

IMED NEWS

Quarterly Newsletter

Vol. 12 | April 2013



BHARATI VIDYAPEETH UNIVERSITY

'A' Grade University Status by Ministry of HRD.

Institute of Management & Entrepreneurship Development

Erandwane, Pune - 38.

Reaccredited with 'A' Grade by NAAC



Hon'ble. Dr. Patangrao Kadam

Founder, Bharati Vidyapeeth
Founder – Chancellor,
Bharati Vidyapeeth University



Hon'ble. Dr. Shivajirao Kadam

Vice Chancellor
Bharati Vidyapeeth
University

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Director's Message:

True to our word, a host of activities conducted at IMED have made the second term exciting and fruitful and let me share some of them through this issue of 'IMED NEWS'. We have made significant progress and achievement thus fostering an environment of change and innovation to further development of students and educators. IMED played a crucial role in providing a platform for intellectual gathering through the International Conference on Talent management which witnessed the participation from experts from Industry and academia. The alumni meet held in January did provide the opportunity to re-visit/ re-explore alma mater, share experience and connections. The international management fest did receive participation from overseas students and showcased talent, creativity and innovation with a competitive spirit.

The efforts from the Corporate Resource Cell witnessed many corporate leaders who shared their rich knowledge

with students. More than Eighty five companies participated in the Placement Drive of the Institute giving excellent placement to the students of MBA and MCA. The conduct of workshops, management development programmes, sports meet 'Dunkyard', IMED Gems and industry visit to NSE worked out to be beneficial to all at IMED.

The Institute plans to implement "7 Tier Counseling System" supported by CCEE and Soft Skills development sessions for the holistic development of students of IMED.

None of this could have been accomplished without your selfless contribution and hence, we invite you to read this newsletter as a way to stay informed about IMED.

Dr. Sachin S. Vernekar,

Director, IMED and

Dean, FMS, BVDU



Congratulations to Hon'ble Director Dr. Sachin S. Vernekar

- Dr. Sachin S. Vernekar is appointed as Dean Faculty of Management Studies of Bharati Vidyapeeth University, Pune with effect from 5th April, 2013.
- Dr. Sachin S. Vernekar has been conferred an "Award of Excellence" by INDO GLOBAL Chamber of Commerce, Industries & Agriculture for his unprecedented contribution in the field of management education on 26th March 2013.

His other achievements in this quarter :

- Member of Advisory Committee of International Conference on 'Current Reality and Emerging Trends in Global Management Practices' on January 11-13, 2013 at BPHE Society's Institute of Management Studies, Career Development & Research, Ahmednagar.
- Invited as Session Chairman in the National Conference held on 1st March to 3rd March 2013 on the theme "Innovations for Sustainable Growth in the Global Market" at Padmashree Dr. D. Y. Patil Institute of Management Studies, Pune.
- Invited as Key note speaker at SSR Institute of Management & Research, Silvassa. He delivered a key note address on "Management Innovation through Functional Reengineering".
- Member of Core Committee of "AMDISA 12th South Asian Management Forum" International Conference on 'Developing South Asia as a Global Hub of Management professionals – Role of Management Education' held on 16th & 17th march, 2013 at Pune.
- Invited as Key Note speaker at National Conference on HR organized by ASM Institute of Management, Pune, delivered speech on "Modern HR Practices and its role in Branding an Organization Inside Out."
- Presided over the One Day Training Program on Protection of Human Rights organized by Yashwantrao Chavan Institute of Social Sciences Studies & Research" on 12th march, 2013.



Dr. Sachin S. Vernekar being felicitated at SSR Institute of Management & Research, Silvassa



Dr. Sachin S. Vernekar, Chief Guest addressing the gathering at Management Day & Alumni Meet at BPHE Society's Institute of Management Studies, Career Development & Research Ahmednagar. Seen on right Dr. Kolte, Director General, IMS.

International Conference on 'Talent Management' InCON 2013.

As a part of its 50 Years celebrations, Bharati Vidyapeeth University Institute of Management

and Entrepreneurship Development (IMED), organized an International Conference on

“Talent Management for Leaders of the Next Generation” named “In CON 2013” in association with MCCIA, NHRD and NSL on 22-23 Feb, 2013 under guidance of Hon’ble Director Dr. Sachin S. Vernekar.

The conference was inaugurated on 22nd February, 2013, at the hands of L D Mittal, President, Sonalika Group of Industries, Delhi. Bharati Vidyapeeth Vice Chancellor Dr. Shivajirao Kadam presided the function. Journal of research papers was also released in this function at the hands of all dignitaries.

The basic purpose of the conference was to address the issues relating to talent, talent management and the contribution that corporate houses are making towards generating leaders of the next generation leading to global business success. Exceptional business performance driven by superior talent in today’s scenario calls for innovations towards managing such talent.

The Chief patron for the conference was Dr. Patangrao Kadam, Founder Chancellor, Bharati Vidyapeeth University, supported by patrons Dr. Shivajirao Kadam, Vice-Chancellor, Bharati Vidyapeeth University and Dr. Vishwajeet Kadam, Secretary, Bharati Vidyapeeth.

More than 500 participants including students, faculty,

resource persons, foreign delegates, corporates, paper presenters and policy makers were present for the conference.

The Chairman of the organizing committee for the conference was Dr. Sachin Vernekar, Director, IMED, Dr. Neelam Lal, Professor, IMED was the Convener. Dr. Anthony Rose, Professor, IMED and Mr. Rahul Manjre, Assistant Professor, IMED were the Co- Conveners.

Inauguration:

The Inaugural ceremony of the conference started with lighting lamp. The director Dr. Sachin S. Vernekar welcomed and addressed all the dignitaries sitting on dias, invitees, research scholars presenting the papers, academicians, reporters from media and students. Dr. Anthony Rose, convener of the conference briefed about the conference and various Plenary and Technical sessions to be held.

The Chief Guest for the Inaugural Session was, Mr. L. D. Mittal, Chairman, Sonalika Group, New Delhi. The Emeritus Guests present were Dr. James. B. Goes, Fulbright Scholar, Oregon University, USA and Managing Partner, Cybernos, LLC, Dr. Upali Mahanama, International Corporate Trainer and Marketing Consultant, Sri Lanka, Ms. Keasi T. Motuhifonua, Country Manager, Emergenetics International, Kingdom of Tonga.

The Guests of Honour for this session include Dr. Subhash Mahajan, Director, Directorate of Technical



Dignitaries releasing souvenir of International Conference

From left : Dr Satasuryaa K Sharma, Chairman, National School of Leadership, Pune, **Ms. Keasi T. Motuhifonua**, Country Manager, Emergenetics International, Kingdom of Tonga, Dr. Sachin S. Vernekar, Director IMED, Dr. Ashok Joshi, Director, IndSearch, Dr. Subhash Mahajan, Director, Directorate of Technical Education, Hon.ble Dr. Shivajirao Kadam, Vice-Chancellor, Bharati Vidyapeeth University, **Mr. L. D. Mittal**, Chairman, Sonalika Group, Dr. Bharat Bhushan, Director, Distance Education Council, **Dr. Upali Mahanama**, International Corporate Trainer and Marketing Consultant, Sri Lanka, **Dr. James. B. Goes**, Fulbright Scholar, Oregon University, USA, Mr. Anant Sardeshmukh, Director General of MCCIA, Pune, Dr. (Capt) C. M. Chitale, HoD, Department of Management Sciences, PUMBA.



Mr. L. D. Mittal, Chairman, Sonalika Group, the chief guest of the Inaugural session addressing the gathering.

Education, Maharashtra State, Mumbai, Dr. Bharat Bhushan, Director, Distance

Education Council, New Delhi, Mr. Anant Sardeshmukh, Director General of MCCIA, Pune, Dr. Ashok Joshi, Director, IndSearch, Pune and President, AMDISA, Dr. E.B. Khedkar, Executive Director, AMMI



Mr. Anant Sardeshmukh, Director General of MCCIA, Pune being felicitated by Dr. Sachin S. Vernekar, Director IMED.

and Dean, Management Faculty, University of Pune, Dr. (Capt) C. M. Chitale, HoD, Department of Management Sciences, PUMBA, University of Pune and Dr. Satasuryaa K Sharma, Chairman, National School of



Hon'ble Dr. Shivajirao Kadam, VC Bharati Vidyapeeth University, Pune felicitating Dr. Upali Mahanama, International Corporate Trainer, Sri Lanka

Leadership, Pune. All the dignitaries were introduced and felicitated by presenting memento.

Two Plenary sessions and panel discussion was organized at the conference. Research papers were presented at eight technical sessions.

Plenary Session I:

Chairperson: Dr. Upali Mahanama, International Corporate Trainer and Marketing Consultant, Sri Lanka

Key Speakers

- Dr. James B. Goes, Fulbright Scholar, Oregon University, USA and Managing Partner, Cyberos, LLC
- Mr. Kishor Chakraborty, Vice- President, Consumer Insight &HFD (Human Futures Development) at McCann Erickson India Pvt Ltd.
- Mr. Agnelorajesh Athaide, Chairman and MD, St. Angelo's Professional Education Limited(SAPE), Mumbai
- Mr. Sunil Prabhune, Joint General Manager, Human Resources, ICICI Bank, Mumbai



From Left : Ms. Keasi T. Motuhifonua (Kingdom of Tonga), Dr. James B. Goes, USA, Dr. Upali Mahanama, Sri Lanka, Dr. Ashok Joshi, India.



Plenary Session I

- Mr. Bhanu Kumar Parmar, GM- HR, Reliance Communications, Mumbai
- Dr. Bijendar K. Punia Director, Academic Staff College Guru Jambheshwar University of Science and Technology, Hisar
- Dr. Onkar Karwa, Jamnalal Bajaj Institute of Management Studies, Mumbai
- Mr. Vijay Nair, Sr. General Manager - HR, ER and Admin, Mahindra Vehicle Manufacturers Ltd, Pune
- Ms. Keasi T. Motuhifonua, Country Manager, Emergenetics International, Kingdom of Tonga

Dr. Upali Mahanama, International Corporate Trainer and Marketing Consultant, Sri Lanka, chairman started the session. He emphasized on the importance of Talent Management i.e. managing the right talent at right place and at right time.

Plenary Session II

Date: 23rd Feb, 2013 Timing: 10:00 to 10:30 a.m.

The chairperson for the session was Mr. Tarun K. Ghosh, Country Controller-Rawmatimpex SARL, Trustee and Mentor NGI, Foundation, USA

The topic of the session was "Globalization and Talent Management Today"

The challenge for the organizations today is right people at right place. Talent is available but scarce. Satisfied employees is the valuable asset of the organization. Talent means core competency and skills. Talent has to be nurtured and polished.

Panel Discussion

"Challenges in Talent Management"

Date: 23rd Feb, 2013 Timing: 10:30 to 11:30 am

The panel was chaired by Dr Satasuryaa K Sharma, Chairman at the National School of Leadership. The panelist were:



Panel Discussion

Mr. Milind Bhore, DGM- HR, IBM, Pune

Mr. Bhavesh Chandaria, GM and Head HR, Suzlon

Mr. Praveen Rodrigues, Chief People Officer, Tridat Technologies

Dr. P. J. Kulkarni, DGM, Tata Communications Ltd, Pune

Dr. Venkat, International Trainer and Management Consultant

Mr Shomendra Roy, VP – HR, Reliance Industries Ltd.,

Ms. Shruti Mittal, Student, IMED

The various sessions were chaired by notable academicians from all over the globe and judged the best research paper to give away Prizes of various denominations.

Winners:

Student Track:

Winners: Miss Shruti Vernekar & Ishant Arora,

Ms. Amruta S Patil, Pooja Phate and Rohit Mohod

Runner-up: Mr Rupesh Chandra & Ankit Khambatta, Chetan Sapra



Prize Distribution at the hands of Dr. Upali Mahanama, International Corporate Trainer and Marketing Consultant, Sri Lanka Seen to right Dr. Sachin S. Vernekar, Director IMED, Dr. Kolte and Dr. Bharat Bhushan Winners: Miss Shruti Vernekar & Ishant Arora and Amruta S Patil, Pooja Phate & Rohit Mohod.

International Conference on 'Talent Management' InCON 2013.



Prize Distribution: from left Dr. Sachin S. vernekar, Director IMED, Dr. Kolte and Dr. Bharat Bhushan Runner-up: Mr Rupesh Chandra & Ankit Khambatta, Chetan Sapra.

Human Resource Track

Winner : Miss Neerja Kashive

Runner-up : Prof Poonam Vatharkar

Student Track (Other Institute)

Winner : Miss Amrita Panda



Prize Distribution: from left Dr. Sachin S. vernekar, Director IMED, Dr. Kolte and Dr. Bharat Bhushan Winner : Niraja Kashive, Faculty Member.

Runner-up : Miss Sukhada Kulkarni

General Management

Winner: Mr Pradeep V Kamat

Runner-up: Mr Shrikant Chandrawansi

Corporate Resource Centre 2012-13

No. of companies Participated in Placement Drive	89
Package offered	Rs. 2.5-6 lakhs
Average package	Rs. 4 lakhs
No of experts from Industry visited on Corporate Day	45
No. of Guests who visited IMED	386

Companies participated in "Placement Drive"

Berger Paints	Value Consulting	American Express	Astute Technologies	Deollitte
Mobein Technology	Syntel HR	Syntel Mumbai	Giftxoxo	Just Food
Syntel	On Time Logistic	Protech Soft	Magna Publication	Essel world
Odessa Technology	Prop Tiger	Cuelogic Technologies	Claris pharma	Ecosense
American Express	Tata Tele Services	Jagbros	Ashapura Group	IDBI
ICICI Securities	Accurate Power	Zenith Mgt. consultant	Club Mahindra	Alpha Global Cons.
Colgate Pamolive	Gem Stone/Gem pro	Boston Financials	Mene keuche	ING Pune
HUL	Ultra Tech	Piaggio	Thomsan press	Meta Chem
Flourish	Biojobz - Medulla	Indus ind Bank	Bridgestone	Blue Star Infotech
Kumar Motors	Sungard	Cognizant Technology	Kotak Mahindra	SAVh Technologies
Kotak Bank	Edelweiss Broking	Maersk	India Bulls	ICICI Lombard
Mastek	JM Technologies	Stratecent Consultancy	Sava group	Edelweisse
WAT Media	Greenways	ISS	Shopper SNB	Blue Oceansintotech
SWAFE Business Process	VMware Software India	ING Bank	1st Naukri	NJ Group
Proquest Solution	SAVA MEDICA	ING Vysya	UTI	Value Consulting
MARLABS Software	Krawler	Educe Global Inc	Xion Advertisement	Deutsche Bank
PlyWood Industry	Emcure	Ajay Syscon	Capegemini	
SKJ Juries Services	Gati	Revenir Development	Surya Gr	



Arvindam Goswami, DGM (Corporate HR) at IBM Calcutta being felicitated by Dr. Sachin S. Vernekar, Director IMED

Digital Marketing:

Rupesh Ankolekar, Regional Sales manager, Sokrati delivered his views on digital marketing and explained how digital marketing can be used to enhance business prospect and career opportunities.

Mr. Ashish Kapoor, Head Sales (Western Maharashtra) American Express

The session was on how to improve productivity and performance of individual. The ideal lifestyle that one must follow in daily routine. Positive attitude and hard work leads to success in life.

Mock interview

Speakers guided on where and how the students go wrong in an interview. Mock interviews were taken and live demonstrations of the usual mistakes that students make were pointed out and addressed them by giving feasible solutions.

Soft Skills Sessions:

Every Saturday Soft skills lectures are being held to enhance the communication and personality of the students. Students are trained in various areas of business etiquettes, presentation skills, time management, the ability to convey the idea to the masses in the simplest possible manner and public speaking. Various resource persons who are professionals in the area of soft skill training train the MBA students. Ms. Alka Bhagwat, Ms. Sonali Shahade, Ms. Gandhali Divekar, Mr. Makarand Parkhi, Dr. Jayant Oke and their team have been closely associated with the institute to deliver soft skills lectures.

NLP (Neuro Linguistic Programme)

Mr. G. Srinivasan, Dy. G. M. IBM – India Pvt. Ltd. conducted session on the NLP on 2nd March, 2013.

Highlights of the session:

- Building Self confidence of the students.
- How to prepare before an interview.
- How to improve the body language.
- Ways to overcome competition with self belief concentration and self reliance.

"Imbibing Creativity and Innovation"

Dr. P. S. Grover (Director General- Guru Teg Bahadur Institute of Technology, IP University) being felicitated by Dr. S. Vernekar for Corporate Day on Jan 05, 2013 on the topic "Imbibing Creativity and Innovation." on 5th Jan, 2013.

"Career and Concepts in 21st Century"

Mr. Surojit Saha, Academic and Corporate Leader Consultant, passed out from IIM Kolkata interacted with the students on "Career and Concepts in 21st Century". The highlights of the session are:

- How to bring out our positive insight.
- Despite following the 7 P's of Marketing we should rather visit the market, where we can actually feel 21 P's of marketing.



Surojit Saha, Learning Consultant British Telecom & AT&T being felicitated by Dr. Sachin S. Vernekar, Director, IMED.

MCA Corporate Day:

"Project Management using AGILE"

Mr. Deepak Dalvi (Principal Program Manager, Symantec Software India Pvt. Ltd.) on Corporate Day for MCA on March 23, 2013. Topic of the session was "Project Management using AGILE".

Patent of Automated Portable Book Reader

Mr. Sharad Kale, (Sinhgad College of Engineering, Vadegaon) elaborated on his Patent of Automated Portable Book Reader.

Xpressions 2013 International Management and Cultural Fest



Inauguration by lighting lamp at the hands of Mr. Daithankar, IPS, Additional Commissioner of Police, Pune and Dr. Sachin S. Vernekar, Director IMED, Mr. Ashish Pandit, Vice President, Persistent Systems Ltd. Pune, Ms. Keasi T Motuhifonua, Country Manager, Emergenetics International.



Foreign Students performing at Xpressions.



Virtual Stock Market Game "Dalal Street"



Face Painting

Xpressions 2013 was organized for three days from 30th January 2013 to 1st February 2013. The event started with the inaugural function on 30th January at 10:00 am in Abhijit Auditorium, Bharati Vidyapeeth Erandwane Campus, Pune. The inaugural function was presided over by Mr. Daithankar, IPS, Additional Commissioner of Police, Pune as Chief Guest, Mr. Ashish Pandit, Vice President, Persistent Systems Ltd. Pune, as Guest of Honour, Mr. Firoze Khan, Managing Executive, FMS, Pune, and Ms. Keasi T Motuhifonua, Country Manager, Emergenetics International.

It began with the Introductory speech by International Students of IMED, followed by an extravaganza dance by the international students. The event's inaugural was marked by lighting of lamp by all the dignitaries and Dr. Sachin Vernekar, Director IMED followed by felicitations to all the dignitaries.

Dr. Sachin Vernekar, Presented the welcome speech, giving outline about the event. He told that 23 various colleges and teams from 5 different countries are participating in International Management and cultural fest. The aim of such programme is to give the platform to budding managers to show their talent.

Xpressions 2013 consisted of events of four categories Technical, Management, Arts and Musical.



AD MAD Show



Group Dance



Fashion Show

In all 400 students from 23 colleges and 11 countries participated in Xpressions.

The Prize Distribution was presided over by Mrs. Sarasa Radhakrishnan, Manager – Quality control, Western region, Cadbury, Dr. Sachin Vernekar, Director – IMED, Mrs. Hema Mirji and Mr. Pravin Mane, coordinators of the Xpressions 2013.



Rangoli



Prize distribution at the hands of Ms. Sarasa Radhakrishnan, Manager – Quality control, Western region, Cadbury and Dr. Sachin Vernekar, Director – IMED

IMED GEMS

On 25th Jan'13 IMED GEMS was organized at BVU IMED under guidance of Dr. Sachin S. Vernekar, Director, IMED. The Chief Guest invited was Mr. Mahesh Pathak, Pune Municipal Commissioner and the Guest of Honour was Dr. V.V. Dhapte, COE BVU Pune.

Various competitions were organized like elocution, flameless cooking, unleash your creativity, Web page development etc. to explore the talent of the students.

The event was coordinated by Ms. Pallavi Chopade & Ms. Deepti Deshmukh.



Mr. Mahesh Pathak, Municipal Commissioner, Pune being felicitated by Dr. Sachin S. Vernekar, Director IMED.



Dr. V. V. Dhapte, COE, BVU, Pune inaugurating IMED GEMS.

“SAHYOG 2013” Alumni Meet

13th Jan, 2013 was a day of “SAHYOG”, Alumni Meet of IMED. They came back with great enthusiasm and achievements.

Dr. Sachin S. Vernekar Director, IMED extended very warm welcome to the alumni and expressed his pleasure of hosting the event. He felicitated the



Felicitating Alumni Body by Dr. Sachin Vernekar by presenting Memento.

members of Alumni Body by presenting memento and bouquet. He stressed on the necessity of building up a strong relationship and maintaining it for years to come. He concluded his speech by assuring the alumni that they will always be a part of IMED family.

Mr. Makarand Pole greeted the alumni and encouraged them to strengthen the bonds in larger interest of the Institute. He suggested them the various ways and means in which they can contribute towards their alma mater like having discussion with students on Corporate Day i.e. Saturday.

Panel discussion was arranged on the topic “Symbiotic relationship of Institute and Alumni”. Many suggestions came from alumni which will be implemented soon.

The post lunch session was open discussion with students. Each member of the alumni shared their nostalgic experiences and imparted valuable tips and guidance to the students.



Mr. Pole, Head CRC addressing the Alumni gathering.



The event was coordinated by Mr. Dexter Woodward, Associate Professor and Ms. Deepali Shahane, Assistant Professor, IMED.

International MDP

On 25th and 26th February 2013, IMED organized a Management development programme and Skill development session for all MBA – Ist year and BBA – IInd and IIInd year students. Management Development Programmes was aimed at equipping the students with the evolving management concepts, practices, perspectives and approaches.

Dr Upali Mahanama, a Marketing consultant and Management Trainer of international repute, spoke about ‘Modern Marketing Concepts’ and gave insights on ‘Marketing Mix and Brand Marketing Strategy’. During the skill development session, Dr K. Venkatsubramaniam polished the students in making effective ‘Feasibility Study and Business Plans’.

Both the sessions were designed to provide students with the training and experience they need to become future business leaders.



Dr Upali Mahanama, a Marketing consultant and Management Trainer, Sri Lanka addressing the students.



Hon'ble Dr. Shivajirao Kadam, Vice Chancellor BVDU being felicitated by Dr. Sachin S. Vernekar, Director IMED. Dr. Himalayan, Director Sports Bharati vidyapeeth and Dr. N.M. Jadhav, Director Sports, IMED were present on this occasion.

National Basketball Tournament Dunkyard 2013 was organized by Bharati Vidyapeeth University Institute of Management & Entrepreneurship Development on 8th Jan to 12th Jan as part of of Birthday celebration of Hon'ble Dr. Patangrao Kadam, Founder Bharati Vidyapeeth.



Inauguration of Dunkyard by Hon'ble Dr. Shivajirao Kadam, Vice Chancellor, BVDU

Hon'ble Dr. Shivajirao Kadam, Vice Chancellor BVDU inaugurated the tournament. Dr. Sachin S. Vernekar, Director IMED, Dr. Himalayan, Director Sports Bharati vidyapeeth and Dr. N.M. Jadhav, Director Sports IMED were present on this occasion.

Participation: Men: 16 Teams and Women: 8 Teams from all over India

Result:

Men Winner: IMED

Runners Up: MIT COE

Best Player: Deepak Pawar, IMED

Women Winner: New Law college, BV

Runners Up: Dental college BV

Best Player: Priyanka Panda, New Law College.



Workshop on "Capital Markets Operations"

On 11th Jan, 2013 one day workshop was conducted on "Capital Markets Operations" For the students of MBA Financial Markets. The resource person invited was Ms. Jyoti Budhia. She has BK Training Institute at Mumbai. She gives training for all financial modules of NSE, BSE, MCX and NISM for last seven years. She is active in the



Students of MBA Financial Markets attending Workshop on "Capital Market Operations" by Ms. Jyoti Budhia.

market for last 25 years. She explained all the practical terms in Financial markets and gave very important and practical tips of investment.

International Students' Cell

Under the guidance of Hon'ble Director Dr. Sachin Vernekar, the foreign Language classes have commenced from 11th January 2013. The classes are held every Saturday at 9:00 AM for all the MBA 1st year students. IMED offers French and German for these students. Hindi language is offered to all the Foreign Students studying in IMED.

The objective of this program is making the students linguistic.

The classes are coordinated by Mrs Rajlakshmi Wagh , Mrs Bharati Yelikar and Mrs. Rajita Dixit

Celebration of Women's Day

IMED Celebrated International Women's Day - NARITVA...the soul of success

On the occasion of International Women's Day BVIMED, organized "NARITVA...the soul of success" on 08th March 2013. The chief guest for the event was Ms Swati Ketkar, Co-founder and Executive Director of Harbinger Group along with Mrs Rashmi Waigankar, Proprietor, Rashmi Creations. IMED has always been keen on encouraging entrepreneurship, motivating its students



Ms Swati Ketkar, Co-founder and Executive Director of Harbinger Group being felicitated by Dr. Sachin S. Vernekar, Director IMED on the occasion of Women's Day.

towards new ventures. On the occasion of women's day IMED Director Dr Sachin Vernekar, felicitated these successful women entrepreneurs who have dared to expel stereotypes, and boldly follow their heart and their instinct. Their inspiring speech has left a mark on the students of IMED. On 6th March 2013, an elocution competition was organized. The event was judged by Professor B. T. Lavani and Professor Neelam Lal. The participants presented their views on the various women-related topics provided previously to them. The event was coordinated by Asst. Prof. Mrs Bharti Jadhav.

Winner : Shefali Garg 1st Runner Up : Pranjali Sharma
2nd Runner Up: Vaishali Sareen

Cross Culture Buddy Program:

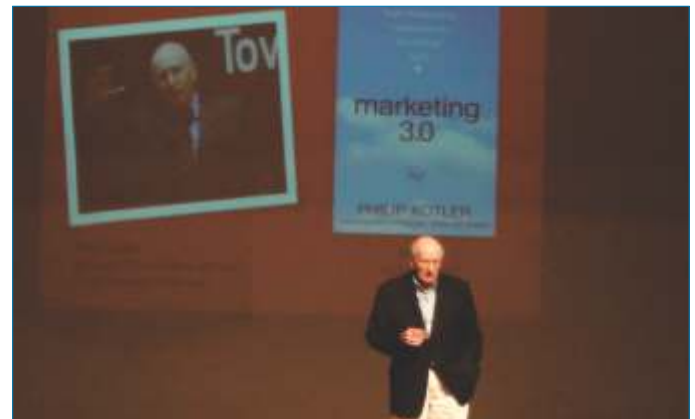
IMED has always been enthusiastic about making its students familiar with the culture of other countries. One such initiative is taken by the CRC in the Cross Culture Buddy Program in alliance with Softbridge Solutions, Pune. Students of 1st Year MBA Programme interacted with Japanese Project Managers, Human Resource Managers and Software Engineers of reputed companies in Japan like Hitachi, Toyota and Panasonic. The employees discussed about various aspects like education structure, recruitment process, work



Cross Culture Buddy Program

culture, social culture and sports with the students.

Workshop on "Marketing 3.0 : Values Driven Marketing"



Dr. Philip Kotler, Marketing Guru Live in Mumbai

On 16TH March 2013, Saturday, Association of Indian Management Schools (AIMS), University of Mumbai, and BhartiVidayapeethUniversity organized a special workshop on "Marketing 3.0: Values Driven Marketing" for the benefit of management students. Marketing 3.0 – Value Driven Marketing, seminar by Philip Kotler himself, focused on a new model of marketing where customers are regarded as the complex and multi-dimensional instead of simple consumers, making them turn to those companies and products that satisfy their deeper needs of participation, creativity, community, and idealism.

Dr. M.D. Kakade, Ms. Muskan Sharma, Mr. Vijay Phalake and a group of 45 students attended the event. This program provided an excellent opportunity for all students to learn from the Marketing Guru the latest in the field of Marketing and fine-tune their skill-sets to compete in a highly competitive business environment.

NSS WORKSHOP:

On the occasion of birthday celebration of Dr. Patangraoji Kadam (Chancellor Bharati Vidya Peeth Deemed University), and Dr. Vishwajeet Kadam (Secretary Bharati Vidya Peeth Deemed University),



N.S.S. Participant with Prof. Vijay Phalake

Bharati Vidya Peeth Deemed University organized a "Road Safety Drive Campaign" on 9/01/2013, which was inaugurated by Shri Deepak Mankar (Deputy Mayor) and Shri. Vishwas Pandhare (D.C.P Traffic, Pune) in which N.S.S volunteers of different departments took part. 20volunteers of IMED also participated in that campaign where they motivated the citizens of Pune to drive safely and follow the road rules by distributing pamphlets at Karve Putla Chowk. N.S.S Program Co-ordinator V.S. Phalke (IMED)

NSS Special Winter Camp

BVDU, IMED in collaboration with National Service Schemes organized special winter camp

from 27th February, 2013 till 05th March, 2013. Thirty NSS volunteers of IMED including eleven female students participated in the camp under the leadership



Dr. Sachin S. Vernekar, Director IMED, Faculty members and student participants of NSS camp

of Prof. V.S.Phalke (NSS Program Officer, IMED). The camp was held in Urali Kanchan, Pune. The main objective of the camp was to serve the villagers of Urali Kanchan.

The following activities were carried out at the village:

- Cleaning of roads of Urali Kanchan to encourage the cleanliness.
- Organized competition at Deaf and Dumb School, and also Zila Parishad.
- Planted trees on the road side of Urali Kanchan area.
- Distributed paper bags made by them only and focused on STOP USING PLASTIC.
- Organized a rally with Zilha Parishad School students on societal matters to encourage social awareness.
- Save water and water resources, stop using plastic, female feticides, tree plantation, news paper bags workshop for NSS volunteers and also the volunteers visited the BAIF and Nisarga- Upchar Ashram.

On the valedictory day Honorable Director (IMED), Dr Sachin S Vernekar along with faculty members joined the NSS camp to encourage the NSS Team of IMED and congratulated them for their work and appreciated the work done by them. On the valedictory day they distributed prizes to the winners of the event from both Deaf and Dumb School, and also Zila Parishad

To encourage the volunteers MLA Mr. Ashok Raoji Pawar Two Parliament Members, Sarpanch, Grampanchayat Members, Gramvikas Adhikari and many other people visited the camp at Urali Kanchan, and appreciated the work done by the NSS volunteers.

Shiv Jayanti



Mashal Daud on the occasion of Shiv Jayanti



Shiv Jayanti at IMED, Dr. Sachin S. Vernekar, Director IMED, Faculty members and student participants. Rangoli by Nilesh Unde and Ram

On the occasion of Shiv Jayanti IMED (Bharati Vidyapeeth Deemed University, Pune) organized Mashal daud, where more than 50 NSS volunteers & college students participated. The event started at midnight of 18th February, 2013 where all the NSS participants under the leadership of Prof. V.S. Phalke (Program Director NSS, IMED) went to Singhad Fort to ignite the mashal at Shivaji Samadhi at the fort and from there they came running with the mashal to IMED.

Traditional Dress Competition:

On the occasion of Shivaji Jayanti IMED (BVDU) Pune, organized traditional dress competition, where students of MBA, MCA, BBA, and BCA participated.

There were more than 300 participants for the event and program wise winners were declared. Faculty members also took active participation in the competition. The Honorable Director of IMED, Dr. Sachin S Vernekar, also participated in the competition and appreciated the work of organizing committee of traditional dress competition. The exhibition was organized on this occasion of photos of forts of Shivaji Maharaj.

Visit to National Stock Exchange:

A visit was organized to National Stock Exchange, Mumbai for all MBA courses.

12th March, 2013: MBA G

13th March 2013: MBA FM, HR and IT

The objective of the visit was to enable the students to enhance knowledge about the overall working of a major stock exchange.

At NSE, three sessions were organized to provide information to the students about the working of the exchange. The sessions were on cash segment, Derivative Segment & NCFM Modules.

Thus, the sessions developed a real world picture of the actual operating and the essence of the stock market that plays a vital role in the economy.

Faculty Corner

Seminars/ Workshops/ FDP/ Conferences:

Sr. No	Name of the Faculty	Name of the Programme	Organisor	Place/ City	Seminar/Workshop/ FDP/Conference	Level of Participation	Date
1.	Dr. Mahesh V. Shitole	Seminar	Yashada	Pune	Leadership & Management Skills	Resource Person	4th Feb, 2013
2.	Dr. A.G.Ranade	FDP on Innovative Teaching	Smt. Kashibai Navale Singhad School of Business Mgt.	Pune	FDP	Resource Person	16th Feb 2013
3	Dr. Kirti Gupta	UGC Approved, "Interaction Program" on Research Methodology	Sinhgad Institute of Business Administration & Computer Applications	Lonavala	Interaction Programme	Resource Person	5th March 2013
4	Dr. Kirti Gupta		Suryadutta Group of Institutes	Pune	State Level Workshop	Resource Person	17th March 2013
5	Dr. Ajit More	International Conference on Data Mining	Allana Institute	Pune	Conference	Resource Person	13th Jan. 2013
6	Dr. Sachin Kadam	Cloud Computing & its Application Domain, CSI and College of Engineering & Technology	CSI and College of Engineering & Technology	Jalgaon	FDP		21st to 25th Jan. 2013

Sr. No	Name of the Faculty	Name of the Programme	Organisator	Place/ City	Seminar/Workshop/ FDP/Conference	Level of Participation	Date
7.	Dr. Sachin Kadam	Introduction to Quantum Computing	TechNext, Synerzip India	Pune	Seminar	Resource Person	9th March 2013
8	Dr. Sachin Kadam	UGC Sponsored National Conference on Advances in Computing	North Maharashtra University, Jalgaon	Jalgaon	Conference	Resource Person	5th and 6th March 2013
9	Dr. Sachin Kadam	Conference on Data Mining (NCDM2013)	Allana Institute of Management Sciences, Pune	Pune	Conference	Resource Person	18th and 19th January 2013
10	Dr. M.D.Kakade Mr. Vijay Phalake Muskan Sharma	Dr. Philip Kotler's Session	AIMS	SION Mumbai	Conference	Participant	16th March 2013
11	Dr. M.D.Kakade	Workshop	IIM Bangalore	Bangalore	IIM Bangalore	Resource Person	19th Feb 2013
12	Mr. R.V.Mahadik, Swati Desai, S.T. Joglekar, Baljeet Kaur, Deepti Deshmukh	UGC Sponsored National Conference on Computing, Communication and IT	BV, YM College, Pune. Department of Computer Science	Pune	Conference	Participant	5th and 6th March 2013
13	Mr. R.V.Mahadik	Technology innovation Prog.	HRD Ministry Govt. of India	Hotel O	Workshop	Participant	29th Jan. 2013
14	Mr. Rahul Manjre and Ms. Muskan Sharma	Workshop on SPSS	Rizvi College of Commerce,	Mumbai	Workshop	Participant 2013	2nd and 3rd Feb

Publication in National Conference Proceedings

S.No.	Name of Faculty	Title of Paper	Publication	Organized by	Date
1.	Dr. Sachin Kadam Ms. Shweta Joglekar	A Survey of Business Intelligence Tools, Presented & Published	National Conference on Computing, Communication and Information Technology	Y.M. College Pune	5-6 Feb. 2013
2.	Dr. Sachin Kadam Ms. Anshu Thakral	Ins and Outs of Cloud Computing Presented & Published	National Conference on Computing, Communication and Information Technology	Y.M. College Pune	5-6 Feb. 2013
3.	Ms. Pallavi Chopade	An Effect of SHRM practices on Performance of Indian Firms: A mediating role of employees' Organizational Commitment	National Conference on Innovative strategies in HR Presented in Absentia ISBN: 978-93-5087-462-2,	SIBACA, Lonawala	1-3 November 2012

Publication in International Conference Proceedings

S.No.	Author	Title	Name of the Conference	Organizer
1.	Dr. Sachin S. Vernekar Prof S. Chatterjee	" Employee Retention: The Key to Branding an Organisation Inside Out-New Concept of HR as Stations ISBN: 978-93-5097-503-9, PageNo. 53,	12th South Asian Mgt. Forum 2013 " Developing South Asia as a Global Hub of Management Professionals : role of Management Education	Indsearch, Pune & AMDISA February 2013
2.	Dr. Mahesh V. Shitole	"Changes in an Integral Part of an educational institution"	1st International Conference on Advances in Business, Mgt., Eng. Technology and Social Sciences	Choice College of Arts & Commerce,Kothrud 16 th Jan 2013
3.	Dr. Ashok Ranade Ms. Anuradha Yesugade	"Family Business: Components of Architecture" ISBN: 978-93-5097-503-9, Page No. 7	12th South Asian Mgt. Forum 2013 " Developing South Asia as a Global Hub of Mgt. Professionals : role of Mgt. Education	Indsearch, Pune & AMDISA February 2013
4.	Dr. Sonali Dharmadhikari	"Analytical Study of Currency Forwards as a tool of Managing Currency Risk by Corporates"	6th International Conference on "Innovative Ways of Managing Business in the Post Globalised Era"	BVIMR, Delhi 2-3- February 2013

Publication in International Journal

S.No.	Author	Title	Journal	Vol/Issue
1.	Dr. Mahesh V. Shitole Dr. Ajay M. Bhamare	"Changes in an Integral Part of an educational institution"	International Journal of Multidisciplinary Research	ISSN: 2277-9302, Vol. I, Issue 10(II), Pg. 108-115, Jan 13
2.	Dr. Ashok Ranade Mr. S. Chandrawanshi	Zeroing In Talent Management	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 178-186
3.	Dr. Neelam Lal Dr. Kirti Gupta	Challenges In Talent Mgt. with special focus on workforce Diversity	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 66-69
4.	Dr. Neelam Lal Mr. Ganraj S. Mane	Employee Engagement Via Talent Management	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 197-200
5.	Dr. Neelam Lal Ms. Poonam Vatharkar	Challenges In Talent Retention	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 254-268
6.	Dr. Sachin Kadam	Application of SQL in Data Mining Domain	International Journal of Information Systems,	ISSN: 2229-5429, Vol. III, Issue II, December 2012
7.	Dr. Sachin Kadam Mr. Pramod Kadam	"An Analysis of Functionalities Provided by Software Applications in Portfolio Management Domain"	IJRCSIT: International Journal of Research in Computer Science and Information Technology	ISSN No. 2319-5010, Vol.1 Issue 1, November 2012, Pg. 07 to 12
8.	Dr. Sachin Kadam Ms. Bharati Yelikar	"An analysis of E-banking services offered by Public Sector Banks in India"	International Journal of Research in Computer Science and Information Technology	ISSN: 2319-5010, Volume 1, Issue 1(A) Feb. 2013, Pg. 5-9
9.	Mr. Dexter Woodward Mr. Pravin Mane	Talent Management And HR Strategies	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Page No.268-273
10.	Mr. Sachin V. Ayarekar Ms SangeetaPatil	Talent Retention- A Trouble Shooter For Healthcare Software Developing Firms In Pune	IMED JMSR : Special Issue on International Conference for	ISSN :09758429 Feb 22-23 2013 Page No.397-408
11.	Mr. Veerdhawal Ghorpade	"A study on Capital Budgeting Practices in Cooperative Spinning Mills in Kolhapur"	International Journal of Business, Management and Social Sciences. (IJBMSS)	ISSN: 2249-7463, Vol. II, Issue 3(I) November 2012, Pg. 151-154
12.	Ms. Ranpreet Kaur	" Financial Inclusion- Coercion To Opportunity"	ASM's International E- Journal of ongoing research in Mgt. & IT	e-ISSN: 2320-0065, INCON 13-Fin -034 11 -12 -13 Jan 2013
13.	Ms Ranpreet Kaur Ms. Muskan Sharma	Talent Management- The Art To Create Unity In Diversity	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 294-300
14.	Ranpreet Kaur Mr. Shah Hardik Ms. Divya Bajpai	Talent Management- Challenges & Strategies To Retain Key Talents With Reference To It Sector	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 428-435
15.	Mr. Rahul Manjare Ms. A. Kanoria & Ms. Shruti Mittal	Indian Organizations: Need to Attract & Retain the Talent	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 409-417
16.	Ms.Swapna Hegde Mr. Chirag Jain Mr.PrashantMahanti	Gender Differences In Talent Management: A Story of Inequality	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Pg. 126-134
17.	Ms Muskan Sharma Mr. ChetanSapra	Talent Management For Higher Education - A Powerful Tool For Employability Enhancement with Special Reference To India	IMED JMSR : Special Issue on International Conference	ISSN :09758429 Feb 22-23 2013 Page No.120-125

Publication in National Journals

S.No.	Author	Title	Journal	Vol/Issue
1.	Dr. Mahesh V. Shitole	A study of Sustainable Business Growth With Green Marketing Startegies	Voice of Research, December 2012,	ISSN No. 2277-7733, Vol.1 Issue 3, Page No. 46 to 49
2.	Dr. Sachin Kadam	An Appraisal of ICT Use in Generic HRM Activities from Automobile Domain,	IMED Journal of Management and Social Research,	ISSN: 09758429, January 2013
3.	Mr. Veerdhawal Ghorpade	A Study on Consumer Preferences for life insurance companies in Pune City "	ETOS: A Journal of research articles in management science and allied areas refereed	ISSN:0974-6706, Vol. 5 No. 2, July-Dec 2012, Page No. 15-21

Papers Presented in National & International Conferences

S.No.	Author	Title	Name of the Conference	Organizer
1.	Dr. Ashok Ranade Ms. Bharati Jadhav	Gap Analysis of Higher Middle Mgt. and Talent Management Practices in IT Industry.	InCON : International Conference on Talent Management	BVDU, IMED, Paud Road Pune. 22-23 Feb. 2013
2.	Dr. V.S. Ingawale Mr. Hrishikesh Bhagat	"Role of Consumer Behaviour in Service Sector"	National Research Conference on the theme "Synergy-Key to Business Eminence"	STES's SKNSSBM, Sinhgad School of Business Mgt., Amnagaon (BK) 17-18-19 Jan 2013
3.	Dr. Anthony Rose Mr. Prabhat Kumar	Alignment of Reward and recognition Policies with Enhanced Organizational Performance	InCON : International Conference on Talent Management	BVDU, IMED, Paud Road Pune. 22-23 Feb. 2013
4.	Dr. Sonali Dharmadhikari Dr. H.G. Abhyankar	Analytical Study of Cost Effectiveness of "Internal Talent Retention" as a Strategy of Talent Management	InCON : International Conference on Talent Management	BVDU, IMED, Paud Road Pune. 22-23 Feb. 2013
5.	Ms. Bharati Yelikar	"Talent Management for e-Banking	InCON : International Conference on Talent Mgt.	BVDU, IMED, Paud Road Pune. 22-23 Feb. 2013
6.	Ms. Deepali Pisal	Areas of Talent Management and focus on Knowledge Management	InCON:International Conference on Talent Management	BVDU, IMED, Paud Road Pune. 22-23 Feb. 2013
7.	Ms. Hema Mirji	A Synthesis of Opinions on Talent Management	InCON:International Conference on Talent Management	BVDU, IMED, Paud Road Pune. 22-23 Feb. 2013
8.	Mr. Sachin Ayarekar	"Invest in Innovation Culture for better future of Business"	International Research Conference	Jamnalal Bajaj Institute of Management Studies Dept. 07-08 March 2013

Congratulation !!!

Ms. Muskan Sharma qualified University Grants Commission - National Eligibility Test (NET)
(Appeared for 30th December 2012)

Student Achievements

S.No.	Students' Name	Event Participated	Prize Won	Course
1.	Tejas Pingulkar Madhurima Ghose	Integrity IT-Quiz Vartak college, Mumbai	Winner	BCA
2	Tejas Pingulkar Madhurima Ghose	Integrity Algorithm Writing Vartak college, Mumbai	Winner	BCA
3	Tejas Pingulkar Shubham pandey	Gusto 7.0 IT-Quiz Indira, Pune	Winner	BCA
4	Tejas Pingulkar Shubham pandey	M-Pulse IT-Quiz Modern college, Pune	Winner	BCA
5	Nikita Gupta Poushali Shah	Elocution Competition VAMICOM, Pune	Consolation Prize of Rs 750 (each)	MBA-FM Ist year MBA-General Ist year
6	Ashish Bakshi	Gusto 7.0 Indira Idol 2013 Pune	Runner Up	BCA
7	Ashish Bakshi	Gusto 7.0 Set the Tuning Indira, Pune	Winner	BCA

The collage consists of 20 individual photographs arranged in a grid-like fashion. The photos depict a wide range of university activities: students in school uniforms, faculty members, group portraits, a graduation ceremony with students in red gowns, a cultural performance with students in traditional Indian attire, a workshop with a banner for 'VSB' (Vidyalankar School of Business), a group of students in suits, and a group of students in a classroom setting. The background of the collage features a building and a banner for Bharati Vidyapeeth Deemed University, Institute of Management and Entrepreneurship Development, Pune.

"Our greatest glory is not in never falling but in rising every time we fall." – Confucius

"Our greatest glory is not in never falling but in rising every time we fall." – Confucius



Dear Readers,

Through this issue, we have taken you through many events participated during last quarter i.e. In CON, Xpressions, SAHYOG, Shiv Jayanti Celebration etc.

We hope you must have enjoyed it and this issue successfully evokes your various nostalgic moments. We highly appreciate the efforts taken by students for making all the events a grand success.

We congratulate all the students for taking part and winning awards in events held in Off Campus. We wish best of luck to all those who have been placed.

We would welcome your active participation by sending feedback and achievements.

Wishing you "All the Best" for Exams approaching soon.

Editorial Board



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Director, IMED

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History:

Established by Bharati Vidyapeeth in 1978, IMED is one of the oldest and most renowned Business Schools in Western part of India.

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- Re-Accredited by NAAC with "A" Grade.
- Ranked amongst Top Fifty Management Institutes in India by Outlook Magazine and among top ten Business schools in Western zone by Business Management & Chronicle
- IMED Journal of Management and Social Research (ISSN No. : 0975-8429)
- Faculty with rich Academic and Industrial experience.
- Wi-Fi enabled campus and well equipped Library.
- EXCELLENT PLACEMENTS.
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Dr. Sachin S. Vernekar
Director

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