



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



**THE DEPARTMENT OF MANAGEMENT
STUDIES**

presents

Perspective

The Decennial Edition 2019

NEW INDIA@75

PERSPECTIVE



Perspective! A lot of people talk 'around' this 11 letter word but never do they really talk 'about' it. Even the name of this magazine is 'Perspective'. It is a very beautiful word if you can understand its essence but it would be much more fatal than it might seem to you, if misunderstood.

We all are humans and we all have this beautiful ability of being curious and the ability to think and this is what we do all the time, we think beyond the need.

So the word 'Perspective' may have similar meanings for all of us but each of us has their own and different perspectives. Sounds tricky, right? Well it is! For exploring more of its dimensions, I think we should first understand ourselves: what is it in being a Homo-Sapien. Don't you think in one or more ways, we all are the same and we all hold some strange sense of oneness? No matter in which society we live or to which country we belong, we all need friends, we all get jealous, we all get sad and that too all for similar common reasons.

Now you might say that if we all are the same then why we do become friends with some people very easily, while with some it becomes very difficult? Why is it that we find ourselves in some groups very easily no matter where we go, while with other groups we find it very difficult to get along?

It is what it is because all what we do and all what we are, is all in the correspondence of our values and beliefs which are different for different religions, societies or regions, but it doesn't mean that one belief is better than the other, they are just different things. It is good to have a belief 'cause, it gives you your identity, it represents who you are. BUT, BUT, BUT... it all goes wrong where different beliefs lead to conflicts and that is the point where the most beautiful part of a person's identity becomes the most dangerous one.

A person with a strong belief should always have an ability to accept the other's existing beliefs and should also agree with the fact that a belief is like a name: people have different names but it doesn't mean that one name is better than the other.

So, what should be the remedy for saving the mankind from this civil war?

I would say that our PERSPECTIVE is the only panacea; as from belief, comes the perspective. And from perspectives, we make choices. Let's get deeper into it. Majority of all conflicts and fights that we witness are just because of beliefs that are restricted by single point of view i.e. by a single perspective.

There is no human living in this world who is either good or bad, it's just their oh'so strong beliefs that keep them from accepting other's beliefs and limit their perspective to their own. There is no limitation to what extent a single-sided perspective can harm your happy life.

Let us assume an analogy of a multiverse for understanding perspectives. You might have heard this famous concept of multiverse. Just like a multiverse, if there are 'x' number of people existing on earth, then there are their respective 'x' number of different worlds and by worlds, I mean perspectives. When we think about a person from our perspective, he might be just another person and we won't bother about him unless he is a friend or a kin but this won't be his reaction for himself, because he is the star of his own world. We all are always in the spotlight of our own stage.

Once we realize the essence of perspective and start seeing this world from more than our perspective, that day there will be no reason left in this world to hate. The world would be free of hostility and full of love.

And with this realization, comes a sense of oneness, a sense of belongingness to something bigger than ourselves, a sense of belongingness to the human kind to sow the seeds of love and happiness.

I hope you won't let this 11 letter word make you cry at the 11th hour!

-Shubham Arya

1st year

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From the Principal's Desk...



The true purpose of education is to gain insight, not degrees. Insight enables our young minds to innovate, rather than follow. The Department of Management Studies at Keshav Mahavidyalaya strives to set standards for quality education by providing knowledge and opportunities for gaining insights. It offers its scholars with a platform for holistic development that broadens their horizons.

"Perspective", is the annual memoir of this journey. 2018-19 marks its tenth edition. The magazine displays potent writers, editors and designers inside our budding managers. It is a testimony for students' team work in organizing events throughout the year, participating in them joyfully and putting all of it together creatively.

The theme for this year's corporate seminar "Cognizance" is 'India @75'. It celebrates the glorious 75 years of independence which India would be completing in the year 2022. These years jog our memories to the struggle to make India free, as well as the triumphs which we have accomplished as a nation. The vital lesson to be imbibed from the past 75 years is that success is nothing but a result of self-belief, hard work and forging forward with this steadiness and grace. India awaits a more exciting future to witness and cherish.

Best wishes and congratulations to the faculty, staff and students on publishing of Perspective.

Dr. Madhu Pruthi
Principal
Keshav Mahavidyalaya

Words From the Teacher-In-Charge

This year's edition of 'Perspective' marks the tenth milestone since its inception. The Department magazine offers a platform for students to explore their literary and aesthetic skills. 'Perspective' also serves as an official record of the events conducted in the past year. Our students are amongst the bright talents that choose to undertake higher studies in Management. Every year, we seek to evolve our own management practices in various student activities as well as in teaching. This atmosphere fosters 'learning from doing' rather than relying on purely theoretical concepts. Students actively brainstorm and diligently plan out every aspect of the events.

This is one of the reasons why our graduates occupy responsible positions in the industry today.

I would like to express my deepest gratitude to our respected Principal and our entire team at



the Department for their wonderful and invaluable inputs. Congratulations to the Editors for bringing out yet another edition of the magazine.

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

The BMSEDGE



Bachelor of Management Studies (B.M.S) is one of the most coveted three year professional courses in management for undergraduates, being offered by the Faculty of Applied Social Sciences and Humanities, University of Delhi.

The main objective of this prestigious course is to generate trained managerial professionals in the global market by inculcating in students astute business acumen and the ability to apply their intellectual and managerial skills under challenging and changing work environment. The 6 semester course covers all the major aspects of management and students gain theoretical as well as practical knowledge through a healthy mix of subjects like finance, marketing, human resource

management, economics, IT tools for business, statistical software package (SPSS), organisational behaviour, Statistics for business decisions, legal aspects of business, and business policy and strategy. The students organise and manage 2 major annual flagship events : C.E.O (Challenge. Enrich. Outperform) for senior school students and 'Cognizance' (corporate seminar and management fest) for college students. It also offers placements in reputed companies and encourages students to take up internships and projects. Students are given the opportunity to attend various skill building workshops like MS Excel, Photoshop, etc., listen to eminent guest lecturers and motivational speakers, participate in a plethora of fun, interactive and learning based activities like quizzes, mock stocks, ad mads on a weekly basis. Visit to industries like Frontier Biscuits, Mother Dairy, Relaxo, Yakult, etc provide an insight into the real working milieu of the industry. Visits to other prestigious institutions like National Stock Exchange of India and SEBI add another feather to the cap of BMS students.



FACULTY CORNER

Dr. Subodh Pandit

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

Specialisation

Macroeconomic Policy, Econometrics and
Consumer Behaviour



Dr. Amanjot Sachdeva

Qualifications
Ph.D., MBA

Specialisation

Human Resource and Organisational Behaviour



Achievements 2018-19: Sachdeva A. and Singh. A. K. (2018). Work Life Conflict and its Impact on Work Life Balance and Subjective Well Being of Doctors in Healthcare Sector. *Ramanujan International Journal of Business and Research*. Vol 3,1-15

Ms. Sonu Mehta

Qualifications
M.Com

Specialisation

Finance, IT, Quantitative Techniques



Dr. Nomita Sharma

Qualifications
MCA, MBA, Ph.D.

Specialisation

Information Technology, Human Resource Management and Marketing



Achievements 2018-19: Selected as a resource person to deliver online lectures on the topic “Management of Innovation in SMEs” by NPO Delhi

Ms. Astha Kanjlia

Qualifications
MBA

Specialisation

Marketing, Finance, Entrepreneurship Development



C.A. Ms. Kritee Manchanda

Qualification
CA, M.Com.

Specialisation

Accountancy, Taxation and Finance



COVER STORY

New India @75



The year 2022 will be the year when India completes 75 years of Independence, marking the completion of an era which saw ground breaking changes in India's socio-economic fabric. But we cannot and should not stop. A lot has been done, yet so much more to be achieved. Henceforth, think-tank NITI Aayog unveiled a comprehensive Strategy for New India, a path-breaking initiative for realizing the dreams of an inclusive, sustainable and developed India by the year 2022, by recognizing the status quo and setting up the blueprint for the way forward.

In the preamble, PM Narendra Modi calls for the movement of making a *New India* to be a *Jan Andolan*-a people's movement, that is. He says that it was people's participation that got us freedom, and it will be the same which will lead us on the path of development. The document has 4 core sections: Drivers, Infrastructure, Inclusion and Governance, which have been substantiated into 41 chapters.

The first section is titled *Driver*, and it focuses on the engines of economic performance: agriculture, science, technology, fintech and tourism. It aims at making India a 4 trillion economy by the year 2022-23.

The document plans to shift the emphasis to convert farmers to agricultural entrepreneurs 'agripreneurs', to ensure maximum employment creation and to upscale apprenticeships.

The second section is on *Infrastructure*, which will not only increase the ease of doing business in our country but will also be extremely helpful for the public. It aims at digitally connecting the Indian federal system, from the top to the grassroots.

The third section is on *Inclusion*, and it deals with exploiting the full potential of India's human resources. India has the largest youth population in the world. The section mainly talks about developing the health and education and mainstreaming the marginalized section of the society.

The final section on *Governance* talks about how the government can function better, and how government processes and functions can be optimized to be more efficient and effective.

-Sameer Goyal
1st year



THE DECENTNIAL EDITION



It feels good to know that something we started 10 years back is still alive, a bit of a legacy really. But the problem with legacy is that it gets stuck in time, and that is never a good thing. So as the creator of the BBS magazine: Perspective, I would be the happiest when the magazine re-imagines and reinvents itself year after year, so keep changing the perspective guys. It was born as an outlet for the artsy-cool side of boring management students, hope it is still that and gets even better. My best wishes to the current team of students and teachers behind this.

-Sohit Khanna, Batch of 2010

It was being a part of perspective five years ago that opened so many paths for me that I had hoped to one day tread on. It gave me the opportunity to work with supremely talented classmates and helped me realize the wonders of teamwork. I am really thankful for everything that the Department of Management Studies helped me achieve - the foremost being the opportunity to discover my potential and finding out the things I am truly passionate about.

-Mansi Girhotra, Batch of 2014

Having been a part of the Business Studies department at Keshav Mahavidyalaya, I had a great opportunity to explore various aspects of college life, be it as a part of Perspective, the placement cell or Metamorphosis. Currently studying at Indian Institute of Management Indore, I look back at my BBS days and think of how they equipped me, both professionally and personally, to deal with difficult situations. Be it completing the Perspective edition or the placement brochure on time under the guidance of Amanjot ma'am and Astha ma'am respectively, or working long hours in the BBS lab to finish my final year project, or even getting sponsorships for CEO and Cognizant and preparing speeches at the last minute, my time at KMV was enriching and nurtured me to become the person I am today.

Aishwarya Barjatya, Batch of 2015

The journey between collecting messages for Perspective to writing one for it has been amazing. My experience as a BMSite at KMV was full of great learnings from faculty and interactions with peers. Organizing events like CEO and Cognizance are full of unforgettable memories. I made friends for life and it was KMV only that helped me get one of the best jobs to start with.

-Shubham Goel, Batch of 2018

EVENTS

Cognizance'18



The Department of Management Studies organised the 9th edition of its Annual Corporate Fiesta, Cognizance'18, the two day corporate management fest, on 6th and 7th February, 2018. The theme for this year's convention was "Data is the new oil".

The Annual Corporate Seminar, organised on 6th February'18, was presided over by esteemed dignitaries and illuminaries from the field of data analytics and 'Big Data'. Various concepts related to the theme were covered in the seminar like the impact of AI related transformation on businesses, comprehensive and broad based analytics practices in the industry.

Our Guest of Honour, Mr. Sameer Dhanrajani, Chief Strategy Officer, Fractal Analytics, who was highlighted four times consecutively in "Top 10 influential analytics leaders list" by Analytics India magazine, shared his experience of working in one of the largest strategic analytics firm. He stated the importance of Big Data and the future of AI in India and how it has transformed the way the corporates function and reach out to their customers.

Our second speaker, Mr. Anand Madhav, Head Public Sector SBU, Gramener India, shared his views on the incubating and scaling capabilities in analytics, AI and Digital arena. Mr. Aditya Waghray, Associate Partner, McKinsey & Company addressed the students and talked about the new technology used in Big Data firms

Our last speaker for the seminar, Mr. Rachit Ranjan, Head of Policy, Federal Affairs, UBER India shared his thoughts on how companies like Uber are adopting the technology of data analytics and will drive the business of GPS based services in India.

The second day of the convention included intellectually stimulating events like; Thinker (The Entrepreneurship event), Time to trade (The Finance Event), Enigma (The Business Quiz), Suits (The HR Event), Marketers Inc.(The Marketing Event), Canvass (The Debating Event) and Infinity Wars (The Business Event).

The event was a great success with a huge turnout of around 400 students from various colleges, celebrating the spirit of management.



C. E.O. 2018

Challenge. Enrich. Outperform. is the annual school outreach event organized by the department of Management Studies at Keshav Mahavidyalaya. It serves as a platform to **challenge** the students to **enrich** themselves to **outperform** none other than their erstwhile enactments. The event provides an opportunity to the school students to display their intellectual and creative aptitude and discover their innate talents.

CEO '18 scheduled on 26th October'18 endowed the students with insights into the college and corporate life which awaits them in their future endeavours. The day commenced with a motivational session by Mr. Sanil Sachar, a national best selling author and an entrepreneur.

This year, the event witnessed a large footfall of around 650 school students from more than 20 schools joining us and participating enthusiastically in the events from all across the Delhi-NCR.



The events- Verse Diverse (the Debating Event), Bid Street (the Bidding Event), Mélange (the Marketing Event), E-Valley (the B-Plan Event), Qriosity (the Quizzing Event) and Abhivyakti (the Street Play Event) were organised and conducted by department staff and students.

KIIT School, Pitampura bagged the prestigious 'Rolling Trophy' for their outstanding performances in various events.

Industrial Visit



The Department organised an industrial visit to the Regional Office of Securities Exchange Board of India. The students got valuable insights about the capital markets. The visit comprised presentations regarding the capital market, its structure, various securities traded and the role of SEBI as its regulator. A discussion about the future expectations and the challenges of the market took place.

The session was followed by an interactive session to answer the queries of the students. The primary aim of such visits is to bridge the gap between the industry and the academia. The visit to SEBI helped to create awareness on numerous financial products amongst the students who are going to be a part of the industry in the future. The session highlighted various investment avenues and their pros and cons, working of stock exchanges and various rules and regulations of SEBI. There was an emphasis on making the students aware about the various investor protection rules and regulations laid out by SEBI.

The visit was quite thought provoking and provided the practical exposure to the students as they interacted with the illuminaries of the industry.

ACTIVITIES AROUND THE YEAR

EXCEL WORKSHOP

The Department of Management Studies on 28th January, 2019 organised an MS Excel workshop, conducted by Mr. Rajesh Kumar Sharma, a freelancer IT Corporate trainer with vast clientele in Microsoft Technologies, and others.

He has worked with various companies of repute in India like Aptech Ltd., Karrox Ltd., NIIT Ltd.



The workshop was organised for the second year students of the department. Mr. Rajesh Kumar Sharma shared his extensive knowledge on MS Excel along with the practical assignment. The workshop indeed proved to be an advantageous value addition for the students.

PANORAMA

"The true entrepreneur is a doer not a dreamer"

A case study event was organised by Inceptum, the entrepreneurship cell for students of all departments of college. Participants were motivated to think out of the box and find the entrepreneur in themselves.

In the event participants were provided with the excerpts from real-life case events of reputed companies and were asked questions on the basis of case that involved rebuttals, roles, interjections and much more.

SEMINAR – CAMPUS TO CORPORATE

The department organised a seminar on Teacher's Day where Mr. Neeraj Singh Rathore, an International Certified Business Coach, Author, Motivational Speaker, NLP trainer, Executive Coach and an Entrepreneur took the platform and deliberated on the transition from "Campus to Corporate". It was an interactive and motivational session where he shared his experiences and enlightened the students about the transition they observe as they move from college to a corporate job.

The informative session gave the students a greater insight of how to adapt to the working in the corporate world.



THE TEACHER'S DAY



"A good teacher can inspire hope, ignite the imagination and instill a love of learning."

The Department of Management Studies celebrated Teacher's Day with great zeal and zest and made this day special and memorable for our teachers. The students felicitated the teachers with customized and self-designed digital portraits and bouquet of flowers as a token of respect and gratitude for their unconditional support and guidance. This was followed by energetic song and dance performances by the students.

He also discussed how Search Engine Optimisation (SEO) can be used to our advantage, how to embed heavy videos, images and forms and insert contact forms and google maps. The workshop indeed proved to be a great learning experience for all.



WEB DESIGNING WORKSHOP

'Talent you have naturally. Skill is only developed by hours and hours and hours of beating on your craft.'

The Department of Management Studies conducted a workshop on Web Designing, carrying on the established legacy of peer motivated learning.

In the workshop, Shivam Garg, a student of BMS second year, shared his extensive knowledge on web designing along with showcasing some of his customized designs. He talked about wix - an online web designing platform, how to use it to create professional C.V.'s and use pre-designed C.V. formats and templates.

MARKETING MAVERICKS

"Marketing is no longer about the stuff that you make, but about the stories you tell"

Mark-e-pedia, the Marketing Cell of Keshav Mahavidyalaya organised 'Marketing Mavericks' for all marketing enthusiasts. The event consisted of two rounds. Round 1 was Brand Tambola - an ingenious tambola game with brand logos and taglines. Top 6 qualifying teams competed in the second round, 'Preach the Gospel', a one of a kind pitching game inspired by 'Shark Tank' (a famous TV show), where the shortlisted participants had to improvise the worst pitches and analyse where those pitches went wrong, then present the same in their own way.



BLOG CENTRE

CHANGE

Change is what defines humanity. Change is the impetus that brings in progress. Equality, development and prosperity- all are results of change. I mean, who doesn't want to get richer, have better technology and a developed and egalitarian society? Everyone does. But the issue is that these things don't happen overnight, and need millions of people behind the idea to make the dream a *reality*.

We Indians love to complain and banter. We just absolutely love to criticize the authorities for not doing their part, but we ourselves don't do our part. From a nation which had revolutionaries and activists like Mahatma Gandhi, Sardar Patel, Bhagat Singh, Jyotirao Phule, we have become a nation of '*slacktivists*': people who want change, people who scream for change, but don't actually do *anything* to get that change done. In India, the biggest problem is people want change, but don't *want* to change; we feel entitled to progress and prosperity.

During the freedom struggle, it was Mahatma Gandhi who vied for a united effort to defeat the tyrannical British rule in India, and believed that it is *Jan Bhaagidari* by which India will attain independence. Today, Prime Minister Narendra Modi has made a clarion call to achieve the dream of a New India by the year 2022: the year it completes 75 years of its independence. He emphasizes on the need for this movement to be a *Jan Andolan*, a people's movement.

He emphasizes that the strength of any democracy lies in its people and their participation. Standing at the pedestal of Red Fort, Modi invoked that it is us, the people, who have to give their everything to India, so that a new sun rises above the horizon, a sun of development, advancement, prosperity and equality.

To end, I will just quote William Arthur Ward: "Do more than belong; participate. Do more than dream; work."

-Sameer Goyal

1st Year



A VOYAGE

Strained eyes with a cold bitten face,
Trying to live his way through the night with grace,
Amid the caring tears of different souls,
there stands a youngblood with his undefined soul,
His folks came along to drop him by,
their lonely voices falter to cry.
A boy at the station came by to say to his family a good goodbye.

-Shubham Arya
1st year

WINDS OF CHANGE

ARE THEY REALLY HERE?



Amidst a credibility crisis for all government institutions ranging from CBI to RBI, the be all and the one all, the supreme, kept its name and retained public faith with its audacious verdicts.

With a trail of landmark judgements passed by the Supreme Court in 2018, laws that made India plod behind countries in recognising individual's rights have been struck down and the apex court seems more ready than ever to expand the ambit of fundamental rights.

Striking down section 497, adultery no more an offence; have good days for women finally come? Was it a milestone in the timeless journey for gender equality- bringing women at par with men? The part abolishment of article 377 came with a confetti of acceptance and celebration of unbound love - OR DID IT?

The historic upliftment of ban on entry of women in Sabrimala, because devotion cannot, and shall not be subjected to gender discrimination, post which the woman who dared step into the temple got beaten up and humiliated by the public.

Adultery law amendment- on the superficial level, women- no more a possession of men is symbolic of women empowerment. At the ground level? Poor, rural women being cheated on lie shattered because a while ago, their husbands were cheating, secretively, ashamedly, but now, they are cheating, openly and unapologetically.

Homosexuality as a stigma has been scraped off from the constitution, but for a gay couple to be able to celebrate their love just like a straight couple, can only be a usual idea when the stigma is scraped off from our minds.

The whole ruckus concerning the validity and mandatory nature of Aadhaar number was managed by the SC. Then why does it still stand like a rock strong hurdle in the true realisation of 'Right to Privacy'?

The verdicts have liberated the society to make it more luminous, more free and the pride of modern day development. But how far have they done for societal advancement and how well, remains uncertain.

The SC has opened the tap, but it's not going to water our garden of social development to blossom until we keep stepping on the pipe. Because sometimes, there's more weight that pulls down than they can pick up.

-Swati Singh
1st Year



I DO BELIEVE

I do believe
 The world will change
 Where people don't kill, hate or estrange.
 A place of harmony and peace,
 With wars, destruction and bloodshed forever ceased.
 Life will be simpler and people free,
 Fulfilling their needs, fighting their greed.

I do believe
 The world will thrive
 People of diverse religions, castes and nations
 shall stand unite,
 With no discrimination of black, colored or white.
 Justice, liberty and education for all,
 Throughout the spring, summer, winter and fall.
 Humans, animals and birds will all have shelter,
 When we'd all come together to be
 Our Earth's protector.

I do believe
 The world will smile
 With the hope of a future better and bright.
 Happiness and bliss all around;
 Gifts of Nature nurtured and abound.
 Such a day will surely come,
 When all the miseries and woes succumb.
 I do believe and ween,
 It is this world that I dream.

-Vanika Mangla
 3rd Year



THE EMPTY HOUSE

The House is empty,
 So is my heart.
 It weeps for someone far apart.
 People hear, there, everywhere.
 Alas, not a man who care.
 There I sit,
 A day, a week, years passed.
 My watery eyes waited in vain,
 Not a soul came, to make me laugh.

I remember the time,
 Ah! Good old time,
 We played, we laughed, and
 Together we smiled.
 The house was full,
 When my child was mine!



-Vanshika Goswami
 2nd Year



THE GLORIOUS CITY

*Wandering as I do,
I arrived at a glorious city,
Oh glorious it was,
Its cars, scrapers and concrete.*

*Only it had no life,
The humans were all dead,
Or they never laughed, or smiled,
And wore the morose black.*

*They walked alone on streets,
Cluttered with the like,
And never bothered to look,
For what we say is life.*

*They would always rush,
And why, they never thought,
Only aiming to arrive first,
To a place that was not.*

*They could not imagine,
Galaxies, squirrels or romance,
For they were busy, trying to be,
First to the place that was not.*

*I have been here since,
Just like you...*



-Aditya Garg
2nd year

THE RULER



We live and live
A life full of delusions
Typing is all I see
Blueticks and their versions



Feeling the sun
Isn't any cool
Introverts or Extroverts
Who is the bigger fool

We go out, take pictures
And put stories or what not
We resemble faded colors



And personifications of a bot
Mother is worried
Thinking where you have been
While you have been busy
Telling people what you've seen



This validation you seek
Isn't what you are
Just be the rising sun
And not a falling star

So let's keep our phones aside
And maybe go out for a walk
Not content with facetime
Just meet up and talk

It's time you realize
That you are in a cell
What's real or not
You cannot even tell

Are we really connecting
Or have we been fooled
In a sad demise of (Wo)Man
It's the technology that ruled.

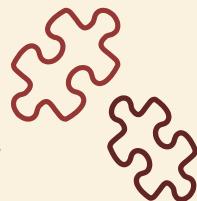
-Tushar Agarwal
2nd Year

For old Times sake

Everytime I fascinate over petrichor and a child can't relate
I wonder, wonder whether I should feel angry or treacherous
But with whom?

The child who was never exposed to the earthly scent of the first rain
Or the jerks we are for crucifying him with plastic toys and addictive
playstations

Chiming into the sing along of modernisation
Busy breaking down the delinquent walls of polarisation
We painted fabricated poles through our dark palettes
Lost our hidden tales in coffee mugs and tampered cassettes



There was one TV channel that every person would hawk
Amidst a haystack of thousands, we find nothing to watch
I crave the time when a fight was a quarrel, not a court dispute
The only vagrants on streets were saffron clad monks asking for food

What happened to the doors that were always open but at night?
Did they also fidget to the suspicious stranger in sight?
The barren grounds next to my house longs and baffles
Has the mobile poacher fastened it's kids in shackles?

The 90s child comes to invite me to my nani's place but it strikes,
"Oh, I'm sorry" she says "you must be busy in the crazy market
selling your life for likes"
There were black and white photographs but colourful lives
These 50 shades of pretentiousness blind my eyes

In the bid of investing money
I ran out of faith to invest
We millennials are runaways
Beseeching victory in a victoryless quest



We forgot to turn back and smile at the stranger
Who observed our love for FRIENDS or pink sneakers
Or wave parting goodbye to the man
Who hummed along the Beatles song playing on our portable speakers

Remind me the last time you laid under the sky
Submitting to the universe as you counted the uncountable stars
The derivative of today's morning sun is a screeching alarm
And candles snoop about the neon lights with covetous smiles

We are ignorant bees unaware of peers thriving in the next hive
Wasn't living in clusters the whole point of a social life?
The offsprings of neighbours who celebrated birthdays together
Barely drop by to even discuss politics or the weather

Under the constant onslaught of people's everyday intrusions
The public transport creep brushing shoulders in a collision
Insecure, indifferent, intolerant, fatigued of searching for a cape
of good hope
Aren't we all turning into a grumbling misanthrope?

For once stop cultivating complicated mindsets and frenzied lifestyles
Like sizzlers in the petri-dish of cut-throat milieu
Feel the mud, the dew, the petrichor
And be humans again, for old times sake?

-Swati Singh, 1st year

BMS RECORDS

ABOUT THE CELLS

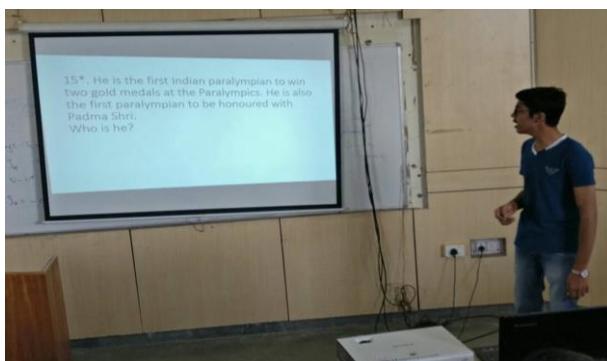
SARVAGYA- THE QUIZZING CELL

Oxford English Dictionary defines "Quizzing" as- "A test of knowledge, especially as a competition between individuals or teams as a form of entertainment"



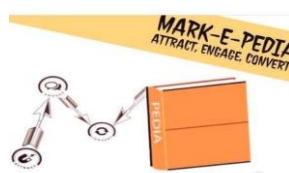
Sarvagya- The Quizzing Cell of Department of Management Studies is emerging as one of the most active and consistent cell this year. With questions being posted on its Facebook page, Sarvagya is fast becoming a platform to keep oneself updated. Recently Sarvagya successfully organised its first online quizzing fest Q-Fiesta, a series of 3 quizzes spread over three weeks.

These quizzes were on diverse topics like General Quiz, Biz-Quiz and the Infotainment Quiz. There was an active participation from various colleges of Delhi University and other universities, with 100+registrations for each quizzing event. Sarvagya has plans to involve students in quizzing activities throughout the year to make learning a joyful journey for all. After all, as Audrey Hepburn rightly said - "For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone."



MARK-E-PEDIA – THE MARKETING CELL

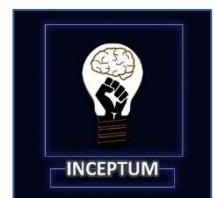
"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." - Peter Drucker.



Markepedia was founded with the motive of bringing together students with an aptitude of marketing and creative inclination to engage in events and workshops. By conducting different discussions and workshops for cell members, Markepedia aims at honing the practical skills by improving their personality and communication skills, because at the end of the day, marketing is all about finding ways to reach and communicate with different audiences, and Markepedia does exactly that.

INCEPTUM – THE ENTREPRENEURSHIP CELL

Inceptum- the Entrepreneurship Cell, intends to engender business acumen among its members and aids them to be the adept leaders for tomorrow by augmenting their overall personality. The cell has been



active throughout to not only deliver the significance of entrepreneurship to its members but also to aid them to be efficient managers as each and every member has been a part of every event organised by the cell.

This year the cell organised Panorama- Inter College Case Study Competition.

Readers' Reserve- "Borrow. Read. Return. Repeat." As the phrase says, it is a platform for all the bibliophiles to borrow, read, return and repeat.

Group discussions are held periodically to hone the communication skills of the group members and to inculcate in them the habit of discussions and team spirit. The members as a team think on their feet come up with new ideas and ventures to be carried out in future.



ACADEMIC ACHIEVERS

May- Jun 2018



Shubham Goel
6th Semester



Sheetij Aggarwal
6th Semester



Shalini Mittal
4th Semester



Anansh Aggarwal
2nd Semester



Shivam Garg
2nd Semester



Shalini Mittal
5th Semester



Onkar Garg
5th Semester



Tushar Agarwal
3rd Semester



Shivanshi Garg
1st Semester

Nov- Dec 2018

Name	Year	Professional Courses
Harshit Kansal	3 rd	Cleared 7 exams of Actuarial Science
Eeshma Anand	3 rd	Cleared CFA Level 1
Sahil Singhal	3 rd	Cleared IPCC Intermediate
Sanu Chauhan	2 nd	Radio Broadcasting

Students' Achievements 2018-19

NAME	YEAR	COMPETITION	POSITION
Himanshu Gulati	3 rd	OP Jindal University- Mockstock	1 st
Dalima Gupta	3 rd	Runway Fashion Show, NIT Delhi Raazmataz Fashion Show, RDIAS Paridhan Fashion Show, DTU Rhythemic Illusion Fashion Show, Rajdhani College Shiksha Aamod Fashion Show, Shikshapeeth College Emblazon Fashion Show, HMR Institute	2 nd 1 st 2 nd 2 nd 2 nd 1 st
Saurabh Suman	3 rd	Stock Simulation, Hansraj College Travel-o-graphy, DTU Umeed Fund raising camppaign	1 st 1 st 1 st
Shalini Mittal	3 rd	Paper Mania, JDNC Tattoo Making, BRAC Leaf Printing and Doodling, Shivaji College Best out of waste, SSCBS Best out of waste, SGGSCC	2 nd 2 nd 2 nd 2 nd 3 rd
Anansh Gupta	2 nd	Bid with it- Motilal Nehru college	1 st
Shweta	2 nd	Slogan & Poster Making, National Youth Fest 2018 400m Annual Sports Day, KMV Fashion Show, Northcap University	2 nd 2 nd 1 st
Mayank Bhasin	2 nd	Mimika, Mimi Play Competition, IIT Kanpur	1 st
Tushar Agarwal	2 nd	Turncoaat Debate, Maitreyi College Mimika, Mimi Play Competition, IIT Bombay Corporate Sansad 2018 Mimika, Mimi Play Competition, IIT Kanpur	2 nd 1 st 1 st 1 st
Kriti Tyagi	2 nd	Turncoat Deate, Gargi College Elocution Competition, KMV	3 rd 1 st
Mayan Kumar Singh	2 nd	National Paper Presentation Competition- DRC	2 nd
Shivam Garg	2 nd	Pump and Dump (Mock Stock), SBSC Business Quiz, Lakshmibai College	3 rd 1 st
Pulkit Daga	2 nd	Lyons range (Mock Stock), Kirori Mal College Brand Tambola, BR Ambedkar Fullhouse	1 st 1 st
Pratyooosh Bhardwaj	1 st	Maharaja Agrasen College- Mockstock Bulls and Bears (Mockstock)- SSCBS	1 st 2 nd
Rahul Singhal	1 st	Bulls and Bear (Mockstock)- SSCBS	2 nd
Sameer Goyal	1 st	War of Words (Debate)- PGDAV	2 nd
Divya Aggarwal, Yash Jain, Yash Arora, Ishan, Sameer, Abhishek Gupta, Aman Mishra, Aryav	1 st	IIT-B (Mime) IIT-D (Stage Play) Satyawati College (Stage Play)	1 st 1 st 1 st
Pranjali Kukreja	1 st	Lady Shri Ram College (Music Band) St. Stephens' College (Music)	1 st 1 st
Hridank Sethi	1 st	War of Words (Debate)- PGDAV	2 nd
Kashish	1 st	AIIMS (Dance) NIFT (Dance)	1 st 2 nd

Placement Record

	NAME OF THE STUDENT	COMPANY NAME
Batch 2018	Antara Dey	S & P Global
	Pratika Chatola	S & P Global
	Sheetij Aggarwal	S & P Global
	Samriddhi Aggarwal	S & P Global
	Sanya Ahuja	S & P Global
	Anjali	Air India
	Prakash Shah	Accenture
	Anmol Babbar	Gartner
	Ramyakh Jain	Zomato
	Anshul Kukereti	Duff & Phelps
Batch 2019	Himanshu Gulati	Ken Research
	Lakshay Syal	Ken Research
	Nikita Singh	AT Kearney
	Manan Doshi	AT Kearney
	Eeshma Anand	AT Kearney
	Anav Kapoor	TresVista

S&P Global
Market Intelligence

ATKearney



KEN RESEARCH

TresVista
FINANCIAL SERVICES

zomato

Gartner.

DUFF & PHELPS

AIR INDIA

Higher Education

Name	.
Navika Tejpal	MBA, NMIMS, Mumbai
Harshit Gupta	MBA, MDI Gurgaon
Mayank Dabbar	PGDIM, SGGSCC, DU
Onkar Yadav	M.Sc Finance, Newcastle University
Siddhant Wadhwan	Faculty of Law, DU
Sidharth Yadav	M.Com, IGNOU
Shubham Goel	Young Leaders Programme 2020, ISB

NMIMS
Deemed to be UNIVERSITY

MDI
GURGAON

Newcastle
University

ISB

Internships & Social Work

Name	Year	Internship/Social Work/Academic Achevement/Additional Course
Himanshu Gulati	3 rd	Trainee, Mergers and Acquisitions, PwC India
Rashi Agarwal	3 rd	Corporate Finance Internship, Deloitte India
Harshit Kansal	3 rd	Summer Intern- Power Finance Corporation
Saurabh Suman	3 rd	Co-Founder, Festmate.in Finance Intern, Niti Aayog Coordinator and Teacher, Umang NGO Marketing and Research Intern, Reliance Industries
Shalini Mittal	3 rd	Volunteer at Rang Badlav Ke, Kailash Satyarthi Foundation
Aishwarya Kejriwal	3 rd	Intern, SMILE Foundation Volunteer, Feeding India
Eeshma Anand	3 rd	Intern, Bajaj Capital
Shalu Jha	3 rd	Operations Associate, Even Cargo Company Zone Coordinator, Leaders for Tomorrow
Mayank Bhasin	2 nd	Editor, urbanafc.com
Vanshika Goswami	2 nd	Healthcare at Home India Pvt Ltd., Dabur (Resource Marketing Intern)
Sanu Chauhan	2 nd	Intern, ExBook, Inceptors, Edu Experience Volunteer, Pehchaan
Pulkit Daga	2 nd	Digital Marketing Intern, POPXO
Amit	2 nd	Intern, Snapstore
Kirti Goel	2 nd	Graphic Designer, MRIDA Self Help Group Python Prommer Content Writer, Gozuto E-Commerce Pvt Ltd
Kriti Tyagi	2 nd	Summer Intern, Share India Securities Ltd.
Anansh Gupta	2 nd	Research Analyst Intern, Retail Finance, Bharti Airtel
Aditya Garg	2 nd	DGFT, Ministry of Commerce and Industry
Tushar Agarwal	2 nd	Marketing Research Intern, Flairtales, Content Writer, Collegedunia, Founder, Valuemnus, Digital Marketing Course (85%)
Shivam Garg	2 nd	Co-Founder, Reviving Lives Finance Intern at UNO Minda Ltd
Swati Singh	1 st	Intern, Artysan

From the Editorial Board...

With stars in our eyes and euphoria in our hearts, we present to you the tenth edition of our annual departmental magazine, PERSPECTIVE.

Perspective- a magazine which embraces a journey full of opportunities to learn and explore. It has taught us the significance not only of time management and the intricacies of dealing with eloquent words, but also of team work and cooperation.

Perspective is a result of cumulative passion of the entire team. Each member has added landmarks on the map that leads to the final destination of profound knowledge. The journey justifies the saying, "Teamwork is that essence in common people owing to which they accomplish uncommon goals". We utilize this opportunity to thank all the people who got on board with us and furnished their ideas and time for perspective, be it the students, the alumni, the writers or the photographers. We would also like to extend our gratitude to the faculty of the Department of Management Studies for their constant support and guidance. We thank you all for being a part of this wonderful journey called 'Perspective'.

The Editorial Team



Dr. Nomita Sharma



C.A. Kritee Manchanda



Harshit Kansal



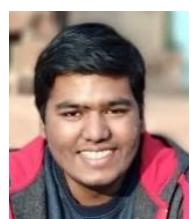
Vanika Mangla



Kriti Tyagi



Kirti Goel



Shubham Arya



Hridank Sethi



Punya Nagpal



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