



BVIMR ALMA MATTERS –  
Being together anywhere  
anytime

April 6

2012

# UNITED BRETHREN ALUMNI e-NEWSLETTER



# BVIMR Alumni e-Newsletter

A publication of Bharati Vidyapeeth University Institute of Management & Research  
2<sup>nd</sup> Edition, April 2011



We have enjoyed our association with you and our participation in your growth & development. Your achievements have been our rewards.

## ALMA MATTERS HIGHLIGHTS

- Message from Hon'ble founder, Vice Chancellor,Secretary,Director,UB Vice President,Editorial ,Pawan Choudhary
- Alumni Platform
- Alumni Achievements
- BVIMR Highlights, New Developments –For Body ,Mind and Soul
- E-Newsletter Naming Contest
- Alumni Collage-Cherished moments of Milap & Mini Convocation
- Fun Corner-Quiz
- Color of life

## From the desk of our Hon'ble Founder:



Our prime objective is to make quality education accessible to the students coming from different regions so that they can stand independently in the competitive market with beautiful colors and this can be accompanied with experiences and knowledge of alumni.

I am indeed happy to see the success of innovative work and activities of the college. Hence, I would like to take this opportunity to appreciate the efforts of Team BVIMR for initiating alumni activities.

Through this e-newsletter I request each one of you to actively participate in the activities to give your contributions and also come up with innovative ideas to make it a more enjoyable experience for all concerned.

Our expectations with this e-newsletter are to create a connection between alumni and budding managers of our institute and invite you to add considerable value to this for years to come.

With best wishes,

**Dr. Patangraoji Kadam**

## From the desk of our Hon'ble Vice Chancellor



It is a great honour for me to serve Bharati Vidyapeeth University as Vice Chancellor and I look forward to working closely with the BVIMR Alumni community, students, faculty and staff of the college.

The education and experience an individual receives at BVIMR is an invaluable investment for life in the real world and the knowledge and skills of alumnus constitute a major asset for the institution. Bharati Vidyapeeth Institute of Management & Research has over 5,000 alumni, many of whom have gone on to be renowned and illustrious personalities and leaders in the corporate world, academia, art and culture, government and public institutions. This is a tremendous force that can be drawn upon for the development of the university, society and the nation. We therefore welcome our alumni to participate in our activities, suggestions and assistance to the university in meeting the challenges of the modern world and in fostering meaningful knowledge and skills of the individual alumnus constitute a major asset and lifelong relationships for our mutual benefits.

Thus I invite you to be an active member of our establishment, so that we can work together and be engaged in pursuing our vision and build on our strengths to re-establish BVIMR in its rightful place as an academic world leader.

I would like to thank you all for your valuable contribution in making success for our first issue. With that, my very best wishes and hope that I will be seeing you soon here in BVIMR

With best wishes,

**Dr. ShivajiraoKadam**

## From the desk of our Hon'ble Secretary:



Dear fellow alumni,

Welcome to Bharati Vidyapeeth Deemed University—one of the India's largest multi-faculty, multi-campus university. In a global economic scenario that is constantly evolving, you need to constantly reinvent yourself and acquire the requisite competencies to stay ahead of the crowd. By imparting knowledge that has a blend of academics, practical training and overall personality development Bharati Vidyapeeth Deemed University (BVDU) is committed to grooming future visionaries and leaders.

I would like to thanks the alumnus for their kind support in making the first issue a great success and looking ahead for your continuous support.

With best wishes,

**Dr. VishwajeetKadam**

## From the desk of our Director



Dear Alumni,

You will be glad to know that your Institute is an ISO 9001:2008 and ISO 14001:2004 certified Institute. As a major constituent unit of Bharati Vidyapeeth University, which has been re-accredited with "A" Grade by National Assessment and Accreditation Council (NAAC), the Institute now ranks among the best B-Schools in India .Star News has given the B-school Leadership award to BVIMR, New-Delhi because of the edge the Institute enjoys over others in imparting value based management education and its innovative teaching – learning process.

Every year with a view to recognize existing and to create new talents, BVIMR organizes a number of events like National/International Conferences, Annual Management festival (Renaissance), Guruvandana (an unique event to felicitate corporate mentors who guide our students during summer training),MILAP ( our annual alumni meet ) I.T focused annual Technical Festival (Techspan), Annual Case Writing Competition (Paristhiti), Annual Sports Meet, BVIMR GEMS- our Annual Interclass competition and so on thereby providing a platform to stimulate the creative talents of students. You will be glad to know that BVIMR has achieved a milestone by conducting 67 such events so far this year.

We are proud of our dynamic and talented alumni members who have been our source of strength and support for all our student centric activities. As an expression of our thanks for your valuable support, we have issuing the second edition of Alumni E- Newsletter highlighting our activities and achievements for your information. This is also an attempt to enable you to stay connected with the Institute.

It's been 11 years that I have been serving as Director BVIMR and Director In charge Bharati Vidyapeeth New Delhi, Campus, under the able guidance and direction of Dr.PatangraoJiKadam, founder and chancellor of Bharati Vidyapeeth University, Dr.ShivajiraoKadam, vice chancellor of Bharati Vidyapeeth university and Dr.VishwajeetKadam, secretary of Bharati Vidyapeeth .

I am now moving to my new role as Dean Management Faculty at the University Campus in Pune and as Director IMED. I need your support and best wishes to make IMED another BVIMR as a jewel in the crown of BVU.

Keep up the good work & continue contributing towards e-newsletter to make it a success.

With best wishes,

**Dr. Sachin S. Vernekar**

## Editorial column: United Brethren



Dear Friends,

Hope you have had a good insight into the activities of united Brethren in our first attempt of e-newsletter. The reason for opening the e-newsletter has been to reach out to the maximum no. of people and our first attempt has been a Grand success all thanks to all of you.

In this edition we have attempted to keep you abreast with the developments in the college in the last three months and the Great speed at which we are progressing.

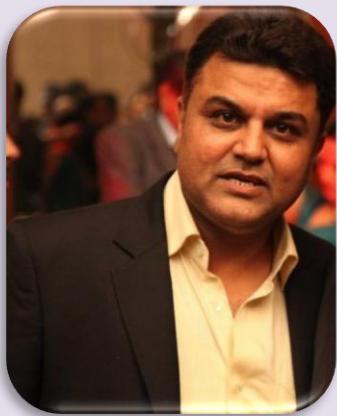
I would also like to request you to participate in our endeavor by sending in your feedbacks and your achievements so that we can put them in the next newsletters.

Hoping you would enjoy going through this edition and help us in coming up with new exciting times in the future.

Best Wishes....

**AdityaVij**

## Message from Vice president United Brethren: Rajesh Setia



It has been great pleasure that BVIMR has come a long way to connects its alumni through the e-newsletter - Alma mater and UNITED BRETHREN(official alumni association of BVIMR) not only in India but in many parts of the world including UK, Australia, US chapters and many more to be opened shortly in domestic as well as international scenario. Last year we were able to conduct first ever international alumni meet in BharatiVidyapeeth Family in London in June 2011.

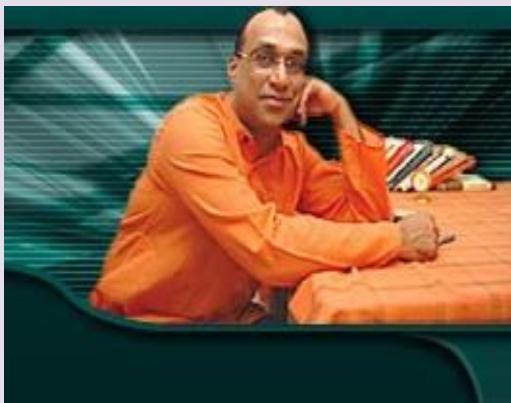
E news letter is another milestone to boost the activities of the association to stay connected with the Alumni's spread all over the world from not only with the college activities but also to upgrade each other with various achievements in professional as well as personal fronts too.

As a Vice President I would appeal every alumni to contribute towards the various upcoming activities of E news Letter and make a bench mark.

Best Wishes....

**Rajesh Setia**

## Message from MrPawanChoudhary



BVIMR is an institution which has constantly produced hard working, dedicated and smart management graduates.

The dynamism of the management and its value system is reflected in each student who comes out from this school, Many of whom we at Vygon have had the pleasure of

interacting and associating with.

Hope the institute keeps and maintains the quality and also provide portions in the curriculum which teach the students not only about consumer and B2B marketing but also specialty marketing and other specialties which are implementable.

**Overall** we at Vygon have been very happy with the performance of the students of BVIMR post graduates.

**Message to the Alumni:** Every Brand is only as big as the pride of the people who own it.

*The BVIMR brand should be owned with pride & this pride is infectious; it adds to the brand equity as well as motivation to improve the brand; so all the alumni should come together and ensure its success.*

Best Wishes....

**MrPawanChoudhary**

### Abridged Profile

PavanChoudhary is the author of path breaking books like When you are Sinking Become a Submarine, A Trilogy of Wisdom (A Modern Day Commentary on Three Grandmasters of the East - Chanakya, Confucius and Kabir) and The Rx Factor. A successful practitioner, Pavan is also the Managing Director of Vygon, a leading French Multinational and hosts the nation building TV program Hum AiseKyonHain on Doordarshan

## Alumni Platform:**Sumathi Narayanan (batch 1992-1994MBA)**



**Sumathi Narayanan from  
first batch 1992-1994MBA**

**She is heading our London  
chapter**

### **Ques. What do you most miss about campus?**

Ans:-The campus :) I was part of the very first batch that passed out in 1994. We did not have a campus..I recently visited the campus and wanted to study there now!

### **Ques.What is something every BVIMR student must do?**

Ans:-Feel confident about achieving their dreams and goals.

### **Ques. What is the greatest benefit of a BVU degree?**

Ans:-For me, it gave a strong foothold in the corporate world.

### **Ques.What was your first job and your package?**

Ans:- My first job was as an Associate consultant with Technopak(now Technopak-KSA ). Package was Rs. 6000 a month.

### **Ques.What are you reading now?**

Ans:-The Importance of being seven by Alexander McCall Smith.

### **Ques. Who is your hero? Who or what inspires you?**

Ans:- Entrepreneurship inspires me! I am always amazed at people who are able to visualise the future of their entity and draw the course for it. So every successful business is an inspiration and every successful businessman a hero for me.

**Ques. What's on your iPod?**

Ans:-My own favorites - ghazals, Hindi old time hits and bhajans are being taken over by my son's nursery rhymes.

**Ques.What is your proudest BVIMR achievement?**

Ans:-Being the first batch we were able get many companies to come for placement in a makeshift campus!

**Ques:-What's your favorite quote?**

Ans:-Before you dismiss someone's point of view, try to imagine yourself in their shoes and actually see their point of view - This is my own :)

**Ques:-What occupies your free time?**

Ans:-My two kids leave me with no free time - but when I get free time, I love to watch murder mysteries especially Agatha Christie or period dramas like Jane Austen's.

**Ques:-What would you be if you hadn't chosen your current career path?**

Ans:-I started off in the Consulting Arena with Technopak but moved on to a successful career in IT in the financial services industry with Deutsche Bank and the Bear Stearns in New York and London. I quit that realm and at present am focussing on my kids.

However, I do plan to get back into the career world. In the mean time I am spending time on social projects within NGO that we have set up called - The Beginnings - where we run a small old age home in Tamil Nadu ([www.thebeginnings.org](http://www.thebeginnings.org)) and another project called Aranyah in the Garhwal Himalayas ([www.aranyah.com](http://www.aranyah.com))

## BVIMR: Alumni achievement



### AnanyaMajumder from MPM 2000 Batch

Occupation President of a Non-Profit Organization

Location Brampton,ON

Introduction

She is a Canadian Social worker, Politician and a writer. She is helping several fellow Canadians and New immigrants in Canada by conducting seminars, and workshops for economic, social and emotional wellbeing. Also is a Liberal.

### AnanyaMajumder

We are proud to share that Annayahas lived up to the true spirit of Indians and has been appreciated for her contribution as a volunteer with Canada Pakistan friendship association at “Heartland Creditview Neighborhood Centre” by the government of Ontario. She is currently settled in Canada and serving an NGO. She is also perusing course in paralegal and holds a rich experience more than 10 years



For more details on Ananya refer to  
<http://ananyamajumder.blogspot.com>



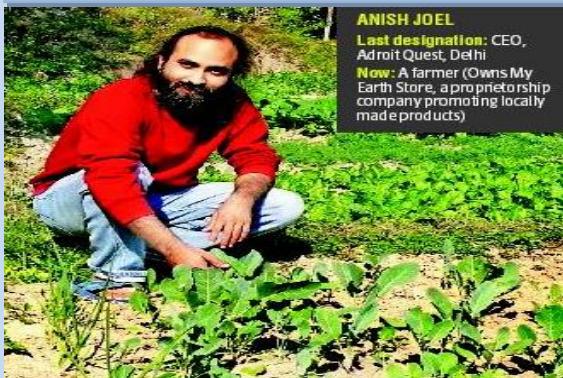
### Anish Joel from MPM 1998 Batch

**Last designation:  
CEO, AdroitQuest, Delhi**

**Now: A farmer (Owns My Earth Store, a proprietorship company promoting locally made products)**

**He is entrepreneur-** My Earth store which promotes organic and eco-friendly

For more details refer to a article published on him in Times of India 13-March'12  
<http://www.timescrest.com/covers>



**ANISH JOEL**  
Last designation: CEO,  
Adroit Quest, Delhi  
**Now:** A farmer (Owns My  
Earth Store, a proprietorship  
company promoting locally  
made products)

**Anish Joel**, who is now 37, runs My Earth store which promotes organic and eco-friendly products made by NGOs and rural communities. He says he was guided by "forces of nature" when he opted for the solitude of the hills where he now lives with his wife and son. After acquiring a management degree from the University of Pune, he chose human resources to start his career. Later, he moved on to start multiple ventures, the first one being in the e-learning solutions space. After three years of nurturing this business, he exited by selling his equity share. Another offshore IT venture followed which too he sold after three years.

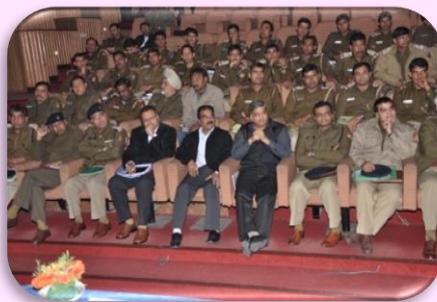
He has also started working with a number of farmers to discourage them from using synthetic manure and pesticides. Being a free-spirited person, Joel says he has not planned for the future. For now he is happy in the hills giving back to the small community whatever he can. His parting shot, "One never retires from work, one only retires from a profession or career, and now I don't have any career. It's a great freedom that I experience."

## BVIMR Highlights....

- Milap, 2011:** The annual alumni meet of BVIMR was organized as a sparkler function on 24th December 2011 in the excellent environment of Bharati Vidyapeeth University Institute of Management & Research, New Delhi. The aim has been to foster a spirit of friendship and co-operation with the ex-students. This mega event was attended by more than 340 alumni starting from the year 1992(first batch) pass- out batch to the recently passed out batch ie.2011.



- Management Programme for Delhi Police Personnel:** Our College organized a **Management Development Programme for Delhi Police personnel** in collaboration with Delhi Police the coordination of Prof. Lokinder Kumar Tyagi, BVIMR and Mr. KSN Subodhi- former SHO, PaschimVihar on **7<sup>th</sup> January, 2012**. The MDP was on “Stress Management”, the workshop was conducted by Dr. DiwakarSukul, and UK based International Trainer - Psychotherapist-Hypnotherapist, Clinical Psychologist and Founder Director of The Kunkus Group of Clinics.



- 10<sup>th</sup> National Conference :**The college organized 10<sup>th</sup> National Conference 2012 on “**Green Management Practices as Competitive Strategy: Innovations, Globalization, and Policies**” on **21<sup>st</sup> - 22<sup>nd</sup> January 2012**. The main objective of this national conference was to discuss the strategies, innovations, globalization, social entrepreneurship, and best management practices of ecologically sustainable initiatives to enhance the performance and survival of the organizations.

**The dais was revered by the presence of luminaries** like Hon'ble Prof. (Dr.) SudhaRao, Former VC, Karnataka State Open University, CEO SDME Society as the **Chief Guest&Hon'bleShriSrikanta K.**

Panigrahi, Adviser to Prime Minister on National Strategic Knowledge Mission on Climate Change & Director General, Carbon minus India; Hon'ble Shri Sanjay Baxla, Senior VP DLF as the **Guests of Honour**.



- 4. Annual Sports Meet 2012 :** College organized Annual Sports meet on **6<sup>th</sup> – 8<sup>th</sup> January** as a part of the birthday celebrations of our founder Dr. Patangraoji Kadam on with great pompous and triumph. It was time for some fun-filled activities and cheer-jarring atmosphere which was achieved through the organization of three days Annual Sports Meet. Not only had it given a perfect mood of celebrations but also a healthy kick-start to the New Year also.



- 5. Techspan, 2012:** Technical Fest “Techspan 2K12” was organized by BVIMR **22<sup>nd</sup> Feb 2012** in which students enthusiastically participated in the events like Bug – Buster, Techno – Manics, Techigniter, Director’s Cut, Modern Warfare, Techno Paper and Web Architect. The event was graced with the presence of Mr. Rajeev Gupta, Associate Vice President & Head Human Resource, Kajaria Group as the Chief Guest for the event. Also present were dignitaries like Mr. Gurpreet Singh Arora, Vice President – Product Implementation, Mercer and Dr. Sushant Kumar Mishra, Director Incharge, IGNOU as the Guest of Honor for the inaugural function.



**6. Renaissance 2012:** Renaissance means rebirth -revival of interest by an increasing pursuit of learning- the annual fest organized by college on **24<sup>th</sup>-25<sup>th</sup> Feb 2012**. It provides the platform for young managers today to display their managerial proficiency through innovative events like Dalal Street – The Virtual Stock Market, Marketing Bingo - Audio/ Visual Rounds of products images, logos, Management Game and Play a Case Maze – Case Study Solution and let the students explore their hidden talents through Rena Star Voice, Antakshari Musical Challenge, Folk Dancing, Rena Star Dancers and Flameless Cooking.



**7. Schoneamour 2012:** Schoneamour – the Foreign Language Mela, organized on **23nd Feb 2012** provided students, the opportunity to showcase their talents through French and German Plays, Tattoo Making, Rangoli Making, Collage Making, Bier-garten, treasure hunt, language quiz, talent hunt and minute-to-minute games for students as well as teachers.



**8. Business Skill Development Programme (BSDP):** A Business Skill Development Programme (BSDP) was organized from **10th January to 8th February, 2012** for the students of MBA (1st and final year) and BBA final year in the BVIMR campus itself in collaboration with Ministry of Micro, Small and Medium Enterprises (MSME). The programme was inaugurated on 10th January, 2012 and was graced with the presence of dignitaries from Ministry of MSME Sh. Kamal Singh (Deputy Director, MSME- DI), Mr. Vikas Rajput and Ms. Rupali Kumar (Assistant Professor and Head EDP Cell).



**2. Mini Convocation, 2012:** This is the first time BVIMR New Delhi hosted a Mini Convocation in its Auditorium. Mr. L.D Mittal (Chairman,Sonalika group) and Mr.R.K Mittal (Vice Chancellor, TMU) and Mr. Pawan Choudhary (CEO, VYTHON) inaugurated the event. Mr. Pawan Choudhary explained different levels of affection: when affection is for people younger than you, it is nurturing love, when it is for the same age, it is love and when affection is for elder people then it is respect.



**10. NRPPC:** With the aim to enhance and enrich knowledge on the dynamism of changing business environments through stimulations of cross-disciplinary and cross academic-practitioner sharing and discussions and in its constant pursuit of contributing something extra to the society and to the students, BVIMR organized ‘**3<sup>rd</sup> National Research Paper Presentation Competition**’ on **17<sup>th</sup> January 2012.**



## New Developments.....For Body ,Mind and Soul

- Gym:** The happiness of life can be obtained through physical fitness. Keeping this in view, Hon'ble director DrSachin S. Vernekartook an initiative to create gym in the campus. Gym in BVIMR campus will has been named as “**BVIMR HEALTH CENTRE**”. The gym was inaugurated on 1<sup>st</sup> April 2012 by **Hon'bleDrSachin S. Vernekar.**



- CCD (Café Coffee Day):** CCE has been introduced in BVIMR campus for the students to get refreshed over a cup of coffee. It was inaugurated by **Dr. Sachin S. Vernekar**,Director ,BVIMR Campus.



- Music Club:** BVIMR has launchedmusic club in the campus to find the talent among students and giving them an opportunity to learn new equipments. This will help to create more college bands and enlightening new talent. The Music club was inaugurated on 1<sup>st</sup> April,2012 by Hon'bleMr.ShrishKhedkar Vice President ,Orient Papers & industries Ltd., C.K.Birla Group.



4. **Trip: To the delight of our students** BVIMR had organized trip for the final year students to **Jim Corbett national Park** from **9<sup>th</sup> to 11<sup>th</sup> March, 2012**. Since it was for the final year students, it was regenerating and memorable experience for them.



## **Off Campus.....**

**BVIMR Students shines in Sports :** BVIMR has repeated the glorious victory story yet another time. **BVIMR is the proud winner of Abhijeet dada Kadam Memorial Cricket Foundation Award** organized by Bharati Vidyapeeth College of Engineering, PaschimVihar. The tournament was held from 1st Mar-12th Mar'2012. More than 32 colleges participated in the event. In the final match, the team has defeated Ansal Institute of Technology, Gurgaon. It is the zest and enthusiasm of students to win, that made them achieve laurels for BVIMR. It shows that BVIMR not only excels in academics but also in co-curricular activities thereby aiding in overall development of students



- A Seminar on “**Climbing the Pyramid—Making Success in your Career**” on 3rd February, 2012 in BVIMR, New Delhi. Prof. SharuRangnekar, renowned Management Guru was the key speaker in the Seminar. The objective of this Seminar was to educate the students about the importance of making success in their career for sustaining development in the current era of globalization and cut throat competition.
- **Maruti Suzuki Colors of Youth - 2011 by Zee Business in Partnership with BVIMR, New Delhi on 12<sup>th</sup> February, 2012:** Bharati Vidyapeeth University Institute of Management & Research, New Delhi in collaboration with Zee Business organized “**Maruti Suzuki Colors of Youth 2011**” on 12<sup>th</sup> February, 2012.



Participants from different regions performing in the talent round



Mr. Subir Malik - Founder/Manager of rock band – Parikrama&Dyna Hayden - Former Miss World interacting with the participants

**HasyaKaviSammelanAtBvimir on 1<sup>st</sup> April 2012** As part of spring-fest get-together event of all students and teaching fraternity along with their family members, nears and dears, kith and kin BVIMR had organized “HasyaKaviSammelan” full of oasis of fun (slapstick performance) which made the audience float with extreme ecstasy. These poets were led by renowned comic lyrst Surendra Sharma, included Yusuf Bhardwaj, VedPrakashRai, MrsRituGoel, MahendraAjnabi, Dr. SitaSagar, rendered humorous compositions before the audience and enthralled them with their own ‘styles’.



## Placements 2011-12

### ***Highest Package 9.5 Lacs!!!***

BVIMR has a proactive Placement Cell which constantly interacts with Industry, primarily recruiters to know what wins students great jobs. The cell is very closely working with all the students for this years (2011-2012) placements to give them inputs about the latest industry demands in terms of skills. This year, 50 companies have already visited the campus for placement. The highest pay package of Rs 9.00 lakhs last year has been surpassed this year with one student getting an offer of Rs 9.50 lakhs. Due to focused efforts of the CRC Team & dedicated students, the Institute has achieved sound placements for its gems with renowned names like Capital IQ, IMRB International, Grail Research, Daikin Air-conditioning Pvt. Ltd.; Berger Paints, Federal Bank, Canon India, Lt Foods Ltd. visiting the campus for placements.

The following is the list of companies that participated in the placement drive for the academic year till date:

S.No	Name of the Company	S.No	Name of the Company	S.No	Name of the Company	S.No	Name of the Company	S.No	Name of the Company
1	Capital IQ	11	ICICI Securities	21	Genpect	31	Cargill India	41	Valvoline Cummins
2	99 Acres	12	Naukri.Com	22	Sanex International Pvt. Ltd.	32	L.T Foods Ltd. (Daawat Rice)	42	Hewitt
3	CSC	13	Samsung India	23	ITC Ltd.	33	Ma-FoiRandstad	43	Modicare Ltd.
4	Ultratech Cement	14	BPTP Ltd.	24	Capital Wireless	34	Centaur	44	MBA Universe
5	Barclays	15	Federal Bank	25	Hyundai Rishabh Motors. Pvt. Ltd.	35	VC Internet Media	45	AVS BuildwellPvt Ltd.
6	Franchise India	16	Bonton Cables	26	HSBC Bank	36	MirusSolutionsPvt Ltd.	46	Indian Overseas Bank
7	Canon India	17	VIP Industries Ltd.	27	OCM India Ltd.	37	Zycus	47	Manpower Consultancy
8	Grail Research	18	Sudhara Sanitation Pvt. Ltd	28	American Express	38	Absas Solutions	48	City 4 Kids
9	Berger Paints	19	Hyundai Nimbus Motors. Pvt. Ltd.	29	Kyron Digital Securities Ltd.	39	MG Polyblends	49	Ambuja Cement
10	IBM	20	Floriana Pvt. Ltd.	30	Clay Telecom	40	OBC	50	PepBiz

### Event organized since June'2011 to May'2012

S.No	Event	Date
1	20th National Management Games'2011	10-17th June'2011
2	Alumni Meet-London Chapter	11th June'2011
3	Awareness Programme on Intellectual Property Rights (IPR)	2nd July'2011
4	MBA Orientation Program (Batch 2011-2013)	4-7th July'2011
5	Staff Development Programme on "Soft Skill Training"	20th July'2011
6	Northern Regional Round Table of Directors & Deans	25th July'2011
7	BBA/BCA Orientation Program (Batch 2011-2014)	28-29th July'2011
8	Welcome Fresher's MBA	30th July'2011
9	Workshop on Securities &Financial Markets	2nd August'2011
10	Director's Address BBA 1st Year	3rd Aug'2011
11	Director's Address BBA 2nd Year	4th Aug'2011
12	Director's Address MBA IIIrdSem	5th Aug'2011
13	BVIMR GEMS on "Live India News Channel"	5th Aug'2011
14	Seminar on Entrepreneurship Development for BAB VthSem	11th Aug'2011
15	Awareness Programme on HIV	12th Aug'2011
16	International Youth Day	12th Aug'2011
17	Seminar on Cloud Computing & Cyber Security & Laws	17th Aug'2011
18	Seminar on Entrepreneurship Development for BBA IIIrdSem	18th Aug'2011
19	BBA/BCA Fresher's	22nd Aug'2011
20	Panel Discussion on " Career Opportunities & Challenges in financial Services"	24th Aug'2011

<b>21</b>	Workshop on Export-Import Documentation	24th Aug'2011
<b>22</b>	Workshop on Road Safety & Traffic Management	26th Aug'2011
<b>23</b>	BVIMR Gems'2011	30th Aug'2011
<b>24</b>	Management Development Programme for M/s Medicamen Biotech Limited on "Motivation its needs & impact on Organizational growth"	31st Aug'2011
<b>25</b>	Guruvandana'2011	10th Sep'2011
<b>26</b>	Director's Address BBA VthSem	13th Sep'2011
<b>27</b>	International Ozone Day'2011	16th Sep'2011
<b>28</b>	Parent's Teacher Meeting	17th Se'2011
<b>29</b>	Seminar on " Soft Skills Development" BBA Ist year	21st Sep'2011
<b>30</b>	Paristhiti'2011	24th Sep'2011
<b>31</b>	Seminar on Universal Brotherhood	29th Sep'2011
<b>32</b>	Joy of giving Week	2-8th Oct'2011
<b>33</b>	LRDC Quiz	5th Oct'2011
<b>34</b>	Workshop on Road Safety & Traffic Management for BBA Ist year	20th Oct'2011
<b>35</b>	SDP on "Motivation – An Important Tool for Efficiency and Growth"	5th Nov'2011
<b>36</b>	Staff Development Programme on “Motivation – An Important Tool for Efficiency and Growth”	5 <sup>th</sup> Nov'2011
<b>37</b>	Staff Development Programme on " Role of co-ordination & communication in enhancing organizational performance"	12th Nov'2011
<b>38</b>	Workshop/Faculty Development Programme on SPSS	17 <sup>th</sup> Nov'2011
<b>39</b>	MDP on "Team Building: an important skill for success"	30th Nov'2011
<b>40</b>	Faculty Development Programme on “Enhancing faculty effectiveness & efficiency through innovative teaching and research practices”	30 <sup>th</sup> Nov- 1 <sup>st</sup> Dec'2011
<b>41</b>	Guest lecture recent Developments in HR" by Mr. G.R Reddy	9th Dec'2011
<b>42</b>	Director's Address BBA IV	9th Dec'2011

<b>43</b>	Director's Address MBA II	20th Dec'2011
<b>44</b>	Director's Address BBA VI	22nd Dec'2011
<b>45</b>	Guest Lecture on "Recent Trends in Marketing"	22nd Dec'2011
<b>46</b>	Milap'2011	24th Dec'2011
<b>47</b>	Director's Address BBA II	26th Dec'2011
<b>48</b>	Director's Address MBA IV	28th Dec'2011
<b>49</b>	Sports Meet'2011	6th -8th Jan'2012
<b>50</b>	MDP for Delhi Police on "Stress Management"	7th Jan'2012
<b>51</b>	Annual Function NGO- Prateek	8th Jan'2012
<b>52</b>	Guest Lecture on "Legonomics of Business Regulatory"	12th Jan'2012
<b>53</b>	Seminar on Entrepreneurship Development for BBA IIIrd Year	13th Jan'2012
<b>54</b>	Expert talk on "Prevention of sports injury and arthritis" by Dr. Ashok Goel, Sr. Consultant ShriBalaji Action Hospital	16th Jan'2012
<b>55</b>	Seminar on Entrepreneurship Development BBA IIInd Year	17th Jan'2012
<b>56</b>	MDP on Export Process & Procedure for M/s.Insecticide India Ltd	18th Jan'2012
<b>57</b>	National Conference 2012 on "Green Management Practices"	21st-22nd Jan'2012
<b>58</b>	Workshop on Business Plan	28th Jan'2012
<b>59</b>	Seminar on "Climbing the Pyramid – Making success in your Career" by Prof. SharuRangnekar	3rd Feb'2012
<b>60</b>	MSME	7th Feb'2012
<b>61</b>	Cultural Week: Rena, Tech, Schoneamour	22nd -25th Feb'2012
<b>62</b>	Mini Convocation	3rd Mar'2012
<b>63</b>	National Research Paper Presentation Competition	17th Mar'2012
<b>64</b>	Annual Day	6th Apr'2012
<b>65</b>	Farewell BBA/BCA	6th Apr'2012
<b>66</b>	Farewell MBA	14th Apr'2012
<b>67</b>	Faculty Development Programme	14th May-30th May'2012

### 3 Cheers for our Alumni- Milap



## CHERISHED MOMENTS FROM MINI CONVOCATION



## E-Newsletter Naming Contest

We would like to thank all the participants who have participated in the e-Newsletter naming contest held through Face book. We are please to announce the top 3 positions for the Names & punch line separately .The winner will receive the cash prize for the same.

The name that has been selected finally for our E-newsletter is **Alma matters** which is a Latin expression and means the University from which one has graduated and the punch line "**“Being together anywhere anytime”**"

The top three positions have been:

Top 3 for E-newsletter names		
Positions	E-Newsletter Name	Student Name
1st Position	Alma matters	KaveriSabharwal
2nd Position	Alumni Corner	JitinRastogi
3rd Postion	Alumni lobby	Mohit Kumar

Top 3 for Punchlines		
Positions	Punch Line	Student Name
1st Position	Being together anywhere anytime	ShradhaVernekar
2nd Position	Adding colors to life	MayankAneja
3rd Postion	We make the world shine	PriyankaArora

*Lit of participants who participated in the contest with the names they suggested.*

E-Newsletter Name	Punch Line	Student Name
Alma Matters	Refurbish Yourself!	KaveriSabharwal
BVIMR Rainbow	Adding colors to life	MayankAneja
E-Guru	Knowledge is work ship	AteetDhanda
E-Agni	Where the burning passion to create, radiate and communicate is always alive!	JyotiTiwari
BVIMRites Full of Colors	We make the world shine	PriyankaArora
UB Express	AajBhiKalbhi...	Rajesh Setia
The Reflection/ BVIMR Reflection	We show you the real world, we exhibit knowledge	Jaideep Bajaj
BVIMRites Professional World	We give a new name to the world	BhavyaTaneja
BVIMR Glimpses/ BVIMR e-Glimpses	Being together anywhere anytime	ShradhaVernekar
BVIMR ICON	From where news start	TusharTyagi
BVIMR Timez	from where d shining start	TusharTyagi
Alumni Lobby	Make it large!!	Mohit Kumar
Alumni Corner @ BVIMR	Maintain the Bond!	JitinRastogi
Alumni Touch	Stay in touch, connect and converse!	JitinRastogi
Alumni Xpress	Be a part while staying apart!	JitinRastogi
Moon Buggies	Cherish your vision & Dreams	AnubhutiAgarwal
e-posthaste	Wings of fires	NamitRaval
Jan sampark Dil se	Janoge jab. Boojho ge tab. Bataoge tab.	AdityaVij



## Color Psychology

Colors have deep subliminal meanings that affect our thinking and rational. They have symbolic meaning that changes amongst different cultures and countries. We are faced with color choices all the time. The first crucial decision of the day usually comes in the morning when deciding what to wear. Often times we will choose our clothes based on the color of the mood we are feeling or wish to portray that day



Colors are a part of our pop-culture. We associate our favorite sports team by their team colors. Red Sox, White Sox, Cleveland Browns, Duke Blue Devils are among a few teams to incorporate a color into their name. Colors have become a part of our everyday vocabulary; "Canary Yellow" "Carolina Blue" "John Deere Green" "Fire Engine Red."

There are the three primary colors of Red, Yellow and Blue. Then there are secondary colors of Green, Orange and Purple. Additionally, there are Tertiary colors that are combinations of the first two sets. Complimentary colors are opposite each other on the color wheel and often evoke feelings of excitement. Analogous colors are those that are close to each other on the color wheel. These give a particular feeling whether it be warm and cozy or cold and depressing.

**Red** is a very strong color. It is a noticeable color that is often used on caution and warning signs. It is often associated with stop or "beware". It's a hot color that evokes a powerful emotion of passion, lust, sex, energy, blood and war. Red is a good color to use for accents that need to take notice over other colors. Red is often used in flags for nations, as it is a symbol of pride and strength. It is also a sporty color that many car manufacturers choose to showcase their signature vehicles.

**Orange** is a combination of Red and Yellow. It is also a bright and warm color. It represents fire, the sun, fun, warmth and tropical images. It is considered a fun light color that has appetizing qualities to it. Orange increases oxygen supply to the brain and stimulates mental activity. It is highly accepted among young people. As a citrus color, orange is associated with healthy food and stimulates appetite. Any design relating to the tropics, something fun, easy going and youthful should incorporate some type of orange into the design. A darker, richer shade of orange can be associated with autumn.

**Yellow** is the brightest color to the human eye. It represents youth, fun, happiness, sunshine and other light playful feelings. It is a cheerful energetic color. Yellow is often used for children's toys and clothes. Yellow is often hard to read when placed on a white background so designers must be careful when using yellow, that it isn't too difficult to read or notice. Though yellow is a bright cheerful color, as it starts to darken it, however, quickly becomes a dirty and unpleasant color. Yellow can also be associated with being scared and, cowards. The term "yellow belly" is proof of that.

**Green** is the color of nature and health. It represents growth, nature, money, fertility and safety. Green is a relaxing color that is easy on the eye and has a healing power to it. It is often used to represent anything having to do with health. Many pharmaceutical and nutritional companies use green in their logos and material to advertise safe natural products. Dark green is commonly associated with the military, money, finance, and banking. However it can also be associated with being new or inexperienced as being green or a "green horn". Green is becoming a very popular color in design for web sites.

**Blue** is a cool calming color that shows creativity and intelligence. It is a popular color among large corporations, hospitals and airlines. It is a color of loyalty, strength, wisdom and trust. Blue has a calming effect on the psyche. Blue is the color of the sky and the sea and is often used to represent those images. Blue is a color that generally looks good in almost any shade and is a popular color among males. Blue is not a good color when used for food as there are few blue foods found in nature and it suppresses the appetite.

**Purple** combines the stability of blue and the energy of red. Throughout history purple has been associated with royalty, nobility and prestige. It symbolizes mystery, magic, power and luxury. Purple is often used to portray rich powerful kings, leaders, wizards and magicians. Purple combined with gold can be flashy and portray wealth and extravagance. Light purple and pink is good for a feminine design and is a popular color among teenage girls. Bright purple along with yellow is commonly used in promoting children's products. It gives the appearance of something that is fun and easy to do.

**Black** is often a color used to portray something evil, depressing, scary or even death in western civilization. It has negative imagery with it at times such as "black mail" "black list" "black hole" etc. Black is also a very powerful color that also portrays one of class elegance and wealth. Classy clothing is designed in black from the "power suit" to the "sexy black dress" to formal "black-tie attire". Black combined with other colors can have a very strong statement. Black is a color that can fit into almost every design to add contrast, type, and make the other colors stand out more.

**White** is often associated with being pure, clean, fresh and good. The color of a fresh snowstorm brings up images of a peaceful and pure winter scene. White is a common background for Webster's as it is easy to read black or dark text on it. When used with a design using lots of negative space it gives a very clean look to it. White is also used lots for charities and non-profit organizations to denote something good and positive. Hollywood often portrays their characters in white as being good; the white horse, the cowboy with the white hat, the white wizard etc. White usually is associated with being pure and almost heavenly. White is associated with hospitals, doctors, and heaven.

# QUIZ TIME ?

1. There's one sport in which neither the spectators nor the participants know the score or the leader until the contest ends. What is it?
2. What famous North American landmark is constantly moving backward?
3. What is the only sport in which the ball is always in the possession of the team on defense, and the offensive team can score without touching the ball?
4. What fruit has its seeds on the outside?
5. Only three words in standard English begin with the letters "dw." They are all common. Name two of them.
6. It's the only vegetable or fruit that is never sold frozen, canned, processed, cooked, or in any other form but fresh. What is it?
7. How is it possible for a pitcher to make four or more strikeouts in one inning?
8. Name six or more things that you can wear on your feet, that begin with the letter "s."

See answers below to see how well you did...

## ANSWERS TO QUIZ

- Boxing.
- Niagara Falls. The rim is worn down about 2 and a half feet each year because of the millions of gallons of water that rush over it every minute.
- Baseball.
- Strawberry.
- Dwarf, dwell, and dwindle.
- Lettuce.
- Shoes, socks, sandals, sneakers, slippers, skis, snowshoes, stockings, and so on.

“*Great things are not done by impulse, but by a  
series of small things brought together.*”

-Vincent Van Gogh

**Editorial Board:**

Editor in Chief *Dr. Sachin S. Vernekar*

Editor *Mr. Aditya Vij*

Advisory Board *Mrs. Madhu Shridhar*

*Mrs. Supreet Wahee*

*Mrs. Seema Chaudhary*

*Mr. Sanjoy Roy*

Student Editors *Chetan Sareen (BCA 6)*

*Anant Gupta (BCA 6)*

*Anjali Chatwal (BBA 6A)*

*Monika Bansal (BBA 6A)*