



# KESHAV MAHAVIDYALAYA

NAAC ACCREDITED INSTITUTION 'A' GRADE  
NIRF 2017 RANK -15  
(UNIVERSITY OF DELHI)

DEPARTMENT OF MANAGEMENT STUDIES  
presents

# PERSPECTIVE

Vol. 9, 2018

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## *FROM THE PRINCIPAL'S DESK...*



The primary function of education is to teach one to think diligently and with wisdom. The goal of true education is to build a strong character along with intelligence. It gives me immense pleasure to note that the Department of Management Studies at Keshav Mahavidyalaya has been setting standards for quality education by not only setting higher goals but also making it a habit of transcending them over the past 10 years. It has become synonymous with innovation and intellect. The Department strives to endow its scholars with a platform for holistic learning that helps them to broaden their horizon. Their relentless thirst for excellence provides an impetus to achieve their ultimate goals.

Perspective 2017-18 is a wondrous memoir of this journey and records the credits in this momentous year. It is a milestone that marks their growth, unfolds their imaginations and gives life to their thoughts and aspirations, propelling every endeavor. It unleashes a wide spectrum of creative skills ranging from writing to editing and designing.

As the Department brings out the ninth volume of the magazine, I offer my special congratulations to the staff members and students who believe in leading by example and have managed to cultivate qualities of commitment and hard work in all their endeavors.

Dr. Madhu Pruthi  
Principal  
Keshav Mahavidyalaya

# WORDS FROM THE TEACHER IN CHARGE

The Department of Management Studies proudly presents its ninth edition of Perspective. The annual publication is a window to past year's activities, and faculty and student achievements.



Under the stewardship of our Principal, the department seeks to attain continuous refinement. The team of talented students and their representative body "Metamorphosis" are our source of pride and inspiration. It is a privilege to interact with the young talent and be partners with them in shaping the future of Indian and global management. In the current year, the department has demonstrated an especially remarkable record of placements in prestigious firms such as A.T. Kearney, S&P Capital IQ and TresVista Financial Services. This is a testimony to the quality of students, and the inculcation of modern management thinking at our institution. The hectic schedule over the academic year comprises guest talks, industrial visits, workshops and alumni interactions apart from academics. Though demanding, this offers an immensely rewarding experience to our stakeholders. We have a vision of evolving into thought leaders in management education. It is our earnest hope that the corporate sector becomes a long term collaborator towards this objective.

Dr. Subodh Pandit  
Teacher-in-Charge  
Department of Management Studies

# MESSAGE FROM THE EDITORIAL BOARD

It is with great pleasure that we present to you the ninth edition of our annual departmental magazine, PERSPECTIVE.

Perspective is not just a magazine but a process and a journey which gave us an opportunity to explore new talents in the department. It has not only taught us the importance of time management and the intricacies of dealing with eloquent words but most importantly of team work and cooperation.

Perspective is the byproduct of the hard work of the entire team. Each member has added landmarks on the map that leads to a final destination of profound knowledge. As is rightly believed teamwork is that quality in common people owing to which they achieve uncommon goals. We take this opportunity to extend our sincere thanks to all the people who cooperated with us and contributed their ideas and time for perspective, be it the students or the alumni or the writers and the photographers. We would also like to thank the faculty members of the department of the management studies for their constant support and guidance. We welcome you all to be a part of this wonderful journey called PERSPECTIVE.

**Bon Voyage!**  
**The Editorial Team**

# THE BMS EDGE

- Bachelor of Management Studies (B.M.S) is a professional management course offered by Faculty of Applied Social Sciences & Humanities, University of Delhi. The reputed course currently offers only 323 seats ascertained by an entrance test in which over 20,000 students appear throughout the country.

Keshav Mahavidyalaya being a college with world class infrastructure along with a highly qualified and committed faculty which has over the years consistently infused the students with their erudition, zeal and energy, has taken great pride in offering this course since 2007. The main objective of the course is to inculcate in students astute business thinking and the ability to apply their intellect and managerial skills under challenging and changing work environment. This is effectuated by focusing on the holistic development of a novice by bestowing a prodigious pedagogy. The teaching and evaluation methodology adopted by the faculty includes innovative tools such as case studies, live projects, presentations, industrial visits, guest talks, management research projects, problem solving methods, E lessons, assignments etc along with conventional classroom teaching. Students enrolled in this course accede to exquisite professional placements and internships along with contributing to beneficence.

To pursue BMS from Keshav Mahavidyalaya is a dream come true for those who are ambitious to acquire not only theoretical knowledge but practical knowledge as well. It ensures the right path for the students by the exposure and experience it promises to deliver to make them not only good leaders and managers but all round admirable human beings.

# FACULTY CORNER



Dr. Subodh Pandit



Dr. Amanjot Sachdeva



Ms. Sonu Mehta



Ms. Astha Kanjlia



Dr. Nomita Sharma



CA Kritee Manchanda

## FACULTY ACHIEVEMENTS

### **Dr. Subodh Pandit**

Successfully completed Ph.D. from the Department of Business Economics, University of Delhi in November 2017

Presented paper titled “Ripple Effect of Indian Consumption Behaviour” at the sixth Singapore Economic Review Conference in August, 2017

### **Dr. Amanjot Sachdeva**

Presented a paper titled 'Work Life Conflict and its Impact on Work Life Balance and Subjective Well Being of Doctors in Healthcare Sector' by Dr. Amanjot Sachdeva and Prof. Ajay Kr Singh during the the International Conference on 'Indian Economic Transformation Through Revival of Manufacturing Sector and Start-Up Ecosystem' organized by Ramanujan College held on 21st and 22nd September 2017.

### **Dr. Nomita Sharma**

Presented a paper on “Management of Innovation in SMEs in India at workshop” at workshop organized by AIMA/NPC, New Delhi, Jan, 2017.

# CHALLENGE ENRICH OUTPERFORM 2017

CHALLENGE ENRICH OUTPERFORM (CEO) is the annual school outreach event organised by the Department of Management Studies at Keshav Mahavidyalaya. It seeks to give impetus to the corporate inclination of the youngsters. It provides an illuminating and zestful experience to the school students and aims at providing the students exposure to the corporate world. The event seeks to provide a platform to the school students to showcase their analytical, logical and creative abilities. This year, it was organised on 11th October 2017. The event witnessed a very high footfall of school students from across Delhi, participating in various competitions organised to bring out their competitive spirit.





The events, that included, ENIGMA - QUIZ, FIFA AUCTION, TRADE IT- MOCK STOCK, MARKET MASTERMINDS, ABHIVYAKTI- THE STREET PLAY, TURNING TABLES, MYSTERY MANAGEMENT, LEAD- Leading Entrepreneur and Analysis, were organised by the department staff and students. The event commenced on a high note with a counseling session by Mr. Kunal Arora, founder 'The Education Tree', who enlightened the students about the future prospects and how to select their career paths wisely. Overall, the event was a huge success and 'The Heritage School', Rohini bagged the Rolling Trophy, for their exemplary performance throughout the event.

# COGNIZANCE 2017



The Department organised the eighth edition of its annual corporate fiesta, Cognizance 2017 on 21 February, 2017. It was a day long Corporate Seminar on the theme 'Ushering a Creative Revolution: Ideation to Innovation.' The Inaugural session was presided over by the Guest of Honour, Mr. Anand Sankar, Founder of Kalap Trust and Mr. Amitabh Pandey, V.P., Head of Sales, Ericsson.

They both inspired the students narrating various anecdotes from their personal experiences in life and emphasised the significance of hard work, commitment and dedication towards achieving one's goals. They also shared the challenges that they had to face in their respective field of careers and how they overcame them.

The Chief Guest was Professor V. K. Kaul, Dean, Faculty of Applied Social Sciences and Humanities. The thoughts shared by him were invaluable.

This was followed by a thought-provoking and enlightening technical session with our eminent speakers. Mr. Durgesh Kaushik, CMO of BHIVE Workspace -a seasoned marketing leader shared his global experience of working in more than 5 countries.

Ms. Utkalika Badu, Research Director at Corporate Executive Board's Quant Analytics Centre of Excellence highlighted the importance of innovation by narrating different stories and how creativity and our ideas can bring about a revolution and transform lives.



Mr. Ankit Kawatra, an alumnus of the college and Founder of Feeding India and one of the 17 United Nations Young Leaders for the Sustainable Development Goals, talked about his not-for profit organization and the challenging mission that he undertook to solve malnutrition in the country. The seminar helped all the students in developing perspective and enhancing their personality as they interacted with all our esteemed guests and speakers. The event was a great success as it saw a huge turnout of around 400 students from various colleges, celebrating the spirit of management and motivating and intellectually stimulating the audience.

# Reminiscence – The Decennial Year Celebration



The Department of Management Studies has completed 10 glorious years at Keshav Mahavidyalaya, University of Delhi. To mark the Decennial Year celebrations, the department organised 'Reminiscence 2017- Celebrating Memories and Moments'. The BMS department invited its alumni back to college for Reminiscence, the annual Alumni meet, to take a walk down the corridors of nostalgia. The occasion was graced by more than 40 alumni gathered at Grand Celebrations, Pitampura.

The second edition of the alumni magazine was launched by Chairperson Professor Prakash Narayan and Dr. Madhu Pruthi, Principal of the college. College evokes so many feelings, memories, joy, nostalgia, all these hold such special place in their lives that it never fails to bring a smile on their face.

The Chief Guests shared their words of wisdom and praised the achievements of our alumni. The event witnessed various activities performed by students, from a live painting to an enthralling musical performance. The students presented a special video depicting the happy moments of college life. A panel discussion was conducted through which the alumni shared their experiences of corporate life and put light on the changes in the business environment. Many of the current students interacted with their seniors to learn from their experiences. In all, the ambience was positive and enthusiastic.

*"The department is celebrating its tenth year of inception and this calls for congratulating and appreciating the hard work of teachers as well as all the students and alumni associated with the department over this decade. When I joined the course, the first batch was yet to pass out. Nevertheless, I was always confident about the vast scope of opportunities that awaited the students, be it in corporate life or higher studies."*

**Akshay Rajput**

*Batch of 2012*



*"3 years at Keshav Mahavidyalaya were nothing less than an enriching experience. It's all what you make out of the 3 years in college. If you want to seize the opportunities and grow as potential leaders, BMS at Keshav Mahavidyalaya offers that. These opportunities help us identify our core competencies which direct our efforts in the long run. "*

**Sahil Khanna**

*Batch of 2013*

# INDUSTRIAL VISIT

The Department organized an Industrial Visit to the Micro Polypet Industries (An IVL Dhunseri group Venture). This year, we got a glimpse into the inner workings of Indorama Ventures, a global chemicals company. With 75 production sites in 25 countries and 2016 revenue of US\$7.2 billion, it's portfolio is comprised of Necessities and High Value-Added (HVA) categories of Polymers, Fibers, and Packaging.



We all understand how important and irreplaceable a role plastic plays in our daily lives. But we never could have imagined the process that goes behind the production of a cola bottle before we went there. We not only learnt about the manufacturing, storing and distribution process of the polymer firm but we also got to learn about the various management practices that the plant was undertaking.



Their historical expansions and investments in the polyester value chain, we learnt, were undertaken keeping in mind the value creation initiatives of scale, integration, geography, and product mix. This trip was as much educational as it was memorable and provided us a view of the real world applications of the management practices we read about in text books.

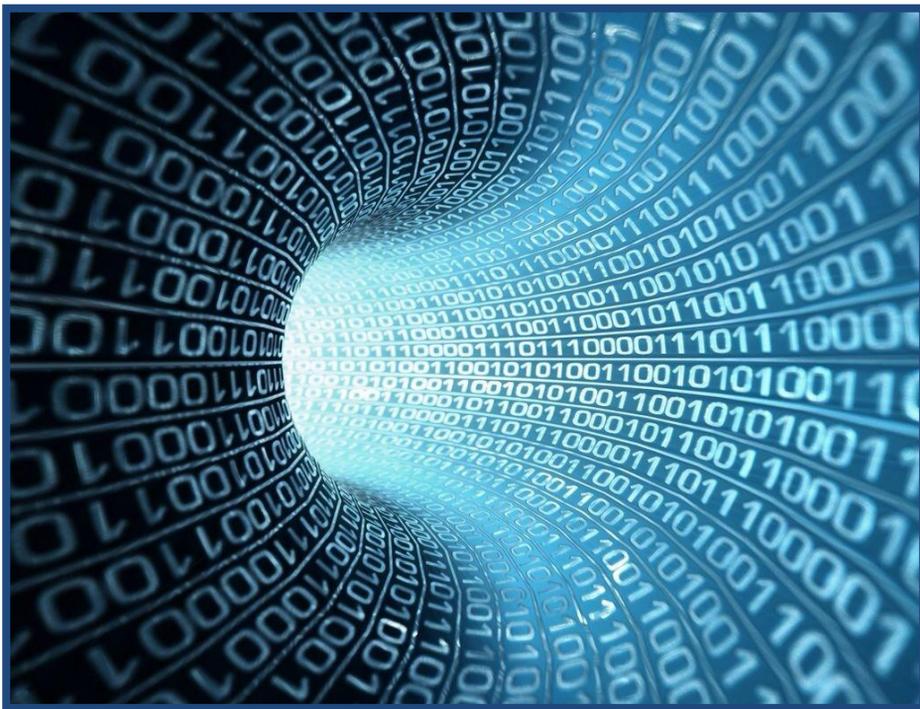
# DATA IS THE NEW OIL

By:- Manan Doshi

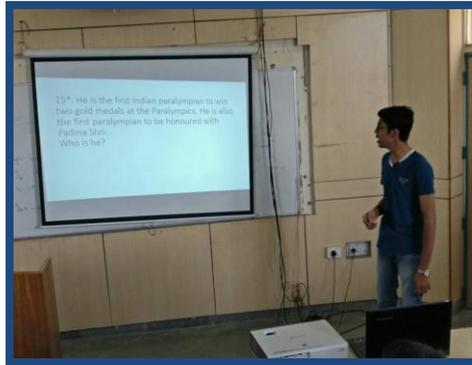
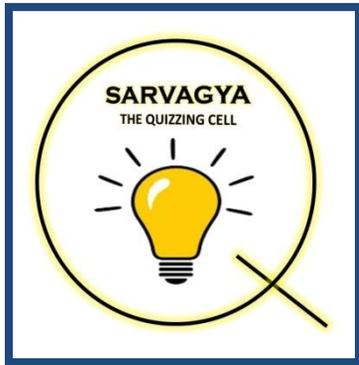


Oil was a major discovery, existent post 159 years of its introduction. Notwithstanding the efforts to charter into different sources of energy, it manifests its imperativeness through its test against time. Today, we witness another similar phenomenon. The only difference being this one is bound to stay along with improvements and evolvments. Data as we know is based on a rather parsimonious insight as we fail to observe the least indications of data utility in our everyday affairs. Why else is your friend requests filled with recognizable faces? Why else do you find advertisements in regard to the products and services you're looking for? How is the concept of internet of things flourishing? Or even better, how can a nation of 1.324 billion people manage to bind together and avail benefits albeit probability of privacy threats? There has to be some "Aadhar" to this magic. The basis is there, but it's perplex and complex to say the least. Here in rises, the benefit of hearing what the maestros have to say about the same. The presence of data is eminent at every nooks and corners of today's digitalized milieu. May it be medical records, mobile maps, online shopping, music streaming, cyber cells, urban planning and concept of smart cities. Data has swarmed us hook, line and sinker. Without data, the ability to ironically reminisce the contemporary would be null and void. 21<sup>st</sup> century revolves around how we use this current data and how our future generations evolve this available data. Waving past conspicuous by its absence data, we enter the zone of gobbledygook.

One can say it's almost French to a layman engrossed in the same predisposition, when we talk about Big data or Artificial intelligence, although, inadvertently all of us might have benefited from it at one stage or the other. Data has taken over us to such extreme that we are questioning our existence in face of unexpected threats of superlative intelligence taking over humans. Considering all these factors, data can be a harbinger of light and darkness both. As of now though, fortunately brightness has overtaken the vignette and inhibitions that surrounds data. One can only tell the consequences and final results once they are through with it. But, whatever may be the case, data has established itself as the *raison d'être* of marvellous accomplishments that humans take pride in.



# ABOUT THE CELLS

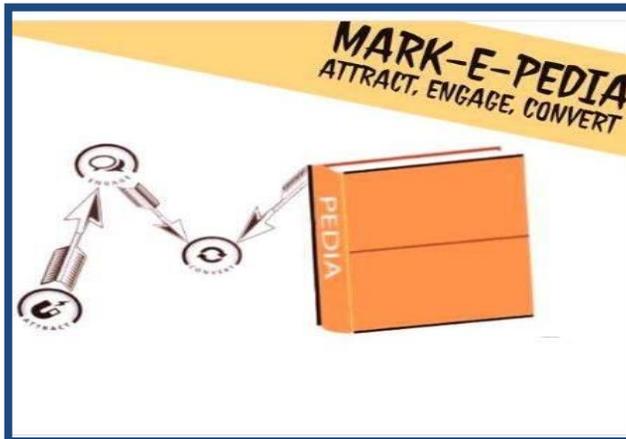


## SARVAGYA- The Quizzing Cell

Oxford English Dictionary defines "Quizzing" as "A test of knowledge, especially as a competition between individuals or teams as a form of entertainment". Sarvagya- The Quizzing Cell of Keshav Mahavidyalaya, is emerging as one of the most active and consistent cell this year. With questions being posted daily on its Facebook page, Sarvagya is fast becoming a platform to keep oneself updated and in the know. Recently Sarvagya successfully organised its first online quizzing fest Q-Fiesta, a series of 3 quizzes spread over three weeks. These quizzes were on diverse topics like General Quiz, Biz-Quiz and the Infotainment Quiz. There was an active participation from various colleges of Delhi University and other universities, with 100+registrations for each quizzing event. All of us at Team Sarvagya hope to continue the good work in the upcoming years and will keep spreading the word of knowledge and wisdom because we believe that knowledge increases if we share it with others. Sarvagya has plans to involve students in quizzing activities throughout the year to make learning a joyful journey for all. After all, as Audrey Hepburn rightly said - "For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone."

# Mark-e-Pedia – The Marketing Cell

Marketing is everywhere. Formally or informally good marketing has become an increasingly vital ingredient for business success that profoundly affects our day to day life. So considering the importance of the field and long term benefits in placements and corporate world, The Mark-e-Pedia was founded to bring together students with an aptitude for marketing and a creative inclination to engage in events, workshops and everything else the marketing world has to offer. The main objective is to introduce students to the world of marketing and broaden the practical skills by improving their communication and personality, which will aid them in bridging the gap between theoretical knowledge and practical world.



## NIVESH – The Finance and Investment Cell



Nivesh, the FIC was established by a group of financially inclined students from the Batch of 2018 in the year 2016 along with a group of fresher's from the Batch of 2019 who showed a strong financial acumen and investment related knowledge. The aim of the FIC was to not only showcase but share the information, both practical and theoretical, related to the subjects in question. Nivesh has successfully organized competitions during various academic meets organized by the department for school as well as college students. The Cell members meet twice every week for one hour to discuss and research on various topics that range from crypto currencies to the factors dictating the variation in global oil prices. Nivesh was found with an aim to open a hub of free sharing knowledge in the college.

# INCEPTUM – The Entrepreneurial Cell

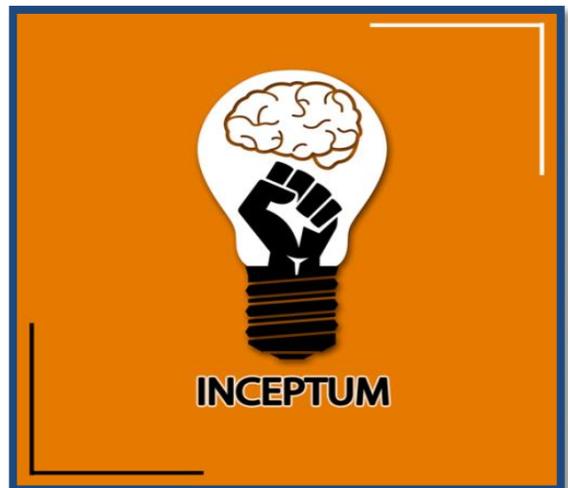
Inceptum, the entrepreneurship cell has a vision of finding and developing budding entrepreneurs and giving them the guidance as well as support necessary to realize their potential. In fact, the name Inceptum means beginning, growth and innovation and entrepreneurship which mean the capacity and willingness to take risks in a competitive society. The Team seeks to deliver this entrepreneurial spirit amongst students in their quest to achieve success in establishing their dreams and goals. We design inter/intra college B Plan competitions and various fun games to foster the brightest ideas on one platform and convert them into thriving and successful stories.

Activities taken up by  
Inceptum:-

Work shops are organised to discuss latest entrepreneurial achievements

Group discussions are held periodically to hone up the communication skills of the cell members and to inculcate in them the habit of discussion and team spirit.

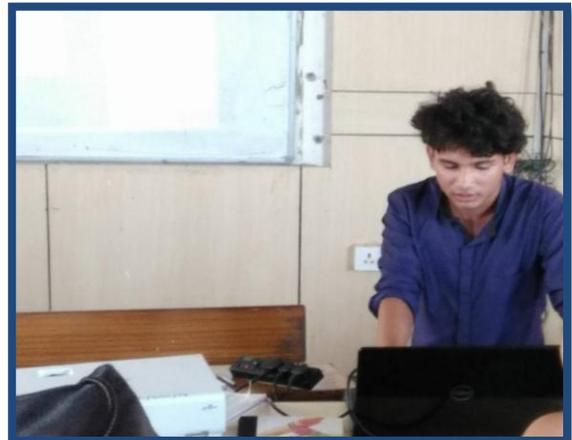
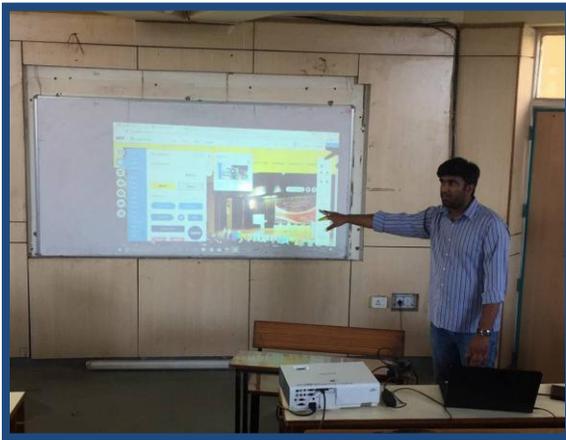
There is regular exchange of ideas regarding prospective startups and other ventures we could take-up to solve various problems that we face.



# ACTIVITIES AROUND THE YEAR

## Skill Development Workshops

As it is said that knowledge increases by sharing, on the lines of this inspiring note, The Department witnessed a first of its kind two day workshops on 11th and 14<sup>th</sup> September as peers took up the dais. Sushant and Shubham, students of third year conducted separate sessions on Photoshop and Web Designing on the respective dates.



Carrying on the established legacy of peer motivated learning in the workshop, Shubham Goel shared his extensive knowledge on web designing along with showcasing some of his previous designs.

In the session conducted by Sushant; 27 eager participants filled up the room to learn the art of Photoshop. In an engrossing and interactive session, students were allowed the freedom to practice, experiment and discover more about the field and the cosmos of Photoshop.

## GUEST TALK

The Department of Management Studies organized a Guest Talk by CS Reema Jain, Practicing Company Secretary, Non Executive and Independent Director, Atlas Jewellery India Ltd and Corporate Trainer. The talk was held on 25<sup>th</sup> October 2017.

She deliberated on "*Legal Issues on Incorporation of Startups and New Companies Act, 2013*" using a presentation and videos. She also shared with students the links to register start ups. It was a very informative session where budding entrepreneurs learned the legal side of setting up a business or a start-up.



## CRYPTOCURRENCY

On 23<sup>rd</sup> January 2018 Department of Management Studies organized a session on crypto currencies. The session was conducted by Akshit Mittal. Being an Alumnus of the college as well as Indian Institute of Technology Delhi Alumnus he shared his experience and gave informative points on the same. The session was designed around one of the hottest topics in the field of finance to keep the students in touch with latest developments in the subject. The Speaker not only enlightened the curious minds with the understanding of cryptocurrency but also showed his portfolio and the ways to invest in the same.

## THE BIZ-QUIZ

The students of BMS 1st year organised a Biz Quiz on 31<sup>st</sup> October 2017 for all the department students. The Quiz comprised of 3 rounds beginning with a Crossword puzzle in which the students put their thinking cap's on to fill in the empty blocks. The second round was Vision round in which the students had to identify logos and corporate personalities. The last round was a rapid fire round which tested the ability of the students to swiftly answer the questions related to business world.

## TEACHER'S DAY

It was a privilege on our part to make this Teacher's day special for the teachers of our BMS Department.

The poems written by our students appealed to the teachers & touched their heart. The hall was enthralled by the energetic singing performance of our students.

The teachers were made to guess the students by their qualities. It was fun & remarkable on part of our teachers that they knew their students so well. As a token of appreciation, the students gifted the teachers the certificates of teacher appreciation, diaries with bookmarks, & bouquets. It was no less than a blessing to bring a smile on the face of those teachers who hard work for our success.



# GAME OF THRONES QUIZ

The members of the the marketing cell, Markepedia, organised a TV show based marketing competition for the students of the department. The event began with a marketing quiz followed by marketing presentation on Houses of Game of Thrones.

The marketing quiz consisted of recognizing logos and taglines followed by identification of founders of the companies.

The next round was a Game of Thrones presentation. The event entailed the members of each House, marketing their house giving information about the achievements and answering the big question of why they should be the heir of the iron throne.

The students took an enthusiastic and active participation which showcased their abundance of knowledge about the show as well as their marketing skill.



## *Internships/Social Work Taken By Us...*

NAME	YEAR	INTERNSHIP /SOCIAL WORK /ACADEMIC ACHIEVEMENT /ADDITIONAL COURSE
Kriti Tyagi	1	Cryptocurrency Professional Diploma
Ayushi Jain	1	Panasonic; blogging- ceo and founder of leadtheworldtours.com
Sahil Mehta	1	Dineout; Feeding India; Rotaract Club of Young Visionaries; French (Certificate course)
Anansh Gupta	1	Feeding India
Shivam Garg	1	Dineout and Minda Industries; Feeding India; Rotaract Club of Young Visionaries; Microsoft Office Specialist
Dev	1	Rotaract Club of KMV
Vanshika Goswami	1	Exbook
Aakriti Jain	2	Feeding India
Shalini Mittal	2	Teach For India
Harshit Kansal	2	Cleared CT3, CT6, CT7 from IFoA Cleared CT5, CT7 from IAI

*...And Our Seniors got placed in some of the top Companies!*



# Placement Record of The Current Batch

Name of The Student	Name of The Recruiter
Shubham Goel	AT Kearney
Varun	TresVista Financial Services
Chaitanya Goel	TresVista Financial Services
Arpit Goel	AT Kearney
Supriya Chawla	AT Kearney
Giriraj Malhotra	AT Kearney
Ritika Sarna	AT Kearney

## Student Achievements

NAME	YEAR	COMPETITION	INSTITUTE/COLLEGE	POSITION
Kriti Tyagi	1	Elocution competition	Hansraj College	II
Sahil Mehta	1	Battle of Budgets	Sri Ram College of Commerce	II
Anansh Gupta	1	Battle of Budgets	Sri Ram College of Commerce	II
Shivam Garg	1	Business Quiz Grey Matter	Ramanujan College Ramjas College	III III
Dev	1	Newspaper Dressing	IIT Bombay	II III
Madhur Bhatt	1	Battle of Budgets	Sri Ram College of Commerce	II
Aakriti Jain	2	Paper mania	IIT Bombay	III
		Newspaper Dressing Art Marathon	IIT Bombay	III
Shalini Mittal	2	Paper Mania Best Out of Waste	JDMC B.R. Ambedkar College	I I

# The Editorial Board



Dr. Amanjot Sachdeva C.A Kritee Manchanda



Shreya Handa



Ridhit Sharma



Shubhanshi Verma



Varnika Pal



Vanika Mangla



Chandan



Himanshu Gulati



Vanshika Goswami



Kirti Goel



Kriti Tyagi



# KESHAV MAHAVIDYALAYA

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