

# prakshapan



## 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

- 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

India's G20 Presidency  
Vasudhaiva Kutumbakam

Leaders of the most powerful nations of the world will arrive at New Delhi for G20 Heads of the State and Government Summit to be held on 9th & 10th September 2023.

What is G20 Summit?

The G20, or the Group of Twenty, comprises 19 countries (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, United Kingdom, and the United States) and the European Union.



**Dr. Sachin Deshmukh**  
Director

The members of G20 represents about 85% of the global GDP, over 75% of the global trade and about two third of the world's population. G20 plays an important role in shaping and strengthening global architecture and governance on all major issues international economic issues.

# FROM DIRECTOR'S PEN

The major objectives of G20 are:-

- 1.To create a new financial architecture.
- 2.To promote financial regulations that can reduce risk and prevent future financial crisis.
- 3.To achieve economic global stability and sustainable growth.

With India taking the G20 presidency for the first time, it is steering discussions and initiatives among the world's major economies to address complex economic problems. India is focusing on digital innovation, climate resilience and equitable global health.

Addressing the G20 education ministers meeting, Prime Minister Shri Narendra Modi ji narrated that Digital Technology and Artificial Intelligence will be force multipliers in increasing access to education and addressing the future needs of the world.

India's G20 is a mega National Event. So, let us come together to participate and propagate it so that it remains in our memories for lifetime.



***FACULTY'S'  
ARTICLES...***

## **An Overview of Social Engineering Attacks**

### **Malicious Software proliferation through Social Engineering**

Social engineering is a non-technical breach of cyber defenses in which an individual is frequently persuaded to reject the essential security guidelines already established at an organization to thwart cyber-attacks. In the digital age, social engineering is a frequently used cyberattack tactic. "Human hacking" is another name for it. Previously connected to the social sciences, social engineering is now frequently employed by those working in the fields of computer and information security. 98% of cyberattacks, according to Purplesec's 2021 research, rely on social engineering. The cyber security team will be able to block cyberattacks much more easily if the social engineering attack can be prevented.

### **Humans are the weakest link in the security chain**

It has been discovered that technical defenses like firewalls and general software security have significantly improved when it comes to defending against external threats and enhancing security protection. The weakest link in the security chain is people, though. Researchers discovered that 45% of respondents acknowledged opening emails they deemed suspicious and that the same number also said they did not report them to their IT or security staff. Despite claiming to have undergone special awareness training, 78 percent of Americans, according to DarkReading, still open potentially suspect emails.

### **Social Engineering methods can be used to spread malicious software**

Any software that harms other users' devices, websites, or networks, usually for immoral purposes such data breaches, identity theft, espionage, and other examples, is referred to as malicious software (also known as malware). A sizable portion of harmful software needs human input during installation or activation. Social engineering is a popular strategy for persuading customers to make such a decision. Phishing emails are considered to include harmful file attachments and are among the most prevalent social engineering assaults. By posing as an invoice or other important document, an attacker can persuade a victim to open the malicious attachment. In 99% of cyberattacks, human factor and social engineering techniques are used to trick victims into installing malware, according Proofpoint's 2019 research.



**Prof. Brijesh Sharma**  
**Associate Dean-PGDM**

# **An Overview of Social Engineering Attacks**

The following is a list of some of the most popular harmful software that spreads using social engineering emails (Bahgat, 2022):

Types of Malware.

## **Viruses**

Infecting software and data, a virus travels between computers. Malicious software, such as viruses, falls under this category. In contrast to viruses, which can reproduce on their own, humans are necessary for the spread and harmed by viruses.

## **Ransomware**

Ransomware is a type of malware that prevents or limits users' access to their systems, either by locking the screen of the system or by encrypting the users' files, until a ransom is paid. The interesting thing is that even if the user pays, there is no guarantee that the attackers will really open the file.

## **Worms**

While a worm and a virus both have the capacity to replicate themselves, a worm can spread across networks unaided by people, files, or host programs.

## **Trojan Horse**

An type of malware is a trojan horse, which impersonates legitimate software to access a users' computer. It might even pose as an antivirus to alert users that their device is infected and provide them instructions on how to run the program to clean it up. Trojans can even pose as reliable websites or emails and include malicious links.

## **Fileless**

In contrast to traditional malware, fileless malware does not require the installation of malicious software on the victim's computer in order to infect it. It is also known as a non-malware, zero-footprint, or macro attack. Instead, it makes use of security holes that already exist on the victim's machine. A computers RAM contains it, and it uses trusted and frequently secure processes like javaw.exe and iexplore.exe to launch assaults by injecting malicious code into them.

## **Spyware**

Malware that is installed without the user's knowledge or consent includes spyware. It accesses the system by a file attachment, a malicious website, or an app installation package. Data collection and monitoring are done through tracking

# **An Overview of Social Engineering Attacks**

codes, screen grabs, and keystrokes. Once information has been taken, it is delivered to spyware attackers so they can use it themselves or sell it to other people. In a 2005 study by AOL and the National Cyber- Security Alliance, 61 percent of the surveyed users' PCs included spyware.

## **Adware**

“Adware” is a term made out of the words “advertising” and “software” Adware is any program that displays advertisements on a computer, whether or not it is maliciously designed to do so. Computers and mobile devices display full-screen auto-play advertising, flashing pop-up windows, big banner ads, and deceptive promotions because of advertising-supported software. Adware advertises new games, movies, or bargains that turn out to be fraudulent while also targeting companies. It mostly targets consumers. Adware, which is similar to spyware, has the capability for third parties to track a user's browser history and target them with specific advertisements. More sinister types of spyware may steal the user's contacts, passwords, browsing history, and even credit card information. Adware presently accounts for 72% of infections on Android smartphones, according to research done by the security firm Avast.

## **Keyloggers**

Keyloggers are intended to capture every keystroke users make on a keyboard, whether it be on a computer or a mobile device, producing records of each action. These are used to discreetly watch users' online behavior as they frequently use their gadgets. Keyloggers can be abused by criminals to steal user data, but they can also be used for legal purposes like obtaining user feedback for software development. Keyloggers are a popular Spyware tool used by cybercriminals to steal important corporate data, login credentials, and personally identifiable information.

## **Rootkits**

A rootkit is a collection of tools or software that grants an administrator-level user access to a computer or network. These rootkits are installed on the host computer by an attacker via maliciously produced PDF files, Microsoft Word documents, executable dangerous files, or email phishing schemes. These rootkits hide their existence by leveraging a few low-level operating system components, making them almost invisible to anti-malware programs that are used today. The phrases “root” and “kit” which allude to the collection of tools needed to create the rootkit and the computer's highest privileged user, respectively, are combined to form the term “rootkit”

## **PGDM in Business Analytics - Scope and Career**

Business Analytics represents a golden opportunity for young professionals to switch to the strategic side of the business as the demand for Business Analyst professionals is unprecedented and increasing exponentially. The role of a Business Analyst is growing in eminence as companies are becoming more and more dynamic in their decision making process. Meteoric digitalization that has taken place over the years has created an avalanche of data for businesses on each and every facet of their operations. Data is one of the biggest assets a company can have and to process and utilize these raw data sets, to make sense of those numbers, a business needs someone who can crunch the data to provide actionable insights. This is where Business Analytics professionals come into picture.

When you decide to go for PGDM in Business Analytics, you select a career that involves dealing with large amounts of data on a day to day basis. Exploring and digging out useful and relevant information out of heaps of data will be consequential in your profession. While you are working a massive amount of data, double of that is being generated and you cannot afford to lose sight of that, thus involving data mining, data aggregation, and more of such functions.

At Vivekanand Business School (VBS), PGDM in business analytics is designed to assemble an organized, structured and a compact curriculum for Business Analytics. Our program is split up into trimesters over the span of two years, with a similar curriculum for the first trimester. During this period, the students are introduced to a complete range of business management principles and practices, particularly in Business Research management, Business Analytics, Marketing, HR, Operations and Finance. Higher trimesters are devoted to Business Analytics covering analytical tools and software like R Programming, Python, Tableau, Excel and Power BI. After two trimesters, students are sent for summer internship programs at reputed business houses which contribute to the real-world and hands-on experience of what is expected from you as a management professional with specialization in Business Analytics.



**Prof. Nikita Ramrakhiani**  
**Business Analytics**



A knowledgeable and devoted faculty, strong and mutually-rewarding links with the industry, and a zestful environment, lush with academic excellence enrich and inculcate graduates with expertise and insights for Business Analytics. With apt resources and ecosystem geared up to the benefit of its students, an analytical mindset and excellent communication skills will come forth in students over the period of this course enabling them to work with significant decision-makers in the industry and. These graduates find job opportunities in various domains based on their skillset, interest, aptitude, knowledge base, and experience. Career paths in Business Analytics largely cover four domains:

**Reporting** – These roles are concerned with the event that happened instead of why it happened.

**Intermediate Analytics** – An intermediate analytics professional will get to understand all about analytics and the business with a role in decision making.


**Strategy** – This role makes one responsible for defining the right business strategy by looking at the data of how the company has been operating, the profit they have been deriving.

**Data Scientist** – These roles demand that you be able to explain complex business and data models in simpler terms.

Business Analysts are hired in all departments, i.e, they are needed for Financial Analysis, Marketing Analysis, Sales Analysis, Product Cycle Management, Client Services, Human Resources, and more. A career in Business Analytics can expand over domains like Marketing Analytics, Risk Analytics, Human Resource Analytics, Customer Analytics, Web Analytics, IT Analytics, Demand and Supply Chain Analytics, etc.

Business Analytics opens ways to myriad career options. PGDM in Business Analytics graduates have an exponential scope in India as well as overseas. This scope keeps getting wider with more and more companies realizing Business Analytics will save 20%-30% of projects costs by stopping them from overrunning. Currently, the Business Analytics market is worth over \$22 billion and growing. By 2024, it is expected that 90% of the organizations will have a data department and 85% of them will base their business model on the data findings.

All the business organizations ranging from small businesses, start-ups to well-established ones are incorporating business analytics in their daily operations, leading to an enormous growth in the scope of this field. All sectors of the global economy are embracing business analytics. According to a study by IBM, 39% of job postings in Analytics require applicants to possess at least a master's degree. It is quite surprising that over half of those recruiting for business analytics jobs are looking for candidates with less than five years of experience. On the flip-side, there's also a definite surge in the need for senior analytics professionals as well - reaching a high of 20%. Now is the perfect time to leverage the rewarding career opportunities that span business analytics and other analytics jobs. In the current market environment, especially in the post pandemic world, PGDM Business Analytics, a field that lies at an intersection of business management and analytics, can lead to one of the most gratifying and lucrative careers.



*CAMPUS  
ACTIVITIES*

# BASIC-23

## "In collaboration with PSB Academy Singapore"

Unleashing the Power of Data Analytics for Managing Business and Innovation



The Business Analytics and Social Innovation Conference (BASIC 2023) is a forum that aims to stimulate, discuss, debate, and publish new developments and advances in various areas of Big Data and analytics. The conference covers the theory, research, development, and applications of Big Data in the fields of business, management, social innovation, and social entrepreneurship. BASIC 23 provides an excellent platform for knowledge sharing on data analytics and social innovation, conducted both online and offline. The five-day event included various activities and sessions.

### **Data Quezt (13th Feb-16th Feb)**

The event started with Data Quezt, an online competition under BASIC 23, aimed at promoting the analytical mindset among business students and highlighting the importance of data in real-life scenarios. A total of 28 participants in teams were given a problem statement and 24 hours to solve it using platforms like Python, Tableau, and MS Excel. Mr. Parag Joshi and Mrs. Kavita Viswanathan served as the jury members for Data Quezt. They evaluated the solutions of each group, and 10 teams were selected for the next level of the competition. These teams had to deliver a 10- to 15-minute presentation on their findings before the jury members, from which the top three winners were selected.

## **Winner**

- Team participants: Tanmay Churi & Rakesh Kumar Sen
- College: VBS, Mumbai
- Cash Prize: Rs 15,000

## **First Runner-up**

- Team participants: Harsh Kamdar, Kinsukh Sonbawne & Manas Oak
- College: VIT, Bhopal
- Cash Prize: Rs 10,000

## **Second Runner-up**

- Team participant: Manas Pahilwani
- College: VESIT, Mumbai
- Cash Prize: Rs 5,000



## **Pre-Conference Workshop (13th Feb-14th Feb)**

A two-day workshop was organized for professors at VESBS's Business Analytics and Social Innovation International Conference (BASIC). The workshop had a total of 27 attendees. The sessions were conducted by Dr. T. Mohanasundaram and Dr. Sumit Narula. Dr. T. Mohanasundaram covered topics such as Introduction to Time Series Analysis, Significance tests and Validity tests in Regression analysis, and Volatility Modelling in Time series data. Dr. Sumit Narula covered topics including How to publish in top journals, by identifying cloned/fake journals, How to identify predatory journals, How to identify misleading/fraud impact factors, Usage of reference management software like Mendeley/Endnotes to save oneself from plagiarism, and How to understand the Open Ethics policy of journals and the importance of DOI to add credibility to research work.

## Research Conference

The research conference focused on the growing importance of data analytics in decision-making for businesses. It provided a platform for policy makers, top managers, researchers, practitioners, and educators to present and discuss recent innovations, trends, challenges, and solutions in the field of data analytics and social innovation. The conference featured guest speakers from different sectors, including:

- Dr. Dilip Tikle: Educator, Technocrat, Entrepreneur, Advisor, Startup Consultant
- Dr. Dinesh Sharma: Head of Data Analytics unit in Utkarsh SFB
- Dr. Kunal Sakharia: Data Science and Analytics professional with 12 years of experience
- Dr. Biswajit Rath: Analytics and Data Strategy professional with 22 years of experience
- Mr. C Kajwadkar: Engineering graduate with postgraduate qualifications in Management studies and a Diploma in Cyber Law



The conference included separate sessions for faculty and student research paper presentations. On the faculty track, 11 teams participated, while on the student track, there were 9 teams. The winners of the research paper presentations were:

- Faculty Track Winner: Prof. Dipti Periwal
- Student Track Winner: Priya Pandey, Manan Doshi, and Prof. Nikita Ramrakhiani

### **Exhibition on Social Innovation**

The Social Innovation Competition of BASIC 23 took place on February 16, 2023, and consisted of two competitions: the poster-making competition and the model-making competition. These competitions were held at the national level, and various groups from different colleges all over India participated. The competition aimed to increase awareness of sociological problems in society and find innovative solutions for these problems. A total of 34 teams participated, with a minimum of 1 and a maximum of 4 members in each team.



The competition had two categories:

**Poster Making Competition:** 10 participants

**Model Making Competition:** 24 participants

The teams presented their models and solutions to the jury members, who were highly qualified and experienced. The jury members for this competition were Nirmala Joshi and Mayura Worlikar. The winners of the competition were:

### **Poster Making Competition**

1st Prize: Ecopolymer

2nd Prize: GIP

3rd Prize: Void

### **Model Making Competition**

1st Prize: Infinity Generator

2nd Prize: E.V. Auto Charging & Avdhoot (Individual)

3rd Prize: Supply Continuity + Earthing

The cash prizes for the winners of both competitions were as follows:

### **Poster Making Competition**

1st Prize: Rs 10,000

2nd Prize: Rs 7,000

3rd Prize: Rs 5,000

### **Model Making Competition**

1st Prize: Rs 15,000

2nd Prize: Rs 10,000

3rd Prize: Rs 5,000



Overall, BASIC 23 was a successful event that provided a platform for knowledge sharing, competition, and showcasing innovative solutions in the fields of data analytics, social innovation, and business management. The conference, workshops, and competitions facilitated valuable discussions and interactions among participants, contributing to the advancement of these fields.



# AZADI KA AMRIT

## MAHOTSAV

India's Republic Day, celebrated on January 26th each year, holds immense significance as it commemorates the day when the Indian Constitution came into effect in 1950. This momentous occasion replaced the Government of India Act of 1935, establishing India as a sovereign, democratic, and secular nation. The 74th Republic Day, celebrated in 2023, served as a testament to India's progress, achievements, and commitment to its cultural heritage, self-reliance, and honoring unsung heroes. To mark this auspicious occasion, the Student Welfare and Sports Committee (SWC) organized a Poster Making Competition on January 13th, 2023.



The poster features the Indian national flag at the top. Below it is the logo of Vivekanand Education Society's Institute of Management (VESIM), established in 1982. The text on the poster reads: "Vivekanand Education Society's Institute of Management, Studies & Research, STUDENT WELFARE COMMITTEE, ORGANIZES, BHARAT - EK KHOJ, Date - 21st January | Time - 4:00 to 5:30, PRIZES: 1st Prize - Rs 2K, 2nd Prize - Rs 1K, 3rd Prize - Gifts, Team Size : 4 to 5, E-Certificates will be provided to all Participants".

## POSTER MAKING

### COMPETITION

The first theme of the Poster Making Competition revolved around India's Rich Cultural Heritage. India, known for its diversity, boasts a rich tapestry of cultures, languages, traditions, and art forms. Participants were encouraged to showcase the essence of India's cultural heritage through their creative interpretations on posters. The aim was to highlight the beauty and uniqueness of Indian traditions, music, dance, architecture, literature, and various other cultural aspects. The participants were expected to depict the vibrant and harmonious coexistence of different cultures, promoting the spirit of unity in diversity that defines India.



# Atmanirbhar Bharat

The second theme focused on Atmanirbhar Bharat, which translates to "self-reliant India." It embodies India's vision of becoming a self-sustaining nation across various sectors, including technology, manufacturing, agriculture, and more. Participants were tasked with illustrating the spirit of entrepreneurship, innovation, and self-reliance through their poster designs. The goal was to capture the essence of India's pursuit of self-sufficiency and its commitment to fostering indigenous industries, promoting local products, and encouraging sustainable development.

## Celebrating Unsung Heroes

The third theme of the competition aimed to celebrate the Unsung Heroes of India. India's history is adorned with countless individuals who have made remarkable contributions to society but often remain unrecognized. Participants were encouraged to shed light on the extraordinary stories of these unsung heroes through their artwork. The posters were expected to honor the individuals who have worked tirelessly to uplift communities, champion social causes, excel in sports, or make significant contributions in various fields without seeking fame or recognition.

## Winners and Recognition

### **Winner:**

Akhil Tarfe & Tushar Waykar (MMS)

### **1st Runner Up**

Khushi Khanna & Khushboo Manchhani (PGDM)

### **2nd Runner Up**

Chaitali Gurale, Satyam Tiwari (PGDM)

On January 14th, 2023, the winning posters, along with other notable entries, were proudly displayed for everyone to admire. The student body and faculty gathered to celebrate India's 74th year as a Republic, with the artwork serving as a visual representation of the nation's heritage, progress, and ideals. The exhibition of these thought-provoking posters not only showcased the artistic talent of the participants but also served as a medium to evoke reflection, appreciation, and inspiration among the viewers.



*CELL  
ACTIVITIES*

# **STUDENT WELFARE** **COMMITTEE**

## **AAROHAN - VBS' CULTURAL FEST:** **CELEBRATING THE ESSENCE OF 'AAMCHI MUMBAI'**

Aarohan is the biggest cultural event organized by the Student Welfare & Sports Committee of VBS. Aarohan aims to establish itself as an integral part of the VBS experience for future PGDM candidates.

C



The event, held on March 11, 2023, aimed to reignite the fire within students after the pandemic by offering a large-scale celebration filled with music, dance, and fun. The theme of Aarohan 2023 revolved around the essence of 'Aamchi Mumbai,' showcasing the unique flavor, energy, and spirit of the bustling metropolis.

This document delves into the significance of the theme, the morning and afternoon events including Tug of War and Treasure Hunt, the diverse food stalls, the fun zone activities, and the cultural program showcasing the talents of PGDM students. Additionally, it highlights the success and impact of Aarohan in cementing its position as VBS' iconic annual festival, bringing together family and friends for a night of enjoyment and fun.

# The Significance of Aarohan

Establishing Aarohan as a Cultural Fest: As a newly created event, Aarohan aimed to become an integral part of the VBS experience for incoming PGDM candidates, fostering a culture of growth and development.



Reigniting the Student Spirit: In the post-pandemic world, Aarohan aimed to re-ignite the fire within students by conducting a large-scale event filled with music, dance, and fun for all.

## Theme:

### 'Aamchi Mumbai':

Uniqueness of Mumbai: Describing the essence of Mumbai, known as 'Aamchi Mumbai,' the paper highlights the city's fast-paced lifestyle, diverse culinary scene, historical landmarks, and the glitz and glamour of Bollywood.



Mumbai - The City That Never Sleeps: Emphasizing the resilience, hard work, and entrepreneurial spirit of Mumbaikars, the paper explores Mumbai as a hub of business and commerce, with its bustling streets, vibrant nightlife, and diverse industries.

## DAY EVENTS:

### **Tug Of War:**

Explaining the popular sport of tug of war, the paper describes how Aarohan utilized this activity as a means to build teamwork, strength, and strategy skills among the participating teams.



### **Treasure Hunt:**

Elaborating on the concept of a treasure hunt, the paper outlines how Aarohan incorporated this game to engage participants in deciphering clues related to the theme of Mumbai, leading them to a final treasure.



## FOOD STALLS:

### **Culinary Delights:**

Highlighting the food stalls organized by PGDM students, the paper showcases the delectable offerings such as cupcakes, brownies, kulfi, Falooda, pani puri, sev puri, and bhel puri. It emphasizes the diverse flavors and gastronomic experiences that represent Mumbai's culinary scene.



## FUN ZONE STALLS:

### **Engaging Games:**

Describing the fun zone stalls, the paper explores the various games organized by students, including blow the ball, sequencing cups, 7UP 7 DOWN, current circuit, Jenga, cup balloon pyramid, shoot the cups, and mini basketball. It emphasizes the inclusive nature of these games and their role in fostering enjoyment and participation.



## CULTURAL PROGRAM:

### **Showcasing Talents:**

Highlighting the cultural program, the paper discusses how the event served as a platform for PGDM students to exhibit their musical and dancing talents.



It emphasizes the power of showcasing inherent talents and connecting with like-minded individuals.





## CELEBRATING DIVERSITY:

Exploring the cultural program's impact, the paper emphasizes the significance of bringing together diverse talents and creating an inclusive environment that promotes creativity and appreciation for different art forms.



## Aarohan's Grand Success:

- Recognizing the collective efforts of the organizing team, the paper attributes.



# REMINISCENCE 2023 – ALUMNI

## GET TOGETHER

“Reminiscence” 23 is an annual alumni get together organized by Vivekanand Business School (VBS) on 11th March 2023 Saturday, from 6.00 pm onwards in the campus ground. An invitation was sent to all the alumni of VBS from 2010-12 batch to 2020-2022 batch through mail, alumni portal of VBS, google groups and via phone calls. Student volunteers of alumni cell took responsibility of calling each individual alumnus and confirming their presence for the meet along with number of family members attending the event. The process of invitation to all alumnus started one month back. It helped the alumni cell in updating the alumni profile in the database. A registration link was also shared with the alumni to register for the program and confirm their presence for the event along with their family members. A total of 128 alumni registered and confirmed for the event.

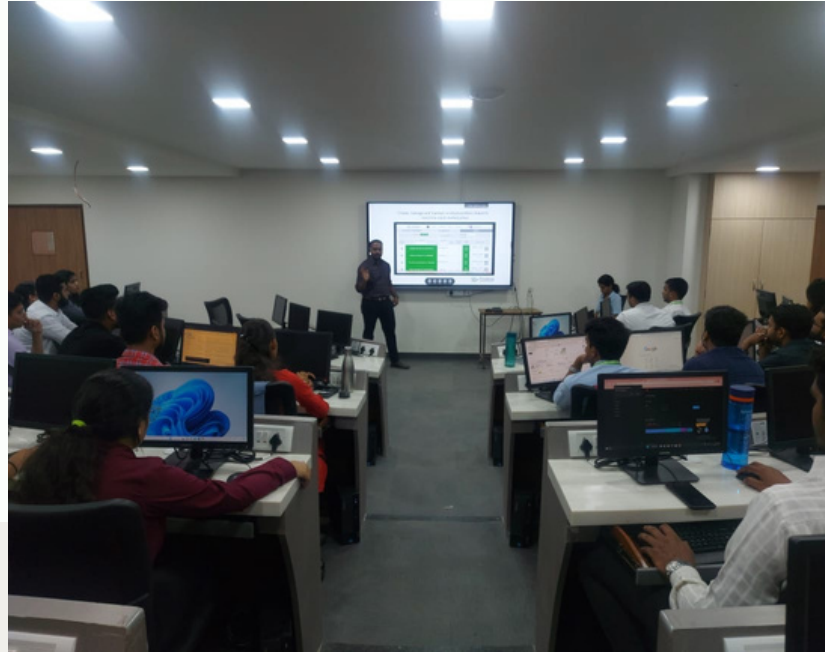


# **FINANCE CELL**

## **Title: Finquest - A Fin-letical Journey: A Finance Quiz Competition**

### **INTRODUCTION:**

Finance Cell of VES Business School organized a finance quiz competition titled "Finquest - A Fin-letical Journey" on 18th February 2023.



The event aimed to test participants' knowledge in finance and promote innovative business models. The competition witnessed the participation of more than 30 teams from VESIM and VBS.



### **INAUGURATION:**

The event commenced with an inauguration ceremony graced by Senior Professor K.V. Ramkrishnan, Dr. Meena Sharma, Associate Dean of Finance Cell, and Dr. Neetu Bharadvaz, Professor at VES Business School.



The esteemed guests addressed the participants, emphasizing the importance of finance knowledge and innovative thinking in the business world. They motivated the teams and wished them success in the competition.

## EVENT OVERVIEW:

The event was divided into two main rounds: the Finance Quiz Round and the Final Round. The quiz round aimed to test the participants' understanding of finance concepts and their ability to respond quickly.



Out of the 30 teams, 18 were selected to proceed to the next round based on their performance in the quiz round. Each team was given 1.5 minutes to answer five questions, adding an element of time pressure to the competition.

In the Final Round, the remaining eight teams presented their business ideas through models and PowerPoint presentations (PPTs). Each team was allocated 15 minutes to showcase their innovative ideas to the judges.



This round allowed participants to showcase their creative thinking, presentation skills, and business acumen.

## JUDGING PANEL:

The event had a distinguished panel of judges comprising Dr. Meena Sharma, Associate Dean of Finance Cell, Prof. K.V. Ramkrishnan, and Dr. Hardeep Kaur Mundra, Professors at VES Business School.



The judges brought their expertise in finance and business management to evaluate the participants' performance in both rounds. Their collective experience ensured a fair and knowledgeable assessment of the teams' ideas and presentations.



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.

## PARTICIPANTS' ENTHUSIASM:

All the teams displayed high levels of enthusiasm and determination throughout the event. The participants showcased their comprehensive knowledge of finance concepts and showcased their ability to think critically and analytically. The teams demonstrated a deep understanding of financial principles and their application in real-world scenarios.



## PRIZE DISTRIBUTION:

The event's total prize money amounted to Rs. 6000, which was distributed among the winners. The winning teams were rewarded for their outstanding performance and innovative business ideas. Each team member was presented with a memento as a token of respect and recognition for their hard work and dedication.



## CONCLUSION:

"Finquest - A Fin-letical Journey" provided an excellent platform for students from VESIM and VBS to showcase their finance knowledge and innovative business models. The event's success can be attributed to the coordination of Mr. Bhagyesh Nerkar and Ms. Sandhya Singh, the main coordinators, who efficiently organized the competition and ensured its smooth execution. The support and guidance from the esteemed judges and faculty members were instrumental in promoting a healthy competitive spirit among the participants. The event served as a catalyst for participants' personal and professional growth, encouraging them to develop critical thinking, presentation skills, and an entrepreneurial mindset.



**Winner Team:**

The winning team of the "Finquest - A Fin-letical Journey" finance quiz competition was "FINITES," consisting of Namisha Sahu, Afzal Merchant, and Shivendra Rana.

**First Runner Up:**

The first runner-up team was "FINANCE CRUNCHERS," comprising Yash Devadiga, Anurag Singh, and Siddhant.

**Second Runner Up:**

The second runner-up team was "SPADES," consisting of Ritik Vyas, Vaibhavi Bhingarde, and Saurabh Gapat



These teams, along with their respective members, demonstrated exceptional talent, knowledge, and determination throughout the competition. Their success reflects their hard work, preparation, and dedication to the field of finance. They are deserving of the recognition and rewards bestowed upon them for their outstanding performance.

The objective of the event was to build or develop the mindset of trading in students by considering all the technical and fundamental aspects of the stock market. Students were grouped together to explore real-world scenarios that can impact stock investments.

### **Benefits in terms of learning/skill/knowledge obtained:**

Through this activity, students learned how to trade stocks in the market effectively. They gained knowledge about when to buy or sell, considering long-term benefits of investment, and learned about fundamentals and technical analysis. They also developed skills in analyzing charts, making quick decisions, and understanding market dynamics.



### **Description of the Activity:**

On 2nd March, all the participants were informed about the Mock Stock event. Finaltics, our organizer, provided us with a platform to perform trading using digital fake currency but with real market prices. Each team was given a total of 5 lakhs worth of digital cash. Participants logged in using their credentials and started trading during market working hours. They were required to invest some of their amounts in long-term and the rest in short-term investments. On the closing day, 6th March, at the end of market hours, their accounts were paused, and their profit along with cash in hand was considered as the final amount. The top 10 teams with the highest profits were selected to present their portfolio and explain their stock choices. The judge of the program was Chinmay Das, the co-founder of Finaltics. The winners of the competition were:

1st Team: Helios

2nd Team: Booming Bulls

3rd Team: Gringots



# Marketing Cell

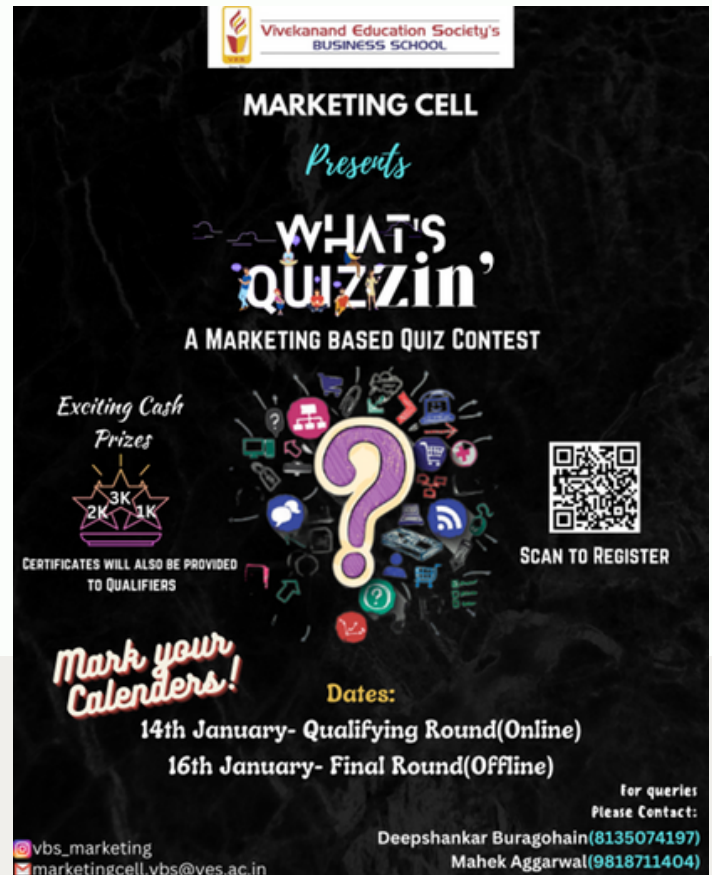
## WHAT'S QUIZZIN'?

### A Marketing based quiz contest

#### Introduction:

In January 2023, the Marketing Cell of Vivekanand Business School (VBS) organized an engaging and informative marketing-based quiz contest called "What's Quizzin." The event aimed to enhance students' knowledge and interest in the field of marketing beyond what they learn from textbooks. It also fostered a sense of healthy competition among the participants.

This article provides an elaborate overview of the contest, including its organization, the competition structure, and the achievements of the participants.



#### Event Organization:

The VBS Marketing Cell took the lead in organizing the "What's Quizzin" contest. A dedicated team of volunteers worked tirelessly to ensure the smooth execution of the event. They were responsible for tasks such as drafting emails, creating posters, setting up the venue, and overall event management. Their efforts played a vital role in making the contest a success.

#### Competition Structure:

The contest comprised two rounds, attracting a total of 43 teams, each consisting of two members. The first round, held on 14th January 2023, was conducted online as a qualifying round. Participants were presented with a set of questions and had to provide answers within a specified time frame. Based on their scores and completion time, the top 10 teams advanced to the second round.

The second round took place offline on the college campus on 16th January 2023. This round was divided into four segments, each offering a unique challenge to the participants:

1. **"Mujhe Pehchano Main Huin Kaun" (Guess the Logo):** In this segment, participants had to identify the logos of various brands. This task tested their visual recognition skills and familiarity with popular brand symbols.
2. **"Tagline Trivia":** Participants were required to guess the taglines associated with different brands. This round tested their knowledge of brand slogans and their ability to associate them with the respective companies.
3. **"Guess it!":** This segment presented participants with movie clips featuring products. Their task was to identify the brands associated with those products. This round examined their awareness of product placements in movies and their brand recognition abilities.
4. **"Controversies, Controversies, Controversies" (Final Round):** The finalists were presented with a case study based on a controversial marketing advertisement. They had to analyze the case and select the correct option, demonstrating their understanding of ethical marketing practices.

### Winners:

1. First Prize: TEAM QUIZZARD  
(Nitesh Wadhvani & Prashant Menghwani)
2. Second Prize: TEAM KBPH  
(Palak Hariya & Bhakti Kawade)
3. Third Prize: TEAM ACES  
(Jomon George & Rakeshkumar Sen)

The participants and audience appreciated the engaging and interactive activities organized throughout the contest. The volunteers received positive feedback for their efficient management and facilitation of the event.



# **SELL-ON Project**

SELL-ON in its sixth edition has been a blockbuster and is growing day by day. Students raised funds to the tune of Rs 5 lakhs to demonstrate their support to such kind of social outreach activity. SELL-ON is an event conceptualized to help the underprivileged member of the society and concurrently sensitize our students towards these groups and infuse selling skills and team working in students. With the collaboration of Seva Sahyog Foundation, our college organized “SELL-ON” activity in order to foster variety of skill including selling abilities, management skills, connection boost etc. in students.



SELL-ON as an activity aggregates goods and merchandise made by NGOs which supports underprivileged and special children and sells these goods to the public. SELL-ON is a non-commercial no profit activity. Students are divided into groups and are asked to sell the NGO made goods to the public within 3 to 4 days. In the sixth year of its existence SELL-ON, undertook a unique activity to fulfill its goals. SELL-ON picked up the gauntlet to raise funds to sponsor a school kit for underprivileged children. The event is a tripartite work of the faculty members of the Institute, its students and multiple NGOs. Along with the logistic support of Sewa Sahyog, students carried out this activity from 25th to 30th December and raised a total amount of Rs four lakh and seventy seven thousand to sponsor 795 school bags filled with books and stationary.



**The top performers were:**

<b>Name of the Students</b>	<b>Kits sponsored</b>
• DEVASHISH SUBODH CHITALE	82
• NEELIMA DINESH DUBEY	61
• HILLONI ATUL SHAH	31
• CHETAN MADHAV PATIL	26
• IPSITA BHARAT DAS	25
• EESHAN SHUBHABRATA BHATTACHARYA	25



*INDUSTRY  
CORNER...*

# Guest Lectures



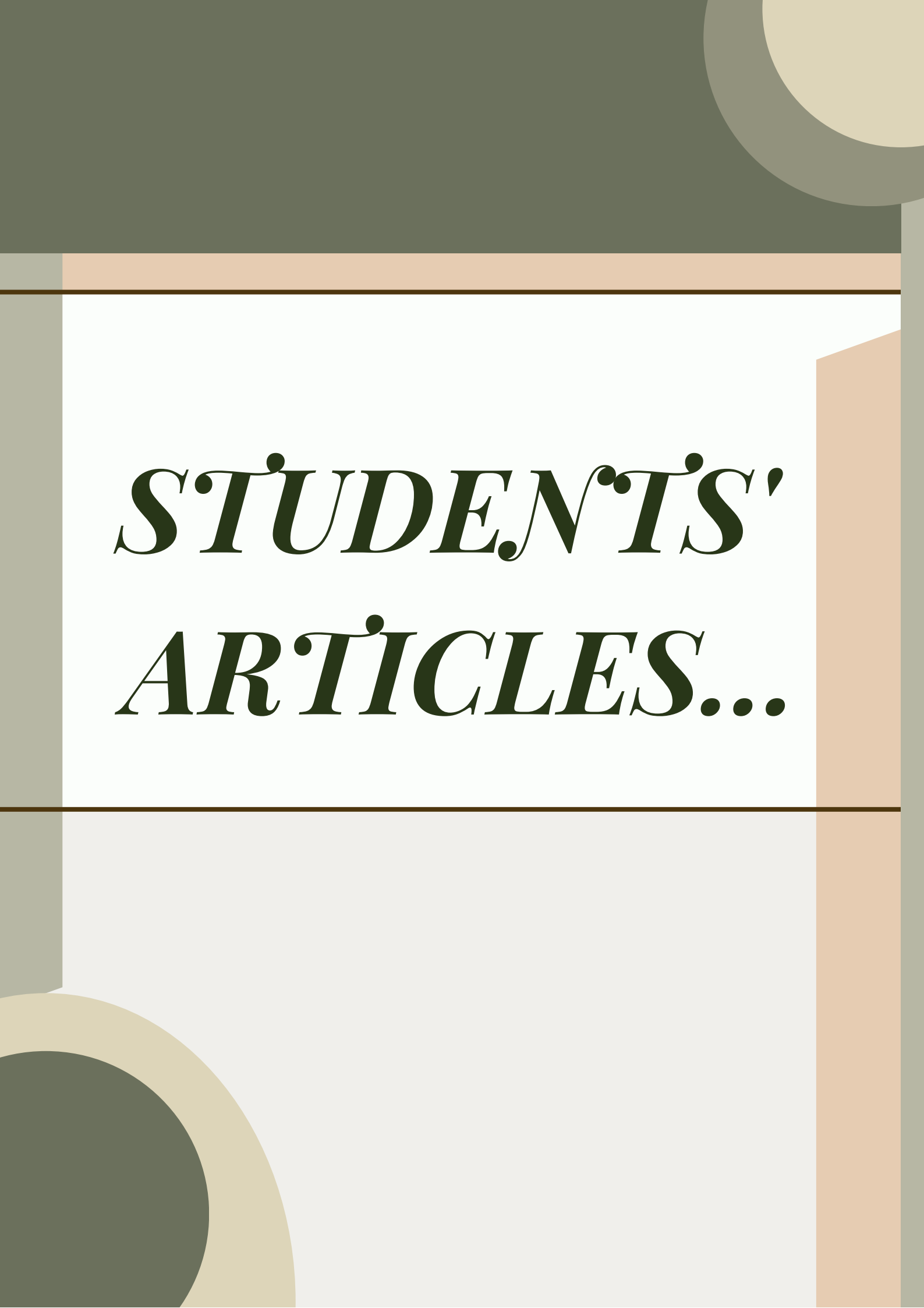
**Careers in Marketing by Mr. Sushil Dixit**

**Sr. Manager- Employer Branding & Recruitment Marketing Specialists working for Info Edge India Ltd. ( Naukri.com).**

## **Alumni Session and Industry Expert Lectures**

- Anand Desai
- H.S. Cheema
- Sanjeev Prakash
- Sagar Ahuja





*STUDENTS'*  
*ARTICLES...*

# The Language of Color: How Different Hues Affect Emotions and Creativity

In the realm of creative endeavors, the significance of color transcends mere aesthetics; it wields the power to evoke profound emotions and inspire innovation. The psychology of color is a rich tapestry of perception, where every hue weaves a unique narrative in the human mind.

Consider red, for instance - it is a hue synonymous with passion, urgency, and intensity. When integrated thoughtfully into a creative project, it can imbue a sense of urgency or passion that resonates deeply with the viewer. On the other hand, the calming serenity of blue can instill a sense of tranquility and trust, making it an ideal choice for projects requiring a sense of reliability or dependability.



Understanding this intricate language of color empowers creatives to harness its potential, crafting visuals that resonate deeply with audiences and sparking imaginative journeys. The mere presence of certain colors can influence emotions, driving viewers to engage with content on a visceral level. For instance, warmer tones like oranges and yellows are associated with positivity and energy, making them ideal choices for creative works seeking to elicit feelings of warmth and enthusiasm.

In essence, the psychology of color is a potent tool in the arsenal of creative professionals. By mastering this language, they can elevate their work, establishing a connection with their audience that extends beyond the visual, delving deep into the realms of emotion and creativity.



# ***Startups in the Indian Economy: A Catalyst for Growth and Innovation***

In recent years, India has witnessed a remarkable rise in startup activity, positioning itself as one of the world's most vibrant and dynamic startup ecosystems. These startups have played a significant role in driving economic growth, fostering innovation, and creating employment opportunities. The Indian startup boom can be attributed to various factors. Firstly, the increased internet penetration and availability of affordable smartphones have empowered entrepreneurs to reach a vast consumer base. Additionally, a supportive policy environment, including initiatives like the "Startup India" campaign, has provided startups with access to funding, mentorship, and a conducive regulatory framework.

Startups have emerged as major job creators in India. They have addressed the country's unemployment challenges, especially among the youth. According to a report by the National Association of Software and Service Companies (NASSCOM), Indian startups created over 1.6 million direct and indirect jobs in 2020. These startups have made notable contributions across different sectors. E-commerce giants like Flipkart and Snapdeal revolutionized the retail landscape, while Ola and Uber transformed transportation. Digital payment platforms such as Paytm and PhonePe revolutionized financial transactions, and edtech platforms like Byju's and Unacademy brought quality education to millions.

The Indian government has been proactive in supporting startups. Initiatives like the "Startup India" campaign, simplified regulatory processes, relaxed taxation norms, and efforts to attract investments have created a conducive environment for entrepreneurial growth. However, startups also face challenges. Access to capital, regulatory complexities, infrastructure limitations, and skill gaps are some of the obstacles that need to be addressed. The COVID-19 pandemic has further emphasized the need for startups to adapt and innovate in an uncertain environment.

To overcome these challenges, stakeholders must collaborate and provide continued support.

Fostering a culture of innovation, enhancing access to funding, promoting skill development, and creating an enabling environment are essential for startups to thrive. In conclusion, startups have become a driving force in the Indian economy, promoting economic growth, innovation, and employment generation. With a favorable ecosystem and government support, India has the potential to become a global hub for startups. As these startups continue to disrupt traditional industries and create new opportunities, they are shaping India's economic landscape and paving the way for a vibrant and inclusive future.

# Russia Ukraine War

The Russia-Ukraine war is an ongoing war between Russia and Ukraine that began on 24 February 2022, after Russia invaded Ukraine. The invasion has caused Europe's largest refugee crisis since World War II, with more than 8 million Ukrainians fleeing the country and third of the population displaced. The war has had a significant impact on the global economy, causing energy prices to surge and disrupting supply chains. The International Monetary Fund has warned that the war could have a "severe impact" on the global economy, and the World Bank has said that it could push up to 100 million people into extreme poverty.

The war is also having a significant impact on the people of Ukraine. Millions of people have been displaced from their homes, and thousands have been killed. The United Nations has called the war a "humanitarian catastrophe," and the Red Cross has said that it is the worst humanitarian crisis in Europe since World War II. The war in Ukraine is a complex conflict with a long history. The roots of the conflict can be traced back to the collapse of the Soviet Union in 1991, when Ukraine gained its independence. Since then, Ukraine has been caught in a tug-of-war between Russia and the West.

Russia has long seen Ukraine as a part of its sphere of influence, and it has been concerned about Ukraine's growing ties to the West. In recent years, Ukraine has moved closer to NATO, and it has expressed a desire to join the European Union. This has been seen as a threat by Russia, which has warned that it would not tolerate Ukraine joining NATO. The war in Ukraine is a major turning point in European history. It has led to a reassessment of the security architecture in Europe, and it has raised questions about the future of the European Union. The war is also having a significant impact on the global economy, and it is likely to have a long-term impact on the world order.

Here are some of the key events that have led up to the war in Ukraine:

**2014: Russia annexed the Crimean Peninsula from Ukraine.**

**2014-2022: The War in Donbas, a conflict between Ukrainian forces and Russian-backed separatists in eastern Ukraine, continues.**

**2021: Russia amasses troops on Ukraine's borders.**

**February 24, 2022: Russia invades Ukraine.**

The war in Ukraine is a complex and evolving conflict. It is too early to say how the war will end, but it is clear that it will have a significant impact on Ukraine, Russia, and the world.

# ChatGPT and its Scope in Educational Institutes

At first instance ChatGPT is an AI which provides human-like response when asked any kind of question/task/problem. It is more of like a chatbot developed by Open AI. The GPT stands for (Generative Pretrained Transformer) which is a language model. To sum it up ChatGPT uses deep learning techniques to generate human-like responses to text inputs in a conversational manner.

## Chat GPT vs Google

- ChatGPT provides a thorough and crisp response to your questions in a human like language
- Google is a search engine which provides thousands of results based on your keywords. This result might or might not be related to your query
- It cannot provide real-time information as it does not have access to internet
- Google can provide real-time information
- It is unable to integrate with other applications or software's even if they have a similar parent company
- It is well known for easy integration like YouTube, Gmail, Maps etc
- ChatGPT only offers textual answers to queries
- Google offers results in the most-suitable form – text, images, videos, QnA, products, etc.

## Will Chat GPT replace Google?

In the foreseeable future, ChatGPT is unlikely to completely displace Google search. There is nothing that ChatGPT is knowledgeable about. It was developed using a data model that is only valid through 2021. It implies that ChatGPT is ignorant of 2022 expectations. Google, on the other hand, has a big database with all the most recent data.

## Top Keywords for ChatGPT

- 🔍 Write – The tool can proofread like Grammarly and write creative responses when prompted. It is capable of writing emails, poems, paragraphs etc.
- 🔍 Explain – This keyword is used when you want to request for an explanation or clarification of a topic or concept.
- 🔍 List – When you want to get a list of items related to a topic. List can be anything like list requirements when going for a trek, list of prerequisites when cooking a dish, etc.
- 🔍 Analyse – It is capable of looking for keywords and do an analysis of a specific topic or data.
- 🔍 Design – It is currently limited to text responses but is still very creative. One can ask it to generate programming codes for any language, wireframes or SVG's for defining 2D graphics.

# ChatGPT and its Scope in Educational Institutes

## Few examples of how ChatGPT is used in day-to-day life

1. Write Emails – Try asking ChatGPT, “I want to invite people for my house warming party held on 6 th June, in XYZ place from 7pm cordially invite them writing an email.
2. Write a Summary – Copy-paste the entire article you want to summarise into ChatGPT and ask, “write a summary of this article” to get a brief about it.
3. Study effectively and Test your knowledge – Ask ChatGPT “Explain the concept of Social Media Marketing & SEO and give 10 questions on it”. Later you can ask ChatGPT to correct your answers.
4. Adding comments in code/Understanding a hard code – Give ChatGPT a complex programming code and ask, “Make comments in the code to explain what each block is doing”.

## ChatGPT at Institutional Level

**1. Course Queries:** With a move to online learning and EdTech platforms, many people are searching for information about courses and fees. No one, however, has enough time to transmit all the relevant information, which is where a chatbot comes into play. The educational chatbot, which has all the course content, proves to be useful in this situation. Information about the course covers all costs, the material covered by the curriculum, the completion date, etc. This will promote openness and create a positive rapport with the parents and pupils.

**2. Admission Process:** Guiding your students through the enrolment process is yet another important aspect of the education sector. Everyone wants smooth and quick ways and helping your students get the same will increase conversions. A Chatbot for education plays a vital role in the initial process. It's easy to take an entrance test, track students' performance, short-list those who qualify and answer all their queries through the AI bots. It is because the process takes a lot of time and so, it is better if it is automated. However, you need to design a valid bot flow and input related questions accordingly.

**3. Student Engagement:** Millennials interact with bots daily and so, it's better to keep them engaged here as well. Keeping your students engaged is the only way to make your students trust and follow you. Students these days look for several courses before going for one and so it is essential to provide them with the best. Even if you are providing the best quality education, they need regular interaction and activities to keep them engaged and tied with the institute. Chatbots for education provide amazing help in these cases. They help track the student's progress and keep them regularly updated through personalized messages and suggestions. It induces more students and parents to convert and also contributes to the institute's success.

# ***ChatGPT and its Scope in Educational Institutes***

**4. Student Sentiment Analysis:** Chatbots will really help you know your students better. It's true as student sentiments prove to be most valuable when it comes to reviewing and upgrading your courses. Being an educator, it is crucial to analyse your students' sentiments and work to solve all their issues. Educational chatbots help in better understanding student sentiments through regular interaction and feedback. This way it benefits the learners with a slow learning pace along with the educators to instruct them accordingly.

**5. Personalized Learning:** Personalized and customized learning is probably the primary reason for students to shift to online courses. Every student has a different learning pace and so they require personalized sessions where they can be at their own tempo. So, many e-learning platforms are using chatbots to instantly share students' course-related doubts and queries with their respected teachers and resolve the problems at the earliest. This way students get a free environment to come forward and get a clearer view.

## **Conclusion**

ChatGPT's potential within educational institutes is substantial, offering a dynamic tool for enhancing various aspects of the learning experience. While it may not replace Google's vast search capabilities as of now but ChatGPT excels in providing detailed explanations, creative writing assistance, and personalized interactions. From aiding in course inquiries and admissions processes to engaging students and analyzing sentiments, the integration of educational chatbots brings efficiency and tailored support. By harnessing the power of AI-driven chatbots, educational institutes can create more efficient, interactive, and student-centric environments, ultimately contributing to their growth and success in the dynamic landscape of modern education. As technology continues to evolve, ChatGPT's role in education underscores its ability to foster deeper engagement, facilitate learning personalization, and contribute to the overall success of institutions and learners alike.

***GALLERY..***





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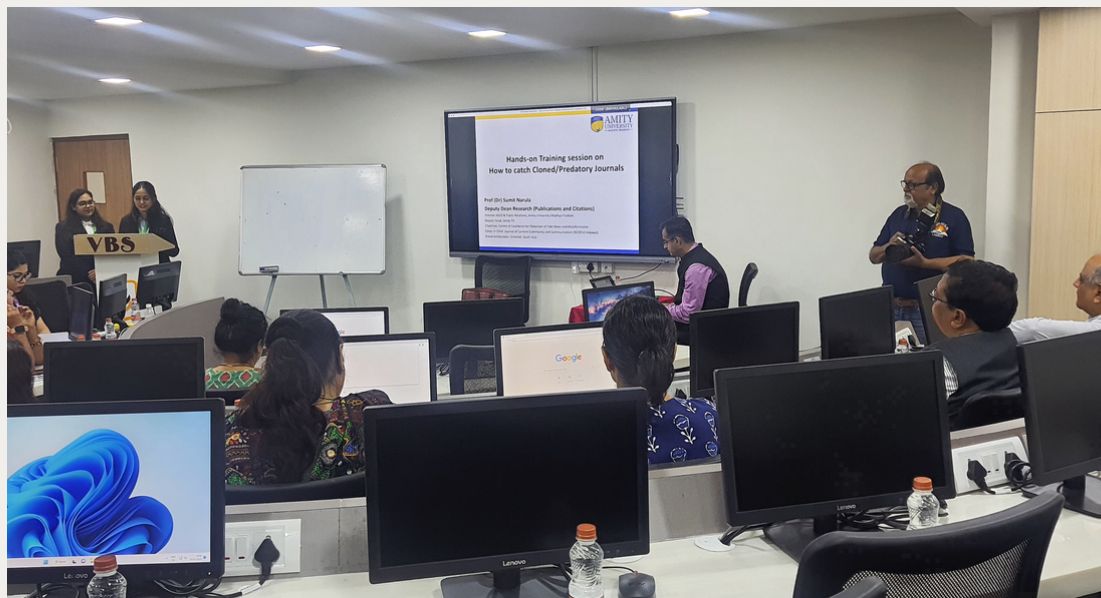
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