July - December, 2022



Vivekanand Education Society's BUSINESS SCHOOL

prakęhepan

VISION

To strive for excellence in Management Education by serving the changing needs of industry and society while fostering ethical values and a global outlook.

The Vivekanand Business School (VBS) carries with it the rich legacy of Management teaching methods of its parent, VESIM. VBS was initiated as the standalone Institute to offer the autonomous program of PGDM, in keeping with the rules of the apex body, All India Council for Technical Education (AICTE) that oversees technical education in the country.



VALUE

NAMES OF TAXABLE PARTY.

- To Impart quality education and contribute towards character building.
- Delivery of contemporary courses that nurtures holistic development with professional integrity and social consciousness

FROM DIRECTOR'S PEN

It gives me immense pleasure to present our first e-newsletter, *"Prakshepan"*.

I am confident that Prakshepan will prove to be a living document of VES Business School that will carry a mosaic of intellectual contributions from faculty members, students, alumni, and industry mentors in the form of articles on activities, seminars, guest lectures, and innovations. The introduction of this newsletter reflects the confidence, creativity, and innovation of our students and faculty members.



Dr. Sachin Deshmukh Director

The digital world has opened up vistas of new opportunities and I am sure that students and faculty members will harness these in a big way through this newsletter.

I am also confident that this communication will establish a trend of acquaintance with our alumni who are doing wonders across the world.

I invite all of you to join us for this initiative. I would like to congratulate the entire team of Prakshepan and hope that this newsletter will be a milestone in the journey of VES Business School.

FACULTYS' ARTICLE

DEMAND FOR ACCOUNTANTS AND THE ROLE PLAYED BY THEM IN SHAPING THE FUTURE OF ACCOUNTANCY

Accountancy is an exciting and challenging field, and no business can survive without accounting and accountants. Accountants with their accounting knowledge and skills handle complex and variative cases of the business and play a major role in recording day-to-day business transactions. The rise of technology has totally shifted accounting industry to automated industry with many new opportunities. Computers have surpassed humans in many ways but still cannot beat innovation and creativity. All accountants need to take more active parts in using technology to deliver optimal results.

According to the U.S. Bureau of Labor Statistics, jobs for accountants and auditors are projected to grow by 4% between 2019 and 2029, which is on par with the projected average for all occupations.

Accountants can leverage accounting automation software to work more efficiently by spending less time on tedious data entry and manual tasks and more time honing in financial and strategic expertise. Al may not be poised to replace accountant, but the future of accounting is Al-powered accounting software. Their role is now no more stereotypes but involves many other creative and innovative ideas for the growth and benefit of the organization and to succeed in this changing era of AIML.

Technology helps accountant in updating any changes in the account and Al features built inside these accounting applications help in extracting quantitative data to analyze ad make better business decisions. Accounting apps also help in spotting pattern which sometimes are missed by human eyes. Cloud accounting has emerged to help with bulk data and enables accountant to access real-time data at any time of the day. It also reduces overhead costs for data storage, expensive computer equipment, and IT professional teams tasked to manage the entire system.

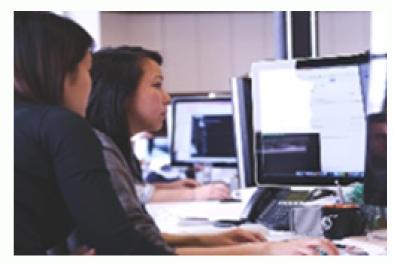
Dr. Meena Sharma Professor Associate Dean- Finance







In this current time accountants are establishing themselves as warm and supportive members by focusing more on strong innovation and creativity which machines lack. A successful accountant keeps updating with the latest trends and developments in technology to develop better financial growth of the organization. In a normal course of time the average business uses 137 third-party services and tools, and all of these generate their own data and incur costs, but the right team of accountants may integrate these apps directly to the accounting system and minimize duplicate data entry.



As per research in 2020 accounting practices that made effective use of technology were able to lower their time costs by 240 hours per client per year. Since accounting is becoming a tech-based industry, every business must invest in accountant with strong technical know-how. They should be comfortable keeping up with the latest developments in accounting software.

Technology will continue to impact the role of the accountants and the demand for accountants in the future. Computers will be doing the number-crunching and accountants will spend more time in analyzing the data and sharing the findings with the decision makers. The Association of Chartered Certified Accountants (ACCA) share that professional accountants need to adapt emerging technologies.

The future of accountancy lines up with the future of business in general with more agile, flexible and tech- based. Despite many accounting tasks being automated, accounting professionals will never be replaced by technology. In fact, accountants in the future will have the opportunity to develop more advanced skills so that they can increasingly serve as business consultants and strategic partners as opposed to simply financial experts. Accountants can act as key decision makers, identifying the potential of technology to transform finance and business operations and need creative analytical minds to solve unique financial business challenges.

Future accounting jobs will require dedicated professionals who are ready to evolve alongside the industry. So, don't let yourself be left behind – learn more about how you can gain skills that can bring your career to the next level.

<u>Creating Leaders of Tomorrow Through</u> <u>Research & Innovation: Fellow Program in</u> Management

VES Business School is a higher education institute set up with an objective of making available facilities for higher education and research in the fields of management and business analytics. With extensive infrastructural facilities and sound research base, the institute offers the Fellow Program in Management in the areas of Marketing, Human Resources, Finance and Operations.

The academic program leading to the Fellowship degree is broad-based and involves a course credit requirement and a research project leading to thesis submission. The Institute also encourages research in interdisciplinary areas through a system of joint supervision and interdepartmental group activities.



Dr Neerja Kashive Associate Dean FPM & Research

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Research Facilities at VES Business School

Research Guides

The center is proud to be associated with research guides who have high quality research publications in international and national journals. They are handling research consulting assignments in industry and academia.

<u>Library</u>

VES Business School has a well-equipped library with 15,000 plus books and 18,000 e-books, research journals research databases and magazines. The library has a Wi-Fi system and has computers to access eBooks and journals. The library facility is available from 9:00 am to 9:00 pm from Monday to Saturday.

Ideation Lab

The institute has an ideation lab where students come together for discussions on new product development, consultancy projects and start-ups. The consultancy wing of VES Business School coordinates with industry for collaborative/exclusive research projects.

<u>Software</u>

The Research Centre offers a number of software packages like SAS Enterprise Guide, Python and other Data Visualization software for data analysis. Extensive training on these software is provided by the Research Centre which can help researchers analyse large size datasets.

We invite delegates from corporate, academics and alumni too come forward and be part of our research and innovation journey by enrolling in our FPM program.

INTERNATIONAL TRADE SETTLEMENTS IN INDIAN RUPEES

The Reserve Bank of India made an important announcement vide its circular dated In 11th July 2022 for global trade settlement in Indian Rupees:

- RBI has also placed an additional arrangement for invoicing, payment, and settlements of exports/imports in Indian rupees.
- The exchange rate between currencies of two trading partner countries may be market determined and the entire process will be carried out using a special VOSTRO account.
- It is also stated that the Rupee surplus balance accumulated in such account may be used for permissible capital and current account transactions in accordance with mutual agreement.



K.V Ramakrishnan Professor Finance

Why International trade Settlement in Rupees?

When countries import and export goods and services, they have to make payments in a foreign currency. Since the US Dollar is the world's reserve currency, most of these transactions are entered into US dollars. If an Indian buyer enters into a transaction with a seller from Germany, the Indian buyer has to first convert his rupees into US dollars. The seller will receive those dollars which will then be converted into Euros. Here, both the parties involved have to incur the conversion expenses and bear the risk of foreign exchange rate fluctuations. This is where trade settlement in rupees comes in. Instead of paying and receiving US dollars, the invoice will be made in Indian rupees if the counterparty has a Rupee Vostro account.

Benefits of International Trade Settlement in Indian Rupees

- The decision to allow INR in international trade settlements is considered an important step to facilitate trade with Russia, Iran, and Sri Lanka
- INR in international trade settlements is also expected to gradually contribute to the global acceptance of rupees for international trade transactions.
- RBI is trying to make the Rupee globally acceptable for trade by letting settlements happen in Indian currency, instead of US dollars.

VOSTRO Accounts for International Trade Settlement in Indian Rupees RBI said that for settlement of trade transactions with any country, the authorized dealer (AD) bank in India may open Special Rupee VOSTRO Accounts of correspondent bank/s of the partner trading country. A Rupee Vostro account is a foreign bank's account with an Indian bank in rupees in India. Foreign parties will be able to send and receive money from Indian exporters and importers via these Rupee Vostro accounts.

Framework for cross-border trade transactions in INR

- Invoicing: All exports and imports under this arrangement may be denominated and invoiced in Rupee (INR).
- Exchange Rate: Exchange rate between the currencies of the two trading partner countries may be market determined.
- Settlement: The settlement of trade transactions under this arrangement shall take place in INR in accordance with the procedure laid down in the RBI circular dated 11th July 2022

Guidelines to Settle Trade Transactions in INR siness Owne

- To settle trade transactions with any country, RBI has laid out the guidelines in the circular.
- The bank of a trading partner country may approach the authorized dealer (AD) bank in India for the opening of a Special INR VOSTRO account.
- The AD bank will seek approval from the RBI with details of the arrangement to go forward.
- AD banks in India have been permitted to open Rupee Vostro Accounts. Accordingly, for settlement of trade transactions with any country, AD bank in India may open Special Rupee Vostro Accounts of correspondent bank/s of the partner trading country. Indian traders undertaking imports via this mechanism shall make payments in rupees which shall be credited into the Special Vostro account of the correspondent bank of the partner country. Indian exporters shipping goods and services under this mechanism shall be paid export proceeds in rupees from the balances in the designated Special Vostro account of the correspondent bank of the partner country.

Documents Required

The export/import undertaken and settled in INR transactions manner shall be subject to usual documentation and reporting requirements. Letter of Credit (LC) and other trade-related documentation may be decided mutually between banks of the partner trading countries under the overall framework of Uniform Customs and Practice for Documentary Credits (UCPDC) and incoterms.

Advance against Exports

With regard to the advance against export, the RBI clarified that Indian exporters may receive advance payment against exports from overseas importers in Indian rupees through the above Rupee Payment Mechanism. RBI advised that before allowing any such receipt of advance payment against exports, Indian Banks shall ensure that available funds in these accounts are first used towards payment obligations arising out of already executed export orders/export payments in the pipeline.

Bank Guarantee

Issue of Bank Guarantee for trade transactions is permitted subject to adherence to provisions of the Foreign Exchange Management Act (FEMA). Use of Surplus Balance

The Rupee surplus balance held may be used for permissible capital and current account transactions in accordance with mutual agreement. The balance in Special Vostro Accounts can be used for the following:

- Payments for projects and investments.
- Export/Import advance flow management Investment in Government Treasury Bills, Government securities, etc. in terms of extant guidelines and prescribed limits, subject to FEMA and similar statutory provisions.

Import Export Code (IEC)

The Importer-Exporter Code (IEC) is a key business identification number that is mandatory for Exports or Imports. No person shall make any import or export except under an IEC Number granted by the DGFT. In the case of import or export of services or technology, the IEC shall be required only when the service or technology provider is taking benefits under the Foreign Trade Policy or is dealing with specified services or technologies.

CAMPUS ACTIVITIES

INDUCTION

An introductory program that is aimed at initiating new students into coursework and campus life, the induction program is held for students who have taken fresh enrolment in the university before the onset of their regular classes. Vivekanand Business School had organized a two-day induction program for their new students on August 8 and 9, 2022, held at the VESIT auditorium within the college premises.



The induction program officially started with the Saraswati Vandana, a ceremonial prayer song, and the lighting of the lamp. Our prestigious Dean of Academics, Dr. Sandeep Bhardwaj, graced us with his presence and gave a brief talk about the college, Vivekananda Business School, and all that it stood for. This was followed by our director, Dr. Sachin Deshmukh, and the director of VESIM, Dr. Sachin Modh, who both addressed the students and enlightened us all with their insight and ideals.

A question-and-answer round followed between the Dean of Academics, the Director, and the students, which became a lively site for discussion. Students reached out with various, differing questions and voiced their thoughts about the college and course, which were graciously answered by the esteemed officials. The second day of the induction program followed on August 9, 2002, and was structured to introduce the different cells present in the college to the students and their purposes.



The induction program was an excellent way to become acquainted with what would be going on for the next two years. Although it was only spaced over two days, it provided us with a platform to start our college life.



VBS College organized an outbound program named "Parichay" for PGDM students. On November 6 and 7, 2022, it was a two day, one-night excursion to a Vangani resort.





This program was attended by 153 students out of a total of 180. We arrived at the resort about 10.30 a.m. on November 6, and students were assigned villas.

They were given a quick overview of the coach and the program. Students were separated into groups, and the group with the highest performance would be awarded.

Rappelling, river rafting, rock climbing, high- and low-rope activities, and other sports were available.



These activities were created to provide students with a fresh perspective on management and leadership abilities.





It placed a greater emphasis on providing pupils with an experience that tested both their physical and mental capacities.

On the evening of November 6, the coach conducted a briefing in which students discussed their experiences and were able to tie them to life-management skills on both a personal and professional level.



The remaining tasks were accomplished the next day. It was all over by 3 p.m., and thus the bus left the resort.

CELL ACTIVITIES

STUDENT WELFARE

<u>COMMITTEE</u>

1. CLICK'OUTSAV

Click 'O Utsav: Exposure 3.0 was a photography event conducted by the Student Welfare Committee on November 19, 2022. With 35 participants from both the PGDM Batch 2022-24 and MMS Batch 2021-23.





This event was conducted on the premises of the college building and the university campus under the guidance of volunteers to ensure that the rules for the competition were being met and to avoid any unfair means.

This event was conducted in the afternoon hours of November 19, 2022, from 1:45 p.m. onwards. The participants were given a time limit, within which they were given the freedom to explore the college building and campus at their will to capture photographs adhering to the theme of the event, "Essence of College Life."

With volunteers belonging to the SWC cell being stationed at all places, the participants explored various areas that they thought highlighted college life, with places like the canteen and the library getting high traction.

SPORTS MANIA

Sports Mania was an indoor sports event conducted by the Student Welfare Committee from December 6 to December 15, 2022. With 94 students from the PGDM batches 2022-24 and 2021-23,

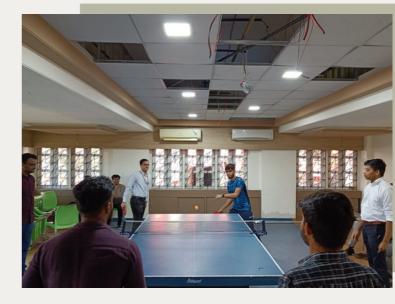




This tournament included 22 teams of two for foosball, 19 for chess, 23 for table tennis, with 17 players for singles and 6 for doubles, and 30 for carrom, with 16 doubles and 14 players for singles.

From December 6 to December 15, this event was held in the afternoon. From December 3rd to December 5th, participants may register for the event.

These matches were held in the Boys Lounge areas under their supervision for keeping score and applying the regulations for each game,



with volunteers from the SWC cell chosen to assure fair play. Following the completion of the qualifying round, the winners participated in the finals, with the winners being recorded.

TEACHER'S DAY

CELEBRATION OF "SHIKSHAK PARV" (TEACHERS DAY)

1) Panel Discussion

A panel discussion on "Technological Advancement in the Educational Sector" was held on September 6th.





Students presented some extremely perceptive ideas on the subject that included the pre- and post-covid educational environment.

Thanks to technology, access to educational possibilities is now more widespread than ever. Technology has increased communication and teamwork opportunities as well.

In the past, classrooms have been somewhat solitary places where students could only collaborate with those in their own class or building.



WOMEN DEVELOPMENT

<u>CELL</u>

<u>1)SKIT AND REEL</u> <u>2)POSH BY DR BIJAL SHETH</u>

On 3rd December 2022, our college Vivekanand Business School had a session on POSH, or Prevention of Sexual Harassment at the Workplace by an expert and trainer, Dr. Bijal Sheth.





Dr. Bijal Sheth is a passionate OD professional with 27+ years of Industry Experience in People Strategies. Dr. Bijal Sheth is currently associated with 8 organizations as an External Woman Member of the Internal Committee, providing end-to-end support for POSH Compliance.

The session was attended by the students of the PGDM as well as the MMS students. An interesting and informative session about POSH was enlightening to the students. From the beginning of the story of how POSH came into being and how it was implemented by the companies in India, was educated to the students.



After the session was completed, the students were much aware of the harassment one can face at their workplace and what could be done in such situations. The students were clearing their doubts and thus, getting well-informed about POSH.

Overall, the session enlightened the students on POSH, a general view of the forms of sexual harassment, and how one can face it.

Few sexual harassments could be in the form of any of the following:

• Sexual demand for favors, in return for employment, promotion,

• Eve teasing, unwelcome invitations to meet outside the office, suggestive comments or jokes, physical confinement against one's will, and invading one's privacy.

• Act or conduct when one's behaviour within a workplace creates an environment that is difficult or uncomfortable for a person belonging to the opposite sex.

• Staring, leering, or unwelcome touching.

If an employee is sexually harassed at work, one could take the following steps:

- Dealing upfront with the harasser.
- Do not pretend it didn't happen.
- Immediately inform the alleged harasser that the behaviour is unwelcome.
- Demand that the harassment must stop.
- Discuss it with a close friend.
- Report sexual harassment to the Internal Committee (IC).

Also, in the end, prizes were distributed to the winners of the skit competition and reel-making competition.

The winners were felicitated and honoured with a trophy by the esteemed expert, Dr. Bijal Sheth.

The session ended with a vote of thanks and a token of token to Dr. Bijal Sheth with a bouquet and a memento.

<u>3) INTERNATIONAL WOMEN'S</u> <u>DAY</u>

The Women Development Cell of VBS College observed International Women's Day on November 25, 2022.





The main objective of observing this day was to draw the attention of students to the increasing violence against women and how several women around the globe have raised their voices against this unjust act

The students of the PGDM program actively worked on making posters, preparing skits, and writing slogans. Hence, all the faculties and students were requested to assemble at the VBS campus ground floor at 1.00 pm.



The students performed some skits that showed how women face sexual harassment at workplaces and how raising their voices against it becomes very important. Another skit showed a woman suffering from an abusive marriage with her husband, and stepping out of such a traumatic situation is necessary. At last, the WDC cell members performed a road show with the creative poster and a roaring slogan on Naari Shakti.

ANTI-RAGGING CELL

On November 21, 2022, the Anti-Ragging Cell of VBS organized an anti-ragging awareness program to make students aware of antiragging and to portray the seriousness and consequences of ragging among the students.





The program was organized as per the guidelines of AICTE and UGC. The PGDM students joined hands to put an end to this evil and made sure not to involve themselves in ragging of any form and to make the institution ragging-free.

Students held banners and posters and recited slogans related to antiragging to convey the message of ragging's consequences and preventive measures for the same. Students' volunteers also performed a short nukkad play with different situations of ragging and gave a message to speak about it.



Whenever any such incident happens or if they see someone involved in any such acts. They even asked that we not remain silent observers of evil, but instead speak out against it. Pamphlets with anti-ragging messages were also distributed to all students entering the campus grounds.

YUVA FOR SEVA

NGO work related to Yuva to Seva by Hardeep Ma'am

The volunteers went to Sion-Municipal Public School , Pantnagar Municipal school, o Powai Municipal public school, Worli Sea face High school, SVS Secondary High school at Worli, Vidyadeep Vidyalaya at Vikhroli.





They had conducted a road safety session where they instructed the students on the laws and procedures to be followed, as well as the dos and don'ts. They engaged in a variety of activities to explain concepts like distraction, blind spot, speed, visibility, etc.

Additionally, they gave the kids an activity book, instructing them to use their creativity to illustrate what they had learned through drawings, signs, and writing.s. The children were also responsive and having lots of fun.





<u>CORPORATE SOCIAL</u> <u>RESPONSIBILITY CELL</u>

1) BONEMARROW DONATION

The CSR cell of Vivekanand Business School has partnered with the Marrow Donor Registry India to host a registration camp for bone marrow donation camp. The occasion was carried out on 12th November from 10am to 4pm in Boys Lounge.





The event was all about giving a child with bone marrow deficiency a chance for life. '**Gift a life'** the slogan said. They conveyed this behavior or reason in an emotional and technically comprehensible manner.

Children with bone marrow deficiencies may benefit from our gift. Their policy was pretty simple: whoever wanted to donate a sample, their DNA samples will be saved, and if the DNA samples match any of the needed people, they will contact us.



The pupils appreciated their approach to presenting their motivation and reasons for participating in this excellent activity. They started with documentation and then collected our saliva samples. This activity's participants were professional, with clean gear and equipment for each student.

2) CLOTH DONATION

The CSR cell of VBS had conducted a Clothes and Food Donation Drive partnered with Human Team Foundation in our College from 14-16 December 2022.

Not only just clothes but we could see that even unused books, novels shoes, sandals and bags were also donated in a good amount which was placed in the Cafe Coffee Day area.



On 20th December 2022 CSR cell Volunteers all segregated the donated clothes according to gender and age and left for donation drive from college and started with our donation at Amar Mahal Signal.

There we met with plenty of people of all the ages from a little baby to old age citizens and started with the donation. It was all such a wonderful moment to see the smiles on their faces after receiving clothes, snacks and sandals. More than 15-20 people are benefitted with the collected donations.



MARKETING CELL

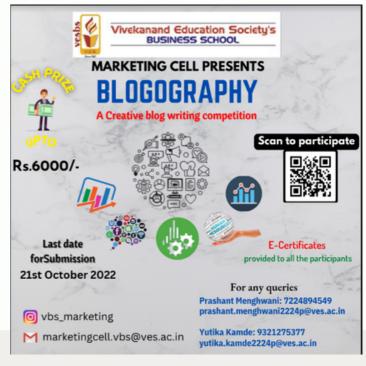
BLOGOGRAPHY

The blogography is the online competition organized by the Marketing cell department based on "Blog writing". Under this competition there are various topics that have been decided by the organizers under which the participants have to write their articles within some word limit. Also, there are some cash prices involved given to the winners who hold top three positions in the competition.









There are three top contents that are approved by Jury members that are industry people and alumnus of the college.

1. Music and its marketing-post Covid

(by Neelima Dubey and Tanaya Tamse) Emerging Trends in Business Marketing Post Covid Music Industry

2. Run up flagpole: What happen after Covid

(by Mahek Aggarwal) Emerging trends in Business AND Marketing - Post Covid

3. How Companies Modified their Marketing Strategies Post Covid

(by Alisha Adhikari & Hasnain Ansari) Emerging trends in Business AND Marketing - Post Covid

<u>ON FIELD PROJECT - MARKETING MANAGEMENT</u> <u>PGDM-TRI-I- BATCH 22-24</u>

A field visit is one of the best tools that can used to provide management students with real-world experiences. When students leave the classroom, they can see the connections between what is taught in classroom and in the 'real-world'. Keeping in mind the same object PGDM's first year students have been sent on visit a shopping mall, as a part of experiential learning for the subject of marketing management.

This activity was designed in groups of 7-8 students and each group needed to select shopping mall in common convenient location. Then in this mall they have been directed to select any 5 brands for further analysis. Each group analyzed various marketing strategies associated with that brand such as target market, instore branding and visual merchandising, pricing, promotional offers, services, people, process (payment etc.), store ambience, store location etc. for each brand.



This field project not only helped the students to identify association and implementation of basic concepts of marketing in real world but also helped them in developing their communication skill, critical thinking skill, team building and other social skills. Several previous studies have also proved that field trips help students to become more empathetic and tolerant. Each experience solidifies learning and supports important academic concepts. Time duration for doing this project is as follows:

Visit to field: 1:00 p.m. – 5:00 p.m. 19th November Report submission- before 9:00 p.m.

BALLOON TOWER TEAM BUILDING ACTIVITY





Friday, December 23, 2022.

The VBS marketing cell has conducted a balloon tower team building activity under a subject of "sales and distribution management". The objective of this activity is to encouraging teamwork and to discuss conquering challenges to build the tallest freestanding tower in alloted time being a part of sales training topic. The activity has been conducted by Dr. Rupali Rajesh.





FINANCE CELL

FINANCE SPECIALIZATION - BRIEFING

Before deciding any specialisation, all students should know the course structure, career options and even the colleges that offer the best. To make students aware about the finance specialisation and career in finance a session was scheduled by VBS finance department for all PGDM new batch 2022-24.





Industry expert was invited to discuss various career opportunities in finance and different roles and skills one should have to enter in the corporate world with finance as their specialisation

The discussion took place how finance can help in various areas in accounting, corporate finance, investment management, banking, financial planning, research, and analytics. The session was for one hour where students cleared their doubts on selecting finance as their specialisation in PGDM course. The session concluded that finance is a very interesting field with a lot of career opportunities to offer.



Vivekanand Business school along with hermoneytalks and BSE organized an online webinar on financial planning basics for students on 10th October 2022, @11.15 am onwards to make students aware about the financial planning. The speaker for the webinar was Mr. Vijayananda Prabhu who is a certified planner and has been in financial services for the last 17 years.



There were approx. 206 students who attended the webinar. The main objective was to help students in understanding capital markets and investing in equities and grasp the importance of organizing their money and meeting life's demand after college. The session was for 1 hour.

REPORT ON INTERVIEW PREPARATION SESSION

For the PGDM finance batch 2021-2023, Prof. Jyoti Dixit conducted a session on December 21, 2022, on questions asked during interview and GD topics. The session was attended by 45 students and the duration of the session was 1 hour. The objective



of the session was to educate students about the subject knowledge needed to crack the interviews.



More than 70 companies' interview questions were covered during the session. Students who had given the interviews shared their experiences with the class. The essential questions that most companies have asked during interviews were covered and shared with the students.

From way of presenting oneself in front of interviewers to framing answers for the different types of questions was explained. Both situational as well as technical types of questions were discussed in the session. The job profile of the company was mapped with the questions asked during the interview for better understanding of the students.





INDUSTRIAL VISIT PGDM

Workshop on Industry 4.0 at C4i4 Lab, SPPU Research Park Foundation Ganesh khind, Pune- 411007 was organized by Vivekanand Business School specifically for the PGDM-Operations students of batch 2021-2023. The workshop gave us an insight about how digitalization is transforming the industries in today's scenario and also how the new Industry 4.0 technology helps organizations manage and optimize all the aspects of their manufacturing processes and supply chain by giving them access to the real-time data needed so that they can make smarter and faster decisions about their businesses, which ultimately boosts the efficiency and profitability of the entire operation.



Objective:

This also helps organizations up skilling the existing workforce and accelerates training the new workforce to keep up with the new digital challenges and opportunities; the main objective of this is to fill the skill gap with expertise so that each and every person in the organization is up to date with the new emerging technological advancements.

PLACEMENT ACTIVITIES

Super 30 conducted some activities for PGDM students.

EXTEMPORE

This activity was conducted on Saturday after 12:45 pm for all students in room no.404

Date- 3 December 2022

This activity is where students can choose 1 topic mentioned below and speak about it for a minute on stage in front of the class.

The topics are as follows:

1. Movie summary

2. Cars

- 3. Anime
- 4. Aviation
 - 5. Painting
 - 6. Music
 - 7. Book summary

8. Share their last profession experience And then we asked them their feedback regarding the same.







ANYTHING

This activity was conducted on Friday after 12:45 pm for all the students in room no.501 Date- 9 December 2022

In this activity students had to come up on the stage and speak about anything that pops up in their mind.





The activity needed no prior preparation as they had to come up and speak randomly. Everyone was free to share their cogitative thoughts.

The activity gathered positive and enthusiastic response, students optimistically participated and shared their thoughts and opinion.

The motive of this activity was to make them feel comfortable while they present themselves on stage as well as uplift their confidence and help them to overcome stage fear.



DREAM COMPANY & DREAM ROLE

Students were asked to talk about their dream company and role and why they want to join they were interviewed.

Attendance was full

This activity was done online. Date- 17 December 2022

SECRET SANTA

This activity was for all 180 students 150 students were present In this students were distributed with different names of chits irrespective of divisions.





Students had to write about the names on that chit and they all were unaware of who wrote about them and it was a very interesting activity, everyone enjoyed.

> Date - 23 December 2022 Time - 4.30 pm onwards

INDUSRTRY CORNER...



"E-CRM Implementation is a key to success"

"From MAD MEN to MATH MEN...".

Spent a interesting morning sharing my experiences in Advertising, CRM and Digital Marketing with these wonderful students at Vivekanand Business School.

Sunil Pinto Data-Driven Marketing Professional- CRM and Digital Trainer- CRM Digital Marketing



THANK VOU Prof. (Dr) Rupali Rajesh <image>

It was worth discussing on the movie 83, one of the landmark achievements by Indian Cricket Team who gifted us the most awaited World Cup Trophy in 1983. The victory and the leadership lessons from Kapil Dev and team cannot be forgotten!

Aditi Gupta Chartered Marketer Ex-CMO TEDx Speaker Forbes 40 Under 40 Formula 4 Driver Corporate & Soft Skills Trainer



It was an extreme pleasure to be invited as one of the speakers today as a part of 'Leadership Series' at VBS for the new batch of MBA students during their first week of induction.

It was indeed an honour to be present for the session at one of the oldest institutes which runs 23 institutions providing best of the experiential education in every stream. Expanded over 25000 students, this institute has also been ranked second in the world for nurturing over 80000 start-ups. VESIM's success as one of the leading business schools in Mumbai is due to its humanistic approach to management education.

I would like to thank all the wonderful and interactive MBA students who participated today. I would like to thank the Directors, Faculty and Dr. Cheema for the opportunity.



Baljeet Gujral Entrepreneur Business Coach Startup-Mentor Author It was great to be a part of the Leadership Series as a Keynote Speaker at Vivekanand Education Society's Institute of Technology interacting with the Masters Batch and sharing my views on Entrepreneurship & Start-Up Ecosystem in India.

It's amazing to see that most Management Institutes across the country are focusing on Industry Expert Sessions to give MBA students a first hand exposure to Ground Zero.

Looking forward to more such sessions lined up across Institutes.



STUDENTS' ARTICLE...

In The Shade of The Mango Tree

The smooth breeze touched the firm leaves of the mango tree making them sway with a rhythm, enough to bloom a jolly mood. In the shade of that mango tree rooted in the bankside of the river Brahmaputra, Manav grew up along with his friends, frolicking and relishing the luscious taste of the mangoes, enjoying them as if it was their last day on Earth.

Now, sitting under the same tree, he recalls those memories and describes them to be excruciatingly beautiful. Stress filled workload has always proved to be an obstacle when it comes to visiting my hometown. Now that he is home, he could feel that marvellous aura of relief and liberty.

Manav takes a bite of the mango from that same old tree and follows a bag full of mixed emotions rushing through his veins resurrecting the lively enthusiasm he used to carry back when he was just a kid. The flow of the river makes him realize the metaphor it holds with time.

They say "Time is like a river", well it's true. Do we have control over it? No, not at all. Should we keep mulling over bad memories? Absolutely not. All we can and should do is cherish good memories. The feeling associated with such memories is usual yet extraordinary.

"Wish I had a time machine, would have travelled back to those good old days and put a pause...forever!" Manav exclaims under the influence of a substance referred to as "Nostalgia".

> Deepshankar Buragohain 1st year, PGDM

IMF projects 6.8 per cent GDP growth for India next year

India has been hit hard by the global pandemic, with its economy shrinking by 10.3 per cent in 2020. But the International Monetary Fund recently pick up again in 2021 and 2022, reaching 6.8 per cent and 8.2 per cent respectively. This news was a welcome surprise for many industry experts would be far more severe than initially anticipated. In this article, studied on optimistic projection and how it affects India's economic future.

India's economy is projected to grow by 6.8 per cent next year 1.India's economy is projected to grow by 6.8 per cent next year, according to the International Monetary Fund (IMF).

2.The new projection is based on the assumption that the country's Goods and Services Tax (GST) will be implemented successfully.

3.The GST is a major tax reform that will vast and complex economy. It is boost economic growth by simplifying the tax system and making it more efficient.

India is one of the few bright spots in the global economy

India is one of the few bright spots in the global economy, with the International Monetary Fund projecting GDP growth of 7.4 per cent for the country next year.

The government's recent reforms are also helping to boost confidence and investment in the economy. The IMF projects that India's GDP will grow by 7.4 per cent next year, which is up from its previous estimate of 7.2 per cent. This is good news for the Indian economy, which has been struggling in recent years.

THE AGE OF ADVERTISEMENTS

Today, the craze of advertisement of manufactured goods is on the increase. The art of advertisement is, in fact, a modern development. It has revolutionized the modern trade. Modern life is highly complex and mechanical. People have no time to go into the soul of things. They want to buy largely advertised goods. The manufacturer, in his turn, wants to popularize his goods before these are manufactured. Such is the craze for advertised goods. We are living in the age of advertisement. No wonder, one sees shining and multi-colored bill-boards hung on poles displaying goods advertised. The city walls are found lettered with eye-catching advertisements of products that are manufactured today. There is a spate of magazines and journals which spare pages for latest variety of goods manufactured. Radio and Television are humming with advertisements of new products. In fact, many a time, one gets sick of these advertisements repeated hundreds of times on the radio or TV screen.

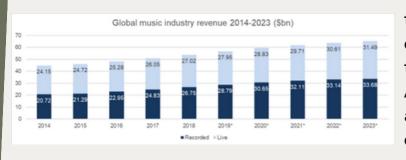
There are various methods of advertisement. The most popular and useful method is to send advertisements in newspapers and magazines. Television is no less powerful a medium for advertising goods. There is always a great demand for advertisement space of footage and much money flows to the advertising medial. In certain cases the advertisement cost runs into thousands of rupees for a products advertised. Advertisements are sometimes so scientifically and intelligently planned that they change the entire psychology of the consumers. Advertisements thus hold the sway and no manufacturer can do without it. A thing may not have an intrinsic value but it must be well advertised. We live in a glamorous world of advertisement.

No article of necessity or item of luxury is sold at the counter without the show of advertisement in choicest language. The commodity sold must spell the name of its firm or concern it belongs to. There is a wide range of goods advertised in the newspapers or on the radio or on Television. The list of goods advertised is so long that one cannot simply avoid reading or hearing or watching.

Himanshu Vyas 1st year, PGDM

Emerging Trends in Business Marketing Post Covid: Music Industry

With the recent years having been spent in the isolation of our own homes, everything within ourselves and the world has rapidly transformed. Everything we perceive has been changed in some way or the other. Our believes have shifted courses, and that translated into our propensity to behave differently since the pandemic.



With various means to get us through the trying period of isolation, us as consumers relied on music as one of the many means to keep us satisfied. And here, we will talk about how music and the way it is being marketed to us consumers have changed over the period of the pandemic.

Concerts and live music were an essential part of the music industry. It was an era where artists lived for the joy of performing and we breathed for the essence of the experience of live music. Covid snatched that away. So, the music industry had to come up with an ingenious method to promote music with the best of their abilities.

The solution? Digital platforms.

Livestreaming picked up a huge traction since the pandemic, and sites like Twitch and You tube were used a source of promoting one's artistic talents, or even play games for that matter.

Many artists took to these methods to promote their music, to use this digital platform as a method to convey what they couldn't in person. These also served a replacement for live music, with the facility of 'Livestream Tipping' being introduced Music Group BTS, for an example, took up this exact tactic to market their newly released album and music: A virtual concert. Titled 'Bangbangcon: The Live', this virtual concert garnered a total of more than 2.7 million viewers.

To derive from the method discussed earlier, music and its marketing strategies started to focus more on its digital and social media aspects. Social Media became the new market for music, with it being promoted over popular applications such as Tik Tok and Instagram, for we all remember having catchy tunes being stuck in our heads after a minute on Instagram. With engagement rates on social media having increased by 23% and for a microblogging website like Twitter to have had a 61% user increase, this seemed like a perfect opportunity for music to gain attention rapidly. Social Media not only included such websites, but also online magazine interviews, podcasts and music-streaming sites too.

These methods proved to be a huge boon for the music industry, as these methods gained a lot of recognition.

Neelima Dubey and Tanaya Tamse 1st year, PGDM

Run up flagpole: What happen after Covid

Restaurants have had to reinvent themselves, demonstrating how agility is essential to their existence. Despite the fact that the vast majority of restaurants have recovered and that traffic patterns are improving, the industry still has a lot of obstacles to overcome before it can entirely recover. They had to quickly change their focus to off-premises orders, modify their menus and workforce, and enlist the help of the neighborhood.

Food service companies will be forced to open smaller storefronts as in-store eating declines, which will be aggravated by cloud kitchens and an increase in online-to-offline takeout. As they develop their value offer and create their own cloud kitchen network, aggregators will begin to rule the food service sector.



Restaurants can get back to business, speed up transactions, and increase order accuracy by utilizing the appropriate technologies.

A smart POS system, tableside ordering and electronic menu technologies, mobile ordering technology, contactless payment options, possibly even self-order kiosks, and guest interaction apps are all part of the current restaurant tech stack.

- Instagram, ratings, comments, and food bloggers
- New YouTube chefs and home cooks
- Home-based freelancer chef
- Don't forget about inventory management, menu management, and tools for staff scheduling.
- Menu engineering
- Chains and franchising will receive a larger share of the market
- The footprint of real estate will decrease.

To succeed in the new environment, food service organizations will need to implement a fundamental business reset and strategically reinvest. As we move through the first half of 2022, we can already see that consumers are continuing to prioritize indulgence, premiumization, health and wellness, and taste discovery.

> Mahek Aggarwal 1st year, PGDM

How Companies Modified Their Marketing Strategies Post Covid

The worldwide population has adjusted quickly by making on the web content custommade to various individuals; from free instructional exercises via virtual networks, to extending, contemplation, yoga and dance classes in which the entire family can take part. Instructive organizations are providing online courses to follow at home.

Numerous wellness studios are offering SERVICES AT decreased rate memberships to applications and online video classes of differing lengths that change everyday. There are live wellness exhibitions accessible via virtual entertainment stages. A significant number of these classes don't NEED MANY OF special equipment and some feature everyday household objects instead of weights.

Youngsters are especially impacted by friendly and physical separating, taking into account sport is normally utilized as an instrument to cultivate collaboration and sportsmanship, advance deferential rivalry, and figure out how to oversee struggle. Without sport, numerous youngsters are losing the emotionally supportive network that such cooperation gave. Presently a few associations, and schools have started involving virtual preparation as a technique for associations, mentors and youngsters to stay participated in sport exercises while staying in their homes. Wearable Technology

Wearable technology today falls into a wide range of applications, including smartwatches, fitness trackers like the Fitbit Charge, VR headsets, smart jewelry, internet-enabled glasses, and Bluetooth headsets.

Wearable technology has firmly established itself among the top fitness trends over the past few years, and will rise to the top in 2022. While major brands such as Fitbit, Garmin, and Apple continue to dominate the fitness tracker sports watch category, there is still room for innovation in this area. Brands such as Bellabeat and Oura differentiate themselves with products that resemble classic jewellery, yet pack a punch to fit more seamlessly into everyday life.

Home gyms and equipment Decathlon said sales volume for fitness benches and bench stands increased by more than 141%, while demand for dumbbell kits or individual dumbbells increased by 141%. Although the company has reopened his 60% of its stores after the lockdown eased, Decathlon relies on his Physical store or appbased shopping with booking and collection features to sell its products Mobile fitness apps Healthify Me uses your health data and BMI to create nutrition charts and meal planners so you know exactly how to approach your diet and exercise. 2. Eat healthy with our nutrition and calorie calculator! Log your meals, check macros, and take a photo of your lunch with just one touch.

Fitness creators and personal brands are exploding Fitness influencers are not a new phenomenon. But the pandemic has forced more trainers and fitness professionals to try his virtual workouts on camera or live.

Alisha Adhikari & Hasnain Ansari 2nd year, PGDM

NON-TEACHING WINDOW.

Library inauguration Event.



Date:-Thursday, August 25,2022

VBS inaugurated its muchanticipated library space, which was built in approximately 7000 square feet on the 6th floor of the management building consisting of two floors. It is well-planned, with separate sections for books on each subject, spacious, fully lighted, and fully air- conditioned.

Speaking of the inaugural event, the library was decorated with flowers and rangoli. The event started with the Ganesh puja. The ceremony, performed by the director and a few more higher authority members, in the presence of all the PGDM and MMS students and faculty members who were cordially invited to the event. The puja took place at 9 a.m.; aarti was performed, and everyone sang in chorus; The students seemed to really enjoy the celebration. On the same day, PGDM and MMS students had their traditional days. Were adorned in their traditional attire, which made the event more colorful and livelier and since it was during the start of the new session, Students grabbed an amazing opportunity to interact with each other and get to know their batch mates; they also were seen clicking pictures. After The puja was performed, prasad was distributed, and students went to their respective classes. But the event didn't end there. Classical and folk dance was performed by some non-teaching staff. pictures and videos of which have been uploaded on VBS's official social media handle. This is pretty much how the event came to an end.

After some 10 days, the library became functional, and the tranquil environment was made available to the management students and faculty members. It encourages productivity and innovation among the students. VBS, through its infrastructure, is setting a benchmark and shaping students' careers in the most effective way possible.



75th Independence Day celebration



Vivekanand Education Society's BUSINESS SCHOOL

We Celebrate #AzadikaAmritMahotsav with inspiring life

The Vivekanand business school (VBS) has celebrated the 75 independence day on 15 August 2022. For that various events has been organized in the college like flag hosting event. The student welfare council (SWC) has organized one of the event on that day in which participants had to make videos, pictures, sketches or speech relating to freedom fighters and all the work done by them to get independence, to honor them, and remembering their contribution to freedom. In this competition contestants have to submit their own speech and poems based on theme. The participation is open for all PGDM and MMS students. All the participants has get the participation certificate and recognition on social media.





News: Alumni cell meeting of VES Business School was held on 3rd September 2022







Alumni online mentoring at VBS campus.



New Library inauguration by director sir Date:- 25-08-2022.



Traditional Day celebration. Date:-25-08-2022.





Ganesh chaturthi celebration at campus Date:- 30-08-2022.







Students performing their activities assigned in outbound program Date:- 07-10-2022.













VBS Professers and faculty members at outbound program Date:- 07-10-2022.

> Various events and activities organized at Outbound program.

NITIE COLLEGE COMPETITION

WINNERS

PGDM DIV: B Year: 2022 Organizing Body: VESIM Venue: Offline Name of Participants: Lata Raisinghani- PGDM, Div: B Abhishek chavan - MMS, Div: C Sushant Chaudhary - MMS, Div: B Parth Ambre- MMS, Div: B Level of participation: Inter College







Anti-Ragging event by anti-ragging cell Date:-22-11-2022.



Students of VBS performing skits also known as street play to spread awareness on anti-ragging. Date:- 22-11-2022.





Students holding Posters showcasing women related issues activity by women development cell (WDC). Date:- 25-11-2022.

Blood donation campaign at VBS campus Date:- 12-11-2022.





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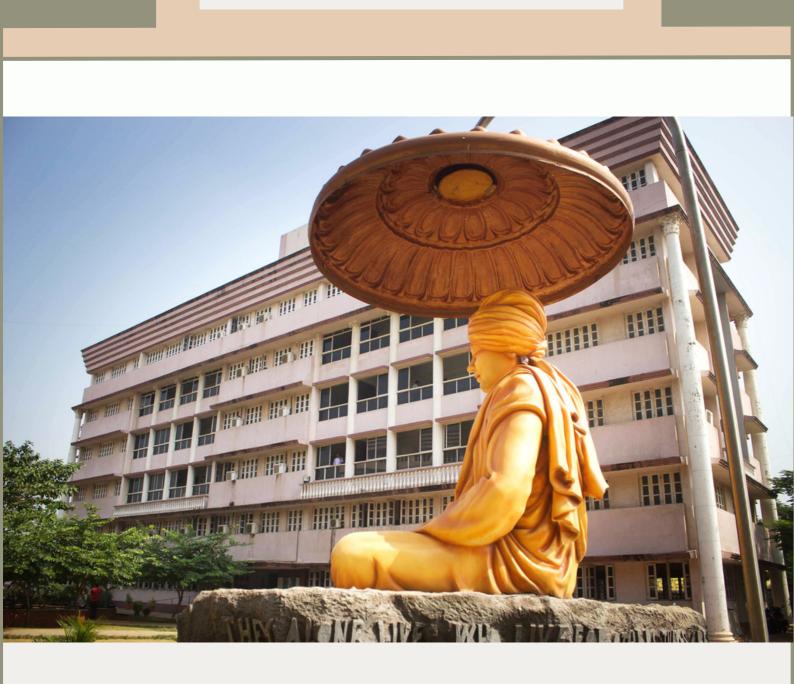


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