



KESHAV MAHAVIDYALAYA

NAAC ACCREDITED INSTITUTION - 'A' GRADE
(University of Delhi)

Department of Management Studies

presents

PIERSPECTIVE

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BATCH 2014-17



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*“Seek wisdom in books, rare manuscripts,
and cryptic poems if you will, but seek it out,
also in simple stones and fragile herbs,
and in the cries of wild birds.
Listen to the whisperings of the winds,
and the roar of water
if you would discover magic,
For it is here that the old secrets are preserved.”*

-Scott Cunningham

From the Principal's Desk...



“Education is the lighting of fire that leads one to the light of knowledge.”
It gives me immense pleasure to note that the Department of Management Studies at Keshav Mahavidyalaya has shaped up tremendously well, by setting higher goals and outdoing itself year after year. It has become synonymous with innovation, intellect and quality education. The Department strives to endow its scholars with a platform of holistic learning that helps them to broaden their horizon of knowledge. Their relentless thirst for excellence provides an impetus to achieve the ultimate goal.

Perspective 2016-17 is a wondrous memoir of this journey and records the credits in this momentous year. It is a milestone that marks their growth 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 8th volume of the magazine, I offer my congratulations to the staff members who believe in leading by example and the students who believe in the power of dreams and have worked hard for bringing out another successful issue of the magazine.

Dr. Madhu Pruthi
Principal

Words from the Teacher-in-Charge...



“When you dream, you do. When you do, you achieve.”

Keeping this vision in mind, every year the Department of Management Studies propels its students to explore their hidden talents and achieve their goals. I am glad to see that our students are doing the same. It makes me feel proud to trace back the journey of another successful year of BMS through the eighth edition of Perspective. It highlights the activities that have been organized by the department, ranging from motivational talks and quizzes to our flagship corporate events. All these activities throughout the year provide an opportunity for recreation from the mundane and promote intellectual as well as interpersonal skills. Perspective showcases the achievements of students as well as the faculty in various areas. As the 8th edition of Perspective takes you through the activities organized in the 10th year of BMS, I am sure you will be fascinated by the achievements and work done by our students. I wish that our students keep on reaching heights and outshine the world with full zeal and enthusiasm so that our department honors its commitment to its aim to ‘Building Managers of Substance’.

Happy reading!

Dr. Amanjot Sachdeva
Teacher-in-charge
Department of Management Studies

Message From the Editorial Board



Faculty Coordinator : CA Kritee Manchanda

Editorial Team : Divita Ahuja , Supriya Chawla, Lakshay Syal, Vanika Mangla, Manan Doshi, Ridhit Sharma, Shreya Handa, Shubdha Arora, Rashi Agarwal, Shalini Mittal, Prashant Baradia

Heartfelt Greetings!

Perspective is not just a magazine but a process and a journey which has given us an opportunity to explore new talents in the department. It has not only taught us the vitality of time management and the intricacies involved in dealing with eloquent words but most importantly that of cooperation, communion and brainstorming. Perspective is the byproduct of the hard work of the entire team. Each member has acted as a step in the ladder without which the pinnacle of success, that we have achieved would be a dream. We work by the principle - 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 contributed their ideas and time for Perspective. We would also like to thank the faculty members of the Department of Management Studies for their constant support and guidance.

Bon Voyage!
The Editorial Team

The B.M.S. Edge

Bachelor of Management Studies (B.M.S) is a professional management course offered by Faculty of Applied Social Sciences & Humanities, University of Delhi. Keshav Mahavidyalaya has taken great pride in offering this course since 2007, with a premiere infrastructure along with a highly qualified and committed faculty which has over the years consistently infused the students with their erudition, zeal and energy.

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 teachings.

Students enrolled in this course accede to exquisite professional placements and internships along with contributing to beneficence. The Choice Based Credit System (CBCS) of BMS will benefit the students to move across institutions within India to begin with, and across countries, owing to the uniformity. 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 and promises to deliver to make them not only good leaders and managers but also admirable human beings.

FACULTY CORNER



Mr. Subodh Pandit



Dr. Amanjot Sachdeva



Ms. Sonu Mehta



Ms. Astha Kanjlia



Dr. Nomita Sharma



CA Kritee Manchanda



Ms. Madhuri Pal

Dr. Amanjot Sachdeva

Published a paper titled "Provision of Work Life Practices And Their Impact on Work Life Balance And Life Satisfaction: An Empirical Study Among Educationists" in Journal of Positive Psychology, 4(1,2) Jan.-July, 59-72. ISSN-2249-6254.

Mr. Subodh Pandit

Published a paper titled "Household Level Consumption in India: A Study using NSS Unit Level Data" in The International Journal of Humanities and Social Studies, Volume IV, Issue XI (November 2016).

Dr. Nomita Sharma

Published an article, "Management of Innovation in Small and Medium Enterprises in India: Comparison of I.T. and Pharmaceutical Firms", in April 2016; under The IUP Journal of Knowledge Management; (ISBN: 9788131427958, ISSN: 0972-9216, Vol. XIV, No. 2.)

Published a paper titled "Rural Innovations in India: An Overview and Analysis" in Feb2016, under Amity Global Business Review (ISSN: 0975-511X, Vol. 11, p54-61. 8p. 2)

COGNIZANCE 2016

To celebrate the spirit of management and continue the tradition of providing intellectual stimulation to the budding aspirants, the Department of Management Studies at Keshav Mahavidyalaya organized “Cognizance”, the two-day corporate management fest on 23rd and 24th of February, 2016.



The event comprised of a corporate seminar themed “Decoding Success: How ordinary people get extraordinary results”. The chief guest for the day was Mr. Deepak Bhardwaj, Vice President, South East Asia, Samsung. He deliberated on the importance of simplicity and persistence as an essential ingredient to the recipe of success.



The students interacted with the Guest of Honour, Professor Suresh Aggarwal (Dean, FASSH) who addressed them on how to build exemplary leadership skills and the importance of character and personality development. Second in line was a thought-provoking and inspirational technical session which was taken by the eminent Chairman of Aggarwal Packers and Movers Group, Mr. Ramesh Aggarwal.



He inspired the students through the narration of various anecdotes from his personal experience and emphasised on the significance of hard work, ethics and the corporate social responsibility in business. The session aimed at bringing together the leaders of tomorrow and providing them a platform to share their vision for a brighter future. Last, but not the least, Mr. Subodh Sangle (Speaker and Coordinator, Mumbai Dabbawalas) enlightened all the students on the issues of management and the methodology of delivering tiffin boxes in the jam-packed streets of Mumbai.

The second phase of Cognizance saw a huge turnout of students from various colleges who participated in competitions like - Virtuoso,

Mudra, Rangmanch etc. to try their talents in front of a panel of judges. The rich content and context of the event fuelled the students' thoughts and skills towards an educative atmosphere, making it a great success.

CHALLENGE ENRICH OUTPERFORM C.E.O. 2016



C.E.O. (Challenge Enrich Outperform) is the flagship school event of Department of Management Studies at Keshav Mahavidyalaya. It provides an exciting and educative experience for school students with the main purpose of expanding their horizons and introducing them to the innovative world of business management. The event seeks to provide a platform to the school students to showcase their analytical, logical and creative abilities and discover their hidden talents. This year, it was organised on 7th October, 2016. The event was met with a large footfall of enthusiastic children participating in various competitions organized in order to enhance their creativity and bring out their competitive spirit.





The events, that included Abhivyakti - The Street Play , G.S.T.- Get Set Talk , Enigma - The Quiz , Market Masterminds, L.E.A.D.- The Entrepreneurial Competition, Consortium - The Human Monopoly , Howzzat! - The Mock IPL Auction, Citizenry - The LAN Gaming and Trade - It - The Mock Stock, were organized and conducted by the department staff and students. The counseling session by *Ms. Anubha Verma* started the event on a high note as she ideated on how to select a career path in this vital phase of our lives. Overall, the event turned out to be a huge success and KIIT School bagged the Rolling Trophy for a commendable performance throughout the events.



INDUSTRIAL VISIT



The Department of Management Studies of Keshav Mahavidyalaya organised an industrial visit for its students of all three years to the Mother Dairy processing plant in Laxmi Nagar, New Delhi on 1st April, 2016. The plant is located within the ambit of lush green environment and state of art technology. A small documentary film on Mother Dairy plant depicting the process of milk collection and distribution was shown to the students; all nitty gritty explained. The plant markets approximately 3.2million litres of milk on daily basis in the suburban and urban markets. The students were told about the white revolution and primitive and modern techniques of collecting the milk from villages, filtering, processing and packaging it in the plants and lastly, distributing it to the city and other adjoining areas. Students learned about quality testing, automated homogenization and pasteurization, and storage of milk in detail. The visit proved to be highly informative and helped the students understand the application of concepts related to production and operations within a plant in an effective manner.

WORKSHOP ON CAPITALINE DATABASE

“The more you learn and practice, the more you achieve.” An engaging workshop on the use of CAPITALINE DATABASE was organized by the Department of Management Studies to imbibe the skill of using the software. The workshop was conducted by Mr. Subhash Kumar, GM, Marketing, Capital Market, on 10th January 2017. The aim of the workshop was to provide an insight to management students about the use of specialized software. The students were introduced to the tool with which they could search for any information about any listed company, and make comparisons between two on the basis of a particular criteria. The database can effectively provide holistic information about a company which the students can use for research and project work. The database can be used to access and analyze certain ratios and also to assess the position of any company. In a nutshell, the workshop proved to be a high learning experience for the students. The session ended on a high note with active participation of all, undoubtedly adding to the knowledge of students and teachers.

RESEARCH METHODOLOGY

A workshop was organised for the students of third year on ‘Research Methodology And Questionnaire Development’ on 12th January 2017 so as to help them understand the process of conducting a research in detail. The resource person for the day was Dr. Sanjay Singh, Assistant Professor, Asia Pacific Institute of Management. The workshop was very informative for students as they gained extensive knowledge about the questionnaire construction, its components, conducting a survey and using various techniques to come out with efficient desired results for their studies.

Students were told about different tests that can be run on the software to extract valuable information from the given raw datasets. It focused on answering individual queries and giving them further insights into their researches.

ORIENTATION

On 16th August, 2016 The Department of Management studies organised their formal orientation for the new batch of BMS 2016-2019 to acquaint the first-years with the department and college. The students were acquainted about METAMORPHOSIS - the student body representing the department. It focuses on transformation of the students to become experienced professionals through an overall learning experience in the form of various designations offered. They were also briefed about the flagship events of the department, constituent cells, importance of internships, placements and indulging in the activities of social welfare. The whole event left the students with a lot of vigour and excitement to try out a plethora of new things, explore the immense avenues and be a jack of all trades - de facto master of few.

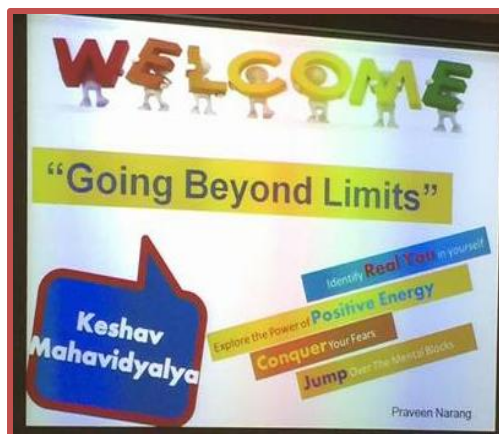
TEACHER'S DAY CELEBRATIONS

"A teacher is a mentor, friend, philosopher and guide- all embodied into one person. The students of Department of Management Studies celebrated the special occasion of Teacher's Day on 5th September with great zest and gusto.



To express the love, respect and heartfelt gratitude to their gurus, the students felicitated them with the framed handmade portraits along with the bouquet of flowers. A cake was cut which was followed by energetic and mesmerizing dance performances, soulful and melodious songs and a beautiful poem to make their day even more memorable and enjoyable. The celebration ended on a heart- warming note as the teachers were overwhelmed by the efforts of the students.

“GOING BEYOND LIMITS”



An interactive two-session workshop was organised for the students on 24 January, 2017. The 'Motivational Talk' on 'Going Beyond Limits' by Mr. Praveen Narang was truly inspiring and thought provoking as the students were motivated to push their limits and boundaries, explore their inner self, talent and aptitude and most importantly, find a purpose in life. He further shed light on how success is nothing but progressive realization of worthy goals and discussed the 'Five Pillars of Success.' He emphasized on finding happiness in whatever we do and following our dreams and passion. He also shared some insightful videos, real life stories and a mantra "Don't Think, Just Do." The second part of the session was taken up by Mr. Hemant Agarwal where he asked some of the students to stage a scene. He highlighted the importance of expressions in our daily lives thereby arousing the emotional quotient among the students.

INVESTING IN STOCK MARKETS

The students of Keshav Mahavidyalaya had an interactive session with Mr. Pulock Bhattacharji, an alumnus of Delhi School of Economics and Australian Graduate school of Management, Vice President of BSE Institute Ltd., on Wednesday, 14th of September 2016. In the engrossing workshop, the students were apprised about the Bombay Stock Exchange and various entities, myths and rules regarding the same.

Mr. Pulock apprised the keen minds of the 10 golden rules which might assist them in taking better investment decisions. The session was highly informative and imparted valuable knowledge to the curious minds.



GENERAL QUIZ



Sarvagya - The Quiz Cell organised a General Quiz on 19th January, 2017. The challenging quiz tested the General Awareness that students have of their surroundings.

Questions on diverse topics ranging from politics and sports to business recaptured the milestones of the year 2016.

The quiz tested the speed of thought, accurate recollection and the veracity of the students' expertise. It was able to give life to these words as it evoked the spirit of learning beyond the classroom and its importance in reshaping us as individuals.

ADVANCED EXCEL WORKSHOP

A workshop was organised for the students of third year on 'Advanced Excel' on 30th September 2016. Mr. Yasir Kamaal, SSDN Technologies, made the workshop informative for students as they gained practical knowledge about the software, which will help them in their research projects and also in data analysis in their professional careers. Topics covered included: Excel Basics, Advanced Formulas, Scenario Management, Real scenarios of Data Management, Automation, Pivot Tables, amongst others. The students were also taught about VBA and Macros; and about developing a clean and clear dashboard which would be treated as a key utility tool in their future job routines. The workshop was thoroughly enjoyed and acknowledged by the students.



BASIC EXCEL WORKSHOP

An informative and interactive workshop on MS Excel basics for first year BMS students was conducted by Ms. Sonu Mehta and Ms. Madhuri Pal. The main aim of the workshop was to familiarize the students with a basic technical tool so that they could develop an acumen for understanding the need to be technically equipped.

Student Corner

Teachers are the shapers and makers of a student's life. So have been my mentors. The teachers of BMS have encouraged me to excel not only academically but also in practical terms. They have helped me to show courage and perseverance in my daily life. Attending lectures, to organizing Tuesday activities and departmental fests has all taught me to manage important tasks in life without missing out on any. My gurus have taught me that, balance is the 'key mantra' of life. I am grateful to all of them for guiding me in my endeavours.

-Samriddhi Aggarwal

My experience as a member of the BMS department of KMV has been truly enriching. Being the Joint Secretary of Metamorphosis has made me realise my leadership capabilities. It has helped me polish my communication skills and taught me the importance of being able to work in a team. I am grateful of all the opportunities I have got in such a short span of time.

-Navika Tejpal

Our highly principled teachers' support and guidance throughout the journey has helped us to build our self confidence. It has evoked a feeling of love towards our department and college. It has motivated us to believe in our abilities. Our unity as a team has been our biggest strength. I am proud to be a part of the B.M.S. family.

-Sheetij Aggarwal



Peace

Peace begins with me,
Starting over and taking responsibility,
Opening my eyes, beginning to see
It's the world of peace that I plea.

Peace in the world would mean:
Overcoming evil with good,
Overcoming falsehood with truth,
Overcoming hate with love,
Through 'Olive branches' and 'White little Dove.'

Nurturing peace in the hearts and minds,
Let the feeling of harmony, us all bind;
Strive to spread it unhesitantly,
Strive to work for it earnestly.

The more man sweats for humanity,
The less he shall bleed in the wars of society.

-Vanika Mangla (Ist Semester)





INTERNSHIPS AND PLACEMENTS



INTERNSHIPS

Name	Year	Details of Internship
Kajal Verma	II	Air India
Naman Kamra	II	Pashchatya Entertainment Pvt. Ltd.
Nisha Gupta	II	DusitDevarana
Pragati	II	Air India
Purnima	II	NACO , Ministry of Health & Family Welfare
Samriddhi Aggarwal	II	Shaadisaga
Sanya Ahuja	II	Elisa Biotech Pvt. Ltd.
Sheetij Aggarwal	II	Vardhman Yarns and Threads Limited
Shubham Goel	II	Power Finance Corporation
Supriya Chawla	II	Finance Intern at Jindal Steel and Power Ltd. Accounts and Operations Intern at SAR Aviations Ltd.
Varun	II	Paschatya Entertainment Pvt. Ltd.
Aditya Chaudhri	II	Reliance Communications
Anjali	II	Air India
Ankit Gupta	II	Digital marketing internship at Maggikann Technologies Pvt. Ltd.

INTERNSHIPS

Name	Year	Details of Internship
Aashi Gautam	I	HR Intern at IFFCO
Akansha Kumari	I	Marketing Intern at Roast Media Pvt. Ltd.
Dalima Gupta	I	Brand Manager Intern at InternTheory
Ghanisth Kumar	I	Brand Manager Intern at InternTheory
Manan Doshi	I	Management Intern at Rai Tax Consultants
Murli Manohar	I	HR Intern at Omega Home Appliances Brand Manager Intern at InternTheory
Rashi Agarwal	I	Marketing and Operations, YUP Cards
Ridhit Sharma	I	350 Years Event, CS Direkt
Shalini Mittal	I	Content Writer, Future Wings Pvt. Ltd.
Shalu Jha	I	Marketing Intern at Roast Media Pvt. Ltd. Marketing and Sales Intern at Laughter Guru Ventures Pvt. Ltd.

PLACEMENTS

NAME	ORGANISATION	BATCH
Arushi Channa	S&P Global Market Intelligence	2015 - 16
Deepali	Spectral Consultant	2015 - 16
Harman Singh	Constitution Club of India	2015 - 16
Kshitiz Gupta	AT Kearney	2015 - 16
Mansi Girhotra	Willis Towers Watson	2015 - 16
Rachit Arora	S&P Global Market Intelligence	2015 - 16
Saksham Chopra	S&P Global Market Intelligence	2015 - 16
Sanchit Goyal	Favcy	2015 - 16
Srishti Mittal	PricewaterhouseCoopers Pvt. Ltd.	2015 - 16
Aarushi Gupta	S&P Global Market Intelligence	2016 - 17
Divita Ahuja	S&P Global Market Intelligence	2016 - 17
Keshav Nanda	S&P Global Market Intelligence	2016 - 17
Lakshay	S&P Global Market Intelligence	2016 - 17
Mohit Mittal	S&P Global Market Intelligence	2016 - 17
Rishabh Verma	S&P Global Market Intelligence	2016 - 17

SOCIAL WORK

Name	Year	Details of Social Work
Ankit Gupta	II	Vice President at Rotaract Club of Young Visionaries
Naman Kamra	II	Funds Manager at Soul of Life Welfare Society - NGO Sergeant at Arms at Rotaract Club of Young Visionaries
Sheetij Aggarwal	II	HR recruiter, Soul Of Life Welfare Society
Uzma Saifi	II	Editor at RCYV Senior Executive at NSS, KMV
Varun	II	President - Rotaract Club of Young Visionaries Secretary - Soul of Life NGO Senior Coordinator - UMEED NGO District Director (Membership Development) - Rotary International District 3011
Lakshay Syal	I	Zonal Head, Rotaract Club of Young Visionaries
Saurabh Suman	I	Teacher, Knowledge for All Event Coordinator, Ummeed NGO

HIGHER EDUCATION

NAME	COURSE & INSTITUTION	BATCH
Abhishek Goel	CA Final, Articleship from PWC	2015 - 16
Ainesh Kudadah	MBE, Department of Business Economics, University of Delhi, South Campus	2015 - 16
Aman Kejriwal	MBA, Narsee Monjee Institute of Management Studies	2015 - 16
Bushra Kabir	M Sc. in Risk Management, University of Nottingham	2015 - 16
Dilnaman Singh Sachdeva	Masters in Management Studies, The Fuqua School of Business, Duke University	2015 - 16
Mansi Girhotra	Indian School of Business (Deferred MBA)	2015 - 16
Parul	Guru Gobind Singh, Indraprastha University	2015 - 16
Radhika Itkan	PGD in International Marketing, Shri Guru Gobind Singh College Of Commerce, DU	2015 - 16
Renuka Swami	Manipal University, Bangalore, ICICI PO Programme	2015 - 16
Srishti Mittal	Indian School of Business (Deferred MBA)	2015 - 16
Tanuj Mehta	MBA, Xavier Institute of Management, Bhubaneswar	2015 - 16
Tanisha Jain	MBA, SP Jain Institute of Global Management, Mumbai	2015 - 16

OUR TOPPERS

(May-June, 2016)



Rachit Arora
6th Semester



Aarushi Gupta
4th Semester



Shubhda Arora
2nd Semester

(Nov-Dec, 2016)



Shalini Mittal
1st Semester
(University Topper)



Divita Ahuja
5th Semester



Chaitanya
Goel
3rd Semester



Sanya Ahuja
3rd Semester



Sheetij
Aggarwal
3rd Semester

STUDENT ACHIEVEMENTS

Name	Position	Competition	College
Akriti Jain	I	T-Shirt Crafting	Ambedkar University
	II	Mehendi Competition	JDMC, DU
	I	Ad Mad	BRAC, DU
Ghanist Kumar	II	Mock Stock	JMC, DU
	II	Mock Stock	DRC, DU
Himanshu Gulati	III	Mock Stock	Hansraj College,DU
Mahima Bisht & Nikita Singh	I	Street Play	IIT Bombay
	I	Street Play	MSIT,IP University
	III	Street Play	IIT Kanpur
	III	Street Play	JDMC, DU
	III	Street Play	LHMC , DU
Manan Doshi	III	Creative Writing	KMV, DU
Murli Pant	I	Dalal Street	SVC, DU
	II	Mock Stock	JMC, DU
	II	Capturing Vision	DCARC, DU
	II	Mock Stock	DRC, DU
	III	Mock Stock	SRCC,DU
Shailini Mittal	I	Poster Making	NSS, KMV,DU
	I	T Shirt Crafting	Ambedkar University
	I	Ad Mad	BRAC, DU
Pragati Gogona	II	Mock Stock	JMC, DU

STUDENT ACHIEVEMENTS

Name	Position	Competition	College
Shailini Mittal	I	Poster Making	NSS, KMV, DU
	I	T Shirt Crafting	Ambedkar University
	I	Ad Mad	BRAC, DU
Prashant Baradia	I	Ebola	JMC, DU
	III	Mock Stock	SRCC, DU
	III	Mock Stock	Hansraj College, DU
Nisha Gupta	I	Dance	DIAS, IP University
	I	Dance	ITS, Ghaziabad
	II	Dance	BNC, DU
	III	Dance	St. Stephen's College, DU
	III	Dance	Ambedkar University
	III	Dance	Aditi Mahavidyalaya, DU
Sheetij Aggarwal	I	Best Manager	Lakshmibai College, DU
Shweta Mittal	II	Matharena	JMC, DU
Varun	I	Hedge the Bets	KMC, DU
	II	Treasure Chase	JMC, DU
	III	Corporate Avenger	Lakshmibai College, DU
Supriya Chawla	II	Matharena	JMC, DU
	III	Literary Quiz	JMC, DU
Shubham Geol	I	GD	SVC, DU
	I	Mock Stock	KMV, DU
	I	Corporate	Lakshmibai College, DU
	II	Avenger	Lakshmibai College, DU
	II	Best Manager	SGGSC, DU
	III	Mock Stock	Miranda House, DU

TEAM METAMORPHOSIS 2016-17





KESHAV MAHAVIDYALAYA

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