



prakshapan



Vivekanand Education Society's
BUSINESS SCHOOL

JANUARY - JUNE, 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.



CELL ACTIVITIES

CORPORATE SOCIAL RESPONSIBILITY

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.

1. Helmets For Life

On September 13, 2023, VES Business School CSR Cell partnered with United Way Mumbai NGO to organize a Corporate Social Responsibility (CSR) event named as helmets for life.

The objective of the event was to raise awareness about the importance of helmet safety and promote responsible two-wheeler riding habits



The event saw active participation from 49 students and 11 volunteers from VES Business School CSR Cell. Discussions with road safety experts were held to educate participants on the latest helmet technology and road safety.

The event also involved distributing helmets that met safety standards to individuals in need. Informative workshops were conducted to educate participants and the community about the significance of wearing helmets while riding two-wheelers.

As a result, participants became more aware of the risks of not wearing helmets. The distribution of helmets directly improved road safety, and more people started wearing helmets regularly, leading to a reduction in head injuries and fatalities.

The event fostered a sense of community engagement and contributed to a safer society. VES Business School CSR Cell and United Way Mumbai remain committed to promoting road safety and improving the lives of those in need.



2. Blood Donation Camp:

The CSR Cell of Vivekanand Education society's Business School organized a two-day donation event called Rakta-Daan on October 16th and 17th, 2023.

The first day focused on raising awareness about thalassemia and educating students on the importance of regular blood donation.



Mr. Vinay Shetty, the Head of the NGO Life Council, gave a session on thalassemia and was felicitated for his contribution.

On the second day, a blood donation drive was held in collaboration with Samarpan Bank, with 103 individuals stepping forward to donate blood.



This exceeded the initial goal of 50 donations and increased the previous year's donations by over 100%. Overall, the event was a success in promoting awareness of thalassemia and encouraging blood donation.

The success of the Rakta-Daan event not only raised awareness about thalassemia but also highlighted the generosity and compassion of the community. The overwhelming response from 103 individuals stepping forward to donate their blood showcased the unity and willingness to make a difference



The collaboration with Samarpan Bank proved to be fruitful, as it not only helped in organizing the donation drive but also ensured a smooth and efficient process. The event's impact went beyond the initial goal of 50 donations, surpassing expectations and setting a new benchmark for future initiatives.

The CSR Cell of Vivekanand Education Society's Business School can take pride in their efforts to promote awareness and encourage donation, as they have made a significant contribution towards saving lives and making a positive impact on society.

STUDENT WELFARE AND SPORTS **COMMITTEE**

Cell's Objectives

Promote student mental and physical health through support services, workshops, and initiatives

- To address academic stress, financial aid, and personal well-being of students.
- Organize sports leagues, tournaments, and recreational activities to encourage participation, sportsmanship, and healthy competition among students.
- Celebrate academic and athletic excellence through scholarships, awards, and recognition programs that motivate and inspire students.
- Create a balanced college experience by providing resources and support that allow students to excel in both academics and extracurricular activities.

1. Cultural Fest (Aarohan 2.0):

Aarohan Season 2, which took place at VBS College on January 20, 2024, was a colorful celebration of Bollywood's bygone years that included a variety of highlights. Guests were treated to stunning dance performances set to well-known classic songs from the 1980s, 1990s, and 2000s, as well as a thrilling flash mob that brought the legendary Bollywood dance techniques to life. Along with a variety of mouthwatering food vendors, exciting games, and a great DJ night outside, the festival promised a day full of excitement, nostalgia, and unforgettable entertainment. With its "Bollywood Retro: 80's to 2000's Era" theme, VBS College's annual cultural festival,. The event began at 5:30 PM and turned the college grounds in Chembur, Mumbai, into a stunning celebration of vintage Bollywood glitz. At VBS we are adept at balancing a P&L statement with a flawless pirouette in boardrooms and on dance floors; Aarohan Season 2 demonstrated our talent in both nostalgia and numbers."



The Student Welfare & Sports Committee (SWC) hosted the event, which featured lively performances honoring the cherished music and fashion of previous decades. Attendees were treated to a vibrant blend of classic songs and dramatic flair that perfectly encapsulated the heyday of Bollywood. The occasion was a huge success, bringing in enthusiastic audiences ready to rediscover the enchantment and charm of Bollywood's legendary past. The second season of Aarohan was a spectacular event that combined nostalgia with the thrill of a large-scale cultural festival.



MARKETING CELL:

Cell's Objectives

Create awareness and excitement for college events, workshops, guest lectures, and other student-focused activities through strategic marketing campaigns.

- Develop a consistent and positive brand image for the college across various platforms
- Develop marketing skills in students to provide opportunities for students to learn and practice marketing principles through workshops, guest lectures, and involvement in marketing campaigns

1. Digital Marketing Certificate:

The Digital Marketing certification course offered by Digi Vidya from December 26 to December 29, 2023, proved to be an immensely valuable experience for all participants. Spanning four days, the course was meticulously structured to cover a broad spectrum of digital marketing disciplines. We explored essential topics such as Search Engine Optimization (SEO), where we gained skills in keyword research, on-page and off-page optimization, and the nuances of technical SEO to enhance website visibility and drive organic traffic. In the Pay-Per-Click (PPC) advertising segment, we learned how to create effective ad campaigns, manage budgets, and analyze performance metrics to maximize ROI. Completing the Digital Marketing certification from Digi Vidya has been a valuable experience. The course provided a comprehensive overview of the digital marketing landscape, equipping me with practical knowledge and skills in various domains. The expert faculty and hands-on projects enhanced my learning, boosting my confidence to excel in the digital marketing industry.

2. Inter-College Competition:

The "Best Marketing Manager" competition at MET Mumbai is a chance for students to showcase their marketing skills. It could involve analysing marketing challenges, developing marketing plans, or delivering presentations on marketing campaigns. Participating allows you to gain practical experience, develop strategic thinking and creativity, refine communication skills, and network with peers and professionals. This can significantly boost your resume and prepare you for a successful marketing career



3. Guest Lectures:

Professor Kavita hosted a guest lecture for International Marketing. The guest speaker covered:

- **International Supply Chains:** How products move internationally and the challenges faced when a shipment gets rejected by a country.
- **International Trade Insurance:** Understanding how insurance protects businesses in such scenarios.
- **International Market Entry Strategies:** The guest led an activity where students explored strategies for entering a new international market, considering factors like pricing and competition.
- **Email Marketing:** The guest also covered email marketing strategies, recommended tools (including Mailchimp and its limitations), and discussed the overall effectiveness of email marketing as a marketing tool.





INTERNATIONAL RESEARCH CONFERENCE BASIC 2024



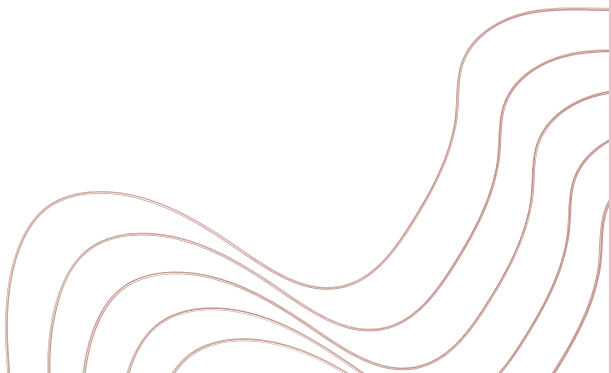
"BASIC" - Pioneering Business Analytics at Vivekanand Business School

"BASIC," a premier event organized at Vivekanand Business School, was a groundbreaking initiative that brought together some of the brightest minds in business analytics from various colleges. As the main coordinator, I had the privilege of leading a dedicated team to bring this vision to life. The event was designed to explore and expand the boundaries of business analytics, fostering innovation and practical problem-solving among participants.

A key highlight of "BASIC" was the Smart Innovation Competition, which saw participation from students nationwide. This competition challenged participants to devise cutting-edge solutions to contemporary business problems, encouraging out-of-the-box thinking and creativity. The level of innovation displayed was truly inspiring, reflecting the immense talent and potential within our student community.

In addition to the student-focused activities, "BASIC" also featured a Workshop for Teachers. This workshop provided an opportunity for faculty members to engage in discussions.

"BASIC" was more than just a competition; it was a celebration of innovation, analytical thinking, and the spirit of learning that defines Vivekanand Business School. I extend my heartfelt thanks to all the participants, judges, faculty, and my incredible team for their contributions. The success of "BASIC" is a testament to our collective dedication to excellence and education.







STUDENTS' CORNER

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हर एक नई जगह ,एक अंजान, अजनबी-सी होती है

जहां शुरूवात में थोड़ा डर-सा लगता है, क्योंकि पुरा माहोल हमारे लिए एक नया एहसास होता है, और नए चेहरों से राबता करने में भी थोड़ा वक़्त तो लगता ही है, फिर धीरे-धीरे उस जगह के साथ, उन लोगों के साथ, एक रिश्ता बनता है ,फिर ऐसा वक़्त भी आता है की उनसे दूर होने की बात सोच ने से ही, हमारी मुश्किलें बढ़ जाती है।

हमारा कॉलेज लाइफ भी कुछ ऐसा ही है ना।

मेरे कॉलेज का नाम Vivekanad Business School है,

जहा पर ना केवल महाराष्ट्र से, बल्कि भारत के अलग - अलग कोनो से लोग आते है, कुछ कर गुजरने के ज़ज़्बे के साथ, शुरूवात में हम बड़े व्याकूल होते है, एक दूसरे के बारे में जानने में, उनके शहरों के बारे में जानने में, उनके इधर किस-किस किस्म की चीज़े मिलती है, उन के इधर कौन-सी बोली, बोलि जाती है, किस तरह के पकवान बनते है, ये सब जानने में दिलचस्पी रहती हैं। क्योंकि की हमें पता है, हमें आगे चल के एक दूसरे के साथ काम करना है, तो उसके लिए जान पहचान और दोस्ती होनी तो जरूरी है ना।

ऐसे ही कभी serious तो कभी हसीन लम्हों से भरा होता है, हम सब के कॉलेज का सफ़र।

जहा हम बहुत-सी उमीद , आशा के साथ जाते है और बाहर निकलते है उन अंगिनत किस्से कहानी और यादों के साथ जो बरसो तक दिलों में बस जाती है।

Adarsh Tiwari

PGDM 2023-25

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College is a time capsule of colorful history whispering from ivy-covered walls; it's more than simply classes and textbooks. Freshmen with big eyes and pockets full of bold aspirations for their futures arrive. Their days are a flurry of rigorous study sessions, heated discussions with friends who become adopted family, and mind-blowing lectures from professors who are walking encyclopedias. Their days are filled with energy. Strong coffee, the cozy glow of friendship, and perhaps even a fortuitous meeting with love beneath the stars are what keep nights going. College is a rainbow of memories that linger in your memory, whispered secrets spoken during late-night conversations, and laughter resonating down the hallways. Graduation comes like a magnificent crescendo after years of working through the night. You come out of it a completely different person, equipped with memories that shine more brightly than a certificate and information that is more potent than any textbook.

Prachi Bhatia

PGDM 2023-25

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Being the main coordinator for "Basic" at Vivekanand Business School was one of the most challenging yet rewarding experiences of my college life. The responsibility of bringing together an event of this scale, which included a nationwide smart innovation competition and a workshop for teachers, required meticulous planning, teamwork, and a deep commitment to excellence.

One of the most fulfilling aspects of the experience was working with an incredibly talented and dedicated team. Each member brought unique strengths to the table, and it was my responsibility to ensure that we all worked in harmony, despite the inevitable challenges that arise in event management. Whether it was dealing with last-minute changes or ensuring that our communication with participants and faculty was clear and effective, the experience taught me invaluable lessons in leadership and adaptability.

Another key aspect of my role was interacting with participants and seeing firsthand the impact that the event had on them. The enthusiasm and creativity displayed by the students during the smart innovation competition were particularly inspiring, and it was gratifying to know that our efforts provided them with a platform to showcase their talents.

I would like to express my sincere gratitude to Dr. Pranjal Muley for giving me the opportunity to lead this event. His guidance and trust in my abilities were invaluable throughout the process. I would also like to thank my co-main coordinator, Mr. Digvijay Hande, for his unwavering support and assistance. His collaboration was crucial in navigating the complexities of the event, and I am grateful for his partnership.

Overall, serving as the main coordinator for "Basic" was a transformative experience. It not only enhanced my organizational and leadership skills but also deepened my appreciation for the power of collaboration and the importance of creating meaningful educational experiences. I am incredibly proud of what we achieved and grateful for the opportunity to contribute to such a significant event at Vivekanand Business School.

Aditi More
PGDM 2023-25



DISTINGUISHED ALUMNI



Mr. Chinmay Sapre
Batch 2016-18
Business Analyst
General Mills



Mr. Sunil Jagwani
Batch 2011-13
Founder & CEO
Marvel Plast



Mr. Kailash Motwani
Batch 2010-12
Senior Analyst
Nomura Services India



Mr. Krisneil Peres
Batch 2017-19
Co-Founder & Director
Fame Keeda Networks



Mr. Gautam Rangras
Batch 2017-19
Forex & Interest Rate Derivatives
Citi Bank



Mr. Gautam Rangras
Batch 2017-19
Forex & Interest Rate Derivatives
Citi Bank



Ms. Needa Sayed
Batch 2020-22
HR Associate
PwC India



Mr. Sagar Ahuja
Batch 2011-13
Media Brand Manager
Proctor & Gamble Health



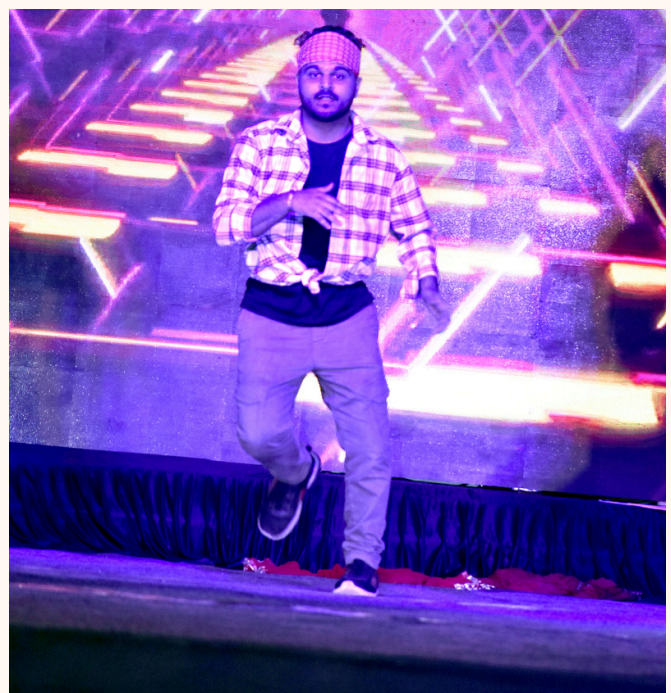
Ms. Neha Menon
Batch 2015-17
Team Leader
Morning Star



GALLERY



Aarohan 2.0



Student Life at Campus

Sell On Activity





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