



KESHAV MAHAVIDYALAYA

NAAC Accredited Institution Grade 'A' - Cycle 2

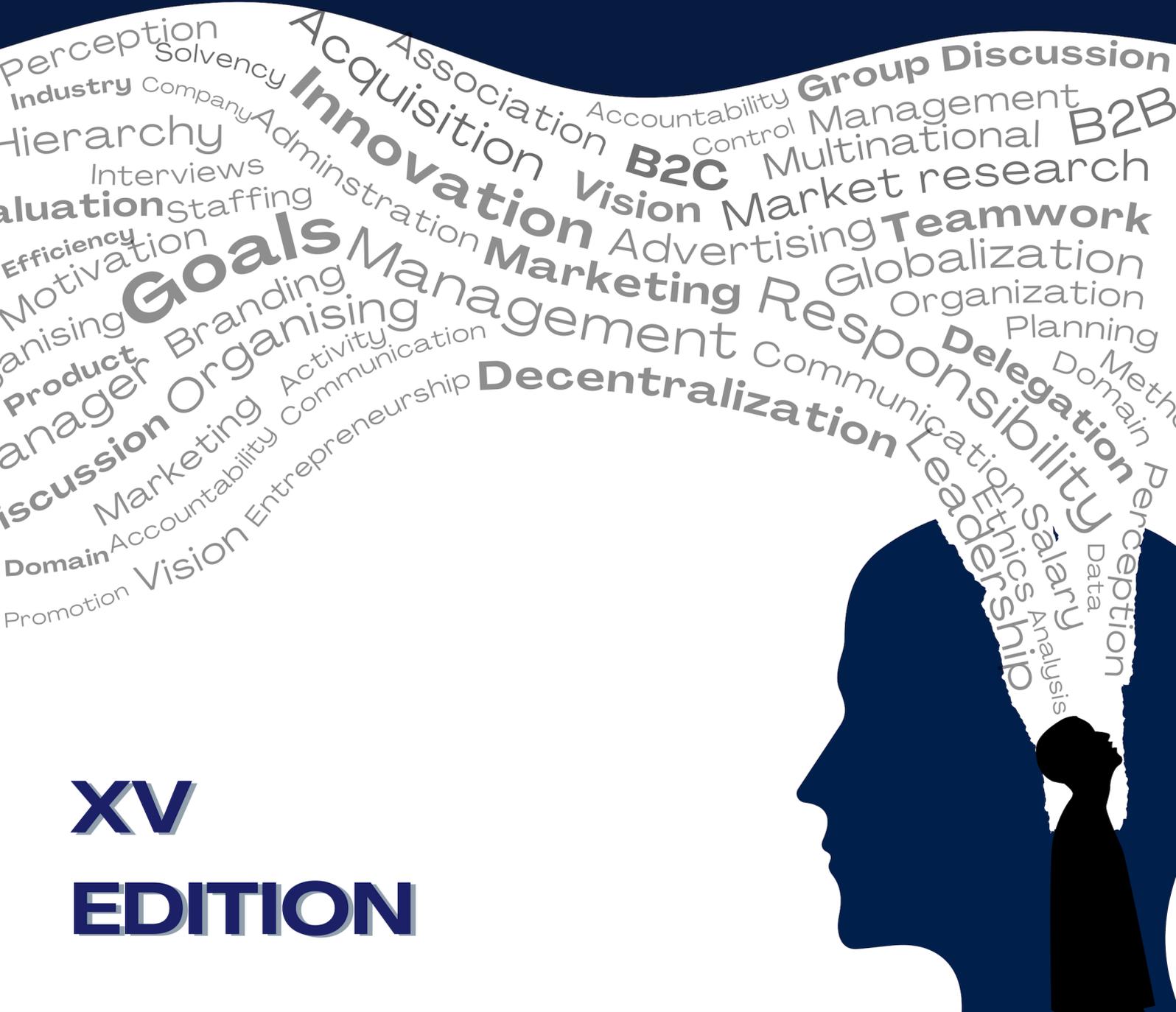
UNIVERSITY OF DELHI

DEPARTMENT OF MANAGEMENT STUDIES

PERSPECTIVE

ANNUAL DEPARTMENT MAGAZINE

2023-2024



XV

EDITION

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FROM THE PRINCIPAL'S DESK



PROF. MADHU PRUTHI

“I can't change the direction of the wind, but I can adjust my sails to always reach my destination.”

— Jimmy Dean

The dreams we hold represent our aspirations for the future, embodying both our determination and bravery to pursue our deepest desires with unwavering resolve. I take great pleasure in acknowledging the continuous efforts of both the faculty and students within the Department of Management Studies at our college. They persistently strive to bring their aspirations to fruition, setting ambitious targets and exceeding their own benchmarks.

The annual publication 'Perspective', serving as a remarkable chronicle, captures the dreams and achievements of a significant year within the department. It not only fosters a diverse range of creative talents among students but also provides a platform for acknowledging their successes. I extend my heartfelt congratulations to the faculty members who lead by personal example, instilling qualities of dedication in all students. Likewise, my sincere appreciation goes to the students themselves, who embrace the strength of their dreams and drive the department forward with their unwavering determination.

FROM THE TEACHER IN CHARGE

MS. SONU MEHTA

The Department of Management Studies has always been a place of immense growth of the students, fueled by their curiosity to learn and apply various concepts in the practical world. It's been a pleasure to see our students excel in every field over the years, and set new heights of inspiration for future batches to come. Perspective has never failed to capture all the beautiful memories as well as the outstanding excellence and achievements of BMSites every year.

This magazine is not just about the events and activities of the department, it's about the dedication and effort put by the students to become the best version of themselves. It highlights the active participation as well as management of our students in numerous events held by the department, their proven record of excellence in various competitions, and a stellar placement record.

FROM THE EDITORIAL BOARD

With immense pleasure, we present you with the 15th edition of 'Perspective', our Departmental Annual Magazine.

In a world constantly evolving, Perspective serves as a medium to pause and reflect on a year of academic accomplishments and the unique talents that define our community. It's not just a magazine – It's a testament to our shared journey of growth and discovery.

We extend our deepest gratitude to the esteemed faculty members whose support and guidance have been invaluable throughout the creation of Perspective. We also appreciate the contribution of the artists and the members of the editorial board team.

Here's to embracing the adventure ahead!



Faculty Co-ordinator: Dr. Nomita Sharma

Editor In-Chiefs : Aditi Gupta, Asif Munshi

ROW 1 (L to R) : Varun Kukreja, Asif Munishi, Dr. Nomita Sharma, Aditi Gupta, Simran

ROW 2 (L to R) : Nityant Goel, Pranjal Agarwal, Ridhi Rawal, Ahsan Raqeeb, Mahak Jain, Disha Patel, Shruti Shah, Vedant Unde

FACULTY & STAFF



MS. SONU MEHTA

M.Com
Specialization: Financial
Management, SPSS, Quantitative
Techniques



DR. AMANJOT SACHDEVA

**Ph.D., MBA Specialization: Human
Resource Management,
Marketing and Organizational
Behavior**



DR. NOMITA SHARMA

Ph.D., MBA, MCA
Specialization: Information
Technology, Human Resource
Management and Marketing



MS. ASTHA KANJLIA

**MBA Specialization: Marketing,
Finance, Entrepreneurship
Development**



CA KRITEE MANCHANDA

**CA, M.Com Specialization:
Accountancy, Taxation and
Finance**



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**M. Com Specialisation- Finance,
Accounting, Financial Time Series
Econometrics**



MR. GURDEEP SINGH

**M.Com Specialization- Finance,
Commerce and Management
Cleared CS Executive and IPCC**



MR. MAHENDRA KUMAR

**BA (H) English,
MBA in International Business**



MR. SANJAY KUMAR

**B.Sc
Lab Staff**

FACULTY ACHIEVEMENTS

Name of the Faculty	Achievements
Dr. Amanjot Sachdeva	<p>Attended the 74th All India Commerce Conference of the Indian Commerce Association on "One Earth. One Family. One Future" Hosted by Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi in association with O. P. Jindal Global University, Sonipat from 13th to 15th December 2023.</p> <p>-----</p> <p>Participated in an Online Course on Qualitative Research Methods organized by the International Institute of Migration and Development (IIMAD), Kerala</p>
Ms. Sonu Mehta, Dr. Nomita Sharma, Ms. Astha Kanjlia, C.A. Kritee Manchanda, Ms. Ruchi Dembla	<p>Participated and completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by Centre for Professional Development in Higher Education (UGC-MMTTC), University of Delhi from 20th February 2024 – 29th February 2024.</p>
Dr. Nomita Sharma, Ms. Astha Kanjlia	<p>Participated in one-day workshop for educators on "Bhartiya Bhakti Parampara Aur Maanav Moolya", a Value Addition Course (VAC) for undergraduate programme, organised by VAC Committee and Keshav Mahavidyalaya, University of Delhi on October 5, 2023.</p>
Dr. Nomita Sharma	<p>Sharma, N. (2024). Research paper titled "Challenges and Opportunities of Online Teaching as a Pedagogical Tool for Teaching Humanities", Published manuscript in Cyber-proceedings Volume - UPEACE- Rome Conference on the Importance of the Humanities in Higher Education.</p>
Ms. Astha Kanjlia	<p>Participated in Hindi Prashikshan Session organised by Internal Quality Assurance Cell and Hindi Rajbhasha Samiti, Keshav Mahavidyalaya, University of Delhi on July 19, 2023.</p>
C.A. Kritee Manchanda	<p>Written a chapter for Study Material, Process Costing, Chapter 4, Management Accounting for MBA-FT Sem II, Department of Distance and Continuing Education under the aegis of Campus of Open Learning/School of Open Learning, University of Delhi, Delhi-110 007, ISBN: 978-81-19169-12-2</p>
Mr. Gurdeep Singh	<p>Completed the development of 18 comprehensive lessons tailored for MBA, BMS, and BBA courses for inclusion in the University of Delhi study material.</p> <p>-----</p> <p>Research paper on the topic Exploring Flexibility in Corporate Finance and M&A Strategies got accepted for presentation in GLOGIFT 24 by Indian Institute of Management, Bodh Gaya</p>

BMS EDGE

Bachelors of Management Studies is a prestigious UG course offered by the Department of Management Studies, Keshav Mahavidyalaya. The course aims to provide the essential learnings to transform students into competent leaders with profound business acumen, ready to compete in the global marketplace. It also aims to equip them with every ability needed to endure in a demanding and constantly evolving work environment. It introduces new perspectives to management and administration as well as innovative problem-solving techniques. This course covers all the key areas of management, including business strategy, legal aspects of business, organizational behavior, finance, marketing, human resource management, and business policy.

Thanks to the new, National Education Policy 2020, the students of BMS now study not only the subjects from the management domain, but also from various other domains, in the form of Generic Elective (GE), Skill Enhancement Course (SEC), and Value Addition Course (VAC). It helps in integrating the academic knowledge with the practical knowledge required in today's corporate environment.

It also gives students a real-world experience in management through the organization of various inter-department and intra-departmental events. This gets complemented by the initiatives taken by the students to work in several projects and internships.

Following the completion of the course, Students transform into self-assured, skilled managers and entrepreneurs with multiple options to work on. Many of them get placement offers from reputed organizations, some prefer higher education, while others start their own ventures.





METAMORPHOSIS

THE STUDENT BODY OF THE
DEPARTMENT OF MANAGEMENT STUDIES

**“Coming together is a beginning, keeping together
is progress, working together is success”**

- Henry Ford

Metamorphosis, the student body of the Department of Management Studies, has always had a single objective: to foster the growth of BMSites in every way possible. To build their business acumen is essential to make them successful managers. While working in this team, the students witness a dramatic change in their personalities to become successful leaders and skillful professionals.

As a student society, Metamorphosis has always stressed on the importance of taking initiatives on an individual level, while also not losing the spirit of team work. The team's cohesiveness is what allows it to work under pressure and in a dynamic environment.

Through the organization of numerous events and workshops and their active management, the students of Metamorphosis learn various fundamental aspects of management. With an energetic and passionate team, Metamorphosis always succeeds to come up with creative and innovative solutions to problems in a real-time environment.





INCEPTUM

THE ENTREPRENEURSHIP CELL

“If You Can Dream it You Can Do It”
- Walt Disney

Inceptum - The Entrepreneurship Cell of Metamorphosis, Department of Management Studies, founded in 2013 aims to focus on inspire and nurture the entrepreneurial spirit amongst its members. The cell provides a platform for students to learn, explore, and execute their ideas as potential entrepreneurs. The cell also fosters a culture of innovation and creativity through various activities and events such as Intra Department Events, Workshops, Competitions, etc. that enhance the skills and knowledge of its members & students of the department.

Inceptum believes in the power of teamwork & collaboration, encouraging its members to learn from each other. Inceptum's vision is to create a lively entrepreneurial ecosystem in the college and beyond. Inceptum is all about empowering students to become future business leaders, working on real business world problems.

Known for igniting the entrepreneurial spirit within its members, Inceptum goes beyond traditional skill development. Through their effective workshops and events, they foster a community of confident and collaborative individuals who are equipped to tackle any challenge and turn their business ideas into reality.





MARK-E-PEDIA

THE MARKETING CELL

**"The best marketing doesn't feel like marketing."
–Tom Fishburne**

Mark-e-pedia, The Marketing Cell of Metamorphosis, Department of Management Studies, is more than just a cell—it's a dynamic community of ambitious individuals who see the world through a marketing lens. Students acquire marketing traits and are able to detect marketing opportunities and understand strategies required for it.

Embracing the mantra of continuous learning and innovation, Mark-e-pedia stands committed to excellence, fostering a culture where members push boundaries and explore new horizons. Through a myriad of activities including knowledge-sharing sessions, competitions, and inter-college events, the society has carved a niche for itself, setting benchmarks in the marketing space.

Mark-e-pedia's focus on practical implementation of theoretical knowledge ensures members gain valuable insights into the ever-evolving field of marketing. From pensive discussions on marketing strategies to enthralling case study competitions, the society embarks on every opportunity to hone the skills of its members.

By emphasizing personal and professional development through workshops and discussions, Mark-e-pedia equips its members with the tools necessary to excel in the dynamic world of marketing.





SARVAGYA

THE QUIZZING CELL

**“The only true wisdom is in knowing you know nothing.”
– Socrates**

Sarvagya, the Quizzing Cell of Metamorphosis, stands as a vibrant hub for intellectual engagement and knowledge pursuit. Sarvagya aims at guiding individuals towards a broader understanding of the world and inculcating a love for knowledge through peer-to-peer learning.

Beyond the conventional realm of academics, Sarvagya is committed to fostering a spirit of curiosity and competition, Sarvagya organizes challenging quizzes, trivia contests, and interactive departmental as well as inter-college events that blend excitement with learning, spreading the infectious enthusiasm for quizzing.

In addition to its dedication to intellectual exploration, it takes pride in cultivating a sense of community and collaboration among its members. Through teamwork, mutual support, and healthy competition, it creates an environment where individuals can thrive, forge lasting friendships, and inspire each other to reach their full potential.

As students delve deeper into the world of knowledge, you become not just a quizzer, but a lifelong learner, eternally seeking and evolving.



CAMPUS TO CAREER THE ALUMNI PERSPECTIVE

The "Campus to Career: The Alumni Perspective" program is central to our commitment to student success. Through engaging workshops and insightful seminars, we equip graduates with essential skills for the professional world. From career counseling to networking strategies, this initiative ensures students are well-prepared for their career journeys. As we celebrate alumni achievements, we reaffirm our dedication to nurturing lifelong success within our vibrant community.

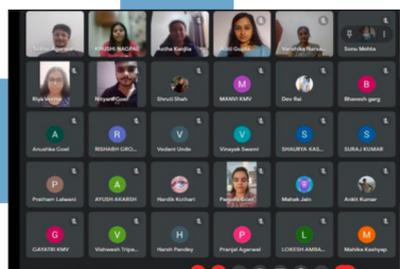
This year, we proudly hosted five insightful episodes of Campus to Career. These sessions exemplify our commitment to preparing graduates for success beyond academia.



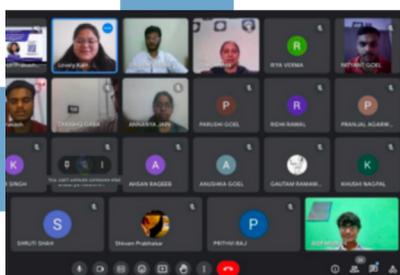
In the inaugural episode of "From Campus to Career," we were honored to welcome **Mr. Varun**, a distinguished alumnus, who shared invaluable insights on finance and career development. His expertise illuminated the importance of financial knowledge and its role in making informed career decisions. Through real-life examples and practical advice, Mr. Varun inspired graduates to explore diverse opportunities within the finance industry.



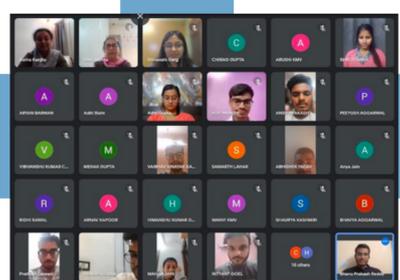
In the second episode of "From Campus to Career," **Ramyakh Jain**, Creative Strategist at CRED and an esteemed alumnus, captivated participants with his expertise in marketing and content development. His insightful guidance equipped aspiring marketers with the knowledge needed to navigate their career paths confidently. Mr. Jain's engaging talk help graduates understand what it takes to embark on their professional journey in marketing, including skills crucial to succeed in the field.



In the third installment of "From Campus to Career," **Mr. Tushar Agarwal**, a Senior Associate Consultant at Bain and Company, shared invaluable insights into the realm of consulting. Participants eagerly sought guidance from Mr. Agarwal, gaining profound advice on maximizing their college experience and seizing rewarding opportunities. This session proved transformative for all attendees, and they realized how their view of consulting really contrasts with an actual consulting career.



The Department of Management Studies welcomed **Ms. Lovely Kain**, Senior HR Associate at Oriserve and esteemed alumnus of BMS at Keshav Mahavidyalaya. Engaging participants in the vibrant world of HR, Ms. Kain provided invaluable insights, clarifying common confusions and offering guidance on enhancing college experiences. It also included a brief mock interview session wherein the students got a clear understanding of the recruitment process. This lively session proved pivotal, enriching attendees and empowering them with plenty of knowledge to navigate successful career paths with confidence.



In the fifth episode, the department welcomed **Ms. Shivanshi Garg**, an esteemed alumna of our institution and an Investment Banking Analyst at JP Morgan Chase & Company. Participants eagerly engaged with Ms. Garg, gaining invaluable insights into the dynamic world of investment banking and beyond. This interactive session proved instrumental, providing attendees with profound knowledge and opportunities to connect with accomplished alumni, guiding graduates towards successful career paths with confidence.

COGNIZANCE 2023



On April 12, 2023, the 14th edition of the Annual Corporate Conclave, Cognizance 2023, was held by the Department of Management Studies, Keshav Mahavidyalaya. The event marked its first step in the post-pandemic world and was held offline after two years of online video conferencing.

India is a land of transformation, and with fast changes in the economy, new business practices and management strategies must follow. Delving deep into this topic, the theme for Cognizance 2023 was **“India 360: Navigating the Dynamics of the Economy.”**

The participants got an opportunity to be a part of an insightful session with eminent speakers:

Dr. Amarjit Chopra:

Senior Partner, GSA & Associates LLP
Former President, ICAI, Faculty, IMF

Mr. Mohit Gupta:

Co-founder, FROB
Ex-head, Centre for Design and Social Innovation,
IIT Hyderabad

The speakers discussed the latest trends in the corporate world spurred by rapid changes in the economy with the audience. They imparted their knowledge on how in a rapidly changing economic environment in India, new business and management practices must be framed. They also offered significant advice on the best ways to keep oneself always relevant in the industry regardless of time.

The second part of the conclave witnessed various engrossing and captivating inter-college competitive events, such as:

Quiriozity: The Quizzing Event

Niti-Shastra: The Policy-Making Event

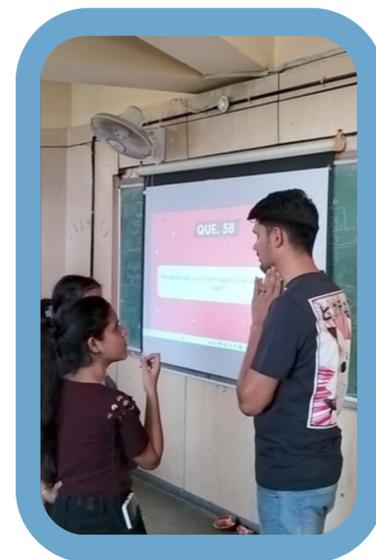
Consynergy: The Consulting Event



DEPARTMENTAL ACTIVITIES

INSTINCT-O-DEAL

Instinct-o-deal was a deal or no deal type competition based on various topics like literature, history, and sports. It was organized by Sarvagya on June 13, 2023. Questions were divided into easy, medium and difficult and each team had to choose any question from a particular box. Different points were given for different types of questions. This event was designed to test the decision making ability and knowledge of the participants. The event witnessed an exuberant response from the BMS students, with each team displaying remarkable knowledge and zeal. The competition was amazing and the battle among all the participants was intense. However, the competition overall proved to be very informative and educational, and everyone learned something new.



TEACHER'S DAY CELEBRATION



What makes the department special is not just the students, but also the teachers. The department organized a Teacher's Day celebration on Sept 5, 2023 to make the day special for the teachers. It involved numerous performances, followed by recordings of beautiful messages of gratitude sent by former students of the batch to the teachers. The students appreciated the support of teachers and expressed their gratitude for student development initiatives.

DELHI DARPAN: EDITION 2

Sarvagya - The Quizzing Cell, an organisation dedicated to promoting knowledge and awareness among students, organised the event "Delhi Darpan 2nd Edition" on Oct 31, 2023, exclusively for students pursuing the Bachelor of Management Studies (BMS). The engaging quiz included two rounds: General Trivia and Lightning Round. First Round was basic Pen and Paper Q&A which included questions related to Delhi. The top 5 teams advanced to the finals, choosing questions of 6 different fields from the board which included Delhi based questions. The Fields were: Corporate, Art & Literature, History, Politics and Entertainment & Sports.



MARKETING MOSAIC: EP 1



Mark-e-pedia, the Marketing Cell of the Department of Management Studies, held the first session of its series “Marketing Mosaic: Insight, Innovation, Influence”, on November 5, 2023. This series intends to seek mentorship and guidance by marketing field experts. The speaker, Mr. Milan Madaan, an alumnus of Keshav Mahavidyalaya, batch of

2022, who is currently working as a Marketing Associate at Digit Insurance, began the session by sharing insights on how to achieve a successful marketing campaign. He broke down the anatomy of a good campaign, with illustrative examples. The session was concluded with Mr. Madaan by answering questions about the marketing field where he shared his experiences, bridging the gap between theory and practice. The session proved to be an enriching and informational experience for the students.

TRADE TACTICS

The Department of Management Studies hosted an interdepartmental event, Trade Tactics, on Wednesday, November 8, 2023. It was an event full of learnings for all the students, and consisted of 2 Rounds. The First round was Price Pedix, wherein the participants speculated and predicted the price of different products in different situations by the help of case studies. The second round, Trade-o-Mania, was a great example to showcase how the world revolves around trading, and the students learned how to make new things by the help of trading in their existing materials. They realized how volatile a business could be because of unexpected situations and a dynamic environment. The event turned out to be very successful and amusing for the participants, while at the same time being informative.



UNION BUDGET SESSION



On February 7, 2024, a Union Budget Session was held by the department to inculcate relevant knowledge about the Union Budget and make it easier to understand different components of the same. For this, Mr. Gaurav Sukhija, a Keshav Mahavidyalaya alumnus who is currently a Chartered Accountant and Partner at Kirtane & Pandit, was invited to share his experience and valuable knowledge on the budget policies and their implications. The session was incredibly informational, with Mr. Sukhija explaining not just the Budget, but also the important financial and economic concepts.

THE FORTUNE 40

The Entrepreneurship cell of the department, Inceptum conducted an intra-dept event, The Fortune 40 on February 21, 2024 under the supervision of Ms. Astha Kanjlia. The event consisted of the setup of Classic Snakes & Ladders Board game with a twist: teams had to race across the board overcoming the tasks/challenges from different domains such as Marketing, Finance, Consulting & HR. The tasks/challenges pushed the participants to leverage their knowledge of various entrepreneurial aspects, fostering their curiosity and problem-solving skills.



THE QUIZ CRUSADE



Sarvagya, the Quizzing cell of the Department of Management Studies, held an informational and insightful event “The Quiz Crusade,” on February 28, 2024. The engaging quiz competition featured three rounds: Entertainment, Sports and Art & Literature. The top six teams advanced to the finals and based on their rankings in Round 1, a corpus was allotted to them. Rapid Fire in the format of Chaser Game was done as Round 1. Participants displayed remarkable zeal and enthusiasm throughout the competition, showcasing their knowledge and competitiveness.

MARKAESTRO

On February 29, 2024, Mark-e-edia, the Marketing Cell of the Department of Management Studies, held a fast-paced, corporate-themed event, Markaestro. The overall marketing acumen of teams was tested in real-time as they entered the room as a Junior Associate and worked their way up to the position of CMO by handling multiple marketing problems, like handling PR after the death of a brand ambassador, identifying the target market for a product, and replying to harsh comments on brand social media profiles.



CONVERSATIONS UNPLUGGED



The Department of Management Studies always remembers its alumni. While newer batches are always ready to get insights from the former ones about the corporate world, they are also ever-ready to connect with them on a personal level. On March 1, 2024, the department conducted a “Conversations Unplugged: An Alumni Panel Discussion.” The panel included Mr. Harshit Kansal (batch - 2019), Mr. Shubham Goel (batch - 2018), and Ms. Shalini Mittal (batch - 2019).

The teachers welcomed them and the discussion started with questions from the audience for each panelist. The panelists shared their journey from BMS to the corporate world and gave useful tips for students entering the corporate world. The students learned a lot about how to prepare themselves for job roles in diverse fields like finance, consulting, and marketing. They realized the importance of continuous learning and the need to keep exploring several fields and domains of management, keeping an open mindset.

SKILL DEVELOPMENT WORKSHOP



Keeping in mind the incredible importance of constant upskilling in today’s dynamic and competitive world, the Department of Management Studies organized a two-day Skill Development Workshop on Power BI on February 2 and February 3, 2024. The first session was held offline, wherein the speakers, Mr. Yasir Kamaal (Software Trainer and Developer, DUCAT) and Mr. Anuj Kumar (Associated Faculty, DUCAT), threw some insights that helped the students delve deep into the world of data analytics, data science, and data administration. The students learned the fundamentals of Power BI from the enriching session.

With a brief explanation of data science, Excel, and VBA code as a starting point, the first session helped build a base for students before getting their hands on Power BI. The second session, held online the next day, gave a tutorial on how to use Power BI to filter and process raw data from a spreadsheet, and then create insightful dashboards for the same. Overall, the session was a huge success, and the students went home with lots of knowledge about how to efficiently clean, analyze and visualize data on Power BI.



PLACEMENT RECORD

Name of the Company	Name of the Student	Positions
Fuld & Company	Kartikai Mehta	Research Associate
Preferred Square Analytics	Saksham Goel	Business Analyst
Studio Mosaic Alea Consulting	Vanshika Narsaria	App Marketing Associate Junior Research Associate
Studio Mosaic DeltaX	Kavya Arora	App Marketing Associate Business Operations Analyst
Preferred Square Analytics	Ayush Akarsh	Business Analyst
Alea Consulting	Radhika Bindal	Junior Research Associate
Preferred Square Analytics	Akshay Bant	Business Analyst
Preferred Square Analytics	Aryan Mittal	Business Analyst
Preferred Square Analytics	Manav Bansal	Business Analyst
Dhanguard	Sushant Chaturvedi	Banking consultant
Dhanguard	Govind Singh Rathore	Business Setup Advisor
Fuld & Company	Kartikai Mehta	Business and Strategic Research
Planet Spark	Namya Dayal	Business Development Counsellor(Domestic)
Planet Spark Infollion	Rahul Dhali	Business Development Counsellor(US) Associate-Expert Engagement
Zomato	Disha Jain	ZAAP Associate

Over the years, the Department of Management Studies, Keshav Mahavidyalaya has firmly anchored its roots in the campus recruitment drive. 2023-24 witnessed good placements, with students again securing impressive job offers from reputed organizations as mentioned above.



INTERNSHIPS

2023-24

Name of the Organization	Name of the Student	Positions
Resonate Learning	Aditi Bisht, Hardik Kothari, Paritosh Sharma	Marketing Intern
studifysuccess	Anushka Goel	Finance Intern
MyWays.ai	Hardik Kothari	B2B Growth
Engineers India Limited	Kartikai Mehta	Finance Intern
RCS Advisors	Krishna Taparia	Investment Banking Intern
Supercrew	Parushi Goel	Social Media and Performance Marketing Intern
Learn and Empower Pvt. Ltd	Parushi Goel	Social Media Marketing Intern
SailThru Ventures	Pratul Prakhar	Finance Intern
The 80/20 Consultants	Pratul Prakhar	Finance Associate
The IMPACT Project	Pratul Prakhar	Consulting Intern
Reliance Retail	Rishabh Grover	Finance Intern
Indian Oil Corp Limited	Saksham Arora	Summer Intern
Tornado BOOM	Vani Goel	Social Media Marketing Intern

The students of BMS focus beyond academics, and are always enthusiastic about gaining real-world experience through internships or volunteer work. They are always eager to apply the concepts they learn about to make a tangible difference in organizations, as can be seen from the table above.



HIGHER EDUCATION

Name of the student	Degree	College
Akshay Sehgal	MBA	NMIMS, Mumbai
Deeksha Vishnoi	MBA	IIM Lucknow
Devanshi Srivastava	PGDM-C	MICA Ahmedabad
Ishika Seth	MBA	NMIMS, Mumbai
Kunal Agarwal	MBA	IIM Ahmedabad
Pema Dechen	MA (Advertising and Marketing)	University of Leeds, UK
Rishabh Goyal	LLB	Campus Law Centre, D.U.
Shivam Surya Nirwan	MBA	DBE, D.U.
Shobhit Gupta	MBA (Finance)	DFS, D.U.
Vaibhav Kapoor	MBA	IIM Visakhapatnam

The journey of a BMSite often doesn't end with graduation. Numerous students of the department choose to go for higher education, and they never settle for anything less than a prestigious institute they deserve. Widely evident from the table above, this year too, our students have taken up post-grad degrees from not just the best institutes in India, but the world.



ADDITIONAL COURSES

Name of the student	Year	Course
Anushka Goel	1	Investment Banking Job Simulation, JPMorgan Chase & Co.
Hardik Kothari, Paritosh Sharma	2	Financial Markets, Yale University
Paritosh Sharma	2	Python for Data Science, AI & Development, IBM
Simran Chaudhary	2	Technical Analysis, The Valuation School
Asif Munshi	2	Google Analytics 4 Certification Course, Google
Ishita Bhushan	3	Introduction to FinTech, Corporate Finance Institute

The students of BMS always have a hunger for knowledge. They don't just rely on what is taught to them in class, they also supplement that knowledge with additional courses on various topics to upskill themselves.



STUDENTS' ACHIEVEMENTS

2023-24

Student Name	Year	Achievement
Kartikai Mehta	3	Cleared CFA Level 1 (90+ percentile)
Aditi Bisht	2	1st position at Eureka - B plan competition, Sri Guru Govind College of Commerce
Ansh Garg	2	Cleared CFA Level 1
Aditya Phulre	2	Winner of SCMHRD Zeal 5.0
Aryan Chawla	2	3rd position in ACE THE CASE competition at DTU
Aryan Chawla	2	Top reserve breaking Team at Gambit - Asian Parliamentary Debate hosted by SRCC
Khushi Nagpal	2	Cleared CS Executive Module 1, ICSI
Pari Verma	2	Started an online business
Parushi Goel, Paritosh Sharma	2	1st position at Envisage 4.0, Jesus and Mary College, DU
Pratul Prakhar	2	Finalist, FULCRUM: Consulting Case Competition at XLRI Jamshedpur
Samarth Lahar	2	3rd Position in Market Mayhem, Sri Venkateswara College

With a competitive spirit, every BMSite always tries to reach the pinnacle of their potential, and in this process, earn numerous awards and accolades. This year too, the students of the department have done their best - by utilizing every possible opportunity.



STUDENTS' ACHIEVEMENTS

Student Name	Year	Achievement
Anya Jain, Arnav Jain	1	2nd Position, Best Presenter at CASEPRESSO: The Case Study Competition, Shaheed Rajguru College of Applied Sciences for Women
Anya Jain	1	2nd position in the MARKETHON: The Social media event, IMPRESA'24 at Miranda House, DU
Shruti Shah, Riya Verma, Ridhi Rawal, Pranjal Agarwal	1	1st position in SMART CITIES, Jesus and Mary College, DU
Ridhi Rawal, Annanya Jain, Shruti Shah	1	3rd position in Halloween Heist, Kirori Mal College
Anushka Goel, Lakshay Bansal, Arnav Jain	1	2nd Position in HR Case Competition (tHRive'23), Jesus and Mary College, DU
Vedant Unde, Shivam Prabhakar	1, 2	2nd position in Guesstimates: What gets measured, gets managed? at VGSOM, IIT Kharagpur

2023-24

BLOG CENTER

“

Whispers of Daffodils

By Divya Paliwal, 2nd Year

”

Recording the ephemeral existence of
daffodils
in their new humble abode,
she sometimes stood there and
watched in awe.

The vase that was once a haven to
to a myriad of blossoms,
each wielding different degrees of power
to withstand still water.

Never realizing that the dirt
and the mud they never knew
would give them just enough time
to call it a life.

That's what she said to him,
everyone knows scars and pain are all part of
the process.

She preached, he believed.

Funny how some revelations don't
actually reveal themselves, or in this case
aren't glued shards.

“What a lovely display”, they said.

The yellow and the blue
give it the illusion of a sunny day
at the beach, the golden details are so fine,
Picasso needs to learn.

While the base looks decent
and the shape is the nearest to perfection
the pink hues are quite confusing,
what do they remind you of, she asked.

“Can't quite put my finger on one”,

“Nothing I suppose”, “Apologies”,

“Great decoration by the way”, they replied.

Spraying some water
assists in resisting prompt withering,
that has been her motto
and to live by it is gradually becoming
more and more prime.

Her ocular faculties oscillated and she said,
I present to you my soul,
bringing in front some velvety sand
that slipped briskly from her fist.
Time flies and so do vague truths.
With dirt on his face and scratches
akin to the result of a brawl,
he set foot on his way to deceive the deceiver.
To the fields? Fingers crossed.

Turns out the pink was actually red.
Water can become a witch when required.
Standing at the window he finally saw the
fields,
Regretting believing,
Regretting enduring.
His eyes at the mercy of surveillance
opened and fluttered shut rapidly.
All smiles, all cackles, all giggles, all mirth,
his revulsion, his tears, his gasp, his palpebra.
It took one last blow on the back of his head for
his world to stop spinning.

As the disintegrated bits of the vase kissed the
ground, they splattered crimson all over the
floor; all over the walls; all over the camera; all
over her.

She held her shattered favourite decorative
material
with apparent hot tears.

Tears are also a form of water right?

Saline water.

It happened at dawn.

Recording stopped minutes before it.

It was like her subliminal self knew what she
was capable of before her conscious.

She had no choice, it was self defence;
the articles said the following day.

खुद ही खुद में निखर जायेंगे!

महक जैन, प्रथम वर्ष

कितना अजीब सा है यार सब कुछ यहाँ
कोई कहता है सबकी मंजिल एक.. पर सबके लिए अलग
लिखा हुआ
कोई बिना कुछ किये ही खुश है, कोई सब कुछ पाकर
दुखी
समझ ही नहीं आता यहाँ कैसे क्या चलता है
और शायद समझने में वक्र ही नहीं गुज़ारना
कितना कुछ है कहने
कितना कुछ है पाने, खोजने, जीने
इतने लोगो की इतनी कहानी कितनों की सुनोगे किसकी
जुबानी?
हज़ार लोगो की लाखों कहानी
उन्ही के हज़ार ताने सुनो
इसे बनो, वेसे बनो, अरे जैसे हो वेसे बनो तो कोई कहता
ही नहीं
शायद इसीलिये ही सब यहाँ आज ऐसे हैं
किसी ने खोके बहुत कुछ पाया, किसी ने पाके बहुत कुछ
खोया
बहुत कुछ नहीं यार, सबकी सुनते ही रह गए तो खुदकी
कब करेंगे?

कभी-कभी बेटुकी बातें कर लेनी चाहिए
कभी-कभी थोड़ा ज्यादा हंस लेना चाहिए
खैर ये मेरा तरीका है
तुम जैसे हो वैसे रहो
मैं तुम्हें यूँ निहारती रूँ
खैर बड़ी अजीब सी बात ये भी है
कितने अजीब से ख्याल है
जो कभी अकेले खुद को देख ही नहीं पा रहे
पता है मुमकिन नहीं पर हर जगह तुम्हारे साथ एक
कहानी लिखने का मन है करवटे
या इसे ही हम यूँ इन्हे खाबो म सजाते
आज एहसास हुआ और शुक्रिया किया कि यहां तक
आ पाई या सफ़र रुका नहीं
जैसी हूँ इन सपनों में रहने दो
हकीकत एक दिन खुद बनाएंगे
जैसे हो वैसे रहो
खुद ही खुद में निखर जायेंगे <3

सपनों की धुन

गोविंद सिंह राठौर, तीसरा वर्ष

मैं किसी सपने की धुन में गुम हूँ,
मेरा स्वप्न किसी चालाक लोमड़ी की
तरह
एक स्वप्न रच रहा है,
जिममें केवल तुम हो।

तुम्हारी कल्पना,
लोमड़ी की कल्पना है,
शायद कोई मिराज,
जो रेगिस्तान में किसी प्यासे को
दिखती हो।

मेरा जीवन,
एक आजाद हवस है,
जो किसी भी क्षण जाग उठता है,
मुझे सपने से जगाने।

मैं जंगल का सियार हूँ,
पर शायद थोड़ा होशियार हूँ,
लकड़बग्घे का दुख मुझे मालूम है,
कैसे वो अपना निवाला छोड़ भाग उठता है,
जब एक सूर्य की किरण रात खा जाती है।

पत्थर मेरे सपने का रोड़ा है,
वो रोड़ा है मेरा,
तुम्हारी अपने जीवन में परिकल्पना का,
जंगल के मध्य बहते झरने को
दो हिस्सों में बांट देने वाला,
वो पत्थर मुझे बाट चुका है,
बिल्कुल नदी की तरह।

बटे नदी के कुछ बूंद झरने से
झड़कर आए हैं मुझे जगाने,
वे आए हैं मुझे,
एक नए स्वप्न में अरझाने।

CREATIVE CORNER



The search for light

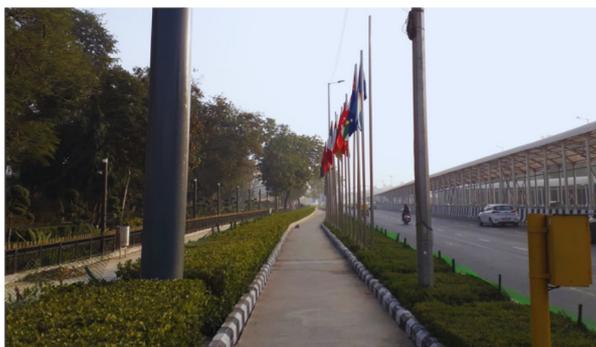
I might be surrounded by darkness, but I won't stop looking for the light.

~ Ridhi Rawal, 1st Year

The evening sun

Even as the sun grows orange bidding a goodbye for the day, it still radiates peace and beauty.

~ Simran Chaudhary, 2nd Year



A long road

Life's a long road ahead; sometimes we'll stumble and fall. And we'll pick ourselves up each time.

~ Asif Munshi, 2nd Year

Nature's tranquility

There's something we all can learn from nature: the beauty in its tranquility.

~ Mahak Jain, 1st year



Take your time

Take your time and love yourself. It takes a while to spend a while!

~ Shruti Shah, 1st Year



Harnessing the sweet rewards

Every little goal achieved is time for a small treat for yourself. Give yourself some sweet rewards that you so rightfully deserve!

~ Pranjal Agarwal, 1st Year

Fortified dreams

My dreams are all fortified, with walls high and strong to bear every calamity of life.

~ Aditi Gupta, 2nd Year



Hiding the scars

Some betrayals have deep wounds that don't heal, they leave a scar. But that scar is not for everyone to see.

~ Himanshu Kasana, 2nd Year

Peacock's tail

The true beauty of a peacock lies not in its tail, but the pride it carries it with.

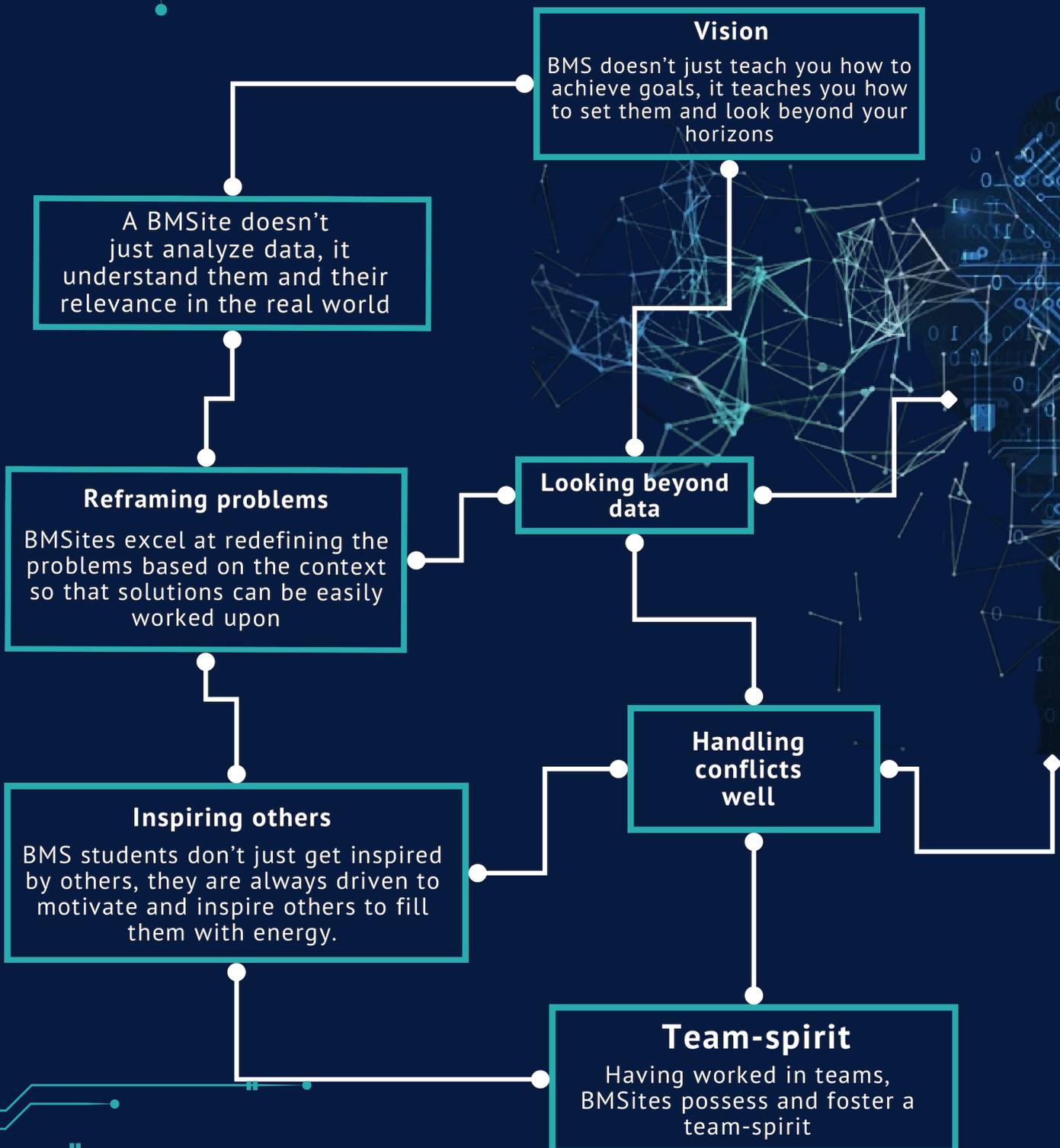
~ Rahul Kumar Shah, 3rd Year



AI CAN DO
A LOT OF THINGS,
BUT HERE ARE



13 REASO



AI WILL NEVER REPLACE A BMSITE

REASONS WHY



Prioritizing satisfaction over performance

Thinking out of the box
BMSites have only one algorithm - innovation

Separating needs from good-to-haves

Negotiation
A seasoned manager always knows when, and how to negotiate

Making sense out of chaotic situations

Trying and failing
Not all problems have a defined method to solve. To explore the unknowns, a BMSite never shies away from trying, failing, and learning.

Valuing people, not numbers





KESHAV MAHAVIDYALAYA

NAAC ACCREDITED GRADE 'A' INSTITUTION - CYCLE 2
UNIVERSITY OF DELHI

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

EMAIL: principal@keshav.du.ac.in

WEBSITE: www.keshav.du.ac.in

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