



**KESHAV MAHAVIDYALAYA**  
NAAC ACCREDITED INSTITUTE - GRADE 'A'  
UNIVERSITY OF DELHI



**DEPARTMENT OF MANAGEMENT STUDIES**

**ANNUAL DEPARTMENT MAGAZINE**

**PERSPECTIVE**

**THE 12TH EDITION**



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# From the Principal's Desk



**Prof. Madhu Pruthi  
(Principal)**

**"Strength does not come from physical capacity. It comes from an indomitable will" – Mahatma Gandhi.'**

These were unprecedented times, a global pandemic affected our mental and physical well being but we have been resilient. We evolved and learnt to take up the challenges by staying positive. And we have tried to live up to what Gandhi Ji said by understanding that strength is an exercise of the mind, not just the body.

COVID-19 pandemic has given both teachers and students a fresh perspective on life and made them stronger for facing the future. Our education allows our inner strengths to endure and shine. The task of education was indeed daunting, moving over to virtual platforms so that education never ceases. We all engaged with newer technologies to make the teaching-learning experience better. The students too braced themselves and kept learning and up-skilling themselves, taking advantage of the time and resources made available.

The students and staff of the Department of Management Studies of the College have also maintained their efforts at organizing various activities despite the pandemic and have brought forth this 12th edition of 'Perspective' their annual magazine that showcases the varied achievements during this tough period. I appreciate their determination in ensuring that learning is continuous. I am sure this edition of 'Perspective' will be a reflection of the strength of our minds to overcome all barriers to learning and emerge more knowledgeable than ever before.

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# Teacher-in-Charge's Message

*"We don't develop courage by being happy every day. We develop it by surviving difficult times and challenging adversity."*

*– Barbara De Angelis*

Unprecedented challenges call for unique responses. The year gone by was one such challenge bringing its share of worries but we humans are capable of taking on problems upfront and learning our lessons from the best teacher- adversity. Every

difficulty and every loss contains its own lessons on how to improve or better oneself the next time. The Department of Management Studies at Keshav Mahavidyalaya has always been relentless in its pursuit for quality education and this thirst for excelling provides an impetus to keep going. Not to be bogged down by the pandemic the students and staff kept the learning process uninterrupted and embraced technology to keep themselves informed and educated. This edition of Perspective is a testimony to the fact that their thoughts and aspirations never halted come what may. So once again the magazine is a reflection of myriad achievements, engagements and creative potential of all the stakeholders of the department. As the Department brings out the 12th 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 endeavours.



**Dr. Amanjot Sachdeva  
(Teacher-in-charge)**

# From the Editorial Board

With utmost fervour, we present to you the twelfth edition of our annual departmental magazine - Perspective.

Perspective is an assemblage of the opportunities we explored and the challenges we overcame. We want to express our deepest thanks to Ms Sonu Mehta and Dr Amanjot Sachdeva for being extremely supportive and mentoring us to have an outlook towards various aspects of Perspective.

Perspective is an outcome of the unceasing efforts of the entire team. We would also like to extend a vote of thanks to all the content creators and artists who took the initiative to provide us with their extraordinary contributions to the magazine by manoeuvring their perceptive knowledge. It helped us engage with the department and have a wholesome experience of the BMS journey.

We hope that the readers experience the same effervescence while reading this, as we felt every step of the way while creating this!



SAMEER GOYAL



GAUTAM KAPOOR



VANSHIKA RUSTAGI



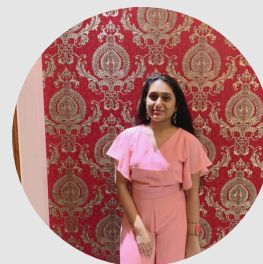
MILAN MADAN



ANIRUDH GUPTA



ISHITA MITTAL



DEEPALI GUPTA



MUKTI YADAV



DIKSHA YADAV



GARV VASUDEVA

# Faculty And Staff



**Dr. Subodh Pandit**

Ph.D., M.Phil., M.A.

**Specialisation**  
Macroeconomic Policy,  
Econometrics and  
Consumer Behaviour

**Dr. Amanjot Sachdeva**

Ph.D., MBA

**Specialisation**  
Human Resource Management  
and Organisational Behaviour



**Ms. Sonu Mehta**

M.Com

**Specialisation**  
Financial Management,  
Information Technology,  
Quantitative Techniques

**Ms. Astha Kanjlia**

MBA

**Specialisation**  
Marketing, Finance,  
Entrepreneurship  
Development





## CA Kritee Manchanda

CA, M.Com

### Specialisation

Accountancy, Taxation and Finance

## Dr. Nomita Sharma

Ph.D., MBA, MCA

### Specialisation

Information Technology, Human Resource Management and Marketing



## Mr. Karan

M.com,  
Post Graduate Diploma in  
International Business  
Operations

### Specialisation

Marketing Management,  
Entrepreneurship, Financial  
Markets and Investment  
Strategies

## Mr. Sanjay Kumar

B.Sc

Lab Attendant



# Faculty Achievements

## BMS@KMV

### Dr. Amanjot Sachdeva

Successfully completed a 10 week course 'The Science of Well-Being' offered by Yale University through Coursera in July 2020.

Completed Seven Days International Faculty Development Program (FDP) on 'Innovative Methods for Virtual Classroom Teaching: A Road to MOOCs' with faculty from Canadian and Indian Universities hosted by PCMA from July 10 to July 16, 2020

Webinars Attended:

"Strengthening Student Support and Progression", organised by Keshav Mahavidyalaya and Sri Aurobindo College (Evening), University of Delhi on 21st April, 2020

"Challenges & Opportunities before Indian Higher education due to Covid-19", by Prof. Ved Prakash Former Chairman, University Grants Commission organized by GAD-TLC of MHRD on 2nd May, 2020

"Importance of Infrastructure and Learning Resources in HEI", organized by IQAC, Keshav Mahavidyalaya, University of Delhi on 2nd May, 2020

"Cyber Crime, Law and Security", organized by Shivaji College, University of Delhi on 12th May, 2020

"Constructive Living and Education in the times of Corona Crisis ", organized by IQAC, Shivaji College, University of Delhi held on 13th May, 2020

"E-Content Development Methodology: Four Quadrant Model, OERs and Copyright issues" by Dr. Vimal Rath, Project Head & Joint Director, GAD-TLC of MHRD on 15th May, 2020

"Emerging Trends in E-Learning: Complete Classroom and Evaluation Process using MOODLE LMS", by IQAC and Department of Botany, Shradhanand College, University of Delhi on 18th May, 2020

Cyber Crime and Security: Threats and Challenges organized by the Academic Affairs Committee, Shaheed Bhagat Singh Evening College University of Delhi on 30th May, 2020

"Hypertension and COVID-19: A Cardiologist's Perspective", organized by the department of Microbiology, Swami Shradhanand College, University of Delhi on 3rd July, 2020

### Ms. Sonu Mehta

Completed the online Refresher Course in Data Analysis for Social Science Teachers, University of Hyderabad under ARPIT, SWAYAM.

Participated in Webinar on 'Quality Assurance in Higher Education: Practices And Issues' May 4th - 8th, 2020 organized jointly with IQAC, HANSRAJ COLLEGE Under PARAMARSH

Participated in Webinar on 'Importance of Infrastructure and Learning Resources on HEI' organized by Keshav Mahavidyalaya and Sri Aurobindo College (Evening)

Participated in Webinar on 'Strengthening Student Support and Progression' organized by Keshav Mahavidyalaya and Sri Aurobindo College (Evening)



## CA Kritee Manchanda

Completed one week online certificate course on "SEM-PLS Analysis Using Smart PLS" from 25th May,2020 to 30th May,2020 organised by Research Shiksha

Completed "Online Refresher Course in Management" by Swayam on May 2020

Completed National Faculty Development Program on Advanced Research Methods and Qualitative Data Analysis using SPSS from 26th October, 2020 to 1st November, 2020 by Edge India Publishing Private Limited

Completed 7 day Certificate course/FDP on Ind AS from 4th - 20th September, 2020 by Ministry of Human Resource Development Pandit Madan Mohan Malviya National Mission on Teachers and Teaching, teaching Learning Centre, Ramanujan College and Indian Accounting Association, NCR Chapter

Participated in International E-FDP on "Advanced Research Methods: Enabling Quality Research Publications" organised by Institute of Technology and Science from 30th June 2020 to 4th July 2020

Participated in Webinar on "Importance of Infrastructure and Learning resources in HEI" on 2nd May, 2020 conducted by Keshav Mahavidyalaya and Sri Aurobindo College (Evening)

Participated in Webinar on "Strengthening Student Support and Progression" on 21st April, 2020 conducted by Keshav Mahavidyalaya and Sri Aurobindo College (Evening)

Completed two days online workshop on "Basics of Research, Writing Research Papers, Academic research Report Writing, tools for research by Sankara College of Science and Commerce from 9-4-2020 to 10-4-2020 and obtained "A" grade

Participated in the webinar on "Shodh- Shuddhi – Web based plagiarism detection software "URKUND" organised by DR. B.R. Ambedkar Central Library, Jawaharlal Nehru University in association with INFLIBNET Centre, Gandhi Nagar and e Galactic on 30th May 2020.

## Dr. Subodh Pandit

Completed ARPIT Refresher Course under SWAYAM in "Economics", September 2019 - December 2019.

Completed ARPIT Refresher Course under SWAYAM in "Data Analysis for Social Science Teachers", October 1, 2019 - January 20, 2020.

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## Ms. Astha Kanjlia

"Effective Use of ICT Tools in Online Teaching and Learning", 28 April, 2020, Speaker - Dr. Ramesh Chander Sharma, organised by Department of Applied Psychology, Shyama Prasad Mukherji College for Women, University of Delhi.

"Strengthening Student Support and Progression", 21 April, 2020, Speaker - Dr Namita Rajput, organised by Keshav Mahavidyalaya & Sri Aurobindo College (Evening), University of Delhi.

"ICT Enabled Higher Education in India: Challenges and Opportunities", 13 April, 2020, Speaker - Dr. A K Bakhshi, organised by Guru Angad Dev Teaching Learning Centre SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Training (PMMMNTT) of MHRD.

"Navigating the Crisis & Beyond: Perspectives for Leaders in South Asia", April 11, 2020, organised by Harvard Business School - India Research Center & Harvard Business Publishing.

"Using Technology to Deliver Lessons in a Crisis", April 9, 2020, organised by EduTECH Asia.

"How to Raise Immunity with Plants in Naturopathy ", 28 April, 2020, Speaker - Dr. Shallu Gupta, organised by Department of Botany, Sri Aurobindo College, University of Delhi.

"Online Teaching and Learning Technology", 27 April, 2020, Speaker - Dr Sanjeev Singh, organised by Department of Applied Psychology, Internal Quality Assurance Cell, Atma Ram Sanatan Dharma College, University of Delhi.

"Deep Dive Into Case Teaching Online", 21 April, 2020, organised by Harvard Business Publishing.

"Gender Impacts of COVID-19: Prevention and Mitigation", April 11, 2020, organised by PRIA International Academy and Martha Farrell Foundation.

"Fostering Social Responsibility by Higher Education: Covid 19 and Beyond", April 8, 2020, organised by PRIA International Academy.

"Reviving Post Pandemic: Opportunities and Impediments", May 16, 2020, organised by NSS Unit, Shivaji College, University of Delhi.

"Emerging Trends in E-Learning: Complete Classroom and Evaluation Process using MOODLE LMS", May 18, 2020, organised by Swami Shradhanand College, University of Delhi.

"Constructive Living and Education in the times of Corona Crisis ", May 13, 2020, organised by Shivaji College, University of Delhi.

"Cyber Crime, Law and Security", May 12, 2020, organised by Shivaji College, University of Delhi.

"Protecting students from cyberattacks and data intrusion", April 30, 2020, organised by EduTECHAsia.

"Importance of Infrastructure and Learning Resources in HEI", May 2, 2020, organised by Keshav Mahavidyalaya, University of Delhi.

# THE BMS EDGE

Bachelor of Management Studies (B.M.S) is one of the most coveted three-year undergraduate courses under the choice based credit system (CBCS). This course is offered by nine colleges of the University of Delhi under the aegis of Faculty of Applied Social Sciences and Humanities (FASSH), University of Delhi. Keshav Mahavidyalaya has been offering this prestigious course since 2007.

The main objective of this course is to generate trained managerial professionals in the global market with not only astute business acumen but also the ability to apply their intellectual and managerial skills under a challenging and dynamic work environment. The course is designed to bring forth creative thinking and innovative practices in management and enterprise.

The course structure is spread over three years with two semesters each year. The curriculum is rigorous and intensive to provide holistic development of students. It covers all the major aspects of management like Finance, Marketing, Human Resource Management, Economics, Organisational Behaviour, Statistics, Legal aspects of Business, Business Policy and Strategy and also technology-based papers like IT Tools for Business, Statistical Software Package (SPSS) with the aim of blending theoretical knowledge with technological skills and data analysis. It is covered through a rich pedagogy where theoretical concepts are supplemented by visual PowerPoint presentations, videos, online resources, case studies, an expert talk by specialists in the field etc.

The students work on group activities, projects and also undertake summer and winter internships to gain first-hand work experience. They also organize many events round the year that provides them with the opportunity to both manage and participate. The department has two annual flagship events: C.E.O (Challenge. Enrich. Outperform) for senior school students and 'Cognizance' (A two-day corporate seminar cum management festival) for college students.

The experience of managing big events like these that witness overwhelming participation gives them the confidence to believe in their competencies. After completing the course successfully many students get placed in reputed companies, many choose to pursue higher education, some start their own enterprise, while some commit themselves to social causes and benefit humanity.

The students of BMS are a proud lot when they get admitted to the course. They are mature, learned, confident and curious managers and entrepreneurs when they graduate from the course. The students get that BMS edge so does the college and department that offers the course.



Metamorphosis, the student body of B.M.S., aims to promote innovative thinking and professional growth by organizing intra-departmental, inter-departmental, and inter-college competitive events from time to time. It has turned out to be a “power-house” for the whole college and has largely contributed in making Keshav Mahavidyalaya an off-campus college with an edge.

# DEPARTMENT CELLS

## MARK-E-PEDIA Marketing Cell

**"Marketing is about creating irresistible experiences that connect with people personally and create the desire to share with others"**

**~Saul Colt**



### MARK - E - PEDIA

Mark-e-pedia is not just a marketing cell, it is an ensemble of highly goal-driven and hardworking members enthusiastic about knowing and working in dynamic scenarios. It focuses on the practical implementation of theoretical knowledge and providing constructive insights about marketing to the corporate ecosphere.

Mark-e-pedia conducts a plethora of activities, events, competitions, weekly presentations and discussions for its member. In recent times, Mark-e-pedia organized "Switching the Scenarios" which tested the creative and marketing skills of the participants. Along with this, it gives the required attention to the personal and professional development of its

members and the people associated with the cell. The current batch of Mark-e-Pedia is enthralled and excited to carry on its wonderful legacy. Mark-E-Pedia organised an online intra-department event, "Switching the Scenarios" on 28th January 2020, Thursday.

The event focused on testing the creative and marketing skills of the participants. They were provided with problem statements via mail wherein they had to market the product allotted to them to an alternate consumer segment. The event was designed keeping in mind the idea, how one sells a product is more important than what one sells.

Students from the BMS department participated enthusiastically and brought very innovative and original ideas. The winners for the event were Triyan Mazumdar who stood first followed by Gautam Kapoor and the team of Garv Vasudeva and Hardika Arora on 2nd and 3rd positions respectively.

**MARK-E-PEDIA**  
THE MARKETING CELL OF  
KESHAV MAHAVIDYALAYA  
PRESENTS

**SWITCHING THE SCENARIOS!**  
**DATE : 28 JAN, 2021, THURSDAY**  
**"Ek dumm se Waqt badal diye, segment badal diye, saari strategy badal di"**

CONTACT:  
VISHESH JAIN-8377042181  
DEVANSHI SRIVASTAVA-9971932171

PERSPECTIVE: 12TH EDITION

## INCEPTUM Entrepreneurship Cell

Inceptum, the entrepreneurship cell of the Department of Management Studies works with the motive to promote the concept of entrepreneurship among the students and tries to develop the important set of skills that are essential for future leaders.

The pandemic situation did not deter its members one bit, the cell kept on working towards more growth and the "never stop learning" attitude being the biggest driving factor. The cell is known for organizing well planned and executed events. This session was no different. Inceptum took the initiative to conduct an intra-department activity that saw great and enthusiastic participation. It also conducts regular meetings which are focused on both individual as well as team growth.

Inceptum runs on values that are driven by teamwork and is a platform that gives every member an opportunity to learn something new and be as innovative as possible.



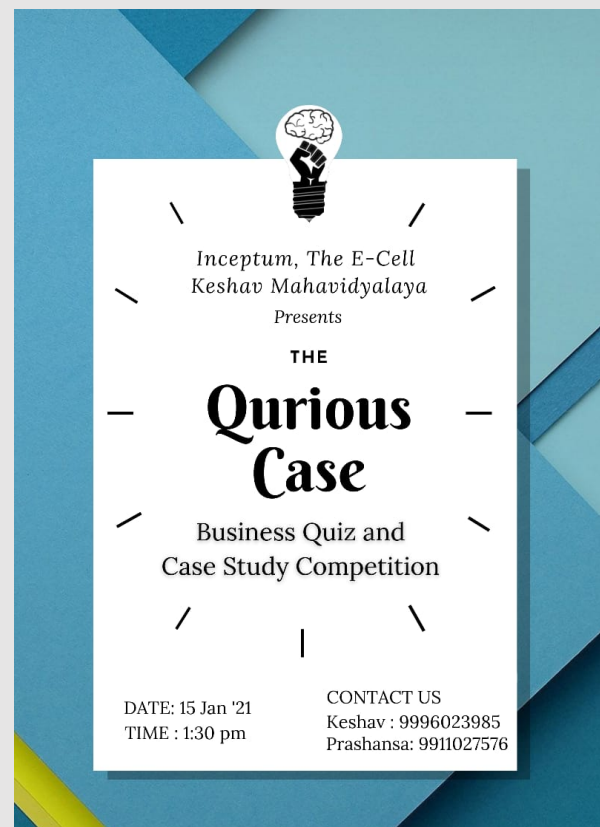
"Logic will get you from A to B. Imagination will take you everywhere."

~ Albert Einstein

Inceptum organized an intra-department event called "The Qurious Case."

The event was well planned and structured. It had a quiz round followed by a case study event. It tested the creativity, analytics and observational skills of the participants providing them with a platform to hone their entrepreneurial skills. The event was well received by the department and saw decent participation as well.

The shortlisted participants from the first round presented solutions to the given case study exhibiting their problem-solving skills. The first position was bagged by the team of Akshita Mishra and Shruti Bhatt and the runner-up of the event was Kunal Kedia.



# COGNIZANCE CORPORATE FIESTA

Cognizance is an annual corporate fiesta organized by the Department of Management Studies, Keshav Mahavidyalaya, University of Delhi. A one of its kind convention, Cognizance is a two-day corporate event comprising various enthralling and gripping events along with a national corporate seminar.

The seminar is presided over by various eminent personalities from diverse fields who enlighten the students through their words of wisdom and professional skills. The intent behind Cognizance has always been to encourage students into developing general managerial acumen and a holistic worldview while shaping their personalities, with the help of the seminar. It is then followed by various competitions based on the diverse fields of business to give



students a chance to explore the practical aspects of the world of business and economics in a competitive atmosphere. We are organizing the twelfth edition of our Annual Corporate Convention Cognizance on the 26th and 27th of February, 2021. The corporate seminar will be organised through virtual platforms on 26th February 2021 where the speakers will share their journey and inspire and motivate students for the challenges ahead.



Cognizance has had over 600+ participants consistently throughout the years, from colleges across Delhi-NCR. With the things happening on a virtual medium, the scale of things has been increased manifold, with national participation expected from across the country, with four mega level events and an intriguing corporate seminar,

Cognizance has always found praise in the participants' feedback and among words from the esteemed speakers and event judges as well. Key takeaways alongside the learning from the session were memories of an unforgettable experience and a glorious afternoon. The participants have always left satisfied and in anticipation of yet another Cognizance.

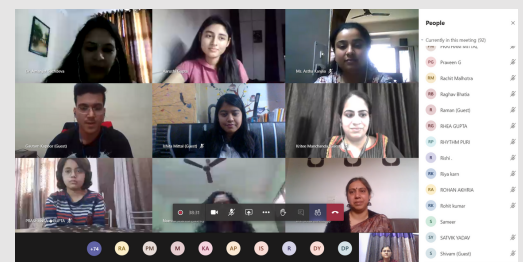
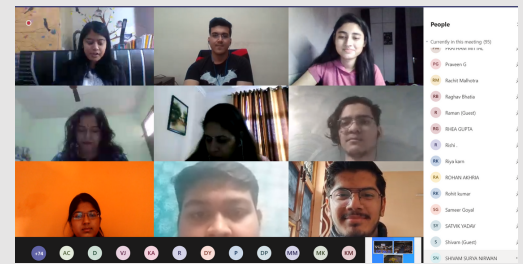




# DEPARTMENT ACTIVITIES

## FRESHERS' ORIENTATION

Though the session started late this year, it did nothing to dampen the spirit of freshers as well as their seniors. The orientation was conducted online but saw enthusiastic participation from the entire department. The faculty and seniors welcomed the fresh batch of budding talent and acquainted the freshers with the journey of the course and college by highlighting the milestones and achievements through a presentation. It also impressed the freshers to know that there is some element of extracurricular for each one of them depending upon their area of interest. The introduction of cells was followed by the teachers' welcome speeches, wherein they encouraged the students to work hard during their three years of college and informed them on how they students can hone their personality and enrich their resumes. The orientation broke the barriers by inculcating belongingness among the students and they took back a set of values and lessons with them. The students felt a deep connection with the department and felt proud to be a part of BMS@KMV.

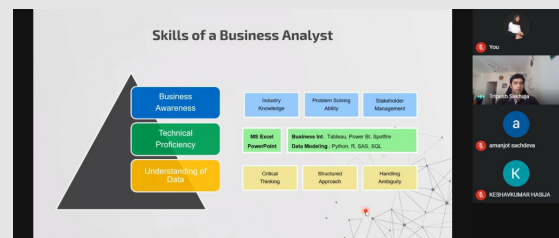
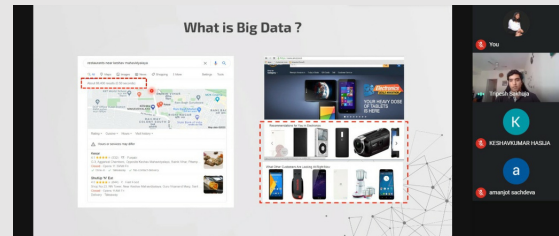



## INSIGHTS INTO 360° MARKET PLANNING

Department of Management Studies, Keshav Mahavidyalaya invited Mr Devan Bhalla, DGM - Brand and Growth and a prominent LinkedIn personality for a webinar on "360 Degree Market Planning." The webinar introduced the students to the concept and focused on the importance, types and need of content marketing, especially online. The discussion was inclined towards corollary themes such as digital marketing, branding, etc, with continuous interaction between speaker and attendees.


## DEMYSTIFYING BIG DATA AND ANALYTICS

Department of Management Studies commenced its BMS Alumni Webinar Lecture Series by inviting a 2011 alumnus, Mr. Tripesh Sakhujia, Manager – Enterprise Analytics at United Airlines for a discussion on "Demystifying Big Data & Analytics." He elucidated his journey from BMS at KMV to Analytics in United Airlines. The webinar introduced Big Data and Data Analytics and its importance to the students. Mr. Sakhujia talked about the courses one can pursue to gain efficiency and the job profiles one can work towards achieving. The webinar included a Q&A round which delved deeper into the world of analytics.





**KESHAV MAHAVIDYALAYA**  
NAAC Accredited 'A' Grade  
(UNIVERSITY OF DELHI)



**Department of Management Studies**  
presents


**WEBINAR**  
**COVID 19**  
An Opportunity or Threat to Financial Markets?

**25th APRIL 2020 | 3 PM**

Our Speaker  
**Mr. Vikas Anand**  
VP Marketing, Master Trust

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Co-hosted by the Alumni of  
Department of Management Studies:  
**Ms. Dixit Jain | Mr. Paras Goel**  
Co-Founders, Hint2Mint



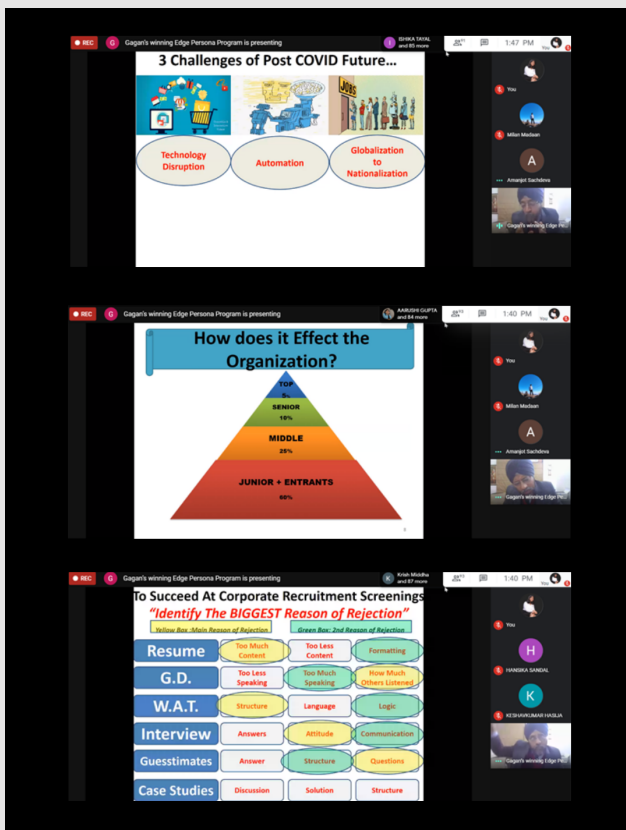
scan here  
to join instantly

## COVID-19: AN OPPORTUNITY OR THREAT FOR THE FINANCIAL MARKETS

The Department organized a webinar on 'Covid 19: An opportunity or threat for financial markets' in association with Chariot Finserve with a session presided by Mr. Vikas Anand, VP Marketing, Master Trust on 25th April 2020 who threw light on the Covid-19 impact on the financial markets and strategies to address these challenges.

## INVESTOR AWARENESS PROGRAM

Organised in collaboration with NCDEX, the webinar was conducted by Mr Abhishek Datta and Mr Ratnesh Mishra, Senior Executives of NCDEX who made the attendees cognizant about the working, functions, and benefactors of the commodity market covering the nuances of online trading, hedging, price discovery mechanism, price risk management and expounding the value chain participants in the market. They updated about its role in ensuring stability in the economy. The session was an enriching one, adding on to the attendees' knowledge of the financial and investment sector.

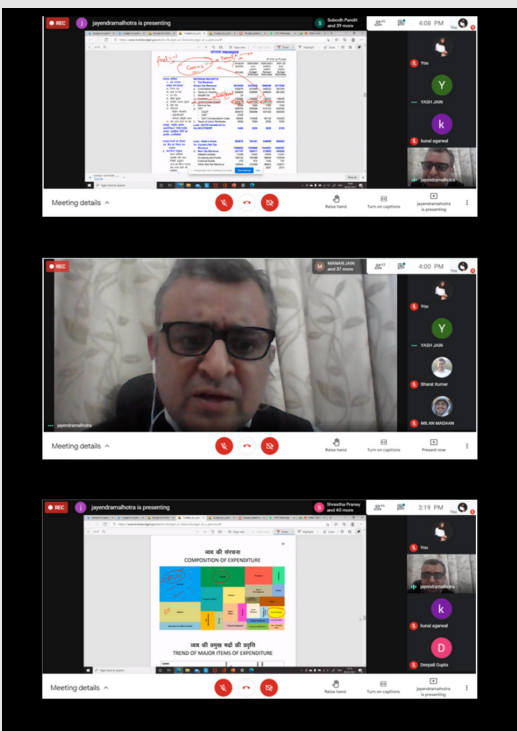
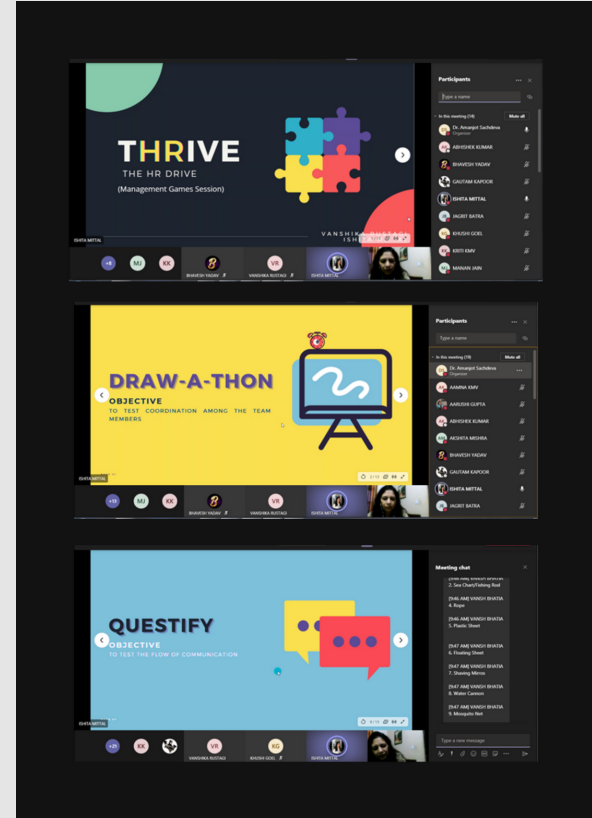


## SKILLING FUTURE MANAGERS

The webinar was conducted by Mr Gagandeep Arora, Founder of GWEPP, a motivational speaker to throw light on the issues faced by students in the recruitment proceedings. The session was divided into phases – commencing by interacting with students, clearing their confusions about the preparations, and followed by a discussion on post-COVID expectations. To make the meeting more engrossing, a game of selective attention was played, principle of A.L.I.G.N. was introduced and at the end some insights about developing persona were rendered. Overall, it was a very illuminating session paving way for a bright career.

## THRIVE - A MANAGEMENT GAMES SESSION

The students conducted it as an intra-class activity, in order to test the human resource management acumen of the students. It comprised of three fun-filled games to be played in teams. The first one was 'Draw-a-thon' that tested the coordination among the team members, with one player instructing the other about the images to be drawn. Another game played was called 'The Lost Sea' to test the spontaneous problem solving and analytical skills of the participants. The students were broken into rooms to discuss and analyse the situations and use limited resources in the best possible manner. The session was concluded with 'Questify' which was aimed at testing the flow of communication of the participants. The teams were given organizational premises upon which they had to hold a conversation purely in the form of questions. Towards the end of the dialogue of a particular team, other attendees suggested improvements or alternate solutions. Each task in the session had a time limit, a teamwork compulsion and required the players to think on their feet, thus replicating the authentic corporate constraints. The practical bend to the regular classroom learning was thoroughly enjoyed by the attendees.



## UNRAVELING UNION BUDGET 2021

The department invited Mr Jayendra Malhotra, visiting faculty at FMS Delhi and a practicing Chartered Accountant from ICAI for a webinar on "Unravelling Union Budget 2021: Resilience and Road to Recovery." It commenced with a confabulation on basic terminology and components of the budget followed by figuring out the comprehensive data, discussing graphs, distribution of revenues and expenditure, the looming fiscal deficit and then analysing its utility as per the varied expectations of the people in these unprecedented times. It was an educative session as well as a well-versed deliberation on the framework of union budget.

# PLACEMENT RECORD

## BMS@KMV

The Department of Management Studies, KMV has gradually anchored its roots firmly among the campus recruitment industry. Students of the department have been proving their mettle by securing placements in various reputed companies progressively every year. Leading recruiters have greatly valued the calibre of our students. So far, 2020-21 has witnessed reiteration of the same as our students received job offers from some reputed companies as under:

Name of the Company	Name of the Student
JARO	Swati Singh, Yash Arora, Aryav Srivastav, Ishan Arora, Divya Aggarwal
TRESVISTA	Pranjal Kukreja, Swati Singh, Yash Goel, Khushi Sharma, Shivanshi Garg

## HIGHER EDUCATION (BATCH OF 2020)

Name of the College	Name of the Student	Course
IIM CALCUTTA	Anansh Gupta	PGDM
IIM INDORE	Aditya Garg	PGDM
IIM LUCKNOW	Tushar Agarwal	PGDM
XAVIER'S INSTITUTE OF COMMUNICATIONS, MUMBAI	Ridhit Sharma	Diploma in Public Relations and Corporate Communications
UBS CHANDIGARH	Amit Rajora	PGDM

# INTERNSHIPS

## BMS@KMV

The students of our department have unceasingly been working towards their personal growth as well as the growth of society. By undertaking internships in various reputed firms the students have not only added to the department's glory but have also learned the pertinency of their erudition, like:

Name of the Student	Year	Internship/Volunteering
Bharat Kumar	2nd	Alternates Bajaj Capital Limited GrayQuest Education Finance Ltd.
Divya Aggarwal	3rd	Skillovate Learning Private Limited
Ayushi Verma	3rd	Aviyana HR solutions Diyaan TEN The entrepreneurship network
Garv Vasudeva	1st	MINDLER
Ishika Seth	1st	Metvy Pvt. Ltd.
Deepali Gupta	1st	Samagra Foundation PrivateCourt
Aarushi Gupta	2nd	CashKaro
Akshita Mishra	2nd	Gavaksh IIM Lucknow, Noida Campus
Vishesh garg	1st	Younity
Rishi	2nd	StepUp Student HouseItt
Swati Singh	3rd	Nestle
Vanshika Rustagi	2nd	UrbanCompany Houseitt Chatpod
Milan Madaan	2nd	DuConnect Chatpod
Ishita Mittal	2nd	Workafy

# ADDITIONAL COURSES

## BMS@KMV

Our students have never just restricted themselves to the administrative aspect of the course that BMS offers but have always aspired to broaden their horizons by pursuing courses in divergent fields, alongside earning their regular BMS degree.

Name of the Student	Year	Course(s) Completed
Vaibhav Kapoor	1st	The Art of Sales: Fundamentals of Selling Fundamentals of Digital Marketing
Ayushi Verma	3rd	Data Analytics and Business Intelligence Financial Analyst
Vidhi	2nd	Advanced Excel
Rishabh Goyal	1st	CSEET ( earlier, CS Foundation)
Vishesh Garg	1st	Advanced Excel
Ayush Malik	1st	Winter School'21 Indian Institute of Management- Ahemadabad Delegate at Harvard Project for Asian International Relations

# STUDENTS' ACHIEVEMENTS BMS@KMV

Our students have made a name for the department as well as the college by receiving laurels in many fields. Living up to the same name, the students were decorated with various accolades and achievements in a diverse host of competitions in the session 2020-21, given as follows:

Name of the Student	Year	Competition
Bharat Kumar	2nd	Lyons Range 7.O, Kirori Mal College - 1st The Downturn, SGGSCC - 1st Stockathon, Motilal Nehru College - 1st B in Business Quiz, Ramanujan College - 2nd FinQuest 2020-Case Study Competition, NMIMS - National Finalist The Gekko-Mockstock, CVS - 1st
Harshit Patidar	2nd	SHOW-CASE IT'21, JMC - 2nd Virtual Sports Week Quiz, ARSD - 2nd Sports Quiz,NDIM - 1st
Ayush Malik	1st	Quizpicable (Online Quiz), BIT - 1st Tarana E Watan(Singing/Poetry), ARSD -1st
Vanshika Rustagi	2nd	Urban Muse, NIFTEM - 1st Wordplay, DBC - 2nd Finvia, SBSEC - 2nd Multiverse, IIM-B - 3rd



# student creatives

24

nari shakti by Gautam Kashyap  
starlit sky by Khushi Goel  
eagle by Roshan Yadav

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peacock and warrior by Mukti Yadav  
a capture by Tanvi Gupta

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transition by Deepali Gupta

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by Swati Singh

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भ्रम by Akshita Mishra, ग़ज़ल by Sameer,  
कल आज और कल by Rishabh Goyal

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by Ishita Mittal

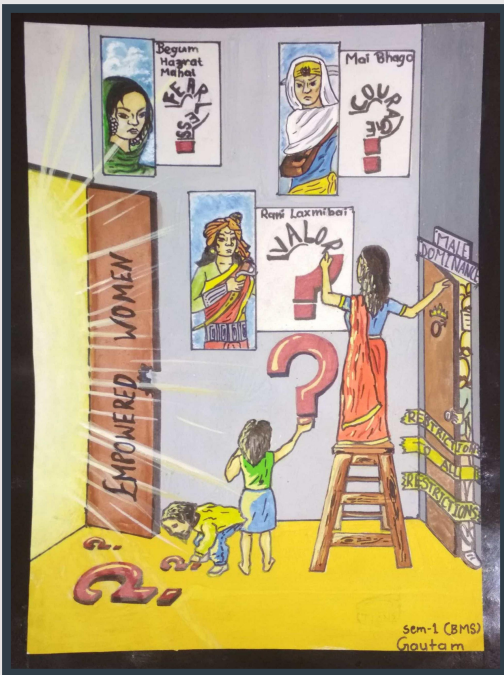
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thoughts from the editorial board

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phyrric by Sameer Goyal

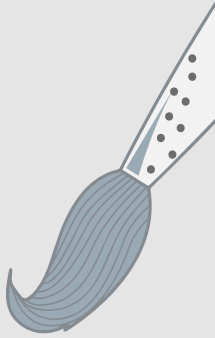




# nari shakti

GAUTAM KASHYAP

(WON 1ST POSITION IN POSTER MAKING COMPETITION ORGANISED BY THE WOMEN DEVELOPMENT CELL OF KMV)



# starlit sky

KHUSHI GOEL



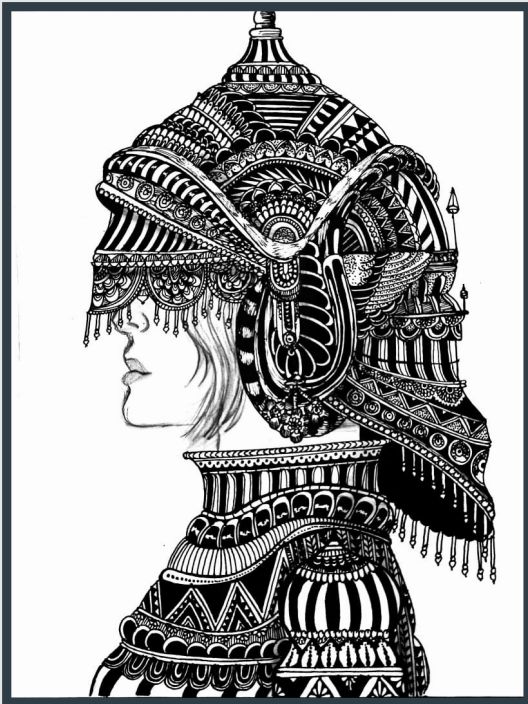
# eagle

ROSHAN YADAV

PERSPECTIVE: 12TH EDITION

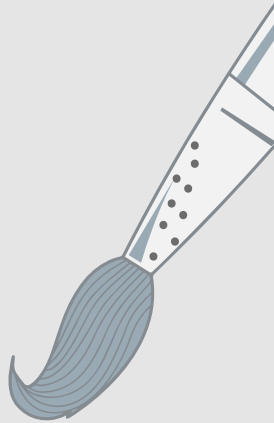
# peacock

MUKTI YADAV



# warrior

MUKTI YADAV



A CAPTURE BY  
TANVI GUPTA



# transition

DEEPALI GUPTA



"It is not the place but the people and their approach that makes the distinction."

Today, universities in many parts of the world are buckling under multiple financial, societal and political demands. This has led to increasing demands, for what are called "enhanced efficiencies". They are slowly but steadily becoming administrative universities through their coordinated structure, systematic approaches, stipulated meetings and stringent hierarchical structure.

Owing to the dawn of the pandemic era, these college institutions have undergone a drastic change from the physical to the virtual world, guiding individuals in these unforeseen situations with a special perspective and strategy to be successful as a fresher. Through varied academic projects, and insightful assignments, these institutions have transformed themselves into a very corporate-like structure – inculcating values of discipline, responsibility and upholding commitments. With the provision of co-scholastic societies, working to enhance the skills of the students, they teach them the art of coordinating a multitude of activities just like they would have to in a corporate environment where people are involved in multiple tasks at the same time. The regular interactive sessions of these societies, participation in vivid workshops and informative webinars, planning and organising events with the seniors, etc. are supposed to prepare the students for working in the real business world where handling tasks, meeting deadlines, taking initiatives, scrutinising opportunities,



thinking about the ways to innovate and improvise are done as if it's a cup of tea for them. But unlike corporates, their motto is not to earn profits but furthering of knowledge and the development of knowers.

However, at times one gets exhausted, anxious and depressed since managing everything under confined circumstances is much more difficult than it seems. Most of them enter college having spent many of the previous years devoting themselves to rote learning, and so this transition to a college student means more to them than merely attending meetings and fulfilling deadlines. Streamlining professional work as well as keeping an edge with internships, learning new courses, honing skills and most important balancing them effectively can and does end up taking a toll on their mental health.

This makes us ponder upon the thought that while the college students are getting trained for being able to cope up with the real business world, is the outer world really like that?

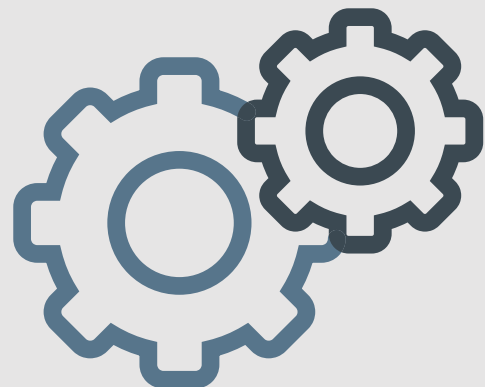


Contrary to the educational institutes, the corporate giants, since the past few years have been in pursuit of creating a more amicable working environment, as they turn themselves to have more of a campus-like structure. The offices, with the onset of changed and young mindsets, are more like a classroom where all the employees can freely share their views and have the respite to discuss their treasured pastimes. The corporate life has thus turned a complete 180°, wherein, with the onset of Work from Home (WFH) culture, instead of going miles away to their workplaces and residing elsewhere temporarily to work effectively, employees can now complete their work within the boundaries of their homes with much ease and comfort.

And for employees who still have to go to the offices, this new employee-friendly culture allows them to have short breaks to engage in productive and self-healing activities. Corporate houses provide in-house services for activities like meditation, as well as give the employees the opportunity of spending more time with their families through better vacation plans, and encourage them to focus on their health.

Another milestone achieved by corporates is the eradication of the superior-subordinate relationship, which has paved way for a more cordial and cohesive relationship as employees can now freely share their grievances. Not only that but in order to understand their employees better, superiors prefer holding meetings in cafeterias, in the form of conversations, rather than being hurdled up in boardrooms for hours.

In a nutshell, we can say that while the campuses are adopting more and more organised, disciplined, and an old, corporate-like structure, the actual business world is sailing smoothly towards making themselves like a campus where imagination, ideas, innovation, and initiatives are encouraged to create a social group, where everyone is free to voice their opinions. Indeed, they have shown themselves to be the perfect example of a dynamic business environment.



I wander like the mother of  
 a restless child  
 rummaging for crayons  
 I wander like a free loader on a train  
 that has no arrivals, only departures  
 I wander like an unenthusiastic dancer  
 shaking to the same old tune  
 looking for her anklets

I am like that city which never  
 shut its doors at night  
 But has found a new ritual lately  
 I hear the clink of metal  
 with the retiring chirp of birds  
 Dusk now comes with murmurs,  
 hushed steps and careful bolting  
 Sheepish and silent  
 Like they don't want their neighbors to know  
 that they've outgrown that trust

I stand on my own streets with the signboard  
 "Seeking inspiration"  
 When a passerby scoffs and tells me "it's not something you look  
 for,  
 it's something that happens to you"  
 And so I try waiting  
 Until every word I tell myself begins to feel less like validation  
 And more like a made up statistic slipped in an argument to give  
 it more weight

My mind is that crime scene,  
 where once sprout blood and gore  
 Unnoticed and unreported  
 So today it is covered in weed  
 I couldn't even savour the tragedy  
 And now, flowers won't bloom

- **SWATI SINGH**



# भ्रम

अक्षिता मिश्रा

भ्रम है, बुद्धि का अनुभूति पर, एक प्रयोग,  
विचार और कथन के खिलवाड़ से बना रोग

प्रक्रिया सदियों की या इच्छा एक ऊबे मन की,  
या विवरण का भय और समाप्ति हर जतन की

मैं पुछा करती हूँ लोगों से, आधार भ्रम के,  
उत्तर कहते ये परिणाम ईर्ष्या और गम के

गेंदे के बगीचे में, एक गुलाब के समान,  
एक स्याह गुलाब, कांटे जिसकी प्रवृत्ति का  
प्रमाण

फिर विचारों की मिट्टी को ऐसे सींचा जाता है,  
क्यारियाँ कुचल, बस वही गुलाब रह जाता है

फिर फ्रेंक कर शंकाओं को समाज के डर से,  
एक अप्रयुक्त मस्तिष्क सजा, मनुष्य, आदमी  
कहलाता है

# गज़ल

समीर

कैसे बोलूँ, जो अभी लिखा ना हो  
इतना हमें अभी तक आता कहाँ है

फिर आ गए, गज़ल में चाँद सितारे  
अपने दाग खुद कोई दिखाता कहाँ है

ख्वाब में जिसे देख खुश हुआ था मैं  
अगले दिन वो शख्स आता कहाँ है

लसितारे चुन लिए सबने अपने नाम के  
मेरा सितारा जगह बदल जाता कहाँ है

बच्चे जो टोकरी में समान बेचते है  
ख्वाईशो को निकाल कर रखा कहाँ है

खुदा से मैंने फिर वही सवाल पूछा  
जो टूटे आईने है, वो जोड़ता कहाँ है

# कल आज और कल

ऋषभ गोयल

॥होकर कल जो बीत गया  
उसे तू आज याद ना कर  
जो है कल तेरी तकदीर में  
उसकी तू आज फरीयाद ना कर,  
जो होना था सो हो गया और जो होना है सो होकर रहेगा,  
इसलिए इस "कल" और "कल"  
की कश्मकश में तू आज ये पल बर्बाद न कर।

॥बीतेंगे ये उदासीन लम्हें  
खुशियों के पल भी आएँगे  
गुजरेगी ये अंधेर-भरी रातें  
रौशनी भरे कल भी आएँगे,  
जो है मुकद्दर में  
उससे क्या डरना ऐ मेरे दोस्त  
आज हैं हम मुश्किल में  
कल इससे बाहर भी निकल आएँगे॥



# Is It Really Deep? Or Is It Just Muddy?

ISHITA MITTAL

On coming across a river, my fear evoked. But, on going nearer I realized it wasn't really deep but just the dirt floating on the top, making it all hazy and muddy, masking the reality and projecting a false depth that I was so afraid of. And this realization brought me here!

When we meet people who talk fancy words, explain theories that others do not understand or even artists who paint abstract; who talk of ideas we haven't heard before or what they call "hard to explain"; we need to stop and think- Is it really deep? Or is it just muddy?

People are attracted to obfuscating their ideas in order to hide them under the veil of substantial knowledge. This tendency reaches its peak when it comes to modern art and modern theories that might not be a product work of value and seek to add a touch of mystification in an attempt to make it seem more than it really is.

The fundamental feature of modernity has given birth to social currents that have resulted in this inclination. We do not consider something as a matter of subject until it is amusing. More importantly, muddying the waters lends a touch of authority. Someone who can talk incomprehensibly about things you don't understand comes out as intimidating and therefore also seems out of bounds, making us believe that he/she has some kind of authority that you don't have. In our social construct, we have a certain type of

people who have the authority to define how everyone talks about society, mention political ideas, perceive the mind, interpret language, talk about everything relating to human affairs. Now, adding this up to the fact that the social sciences are used to back political themes and the result is: a pseudo-science full of muddy water, floating uncontrolled and savoured by many to quench the needs of varying agendas. The muddy water is just like a moat to penetrate into how we think, and are fought over by the crocodiles.



This tendency finds backing in people's attitude towards ideas- lazy intellect and giving in to other's words for complicated subject matters instead of brainstorming their own ideas. This is easily exploited by those who know well the technique of peppering their talk and bringing everything under the ambit of 'deep' and 'abstract'.

**Which brings me to ask you, did I muddy the water too? Or is it really deep?**



# state of the he(art)

- VANSHIKA RUSTAGI

To the people who find solace in art -  
 Art is anything but  
 Colours raging war on blank canvas  
 Canvas thriving beneath my palms  
 And my palms itching to bring something to life

Art is that stranger my Maa used to warn about  
 "Do not take anything for free",  
 She used to say  
 But art never gave anything for free  
 It took an hourly payment  
 Of moist eyes and choked up throat  
 Maa, you should have warned  
 About giving away everything instead

Art was too familiar to be a stranger afterall  
 An unwanted guest overstaying its welcome  
 But even after I shoved it out of my house  
 It found a way of creeping in  
 asking for one last chance

Slumped shoulders, bent wrists, half opened eyes  
 Sometimes the brush feels just too heavy to pick up  
 Sometimes the brush weighs me down  
 But is the bird supposed to feel  
 the weight of its wings?

They say that Michelangelo was miserable,  
 Miserable while painting his masterpiece  
 I wonder if that's because  
 Building something so whole  
 Takes away parts of you, piece by piece

Bukowski's epitaph reads "Don't Try"  
 Do not force what was never there  
 But there's a Bluebird stuck in my heart  
 Like a clot unwilling to budge  
 Leaving no choice but to cut that chamber  
 Hands shaking, lips quivering,  
 wings fluttering  
 By the time I pull out the bluebird  
 It's already dead  
 I now survive with 3 chambers and  
 an open heart  
 Bloody hands, bruised lips, dead wings  
 One more time repeat after me "Don't try"

So tell me again about solace  
 About how you used art to escape the world  
 But do not forget to mention  
 That art took the world away from you too



i.

I keep weaving stories,  
On ifs and maybes,  
Like a spider,  
Repeatedly mending its home.

ii.

I wait,  
For a miracle,  
Of winding time,  
Onto the perfect line.

iii.

I wait again,  
For my phone's screen,  
To light up with your name.

iv.

Lady of Shalott,  
Away from reality,  
Breathed just fine on her isolated island,  
Until she stopped weaving,  
Stories out of colourful strings,  
After seeing the beautiful knight,  
In the shining armour.

v.

Does Musubi really exist?  
Does it bind us?  
Are we really destined,  
To be together by the red string,  
Or have we severed it with time,  
With ifs and maybes.

vi.

Some nights,  
I wake up feeling spiders,  
Crawling all over me,  
Making their home,  
In my empty body.

# phyrric

SAMEER GOYAL

vii.

The strings cut deep,  
Through my bare skin.

viii.

I keep on clinging to hopes,  
Feeding myself with,  
The stories made up of  
Ifs and maybes.



ix.

The mirror of the real world shattered,  
Like all of my dreams,  
Like the heart of dying lady of Shalott.

x.

I sometimes stumble upon the cobwebs,  
And wish their colours to be red.

xi.

I wonder when I'll throw up,  
All the woven stories,  
And spider stop making cobwebs,  
In the hollows of my body,  
I wonder when I'll stop waiting,  
Reasoning myself with ifs and maybes.

# Journey of a BMSiste

33

SEM1

LINKEDIN PROFILES. FIRST STEP IN BECOMING A PROFESSIONAL

DEPARTMENT CELLS. FIRST STEP TOWARDS LEADERSHIP: WORKING WITH THE BEST MINDS TO ACHIEVE A COMMON GOAL OF HOLISTIC DEVELOPMENT.

CEO. FROM TAKING PART IN EVENTS TO EXPLORING AND LEARNING EVERY BIT OF EVENT MANAGEMENT.

RESTORE 'MOTIVATION' TO LEARN 'STATS' FORMULAS.

INTERNSHIPS. ASSOCIATION WITH CORPORATES: GETTING TO APPLY THEORETICAL KNOWLEDGE IN REAL LIFE.



EXPLORING EVENTS. ENGAGEMENT IN INTER-COLLEGE COMPETITIONS AND THEN ORGANIZE BETTER EVENTS AT COGNIZANCE.

SEM3

"HAD 'JM KEYNES' NOT 'MARKETED' HIS THEORY WELL WE WOULD NOT BE HAVING ANY 'ACCOUNT' OF IT"

5 PM CLASSES. CLASSES OVERLOADED (HOW CAN WE FORGET THOSE LAB CLASSES)

CEO. LEADING A TEAM OF ENTHUSIASTIC FRESHERS

META ELECTION. THE FEEL OF REAL TIME ELECTIONS BUT ABOVE THAT, THE EXPERIENCE OF PUTTING YOURSELF OUT THERE.

CELLS AUDITIONS. TABLES HAVE TURNED. PEOPLE WHO ONCE GAVE THE AUDITIONS ARE NOW TAKING THEM.

THE ONLY 'DEMAND' WE HAD WAS TO MATCH OUR 'BALANCE SHEETS'

COGNIZANCE. TAKING OVER THE RESPONSIBILITIES TO CARRY ON THE LEGACY

SEM5

COGNIZANCE. PASSING THE MANTLE ON TO THE JUNIORS - THE FRESH JUNIORS ARE SEASONED NOW, READY TO TAKE THE LEAD!

CAT PREPARATION. WHEN MINI MBA COULDN'T QUENCH YOUR THIRST FOR KNOWLEDGE.

FAREWELL. GOODBYE TO OUR MENTORS.

"LEARNING HRM, FM AND RESEARCH ALL IN REAL TIME WHILE WORKING ON COGNIZANCE"

LEARN THE ROLE OF CONSULTANT EVEN BEFORE ENTERING THE CORPORATE

GIVING CAT. BECAUSE LIFE IS FULL OF EXAMS.

SEEING THE HUSTLE BUSTLE OF SCHOOL STUDENTS AT CEO FOR ONE LAST TIME.

SEM4

# ONE LAST TIME

JOINING POST GRADUATE COLLEGES, CORPORATE HOUSES, OR STARTING YOUR OWN VENTURE, BUT ALWAYS CREATING HISTORY.

GETTING A BETTER FAREWELL THAN THE ONE YOU GAVE LAST YEAR.

READY TO COME OUT OF COLLEGE WITH INDUSTRY SPECIFIC SKILLS.

HAVING A JAMMING SESSION AT THE ULTIMATE HOUSE OF BMS@KMV - LT6.

SEM6

"DIVIDED BY SPECIALIZATION UNITED BY DEPARTMENT"



# **KESHAV MAHAVIDYALAYA**

**NAAC ACCREDITED INSTITUTE - GRADE 'A'**

## **UNIVERSITY OF DELHI**

**Zone H-4/5, Pitampura, near Sainik  
Vihar, Delhi: 110034**

**EMAIL: [principal@keshav.du.ac.in](mailto:principal@keshav.du.ac.in)  
WEBSITE: [keshav.du.ac.in](http://keshav.du.ac.in)**