



**KESHAV MAHAVIDYALAYA**

NAAC Accredited Institution Grade 'A' - Cycle 2

**UNIVERSITY OF DELHI**



# PERSPECTIVE

**DEPARTMENT OF MANAGEMENT STUDIES**

**XIV Edition**



**ANNUAL DEPARTMENT MAGAZINE**  
**2022-23**



I am an advocate of one form of the New Perspective.  
But there are as many new perspectives as there are  
people writing about it.

~ N. T. Wright

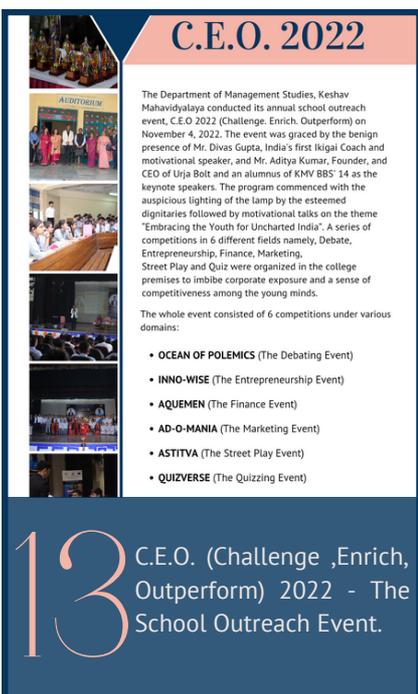


I am an advocate of one form of the New Perspective.  
But there are as many new perspectives as there are  
people writing about it.

~ N. T. Wright



# Table of Contents



1. From the Principal's Desk

2. Teacher-In-Charge's Message

3. Editorial Board

4. Faculty & Staff

6. Faculty Achievements

7. B.M.S. Edge

9. Departmental Cells

12. Cognizance 2022

C.E.O. 2022

13.

Department Activities

14.

Placement Record

18.

Higher Education

19.

Students' Achievements

20.

Internships

22.

Additional Courses

23.

Blog Centre

24.

Creative Corner

29.

India 360 X BMS

35.

Past Glimpses

37.



- By Jatin Bakolia (Batch of 2021)  
**ORIGAMI DREAMS**  
Dream like you are making an origami art, folding and moulding the way you want. Fill up the colours of peacock in it and you'll see the dream becoming reality.

**24**

BMSites are not just creative future managers but are also skilled in various forms of art.



- By Manvi (Batch of 2021)  
**MERMAID**  
She is a mermaid, but approach her with caution. Her mind swims at a depth most would drown in.

**24**

BMSites are not just creative future managers but are also skilled in various forms of art.



- By Kanya Singh (Batch of 2023)  
**LIGHT REIGNS**  
No matter how big the darkness, light always reigns. There's nothing more spiritual than knowledge itself, which colours the dark path of life.

**24**

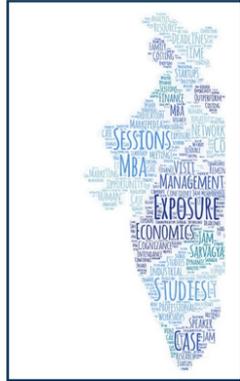
BMSites are not just creative future managers but are also skilled in various forms of art.

Blog centre

**PERSPECTIVE**

<p><b>PUNJAB</b> The Punjabites have a strong fighting spirit and a "never give up" attitude, similar to the BMSites who face difficult circumstances head-on.</p> <p><b>HARYANA</b> The denizens of Haryana are known for their enthusiasm, competitiveness and competitive spirit, just like the BMSites, who are always ready for competitions and challenges.</p> <p><b>UTTAR PRADESH</b> People in UP are known for their hard work and dedication, similar to the BMSites who are always ready to take on any challenge.</p> <p><b>DELHI</b> The diversity that resonates within BMS resonates the vibrance of Delhi.</p> <p><b>RAJASTHAN</b> A BMSite's will to build warm interpersonal relationships draws an analogy directly from Rajasthan, known for its long tradition of being welcoming and hospitable to people.</p> <p><b>MADHYA PRADESH</b> Left in the heat of ideas, and just like the fiery central furnace without proper functioning of the heart, a company cannot prosper without proper management.</p> <p><b>GUJARAT</b> The business-friendly, entrepreneurial and entrepreneurial spirit of Gujarat large with the skills and mindset of BMSites.</p> <p><b>GOA</b> Known for their child attitude, both BMSites and Goans have earned a reputation for having a relaxed approach to everything.</p> <p><b>MAHARASHTRA</b> Mumbai, the financial capital of India, shows its excellence and deep interest in finance, similar to the BMSites.</p> <p><b>KERALA</b> BMSites are found in a variety of fields, just like the people of Kerala, who are widely distributed throughout the globe and work in various industries.</p> <p><b>KARNATAKA</b> Karnataka known for the residents with innovative thinking promotes creative BMSites who find unique solutions to various problems.</p> <p><b>TAMIL NADU</b> The work life balance of the BMSites resonates the way Tamil Nadu maintains balance between tradition and innovation.</p>	<p><b>JAMMU &amp; KASHMIR</b> The people of J&amp;K overcome difficult situations. The students of BMS are trained to handle complex problems and beat the company out of difficult situations.</p> <p><b>Odisha</b> Known for their hard work and dedication, similar to the BMSites who are always ready to take on any challenge.</p>
---	--

**INDIA 360**



**35**

When, India - our diverse land and BMS - our diverse course curriculum came together.



# From the PRINCIPAL'S DESK

“The future belongs to those who believe in the beauty of their dreams”

- Eleanor Roosevelt

Our dreams are our vision of the future, our willingness, and our courage to set forth to achieve our heart's desires with strength and conviction. It gives me immense satisfaction to note that the staff and students of the Department of Management Studies of our college have always striven to give shape to their dreams by setting higher goals and outdoing themselves ever

since the inception of the course in the college. The department has always tried to achieve its goals of innovating and promoting quality education. It strives to endow its scholars with a platform of holistic learning that helps them to broaden their horizons of knowledge.

The annual departmental newsletter 'Perspective' is a wondrous memoir of this journey and records the dreams and accomplishments of a momentous year. It gives impetus to a wide spectrum of creative skills of the students and a platform for recognizing their achievements. I offer my congratulations to the staff members who believe in leading by personal example and have managed to cultivate qualities of commitment in all the students. My congratulations to all the students also, who believe in the power of their dreams and are a moving force in the department's journey forward.

-Prof. Madhu Pruthi

# Teacher Incharge's MESSAGE

With a rich legacy of commitment and growth spanning many years, our department has consistently set benchmarks of excellence year after year. Throughout this time, Perspective, with its enriching content and creative design, has acted as a reflection of the initiatives, creativity, and memories of BMSites. It brings me great pleasure to present the 14th edition of this magazine, which showcases our journey, as we share responsibility, goals, and memories as a family.

The leaflets within this magazine offer a glimpse into the various events and activities we've conducted, which have not only brought us closer together but also helped our students to practice management in real-life scenarios. Our students' stellar record of achievements and internships reflects their commitment to becoming better versions of themselves every day.

I want to extend my heartfelt congratulations to the entire department for the hard work and dedication that went into creating this new edition of Perspective. It is a testament to our ongoing efforts to do better each day. My hope is that this magazine will provide value to its readers and help them to develop a fresh outlook on the world.

-Ms. Sonu Mehta



# EDITORIAL BOARD

We're delighted to present you with the 14th edition of our Annual Departmental Magazine: Perspective.

Our yearly publication isn't just a bunch of content but combines the department's creativity and teamwork and brings forth the perspective of each stakeholder. The creation of this magazine allows us to work together; depicting a year of growth and development.

We're grateful to our faculty members for their unwavering guidance and support which have helped us picture our ideas so systematically.

We hope you perceive the dedication we have invested in our magazine as you browse through its pages and feel just as engaged with the journey as we have been at every stage.

Happy Reading!



**Faculty Co-ordinator:** CA (Ms.) Kritee Manchanda

**ROW 1 (L to R) :** Rishabh Grover, Ishita, Chirag Gupta, Vanshika Narsaria

**ROW 2 (L to R) :** Asif Munshi, Riya Jain, Arushi, Hardik Kothari, Paritosh Sharma, Harsh

# FACULTY & STAFF



**DR. AMANJOT SACHDEVA**

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



**MS. SONU MEHTA**

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



**MS. ASTHA KANJLIA**

MBA  
Specialization: Marketing,  
Finance, Entrepreneurship  
Development



**DR. NOMITA SHARMA**

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

# FACULTY & STAFF



**CA KRITEE MANCHANDA**

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



**MS. RUCHI**

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



**MR. GURDEEP SINGH**

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



**MR. SANJAY KUMAR**

B.Sc  
Lab Staff

# FACULTY ACHIEVEMENTS

## MS. ASTHA KANJLIA

Attended one week Faculty Development Program on "Qualitative Data Analysis" organised by University of School of Management Studies, GGSIPU, New Delhi. The program held from 4th July 2022 to 8th July 2022.

## MS. RUCHI

Presented a paper titled "Intraday Price Discovery and Volatility Transmission in the Indian Stock Market" in the 2nd International Conference on Business and Management organized by Delhi School of Management, Delhi Technological University held on 19-20 January 2023.

# BMS EDGE



Bachelors of Management Studies is designed to sculpt out trained managerial professionals from ordinary students, so that by the time the students complete the course, they're ready for the global market with not only a smart business acumen, but also all the skills required to survive under an ever-changing and challenging work environment. It brings forth innovative practices and creative thinking in management and enterprise. It allows students to explore the new horizons of management. This course includes all major aspects of management like Finance, Marketing, Human Resource Management, Organizational Behavior, Legal aspects of Business, Business Policy, and Strategy, and also technology-based arenas like IT Tools for Business, Statistical Software Package (SPSS). The combination of theoretical knowledge with application of technological skills and data analysis is important in today's corporate world.

The emphasis is on experiential learning through organization of inter-department and intra-department activities. Students work collectively in teams for the group activities and projects along with summer and winter internships to gain on-ground learning.

Department of Management Studies, Keshav Mahavidyalaya organizes 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.



Students learn management techniques by managing these big events that witness an overwhelming number of participants.

There are several different paths students choose to take after completing the course. A lot of them get placed in reputed companies, many pursue higher education, some start their own enterprise, while others commit themselves to social causes and benefiting humanity.

The students of BMS are transformed from being curious freshers when they get admitted to the course to matured, learned, confident, and skilled managers and entrepreneurs when they graduate from the college.

Metamorphosis, the Student Society of B.M.S., aims to promote innovative thinking and professional growth by organizing intradepartmental, interdepartmental, and intercollege competitive events from time to time. It has turned out to be the powerhouse for the department and has largely contributed in making Keshav Mahavidyalaya an off-campus college with an edge.

# MARK-E-PEDIA

## (The Marketing Cell)



MARK-E-PEDIA

"The key to successful marketing is to create a buzz that people can't stop talking about." -Jay Conrad Levinson

Mark-e-Pedia, The Marketing Cell of Metamorphosis, Department of Management Studies is an ensemble of highly goal-driven members enthused about understanding and operating in the dynamic corporate world. It is committed towards providing excellence and fostering innovation with team efforts while absorbing knowledge along the way, be it through its wide network or with its creative vision and ideation. It aims to create a culture of continuous learning and growth by encouraging its members to explore new ideas and push their boundaries.

With a focus on collaboration and innovation, the team is dedicated to delivering exceptional results and making a positive impact in the professional workspace.

Mark-e-pedia conducts a plethora of activities, whether it is knowledge-sharing sessions or competitions, or inter-college events, they do it all.

The cell created a niche for itself in the DU circuit in terms of the value it has added to the marketing space at the university level by setting benchmarks for its peers to follow. It plans to organize more events in the future to provide its members with opportunities to learn and grow in the field of marketing.



# SARVAGYA

## (The Quizzing Cell)



SARVAGYA  
THE QUIZZING CELL

"Wisdom is not a product of schooling but of the lifelong attempt to acquire it."

-Albert Einstein

Sarvagya, The Quizzing Cell of Metamorphosis, Department of Management Studies, was founded in 2020 to allow management students to come across unknown facts about the world and broaden their horizons & willingness to learn.

The cell aims at providing valuable insights into non-academic aspects so that the students will get an opportunity to mold their careers towards a higher level by keeping them abreast of the latest changes around the world.

It also conducts various departmental and inter-departmental quizzes, current affair sessions, and group discussions to prepare and encourage the students to participate in the competitive examinations at the state and central levels.



# INCEPTUM

## (The Entrepreneurship Cell)



"The best way to predict the future is to create it."

-Peter Drucker

Inceptum, the Entrepreneurship Cell of Metamorphosis, Department of Management Studies, firmly believes in the power of knowledge acquisition to become better leaders in the future. Its commitment to excel in both business and personal development is the cornerstone of its philosophy, as it places a strong emphasis on cultivating a robust set of skills that enable its members to navigate through both the challenges of the business world and the complexities of everyday life with a different entrepreneurial viewpoint.

It aims to foster an environment of innovation and creativity through various programs like workshops, speaker sessions, B-plan competitions, etc. It has over the years conducted events creating an entrepreneurial ecosystem in the college. The cell is dedicated to hone the entrepreneurs of tomorrow. Over the years, Inceptum has been one of the pioneers in the development of interpersonal and intrapersonal skills of its members and encouraging the entrepreneurs hidden within each one of us.



# COGNIZANCE 2022

Department of Management Studies, Keshav Mahavidyalaya, organized the thirteenth edition of its Annual Corporate Convention–Cognizance 2022 on 4th and 5th March, 2022. The event focused on the hidden potential of young entrepreneurs and creative thinkers in India. The theme of the corporate convention was 'Innovation in India: Unfolding our Inherent Potential'.

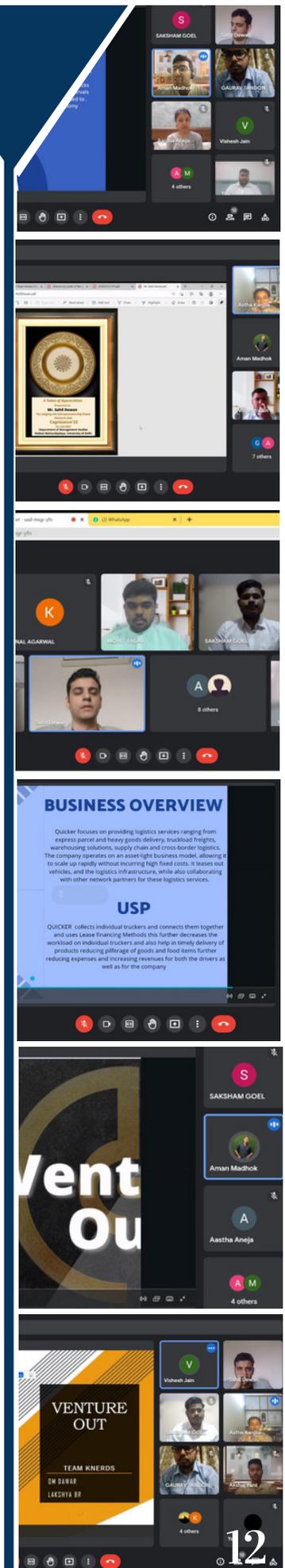
Cognizance, the annual corporate fiesta, was conducted in the virtual mode and witnessed enormous participation of around 400+ college students from all across the nation. The participants got an opportunity to be a part of an insightful virtual panel discussion with eminent speakers:

- **Mr. Ravi Ranjan:** Government Advisor, Open Innovation, TED X Speaker, Serial Entrepreneur
- **Mr. Arijit Bhattacharyya:** Founder, Virtual Infoccom, Connovate Venture, Accelerators and Fund

The speakers discussed the latest trends in the corporate world with the audience. They imparted their knowledge on how to commence and expand a business. They also offered significant advice on the best methods for constructing and directing a prosperous career.

The second day of the conclave witnessed various engrossing and captivating online inter-college competitive events, covering all areas of management, which are as follows:

- **Think Out Loud:** The Debate Event
- **Venture Out:** The Entrepreneurship Event
- **Brand It Mario:** The Marketing Event
- **Ar-Bid-Rage:** The Finance Event



# C.E.O. 2022



Department of Management Studies, Keshav Mahavidyalaya conducted its Annual School Outreach event, C.E.O. 2022 (Challenge. Enrich. Outperform) on November 4, 2022, on the theme "Embracing the youth for Uncharted India". The event was graced by the benign presence of Mr. Divas Gupta, India's first Ikigai Coach and motivational speaker, and Mr. Aditya Kumar, Founder, and CEO of Urja Bolt and a proud alumnus of KMV BBS' 14 as the keynote speakers.

Mr. Divas Gupta captivated the students with his exceptional demonstrations, igniting a sense of motivation within them. Meanwhile, Mr. Aditya Kumar shared his remarkable entrepreneurial journey with the attendees, leaving an indelible impact on the young minds. The high school students were utterly overwhelmed by the distinguished speakers, and their eagerness was evident through their enthusiastic participation in the question-and-answer rounds.

A series of competitions in 6 different fields namely, Debate, Entrepreneurship, Finance, Marketing, street Play and Quiz were organized in the college premises to imbibe corporate exposure and a sense of competitiveness among the young minds.

The event was a resounding success owing to the enthusiastic participation of more than 300 students hailing from over 20 schools across Delhi NCR. Their presence added an unparalleled vibrancy to the event, making it a truly unforgettable experience.



# Teacher's Day Celebration

The event commenced with a choir performance followed by dance renditions by the students. Furthermore, the cherry on the cake was the recitation of a self-composed poem, which touched everyone's heart.

The video of reminiscent messages by the alumni was the highlight of the program. The students gifted hampers to the teachers as a token of gratitude and appreciation for their endless hard work and determination. The occasion was topped off with a shower of blessings and good wishes by the faculty members.

Mark-e-Pedia organized an inter-college marketing competition, Mark-o-Poly, on 30th September 2022. The event witnessed a participation of 150+ teams and consisted of 2 rounds in which the first round was a quiz based on a puzzle theme commenced through Google forms. The second round, conducted on September 30th, 2022 was divided into 2 phases-the Monopoly phase wherein participants were required to test their marketing knowledge and luck to acquire the elements through Monopoly and the Pitch phase wherein the teams had to pitch their idea for a weird brand collaboration. The pitches were examined and critically judged by Ms. Vanika Mangla, alumni of BMS at KMV, Batch of 2018, also the Co-founder of Markepedia and currently a product manager at ICICI Bank.

## Mark-o-Poly



## Vyapar Kosh



Inceptum conducted an inter-college case study competition, Vyapar Kosh on September 30, 2022.

The first round consisted of a crossword puzzle that tested the know-how of players along with speed and accuracy whereas the on-campus final round saw various innovative ailed start-up revival plans by the participants.

These solutions were then challenged for the interjections by the esteemed judge Mr. Nishant Mittal, a proud alumnus of BMS at KMV, Batch of 2014, and currently the master franchise of Sardarji Baksh Coffee and Company Head for the Punjab and Delhi regions.

The event was a grand success and an unforgettable experience that left a profound impact on all those involved, making it a truly remarkable affair.

Sarvagya organized an exciting quizzing event based on the national capital, aimed at acquainting students with its diverse culture, rich history, and geographical significance, particularly those who are not from the city.

Held on December 9th, 2022, the event witnessed an overwhelming response from the department participating enthusiastically. The quiz covered an extensive range of topics, including politics, culture, history, and geography, requiring the participants to use their existing knowledge to answer the questions.

The event was a fun-filled and engaging experience for the students, providing them with an opportunity to showcase their knowledge about the city they live in while also learning more about its intriguing history and cultural heritage.



## Delhi Darpan

# Union Budget Session



Metamorphosis conducted a Guest talk on February 7, 2023 to discuss the implications of the recently released Union Budget. The session was presided over by CA Abhishek Raja Ram, a well-known author, speaker, and TV Debate panelist. He unfolded the tax laws and articles

presented in the budget and discussed their effects on the corporate world. Following the presentation was an engaging Q&A session. A quiz was also conducted to test the attendees' previous knowledge base.

Mark-e-Pedia organized an interdepartmental competition, "Brand Breakout" on 10th of February on the theme of escape room.

The event consisted of two rounds. The first round, Ad-venture Hunt, consisted of a virtual rollercoaster of mind-boggling riddles to hunt the treasure followed by the second and final round "Escapomania", in which the shortlisted participants had to escape a room bombarded with marketing-oriented challenges, tasks, riddles and much more.

The event provided an opportunity for the participants to showcase their skills and creativity while also highlighting the importance of teamwork and effective communication. It was an enriching experience for the organizing team as well, and they were able to hone their skills while contributing to the success of the event.



## Brand Breakout

## Jigyasa



Jigyasa, a one-of-its-kind quizzing event organized by Sarvagya was a wonderful initiative to encourage students from the Department of Management Studies to broaden their knowledge and explore various genres. The event was held on January 20, 2023, and comprised two genres namely corporate and entertainment. The top teams proceeded

to the final round, where they had the opportunity to select their niches from a diverse range of options, including history, geography, corporate, mythology, sports, literature, and sports entertainment.

Jigyasa was an exciting and fun-filled event that fostered curiosity among the participants and organizers while providing them with a unique opportunity to learn and explore different topics in an accessible way.

Inceptum, under the supervision of Ms. Astha Kanjlia, organized an entrepreneurial intradepartmental event called “Entresario” on March 31, 2023. The event aimed to provide students with an opportunity to showcase their entrepreneurial skills and creativity.

The first round required participants to identify brands in a specified number of chances. In the final round, the teams were given a unique product and asked to pitch it. The pitchers had to face interjections from their competitors and were judged on their idea feasibility and innovation.

Entresario proved out to be an event that provided a platform for students to showcase their entrepreneurial potential and passion for innovation by encouraging the participants to think creatively and come up with innovative solutions for unique challenges.



## Entresario

# PLACEMENT RECORD

Over the years, the Department of Management Studies, Keshav Mahavidyalaya has firmly anchored its roots in the campus recruitment drive. The students of the department haven't failed to shine here either. They have proven their mettle by securing placements from well-reputed firms every year. 2022-23 witnessed the reiteration of the same trend, with students again securing great job offers from reputed companies as under:

Name of the company	Name of the student	Positions
Travclan	Prashansa Gupta	Finance Associate
Teleperformance	Devesh Kumar	Quality Analyst
TresVista	Devanshi Srivastava , Kunal Agarwal , Krish Middha , Vishesh Garg	Analyst, Research and Investment Services
Oxane Partners	Kunal Agarwal	Analyst- Portfolio Management
Fuld and Co.	Devanshi Srivastava , Deeksha Vishnoi , Krish Middha	Research Associate- Business Research
Intellipaath	Vaibhav Kapoor	Business Development Trainee
Incedo	Garv Vasudeva, Harsh Tomar	Trainee BO Non Tech
Planify Capital	Harsh Tomar	Private Equity Associate
Travclan	Abdul Zishan	Operations Associate

# HIGHER EDUCATION

Upon graduation, while some students find their way through placements or start-ups, for some others the pursuit of educational qualifications doesn't pause here.

The hard work and strong determination of the students take them through the competitive entrance exams with a high percentile. We appreciate their committed efforts in preparing for the same right from the second year of their college along with balancing the demands of the rigorous course.

Every year, students from our department, after completing their studies here, have gone over to various prestigious sought-after educational institutions for further studies, like:

Name of the Student	College
Aarushi Gupta	S.P. Jain Institute of Management and Research (SPJIMR), Mumbai
Tanish Malik	Management Development Institute (MDI), Gurgaon
Jagrit Batra	Indian Institute of Management, Amritsar

# STUDENT'S ACHIEVEMENTS

The students of BMS aren't revered for nothing: they've earned a reputation for themselves and their department by winning numerous awards and accolades.

Here are some of the students who have shone themselves and the name of the department with their achievements:

Name of the student	Year	Course
Himanshu Srivastava	2nd	Excalibur, IMI New Delhi
Bhavya Arora	2nd	Excalibur, IMI New Delhi Hindu Stock Exchange (L'Economiste), Hindu College
Aditya Kumar	2nd	Excalibur, IMI New Delhi
Vatsal Garg	1st	Wall street for Startups (IIM Lucknow), Keshav Mahavidyalaya
Parushi Goel	1st	Markopolis'22, Sri Venkateswara College, University of Delhi
Sushant Chaturvedi	2nd	Unacademy-IIM Bangalore Crown Jewel- Global Rank 1 St Stephen's CIPHER
Samridhi Singh Jaiswal	2nd	1st Position, Rendezvous, Rick and Click (Fashion Photography), IIT Delhi 1st Runner Up, Project Qala, RCIM & Rotaract IIT

# STUDENT'S ACHIEVEMENTS

contd.

Name of the student	Year	Course
Vibhu Gupta	2nd	2nd Position, Odyssey'23 - Mock Stock, IIT Delhi
Saksham Goel	2nd	2nd Position, Odyssey'23 - Mock Stock, IIT Delhi
Namya Dalal	2nd	2nd Position, Odyssey'23 - Mock Stock, IIT Delhi
Krish Middha	3rd	1st Position, Stratethon, IIFT, Delhi
Diksha Yadav	3rd	1st Position, Stratethon, IIFT, Delhi
Vaibhav Kapoor	3rd	1st position, Beatbox Battle, The Hip-Hop Competition),
Sarthak Jain	2nd	2nd Position, On-the-spot Photography Competition, Sri Venkateswara College
Vanshika Narsaria	2nd	2nd Position, Express through Art 2.0, Rotaract Club of Gurugram
Manav Bansal	2nd	National Winner - Crown Jewel- IIM Bangalore National Runner up - IIT Indore

# INTERNSHIPS

The students of BMS have never shied away from opportunities, and never will. They are an enthusiastic bunch of people who are always eager to learn and accumulate experience and have glorified the name of the university to shine brighter than the stars in the sky. Here are some of them:

Name of the student	Year	Course
Samridhi Singh Jaiswal	2nd	Strategy Intern, Flippy Sustainables
Dipanshu Kumar	2nd	Event Manager, Public Grievance Tracking and Resolution, Govt. of National Capital Territory of Delhi
Rahul Chouhan	2nd	Event Manager, Public Grievance tracking and Resolution, Government of National Capital Territory of Delhi
Gaurav Tandon	2nd	Event Management Intern, Chief Minister's Office, Government of NCT of Delhi
Hardik Kothari	1st	Strategy Intern & Business Development Intern at Flippy Sustainables
Akshaj Pant	2nd	Project Management at CBS Ventures, Finance management at Infovirtech
Parushi Goel	1st	Management intern at Adore Earth

# ADDITIONAL COURSES

Our students have never been satisfied with solely the administrative component of the BMS course, and continue to make advances into newer territories aspiring to broaden their perspectives, alongside earning their regular academic course:

Name of the student	Year	Course
Vibhu Gupta	2nd	Certificate Course in Digital Marketing from NIELIT (National Institute of Electronics & Information Technology)
Hardik Kothari	1st	Technical Analysis from Zerodha, Stock Market Basics at Zerodha
Parushi Goel	1st	Digital Marketing from Shaheed Sukhdev College of Business Studies
Vanshika Narsaria	2nd	Certificate course in Advanced Excel from Udemy and 100 Marketing workshops at Growth School Marketing Marathon.
Riya Jain	1st	Certificate course in Data Science Management, Course on Financial markets from Yale (Coursera), Certificate course on Indian Stock Market

# डिजिटल सा सब रिश्ता

-By आरुषि (Batch of 2025/26)

एक वो दौर था रिश्ता सिर्फ रिश्ता हुआ करता था,  
 उन रिश्तों में डिजिटल वाला प्यार नहीं था,  
 उन रिश्तों में सिर्फ मुहब्बत थी  
 रिश्तों में अपनों सा मिठास था,  
 उस वक्त शादियों का कार्ड कोई घर का फर्द लेकर  
 जाता था  
 और आज शादियों का कार्ड घर का कोई फर्द लेकर  
 नहीं जाता,  
 बल्कि व्हाट्सएप से ही कार्ड रिश्तेदारों के घर पहुंचा  
 दिया जाता है,  
 और आधुनिकता के नाम पर डिजिटली रिश्ता निभाया  
 जाता है।  
 पहले जन्मदिन के लिए न जाने कितनी तैयारियां किया  
 करते थे,  
 चार दिन पहले से ही घर को सजाया करते थे,  
 दस दिन पहले से जो भी दोस्त मिलते उसको दावत दे  
 दिया करते थे,  
 केक का ऑर्डर देने न जाने कितने धूम-धाम से जाया  
 करते थे,  
 और आज हम अपनों को फोन पर ही विश कर देते हैं,  
 और डिजिटल होने के नाम पर रिश्तों को खत्म किये  
 जाते हैं।  
 एक बात सुनो, तुम ये ओछापन नहीं लगता,  
 अपनों के सुख-दुःख में क्या कोई मैसेज करता है,

सब ठीक होगा, मत परेशान हो, जैसे शब्दों का,  
 भला कोई उपयोग कर रिश्तों को निभाता है,  
 तो ऐसे रिश्तों को मैं बिल्कुल भी नहीं मानता  
 लाख डिजिटल क्यों न हो जाओ पर  
 एक दूजे से गले मिलकर जो आनन्द मिलता है,  
 क्या वो गले मिलने वाले इमोजी से मिल पायेगा,  
 ज़रा सोचना इस बात को अकेले में,  
 तब पता लगेगा कि ये रिश्ता नहीं बस एक  
 फॉर्मेलिटी है।  
 तुम सोच रहे होंगे कि ये इतनी लंबी-लंबी बातें क्यों  
 कर रहा है,  
 खुद भी तो इन डिजिटल चीजों का उपयोग करता  
 होगा,  
 हाँ. मैं भी करता हूँ पर दोस्तों के जन्मदिन पर उसे  
 टेक्स्ट नहीं करता,  
 माँ से बातें करनी हो तो कैसी हो मम्मा टाइप नहीं  
 करता  
 कांटेक्ट में जाता है और फोन लगाता हूँ  
 और मन भरकर बातें करता हूँ,  
 क्योंकि मैंने डिजिटल दुनिया में भी रिश्तों की  
 अहमियत को बचाकर रखा है.  
 रिश्तों की असली अहमियत क्या है. मेरे बुजुगों ने  
 मुझे बता रखा है।

# बगीचा और हम।

-By गोविंद सिंह राठौर (Batch of 2024)

एक बगीचे मे  
खिली हुई पलाश के पुष्प की भाँति थी वो  
अनेक पुष्पों के समागम थे बगीचे मे  
पर याद मुझे सिर्फ उसका  
मुरझाया हुआ चेहरा  
उसपर गढ़ा एक खुशक लाल रंग  
पंखुड़ियों की वो मृदु शील  
और सर पर सजा महीन  
वर्तिकाग्र का सेहरा ।

उसी बगीचे मे  
एक पनस कँटीला हुआ करता था  
गाँव एक, गली एक, बगीचा एक, माली एक  
पनस, पुष्प एक हो जाते  
तो इस उपवन की गरिमा भी निखर जाती  
अत्यंत समीप होने के बावजूद  
उसे एक स्पर्श तक दे न सका  
कैसे देता मुरझाई हुई  
कोमलांगी थी वो, बिखर जाती ।

# GOLD - THE SAFE HEAVEN

-By Kunal Agarwal (Batch of 2023)

Gold is often considered as the safest asset during uncertain times, and this has been evident in recent years, with the precious metal offering staggering returns of 16.1% in 2021, and around 36% in FY 2020. However, according to analysts, these returns would have been much higher if not for smuggled gold. In fact, this trend has continued into 2022, with gold delivering a return of 16.5%. In contrast, equity investors in FY 2023 witnessed a meager rise of only 0.7% in the Sensex, which was around 18% in FY 2022.

Analysts believe that there will be a recovery in gold prices, but the change in the dollar-rupee exchange rate may limit gains for Indian investors. The recent spike in gold prices can be attributed to rising global inflation due to the Russia-Ukraine war, limited growth, and bank failures in the US. Experts suggest that the future of global gold prices depends on economic and geopolitical scenarios, both of which point towards even higher prices.

In terms of economics, if the Federal Reserve decides to abandon the sub-2% inflation target due to the crisis in bond markets and banking failures, or political pressure, it might cut down interest rates while inflation is high, resulting in even higher gold prices. On the geopolitical front, if China attacks Taiwan as it has threatened to do in the past few years, and the US decides to defend it, this could spike gold prices. Conversely, if the US does not intervene, gold prices could see a rapid rise and fall.

In the Indian market, the government has increased the import duty on gold from 12.5% to 15% to limit the import bill, resulting in a decline of \$16 billion. However, some gold is still being transported via unofficial routes and sold at a discount of Rs 1000 per 10 grams. In the event that the US dollar weakens, this could support gold prices in India. This possibility is highly likely given the trend of a huge inflow of money into the country during the upcoming Lok Sabha Elections next year.

In conclusion, gold continues to be a safe investment option during uncertain times, and the recent trends in global economics and politics point towards even higher gold prices in the future. However, Indian investors should be wary of the exchange rate and the potential impact of government policies on the import of gold.

# INTERNATIONAL AND GLOBAL MANAGEMENT

-By Riya Jain (Batch of 2025/26)

International and global management refer to the management of organizations that operate across international borders. It involves managing businesses, teams, and resources in different countries and cultures, and dealing with the unique challenges and opportunities that arise in such settings.

This includes multinational corporations that have subsidiaries in different countries, or companies that export their products and services to customers around the world.

International managers must be able to navigate the complexities of doing business in different cultures and regulatory environments, and must be able to adapt their management style to suit the needs of different stakeholders.

Global management takes things a step further, involving the management of a business on a truly global scale. This could include managing teams and resources that are spread across multiple countries, or operating in markets that are truly global in nature, such as the technology industry. Global managers must be able to think strategically about the big picture, and must be able to coordinate and align resources across different parts of the organization.

In both international and global management, cultural awareness and sensitivity are critical. Managers must be able to communicate effectively across language and cultural barriers, and must be able to understand and adapt to different cultural norms and business practices. They must also be able to navigate the unique legal and regulatory environments in different countries, and must be able to manage risk effectively.

Overall, international and global management are complex and challenging fields that require a wide range of skills and expertise. But for those who are able to master the complexities of working across national boundaries, the rewards can be significant, both for the individual manager and for the organization as a whole.

The components of international business management can vary depending on the organization and its industry, but some common components include:

1. Global strategy: Developing a comprehensive strategy that takes into account the unique challenges and opportunities of operating in a global marketplace. This includes understanding market dynamics, identifying opportunities for growth and expansion, and managing risk.
2. Cross-cultural communication: Managing communication and relationships with stakeholders from different cultural backgrounds, including employees, customers, suppliers, and partners.
3. International trade and investment: Managing the import and export of goods and services, negotiating international contracts, and navigating complex trade regulations and policies.
4. Global supply chain management: Managing the flow of goods, information, and finances across international borders, and coordinating with suppliers and distributors in different countries.
5. Global marketing and branding: Developing and implementing marketing strategies that are tailored to different cultures and markets, and building brand awareness and loyalty in different regions.
6. Global human resources management: Recruiting, managing, and retaining a diverse and culturally sensitive workforce across different countries and regions.
7. Global finance and accounting: Managing international financial transactions, currency exchange rates, and tax regulations, and ensuring compliance with local accounting standards.
8. Global legal and regulatory compliance: Understanding and complying with international laws and regulations, including those related to trade, intellectual property, and employment.

Overall, successful international business management requires a deep understanding of global markets, cross-cultural communication skills, and the ability to navigate complex international regulations and policies.

# THOSE UGLY TEARS!

-By Mehak Gupta (Batch of 2025/26)

At the dawn of the day on a fine morning, we all like to have a sip of tea and read the newspaper to know what's happening in every corner of the globe. Everyday a new leaf turns over, so does each new article. Yesterday there was FIFA, today there's cricket test series and tomorrow some elections, but one article which remains constant is a rape incident. The only changes we observe here are the names of the victim and the rapists.

After reading an article, we all get furious at rapists and feel sympathy for the victims. Then our tea gets finished, newspapers closed, and we get back to work. Where is the justice? Piled up somewhere in the deep corner of the police station along with some other files waiting to get tattered or dumped?

The fact is, only 30% of the cases actually get reported and, not so surprisingly, the conviction rate is even lower, at 27.2%. Ever wondered why that is?

Well we also play a major role here. The hands which we should keep on her shoulder to support her;

*We use them to hold her neck suffocating her.*

*The constant staring she faces,*

*Makes her afraid to go in public places.*

*Needs shower of love and respect not pity,*

*Unacceptable by society takes an action which isn't witty.*

94% of women who are raped experience symptoms of post-traumatic stress disorder (PTSD) during the two weeks following the rape. 30% of women report symptoms of PTSD 9 months after the rape. 33% of women who are raped contemplate suicide. 13% of women who are raped attempt suicide. Approximately 70% of rape or sexual assault victims experience moderate to severe distress, a larger percentage than for any other violent crime.

Haven't these women suffered enough? What about those rapists? Don't these women deserve justice at least in front of them? Why do women like Nirbhaya have to die in order to wake up our nation from deep slumber to combat these rapists? Why can't we be together and help these victims get what they deserve? These rapists get released easily and live their lives normally when they should be brutally punished since what they did is the worst thing that women can live with.

Our PM Mr. Narendra Modi gave a speech on 15th August on the safety and

protection of women of India, and on the same day, a rapist is released. I, being a girl, have a question: "How am I safe in such a climate?"

As a citizen we also have a right to have security, which we are denied. Why can't we wear the clothes we want wherever we want? Why can't we go out at night? Why can't we get out alone?

These are the questions that every woman asks today, in 2022.

*Even today, there are a plethora of rape cases around the globe,*

*Even today, some girls hide behind a robe.*

*Even today, we close our eyes, cover our ears,*

*Even today, we don't succumb to these ugly tears.*

*How many more women will give their lives to make it clear?*

*We have a right as a citizen to live without fear.*

I believe it's high time that we all become aware, help a rape victim to overcome her grief by being a friend to her, be her support in this battle, instead of carrying candles after her death, be there with her each second before it's too late and join hands together to fight for her justice, to make laws strict to make every second of that rapist insufferable in a way no one would even dare to look at a girl in a wrong way.

Let's take action so that now when we read news we become satisfied to read that rapists were brutally punished and celebrate this victory with a tea party hoping eventually this unforgivable offence would vanish from our world.



## ORIGAMI DREAMS

- By Jatin Bokolia (Batch of 2024)

Dream like you are making an origami art, folding and moulding the way you want. Fill up the colours of peacock in it ,and you'll see the dream becoming reality.

- By Manvi (Batch of 2024)

## MERMAID

She is a mermaid, but approach her with caution. Her mind swims at a depth most would drown in.

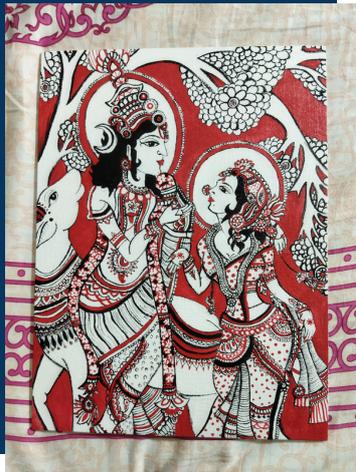


- By Kamya Singh (Batch of 2023)

## LIGHT REIGNS

No matter how big the darkness, light always reigns. There's nothing more spiritual than knowledge itself, which colours the dark path of life.





- By Anuvrinda (Batch of 2025/26)

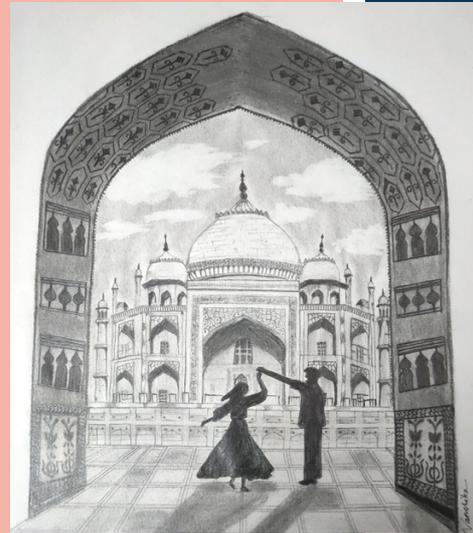
## SHIVA & PARVATI

A perfect union is one of balance and deep connections. The eternal union of Shiva and Parvati bind the entire universe together.

- By Vanshika Narsaria  
(Batch of 2024)

## TAJ MAHAL

Love is eternal, and while people may fade away, their love remains a monument forever to be cherished.



- By Chirag Gupta (Batch of 2024)

## RAISE THE BLINDS

In times of darkness, lowering the blinds and hiding in a corner may seem like the option. But let the light come in, darkness is temporary.





- By Samridhi Singh Jaiswal  
(Batch of 2024)

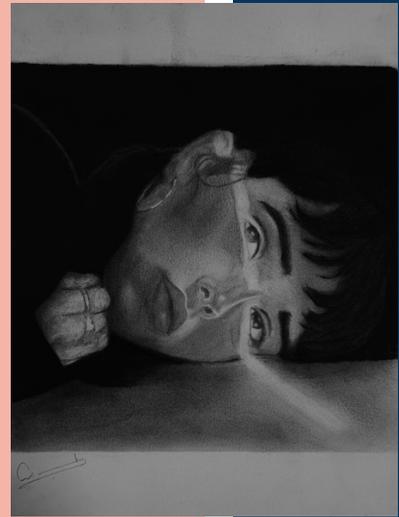
## RED FORT

"लाल क़िले का हर दीवार है पहचाना,  
कुछ गवाह है, कुछ हिकायत है,  
देखो तो जान-ए-मन दुनिया भर से,  
ये है शहर-ए-हिंद की इबादत का घर।"

- By Himanshu Kasana  
(Batch of 2025/26)

## LOST MINDS

"The black lines on the sheet of the paper angled into each other, as if woven together to create stories that write the future."



- By Paritosh Sharma  
(Batch of 2025/26)

## TO THE FLOW

Time flows like water and we can see  
its path in the shreds of the past that  
once were the present



- By Rishabh Grover (Batch of 2024)

## SWORD

The largest sword at Amritsar depicting the pride, glory and valour of the people of India, ready to face the whole world and make Bharat Mata proud.

- By Pari Verma (Batch of 2025/26)

## STRAWBERRY

A strawberry dipped in chocolate is like a work of art - sweet, decadent, and always in season.



- By Mehak Gupta (Batch of 2025/26)

## RABINDRANATH

## TAGORE

Art is the purest form of expression, and Rabindranath Tagore was a master of its language.

# INDIA 360

## PUNJAB

The Punjabis have a strong fighting spirit and a "never give up" attitude, similar to the BMSites who face difficult circumstances head on.

## HARYANA

The denizens of Haryana are known for their enthusiasm, sportsmanship and competitive spirit, just like BMSites, who are always ready for competitions and challenges.

## UTTAR PRADESH

People so creative in BMS that it resonates the artistic abilities of UP's population.

## DELHI

The diversity that resonates within BMS resembles the vibrance of Delhi.

## RAJASTHAN

A BMSite's will to build warm interpersonal relationships draws an analogy directly from Rajasthan, known for its long tradition of being welcoming and humble to people.

## MADHYA PRADESH

MP is the heart of India, and just like the body cannot survive without proper functioning of the heart, a company cannot persist without proper management.

## GUJARAT

The business-friendly environment and entrepreneurial spirit of Gujarat align with the skills and mindset of BMSites.

## GOA

Known for their chill attitude, both BMSites and Goans have earned a reputation for having a relaxed approach to everything.

## MAHARASHTRA

Mumbai, the financial capital of India, shows its excellence and deep interest in finance, similar to the BMSites.

## KERALA

BMSites are found in a variety of fields, just like people of Kerala, who are widely dispersed throughout the globe and excel in various industries.

## KARNATAKA

Karnataka known for the residents with innovative thinking resonates creative BMSites who find unique solutions to various problems.

## TAMIL NADU

The work life balance of the BMSites resembles the way Tamil Nadu maintains balance between tradition and innovation.

## JAMMU & KASHMIR

The people of J&K survive in difficult situations. The students of BMS are trained to handle complex problems and bail the company out of difficult situations.

BMSites' Pradesh, and



## TELANGANA

Telangana, a relatively new state of India draws parallels with the BMS course which is also new in the DU circuit.

Known for neatly, the of KMV.

# X BMS

## HIMACHAL PRADESH

Life is like the terrain of the state of Himachal full of peaks and low points, still very beautiful mesmerizing.

## UTTARAKHAND

Their hills are as high as the ambitions of BMSites.

## SIKKIM

The state is characterized by its beauty, peace, calmness, and serenity; and all these traits correspond to BMSites who are calm and composed under pressure and inspired by many.

## ARUNACHAL PRADESH

BMSites are equipped with the abilities to readily face new challenges like how AP's people have developed resilience to its challenging terrain and climate.

## MANIPUR

A BMSite's leadership skills help their team members to grow, similar to how Manipur nurtures its young talent.

## NAGALAND

Nagaland is known for its cultural festivals. BMS students conduct various fests and events to gain practical exposure and interact with other students.

## BIHAR

Bihar students defy all odds and excel in careers such as IAS and IPS, same as BMS students who take up leading positions representing India at the global level.

## ASSAM

The Assamese and BMSites are so hard to distinguish, they're never devoid of ideas!

## MEGHAYALA

Meghalaya with young entrepreneurial minds starting their own businesses resonates the upcoming BMSites aspiring to become entrepreneurs.

## CHHATTISGARH

Chhattisgarh's reputation for productivity and efficiency mirrors the fundamental traits instilled in every BMS student.

## ANDHRA PRADESH

BMSites are always evolving over time to meet new situations, inspired by the flexibility of Andhra Pradesh.

## WEST BENGAL

West Bengal's diverse cultural heritage highlights the importance of understanding and appreciating different perspectives, a skill that is emphasized in BMS.

## TRIPURA

Tripura holds a strategic and cultural importance in India's geography, much like how a BMSite's technical and managerial skills work for an organization.

## JHARKHAND

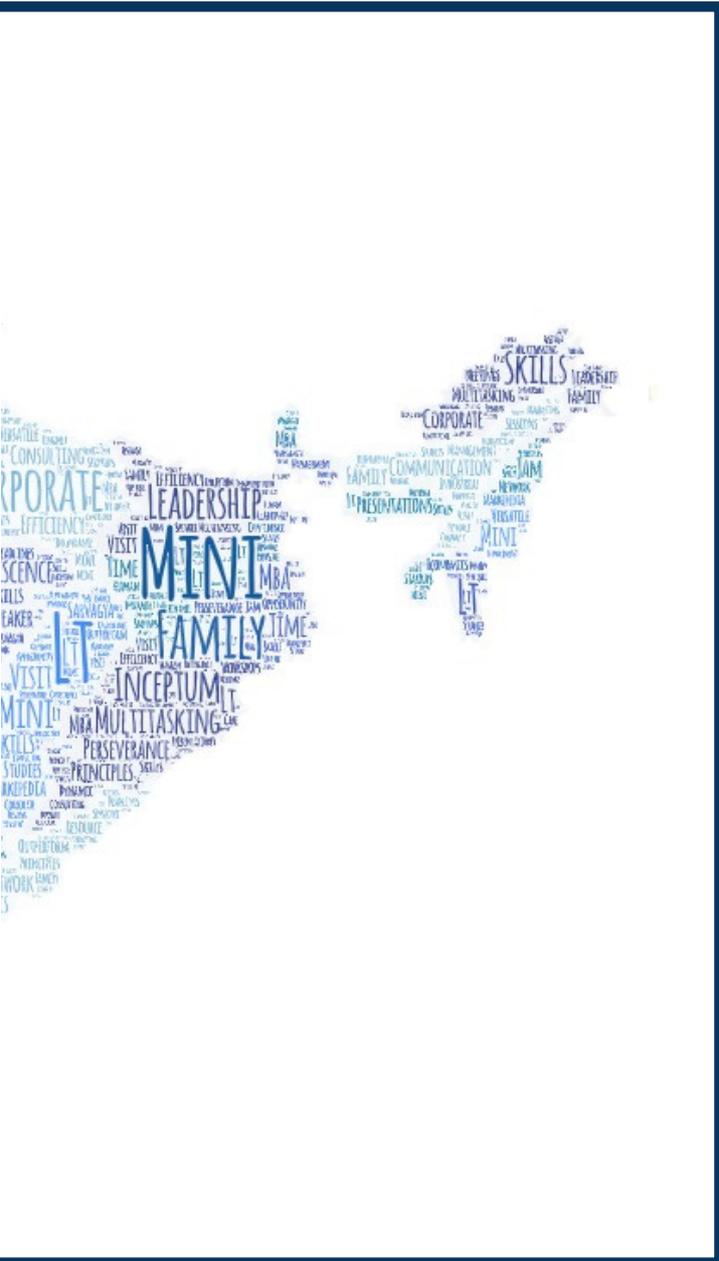
The resilience of the people of Jharkhand and the potential of its resources is like the personality of a BMSite, patiently dealing with hurdles to reach their potential.

## ODISHA

Their ability to do things neatly, students of BMS are the Odias of KMV.

## MIZORAM

The sense of strong interpersonal relationships here highlights the importance of effective collaboration, exemplified by BMSites.



# PAST GLIMPSSES

### PREPARATION OF THE RECIPE

**Step 1.** Collect excitement past 12th boards, take out the leaves of JAT Prep material, peel off as much as distractions as possible, and put your opinion on the boil for the next three months.

**Step 2.** Strain your perseverance in a bowl and the brew you get is a warm welcome by faculty and seniors on college premises.

**Step 3.** Add your undiscovered capabilities along with a new vision in a mixer and blend it into a smooth paste of practical exposure which you get from society and cells.

**Step 4.** Brush your networking skills and get your LinkedIn profile ready.

**Step 5.** Grate your curiosity and proactiveness for the assignments, case discussions, and presentations that come your way.

**Step 6.** Put your hidden talents into a cauldron of management fests filled with a myriad of opportunities and cook it on high flame.

**Step 7.** Take a few pinches of recreation to binge-watch movies with your friends during that all-nighter you pulled for the first exam of college life.

**Step 8.** Rummage through various platforms to grab that internship and job opportunity.

**Step 9.** After three years of grinding in varied experiences, a true BMSite is ready to serve optimally the industry and the society.

**Step 10.** Garnish it with business formalms and present it to the corporate world.

Perspective - 13th Edition

I sometimes question my existence.  
I sometimes question existence.  
I sometimes question.  
Five words at the beginning, three at the end,  
Difference? My existence.

**RIDHIT SHARMA**

Curious people out on the streets to find a meaning. A curious person, under the sheets, still dreaming. Dreading the clock, from beneath the cloak. Made out of satin sheets, all black, all seductive.

Sonic boom, watch your tongue,  
Breathe in and breathe out,  
Let the wind blow, let it take control,  
You never had control anyway.

Go by layman physics,  
Sonic boom means the jet is fast,  
This isn't. This one's slow,  
So are you, so you were,  
Nothing's changed, nothing's new,  
Just, a company of one is now a company of two.

Clouds outside, rains on the streets,  
A cloud inside, tears on your cheeks,  
Daad, naked and confused,  
Sit on the branch and enjoy the view.

Rain on the streets, thunder in the sky,  
Observing everything and everyone with a half closed eye.  
Deluded people with an illusion of answers,  
Falling off of a cliff on a busy street.

Write me a letter,  
But write it only if you will question my existence.  
I don't know if it's me that you see,  
Or just another cloud of smoke?

Protect the letter from the rain,  
I just want my existence to be questioned,  
Not washed away.

Perspective - 11th Edition

### Journey of a BMSite

**SEM1**

- LINKEDIN PROFILES, FIRST STEP IN BECOMING A PROFESSIONAL
- SEMESTER CALL PREPARE YOURSelves, BEING WITH THE BEST WITH CHALLENGE AS A CHALLENGE WITH COURAGE
- CEO FROM TAKING PART IN EVENTS TO EXPANDING AND LEARNING EVERY BIT OF EVENT MANAGEMENT
- RESTORE MOTIVATION TO LEARN 'STATS' FORMULAS

**SEM2**

- CEO FROM TAKING PART IN EVENTS TO EXPANDING AND LEARNING EVERY BIT OF EVENT MANAGEMENT
- RESTORE MOTIVATION TO LEARN 'STATS' FORMULAS

**SEM3**

- THE ONLY DEMAND WE HAD WAS TO WATCH OUR BALANCE SHEET

**SEM4**

- GIVING CAT BECAUSE LIFE IS FULL OF EXAMS

**SEM5**

- DIVIDED BY SPECIALIZATION UNITED BY DEPARTMENT

Perspective - 12th Edition

### 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 back NITI. Among several of comprehensive Strategy for New India, a path-breaking initiative for realising the dream of an inclusive, sustainable and developed India by the year 2025, by recognizing the status quo and setting up the blueprint for the way forward.

The first section is titled *Driver*, and it focuses on the engine of economic performance: agriculture, science, technology, health and tourism. It aims at making India a \$1 trillion economy by the year 2022-23.

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 exploring 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 marginalised 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 optimised to be more efficient and effective.

—Shweta Gupta '21 year

Perspective - 10th Edition



Picture by Shubham Kumar (Batch of 2023)

# 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](mailto:principal@keshav.du.ac.in)

WEBSITE: [www.keshav.du.ac.in](http://www.keshav.du.ac.in)