



# prakshapan

JULY - DECEMBER, 2024



## 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.

## MISSION

We want "THAT" education by which character is formed, strength of mind is increased, the intellect is expanded and one can stand on one's own feet.



## VALUES

- To impart quality education and contribute towards character building.
- Delivery of contemporary courses that nurtures holistic development with professional integrity and social consciousness.
- Teaching will be based on continuously updated courses that inculcate the principle of entrepreneurship.
- Pedagogy will incorporate global best practices in management education.
- Research will be based on theoretical and evidence based practices, with integrity and frontier based approach.

## DIRECTOR'S WORDS



Dr. Sachin Deshmukh  
(Director)

It gives me immense pleasure to present our 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.

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.

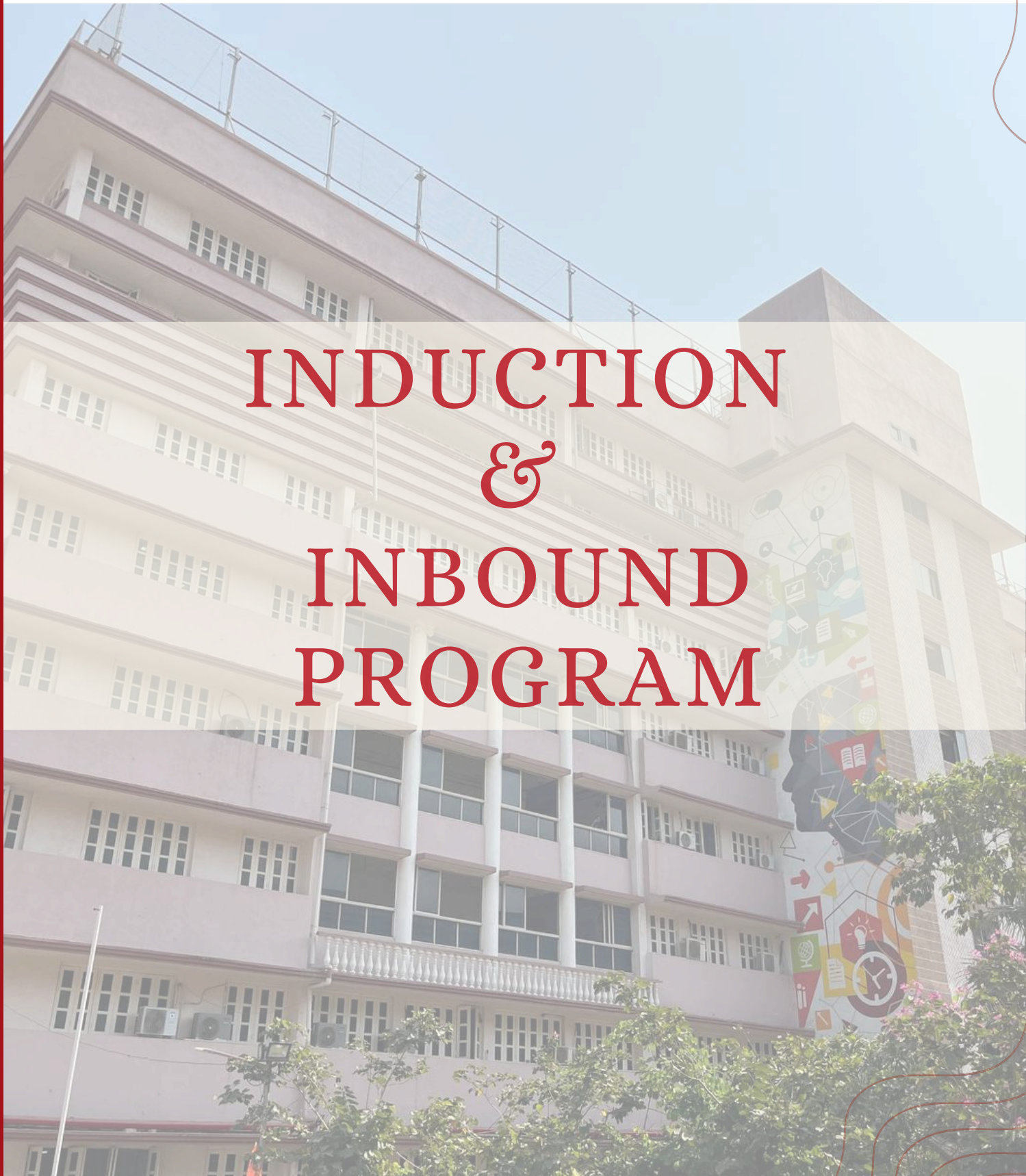
I am also confident that this communication will establish a trend of acquaintance with our alumni who are doing wonders across the world.

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.





# INDUCTION & INBOUND PROGRAM



# INDUCTION PROGRAM

## A Memorable Beginning: The Three-Day Induction Program at VES Business School

For the PGDM Batch of 2024-26 at VES Business School, the academic journey began with a powerful three-day induction program. This experience provided a blend of guidance, inspiration, and insight, setting a solid foundation for the exciting road ahead.







## **Day 1: Building the Vision (Wednesday, 3rd July 2024)**

The program commenced with a serene Saraswati Vandana, followed by motivational addresses from Dean Dr Sandeep Bhardwaj, Director Dr Sachin Deshmukh, and esteemed guests, including alumnus Mr Sunil Jagwani and Chief Guest Cdr. Vivekanand Prabhu. Students were introduced to the academic process, code of ethics, and placement guidance, providing a clear roadmap for their journey!

## **Day 2: Exploring Specializations (Thursday, 4th July 2024)**

Students explored various specializations—Finance, Marketing, HR, Operations, and Business Analytics—through insightful sessions by faculty leaders. Additionally, they learned about the Alumni Cell, Mentoring Cell, Universal Human Values, and the importance of holistic growth beyond academics.

## **Day 3: Skill Building (Friday, 5th July 2024)**

The final day emphasized essential skills, including impactful presentation techniques, digital literacy, and research, through interactive workshops led by faculty experts.

The induction program laid a strong foundation, fostering clarity, confidence, and a sense of belonging. It marked the beginning of an enriching journey for the PGDM Batch of 2024-26.

## INBOUND PROGRAM

Inbound activities commenced right after the induction programme, on the 6th of July. A programme that was more than an ice breaker, it was designed to bring first-year students together to begin their academic journey in a fun environment. It was also meant to orient them to the vibrant culture of VBS. Different activities focused on grooming leadership, teamwork, and creating a sense of corporate awareness.



These activities included making a poster with a slogan and a logo, building a paper tower, a 'caterpillar - balloon game' and 'pass the baton' game. Students were divided into teams and later prizes were given for the best performances in each of the categories.

The team-building activities encouraged creativity, collaboration, and fun, with challenges like poster-making, tower building, the caterpillar-balloon game, and pass the baton testing teamwork, problem-solving, and communication skills.

These activities fostered creativity, teamwork, and competitive spirit, leaving participants motivated and united.



Fantastic energy and enthusiasm was shown by all the teams. The three day event was a great success providing opportunity to learn as well as interact with fellow students, the faculty and some of the seniors. It set the tone for academic learning, does not life begin with a play stage!?





# BUDDY PROGRAM





## BUDDY PROGRAM

The Buddy programme was held on 16th August 2024 in the college auditorium. It is another flagship event that introduces the first-year students to the Buddy system.

The programme was organised by the Mentor Cell and attended by its Faculty Members- Dr Rupali Rajesh and Dr Neetu Sharma.

The meeting began with an introduction to the Program, the aim being the facilitation of mentorship, friendship, and support between senior students (Buddies) and new joinees (Mentees).

The senior students were briefed on their roles as Buddies. They are expected to connect with the first-year students, guide them through both academic and non-academic activities, provide advice on day-to-day college operations, and follow up with the mentees.

An icebreaker session was conducted to help students get to know each other better. The session concluded with a Q&A, where junior students had the opportunity to ask questions to their Buddies. Senior students and faculty members addressed these queries and shared their experiences. The programme set a positive tone for the mentoring relationships to develop.





# CELL ACTIVITIES





# STUDENT WELFARE & SPORTS COMITTEE (SWC)

## 1. 78th Independence Day Celebrations

Our college proudly celebrated the 78th Independence Day on August 12th with a vibrant and emotionally resonant event that brought the spirit of the occasion to life.

Independence Day is a powerful reminder for every citizen of the nation's new beginning, the courageous struggle for freedom, and the countless sacrifices made by brave freedom fighters to liberate us from British rule. This year's celebrations were a testament to these ideals, as the entire college community came together to honour our nation's journey.

The afternoon celebrations featured vibrant dance and singing performances, highlighted by an energetic dance by the support staff. Esteemed professors and the director, Dr. Sachin Deshmukh, delivered inspiring speeches and musical numbers, adding depth and meaning to the Independence Day festivities.



A particularly poignant moment was the recitation of a moving poem dedicated to Captain Anshuman Singh, who tragically lost his life in a fire accident at the Siachen Glacier in July 2023. The tribute deeply touched everyone present and served as a reminder of the sacrifices made by individuals for our country.

The event was beautifully decorated and expertly organized by the SWC team, whose efforts ensured that every aspect of the celebration was engaging and impactful. The well-crafted speeches and performances highlighted India's status as the world's largest democracy and celebrated our entry into the "Amrit Kaal," a period of transformative potential for our nation.

A compelling video presentation on voting and elections further emphasized the power each citizen holds in shaping the future of our country.

Overall, the 78th Independence Day celebrations at our college were a blend of fun, emotion, and inspiration, reflecting on our nation's rich history while looking forward to its hopeful future.





# STUDENT WELFARE & SPORTS COMITTEE (SWC)

## Teacher's Day 2024

The Teacher's Day was celebrated on the 6th of September, 2024 in the college auditorium. It was organized by the Student Welfare and Sports Committee. The students are always excited to express gratitude and appreciation towards all the teachers.

It was attended by the Director, Dr. Sachin Deshmukh, the Dean, Dr. Sandeep Bhardwaj, all the faculty members, and the teaching & non-teaching staff.

The event was studded with performances by the students – songs sung by Ketki Walke, and Varada Bapat, speeches given by Rutuja Kulkarni and Siddhi Bhangale. The faculty very enthusiastically participated in a number of games. They included the 'Melody Match' - a tune from a Bollywood song would be played, and the selected faculty member had to guess the song from it! Many of them even sang the songs and filled the air with the most cheerful smiles and a melodious vibe.



# STUDENT WELFARE & SPORTS COMMITTEE (SWC)

**‘Balloon Balance’** – a game where a pyramid of cups was to be made before the balloon in the air hit the ground.



**‘Who am I’** – a super fun game where witty descriptions of certain professors were read out loud, based on which they had to be identified!

**‘Bollywood in Translation’** – teams would compete in deciphering the names of a Bollywood film, based on objects kept on the table.





# STUDENT WELFARE & SPORTS COMITTEE (SWC)



Some very creative and unique awards were given to some of the faculty with titles like **'Guru of Growth'**, **'Holistic Educator'**, **'Catalyst for Change'**, **'Wizard of Logistics'**, **'Energizer'**, **'Beacon of Wisdom'**.



The teacher's day was a day of reflection, heart-felt gratitude and celebration of the role of teachers in shaping the students' lives. As the lovely poster for the event said, "We celebrated the amazing guides who light our path, with great joy and pride."

# STUDENT WELFARE & SPORTS COMITTEE (SWC)

## Sports Mania

### Unstoppable Spirit at Vivekanand Business School's SportsMania!

*An Event by the Student Welfare Committee (SWC)*

Vivekanand Business School (VBS), hosted an exhilarating edition of *SportsMania*, organized by the Student Welfare Committee (SWC). This highly anticipated event brought together PGDM 1st and 2nd-year students and our dedicated non-teaching staff, creating a vibrant atmosphere filled with friendly competition, sportsmanship, and team spirit.





# STUDENT WELFARE & SPORTS COMITTEE (SWC)

## Indoor Games: Strategy Meets Skill

The indoor events kicked off with **Carrom** and **Chess**, where participants showcased their focus and strategic brilliance. The competition was fierce, with each move carefully calculated to outwit the opponent. The excitement continued with **Table Tennis**, **Foosball**, and **Arm Wrestling**, turning the halls into a hub of energy as players displayed their speed, agility, and determination.



## Strengthening Bonds and School Spirit

*SportsMania* was more than just a competition—it was a celebration of the unity, camaraderie, and spirit that define VBS. The event provided an opportunity for students and staff to come together, connect, and create lasting memories. As the event concluded with an awards ceremony, it was clear that *SportsMania* had left a lasting impact, highlighting the strength of our VBS community and setting the stage for future events that celebrate talent, teamwork, and school pride.

# STUDENT WELFARE & SPORTS COMITTEE (SWC)

## Garba Night 2024

The event was organized and managed by the Student Welfare Committee (SWC) team on 8th October 2024, ensuring its seamless execution. VES Business School hosted a vibrant and joyous Garba Night as part of its Navratri celebrations, fostering a sense of community, cultural appreciation, and togetherness among students, faculty, and staff.



Garba Night at VES Business School was a vibrant celebration that brought the campus alive with colors, music, and cultural pride. Participants adorned in traditional Garba attire showcased the rich cultural heritage, while the rhythmic beats of Garba and Dandiya Raas filled the air with energy and excitement. The event seamlessly transitioned into a DJ night, offering students a platform to relax and revel in modern tunes. Beyond the festivities, the evening fostered community spirit, strengthening bonds within the VES community and highlighting the significance of Indian traditions while embracing diversity. The event enriched the campus experience, reaffirming the institution's commitment to cultural inclusivity and holistic education



# STUDENT WELFARE & SPORTS COMITTEE (SWC)

## Aarohan 3.0: Glamour-e-Bharat - Tradition Meets Vogue

Vivekanand Business School proudly presented Aarohan 3.0, our annual cultural fest that brought together the essence of India's rich traditions and the modern vibrance of vogue. The theme, "The Glamour-e-Bharat: Tradition Meets Vogue," set the tone for two days of unforgettable celebrations. With a perfect blend of cultural pride and contemporary flair, Aarohan 3.0 showcased the diverse talents of our students and created a vibrant atmosphere filled with energy, creativity, and excitement.

The event was divided into two days, each packed with thrilling activities, mesmerizing performances, and moments of pure joy. From engaging games to breathtaking cultural showcases, Aarohan 3.0 was a testament to the unity and enthusiasm of our college community.



## Event flow Day 1:

The vibrant festivities of Aarohan 3.0 commenced with a grand inaugural ceremony that set an energetic and celebratory tone for the event. The official unveiling of the Aarohan 3.0 banner marked a proud and symbolic moment, inspiring excitement among participants and attendees. The morning highlights included a surprise flashmob that energized the crowd with its electrifying dance moves, followed by a soulful dhol performance that struck a melodious chord with the audience, weaving rhythm and emotion into the heart of the celebrati





## Event Flow

**Day 2: A Fusion of Fun and Culture Morning Activities**

- **Treasure Hunt:** Teams embarked on an adventurous hunt, solving riddles and clues to claim victory.
- **Dare Roller:** A thrilling activity that challenged participants to push their limits and embrace the spirit of adventure.
- **Paper Dance:** A fun-filled game that brought out creativity, coordination, and lots of laughter.
- **Tug of War:** A test of strength and teamwork that drew cheers and excitement from the audience.
- **Balloon Dare:** A playful and strategic activity that filled the atmosphere with joy and cheer.

**Cultural Extravaganza: Student Performances**

The highlight of Aarohan 3.0 was the cultural performances that brought the theme "Tradition Meets Vogue" to life. Our talented students captivated the audience with their creativity and dedication.



Each performance was a celebration of our cultural roots and modern expressions, reflecting the theme of Aarohan 3.0. The energy, passion, and creativity on display were truly remarkable.

# Corporate Social Responsibility Cell

## Cell's Objectives :

Inspiring students to become active citizens through community service and social responsibility. Cultivating a culture of giving back by fostering student engagement in community needs Through grassroots initiatives in education, healthcare, safety, and environmentalism, the Cell aims to drive significant societal change. To strengthen community health by facilitating blood donation and free checkups.

## Rakshabandhan Celebration -

As part of our college's CSR committee, we recently organized a heartwarming Raksha Bandhan celebration at the Chembur police station. Girls from both our batch and the junior batch came together to tie Rakhi to the on-duty police officers, expressing our gratitude for their relentless service to the community.



## Corporate Social Responsibility Cell

The event strengthened the connection between students and law enforcement, promoting appreciation for the officers' sacrifices. Heartfelt conversations highlighted their challenges, and a token of appreciation from students reinforced mutual respect. This initiative served as a meaningful tribute to society's everyday heroes





# HR CELL

## POSH WORKSHOP

The POSH Workshop provided HR students with valuable insights into women's safety in workplaces. The session commenced with an introduction of the guest of honour, Advocate Bhagyashree Mahajan, by Laveena Achapaliya, highlighting her achievements and the importance of women knowing their rights. Advocate Mahajan delivered a comprehensive session on POSH policies, addressing attendees' queries with thoughtful explanations. The workshop concluded with her felicitation by Dr. Ajay Kumar Gupta and the VBS HR Cell, followed by a heartwarming speech by Isha Bhandarkar.



The POSH Workshop received a great response from the college. Faculties from different domains attended the workshop and actively participated in understanding the issues at hand. A lot of socio-intellectual dialogue and discussion took place, and we saw people raising their doubts. The guest speaker, Advocate Bhagyashree Mahajan, took her time to explain and address each person's respective doubts.

After a successful knowledge transfer about POSH policies and rules, the guest speaker Advocate Bhagyashree Mahajan received best wishes from the VBS HR Cell and the respective faculty members and was felicitated with a bouquet from Dr. Ajay Kumar Gupta & round of applause from the entire audience present, where fellow spokesperson Isha Bhandarkar concluded with a heartwarming speech.

# HR CELL

## Gupshup – Meet & Greet



Date of the Event-23rd August,2024

**Objective:** The event is aimed to create a platform for peer-to-peer networking and foster meaningful, engaging conversations among students.

**About the Event:** "Senior students took the opportunity to share their personal journeys through the program, offering insights and advice based on their own experiences. They discussed their internships, shedding light on the challenges they faced and the valuable lessons they learned. This sharing session was not only informative but also served to inspire and guide the new batch of HR students as they embark on their own academic and professional journeys.

# MARKETING CELL

## Blogography 3.0

The Marketing Cell of Vivekanand Education Society Business School organized **Blogography 3.0** in 2024, an online creative blog writing contest hosted on the Unstop platform. This event was open to participants across India and aimed to showcase students' creative prowess in an AI-driven world. The theme, **"How Disruptive Technologies Drive Business Success: Transforming Marketing in the Digital Age,"** delved into the impact of technologies like AI, big data, blockchain, and VR on marketing strategies and business growth. The event attracted 266 registrations, out of which 71 students submitted blogs. The contest ran from August 24, 2024, with a registration deadline of September 2, 2024. Blogs were evaluated based on pre-defined criteria on the platform. The prizes were ₹3000 for 1st place, ₹2000 for 2nd place, and ₹1000 for 3rd place. All participants received participation certificates making the event a memorable celebration of creativity and innovation in marketing.



## The Canteen Name Quest

The Canteen Name Quest Competition, organized by the Marketing Cell of Vivekanand Business School, aimed to foster student engagement by inviting creative submissions for naming the new college canteen, thereby instilling a sense of ownership. Leveraging an effective communication strategy through email campaigns, WhatsApp broadcasts, and campus posters, the competition garnered 11 submissions. The winning name, chosen for its creativity and relevance, will be prominently displayed at the canteen entrance and featured in official communications, making it a lasting symbol of student involvement.





## Guest Lectures by Marketing Department

A guest lecture on **Retail Management** was organized by Prof Hari, and conducted by **Ms. Nivedita Kudyadi**, the Chief Marketing Officer of Reliance Retail on 13th September 2024. The session was insightful, and engaging, and provided a practical perspective on retail management concepts and strategies to the students and covered important topics on retail, current trends, and future outlook of retail.



An online guest lecture was organized for the first-year students by Dr Rupali Rajesh on **“Careers in Marketing Specialization”** conducted by Mr. Karthik Iyer Associate Director - Sales at Xpressbees on 31st July 2024.



# Activities by Marketing Department

The PGDM students' got an opportunity to visit the **Automation Expo 2024** at the Bombay Exhibition Centre, Mumbai, which provided an enriching experience, exposing them to Asia's largest automation trade show. With over 1,000 exhibitors and 43,000+ visitors, the event offered insights into cutting-edge advancements in industrial automation, robotics, AI, and process automation. Special zones like Robotics and Machine Vision showcased innovative applications, while process and factory automation conferences emphasized integration strategies. Students gained exposure to industry trends, practical automation solutions, and hands-on knowledge from workshops, making it a valuable platform for academic enrichment and professional networking.



Marketing Students from VBS got to witness The **Adgully Datamatix Summit & Awards Asia 2024**, held on August 6, 2024, focused on the role of data analytics in marketing and growth. Key topics included neuromarketing for the BFSI sector and cultural sensitivity, with panel discussions on financial advertising and urban-rural inclusion. The event highlighted data's importance in marketing, creative advertising, and innovative financial strategies, offering practical insights for impactful marketing.



# Activities by Marketing Department

Our PGDM 24-26 batch had the privilege to attend the **Retail Technology Conclave** held at the JW Marriott, Sahar in September 2024, organized by the Retailers Association of India (RAI), facilitated by Prof. Harinder Hari. The conclave provided with valuable insights into the rapidly evolving landscape of retail technology. The event covered topics of omni-channel strategies, AI-powered supply chains, and the future of D2C brands. Students had an opportunity to interact with leading industry experts - Dr. Dev Narayan Sarkar (Senior VP, Godrej Interio), Murali Krishnan (CMO & Co-Founder, Wow Momos).





# Business Analytics Department

## Hospital Tech 2024 Conference -

The BA department proudly facilitated an enriching experience for final-year students by organizing their participation in the prestigious Hospital Tech 2024 conference. Held on September 29, 2024, in Mumbai, and organized by the Confederation of Indian Industry (CII) Western Region, the conference focused on advancements in healthcare technology and innovation. Prof. Vidhi Parikh, a distinguished faculty member, accompanied the students, providing academic insights and enhancing their understanding of the topics discussed. Her guidance helped students connect theoretical knowledge with practical applications.

## Conference Highlights -

Hospital Tech 2024 featured key discussions on:

- Healthcare Digitization, Specialized Protocols, Emerging Technologies and Sector Growth:



Students gained insights into the role of analytics and emerging technologies in addressing healthcare challenges. They also had opportunities to network with industry leaders and explore the integration of data-driven solutions in healthcare.

# Finance Cell

## Fintellect Summit

4-day Fintellect Summit which included Stock Simulation Activity – It aimed to immerse students in real-world virtual money trading scenarios, providing a hands-on understanding of stock markets, investment strategies, and financial decision-making. Mr. Chinmay was the Guest Speaker.

"Insight Circle" group discussion – conducted by Dr. Meena Sharma and Prof. Vidhi Parekh, aimed to provide a platform for students and professionals to delve into current financial trends and challenges. The event sought to bridge the gap between theoretical knowledge and practical application, foster financial literacy, and encourage critical thinking through collaborative discussions and networking.

"Finquest", an engaging online finance quiz held on the "Quizizz" platform, the event tested participants' knowledge of financial markets, corporate finance, and economic principles.



Panel Discussion on "Current and Future Trends in BFSI" – providing participants with insights into the current landscape and future trends of the Banking, Financial Services, and Insurance (BFSI) sector. The session offered valuable knowledge on bond and equity markets, fixed-income calculations, career development, and emerging financial technologies, concluding with a prize distribution ceremony to celebrate the participants' accomplishments.







# WORKSHOP WEEK



# MARKETING WORKSHOP

The Marketing department organized a variety of workshops for students to enhance their knowledge and skills.

**Google Ads Performance Marketing workshop** was conducted by: Dr. Rupali Rajesh, Associate Professor and Mr. Akshay Jain Sr. Manager at UniAcco in September 2024

The Workshop was on Google Ads\_ Performance Marketing for PGDM Batch 23-25 batch designed to build an understanding of the practical aspects of Google ad campaigns in search networks only, video advertising. The participating students were given hands-on activity and awarded a certificate of participation



The second workshop was on **Merchandising Best Practices in Retail** organized for PGDM batch 23-25 students conducted in October 2024, by Prof Harinder Hari and industry expert Mr Shashank Jani, Co-founder Retail Upskill . The participants received hands-on training and gained knowledge on how to manage merchandise. The workshop covered aspects from warehousing and inventory management to sales, buying, and visual merchandising.



Dr Kshitija Pandey coordinated a workshop on **Creative Advertising & Media Planning** that was conducted by Ms. Nivedita Kudiyadi – Chief Marketing Officer, Reliance Retail covering the topic of Advertising & Media Planning.

The session covered advertising fundamentals and principles, the role of media in advertising effectiveness and the Offline and Digital Media landscape for advertising. The session pedagogy included case studies, hands-on activity and role play to understand various concepts practically.



Dr Kshitija Pandey facilitated another workshop on **Inner impressions & outer Expressions** conducted by Ms. Sunita Mann – NLP Practitioner covering Personal well-being & corporate office etiquette.

The workshop explored the areas to identify how positive self-image, thoughts, attitudes and beliefs affect people's lives, to appreciate the power of attitude on success and happiness and benefits of having the right attitude at work and in life. It also covered corporate office etiquette by introducing a global business environment to students and showcasing the impact of power dressing by following Global and Professional dress codes.





Dr Brijesh Pandey organized a **Marketing automation workshop** in December 2024. The program was conducted by Dr Vivek Sharma. Mr Kevi Palan and Mr Sudhir. The aim of this workshop was to explore how marketing automation can enhance the STP (segmentation, targeting, positioning) framework by leveraging data and technology to achieve advanced segmentation, precision targeting, and effective positioning. Participants gained insights into using AI, CRM systems, and analytics tools to personalize customer experiences, optimize marketing strategies, and drive better engagement and ROI.



# BUSINESS ANALYTICS WORKSHOP

## Workshop Name: Unlocking GenAI: Prompt Engineering Fundamentals

The **Prompt Engineering Workshop** was conducted By: Prof. Vidhi Parikhto equip students with practical knowledge and skills in the rapidly evolving field of artificial intelligence. The workshop covered various topics, including the science of prompt design, the mechanics behind AI model behavior, and best practices to enhance interaction with AI systems.



The session was divided into theory-based lectures and hands-on exercises, allowing participants to craft prompts, test them, and evaluate the results. The workshop also included live demonstrations using popular AI platforms such as OpenAI's GPT models, showcasing how different prompt structures led to different quality outputs.

# OPERATIONS WORKSHOP

## Workshop Name: Understanding Latest Trends In Digital Technology



A 6-hour workshop was organized by the Operations and Supply Chain department on the topic **“Understanding Latest Trends In Digital Technology”**, on 20th Sept 2024, conducted By: Dr. Anupama Tiwari The facilitator was from IIM Mumbai. Students were briefed about Supply Chain Management and how this domain is getting important as far as the latest trends in Digital Technology is concerned. He also discussed Block Chain technology which is widely used to keep data secure and through a hands-on demonstration, students learned how data are encrypted. Students learned about public key and private key and how they are operated. The workshop also dealt with the Flexim software and Anylogistix software where students got an opportunity to learn and access those software by solving caselets.



# FINANCE WORKSHOPS

## Workshop for Finance

**Workshop on Indirect Taxation (GST)** on December 07, 2024, to provide participants with a comprehensive understanding of GST and its practical implications for businesses, focusing on key concepts, compliance, input tax credit (ITC), and operational impact. It aimed to equip attendees with hands-on knowledge of GST registration, returns filing, and audit processes, with CA Bhavik Bhanushali of B & B Global Advisory being the Resource Person.



A session on **Technical Analysis of Financial markets** on September 30, 2024, to equip participants with the knowledge and skills needed to analyse financial markets, interpret price movements, and make informed trading decisions using technical analysis tools. It covered topics like Chart Analysis, Technical indicators, Risk Management, Trend Analysis, Support and Resistance Levels and Real Case studies. Dr Sandeep Chopde & Dr Nirmala Joshi Associate Professor, MET were the Resource Persons.

## HR WORKSHOPS

HR Department organized workshop for students as a part of skills building and knowledge enhancement.

A workshop was organized by Dr Neerja Kashive and Prof. Radhika Kiran Kumar on **“Integrated PMS and Compensation & Benefits”**. A Hands-on Training session conducted by Senior HR Professional from TATA group of companies on 5th and 6th October, 2024. The workshop offered a balanced mix of theory and practice, equipping participants to manage performance systems and design compensation strategies effectively.



### Other Activities -

Guest Lecture were organized for HR PGDM 23-25 batch on Organizational Development and Change organised by Prof. Ajay Gupta.

Visit to the Labour Court was organized for HR students, to understand the legal aspects of Labour Relations course.







# PROJECT BASED LEARNING







# PROJECT BASED LEARNING (PBL)

## PBL In Marketing

Project-based learning (PBL) was introduced as a unique method for incorporating real-life field study and practical learning for PGDM students. The initiative, which took place from October 7, 2024, to October 19, 2024, offered first-year Semester I students valuable experience in the marketing domain.

Students gained valuable experience of working with companies and experiencing real-world task execution in the marketing domain through project-based. This initiative was conducted for first-year students in their Semester I. Students gained hands-on experience that enriched their theoretical learning with practical application.

### **Company Names -**

Students had an opportunity to work with BOSCH as Brand Curators, Nurturing Mind, IG Nexto Biotex for their new program called PAX as Market Research Analyst, Total Sports and Dormakaba



# PROJECT BASED LEARNING (PBL)

## PBL In Finance

Project-based learning (PBL) was implemented in the academic program to provide students with practical exposure and enhance their professional competencies in Finance. The initiative involved students working with various companies on projects relevant to their field of study. PBL started on October 7, 2024, and ended on October 18, 2024.

Students gained valuable real-world experience in the finance domain through project-based learning during Semester I. Partnering with leading organizations, they bridged the gap between theoretical knowledge and practical application. These experiences empowered them to understand various aspects of finance and build critical industry-relevant skills.

### **Company Names -**

Students were placed with firms such as Sangeeta B Gupta & Associates, GVR Nutries Pvt. Ltd., Siemens Ltd., Invest Bazaar, D.R.K Creation Digital, PRESPL, Berger Paints India Ltd, STCI Finance Ltd, Raptakos, Brett & Co. Ltd., PRESPL, and Narayan G Foods Pvt. Ltd.

Through projects with firms, students gained valuable skills in inventory management, financial analysis, chartered accountancy practices, corporate finance, and budgeting. These experiences enhanced their understanding of inventory control, financial reporting, tax compliance, investment strategies, and cost optimization. Collaborating with diverse organizations provided practical insights into the dynamic finance landscape, preparing them to adapt to professional environments and effectively address real-world financial challenges.



# PROJECT BASED LEARNING (PBL)

## PBL In HR

Students have taken up several live projects in their Semester I in addition to their classroom learning. Students attended a live project in Godrej where they were part of conducting an inbound training program for new hires. One student took up a 2-month internship with Edelweiss in an HR operations role and designed JDs for some important roles and was also part of attrition analysis. One student did his live project at 22Neuro which was focused on creating a compensation structure in alliance with making a comparator study to manage internal and external parity. He also developed an internship policy for hiring MBA and BSc Interns.

Other students did live projects at Jobby Engineers where they learned payroll-related work like how to calculate wages and create wage statements. They learned about compliance, how to make a challan statement for ESIC, and the recruitment and selection process as well. At Lifeincredible students learned how training modules work on employees of different organisations. The Sahana Enterprise live project was more focused on how to conduct research work and how to do data analysis.

At Human Context through a live project on "Prospects for the HR Industry in Pharmaceutical and Healthcare," they developed skills in researching key HR contacts and understanding hiring needs at companies like Emcure, Ajanta, Fortis, and Apollo. Another project at Human Context was "Scoping HR requirements in Emergent Defence sector in India" researching Defence-related companies, and their HR heads, and studying job postings.





# PROJECT BASED LEARNING (PBL)

## PBL In Business Analytics

### Exploring India's Economic Landscape through Data

The PGDM Business Analytics cohort at Vivekanand Education Society's Business School embarked on an experiential learning journey this year, guided by esteemed faculty members Dr. Pranjal Muley, Prof. Nikita Ramrakhiani, and Prof. Vidhi Parikh. Under the mentorship of industry professionals, the students undertook a comprehensive project titled Sectoral Analysis of Indian Districts and States with Strategic Execution Consultants (SEC) - Founded in 2022 and based in Bangalore, SEC specializes in B2B consulting, offering tailored strategies by integrating market research and client-specific insights for business success.

The project with SEC utilized sectoral economic data to analyze district-level contributions across the Primary, Secondary, and Tertiary sectors, leveraging MySQL Workbench and Power BI to uncover trends and actionable insights. Students showcased advanced SQL skills to analyze large datasets, revealing the Tertiary sector's dominance in urban districts and rural economies' reliance on the Primary sector. Power BI dashboards effectively visualized economic trends and disparities, fostering technical and analytical capabilities to identify growth opportunities and propose data-driven solutions.

Future plans include integrating demographic, employment, and policy data with predictive models for deeper insights. This collaboration exemplifies experiential learning, bridging classroom knowledge with real-world challenges to prepare PGDM students for success in business analytics.



# CONVOCATION CEREMONY '24

# CONVOCAATION CEREMONY

## Convocation 2024: Celebrating New Beginnings at VBS

The Convocation Ceremony 2024 for the PGDM Batch of 2022-2024 at Vivekanand Education Society's Business School (VBS), held on 19th October 2024, was a momentous occasion, celebrating both the accomplishments of our graduates and the journey ahead. With an inspiring lineup of speakers, including Vice Admiral Ajit Kumar (Retd.) and Capt. Sheelpriya Verma, the event highlighted the values of resilience, courage, and adaptability.



The ceremony honoured students for academic excellence, Best Summer Internship Project (SIP), and the prestigious SHRM Certification, celebrating students who went beyond the classroom to leave an impact. Amidst cheers from family, friends, and faculty, the topper of the batch and the highest-achieving female student were recognized, emphasizing a commitment to excellence and inclusivity.



The Dean and Director offered heartfelt words of encouragement, urging graduates to carry forward the VBS ethos of integrity and innovation.



The Convocation Ceremony 2024 was more than just a formal event; it was a celebration of resilience, growth, and achievement. It was a proud moment for all in attendance—a bridge between cherished memories and promising futures. As the graduates leave with a wealth of knowledge and skills, VBS remains a steadfast partner in their journeys, committed to their success and growth as they venture into the professional world. With a growing alumni network, these graduates have a lifelong connection with VBS, where their journey in the ever-evolving landscape of business and leadership truly begins.



# STUDENT'S CORNER





# Student stories and write-ups

## Game Changers Forever! The Wild Ride of Three Innovators

During my first semester of my PGDM, we had one course of innovation. I had the opportunity to delve into the fascinating world of innovation, and three visionaries particularly caught my attention, here's a glimpse into the remarkable stories of Ralph Lauren, the legendary fashion designer; Dennis Gabor, the pioneer of holography; and Earl Tupper, the inventor of Tupperware. Buckle up and join the journey to explore the fascinating stories of these visionaries..

### Ralph Lauren, 1967 - Man of Fashion and Lifestyle

Ralph Lauren is a renowned American fashion designer, entrepreneur, and innovator who came up with luxury lifestyle products in five categories: apparel, footwear & accessories, home, fragrances, and hospitality. It all started with a tie in 1967 when Ralph launched a neckwear line under the name Polo. The interesting part about Lauren by introducing the "Ivy League Look" and redefining the polo shirt. Ralph Lauren's leadership style and legacy offer valuable lessons, showcasing his visionary thinking in revolutionizing the fashion industry with lifestyle branding.



### Dennis Gabor, 1948 - The Holography Hero

Dennis Gabor's primary purpose for inventing holography was to improve the resolution of electron microscopes. A fun fact about him was at the age ten, he designed a type of airplane-like carousel, and his parents helped him obtain a patent for it. Gabor's invention of holography has had a profound impact on various fields, from medicine and engineering to art and entertainment. His work has inspired generations of scientists, engineers, and innovators, and his legacy continues to shape the world we live in today..



### Earl Silas Tupper, 1946 - Tupperware Titan

He developed the first Tupperware product in 1946 in Leominster, Massachusetts. Tupperware revolutionized food storage and preparation, transforming the way people kept food fresh and organized their kitchens. The iconic bell-shaped "wonderbowl" has drawn the attention of everyone. Earl S. Tupper's primary purpose for inventing Tupperware was to create a more efficient and effective way to store food, keeping it fresh for longer periods. Tupper's innovation had a lasting impact on the food storage and preparation industry, and Tupperware remains a household name to this day.



The stories of these innovators serve as powerful reminders of the transformative impact of innovation. By challenging conventional norms and pushing boundaries, these visionaries brought about seismic shifts in their respective industries, revolutionizing the way we live, work, and interact. Their legacies demonstrate that innovation has the potential to not only change our lives but also shape the future. As we continue to navigate the complexities of the modern world, it is crucial that we foster a culture of innovation, embracing creativity, experimentation, and calculated risk-taking.

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# Effects of Modern Technologies on Marketing in the Digital Age

As consumers we find ourselves using many new technologies. But as a marketing student I find it intriguing how technologies like Artificial Intelligence (AI), big data, blockchain, and Virtual Reality (VR) are changing the marketing landscape and enabling businesses to engage customers more effectively and drive growth. Somehow, these innovations are no longer optional but essential for staying competitive in the digital age.

Let's briefly look into these technologies and their effect on marketing

**AI: Personalized Experiences:** AI allows companies to deliver personalized experiences by analyzing consumer data and predicting behaviour. Platforms like Netflix and Amazon use AI to recommend content or products, boosting customer loyalty and satisfaction.

**Big Data: Actionable Insights:** Big data helps businesses collect and analyze vast amounts of consumer information. Insights derived from tools like Spotify's analytics allow companies to tailor their offerings and optimize marketing strategies effectively.

**Blockchain:** Blockchain enhances transparency and trust, especially in product authenticity. By securing transactions, blockchain fosters consumer confidence, a critical factor in maintaining brand loyalty.

**VR: Immersive Engagement-** Virtual Reality transforms customer interaction by providing immersive experiences. For example, IKEA's VR app allows users to visualize room designs with virtual furniture, enhancing engagement and increasing conversions.

**Integrated Marketing Approach:** Combining of these technologies enables businesses to create smarter, data-driven strategies that are customer-centric and innovative. The integration of creativity and technology ensures campaigns resonate with modern consumers.

Embracing disruptive technologies is crucial for businesses aiming to thrive in the digital age. AI, big data, blockchain, and VR not only reshape marketing but also foster meaningful customer relationships, paving the way for long-term success.

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# Alumini Cell

## Reminiscence 2024-25

On December 21, 2024, Vivekanand Business School came alive with nostalgia and joy as alumni from 2010 onwards gathered for Reminiscence 2024. The event started at 5:30 pm, as the Alumni were welcomed by Mr. Rajesh Jamwal along with registration team and gift hampers were distributed. It was attended by Dr. Anju Vaswani, Dr. Hardeep Kaur and Mr. Rajesh Jamwal.

The lamp lighting ceremony took place, followed by the Saraswati Vandana, with the Director, Dean of Academics, and senior faculty members joining in. The alumni were then addressed by the Director, Dr. Sachin Deshmukh, and the Dean of Academics, Dr. Sandeep Bharadwaj.





A short video showcasing the journey of the alumni was then played. The video featured key moments and milestones in the alumni's careers. An award ceremony was conducted, where the VBS Legacy Builder Awards were presented to distinguished alumni in recognition of their remarkable achievements.

Several alumni delivered inspiring speeches, sharing their unique journeys and the challenges they overcame. A special felicitation ceremony was held for the 2012-14 batch, celebrating a decade of their achievements.

An open interaction session was held, where the anchors engaged with the alumni who shared some of their memorable moments. A cake-cutting ceremony then took place, followed by a vote of thanks extended to the alumni. Reminiscence 2024 was not just a celebration of memories; it was a promise to keep growing together, as one VBS family.





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