed industries hire these Management Graduates at a very unpalatable remuneration which is gradually triggering disinterest and unwelcoming approach in the minds of Management Aspirators. The reason is that Indian Management Education mostly revolves on theory only, rather than practical. On the other hand, for Engineering Education, different Laboratories are available to experiment, conduct practical and verify the theoretical characteristics. This calls for Management Students to brainstorm various situational Case Studies of leading organisations throughout their Managing Education in all disciplines which would enable them to hone their knowledge and different Managerial Skills.

Further, the chance of providing safe Government Jobs to all these Indian Management Graduates is bleak and almost remote due to the reason that the degree of supply of Management Graduates has been out-numbering year-by-year, when compared to the degree of demand from the Indian Trade and Industry. In spite of this prevailing odd situation, BPIBS, the unique Millennium Business School from Delhi Government, has indeed been moulding these Specialized Graduates, in addition to their routine classroom sessions with impeccable infrastructure, in various facets of Skills like - Communication Skills, Drafting Skills, Managerial Skills, Other Soft Skills, Regular brainstorming of leading Contemporary Case Studies, Conduct of Expert/Special Lectures, Workshops, Seminars, Conferences; Deployment to National Management Quiz Programmes, making Industrial/Study Visits to leading Industries etc., besides inculcating Ethics and Values to meet the on-coming challenges and risks not only in the National and International Market scenario, but also to become the Role Players in the Competitive Global Business arena.

I am pleased to bring out “REWA-2017-18” of MBA Department which reveals and exemplifies the activities and achievements of yester year in respect of Department itself, its Faculty Experts, and its Students including “Students” Corner” in a greater measure. I fervently hope that this Magazine would act as a “Vehicle of Communication” to all the Readers to beacon the achievements of our MBA Department. I extend my Best Wishes to the whole Family Members of the MBA Department of BPIBS.

PROF. DR. GIRISH KUMAR SHARMA

MESSAGE FROM THE DESK OF HEAD OF DEPARTMENT & EDITOR



It was observed by the World Economists that the fundamentals of Indian Economy have become stronger and sustainable. This has made India possible to become the Second fastest growing economy in the world, with its high growth and stability. Correspondingly, the Indian Fastest Growing Economy may require a large number of Management Graduates to lead the Country and to make it as one of the best Super Powers in the World. But, turning to Management Education in the country, the talents and skills of passed Management Graduates are dwindling gradually in the Industry. The reason is that the curriculum of Management Educational Institutions does not meet the need and certain expectations of the Industry. Further, there is no effective Industry-Institute-Interface.

To get rid of this problem, B-Schools should impart education to the students with a blend of industry, teaching, research and consultancy experience. The Universities concerned should be directed by the respective State or Central Government to devise Curriculum for MBA Programme incorporating compulsory On-the-Job Training through a Special Tie-up or MoU with the leading industries at least one week in every month to have necessary industry exposure, throughout the period of the MBA Programme. To make this system more successful, the respective Government and the Industry should come forward to extend necessary grant in terms of finance and infrastructure to the respective B-Schools for bridging the wide gap between the Academy and the Industry. This will enable the students to co-relate their theoretical segments with their practical knowledge. Further, the Management Students should be guided by the Management Educator to create Case Studies by themselves in their respective disciplines to enhance their knowledge and managerial skills in all directions.

Only this sort of Curriculum would guarantee effective take-aways in the students. When such students are hired in the industry, they will be able to leverage their management education in the corporate world. They will be able to adapt their knowledge as per their verticals, sectors and industry. Above all, there must be support from all stakeholders including industry, educators, students, educational institutions, government and thought leaders to streamline Indian management education.

I am pleased to edit this REWA Magazine 2017-18 of MBA Department revealing its laudable achievements during the year 2017-18 through its dynamic students. I take this opportunity to extend my Best Wishes to MBA Staff Members and the Students as-a-whole.

S. THIYAGARAJAN

ORIENTATION PROGRAMME

IN PURSUIT OF EXCELLENCE.....

Every Educational Institution should give proper guidance and clarifications through Orientation Programme for the newly admitted students in various courses for familiarizing themselves with the new atmosphere of the Institute, so that the wards and their parents would enable themselves to learn and earn good opinion about the Institution. Further, the parents would also understand about the arrangements in classrooms, details of faculty, details of examinations, achievements of past students, track records and laurels brought in by the predecessors in various Internal and External Events etc.

In line with this, BPIBS has organized an Orientation Programme in its Multi-Purpose Hall for the newly admitted students of MBA Programme during the beginning of the Academic Year i.e. on 01-8-2017. Almost all the newly admitted students had participated in the Orientation Programme along with their Parents, besides the Senior Officials, Faculty Members of the Institute etc. During the Programme, Dr.(Mrs.) Amita Dev, Principal, had highlighted the importance of Technical and Management Education. During her speech, she had emphasized that the students should devote more time for their studies, in addition to developing their overall skills to mould themselves for meeting the issues and challenges of toughest Job Market prevailing not only in our country, but the globe as-a-whole. The Principal had guaranteed that the Institute would provide its full support in all the possible ways.

She had underlined the importance of refraining from ragging, maintaining punctuality in attendance by the students. She had drawn the attention of the students and their wards gathered regarding the rules of minimum 75% attendance of Guru Gobind Singh Indra Prastha University [GGSIPU] for the students. Further, she had explained the subjects of the respective semesters, procedure for conduct of Sessional/End-Term University Examinations etc. followed by the introduction of Faculty Members of MBA Department. The Principal highly motivated and encouraged the students to groom their skills in all the ways possible besides topping the University Ranks in their End-Term University Examinations thus they could bring laurels to the Institute.

The Principal had vibrantly highlighted the achievements of the Institute as well as its students. She portrayed and depicted the state-of-the-art infrastructure - especially Computer Laboratories, Automated Library and Reading Room, Virtual Classrooms for all the Programmes, EDUSAT Lab, and various other facilities available and above all, the highly educated, devoted, dedicated and committed fleet of teachers for the students in the Institute. She boasted with full satisfaction that individual attention on every student is paid by the Institute which would enable the students to build themselves in order to become the Best Assets for the contemporary industry and would-be Leaders of the Nation in the ensuing years. She had also sought for co-operation of the Parents of each and every student to closely monitor the progress of their wards. She concluded her remarks by extending her Best Blessings to the newly admitted students in all their ensuing endeavors.

ACADEMIC CALENDAR [AUG-DEC 2018] OF MBA DEPARTMENT

As per the guidelines of Guru Gobind Singh Indra Prastha University, BPIBS brings out its Academic Calendar during every semester for the Management Students well-in-advance for orderly execution of academic activities. This paves way for an awareness amongst the students on the overall activities of the Management Department and conduct the Sessional Examinations, Programmes etc. in a methodical manner. The Academic Calendar which was brought out by MBA Department for August-December-2018 Session is given below:

ACADEMIC CALENDAR – AUG TO DEC 2017– MBA

IMPORTANT DATES

F-AS-01

ACADEMIC CALENDAR (ODD SEMESTER)

Department: Masters Of Business Administration

Session: 2017-18

IMPORTANT DATES

EVENT	Date & Time	
	From	To
ODD DEMESTERS (FIRST, THIRD SEMESTER)	21 WEEKS of working duration including 15 weeks of teaching & class tests	
Commencement of Classes Even/Odd Sem	17.07.2017 (Monday)	
Imparting instructions and/or laboratory work (including class tests) -15 weeks (68 days excluding govt holidays)	01.08.2017 (Tuesday)	10.11.2017 (Friday)
First Internal Assessment (Class Test)	25.09.2017 (Monday)	29.09.2017 (Friday)
Sports Meet	19.10.2017 (Thursday)	23.10.2017 (Saturday)
For Programmes without practical components		
Preparatory leave of one week	11.11.2017 (Saturday)	19.11.2017 (Sunday)
Commencement of Theory Exams	w.e.f. 20.11.2017 (Monday)	
For Programmes with practical components		
Commencement of Practical Examinations followed by one week preparatory leave between completion of Practical examinations and commencement of Theory Examinations	7.11.2017 (Tuesday)	
Winter Break	23.12.2017 (Saturday)	07.01.2018 (Sunday)

- One working day in a year may be utilized in any semester for a school level festival.
- The specific dates of end term theory/practical examinations shall be notified by COE.
- Schools may decide on dates/ classes for academic conferences/workshops/seminars.

ACADEMIC CALENDAR – JAN TO JULY 2018– MBA

IMPORTANT DATES

ACADEMIC CALENDAR (EVEN SEMESTER)

Department: Masters Of Business Administration
IMPORTANT
DATES

Session: 2017-18

EVENT	Date & Time	
	From	To
EVEN SEMESTERS (SECOND, FOURTH SEMESTER)	21 WEEKS of working duration including 15 weeks of teaching & class tests	
Imparting instructions and/or laboratory work (including class tests) -15 weeks (63 days excluding govt holidays)	08.01.2018 (Monday)	20.04.2018 (Friday)
Anugoonj 2018	08.02.2018 (Thursday)	10.02.2018 (Saturday)
First Internal Assessment (Class Test)	26.02.2018 (Monday)	02.03.2018 (Friday)
For Programmes without practical components		
Preparatory leave of one week	21.04.2018 (Saturday)	29.04.2018 (Sunday)
Commencement of Theory Exams	w.e.f. 30.04.2018 (Monday)	
For Programmes with practical components		
Commencement of Practical Examinations followed by one week preparatory leave between completion of Practical examinations and commencement of Theory Examinations	23.04.2018 (Monday)	
Summer Vacation (Six Weeks)	04.06.2018 (Saturday)	15.07.2018 (Sunday)

PROMINENCE OF SUMMER TRAINING/RESEARCH PROJECT

The Management Students of BPIBS, as a part of their Curriculum devised by Guru Gobind Indra Prastha University [GGSIPIU], are deployed for research related activities such as Summer Training Project in the reputed National, Multi-National Organisations and various Government Departments for a period Six Weeks to Eight Weeks.

The Summer Training Project (STP) is the summer mission and training opportunity where the students live, work, play and learn in an official environment along with other regular employees during normal and regular working hours.

During their STP, some Students work jobs and earn money in the form of stipend. Evenings and weekends are devoted by some migrated students from their native to the place of their study to earn their contingent livelihood by engaging themselves in various jobs such as Market Research Executives, Part-Time Sales Executive, Audit Assistants, Junior HR Executives, Analyst, Analytics and many more job titles on the list.

This Summer Training of students will be personally supervised by the Senior Official[s] in the respective organisations where the students are undergoing Training, so that the Management Students could whet their various skills in all managerial activities like Planning, Decision-Making, Communication, Participation in Management, Leadership, Analytical Skill, Project Preparation, Presentation, Documentation etc. which would be of immense benefit to them, when they go for a job immediately after their graduation.

This challenging schedule creates an ideal environment for the students to grow not only in their future career but also by maintaining impeccable relationship with their Team Members at different atmospheres in the organisations, so that they could groom their overall skills and leadership qualities.

After the training undergone by them, the Faculty-Experts are used to closely supervise the Trainee Management Students allocated to them as per the Time-Schedule already scheduled by MBA Department and guide them as to how to prepare the Summer Training Project with various segments like - preparation of synopsis, decision of topics, making references to various interesting and relevant information earlier published on the topic, collection, processing, analyzing and interpretation of data, besides how to go in for findings, conclusions and suggestions and above orderly preparation of the Project in an impeccable manner etc. After preparing the Summer Training Project, the students should make Power Point Presentation [PPT] before the Committee of Internal Examinations [comprising the Experts from the Department and outside Expert] followed by External Examinations [conducted by University deploying the Expert] for necessary assessment and awarding Marks.

BPIBS has facilitated the following advantages to the Management Students, by deploying them to Summer Training Projects:

- * **Opportunity to demonstrate their capability and keen interest in a particular career before permanent commitments are made.**
- * **Developing skills in the application of theory to practical work situations.**
- * **Honing their aptitude, skills and techniques directly applicable to their careers.**
- * **Enabling the students in equipping themselves from the college atmosphere to the new environment of full-time employment.**
- * **Facilitating their students to develop their attitudes conducive to effective interpersonal relationships.**
- * **Inculcating in students – the sense of responsibility.**
- * **Enabling the students to acquire good work habits.**
- * **Development of employment records/references that would enhance employment opportunities.**
- * **Grabbing the opportunity by the students to imbibe an in-depth knowledge of the formal functional activities of a participating organization, besides understanding informal organizational relationships.**
- * **Above all, enabling the students to achieve higher levels of academic performance**

The details of Summer Training/Project Dissertation allocated amongst the Students of MBA III and IV Semester are given below:

ALLOTMENT ORDER
MBA III SEM – 2016-18 BATCH
SUMMER TRAINING PROJECT [STP]

The allocation of MBA III Semester Students [2016-18 Batch] amongst the Research Guides of MBA Department for making consultations, preparations, counseling and getting necessary guidance, besides finalization/timely completion of Project Dissertation [Discipline-wise] in all respects by the students, is given below:

SL. NO.	GUIDE	NAME	ROLL NO.	TOPIC OF RESEARCH/SUMMER TRAINING
(A) PROF. DR. K.L. DAHIYA:				
1	PROF. DR. K.L. DAHIYA	AASTHA	111403916	A Study on Financial Freedom for Women in M/s. Taurus Mutual Funds.
2		ADITI	311403916	A Study on the Valuation of Real Estate in M/s. ERNST & YOUNG LLP.
3		AKSHAY	611403916	A Study on Financial Statements of M/s. Outwork Solutions Pvt. Ltd.
4		AMAN RAJMALANI	811403916	A Study on Financial Ratio Analysis of M/s. Central Warehousing Corporations.
5		HEMANT	1711403916	A Study on Revenue Management in M/s. IPGCL.
6		VIKAS	3711403916	A Study on Mutual Funds of PNB in M/s. Fair Wealth.
7		SACHIN	3211403916	A Study on Financial Ratio Analysis in PNB Housing Finance Limited.
8		ANKITA	911403916	A Study on Tax Planning in M/s. Webview Solutions.
9		DIGVIJAY	1311403916	A Study on Impact of GST on Indian Economy in M/s. Atharv Mentors Consulting LLP Pvt. Ltd.

SL. NO.	GUIDE	NAME	ROLL NO.	TOPIC OF RESEARCH/SUMMER TRAINING
(B) Mr. M.K. JAIN				
1	Mr. M.K. JAIN	KRUTTIKA	2011403916	A Study on Internal Audit Procedures in M/s. NBCC India Ltd.
2		ABHILASHA	2211403916	A Study on Project Cost Management in M/s. ETA Pvt. Ltd.
3		PARAS	2611403916	A Study on Marketing and Advertising Strategy of M/s. Nestle India Pvt. Ltd.
4		RAJAT	3011403916	A Study on Yoga Market in M/s. Namyata Technologies, Gurgaon.
5		ROHIT	3111403916	A Study on Sales Promotional Strategy of M/s. Nestle India Pvt. Ltd.
6		SOMYA	3411403916	A Study on Ratio Analysis in M/s. G4S Security Solutions Pvt. Ltd.
7		KUMAR RAHUL DEV	2111403916	A Study on Consumer Perception and Satisfaction of Nestle Products.
8		YAMINI	3811403916	A Study on Methods of Financing with special reference to M/s. AU Small Finance Bank.
9		ARUN	40311403916	A Study on Marketing Research on Holiday Patterns of Indian Customers in M/s. Sterling Holidays.

SL. NO.	GUIDE	NAME	ROLL NO.	TOPIC OF RESEARCH/SUMMER TRAINING
(C) DR. ANURAG AWASTHI:				

1	DR. ANURAG AWASTHI	ADITYA	411403916	A Study on Marketing Plan of various Insurance Services in CSC.
2		AJIT	511403916	A Study on Consumer Buying Behavior in Chosing Electrical Products of M/s. Arise India Pvt. Ltd.
3		AMAN BHARDWAJ	711403916	A Study on Digital Marketing in M/s. Tanco Lab Products.
4		ANSHUL	1011403916	A Study on the Service to fulfill customer Desire in M/s. Web View Solutions.
5		ASHU	1111403916	A Study on awareness, preference and buying pattern of Health Insurance through Bank Assurance Channel in PNB.
6		DIMPLE	1411403916	A Study on Digital Marketing in M/s. Xcrino Business Solutions.
7		GAURAV	1611403916	A Study on Customer Satisfaction in M/s. Nestle India Pvt. Ltd.
8		MAHIMA	2411403916	A Study on the Role of Leadership Style and Psychological Empowerment in NTPC.
9		UMANG	40211403916	A Study on Customer Satisfaction of Micro Finance Users in PNB Met Life.

SL. NO.	GUIDE	NAME	ROLL No.	TOPIC OF RESEARCH/SUMMER TRAINING
(D) SHRI S. THIYAGARAJAN:				
1	SHRI S. THIYAGARAJAN	FARHAN	1511403916	A Study on Marketing of Tea and allied products of M/s. Tassyam.
2		KALPANA	1911403916	A Study on performance appraisal in M/s. 9.9 Media Worx Pvt. Ltd.
3		PRAKUL	2711403916	A Study on quality of Work Life Balance in GAIL.
4		PRIYA	2811403916	A Study on application of Marketing Concepts in Footwear Industry in SSIPL Retail Ltd.
5		SHREYA	3311403916	A Study on Marketing Strategy of M/s. Food Panda.
6		SUHANI	3511403916	A Study on Recruitment and Selection Procedures in M/s. Apollo Hospitals and Enterprise Ltd.
7		SURUCHI	3611403916	A Study on Recruitment and Selection Procedures in M/s. Sterling Tools Ltd.
8		PRAVEEN	40111403916	A Study on Dynamic Value and Work Life Balance in Samsung.

ALLOTMENT ORDER
MBA IV SEMESTER – 2016-18 BATCH
PROJECT DISSERTATION

The allocation of MBA IV Semester Students [2016-18 Batch] amongst the Research Guides of MBA Department for making consultations, preparations, counseling and getting necessary guidance, besides finalization/timely completion of **Project Dissertation** [Discipline-wise] in all respects by the students, is given below:

Sl. No.	Guide	Name	Roll No.	Topic of Project Dissertation
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<u>(A) PROF. M.K. JAIN</u>				
1	Mr. M.K. JAIN	AASTHA BHATIA	00111403916	A Study on Fundamental and Technical Analysis of L&T.
2		ADITI JAIN	00311403916	A Comparative Study of Technical Analysis on Cement Sector Industries.
3		AKSHAY GOEL	00611403916	A Study on Corporate Tax Planning with respect to New Business, Financial and Managerial Decisions.
4		AMAN RAJMALANI	00811403916	A Study on Technical Analysis of NIFTY IT.
5		ANKITA YADAV	00911403916	A Study on Comparative Analysis of 5 Public Sector Banks and Private Sector Banks in India.
6		DIGVIJAY SINGH	01311403916	A Study on the Insolvency and Bankruptcy Code 2016 and its impact.
7		KRUTTIKA	02011403916	A comparative study of Fundamental and Technical Analysis as a Tool of Investment in Jubilant Food Works Ltd.
8		KUMARI ABHILASHA	02211403916	A Project Report on the analysis of Financial Statements of ICICI Bank.
9		SACHIN MITTAL	03211403916	A Study of Fundamental Analysis- a Technique identifying Stocks and Shares for maximizing Returns from Investments.
10		SOMYA GOEL	03411403916	A Study on the Role of Foreign Institutional Investors in emerging Capital Markets in India with special reference to NIFTY.
11		VIKAS SHARMA	03711403916	A Study on NIFTY Index and Risk Minimization Trading Strategy using Derivatives.
12		YAMINI GARG	03811403916	A Study on Fundamental and Technical Analysis of BHEL.
13		UMANG KUMAR GUPTA	40211403916	A Comparative Study of Customer's Perception Towards On-line Shopping between Flipkart and Amazon.

Sl. No.	Guide	Name	Roll No.	Topic of Project Dissertation
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(B) DR. ANURAG AWASTHI:				
Sl. No.	Gulde	Name	Roll Number	Topic of Project Dissertation
1	DR. ANURAG AWASTHI	ADITYA PRAKASH	00411403916	A Study on the Promotion of Insurance Products Through Digital Marketing amongst Village Leve Entrepreneurs.
2		AJIT AKSHAYA	00511403916	A Study of Consumer Behavior towards On-Line Shopping of Electronic Goods.
3		AMAN BHARDWAJ	00711403916	A Study on the Role of Big Data in Digital Marketing (PPC, SEO, SMO etc.)
4		ASHU JAIN	01111403916	A Study on Consumer Preference for Store Format for Fast Food Restaurants in North Delhi Region.
5		GAURAV KUMAR	01611403916	A Study on Innovative Marketing Strategies of Britannia Industries Ltd.
6		HEMANT CHANDRA	01711403916	A Study on the impact of Capital Structure on the Profitability of Infosys.
7		KUMAR RAHUL DEV	02111403916	A Comparative Study on Branding Strategies of FMCG Products in respect of ITC, HUL and Nestle.
8		MAHIMA DOGRA	02411403916	A Study on Stress Management of Employees with respect to Visaka Industries Ltd.
9		PARAS GOYAL	02611403916	A Research Study on the use of Information Technology in Marketing of Products by Nestle.
10		RAJAT RANA	03011403916	A Study on the Preference of Youth towards Foreign Brands and Indian Brands in Textile Industry.
11		SUHANI GUPTA	03511403916	A Study on the Working Conditions of Courier Boys with special reference to Blue Dart.
12		PRAVEEN KUMAR	40111403916	A Study on the Stress Management of Employees in Samsung India Pvt. Ltd.
13			ARUN KUMAR	40311403916

Sl. No.	Gulde	Name	Roll Number	Topic of Project Dissertation
(D) SHRI S. THIYAGARAJAN:				
1	SHRI S. THIYAGARAJAN	DIMPLE	01411403916	A Comparative Study on Marketing Strategies of Pizza Hut and Dominos
2		FARHAN KHAN	01511403916	An Analytical Study on Medical Tourism in Delhi-NCR.
3		KALPANA SHARMA	01911403916	A Study on the influence of Career Identity and Social Networks on Career transition in Delhi.
4		PRAKUL KUMAR	02711403916	A Study on the Implication of Multi-generational Diversity in the Academic Workplace.
5		PRIYA CHOUDHARY	02811403916	A Study on E-Commerce and Its Impact on Retail Market in India with respect to Snapdeal.
6		SHREYA GUPTA	03311403916	A Study on the Customer Perception toward On-Line Food Ordering in West Delhi.
7		SURUCHI WANCHOO	03611403916	A Study on the Impact of Performance Appraisal of Employees in Sterling Tools Ltd.

DEPARTMENT OF MBA
EXPERT/SPECIAL LECTURES - 2017-18

Sl. No.	Title of Expert/Special Lectures	Conducted on	Delivered by and Organisation
1	Idea Generation and writing Business Plan	04-09-2017	Mr. Naresh Priyadarshi, CEO, SIF, A company formed by Shaheed Sukhdev College of Business Studies
2	How to become an Entrepreneur?	04-10-2017	Prof. Dr. S.S. Kharka, DTU, Vivek Vihar, Delhi.
3	Brand Management and Channel Strategies	06-10-2017	Prof. Dr.B.B. Goyal (University Business School, Punjab University, Chandigarh,
4	Research Methodology and Statistical Analysis	31-01-2018	Dr. Manju Gupta, Maharaja Agrasen Institute of Technology, Delhi.

WORKSHOP - 2017-18

Sl. No.	Title of Workshop	Conducted on	Delivered by and Organisation
1	Training on Youth Employability Skills	11-Sep-2017 to 15-Sep 2017	Instructors from Rajiv Gandhi National Institute of Youth Development (RGNIYD)
2	Data Analysis using SPSS	20-02-2018	Session1- Dr. Sumanjeet Singh, Asst. Professor, Department of Commerce, Ramjas College, University of Delhi. Session 2- Mr. Neeraj Sehrawat, Asst. Professor, Shaheed Sukhdev College of Business Studies, University of Delhi.

CO-CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES

1. Idea Generation and Writing Business Plan:

An Expert/Special Lecture was organized by the Department of Management Studies on the topic of “**Idea Generation and Writing Business Plan**” for its Management Students on 04-09-2017. The Expert Lecture was delivered by Mr. Naresh Priyadarshi, CEO, SIF, A Company formed by Shaheed Sukhdev College of Business Studies, East Delhi. The Major Topics during the Expert Lecture revolved were – [a] Brainstorming New Product Innovations; [b] Screening Those Ideas; [c] Business Plan; and [d] Implementation. The Resource Person had differentiated to the Students as to what is “Creative/Soft Thinking” [i.e. Right Side of the Human Brain for brainstorming New Product Innovation] and what is “Logical/Hard Thinking” [i.e. Left Side of Brain for formal business planning like – opportunity screening, market forecast and financial forecast].

He had touched upon various related and real-time Case Laws during his expert lecture and explained the queries vividly which were raised by the students in an impeccable manner. He went ahead stating that Creative Person works very hard and continually improves the ideas and solutions, by making gradual alterations and refinements in his works. He, however, further clarified that Creativity requires passion and commitment. He, therefore, advised the students to believe and indulge in creative activities to become genius.

Touching upon Innovation, he clarified that Innovation is the process of bringing the best ideas into reality, which triggers a creative idea, which generates a series of innovative events. He added that Innovation is the creation of new value and is a process that transforms new ideas into new value- turning an idea into value. He explained that one cannot innovate without creativity and Innovation is the process that combines ideas and knowledge into new value. Without innovation an enterprise and what it provides quickly become obsolete. Later, he had explained step-by-step as to how to implement those Business Ideas into practice.

At the end of the Session, there was an Interactive Session between the Expert and the Management Students through which very many participants had raised queries, discussed and deliberated on various issues and challenges of Entrepreneurs and Entrepreneurship at the National and International Level. The participant-students had given the feedback that the Special/Expert Lecture was an impeccable one.

2. How to become an Entrepreneur?

BPIBS had organized an Expert Lecture on the topic of “How to become a Entrepreneur?” for its Management Students on 04-10-2017. On the occasion, an Expert Lecture was delivered by Prof. Dr. S.S. Kharka, DTU, Vivek Vihar, Delhi. During his speech, Prof. Kharka, in the first instance, had dealt with the prevalent question of participants as to “Who is an Entrepreneur?” He said that “A person who undertakes risk and initiative with the end goal of financial profit”. He further clarified that obviously making money is not the only motivator for entrepreneurs, but risk-taking, usually in the form of financial investments, is the underlying theme of all entrepreneurs.

He further underlined that Entrepreneurs were also working to build something that would last long. One of the defining factors for an entrepreneur was to take the necessary steps to create a business that would, when managed properly, continue making them money while they were not working. On the occasion, he gave an apt example that a cafe owner would make money while the cafe was doing business, even if he/she wanted to pick up kids from school. He further explained highlighted that entrepreneurs value independence. They wanted to be their own bosses, set their own schedule, and run their own lives. They were the people who dreaded the thought of a boss overseeing their work, although entrepreneurs have hundreds, thousands, or millions of bosses; they're called “customers.” He contended that Entrepreneurs were self-reliant. He brought forth a number of the Case Study of a number of Entrepreneurs in the country.

He concluded with the remarks “Entrepreneurs enjoy being responsible for their own Success and take pride in building something greater than themselves.”

3. Special Lecture on “Brand Management and Channel Strategies”:



A Special Lecture on “Brand Management and Channel Strategies” was organized by the Department of Management Studies in the Multi-Purpose Hall of BPIBS for its Management Students on 06-10-2017. Prof. Dr.B.B. Goyal(University Business School, Punjab University, Chandigarh, had delivered a Special Lecture on the subject. During the course of his lecture, he shared about the Brand management is an important aspect of marketing, which utilizes sophisticated techniques to boost the value of a product. Depending on the marketing strategy implemented, brand management can increase the price products and build devoted customers utilizing brand affirmations with images or key messaging.

He had clarified that “**Brand Management**” was the development of brand perception in the market. Constructing a positive relationship with the target market was vital for brand management. Further he explained that, on the other hand, Brand Management encompassed all aspects of the customer’s brand association and relationship with the purchasing process. This included tangible elements of a brand as well as brand experience. He also added that Brand management was an important aspect of marketing, which should utilize sophisticated techniques to boost the value of a product. Depending on the marketing strategy implemented, brand management could increase the price products and build devoted customers utilizing brand affirmations with images or key messaging.

Turning to Channel Strategies, he vividly explained that a “Channel Strategy” was a plan for reaching customers with products and services. Channels serve two primary functions: selling to the customer and delivering customer experience including products and services themselves. He gave an array of 14 Channel Strategies i.e. Retailing, Camping, E-Commerce, Bricks and Clicks, Personal Selling, Direct Selling, Value Added Retailer, Franchising, Wholesaler, Licensing, Agent/Broker, Marketing Partners, Distribution Partners, Channel Integration etc. which were prevalently used Strategies in all types of Markets.

In the penultimate stage of Special Lecture, the students had raised various doubts on the topic of Brand Management and Channel Strategies and the same were very well clarified by the Resource Person. The Special Lecture had ended successfully.

4. Expert Lecture on “Research Methodology and Statistical Analysis”

An Expert Lecture was organized by the Department of Management Studies on 31-01-2018 for its Management Students in its Multi-Purpose Hall on the topic of “Research Methodology and Statistical Analysis”. Dr. Manju Gupta from Maharaja Agrshen Institute of Technology, Delhi, had delivered the Expert Lecture on the subject. Dr. Manju, to start with, had explained to the Participants about various types of analysis in Research Methodology i.e. Multiple Regression Analysis; Multiple Discriminant Analysis, Multivariate Analysis of Variance [Multi-Anova], Canonical Analysis, Inferential Analysis etc.

Further, she went ahead to explain that Statistics was a branch of science that deals with the collection, organisation, analysis of data and drawing of inferences from the samples to the whole population. This required a proper design of the study, an appropriate selection of the study sample and choice of a suitable statistical test. She had emphasized that an adequate knowledge of statistics was necessary for proper designing of an epidemiological study or a clinical trial. Improper statistical methods might result into erroneous conclusions which might lead to unethical practice.

The Resource Person had worked out very many problems on the subject which were encouraging and interesting to all the participants including Faculty Members.

At the end of the Expert Lecture, the student-participants had raised some queries which were very well explained/clarified by the Expert. The Programme was a total success.

5. Workshop on “Youth Employability Skills”

A One Week Workshop on the topic of “Youth Employability Skills” was organized by BPIBS during 11th-15th September 2017 in the Multi-Purpose Hall of BPIBS for all its students including the students of MBA Department. On the occasion, various Expert Lectures were delivered by the Field Experts hailing from Rajiv Gandhi National Institute of Youth Development [RGNIYD], Delhi. During the lecture, they had stated that the youth comprises 25% of the global working-age population, but on the other hand the share in overall employment is 40 per cent. The Resource Persons insisted on that the youth should be developed with various Skills to have a smooth transition to their work. The Labour Market in the contemporary situation expects the educational institutions to provide quality skills training, career guidance and employment services, encouragement of entrepreneurship, improved basic education and core work skills etc. to meet the need of the industry.

One of the Experts had said that if we could improve the employability skills of young people, they would be more likely to progress. He felt that many young people till date still struggled to identify what employability skills are and how they might develop and identify them. Many Reports also suggested that skills were available making it difficult for young people to know what skills were and how they could further develop them. He had listed a range of skills under employability, besides life skills, capabilities and career management skills etc. to be earned by the youth of the day.

The Programme ended after the Interactive Sessions between the participating students and the Field Experts in the penultimate stage of the Workshop.

6. One Day Workshop on Data Analysis Using SPSS



A One Day Workshop on the topic of Data Analysis using SPSS was organized by BPIBS in its Multi-Purpose Hall for the Management Students on 20-02-2018. The Expert Lecture of Session-1 was delivered by Dr.Sumanjeet Singh, Assistant Professor, Department of Commerce, Ramjas College, Delhi University, Delhi, the Session-2 was handled by Shri Neeraj Sehrawat, Assistant Professor, Shaheed Sukhdev College of Business Studies, Delhi University, Delhi, on SPSS [Statistical Package for the Social Sciences], both on theory and practical approach.

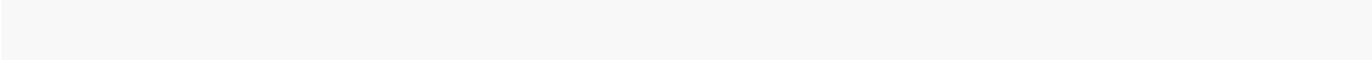
The Expert had shared with the student-participants that SPSS Software Package was invariably used by various kinds of researchers for complex statistical data analysis. SPSS is used by market researchers, health researchers, survey companies, government entities, education researchers, marketing organizations, data miners, and many more for the processing and analyzing of survey data. He highlighted that when all the Researchers wanted to make an in-depth statistical analysis, they consider SPSS as the best-in-class solution. Even today, he added that, most top research agencies use SPSS to analyze survey data and mine text data so that they can get the most out of their research projects. He introduced that SPSS was performing four functions viz Statistics Program, Modeler Program, Text Analytics for Surveys Program, and Visualisation Designer. In addition to the four programs mentioned above, SPSS also provides solutions for data management, which allow researchers to perform case selection, create derived data, and perform file reshaping. He had listed out the statistical methods that can be leveraged in SPSS, including:

- Descriptive statistics, including methodologies such as frequencies, cross tabulation, and descriptive ratio statistics.**
- Bivariate statistics, including methodologies such as analysis of variance (ANOVA), means, correlation, and nonparametric tests.**
- Numeral outcome prediction such as linear regression.**
- Prediction for identifying groups, including methodologies such as cluster analysis and factor analysis.**

The Field Expert had brought to the fore that SPSS was an extremely powerful tool for manipulating and deciphering survey data for the following purposes:

- Fun fact: The data from any survey collected via SurveyGizmo can be exported to SPSS for detailed analysis.**
- Exporting survey data to SPSS's proprietary.SAV format makes the process of pulling, manipulating, and analyzing data clean and easy.**
- By doing so, SPSS would automatically set up and import designated variable names, variable types, titles, and value labels, meaning that minimal legwork would be required from researchers.**
- Once survey data is exported to SPSS, the opportunities for statistical analysis would be practically endless.**

In the long run, the Resource Person briefed that SPSS when needed by any Researcher, he could use it in a flexible, customizable way to get super granular on even the most complex data sets. This would give the researcher, more time to do what he does the best and identify trends, develop predictive models, and draw informed conclusions. Throughout the Workshop, in addition to theory, the Field Expert had demonstrated various Research Problems and Solutions of Research Methodology through SPSS.



STUDY VISITS/INDUSTRIAL VISITS TO MANAGEMENT STUDENTS

INDUSTRIAL/STUDY VISITS BY THE STUDENTS OF BPIBS

BPIBS, in order to provide live exposure on the Industrial, Production and Manufacturing activities and to keep the students abreast with the up-to-date developments in the Globalized Scenario, is always arranging Industrial Visits/Study Visits to the students studying in all its Programmes during the year. During this Industrial Visit[s]/Study Visit[s], the students were exposed to various industrial/production activities like Manufacturing, Processing, Fabrication and Assembling, Painting, Finished Products, Sales and Marketing and other allied activities practiced by the Organisations.

On the occasion, the visiting students will undergo Mini-Industrial-Lectures at the Plant itself by the Departmental/ Sectional/ Divisional Heads of those Industries/ Organisations which would comprise on the hierarchy, system of manufacturing, marketing the products, targeting the customers etc. Thus, the Study Visits/ Industrial Visits enable the students to have live exposure of production system etc. in the Establishments, besides honing their knowledge and skills in all directions. Following were the Industrial Visit[s]/Study Visit[s] arranged by the Department of Management Students for its Management Students:

INDUSTRIAL VISITS/STUDY VISITS MADE BY THE STUDENTS OF MANAGEMENT STUDIES

Sl. No.	Name of the Organisation Visited	Date of Visit	Semester
1	Mother Dairy Plant, Patparganj, Delhi-92.	24-08-2017	MBA Ist and III Semester

MOTIVATION OF STUDENTS THROUGH SCHOLARSHIPS

MERIT AND MERIT-CUM-MEANS SCHOLARSHIPS

The Management Students are always encouraged to pay more attention and concentration on their studies and secure top ranks in their Sessional Examinations, Term-End University and Board Examinations. In this direction, BPIBS has been disbursing Merit Scholarships and Merit-cum-Means Scholarships every year to the Top Rank Holders hailing from reserved categories and those who are excelling in their studies throughout.

Merit Scholarship and Merit-Cum-Means Scholarship Details of Department of Management Studies

1. MERIT SCHOLARSHIP

Sl. No	Name of Students	Roll No	Amount Granted	Department
1	Suhani Gupta	03511403916	Rs.12600/-	MBA IV SEM

2. MERIT-CUM-MEANS SCHOLARSHIP

Sl. No	Name of Students	Roll No	Amount Granted	Department
1	Kalpana Sharma	01911403917	Rs.9600/-	MBA IV SEM
2	Priya Chaudhary	02811403917	Rs.9600/-	MBA IV SEM

TRAINING & PLACEMENT

The contemporary industry is expecting the students to be vibrant, energetic, enthusiastic, dynamic and ready to face issues and accept the challenges and responsibilities,

very much attentive, a good academic background, fast learners, open to learning even at work, liaison-oriented and above all possessing the good communication skills.

The main aim of **Training and Placement** is to acquire the student's right knowledge, skill and aptitude and meet the manpower requirements of the Industry.

The Training and Placement Function in BPIBS is facilitated by a regularly appointed Training and Placement Officer [TPO] as Head, besides the Departmental Training and Placement Officers [TPOs] as Co-ordinators.

Training and Placement encompasses three main activities. They are -

- * Training,
- * Education, and
- * Development.

While hectic efforts are made to achieve the above said activities/goals by the institute through Industry-Institute-Interface, the Institute and its Faculty Members have also become Life Member of various leading Professional Associations like Indian Society for Technical Education [ISTE], Computer Society of India [CSI], NHRD Network etc. to gain abundant knowledge in their respective domain and to derive able and valuable guidance with maximum academic benefits from these Associations in order to transform the same to the students during routine teaching-learning sessions in the Classrooms.

National Programme on Technology Enhanced Learning [NPTEL]

The **National Programme on Technology Enhanced Learning (NPTEL)**, a project funded by the Ministry of Human Resource Development (MHRD), provides e-learning through online Web and Video courses in Engineering, Sciences, Technology, Management and Humanities. This is a joint initiative by seven IITs and IISc Bangalore. Other selected premier institutions also act as Associate Partner Institutions.

NPTEL is a Curriculum Building Exercise and is directed towards providing learning materials in Science and Engineering by adhering to the Syllabi of All India Council for Technical Education and the slightly modified curricula of major affiliating Universities. It has developed Curriculum-based-Video- Courses and Web-based e-Courses targeting students and faculty of institutions offering UG Engineering Programs.

The main objective of NPTEL is to make learning material available to the students of Engineering Institutions in the easiest manner possible. The broad aim of the project is to facilitate the competitiveness of Indian Industry in the Global Markets through improving the quality and reach of engineering. As of June 2017, approximately 1200+ video courses and web-based courses have been developed by the faculty members of these institutions.

NPTEL provides On-line Courseware in the form of Web Courses and Video Lectures. These lectures utilize a multitude of facilities of the video medium such as chalk-and-talk, tablet writing, power point, two and three dimensional animations, interactive codes, etc. Each course comprises approximately 40 video lectures of about 1 hour duration. An online discussion forum is incorporated wherein students can post and review questions. Wherever applicable, course assignments, handouts, self-evaluation tasks, etc. have been integrated. Workshops are routinely conducted for institutes, students, mentors, etc. under the auspices of NPTEL. The students and Faculty Members of BPIBS have been enjoying all these facilities and groom their knowledge and skills in their respective domains.

There are approximately 1200+ courses in various disciplines currently being offered across Engineering, Sciences, Technology, Management and Humanities. As of June 2017, there are approximately 1000 colleges across the country who have joined as Local Chapters and BPIBS is one among them. All the students of BPIBS under various Programmes have already joined different courses conducted by NPTEL.

https://en.wikipedia.org/wiki/File:Speech_to_text_transcription_of_NPTEL.jpg

NPTEL contents are being used BPIBS as part of their Teaching-Learning Process. While faculty members of this Institute are using these contents as a part of their Lesson Plan to teach University Curriculum, our students are also using NPTEL not only to prepare for Technical Jobs and Competitive Exams, but also as a platform for their constant learning and updating knowledge for the ever-changing environment and market realities. NPTEL contents are designed in such a manner, so that they could enhance and complement students' residential learning experience at their given institutions.

Certification courses are offered by NPTEL in association with industry partners like Aricent, NASSCOM and Google. Currently, 159 courses are available for certification. Exams are being conducted twice a year which aim at bridging the gap between academia and industry. On successful completion of the course, an in-

person, proctored exam can be taken by paying a nominal fee. Those who pass the exam will be awarded a certificate. Many students from BPIBS have joined these Certificate Courses and they were awarded Certificates in the respective disciplines/domains after passing the concerned examinations conducted by NPTEL Authorities.

PLACEMENT ACTIVITIES:

During the year under review, BPIBS had organized Campus Interviews at different intervals in its own premises for the Students of Final Semester of various Programmes, besides deploying its students to other Centres where the Campus Interviews were conducted under one roof for a large number of student groups. Leading Organisations from Delhi and NCR Region had taken active part in the recruitments and the students were selected and had got their placements with lucrative packages. Following are the companies wherein the Management Students of BPIBS have either been selected for final rounds and/or have got their placements:

Further, the Management Students are deployed for various Off-Campus Drive conducted/organized by GGSIP University and its other affiliated Institutions/colleges then and there.

In addition to above, the students have also been placed themselves in various Management Positions in the leading Nationalized Banks, Government Departments, MNCs, Public Sector Enterprises and Social Welfare Organisations etc. A list of such students who have been placed in the above organizations have been given below:

MR. FARHAN KHAN – STUDENT OF MBA III SEMESTER WAS OFFERED LUCRATIVE PLACEMENT WITH THE CTC OF RS.6.5 LAKHS PER ANNUM IN M/S.GOLD PLUS GLASS INDUSTRIES LIMITED

Mr. Farhan Khan, studying in MBA III Semester [2016-18 Batch] with the Roll No.015 in Bhai Parmanand Institute of Business Studies [BPIBS], has brought great laurels to the Institute through a lucrative offer of Placement by M/s. Gold Glass Industries Limited, Delhi, for the post of “Trainee Assistant Manager [Sales]” with a CTC of Rs.6.5 Lakhs per annum.

Mr. Farhan Khan is a dynamic student not only in the classroom but also in various activities of the Institute. He expressed his great satisfaction studying in BPIBS and he is optimistic in shaping his career and grooming his overall personality during his education in BPIBS and hence he extended his heartiest thanks to the Principal, the MBA In-Charge and the Institute as-a-whole.

MBA DEPARTMENT - CAMPUS DRIVE
STUDENTS OF MBA SELECTED IN THE CAMPUS INTERVIEW
(Internships) - 2017-18

Sl.No.	Company	Designation	Name of the students
1.	Academiaguru.com	Marketing Executive	AjitAkshay
2.	Academiaguru.com	Business Development Officer	Farhan Khan
3.	Academiaguru.com	Business Development Officer	Aman Rajmalani
4.	Academiaguru.com	Management Trainee	Akshay Goel
5.	Academiaguru.com	Management Trainee	Priya Chaudhary
6.	Aditya Birla Capital	Management Trainee	Akshay Goel
7.	Aditya Birla Capital	Management Trainee	Mahima Dogra
8.	Aditya Birla Capital	Management Trainee	Kalpana Sharma
9.	Aditya Birla Capital	Management Trainee	Aastha Bhatia
10.	Aditya Birla Capital	Management Trainee	Sachin Mittal
11.	Aditya Birla Capital	Management Trainee	Priya Chaudhary
12.	Aditya Birla Capital	Management Trainee	Yamini Garg
13.	Aditya Birla Capital	Management Trainee	Aman Rajmalani
14.	Aditya Birla Capital	Management Trainee	Aditi Jain
15.	Aditya Birla Capital	Management Trainee	Kruttika
16.	Aditya Birla Capital	Management Trainee	Umang Kumar Gupta
17.	Aim India Pvt. Ltd	Trainee	Jasmeet Singh
18.	Aim India Pvt. Ltd	Trainee	Bharat Grover
19.	Aim India Pvt. Ltd	Trainee	Raminder Pal Singh
20.	Aim India Pvt. Ltd	Trainee	Pooja Jain
21.	Aim India Pvt. Ltd	Trainee	Divya Gautam
22.	Aim India Pvt. Ltd	Trainee	Dushyant Singh
23.	Aim India Pvt. Ltd	Trainee	Angela Gupta
24.	Aim India Pvt. Ltd	Trainee	Ruchi
25.	Aim India Pvt. Ltd	Trainee	Shivani Sharma

Sl. No.	Name of the Student	Batch	Company/Industry	Designation	Package/PA [Including all]
1	Farhan Khan	2016-2018	M/s. Gold Plus Glass Industries Limited	Trainee Assistant Manager	6.5 lac/ annum
2	Sakshi Singh	2015-2017	Matrix Business Services India Pvt. Ltd	HR Executive	Rs.3 lakhs
3	Kanika Bansal	2015-2017	Krib Information Services	HR Executive	Rs.3 lakhs
4	Deepika Panwar	2015-2017	Cvent India	Accountant	4 lac/annum
5	Megha Gupta	2015-2017	OnfMaritime	Accountant	3 lac/ annum
6	Mukul Kukreti	2015-2017	Harman Connected Services (A Samsung Company)	HR Consultant	2.4 lac/ annum
7	Shiva Govil	2015-2017	British Telcom	Process Associate	3 lac/ Annum
8	Shobhana Vyas	2015-2017	CNC AVIATION	HR	2.4 lac / annum
9	Shubham Singhal	2015-2017	India Bulls	Trainee, Management	no stipend
10	Suraj Tyagi	2015-2017	Vibrant Floors Pvt. Ltd.	Business Development Executive	2.4 lac/ annum
11	Tanmoy Jash	2015-2017	Cvent India	Marketing Associate	4 lac/annum
12	Umang Manocha	2015-2017	OntopPharmasuiticals Ltd.	Product Executive	2.76 lac/annum
13	Varun Sharma	2015-2017	Enterprenour	---	--
14	Aksha Verma	2015-2017	Univall Infotech Ltd.	IT and Brand Manager	5.5 lac/annum
15	Mr. Anshuman Chandra	2014-16	M/s. ReligareFinvest Limited, Gurgaon	Manager [Relations]	Rs.10 Lakhs
16	Mr. Anshuman Chandra	2014-16	M/s.Airwil Infra Ltd., Noida	Asst. General Manager [Mktg]	Rs.9 Lakhs
17	Mr. Anshuman Chandra	2014-16	M/s. Dimension Financial Solutons Pvt. Limited	Corporate Relationship Executive	Rs.3 Lakhs
18	Mr. Anshuman Chandra	2014-16	M/s. Voice Tree Tech. Pvt. Limited	Management Trainee	Rs.4.5 Lakhs
19	Ms. Hema Sharma	2014-16	M/s.Hippo Innovations, Gurgaon	HR Executive	Rs.3 lakhs
20	Mr. Vivek Sharma	2014-16	M/s. Techie Ocean Live Solutions, Delhi	Financial Analyst	Rs.5.5 Lakhs
21	Mr. Ayush Sharma	2014-16	M/s. Ericsson India Global Services Pvt. Ltd.,	Officer – Work Planning and Analyst	Rs.4 Lakhs
22	Mr. Nikhil Kumar	2014-16	M/s. Techie Ocean Live Solutions, Delhi	Business Development Analyst	Rs.5 Lakhs
23	Mr. Krishan Beniwal	2014-16	M/s. Prem Motors Pvt. Limited	Ciaz-Sales Consultant	Rs.2.25 Lakhs

24	Mr. Prateek Gahlot	2014-16	M/s. Techie Ocean Live Solutions	Business Development Associate	Rs.5 Lakhs
25	Kamal Kishore Sharma	2014-16	Matrix Business Services India Pvt. Ltd.	HR Executive	Rs. 3 lac/annum
26	Ms. Pragya Dogra	2013-15	M/s.Inductis India Pvt. Limited	Reporting Analyst	Rs.3 Lakhs
27	Mohammad Naseem	2013-2015	KPMG	Executive	Rs.3.5 Lakhs /annum
28	Naveen Kumar	2013-2015	Matrix Business Services India Pvt. Ltd.	HR Executive	Rs. 3 lac/annum
29	Mr. Prince Tiwari	2012-14	Union Bank of India	Probationary Officer [JMGS-I]	Rs.6 Lakhs
30	Ms. Swati Sharma	2012-14	M/s. YES Bank (Credit Information Bureau [India] Limited)	Executive	Rs.3.5 Lakhs
31	Ms. Nidhi Ann Mathai	2012-14	M/s.InfoEdge[India] Ltd.[Naukri.com]	Executive [Operations Team]	Rs.3.50 Lakhs
32	Mr. Shariq Anwar	2012-14	M/s. XL Dynamics Solutions Unlimited	Associate Analyst	Rs.4.5 Lakhs
33	Ms. Nidhi Lamba	2012-14	M/s. Institute of Management & Technical Studies	HR & Administration Executive	Rs.2.5 Lakhs
34	Mr. Nitesh Kumar Yadav	2011-13	Shyam Lal College [Evening], University of Delhi	Lecturer/Asst. Professor [Ad-hoc] [Commerce/Management]	Rs.15600/- + Allowances as per Govt.Rules
35	Mr. Puneet Kumar Sharma	2012-14	M/s. Asian Paints	Officer – Sales & Services	Rs.4 Lakhs
36	Mr. Akash Gupta	2012-14	M/s. Randstad India Limited	Executive	Rs.3.75 Lakhs
37	Mr. Nitish Kumar Yadav	2012-14	M/s. R.B.S. Business Services Pvt. Ltd., [The Royal Bank of Scotland Group]	Process Associate [Processor-Operations]	Rs.3 Lakhs
38	Mr. Nitish Kumar Yadav	2012-14	M/s.Infocom Network Limited	Executive – Business Development	Rs.2.50 Lakhs
39	Mr. Mohit Kumar	2013-15	M/s. Mahindra Holidays & Resorts India Limited	Sales Executive	Rs.2.50 Lakhs
40	Mr. Ankur Ojha	2013-15	M/s. Just Dial Limited	Just-Dia-Ambassador	Rs.2.50 Lakhs
41	Mr. Naveen Kumar	2013-15	M/s. WNS Global Services Pvt. Ltd.	Senior Associate - Operations	Rs.4 Lakhs
42	Mr. Ashish Singh Negi	2013-15	M/s. WNS Global Services Pvt. Ltd.	Senior Associate – Operations	Rs.4 Lakhs
43	Ms. Bhoomika	2013-15	M/s. One97 Communications Ltd. [PAYTEM]	Associate-Operations	Rs.3.50 Lakhs
44	Mr. Mohit Kumar	2013-15	M/s. Infocom Network Limited	Executive – Business Development	Rs.2.25 Lakhs

45	Mr. Pradeep Singh Panwar	2013-15	M/s. Perfect RFID Technologies [P] Limited	Business Development Executive	Rs.3.75 Lakhs
46	Mr. Mohamed Hasan Khasif	2013-15	M/s. Collegesearch.in	Business Development Associate [Sales & Marketing Team]	Rs.4.50 Lakhs
47	Mr. Mohamed Hasan Khasif	2013-15	M/s. Daffodil	Junior Associate [Business Development]	Rs.4.50 Lakhs
48	Ms. Monika Raniwal	2013-15	M/s. Steria [India] Limited	HR Officer/HR Administraor	Rs.3 Lakhs
49	Mr. ShivamBhawa	2013-15	M/s. Daffodil	Junior Associate - Business Development	Rs.4.50 Lakhs
50	Ms. Meenakshi Agarwal	2013-15	M/s. Info Edge [India] Limited	Senior Executive in International Sales Team [NaukriGulf.com]	Rs.3.50 Lakhs
51	Ms. Rupal Saxena	2013-15	M/s. Info Edge [India] Limited	Senior Executive International Sales	Rs.4 Lakhs
52	Mr. Rahul Kumar	2013-15	M/s. Drishtee Skill Development Centre Pvt. Limited	Senior Co-ordinator - HR &Admn.	Rs.2.25 Lakhs
53	Ms. Shitika	2010-12	Lingaya's Lalita Devi Institute of Management & Science	Assistant Professor [Management]	Rs.15600/- + Allowances as per Govt. Rules
54	Ankur Gupta	2010-2012	KPMG	Management Trainee	Rs. 3.5 Lac/annum
55	Deepika Chauhan	2009-2011	Matrix Business Services India Pvt. Ltd.	HR Executive	Rs. 3 lac/annum
56	Paras Tomer	2007-2009	KPMG	Management Trainee	Rs. 3 Lac/annum

In addition to above, the students of BPIBS from the Management Department have achieved themselves in getting jobs in various Managerial Positions in the leading Nationalized Banks like State Bank of India, Union Bank of India, Canara Bank, Vijaya Bank, Allahabad Bank, and Karur Vysya Bank [a Scheduled Commercial Bank] etc. as Probationary Officers through Competitive Examinations: as Section Officers/Social Welfare Officers in the Ministries/Government Departments, Statutory Bodies like Bureau of Indian Standards, Employees State Insurance Corporation through Service Commissions and respective Competitive Examinations; and as Middle Management Executives in Government Undertaking like - Bharat Petroleum Corporation Limited, Cement Corporation of India Limited, SAIL etc. and many more on the list.

STUDENTS' CORNER

IF ONLY I COULD FLY..

**Wish I had wings
To brave the sky.
The brutal call me,
If only I could fly.**

**Wish I had claws
For those who make me cry.
Bruising their bosom
If only I could fly.**

**Wish I had a beak
To hurt those who opt to try
My strength and courage
If only I could fly.**

**The world captures me
Stains and blocks my
Path to be free
If only I could fly..**

**Believing in Almighty
The days will pass by.
The cruels beaten to dust
And I will fly...**

**Ms. KanikaKishwan
MBA-I Sem – Roll No.010**

LIFE'S ENTREPRENEUR

**I learn the game
I learn to smile
I learn the pace most rewarding is passion**

Rising efforts adding up to my pile.

And then, there I'm struggling
with a voice
that makes me quiver at
every consonant,
And melt at every syllable.

At some point
in between-
My energy,
My passion,
My optimism and
My pride

leaves me afraid and hopeless.

And then, I remember the gift my parents gave me-
the gift of fully trained sterile imaginations for progress.

Lending our time to struggles
for our efforts will grow.
Where we wish for difference
But concede it is just a wish
Change is what we need to show.

Creative and driven
Bound to succeed
Seeing opportunities
Seeking out problems
To see in a new light
Creating solutions
Well into the night.
Late hours, early morning
Mind what is it, you want from life.
Get that spark in the eyes,
Let your passion shine.
If you don't, you would end up confined.

Challenge the status-quo
Disrupt the out-driven steps
Tight up the laces
And take the tests
Remember that innovation is an endless quest.
Now stop worrying about whether we will succeed
Rise to the challenges and say LET'S DO IT.

I learn the game
I learn to smile
Following the rule-
Make bold moves, but always play fair
Always say Please and Thankyou- it's cool to care.
Getting lost in the flow, one more line, I wanna ensure
Remember one thing, you are your
life's entrepreneur.

Ms. AKSHITA CHAUHAN
MBA (1st year)
Roll No.002

SHORT POEMS

1)

**There was no demarcation on land
No one ever dreamt it, perhaps it was unplanned
That they would separate out to be a different brand
They shrunk, instead of expand**

**Many lives this partition claimed
No one knew, who was to be blamed ?**

**Fear was the only expression exclaimed
Was it a freedom, or war not named ?**

2)

**How easy it is to make a decision by tossing a coin!
Based on heads or tails you might win the game
How easy it would be to decide whether to split or join?
Perhaps you used a biased coin and did the same.**

3)

**It is pleasant, it is serene
That untainted love has an amazing sheen
It is innocent, it is true
That innocent love is possessed by only few**

**It is untainted, it is divine
That untainted love, nothing can confine
It is immense, it is powerful
That untainted love has emotions wonderful.**

4]

**Revenge is a dish served cold at its best,
Love, a delicacy, when left to simmer and rest
Powerful emotions are easy to cook,
But are often so difficult to digest.**

**By Ms. Nupur Kalra
MBA-1st Semester
Roll No.012**

HINDI POEM

प्यारकासागरलेआते
फिरचाहेकुछनाकहपाते
बिनबोलेहीसमझजाते,
दुखकेहरकोनेमें
मैनेउनकोपहलेसेपाया,
छोटीसीउंगलीपकड़कर
चलनाउन्होंनेसिखाया,
जीवनकेहरपहलूको

अपनेअनुभवसेबताया,
मेरीहरउलझनकोउन्होंने
अपनादुखसमझकरसुलझाया,
दूररहकरभीहमेशा
प्यारउन्होंनेमुझपरबरसाया,
एकछोटीसीआहटसे
मेरासायापहचाना,
मेरीहरसिसकियोंमें
अपनीआंखोकोभिगोया,
आशीर्वादउनकाहमेशामैनेपाया
मेरीहरखुशीको
उन्होंनेपहलेजाना,
असमंजसकेपलोंमें
अपनेसाथहोनेकाविश्वासदिलाया,
उनकेइसविश्वासको
अपनाआत्मविश्वासमैनेबनाया,
ऐसेपिताकेप्यारसेबड़ा
मैनेकोईप्यारनपाया।

By : Ms. Muskan Bhatt
MBA First Year
Roll No.11

FAMOUS QUOTES

"Be sure you put your feet in the right place. THEN STAND FIRM." -Abraham Lincoln

"It isn't the mountains ahead to climb that wear you down. It's the pebble in your shoe." -Muhammad Ali

"If something is important enough, even if the odds are against you, you should still do it." -Elon Musk

"Be kinder to yourself. And then let your kindness flood the world." -Pema Chodron

"If you see something beautiful in someone, speak it." -Ruthie Lindsey

"For what it's worth it's never too late to be whoever you want to be. I hope you live a life you're proud of, and if you find that you're not, I hope you have the strength to start over." -F. Scott Fitzgerald

"To live a creative life, we must lose our fear of being wrong." -Joseph Chilton Pearce

"Great things are done by a series of small things brought together." -Vincent Van Gogh

"Have the courage to follow your heart and intuition. They somehow know what you truly want to become." -Steve Jobs

"The final forming of a person's character lies in their own hands." -Anne Frank

"Speak only if it improves upon the silence." Mahatma Gandhi

"What we see depends mainly on what we look for." John Lubbock

"In the middle of every difficulty lies an opportunity." -Albert Einstein

"The purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience." -Eleanor Roosevelt

"If you want the cooperation of humans around you, you must make them feel THEY ARE IMPORTANT, and you that by being GENUINE AND HUMBLE." -Nelson Mandela

"The most beautiful people we have known are those who have known defeat, known suffering, known struggle, known loss, and have found their way out of the depths. These persons have an appreciation, sensitivity, and an understanding of life that fills them with compassion, gentleness, and a deep loving concern. Beautiful people do not just happen." -Elisabeth Kubler-Ross

**COMPILED BY:
Ms. Kirtika Chakraborty,
MBA First Semester
Roll No. 405**

DANDELION SEED

We are taught in school to fear failure. That anything other than an A+ is undesirable. That incorrect grammar or addition or interpretation of El Greco's work is to be punished. But in the real world, failure is a sign of risk-taking, and nothing good can be achieved with risk. Not that we should seek failure, certainly not repeated failures at the same task in the same way, but that we should recognize the value of attempting that which we are currently unable, unqualified and under resourced to accomplish.

Those who are willing to live at the edges of their capabilities are like explorers mapping a new land. Just as adventurers discover new worlds, so are those who fail often far more likely to grow and, eventually, achieve the unique, surprising and exceptional.

You are a dandelion seed blown upon the wish of your ancestors, and now you hang in the air, pushed this way and that by countless decisions, large and small, and the fate of all life's winds that rise outside your control. You want to fly from where you are to somewhere new, to reinvent yourself, to make a better life, to find happiness or riches or even just a meal to survive another day. But without intention, you will simply find yourself wherever gravity and the breath of life takes you. --- This need not be your fate.

You need not know your direction, nor a first step. You need nothing, but this: --- Lean. --- Lean into your desires, however vague they may be, however undefined, however unknown, and you will find yourself slowly, incrementally, traveling great distances. You will find clarity, direction and everything else you need along the way,

but only if you lean. You will find some days are lost wandering in circles, or backwards, while others take you quickly along your way.

But over the months, years and decades, you will find yourself flying to worlds you never knew existed, ones that are even better than you thought possible when you set out. --- Leaning into your desires is any action done with intention. Ask. Read. Reflect. Share. Learn. Follow. Climb. Seek. Simply point your face whichever direction seems closer

to where you want to be and lean toward it until you find your feet moving under you. Get over the idea of finding shortcuts and straight paths. Just so something. Anything. This is only secret you need to satisfy any need or achieve any goal. Don't wait to know more, to be ready or to overcome your fears. Start right now, this very moment, and just keep leaning, every day, until you arrive.

—Words by Justin Blaney.

**By: Akshita Chauhan
MBA-1st Semester
Roll No.002**

SKETCHES AT A GLIMPSE







SKETCHED BY:

**Ms. SONY THAKKAR
MBA FIRST SEM
ROLL NO.**

END