

# *Punarsangam*

BVIMR Alumni Newsletter  
Volume-I, Issue-II



*A Quarterly Alumni News Letter - 2016*

## **Message from the Founder**



**Dr. Patangraoji Kadam**

I congratulate the United Brethren for initiating the SAARTHI ,(institute-alumni industry connect), which is a very innovative and pragmatic way to connect the alumni with the students. I understand that this Newsletter ; Punarsangam, which has gone Electronic viz. E-Newsletter. 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.

## **Message of Honorable Vice – Chancellor**



**Dr. Shivajiraoji Kadam**

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 and Patna. 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.

The alumni meet of Mumbai-Pune Chapters is another step forward towards realization of mission of Bharati Vidyapeeth; “to develop national and international networks with industry, NGOs and research institutions to address the expectancy concerns of stakeholders.”

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 of giving back to the Institution, and that is in itself very fulfilling for me, as 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.

## **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 ambiance 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.

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 from the Director



**Dr. Vikas Nath**

Director

**Punarsangam**, very aptly portrays the philosophy of this communication vehicle, as “Business is communication, communication and communication.” It symbolises the reunion, coming together for the common goal.

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 on this 70<sup>th</sup> Independence Day of our Motherland, INDIA, to all the stakeholders.

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 2016-18. 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 are 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 treading 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



## Guest Writer

### Why Alumni Relations is Important



**Dr. Anil Srivastav**  
(Associate Professor)

In today's world, Alumni relation is an important part of every Business School for many reasons:

- Alumni are the most important pillar for us.
- Alumni are great role models for current students and are often well placed to offer practical support to students as they start their careers.
- Our alumni are our ambassadors. They take the knowledge of our institution to their hometowns and countries and into their professional and social networks. Alumni generate invaluable word-of-mouth marketing among their social and professional networks.
- Alumni provide expert advice and guidance to the students to enhance their leadership skills.
- Providing careers advice, mentoring, placement, summer- training to current students is their another notable contribution.
- By helping the institution become bigger, stronger and more successful, alumni are also enhancing the value of their own qualification.
- Alumni help in fundraising as they are the most likely group to contribute (in cash or more importantly in kind and time), as they have a sense of belongingness, gratitude and want their institution to succeed.

Maintaining communication channels with alumni means, we can keep them informed of our institutional achievements and make them part of our institution's future.

Our new Team of Alumni is playing a very dynamic role for our institutional growth. My best wishes for all the alumni members.



## Know your Alumni Team

### Know your Alumni Body; United Brethren's members

*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:

S. No.	Name	Position
1	Dr. Vikas Nath	President
2	Mr. Ambikesh Singh	Vice President
3	Mr. Pramod Kumar	Secretary
4	Mr. Ajay Kumar	Joint Secretary
5	Mr. Subhash Jetly	Treasurer
6	Ms. Aakriti Batra	PRO
7	Mr. Jaideep Bajaj	Executive Member
8	Mr. Kavita Sharma	Executive Member
9	Mr. Mukesh Madan	Executive Member
10	Dr. A. K. Srivastava	Faculty Representative
11	Mr. Sanjay Roy	Faculty Advisor
12	Ms. Minakshi Sati	Faculty Advisor
13	Mrs. Neelam Sharma	Faculty Advisor
13	Mr. Ajay Kumar	Faculty Advisor
14	Ms. Kaveri Sabharwal	Associate Member
15	Mr. Namandeep Singh	Associate Member
16	Mr. Raushan	Associate Member
17	Mr. Chandan Kumar Singh	Associate Member



## Know your Alumni

### Ambikesh Singh



He has been associated with the Alumni Body for more than a decade and is now heading the Alumni Body as its Vice President. Professionally, he is loyal, hardworking, result oriented and a great team player who believes in synergizing teams using his experience in the Cement Industry.

**Age** : 36 years

**Hobbies** : Playing Cricket and rearing pets

#### **Background :**

- Currently working as Chief Manager in ACC Limited, handling Area Office; Ghaziabad Operations, from February, 2016.
- Kick-started his career in the Cement industry with ACC Limited in 2005, as a Marketing Officer. Worked very hard across locations and designations and eventually climbed up the ladder of success to become the youngest State Head in the entire ACC Ltd.
- Prior to that , was associated with Killick Nixon Limited -Snowcem Division- (2014-2005), as Sales Executive and in P.M.P. Motors, as Marketing Executive, ( 1999- 2002).
- M. B. A. (Marketing) from Bharati Vidyapeeth University Institute of Management and Research, New Delhi
- Post-Graduation in Mathematics from Patna University in the year 2002.
- Graduation in Mathematics (Hons.) from B.N. College (Patna University) in the year 1999.

#### **Association with UB**

- Currently the Vice President, United Brethren, since 2015.
- He has also served the body as the Jt. Secretary from 2009 to 2015.



### **Experience as a Working Professional**

In a career spanning 13 years, he has a diverse experience in Team handling, Channel Management, Relationship Management, Market Development, Debtors Management Brand Management, Product launch, making of Advertisement & Promotional strategies, , and Sales Enhancement in the area of Cement and Paints industry

Working as a professional helped him realize and develop his strengths, like sound decision making abilities, innovative approach, eagerness to do something different, an excellent business development sense along with keeping an eye on market trends and good people management skills

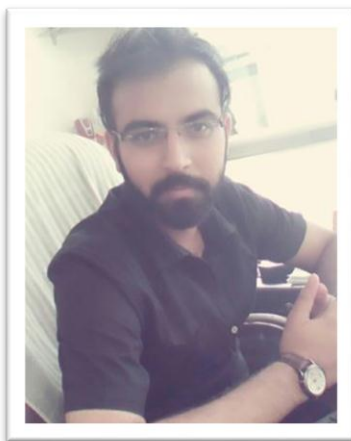
### **Article by Ambikesh Singh**

#### **Ways to Avoid Air Pollution:**

As we know that there are different components which are responsible for polluting the air and are harmful for the living organisms such as humans, plants or animals etc. But at the same time where such components are present to polluting the air, there are many ways to prevent or avoid the air from pollution. Some important steps which are used worldwide to prevent the air pollution are as follows

1. As we know that the smoke of the vehicles plays an important role in spreading the air pollution and is very harmful for the human life. So, to avoid or prevent the air pollution we should select those vehicles that reduce such type of pollution by emitting no or less smoke or we should convert our fuel consumption from petrol or diesel to such alternatives that help to reduce air pollution. These vehicles which are used for reducing the air pollution are called as green vehicles.
2. From the new researches it is confirmed that turn off the unused lights also helps in reducing the air pollution. When we don't turn off the unwanted lights, the electricity plant continuously produce the electricity with the help of different types of nuclear reactions of fossil fuels that pollute the air, so we should turn off the unwanted lights to reduce the pollution.
3. We should not discard the unwanted goods with our on hands or with our own techniques such as burning. We should call the special department to dispose them.
4. We should avoid developing different types of manufacturing industries such as tanneries in the cities to prevent the contamination of air with poisonous gases.
5. We should use the process of recycling because if used new material to produce new products it would require a lot of energy, that would be achieved with help of burning of chemicals which pollute the air
6. We should grow different types of plants to avoid the air pollution created by the carbon dioxide and many gases
7. We should also avoid smoking of cigarettes of different kind of such products to avoid air pollution
8. We should use different type catalytic converters to reduce the emission of smoke during burning of materials such as wood etc.
9. We should follow the rules and regulations of your specific area also to reduce air pollution
10. We should use the Eco friendly products to avoid air pollution and also some other kinds of pollutions.

## Know your Alumni Team



**Jaideep Bajaj**

He is our young dynamic Executive body member (since 2013), who is optimistic and a risk taker and has an eye for new Business ideas. No doubt he recently bid good bye! to his Corporate stint, to start a business of his own.

**Age** : 25years

**Hobbies** : Playing Badminton and Reading Inspirational & Motivational Stories.

**Background** :

Certification in Complete Business Accountancy in Business Finance from IIJT

- MBA (2011-13), (Marketing & Finance) and BBA (2008-11) from BVIMR Professional
- 2 Years and 6 months of experience in Cement Marketing, Delhi/NCR with UltraTech Cement-Aditya Birla Group, and J.K. Cement Ltd.
- Currently leading the "JD Groups", which includes Finance Advisory in Business Loan, Personal Loan and Insurance that offers personalized customer services' facilities in Delhi.

### Experience as an Entrepreneur

Being an entrepreneur is a different feeling for him. Earlier responsibility was to achieve the set sale targets. Now, the role is to build targets and let them achieve by the team. Understanding the importance of working by budget and controlling the expenses to maximize profits is what he has learnt.

He has never been more optimistic, more excited for what can be achieved, more able to genuinely say, he loves every second of what he is doing. He is focused on executing his growth plan, while by establishing a strong local customer service reputation.



Moving away from the corporate has definitely given him the choice to think on his own ideas and implement them correctly from his past learning. He has many Gurus in his life, to which he is always thankful. He has adopted and learnt the techniques to achieve and perform during the challenges that come at work.



## Body's Activities

### Mumbai - Pune Chapter - May 2016

The Mumbai Pune Chapter 2016 was organised on 7<sup>th</sup> May 2016, at Bharati Vidyapeeth's Institute of Management Studies & Research Campus in CBD Belapur, Navi Mumbai for the Alumni who are currently based out of Mumbai and Pune.

The programme began with the lighting of the pious lamp by Mr. Ambikesh Singh, (Vice President UB), Abhijeet Mitra, (Mumbai- Pune Chapter Head), Dr. A.K Srivastav, (Faculty Representative, BVIMR), Dr. A.K Deshmukh, (Faculty Representative, BVIMSR- CBD Belapur), and two of our Alumni.

It was followed by a welcome note by Mr Ambikesh Singh, (Vice President) thanking them to have taken out time for the ALMA MATER and encouraging them to contribute in every way they could. He also took this opportunity to update the Alumni present, on the various activities and initiatives conducted by the Body (including International and Domestic chapters), and also introduced them to the new initiative "Saarthi", that builds a mentor -mentee relationship between the Alumni and the students.

Thereafter, Mr Pramod, (Secretary,UB) formally introduced the existing Alumni body; while Dr. A.K Srivastav shared his views with the Student Alumni & delivered the message given by Dr.Vikas Nath, (President UB and Director, BVIMR), who unfortunately had to cancel his programme at the last moment due to some work emergency.

The event also marked the launch of the first edition of "Punarsangram", the quarterly e-newsletter, the latest initiative by the Alumni Association, "United Brethren". The newsletter has been created to help the alumni stay abreast with Institute's current activities and also get a sneak peep into the world of other fellow members.

The launch of the e-newsletter was followed by the distribution of E-directory of the Alumni (CD's) and souvenirs (Pen drives) as a small token of gratitude. It was followed by an informal dinner and a group photo at the campus itself.

Overall, the event concluded on a fruitful note with quality interaction, in which the current work by the Body was recognised and associated. At the same time, an assurance from the Alumni (attendees) to come forward and help the UB Body more actively was also emphasised.



## Body's Activities

### Orientation Programme MBA 1st year- July 2016

The new batch of MBA 2016-18 was welcomed by the Alumni Body, United Brethren on 9th July 2016 at the BVIMR campus.

The Orientation session began with a formal introduction of the Executive Body members and its latest work and initiatives by Mr. Ambikesh Singh, (Vice President).

This programme was not just restricted to introducing the students to the Alumni Body but was also focused in sharing some tips and guide the students to have benefits from the Alumni experience and understand the questions and apprehensions that the students had in their minds.

In sync with the objective, Mr.Pramod Kumar, (Secretary); spoke about the "Importance of Learning" and the importance of developing and maintaining the right attitude towards the institute and learning throughout one's life.

Building on the same, Ms Aakriti Batra, (Public Relations Officer), talked about different expectations that the students as well as the Institute mutually has from one another, and how there is a compelling need to set the expectations right and bridge the unspoken gap from the very beginning. She also talked about how the Alumni can help the students to liaison with the Institute. Post that, Ms. Kaveri Sabharwal took over the stage, to talk about the "Challenges faced by students as freshers", and how can one combat it without being afraid.

Also present on the dais were other Alumni body members Mr Ajay Kumar (Joint Secretary), Mr.Mukesh Madan and Mr.Jaideep Bajaj, who collectively with the other abovementioned members constituted the panel for the question- answer round.

The students put across several questions to the Alumni body revolving around life as an entrepreneur or a Corporate; how to channelize one's energy in the right direction and how to identify and hone skills that they currently have or need to imbibe. The panel answered all their queries on the basis their experience to the best of their abilities.



## The Shining Star

### The Shining Star- Amit Goyal

*A tech-enthusiast with passion for frugal innovations and integrating technologies with an aim to bridge digital divide and provide access to quality education for everyone. He brings to you the success story of one of us who in a very short time and through sheer hard work made it to the top. He is now heading the biggest online learning portal in the world. Meet Amit Goyal, Country Head, Edx. Few excerpts from his interview...*



#### edX bullish on India, appoints country head to drive growth

*Appoints former Samsung India executive Amit Goyal as Country Head, deepens commitment to India partners and edX learners*

ETCIO | May 04, 2016, 05:05 PM IST

Bangalore: edX, a non-profit online learning platform founded by Harvard University and the Massachusetts Institute of Technology (MIT) has recognized India as a high-priority market for online education and has reinforced its commitment to the region by expanding operations.

Since edX began in 2012, India has consistently remained the platform's second largest learner base, underscoring the strong need for high-quality education in India and the enthusiasm of Indian learners. To foster continued growth and harness the vast potential in the region, edX has appointed Amit Goyal as Country Head to grow and deepen commitments to edX Indian partners, collaborators and learners.

The edX mission in India is to empower learners with access to high-quality education from the world's best institutions and universities. Over the last year, edX has witnessed great momentum with 96% growth in its Indian learner base. With more than 730,000 Indian learners, India makes up 11% of the edX learner base overall.

Amit Goyal, in his new role as the edX India Country Head, will spearhead growth and drive momentum in India with a key focus on strategic alliances and corporate partnerships.

Additionally, he will develop and deepen corporate and institute partnerships seeking innovative education options, such as blended learning environments, and cutting-edge technologies.

1. **3 words that define you as a Professional and 3 words/adjectives that define your personal side.**

There's a stark contrast to my perception about myself with those around me. While my wife calls me Mr. Pantomath, as I pretend to know everything, but in reality I'm always 'Inquisitive' and 'Spontaneous' at personal level. Professionally, I'm more Enterprising, Conscientious and Innovative.

2. **How do you define success? Do you consider yourself successful?**

Simple analogy – success is the feeling of being content, I feel. There's still a long way but I guess I'm on the right track to become one. 'The woods are lovely, dark and deep. But I have promises to keep and miles to go before I sleep'.

3. **One mantra/line that keeps you on your toes/ keeps you going?**

I'd rather regret the things I have done than the things that I haven't.

4. **What has been your biggest/ most important learning so far?**



There's never a right or wrong decision. It is important to be able to make a decision and then give it your all to make it right. A rewarding path is often bumpy, you're likely to fall. It is important to learn how to avoid the next pitfall on the same journey and move forward.

**5. Your Career Chart has been incredible in terms of growth. But there would have definitely been some testing times. How did you push yourself across it?**

To me, mainstream is always passé. I've taken some crazy decisions in life which didn't go very well, but the courage to be able to take them and standing by all odds only made me stronger. There were times when I struggled with my E-Learning start-up, some found it bizarre, some labelled me stupid, but criticism only made me push back stronger. That didn't work out the way I wanted at that time, but today I'm glad to be taking the same path backed with Harvard & MIT's brand name.

**6. How do you rejuvenate yourself after office?**

I love spending time with my friends and family after work – dinner, movies, games etc. On some low days, I rejuvenate my spirit by long walks to reflect on things and quietly plan how to move forward.

**7. What was your most cherished memory back at BVIMR? Any favourite faculty? Hang-out area?**

I cherish all the conspiracies planned on 'Gola', which got executed on campus - I prefer not to elaborate as it may not go too well with our dear faculty. Perhaps it is too late to punish someone over flattened tyres or missing keys 😊

**I miss those winter nights and "all night group study sessions" around exam times.**

And to this day, I really admire the then Director, Sachin Vernekar, for his great oratory skills, discipline and aura in the entire campus.

**8. Any key take away from the time spent at BVIMR?**

We were the first batch of BCA – a lot of things were new for us as well as faculty. Since 2005, the campus has gone under a significant transformation. There are way more academic and extracurricular activities for students to learn and grow themselves. I would love to sit again on those benches, non-ac classes, worry about my exams and assignments, canteen budgets, long queue to photocopy notes. I would strongly encourage all students to let loose, don't bother too much about future – you'll eventually get what you really want, except this time of life which you may never get back. Cherish it the most while you can.

**9. Are you still in touch with your batch mates?**

Yes, I'm in constant touch with my college-mates. Glad to see that all of us are doing so well in our respective professions. I truly feel they're my real degrees earned at BVIMR.



### ***About Amit Goyal***

#### ***Academics:***

- MSc Business Administration (Marketing) – Oxford Brookes University – Oxford, UK
- Bachelors' degree in Computer Applications from BVP University India
- Various certifications in Business and IT (CCNA, MCSE, GAFE etc.)
- ***Professional Front:***
  - Currently, Country Head- India : edX (From April 2016)
  - Business Head – Education Solutions, Samsung India Electronics Ltd (Feb 2014 – March 2016)
  - Vice President – Datawind Inc. (Akash Tablet platform) (Nov 2012- Feb 2014)
  - Co-founder & Director– CEC London, UK
  - Product Marketing - Vectone Mobile (T-Mobile's MVNO) – London, 2009-2010.
  - Also, author to the Revised SERVQUAL Model of CS in Service Industry, UK

## Alumni Update

### Going the Digital Way - Ishan Kailani

#### Digital Patang & Digital Thinkers



**Digital Patang** is one of India's leading online & social media agencies.

Its vision is to create a bridge between brands and consumers, blurring the lines between product and service, physical and digital."

While Digital Patang is about supporting the Brands, **Digital Thinkers** is driven by a strong need to empower the required acumen and skill set to help start-ups/businessmen to gain knowledge so that they can effectively reach the heights in marketing. This is achieved by imparting them knowledge on Digital Marketing through Workshops and Courses.



#### The Journey

Breaking the mediocrity of marketing, they emerged into the world of Digital marketing in order to penetrate the complexities of market. Few years down the line, they want to be recognized as a pioneer in digital and social domains.



They are constantly involved in conducting Digital Marketing Workshops & Courses to empower maximum people to achieve their dreams in a simpler way or the Digital way.

#### Last Seen on

Last workshop was conducted at IIFT College- Delhi for budding Entrepreneurs and Corporate that garnered an overwhelming response. What fascinates him is to see the enthusiasm in people who come to attend his Workshops/ lectures and the potential in him to help them live their dreams through skill development.



## About Ishan

Ishan is a globally sought-after thought leader, speaker and consultant on Digital Marketing as a whole and customer engagement. He is the Founder & CEO of Digital Patang & Digital Thinkers. He has been an avid speaker on Social Media, Entrepreneurship & Leadership in India.

**Batch: 2008-2011,BBA**

**Company Website: [www.digitalpatang.com](http://www.digitalpatang.com)**



## The Story of “Umda”-Sunny Thakur



*We talk to our Alumni Mr. Sunny Thankur, the budding entrepreneur who has established an “Umda” market in Bihar and Jharkhand in last 3 years. We talked to him to know more about his company and his journey so far. He is also heading the Patna Chapter for the United Brethren.*

### 1) Tell us something about the inception of Umda?

On the very outset of this question I would like to tell why the company's name is Umda, my grandmother's name is Umda Devi Thakur, I took name from there and it is a Hindi word “Umda”, which means best. When you will have a look of my company's logo it will give the glimpse of Hindi meaning.



Umda is an integrated communication solution provider agency in Bihar & Jharkhand , having operations even in few parts of neighbouring states, like eastern end of Uttar Pradesh and West Bengal.

The reason behind Umda is, I always wanted to setup a company where my clients would get multiple options for the communication which brands need with cost effectiveness. Communication forms such as advertisements, short films etc.

So, in the continuation of this process I dreamed, I planned and I executed.

### 2) "Umda" -Offerings and strength?

Here at Umda, our main domains of work are, Advertisement, Marketing and Brand Development.

Our offerings include each and every medium which in today's world is used for communication.

#### Our Strengths:

- 'All our services are followed by research done by experts who all are having rich industry experience.
- We do believe in new things, but we keep balance in contemporary and traditional forms ,so that we can offer value and give the desired output what different businesses want.'
- That's what makes us different.





**3) How is Umda different from its competition?**

- As a 3 year young company our work culture our deliverables and our on- time performance makes us different from our competition.
- All communication solutions are provided at only one place and under one roof, as far as Bihar and Jharkhand are concerned.
- At Umda, we are having in house facilities for each and every part of advertising needs, such as, printing units, designing teams, production team, Television commercial script writers etc., that saves a lot of time and cost and reduces scope of errors.
- We are one of the registered telemarketing companies with government of India.
- We are having membership of Confederation of Indian Industries.
- We are ISO 9001:2008 Certified Company.

**4) Who is your target client?**

As we are an integrated communication solution agency, we are having a long list of target client. Advertisement is a part of communication, so if any company has something to offer they will need different types of communication medium to interact with their customers, so whether it is a start-up or corporate or even it is a government department, all are in our list of target clients.

**5) How has this journey been for you so far? Any situations that overwhelm you to the extent of giving up (challenges you faced).**

Umda was founded in 2013 and all I can sum up this journey till now is 0 to 7 digit turnover, 0 to more than 50 satisfied corporate customers and most important 0 to 17 hardworking team members was full of learnings, experience and interactions.

When you are starting up your own company, you have to be on your toes throughout 24 hours. Start-up life is full of ups and downs. You never know what is going to happen next, because all the situations are new, different and unique in their own way.

In any business or even in life, we should play like joker, try, fall, cry, smile, stand up again, whatsoever, keep everyone entertained.

In any journey, things will go wrong but what matters is how fast we are willing to accept and learn from mistakes. The best of things can go wrong; acceptance is the key of present world.

In these two years, our main focus was a happy and satisfied customer, and we have achieved this and it gives a feel good factor for a company which has only a past of two years.

**Giving up**, I would say not exactly giving up, at times when you fail many types of things come in mind and you start thinking on a lot of things at the same time. I tried to keep everything simple; whenever something challenged me I returned to basics and tried to understand the situation. I got to know different situations have different algorithms.

As far as giving up is concerned, it was never in our dictionary; it's true, we failed a lot of times, but our main focus was to work hard and we bounced back..

## Academic Calendar

### MUMBAI ALUMNI MEET 2016

Bharati Vidyapeeth Institute of Management & Research (BVIMR), New-Delhi organized the alumni meet on 7 May 2016 in Bharati Vidyapeeth's Institute of Management Studies & Research campus in Mumbai. The programme began with the traditional auspicious LAMP-LIGHTENING by Mr. Ambikesh Singh (Vice President UB), Dr. AK Srivastav (Faculty representative), and student alumni. The event was graced by the presence of our alumni who are currently based in Mumbai and Pune.

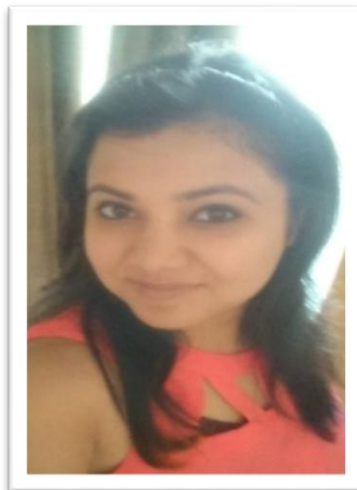
Alumni were welcomed by Mr. Ambikesh Singh, Vice President of Alumni Association, where he addressed the alumni about various chapters of alumni association in different cities and countries and also addressed about the new initiative, "SAARTHI". Dr. A.K. Srivastav shared his views with the student alumni also delivered the message given Dr. Vikas Nath (President UB). The event was graced by the inaugural of "Punarsangram" the quarterly newsletter of alumni association. The event came up as a quality interaction where the alumni's promised that they will come forward and help the alumni body more actively.



## BIHAR-JHARKHAND EVENT



## **From the Editor's Desk**



The launch of the Punarsangam was well received and it gives me immense pleasure to share with you the Second Edition for Quarter 2, 2016.

Punarsangam is our endeavour to connect with our dear Alumni and keep them updated with the latest developments in the Institute and each other's world. It is a forum to share our joys, sorrows, achievements and accolades and celebrate the common thread we all share, our Alma Mater.

Personally, my connection with my Alma Mater, BVIMR, is very deep rooted with both graduation and post graduation done from here. I give a lot of credit to the institute for who I am today and wish to contribute back to it in whichever way I can. And, will definitely continue to do so in the times to come as well. There are many Alumni out there who would resonate with my intent and would like to connect back with the Institute for which the United Brethren team is a great platform.

Hope you enjoy and appreciate the second edition as well.

Happy Reading!

**Aakriti Batra**

(Chief Editor- Punarsangam, 2nd Edition)

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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”

## **Sanjay Roy**

Faculty Advisor

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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.

## **Minakshi Sati**

Faculty Advisor

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May you encounter and experience all seasons, all hues, all emotions, all the highs and all the lows, so that at the end of the journey you may look back and exclaim proudly: I have lived a full life- been there, done that!

### **Aseem Jain**

Student Co-ordinator

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