



Bharati Vidyapeeth
BVIMR
Paschim Vihar, New Delhi



BVIMR Alumni Newsletter

Punarsangam

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A Quarterly Alumni News Letter - 2017-18



BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY)

INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI
'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA
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Message from the Pro Chancellor



Dr. Patangraoji Kadam

I am happy to see the progress done by the United Brethren under the “SAARTHI” programme. This is a very unique programme they have started to get in touch with the students of the present batch. This not only enrich the knowledge level of the students but also show them the practical scenario of the corporate world. Going electronic is the need of the hour and his e-newsletter helps to keep the pace-up. I started Bharati Vidyapeeth when I was 18 years of age with the vision “social **transformation through dynamic education.**” Dynamism means, being adaptable, transformable, changeable, and flexible. While this endeavor of going digital, demonstrates that my vision is being brought into execution as well, and my team headed by inspiring Directors are sensitive towards this social cause of Environment as well. Their concern even in bringing out this Newsletter and conserving the natural resources on one hand, while on the other, demonstrating the technological resonance that BVIMR stands for, is really commendable. I congratulate Dr. Vikas Nath and his dedicated team, and all the members of United Brethren, who are doing this commendable service to bridge the Industry-Institute gap(s), through Corporate Training Workshops, Placements, and most importantly, by showing their Brotherhood by organizing these meets, thereby providing a platform to connect, and execute the mission of BVIMR through this E-Newsletter i.e. “**to nurture pervasive appliance of ICT for embellishment of teaching, learning and development for efficacious system inception**” with finesse.



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Message from the Pro Chancellor



Dr. Shivajirao Kadam

I congratulate the team BVIMR and the Alumni Body for their tremendous efforts in making the institute a jewel of the University. The annual alumni meet is a remarkable event which links the present students of the institute with their seniors who are working in the corporate world. The well-organized SAARTHI programme started last year is a wonderful activity to connect and give experience of the practical business to our students. BVIMRites have achieved good positions in the field of business and sharing their success stories through "Punarsangam". This e-newsletter is again a wonderful initiative taken by them. This not only helps the students for knowledge gain but also building the brand image of the institute.

I am happy to have such BVIMRites in United Brethren. All the very best.



Message of Honorable Secretary



Dr. Vishwajeet Kadam

The vision of BVIMR “to be a world class management institute for social transformation through dynamic education” is conceived to be achieved through quality assurance policy parameters, out of which an important one is, “to further the creation of learner centric, altruistic learning ambience to facilitate outcome based quality education, learning, training and development.” The Alumni Meet of United Brethren is a notable step towards this and I congratulate United Brethren Team members for organizing this Meet. I am also very happy to understand that alumni members are actively interact with our students and have started programme like SAARTHI.

The prevailing corporate sector is vying for professionals who are good at both hard and soft skills, and alumni meets are doing a commendable service in providing the occasion for networking among BVIMRites and thereby bridging the soft skills' gap(s) among students. These kinds of Alumni Meets not only bring forth the opportunities in the forms of placements and trainings, they also highlight the value additions that Bharati Vidyapeeth have enveloped their educational programmes with, as the success of the members of United Brethren has to be seen to be believed.

I wish all the best to United Brethren and appreciate the initiatives taken by the new team.



Message of Honorable Vice – Chancellor



Prof. Dr. Manikrao Salunkhe

In this global, hi-tech, digital era, we are all connected, but that humane element that is very much required is missing. I am very glad that United Brethren has grown so much with new chapters launched in Dubai, Patna, and Mumbai Pune. The resultant effect of these endeavors is very fruitful. Although, the networking, placement, industry-institute connect has to happen, as a result of synergies developed; the vital element of these alumni meets is the development and sustenance of the spirit of camaraderie.

I appreciate the remarkable efforts of United Brethren, the Alma Mater of BVIMR that is contributing perennially towards furthering the interests of Bharati Vidyapeeth's stakeholders, most importantly, the students. The strength of any Institution is gauged by its alumni and I feel very proud that United Brethren has such an excellent track record. I see that BVIMR's students are not only achieving their goals, they are equally concerned to serve their families, organizations, society and most importantly, BVIMR, their own Institution itself. So, my dream of developing responsible citizens is being achieved year by year, and I congratulate Dr. Vikas Nath and his entire team of BVIMR for being such valuable assets for Bharati Vidyapeeth Parivar.



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Message from the Director



Dr. Vikas Nath
Director

We are very proud to release the new edition of Punarsangam. This communication highlights the achievement of our student in business world.

I always believe that *"your network is your net worth"*, and Alma Mater is proving this adage very rightly. With their most notable contributions in the form of **SAARTHI**; institute-alumni-industry connect initiative, their nodal role in excellent summer placements and full time placements, I extend my heartiest best wishes to all the stakeholders and alma matter in particular.

I am glad that BVIMR has contributed to the personal, professional and societal growth of our Alumni, who are now giving it back to their Institute, a nation in itself, that I have always been calling *"Skilled Youngistan."*

The role of United Brethren has been really commendable during orientation sessions for the academic year 2016-17. The learners were apprised with the corporate road maps and challenges in the offing, which could be very well encountered by professional training programmes that SAARTHI is synonymous with. Our alumni body is in fact the connecting threads between BVIMR's academics, corporate, entrepreneurship development, research, consultancy, MDPs and FDPs, and various other institutional development activities.

The onset Digital penetration is *"dig it all"* i.e. availability of information in quantity, but what is most important is the qualitative aspect, hence, *"the human touch"*, which is ingrained by BVIMR's alumni in the systems and operations of the institute.

The institute is now very well established and sustained on academics, placements, training and development. Now, my focus is on developing the research quotient of BVIMR'S academicians and learners, and United Brethren are already leveraging their synergistic penchants; the commencement of Mumbai-Pune chapters are another benchmarks established by the UB that substantiates this belief of mine. Not to forget the humble and noteworthy efforts of BVIMR's faculty members, very ably led by Dr. A.K. Srivastav.

I am more than sure that with the increasing role of Alumni in BVIMR's innovative practices, the learners are going to be the biggest beneficiaries.

I hope this Newsletter will give readers deeper insights, as it incorporates real life experiences of some of our alumni, who have been trading the life's path with their sheer determination and are coming out as winners, *winners in the game of life.*

My best wishes!

Dr. Vikas Nath

Director – BVIMR

President – United Brethren



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Know your Alumni Team

We are the Volunteers from different walks of life who are representing all the Alumni to the Institute. Through this section, we will introduce you to a couple of our United Brethren -Core Body members from the existing elected body, so that you know the Who's Who, What and the How aspects of our structure and functioning ...

Our Current Body Structure is as follows:

| <u>NAME</u> | <u>BATCH</u> | <u>DESIGNATION</u> |
|----------------------|-----------------|-------------------------------------|
| Dr. Vikas Nath | Director, BVIMR | President |
| Mr.Ambikesh Singh | 2002-2004 | Vice President |
| Mr.Pramod Kumar | 2002-2004 | Secretary |
| Mr. Jaideep Bajaj | 2011-2013 | Joint secretary |
| Mr. Subhash Jaitley | 2004-2006 | Public relation officer |
| Mr. Mukesh Madan | 1992-1995 | Associate Secretary |
| Mr. Ajay Kumar | 2008-2010 | Executive Member |
| Mr. Aaysh Dewan | 2011-2014 | Executive Member |
| Mr. Ravi Arora | 2009-2011 | Executive Member |
| Miss Rupal Prajapati | 2014-2016 | Associate Member |
| Mr. Ashish Singla | 2011-2014 | Associate Member |
| Mr. Chetan Chadha | 2015-2017 | Associate Member |
| Dr. A.K srivastava | | Faculty Advisor |
| Dr. Neelam Sharma | | Head CRC (Corporate resource cell) |
| Mr. Ajay kumar | | Faculty Advisor |
| Mr.Sanjoy Roy | | Faculty Advisor |
| Mrs. Minakshi sati | | Faculty Advisor |



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DUBAI CHAPTER

(10TH DECEMBER, 2017)





Know your Alumni



AMBIKESH SINGH

Cement & Its Origin

Dear friends let's start the journey of knowing cement & concrete. In every coming Punarsangam I will come up with interesting information related with Cement & concrete (In other words back bone of today's world)

Cement is a water-based binder used to bind other building materials together. It is used in the production of mortar and concrete during the construction process. Concrete on the other hand, is a material used in construction, made by mixing aggregate (i.e. different types of sand and gravel), cement, small stones and water.

The reason cement is one of the most common construction ingredients among other is its ability to hold the structure together. To get concrete, one mixes water, sand and gravel. When cement is mixed with water and sand, the outcome is cement plaster, yet when cement is mixed with water, lime and sand, the result is mortar.

The word cement has become such a natural part of construction vocabulary that even individuals who very remotely relate to modern construction processes make glib references to the substance.

ORIGIN:

According to inventors.about.com, a story titled The History of concrete and cement, states that, Mr John Smeaton, a British engineer made the first modern concrete (hydraulic cement) in 1756, by adding pebbles as a coarse aggregate, and mixing powdered brick into the cement. Later though, in 1824, Mr Joseph Aspdin, the English inventor, created the first true artificial cement by burning ground limestone and clay together; a process that changed the chemical properties of the materials, creating stronger cement than what plain crushed limestone would produce. He also invented Portland cement, which to date dominates concrete production.

In next series I will share some more interesting information on Cement & concrete

Why there is a need of corporate governance ?



Mr. Anuj Kumar



Ms. Sakshi Dhanda

With the increased pace of globalization, the corporate scandals are also increasing. The multinational firms are facing the pressure of implementing corporate governance structure and bringing transparency with shareholders. Corporate governance is a much discussed topics among the domains of management, professional education and research. In this article, the writer will focus on the emerging needs of corporate governance in the organizations. Corporate governance can be defined as the balance of power among the directors, managers and members. Effective corporate governance framework minimize the risks, promote responsible decision-making, and ensure effective communication with all the stakeholders in the organization. The establishment of corporate governance also helps the organization in fulfilling their corporate social responsibility.

The core principles of corporate governance are responsibility, transparency, accountability and honesty. The need of corporate governance is emerging in the organizations because of the reasons mentioned below.

- **Changing ownership structure-** The ownership structure of many organizations is changing. The privatization is growing and along with that profit objectives are also growing.
- **Globalization-** Globalization is a key reason behind corporate governance because organizations are going to another host country for their business and they are looking for business expansion. The organizations have the pressure of foreign rules and regulations. Without corporate governance, it is difficult to enter, survive and achieve success in foreign market.
- **Corporate social responsibility-** The managers have the pressure to fulfill their corporate social responsibility. Friedman stated once that the social responsibility of the organizations is to earn profits only. Currently in 2017, the business managers need to fulfill triple bottom approach. The business managers have social, environmental and financial responsibilities. The effective corporate governance structure brings transparency in the system and helps in fulfilling corporate social responsibility.
- **Growing number of scams-** The number of accounting frauds and corporate scandals are increasing at alarming pace. The corporate governance framework helps the organization in minimizing the chances of scams and frauds.



In 2015, reputed multinational organizations were involved in corporate scandals because of the ignorance of corporate governance framework. Few of those scandals are mentioned below:

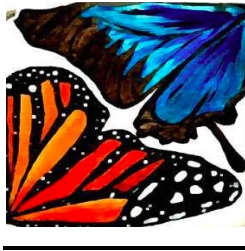
1. **Volkswagen emission scandal**- It has been revealed that Volkswagen had installed software device in millions of the cars to fool the environmental protection agency and thousands of customers. The ignorance of corporate governance result in losing brand name, faith of customers and approximately \$ 20 billion in the market.
2. **Toshiba accounting scandal**- Toshiba also lost its brand value and reputation among the shareholders and customers in the market. The company has overstated its account by \$ 2 billion. All the top leaders and CEOs were involved in this fraud because they were pressurizing the employees for meeting their financial target. The corporate governance was only for the name sake in the organization and no-one was serious for transparency.

The above two mentioned cases have highlighted the importance of corporate governance rules and regulations in the organizations. Without corporate governance principles, the organization can lose the faith of investors, shareholders and customers. In this era of globalization, the competition is also increasing. The organizations can't survive in competition without following standards of corporate governance. The ignorance of corporate governance will definitely leads to monetary losses in the organizations.

The organizations should follow an effective mechanism for corporate governance because it lowers the capital cost, make a positive influence on the share price of the company, and reduce wastage, corruption, risks and mismanagement. The proper implementation of corporate governance framework helps the organization in achieving organizational goals and remain sustainable in longer future.



AAYUSH DEWAN



'ART-E-PRENEURSHIP': The Journey of an Artistic Entrepreneur!

How does the love and passion for Art transition into Entrepreneurship? It's simple – Creativity and a Solid Idea!

It all started with one basic thing in mind – to make the business successful, no matter what!

For many entrepreneurs, building their first business can be intimidating. There's seemingly hundreds of steps, choices and paths to get to the finish line of just launching your business, let alone generating traffic and sales.

Never would a person like me, who is a Master's in International Business & Management from The University of Manchester, UK would have thought that I would end up in a career in the Arts and start an E-Commerce based Art Gallery – Inks N Oils Art Gallery. It was around April 2016, when I was working as a Sales and Business Development Executive at a reputed Event Ticketing company in Gurugram, I realized this is not what I would want to do in the long run - a 9-5 job. I quit my job to do something out of the box.

One of my favorite things to do in spare time was to get a canvas and splash it with colors to unveil my thoughts. I never did this professionally but this was a therapeutic activity I loved doing every now and then. One day while painting, my mind wandered back to a Trip that I took in 2015, to a beautiful Tropical Island - Bali. During this trip, I explored beautiful Balinese Paintings and met with exceptional local artists. Recalling the conversations with those Artists, I realized the painstaking details that the artists go through to produce these excellent pieces of art. That day I realized, that it would be a good idea to create more awareness about local artists from places across the world and support them.



This is how 'Inks N Oils Art Gallery' was born, with a couple of other co-founders – Mr. Venkatesh Tanuku and Dr. Sukriti Dewan. To support the local artists and to help them showcase their artwork to the world, team Inks N Oils figured out a process to painstakingly digitize the brilliant pieces of Art at the highest possible resolution to ensure minimal loss of detail. We then use high quality pigment based inks that resist fading on sun exposure to print them onto acid free canvas to get a perfect match of the colors and visual textures to the original painting. This process helped us to create the exact art that was encountered and appreciated in Bali by the team. This process has made it possible to share the artwork of local artists with people around the world at a fraction of the cost of its original.

As in the start of any business, there are a lot of unplanned hurdles, which the team has to face and is not prepared for. The first thing that anyone who wants to start an entrepreneurial journey is to decide the product or service they want to provide.

Most of the time though, the whole process of building and launching an online store gets overthought and leads to paralysis by analysis. The truth is, building an ecommerce business can be simple – if you want it to be.

After a quick brainstorming session, we settled on the following action items for a successful E-Commerce based business:

- Determine what to sell
- Select an appropriate business model
- Source a supplier
- Order samples
- Determine pricing
- Create the brand
- Set up the online store
- Take product photos
- Create blog content
- Set up social accounts
- Launch
- Test multiple marketing channels
- Drive targeted traffic
- Make sales

Today Inks N Oils Art Gallery has been successfully making exclusive and cultural artwork of local artists available to people across globe at a very minimal cost. This not only benefits people who appreciate art, but also the local artists who get to showcase their artwork.



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“I believe that in today’s time it’s very important to make the right use of technology. My art gallery doesn’t have a physical presence; we do it all virtually on the web. From connecting to the artists to conducting meetings with my team, we do it all online. The core crux of my business - that is, printing the digitized paintings, is based on the latest technology and so are all our operations. What is needed for the success of any new business is an innovative idea and its implementation. I personally believe is working smarter than working longer and I owe the success of Inks N Oils to the same. ”

- Aayush Dewan

Now that I have shared a glimpse of my Art-e-preneurial journey with you – what’s stopping you from doing the same? Weather its art or that perfect business idea in your mind - The key takeaway is *just start*. I hope that you found inspiration from my journey so far, and that you learned something along the way.

Aayush Dewan

Co-Founder

Inks N Oils Art Gallery

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SHIKHA AGGARWAL



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Behind every successful man there is a woman". Not only in the case of a man but this saying stands for the functioning of the whole world. She is said to be the ultimate strength and support behind the success of an individual.

After completing my Masters, I started my own Software company with my husband. The Name of our Organization is **Aasaan Services Solutions Private Limited**. We provide customer a single platform to industry specific solution. Our aim is to help customers achieve their business objective by providing innovative, world class consulting, IT Solutions and services. We provide services like web development, Application development, digital marketing, SEO, SMO.

We started our company 2 years back with only 2 people working with us. I started my career there as a HR head. I remember there were only 2 computers in a single room. But within a very short span of time we have expanded our company. Now we have more than 50 employees and having a office in punjabi bagh with good infrastructure. We are handling very huge Domestic and International Projects with more than 20 clients.

Our Future aim is to go in depth of Internet of Things. The IOT is becoming an increasingly growing. The IOT allows objects to be sensed or controlled remotely across existing network infrastructure.

Women are given a top place in India from the ancient time however they were not given empowerment to participate in all areas. But gone are the days when women were considered no match for all powerful men in this world. Now they are going far better than men.

Website: www.aasaanservices.com



Thanks



NIKHIL TIBREWAL



Turning over the Leaf

Your success in life isn't based on your ability to simply change. Being a management graduate from Bharati Vidyapeeth, I learned to be organized with the ability to work on multiple assignments simultaneously with time management as a priority. Photography bug bit me when I went for a Rajasthan trip just after my graduation. Dreaming of becoming a Travel Photographer, I enrolled into Light & Life Academy where I acquired in-depth details on capturing the World in a Single Frame. To me, Photography is an art of observation. It's about finding something interesting in an ordinary place. It has little to do with the things you see and everything to do with the way you see them. If you can't feel what you're looking at, then you're never going to get others to feel anything when they look at your pictures.

A good photograph is one that communicates a fact, touches the heart and leaves the viewer a changed person for having seen it. It is, in a word, effective.

What I like about photographs is that they capture a moment that's gone forever, impossible to reproduce. Once photography enters your bloodstream, it is like a disease. Just focus on what's important and capture the good times, develop from the negatives and if things don't work out, just take another shot.





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CHETAN CHADHA

(2012-2017)



My journey in BVIMR was very special as well as memorable. My entire journey of five years was a mix of both roses and thrones which made me much more stronger every time I used to fail. BVIMR gave me endless opportunities to explore my knowledge, skills and and specially emerging as a leader. I really miss the days which I spent in the college and specially the event days. I also miss those days when I used to do the work for the college and the college appreciates for your and your team's work. I would be remembered as the first President of BVIMR which makes me proud everytime I breathe. When I used to win prizes for the college at off campus level and your college head goes up, it was the best feeling which I really miss now days. My love , affection and gratitude cannot be expressed in words for BVIMR all I can say is I pray to almighty that everytime I get birth on this planet please associate me as a student of BVIMR. I would like to thank all the faculties and a special thanks to Director sir for helping me throughout my journey in BVIMR.



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PRIYANKA VERMA



For me, studying at BVIMR turned out to be an immense treasure of experience and knowledge. As they say, college days are the best part of life, my experience with this college holds it so true. Doing BBA gave me a deep insight in the subject of finance which has been proved fruitful in my future. Here, I met people from all walks of life and meeting people taught me something which is beyond the scope of any book ever written. My college gave me something so valuable for which I will forever be in debt. I wish all the success to the college in its coming years.

SAHAJ MIGLANI



When I joined BVIMR, I had a lot of doubts but slowly with time everything was glued and it was all with the help of generous teachers of the college. I would like to acknowledge the efforts of all the teachers who helped me in every possible way and made my college life memorable. I would like to express my gratitude towards all the teachers and Director sir who guided me and encouraged me to be a better person and shape my life for good. I will always cherish the moments and time spent in the college.



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PREET GOYAL



The impact of bvimr college extended me beyond graduation and a college of such quality provided guidance to me. Students from such a college is really well- equipped to put their work in context and adequately prepared to move from one intellectual challenge to another. My heartfelt gratitude to Bharati Vidyapeeth college and all teaching and supporting teaching staff for being so inspiring and for those countless invaluable lessons that went far beyond the mere content of our syllabus. We were fortunate to have many excellent, hardworking and dedicated team of professors who went far beyond what was required for them.

BHAWNA THAKUR



Bharati Vidyapeeth College has been a crucial milestone in my journey. It has acted as a stepping stone for my success graph. The teachers are supportive and keep a student oriented attitude. This provides a great learning opportunity to students. The classes are guided by rational structured courses and cogent reasoning to understand the concept and their applications. The college strives to develop and nurture other aspects of the personality by conducting entrepreneurial, cultural and sports events. I am grateful to be a part of such an institution.



PRASHANT SEHRAWAT



A new academic year begins with new energy and vibrant faces on the campus. I want to give a small message to every individual who joins Bharati Vidyapeeth college that here you will get ample opportunities to explore and develop yourself. BVIMR encouraged me to explore my talent and potential by providing an exceptional integrated learning environment. I want to express my heartfelt thanks to the College who gave me the perfect opportunity to explore myself and raised my level of confidence. I am really grateful to my teachers who have changed my whole aspect towards learning.

SANJAY ROY



To face the challenges of life for a better future, we need to adopt required skill sets and mind sets. To think and create a way of life is encoded in a human DNA –One just need to decode this information. The technology is changing the architecture of society and each step we take will make a difference to the escalator of life. Our Institute has already moved towards a step into globalization. Together, we need to find strategies that will help to improve the society so “Think Global and Act Local”

(Faculty Advisor)



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MINAKSHI SATI



Live a life that is not just a manic pursuit of money and success. Live a life that makes you happy emotionally and spiritually, a life in which you are not alone. Find people you love and who love you. Share your thoughts with people who have earned the right to be your confidant. Be generous! Realise that life is a gift! and you cannot take it for granted. Try to spread goodness around you!

Let me share a secret, we have learnt from you as much as you have learnt from us.

(Faculty Advisor)

SAKSHI JINDAL



Bharati Vidyapeeth College really helped me a lot in choosing my career and learning a lot of things related to academics and extra-curricular activities. I got a number of opportunities to explore myself especially in events. The teachers were very supportive and guided at very point of time to help choose the right path. The time I spend with BVIMR was the best time ever. I wish everyone who joins BVIMR has a great and successful college life and career.

(Student Coordinator)