



BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY)

INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI
'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA
RE-ACCREDITED WITH 'A+' GRADE BY NAAC

BVIMR
Paschim Vihar, New Delhi



PUNAR SANGAM

The Alumni Newsletter 2023-24

"Celebrating memories while building new ones"



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FROM CHANCELLOR'S DESK



Hon'ble Dr. Shivajirao Kadam

Chancellor, Bharati Vidyapeeth (Deemed to be University), Pune

I would like to reiterate that some decisions are required to be taken by seeing the bigger picture, which are the best for the organization and here that's why one's personal or most preferred leadership style takes a back seat. Secondly leadership styles are situational and that's what I have learned over the years, and have groomed myself, thereby being the spiritually intelligent personality and having a very high spiritual quotient.

Situational leadership is based on the relationship between leaders and followers and provides a framework to analyse each situation based on the Performance Readiness Level that a follower exhibits in performing a specific task, function or objective. Then, based on the leader's diagnosis, the necessary amounts of relationship behaviour and task behaviour are applied and communicated to the follower in order to support their needs and advance development.

I also put on record, the notable work being done by the United Brethren over so many years, and their contribution toward the domain of placement, mentoring, teaching, consulting and training are really appreciable.

A handwritten signature in black ink, appearing to read 'SHIVAJIRAO KADAM'. The signature is stylized and written in a cursive-like font.

PROF. DR. SHIVAJIRAO KADAM

FROM VICE CHANCELLOR'S DESK



Dr. Vivek Saoji

Vice-Chancellor, Bharati Vidyapeeth (Deemed to be University), Pune

I am happy to write this message for our Institute of Management and Research, New Delhi. Bharati Vidyapeeth and Bharati Vidyapeeth (Deemed to be University), Pune are at the forefront of imparting high quality education at all levels, in different streams of education and our Institute of Management and Research, New Delhi is in no exception.

Established in 1964 by the dynamic and visionary leader Hon'ble Dr. Patangraoji Kadam Saheb, Bharati Vidyapeeth today is a leading multidisciplinary, multi campus University. The University boasts of excellent, modern infrastructure, well qualified, experienced and caring faculty, contemporary curricula, innovative teaching-learning practices blended appropriately with ICT, thrust on research, innovations, incubation and entrepreneurship, ample opportunities for co-curricular and extracurricular activities and many more.

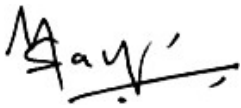
Our Institute of Management and Research at New Delhi not only fulfills these parameters and practices but also imbibe the culture and ethos of Bharati Vidyapeeth of transforming the lives of the learners through dynamic education and contributing to the growth, development and progress of our motherland.

Friends, we are living in a very exciting times. The technological advances are taking place at unprecedented pace, it has created ample opportunities as well as posed newer challenges. We have to navigate this turbulent times by constantly updating our knowledge with the latest, without losing the focus on basics.

We have to acquire and master life skills, create and work in effective teams, show our leadership qualities and never compromise of the core values, I am sure this will hold us in good stead and help us in achieving our goals.

Today's learners are smart, well informed, techno savvy and well aware of what they want, so as faculty we not only have to cater to their needs but also ensure that they are future ready, we have to engage them in a meaningful way and be the partners in their endeavors.

I am confident that the students will have best experiences in Bharati Vidyapeeth and the Institute of Management, New Delhi. I therefore, welcome you to the Bharati Vidyapeeth family and invite you to join us for the exhilarating and life changing journey, fulfilling your aspirations and goals. With loads of Best Wishes



Dr. Vivek Saoji
Vice-Chancellor

FROM PRO VICE CHANCELLOR'S DESK



Hon'ble Dr. Vishwajeet Kadam

Pro-Vice Chancellor, Bharati Vidyapeeth (Deemed to be University), Pune

The present digital era possesses challenging eco system to be created and sustained. The ICT policy of the Bharati Vidyapeeth University is engulfed to create and sustain authenticity in all its academic application. I am delighted to be informed about **PUNAR SANGAM** a newsletter of BVIMR, New Delhi that has gone digital. It is taking a lead as always. Through digital literacy, students will be able to hone their traits like resilience, perseverance and strength of purpose. Along with these improvements, you will also develop an innate push to embrace learning as part of your everyday lifestyle, to effectively build national and international networks, to ensure innovative changes in providing quality education and learning to students.

Many Best Wishes to Dr. Yamini Agarwal Director, BVIMR and entire team of United Brethren for unleashing this creative endeavor that connects all of us digitally. It is all about networking with our most valued Alumni in the form of training, workshops, counselling students.

The faculty team of BVIMR is also to be appreciated as they are the bridge between the institute and United Brethren.


Dr. Vishwajeet Kadam

FROM DIRECTOR'S DESK

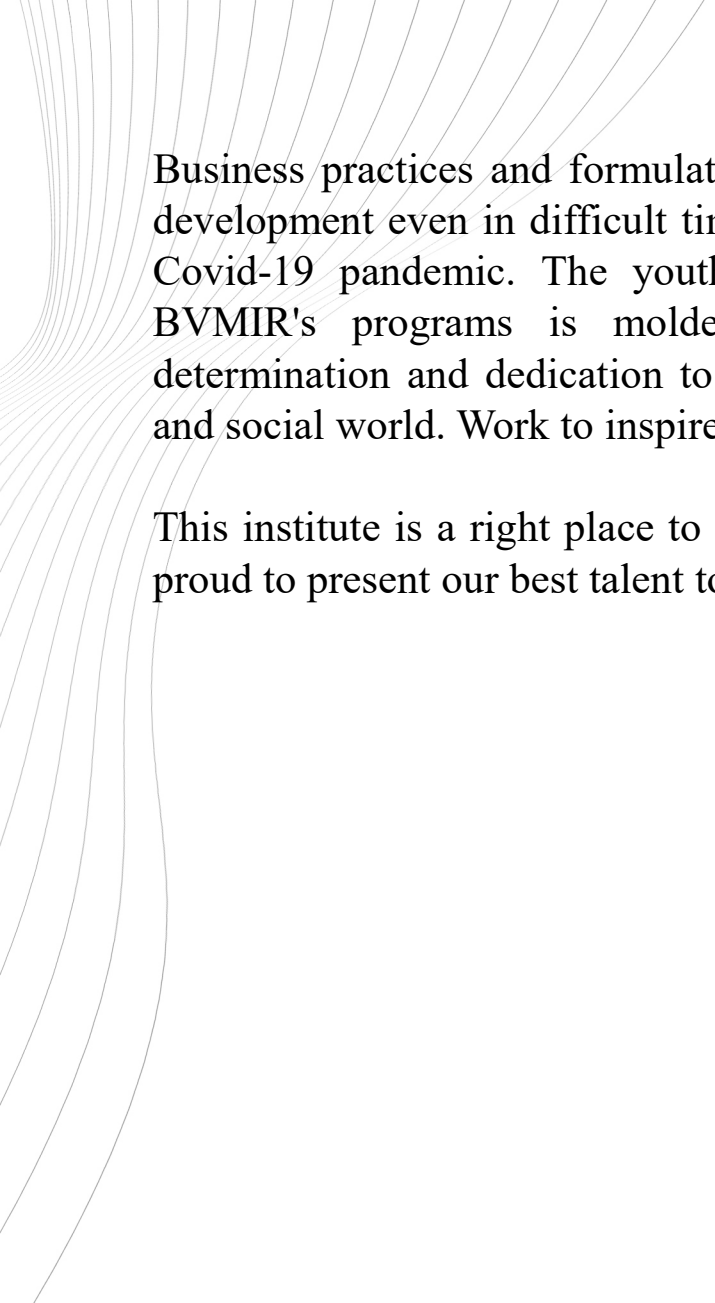


Dr. Yamini Agarwal
Director BVIMR, New Delhi

Business Education has assumed a very important place in the aura of complex and volatile business environment for growth, survival and sustainable development of an organization or personal growth and achievements. Managers are highly paid employees in business enterprises. Those who aspire to high incomes and set up some enterprise opt for management and legal courses.


Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research (BVIMR) set up in 1992, is a premier business school in India. The institute is bestowed with an excellent academic infrastructure, library, computer center and highly qualified, experienced, committed and dedicated faculty and visionary management to help a student build his career. It is committed to impart world class education in pursuance of the vision and mission of its founder Dr. Patangrao Kadam, a visionary, guide and philanthropist. The Institute focuses on total personality development, equips its students to harness their requisite potential to meet the needs and aspirations of the corporate world.

The Institute facilitates students to learn Management principles, latest techniques of management, through teaching learning methodology, case studies, management games, and visits to industry and exposure to leading and prominent managers and practitioners.



Business practices and formulates strategies for the sustainable business development even in difficult times due to unforeseen circumstances like Covid-19 pandemic. The youth during their journey of education at BVMIR's programs is molded and equipped with courage, self-determination and dedication to take on leadership position in corporate and social world. Work to inspire. Sky is your limit.

This institute is a right place to seek assets for your organization. We are proud to present our best talent to the industry



KNOW YOUR ALUMNI BODY

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3	Ms. Rupal Rahul Singh	Secretary
4	Mr. Tushar Jindal	Joint Secretary
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10	Mr. Sahil Sharma	Managing Committee Member
11	Ms. Manleen Kaur	Managing Committee Member
12	Dr. Anil Srivasatav	Faculty Advisor
13	Dr. Sanjoy Roy	Faculty Advisor
14	Dr. Neelam Sharma	Faculty Advisor
15	Dr. Ajay Kumar	Faculty Advisor
16	Dr. Minakshi Sati	Faculty Advisor
17	Mr. Shubham Mishra	Faculty Advisor

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Mr. Bhavya Khatreja
Committee Member UB



Mr. Sahil Sharma
Committee Member UB



Ms. Manleen Kaur
Committee Member UB



Dr. Anil Srivasatav
Faculty Advisor UB



Dr. Sanjay Roy
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Dr. Neelam Sharma
Faculty Advisor UB



Dr. Ajay Kumar
Faculty Advisor UB



Dr. Minakshi Sati
Faculty Advisor UB



Mr. Shubham Mishra
Faculty Advisor UB

“We are what we eat”

- Dr. Sanjoy Roy

“Food for an athlete will certainly be different from the food of a heavy weight lifter”

आहार शुद्धौ सत्त्व शुद्धिः
सत्त्व शुद्धौ स्मृतिः ध्रुवा
स्मृति लम्बे सर्वग्रन्थीनां
विप्र मोक्षः

(*Ahara suddhau sattva-suddhih , Sattva-suddhau dhruva smrtihi dhruva, smrti-lambhe sarva-granthinam vipra-mokshah,)*

It is by the purity of food that ones mind becomes purified and sãttvika (mood of goodness). When the mind is purified, one attains a stable memory. When the memory is stable, all the knots of the heart are untied. The above shloka from Chandogya Upanisad (7.26.2) recommends that purified food is very significant in development of one’s mental faculties for self-awakening.

The Chhãndogya Upaniṣhad explains that the coarsest part of the food we eat passes out as feces; the subtler part becomes flesh; and the subtlest part becomes the mind (6.5.1).

We generally eat to gratify our taste buds. Therefore, presently we don’t have any discrimination for food items as it is good or bad or will spoil us or make us good. We are just eating.

Now, I would like to draw your attention towards the categories of food mentioned in our Vedic scriptures (bhagvad gita 17 chapter)

Sattvik bhojan(food)

is a pure vegetarian diet which includes seasonal fresh fruit, ample of fresh vegetables, whole grain, pulses, sprouts, dried nuts, seeds, honey, fresh herbs, milk and dairy products which are free from animal rennet.

Sattvic bhojan becomes tamasic when over processed, kept for a longer period or deep-fried.

A Rajasic food

A Rajasic diet mainly consists of foods which contain spices and rich in taste such as onion and garlic, deep fried foods, coffee, tea, refined food items, sugary foods and chocolates etc.

These foods give instant energy for a brief period, but ultimately we get to experience an energy low or stress as well. A dominantly Rajasic quality diet disturbs the mind-body equilibrium. This type of diet is feeding the body at the cost of the mind. A rajasic person qualities- weak digestive system, always in a rush to eat food fast and prefers rich foods.

Tamasic food

A Tamasic diet chiefly consists of reheated foods, chemically processed foods, such as eggs, meat, alcohol, cigarettes etc. A tamasic person will be dull, unimaginative, unmotivated, careless, unaware and lethargic. They will experience illnesses such as diabetes, obesity and liver disease.

Diet & Gunas

What is a Guna? The three Gunas are groupings of different qualities of energy in prakriti (physical matter.) Any living being has Gunas, and it is one of three “propensities” of the mind, body and soul or consciousness. The three gunas are Sattva, Rajas and Tamas gunas. These categories define and reflect our health, behaviour, thinking and diet.

Every one of us has all these three gunas, but their proportion varies. For example- Tamas guna is required for adequate rest and sleep, Rajas guna necessary for work and Sattva for fulfilling aspirations in life. A yogic way of life aims to increase the Sattva guna to nurture consciousness via healthy body and mind.

And sattvic bhojan is an accessible way to increase our sattva guna. Because the food we eat impacts us at the physical, emotional, mental and spiritual level. Diet plays a pivotal role to progress towards the realisation of a spiritual path.

Food for an athlete will certainly be different from the food of a heavy weight lifter because they have different task to perform. Similarly a person who wish to develop or perform sattvik guna certainly have to take care his diet. Here I m promoting Sattvik diet to achieve higher level of consciousness and actually realize the difference between a luxurious animal and a human.

Sattvik foods raise sattva or our consciousness levels. Sattvic bhojan is cooked and eaten with love, gratitude and awareness. A sattvik person is calm, peaceful, serene, amicable, full of energy, enthusiasm, health, hope, aspirations, creativity and balanced personality. An added advantage of sattvic bhojan is that it helps keep weight in check and is a very effective method of weight loss.



Dr. Sanjoy Roy
Asst. Professor, BVIMR

Top 3 things to add in your Resume if you are a Student/Fresher

- Ms. Phalguni Pahuja

Freshers generally don't have much to write in their resume, however, to make it look more effective, here are the top things you can include:

Your internship and projects description with proper timelines:

Do as much as Internships and projects possible, that will not only help in writing in the CV but will give you an edge by talking about it in the Interviews.

Soft and Hard Skills:

Soft skills like Interpersonal skills, public speaking, Time Management, Collaboration, Research, Team Player, Problem solving and Quick Decision making.

Hard Skills like Graphic Designing, Adobe Photoshop, SQL, Power BI, SEO/SEM, Data Mining, Foreign Languages and so forth.

(Irrespective of whatever skills you write, make sure you go prepare with real life examples where you have showcased these skills and be ready for some technical questions as well)

Reverse Chronological:

The reverse-chronological resume is the most standard resume format and hiring managers will generally expect to see resumes this way, list your recent job/Internship/Education first and followed by your previous history.

Extra Tip – Don't forget to include your full contact information (Phone no, email and your address)



Phalguni Pahuja
(Batch – 2016-18)

Things you need in the corporate world in addition to good skills set to do your job

- Ms. Aastha Anand

1. Patience- You will meet all kinds of people during your job, some would make you feel like there's no better friend than them, some would actually even mean that while some will make you wonder how they even got in the company. You'll have to keep patience when dealing with these people, they are the ones who test your patience the most, of course after your manager... kidding..or maybe not.

2. Ability to deal with office politics- Not everyone is your friend/ brother/ sister in your office, they are your contemporaries. You have to understand that office politics exists and the office is so much different than what the movies show. Most of the people who work with you are vouching for growth in their career and they would jump at the chance of replacing you when the opportunity comes. So you need to understand who's concern towards you is real.

3. Stakeholder management- Every field has every species, among them some might just roar from a distance, some might bite, some would change colors with time while some might even fill you with negative things from time to time and some might even test every bit of your existence. You can never deal with them all the same way. You will have to devise different strategies with different people because not everyone is the same with everyone even. You have to follow the trial and error method with them but try not to make too many errors too.

4. Emotional management- Yes, your colleagues are humans too and have emotions of their own as well but that doesn't mean they will understand yours. Everyone is in the job for themselves and not you. It is fair to expect from them to understand your emotions but you aren't a trending song that everyone will understand. These days not everyone even understands them still they go with the flow. You have to keep your emotions in check and by that I not only mean anger but also being empathetic, sympathetic and guarding yourself about how much you understand others emotions too.

5. Mindful usage of words- The words you use should be chosen carefully, you never know which word of yours will be caught in what way. Especially when talking to a stakeholder or writing an email. When you write an email you are in a way making proof of things. So make sure to not overcommit.

6. Get everything you discuss in a call over an email - It is often observed that many times what is committed on calls is denied or is forgotten after a certain point of time. So when you are in the corporate world and dealing with many people, make sure you have it all available in writing. Even if you have informed someone about something in a call make sure to mention it over an email like as discussed in the call or as informed you in the call, including other people required to know that information as well, so that they are also aware of the things discussed or agreed in their absence.

7. Know when you have had enough- In today's corporate world, work-life balance is becoming a meaningless term. Renowned personalities are talking about working 70 hours a week and forgetting that life is not about existing but living. You need to draw boundaries like after your work hours you are not supposed to be called on your phone till the time it's something urgent etc. You also need to voice out when it starts getting too much to take because you are not a machine and need time to rejuvenate as well. So you need to learn to say no as well.

All the above mentioned points need to be poured in different amounts for different individuals as per their needs else they can cause indigestion in your corporate life.



Aastha Anand
(BBA 2015-18)

Art Work

- Ms. Taposhi Dutta



Taposhi Dutta
(BBA 2020-23)

Embracing Lifelong Learning: The Path to Professional Fulfillment

- Dr. Ayush Arora

As we navigate through the dynamic landscape of the modern workforce, one thing becomes abundantly clear: the journey of education doesn't end with a diploma or a degree. Instead, it transforms into a lifelong commitment to learning and personal growth. In the realm of business and management, this commitment is not only beneficial but often essential for staying relevant, adaptable, and successful in an ever-evolving environment.

Continuing education and lifelong learning have become the cornerstones of professional development, offering a pathway to enhance skills, expand knowledge, and foster innovation. As an alumnus of BVIMR, I've come to appreciate the profound impact that ongoing learning has had on my career and personal growth.

The rapid pace of technological advancement, coupled with shifts in global markets and consumer preferences, underscores the importance of staying abreast of the latest trends and developments in one's field. Whether you're a seasoned executive, a mid-career professional, or a recent graduate, investing in continuous education ensures that you remain competitive and adaptable in today's dynamic marketplace.

For me, the journey of lifelong learning began during my time at BVIMR, where I acquired a solid foundation in business principles and management practices. However, I soon realized that to truly excel in my career, I needed to go beyond the confines of traditional education and embrace a mindset of continuous improvement.

One of the most effective ways to engage in lifelong learning is through professional development programs, workshops, and certifications. These opportunities provide targeted training in specific areas of interest or skill gaps, allowing individuals to enhance their expertise and credentials. Whether it's obtaining industry certifications, mastering new software tools, or honing leadership skills, professional development initiatives offer invaluable resources for personal and professional growth.

Additionally, the advent of online learning platforms has democratized access to education, making it easier than ever to pursue learning opportunities from anywhere in the world. Whether through MOOCs (Massive Open Online Courses), webinars, or virtual conferences, these platforms offer a wealth of resources covering a wide range of topics, from data analytics to digital marketing to strategic management.

Beyond formal education and professional development, lifelong learning encompasses a broader mindset of curiosity, exploration, and intellectual growth. It involves seeking out new experiences, challenging conventional wisdom, and remaining open to diverse perspectives. Whether through reading books, attending lectures, or engaging in thought-provoking discussions with peers, the pursuit of knowledge should be a lifelong endeavor that enriches both our personal and professional lives.

As alumni of BVIMR, we are fortunate to be part of a vibrant community that values education and intellectual curiosity. I encourage my fellow alumni to embrace the ethos of lifelong learning and continue to seek out opportunities for growth and development. Whether through formal education, professional development initiatives, or self-directed learning, let us commit ourselves to the pursuit of excellence and innovation in our respective fields.

In conclusion, continuing education and lifelong learning are not merely optional pursuits but essential components of a fulfilling and successful career. By embracing a mindset of curiosity, adaptability, and continuous improvement, we can navigate the complexities of the modern workplace with confidence and resilience. As we embark on this journey of lifelong learning together, let us seize every opportunity to expand our horizons, unlock our potential, and make a positive impact on the world around us.



Dr. Aayush Arora
(MBA 2014-16)

ElecXDrip; My Journey aka Branding 101 for You

- Mr. Nikhil Tibrewal

Isn't building a brand like everyone's dream these days? No matter the category, having your brand has become like a trend. Well, I've been no different and have been dreaming of owning my fashion brand for a decade.

Hey Amigos, this is Nikhil Tibrewal, founder of ElecXDrip, a luxury lifestyle brand, where fashion meets art, and individuality takes centre stage.

ElecXDrip began as a passion project, born from the desire to break barriers and redefine luxury fashion. For years, I envisioned a space where boldness, inclusivity, and spirited design converge. And thus, ElecXDrip came to life—a realm where each limited-time drop isn't just about fashion; it's a story, an expression of art, and an embodiment of unapologetic confidence.

As easy or exciting as it may sound, building a brand requires fire, zeal, confidence, patience and whatnot. Let me take you through a sneak peek of my journey; yours Branding 101:

1. Never rush your Branding: From your brand name to your logo, give it the time it's meant to instead of just rushing into getting it rocket out in the market.
2. What are you bringing to the table?: The brand should have distinctive products as well as a value proposition to convince someone to even look at your brand.
3. Consistent visual identity: Don't just use any colour, font, or format in your communication. Have consistency throughout to increase recall value

4. Don't jump in because everyone's doing it: Don't and I repeat, Don't try to become trendy by opening a brand because everyone's been doing it. Building a brand is no quick money scheme.
5. Fake it until you make it: Don't break down for the sake of making others feel better. There will always be someone who'll be ready to pull you down before you get back up.
6. Don't be a one-man army: Employ the right people at the right place instead of doing everything by yourself. Trust me on this, you'll get tired and will start giving up.
7. It's not only the product but everything that comes with it: Don't just go on giving your entire energy to perfecting the product but also focus on marketing, packaging, presentation, communication etc.

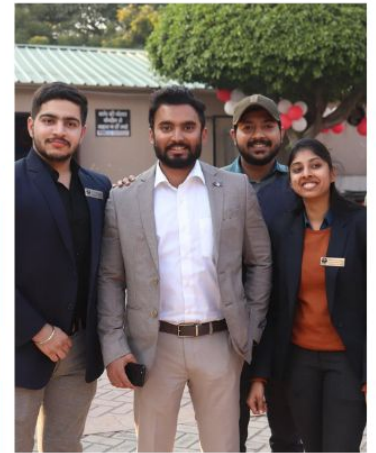
Last but not least, paisa to lagta hai boss, so plan & execute well. Otherwise, you'll soon see your brand concluding.

That's it from my side until next time. Do visit us at elecxdrip.com to experience wearable art. You can also get in touch with me at nikhil@elecxdrip.com



Mr. Nikhil Tibrewal

The Journey so Far



WHERE MOMENTS BECOME MEMORIES AND FRIENDSHIPS TURN INTO FOREVER STORIES!

Events

BVIMR





qasidlitsoc and 2 others
Bharati Vidyapeeth Deemed University, New Delhi



92 Q 1
Liked by irahularora08 and others
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