

REFULGENCE

VOICE OF ASCENDANCY

EDITORIAL TEAM



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Ms. Tejal C. Mugul



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Mr. Nikhil Dave



Ms. Trisha Agrawal



Ms. Vaishali Maloo

FROM THE EDITOR'S DESK

Welcome to the July edition of REFULGENCE - The official newsletter of Dr. D.Y. Patil B-School. It's quite a thrill to take our place as the editor in chief of this newsletter. Very few have fully realized the wealth of sympathy, kindness, and generosity hidden in a student's soul. The effort of every educator should be to unlock that treasure, and Dr. D.Y. Patil B-School is an excellent example where everyone strives indefatigably for this. The institution has been nurturing young minds to believe that "The heart of education is the education of the heart". This newsletter is a compilation of the meaningful moments of the institute and its students' journey and a specimen of their creativity. It tries to bind together every aspect of the D.Y. Patil B-School family. This issue might be termed as a reminiscence of our Alma Mater's glory. This was another glorious month, with our students bringing laurels to the school in all possible spheres. Their achievements were so vivid that all our efforts to include their accomplishments in one issue went in vain. Thus, this newsletter is not the outcome of the effort put in by one individual but the immense effort put forward by our Director Dr. Amol Gawande, the Editorial Board, all professors and dear collegemates. We apologize for the shortcomings and hope you will cherish our efforts. Lastly, we would like to congratulate the editorial team who has worked hard to create this newsletter and bring this edition to you. Happy Reading & Happy Times!!!!



Mr. Anubhav Kumar



Ms. Parnika Beohar

(Editors-in-charge)



Prof. (Dr.) Amol Gawande, (Director)

FROM THE DIRECTOR'S DESK

Stellar accomplishments expand the frontiers of information and scholarship a day. During this era of globalization of education, the focus is on the standard of education. There is no single yardstick of quality. An honest establishment strives continuously for sustenance and enhancement of quality in every field of its activity.

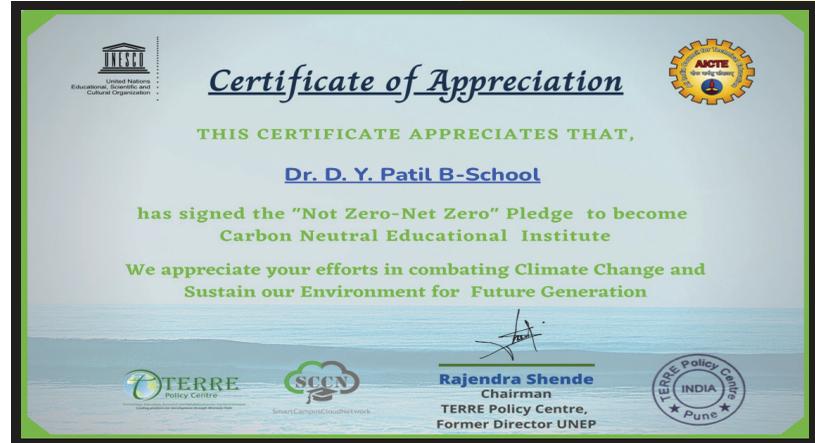
At Dr. D.Y. Patil B-School, we believe in developing holistic managers and leaders for tomorrow's corporate culture by following a

judicious blend of theory & practice, using highly innovative pedagogical tools tailored by the institute to endow its students with leading-edge management wisdom. We endeavour to groom them to be highly adaptive to the changing business environment and sensitive towards social responsibilities. The groundwork of our management program is rock solid, built over the pillars of educational infrastructure, faculty resources, industry-institute interactions, and student development initiatives. We continuously put in efforts to form sure that these pillars are adequately robust to provide paramount managers that the business fraternity would anticipate. The institute can modestly claim itself together as the most effective in the state of Maharashtra.

I take this chance to ask you to take advantage of this great opportunity and join us in our endeavour to contribute to the improvement of this increasingly globalized society actively

NOT ZERO - NET ZERO PLEDGE

It gives us immense pleasure to announce that Dr. D.Y. Patil B-School has taken the initiative & took up the **Not Zero - Net Zero Pledge** to become a carbon-neutral education institute. During the 5th anniversary of the **Paris Climate Agreement**, carbon neutrality was taken by 12 universities across India. These leading institutions took a voluntary pledge with a single motto to make their university carbon neutral. Dr. D.Y. Patil B-school has always been environmentally conscious since the beginning & shall continue to make that legacy even more significant in the coming years.



PROFESSIONAL MEMBERSHIP OF STARTUP COMMUNITY OF BANGLADESH



We are thrilled to announce that our director Dr. Amol Gawande sir has been recognized as a **Professional Member** of the Startup Community of Bangladesh.

Startup Community of Bangladesh, founded by Nazmul Hasan Razu is a national community of entrepreneurs that connects and empowers professionals working in the startup ecosystem by providing them with a platform to network, learn, and build new relationships for current and future startup ventures. Their mission is to create a national entrepreneurship platform to enable Bangladesh to innovate faster, create new opportunities, develop technical skills to make a startup ecosystem in Bangladesh.

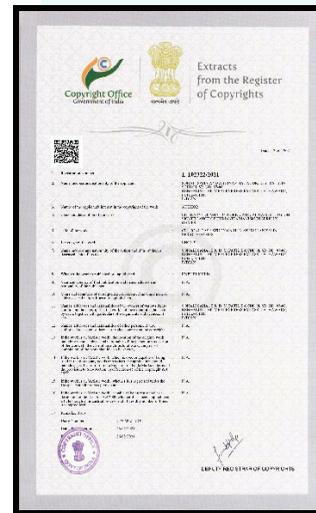
Their objectives include creating an innovative ecosystem and entrepreneurship culture in Bangladesh following the goal vision 2041 by Government and create awareness among youth to be a change-maker and impactor of a society. It is indeed a moment of pride for all of us, and we congratulate Dr. Amol Gawande Sir for his achievement.

SUCCESSFULLY RECEIVES COPYRIGHT

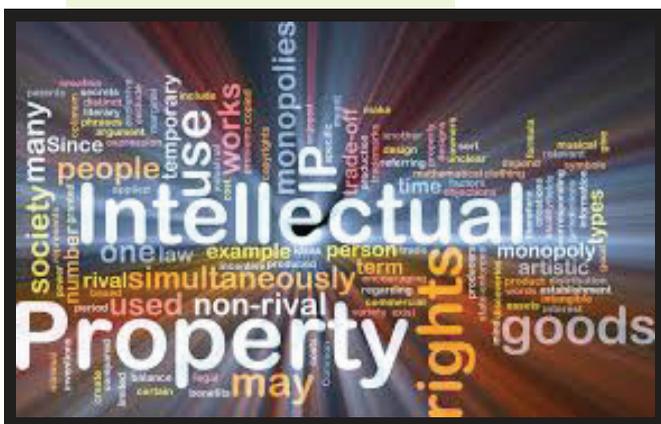


**“Only those who attempt the absurd can achieve the impossible” -
Albert Einstein**

We are excited to announce that Prof. (Dr.) Sonali Shah of Dr. D. Y. Patil B-School successfully received copyrights on her work titled **“Humanitarianism in serious games”**. Serious games are demonstrably effective in promoting skills, acquisition, knowledge retention, attitudinal change supporting understanding of new concepts and ideas, shaping behaviour, and improving context-based problem-solving. Through “real-life” problem solving, serious games can help humanitarian students deeply understand and critically engage with critical issues. The language of the work is English, and though the case study is not yet published, we are excited to see the essential Job done. The team B-School congratulates Prof. (Dr.) Sonali Shah for her achievement.



INTELLECTUAL PROPERTY RIGHTS



Research Cell of Dr. D.Y. Patil B-School dashed off Six Intellectual Property Rights (IPR). The mentioned below titles have been registered as an IPR with the Registrar of Copyrights, Copyright Office, Department for Promotion of Industry & Internal Trade Ministry of Commerce and Industry.

- E-commerce management system
- Customer retention after product sales
- Customer behaviour in online shopping
- System and method in pilgrim tourism
- Financial management in a rural area
- Multilabel marketing in FMCG

Team B-School wishes much more success like this to **Research Cell** in the near future

BOOK CHAPTERS PUBLICATION

We are pleased to announce that our faculty has written chapters in the book titled “Recent Trends in Applied Sciences and Computing Engineering” (ISBN: 978-81-950236-3-9) published by the Association of Global Academician and Researchers, Tamil Nadu, India. The details of the chapters and authors are as follows:

- Survey of Expert Systems and Cognitive Approaches to Effective Tutoring by Dr. Atul Kumar, Dr. Amol Gawande and Ms. Geetika
- The Data Mining and Information Security by Dr. Amol Gawande, Dr. Atul Kumar and Dr. Sonali Saha
- Machine Learning Algorithms by Dr. Atul Kumar, Dr. Amol Gawande and Dr. Sheetal Darekar
- Bioinformatics in Biomedical Imaging by Dr. Atul Kumar and Dr. Amol Gawande
- Resource Allocation Techniques in Cloud Computing by Dr. Amol Gawande, Dr. Atul Kumar and Dr. Sachin Napate



HOW TO BECOME A GOOD PRODUCT MANAGER?



“A great product manager has the brain of an engineer, the heart of a designer and the speech of a diplomat”, the Vice President of LINKEDIN, Deep Nishar said it right.

We all use a bunch of products daily & these products have a massive backing of people who make the availability of these products possible to us & among those there are some known as the **Product Managers**.

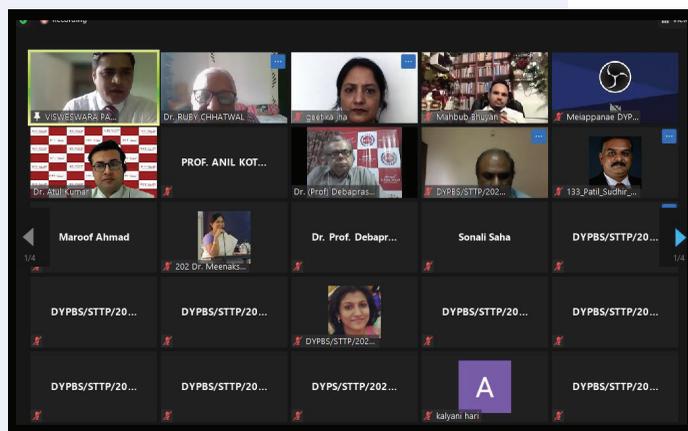
On 13th April 2021, our very own **Prof. (Dr.) Atul Kumar & Dr. Sheetal Darekar** published an article on **Mid-day.com** describing some very proven tips and tricks to become a successful Product Manager.

In that article, the two of them have talked in detail about the roles & responsibilities, the eligibility for the Job of a product manager, the skillset required & the kinds of jobs

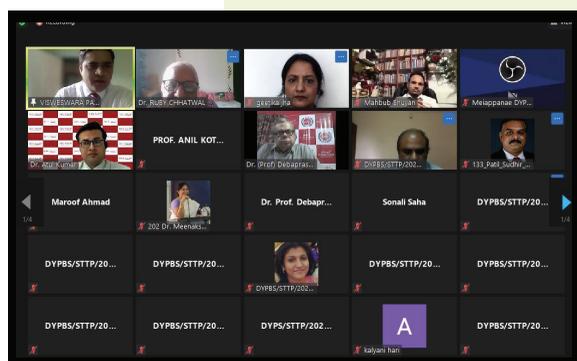
available in the market for the product managers. Apart from all of these critical discussions, they also talked about the glimpse of before & aftereffects of the covid pandemic on the skillsets & roles for a product manager which is very important to know, to be informed of, as the market needs have changed & all the current & aspiring product managers need to know that they have to pull their socks up to sustain & grow in the market. This was about the thoughts shared by the two intellects on becoming a successful product manager & we hope to have a lot more from them soon. Kindly visit <https://www.mid-day.com/lifestyle/culture/article/tips-and-tricks-to-become-a-successful-product-manager-by-prof-dr-atul-kumar-and-dr-sheetal-darekar-23168301> to read this article

DR. D. Y. PATIL B-SCHOOL ORGANIZES A 5 DAYS SHORT TERM TRAINING PROGRAM FOR THE PROFESSORS

In a bid to promote creative and innovative pedagogical practices in the classroom, the Research and Publication Cell of Dr. D. Y. Patil B-School in association with Politeknik Negeri Tanah Laut, Indonesia and Association of Indian Management Schools, India, has organized a 5 days short term training program for the professors from 8th June, 2021 – 13th June, 2021. The STTP was convened by Dr. Amol Gawande- the Director of Dr. D. Y. Patil B-School and coordinated by Dr. Atul Kumar and Ms. Geetika. The program garnered an audience from various states in India and also from Indonesia. The instructor of the program, Prof. Mahbub Bhuyan who is currently associated with the University of Miami, USA introduced the participants into the nitty-gritty of research and the importance of incorporating research practices in classroom teaching. Participants had a chance to enrich their understanding of research and were trained to think in an innovative way use it while delivering lectures. This program is a catalyst for reforming the professors' pedagogical practices and their professional growth. This STTP also trained the professors to write the research proposals and procure funds from funding agencies for doing research work, which will benefit society.



The major highlights of the STTP were Dr. Pasupuleti Visweswara Rao, Universiti Malaysia Sabah, Malaysia – who ranks amongst top 2% scientists of the world as per the ranking released by Stanford University November 2020 and Dr. Malayadri Pacha, Research Advisor and Senior Research fellow- ICSSR. The participants got to listen to them on the various ethical practices that need to be followed, carrying out the research and its importance. The participants who successfully clear the exam will be issued a certificate of completion, which will also add to their professional growth.



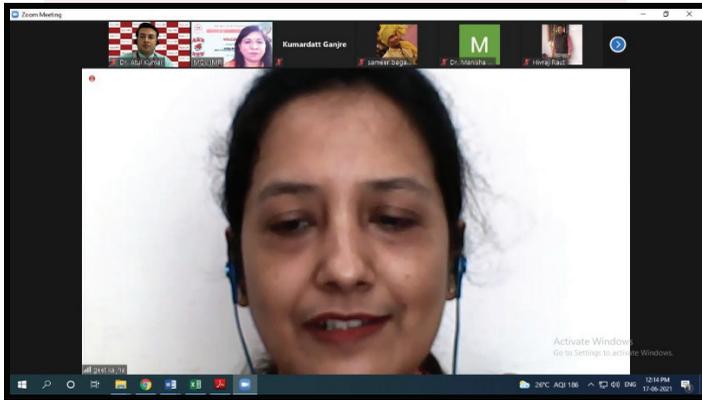
Dr. D.Y. Patil B-School conducted a one day International FDP for 5 hours on 11th July 2021. The purpose of this FDP was to rekindle and awaken the researchers'/participants' conscience centred on a set of basic research ethics that could consciously outline the academic and professional responsibilities of the participants in their role as researchers. The knowledge and awareness of research ethics and integrity are crucial for the present times, witnessing the increased competition amongst academicians. This FDP intended to ignite every academician

FACULTY DEVELOPMENT PROGRAM ON “RESEARCH ETHICS AND INTEGRITY”

and researcher's responsibility while carrying out their research activities and publishing them to the target journal. The program was taken by Dr. Pasupuleti Visweswara Rao, PhD, Universiti Malaysia Sabah, Malaysia, who ranks amongst the top 2% scientists of the world in the rankings released by Stanford University in November 2020.

Dr. Rao spoke on the importance of research ethics and the basic underlying principles encompassing research ethics and integrity. He also said how a researcher should approach and treat the respondents, the essential points to be kept in mind while doing the literature review and the due recognition given to the authors from whose research work the inspiration is being drawn. The participants were also made aware of the ethics that need to be followed while sending one's article for publication. The FDP session ended with a vote of thanks given by Dr. Atul Kumar (Head of the Research and Publication Cell).

RESEARCH & PUBLICATION DEPARTMENT OF **DR. D.Y. PATIL B-SCHOOL** CONTRIBUTES TO **THE OUTSIDE WORLD**



Dr. Atul Kumar, Professor and Head (Research) and Ms. Geetika Jha, Asst professor and Co-ordinator (Research) from Dr. D. Y. Patil B –School, were invited as a resource person on 17th June, 2021 from 11 A.M. – 1 P.M. for two weeks international workshop on Challenges in Multidisciplinary Research organized by Mahatma Gandhi Vidyamandir's Institute of Management & Research, Nasik.

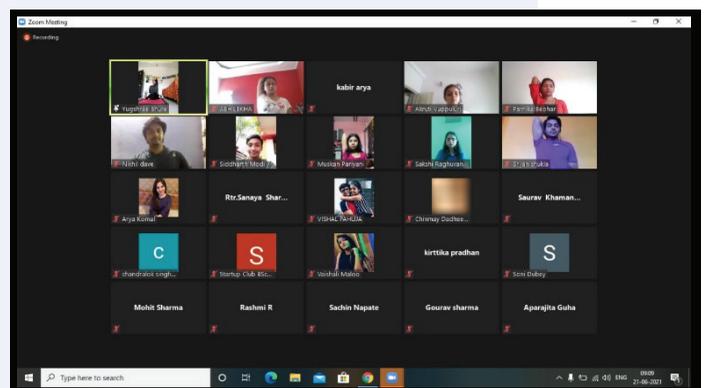
Dr. Atul Kumar acquainted the participants with the challenges that the research fraternity is thrown upon due to the mushrooming predatory and cloned journals and how one must develop the skills to identify these journals and stay away from such journals. He also stressed the necessity of understanding the importance of research ethics and the perils associated with it if one doesn't abide by them. Ms. Geetika spoke about the importance of doing a literature review and the current trends of conducting it. She also demonstrated practically how to identify the right journal for one's area of interest from various databases and arrange and store them with the help of software available. The co-ordinators of this workshop, Dr. Sheetal Gade and Mrs. Nivedita Pawar, moderated the session. Director of B-School Dr. Amol Gawande congratulated Dr. Atul Kumar and Ms. Geetika Jha for their excellent work and their contribution in the research field and within and outside the organization.



B-SCHOOL CELEBRATES **THE INTERNATIONAL YOGA DAY**

As we all know, the International Day of Yoga is celebrated annually on 21st June since 2015. We at Dr. D Y Patil B-School also got a window of opportunity to celebrate International Yoga Day on the 21st of June 2021 at 8:30 A.M., with an excellent, qualified trainer Yugshree Bhure.

Yog, or what we say as Yoga, has relevance from more than 5000 years back, mentioned in our Vedas and Upanishads. Yog is not just what we know about it; it is way beyond that; in the shortest words, it is a process of aligning our physical, mental, and spiritual aspects and gets them in sync to function to their fullest. According to Hindu mythology, Lord Shiva is said to be the





one introducing Yoga to this world. That's why one of his names is the ADIYOGI. The world of yogis is said to be a path to connect yourself to the universe and align both.

This year, virtually, Dr. D.Y. Patil, B-School family celebrated International Yoga Day with the entire batch of 2020-2021. The session was held on Zoom. The event collaborated with the Rotaract Club and the Start-up Club of Dr. D Y Patil B-School. The inaugural speech was given by The

President of the Start-up Club who emphasized the importance of Yoga and physical exercises in daily life and stated its historical relevance. Yugshree Bhure, who has qualified Janardaswami Yogabhyasi Mandal, Nagpur with first grade and has participated in yoga competition at SGGs at the university level. She has also done classes from JSYM and has experienced in international yoga day, 2019 at Nagpur; she was welcomed as a yoga trainer to become a guiding light for all the students on the yoga day. Various 'Asanas' were performed, followed by 'omkar chanting' and some major warm-up exercises, sitting and standing asanas were also performed. The trainer gave us a short class about the benefits of Yoga, how it helps in improving concentration and in attaining inner peace. It helps a person improve his life physically, mentally, and spiritually as well. Around 80+ students participated. All the students were excited and energetic. We all celebrated the day with a lot of eagerness and joy. It was an exciting day for all of us. The experience we got was extraordinary and essential. The students performed yogic 'asanas' and 'pranayama' to celebrate this day. It was indeed a good start for the day, and we got to know how it kept us energetic and mindful throughout the day. We ended the event by E-felicitating our trainer, Yugshree Bhure, and a vote of thanks was given by the president of the Rotaract Club of DPU.

RECREATIONAL ACTIVITY @ B-SCHOOL



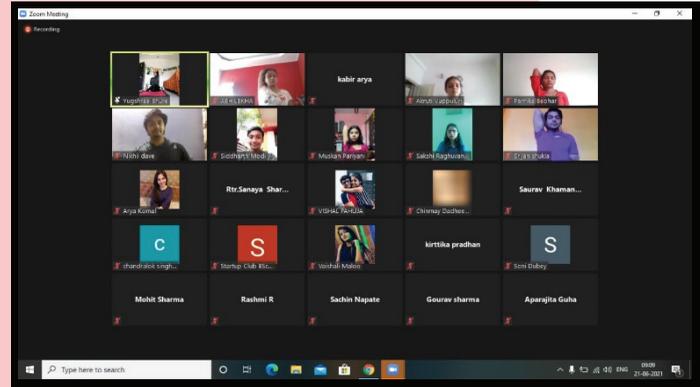
"We do outings not to escape life, but for life not to escape us". Dr. D.Y. Patil B-School believes the development of the faculties is directly related to the development of the students. It helps in fostering the knowledge and professional skills of the faculty. On 19th June 2021, our institution arranged one such outing at Avanti Kalagram to develop team spirit amongst faculties.

Respected director Dr. Amol Gawande Sir, all the teaching and non-teaching staff participated. Honourable Dr. Somnath Patil Sir and Dr. Rohini Somnath Mam made the event even more significant.

All the faculties and guests of honour had a wonderful time filled with lots of learnings and entertainment that helped them develop their professional skills. The impact of the program can be comprehended in the faculty's day-to-day activities. They feel motivated and keep them associated with each other. Such programs make a huge difference in the overall growth of the institution

INTERNATIONAL WORKSHOPS LISTICLES

Dr. D. Y. Patil B-School had conducted a workshop on “Expanding Your Business, it’s a Small World” by **Mr. Muhammad Ghalih**. Mr. Muhammad Ghalih is a lecturer, researcher & edupreneur (Indonesia). He is an experienced lecturer with a demonstrated history of working in the higher education industry. He has skilled in Negotiation, Corporate Social Responsibility, International Business, & Communication. He has vital education professional with a Master of Science (M.SC) focused on International Business from National Kaohsiung University of Applied Sciences, Taiwan.



The workshop lasted for three days, and it was all about globalization. On the first day of the seminar, he enlightened us about “INTERNATIONAL BUSINESS” firstly; he described globalisation, Strategic Management & Entrepreneurship. And how it is related to International Business; we also learned how these exchanges could go beyond the deal of money for physical goods to include international transfers of other resources such as people, intellectual property & contractual assets or liabilities.

He also briefed us about how strategic management is concerned with organizational performance and how international business factors should be accounted for a firm’s strategy. He portrayed us about entrepreneurship & how it helps us think about the innovations and the opportunities available when we connect our ideas with new markets challenges entrepreneurs face to enter into a new market. And at the end of the topic, he enlightened us about **Business Model Canvas** and how it is interrelated with management, customers, revenue, distribution, products, services & costs.

On the second day, he explained to us about “Economics & International Business”. He describes how societies manage with scarce resources & to make economic decisions, i.e., fixing budgets with needs. Then he told us about the ten principles of economics & how people make decisions, interact & the economy works. Then he talked about micro and macro level of economics, demand and supply & different types of the economic system. He also gave insight into the business cycle & stability of an economy, some tools for analyzing the country analysis, and some of the International strategies that we need to consider and follow while starting any business internationally or expanding our business. It would help us think in that way. He also describes the barriers that can be faced at the time of doing business internationally and also about different strategies that can help us overcome those barriers. Doing business globally is very different, so he guided us on the difference between global and international.

On the third day of the workshop, he guided us on how imports & exports are done. In business, export & import is a part of the business. By giving examples, he taught us about how we can search for countries prior and do research on the things to get clear on that countries economic condition as well as that research would help us to know that our business survival is there or not in that country and what international policies and structure we need to follow and consider while doing business internationally. Sir has made the session interactive by talking to several people and making choices to make us all understand more clearly and taught us the proper way to go through and do research on the particular things.

This three-day workshop was beneficial as well as learning we got to know more about globalization, international business and economy.

WORKSHOP ON PRESENTATION SKILLS



DPU Dr. D. Y. Patil B-School
(Course Approved by AICTE, Ministry of HRD Govt. of India)

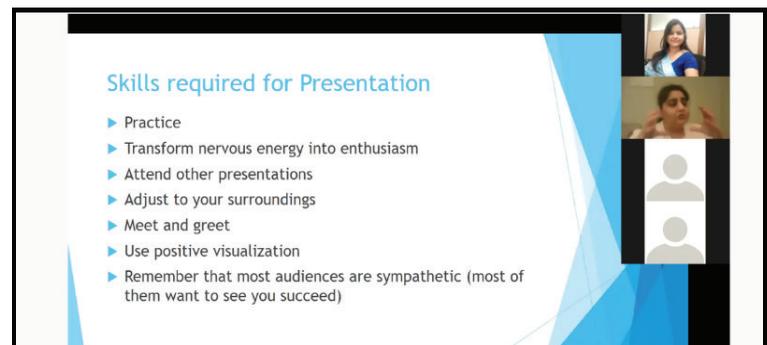
Workshop on **PROFESSIONAL DEVELOPMENT**

SPEAKER

DR. ASTHA BHANOT
Assistant Professor
Business Administration Department,
College of Business Administration,
Princess Nourah bint AbdulRahman University
Riyadh, Kingdom of Saudi Arabia

7th June 2021 to 11th June 2021

Dr. Astha Banot, Assistant Professor, Department of Management, College of Business Administration, Princess Nourah bint AbdulRahman University – Riyadh, Saudi Arabia conducted a five days workshop on Presentation Skills to enhance interpersonal as well as content delivery of the students in the professional paddock. During the workshop the students learnt about presentation behavior, body language and self control, use of vocabularies, content delivery, speech, voice and tone and the overall delivery of corporate presentation. The session turned out to be highly interactive and student participation made the learning further more fruitful.



Skills required for Presentation

- ▶ Practice
- ▶ Transform nervous energy into enthusiasm
- ▶ Attend other presentations
- ▶ Adjust to your surroundings
- ▶ Meet and greet
- ▶ Use positive visualization
- ▶ Remember that most audiences are sympathetic (most of them want to see you succeed)

WORKSHOP ON LEADERSHIP IN ORGANIZATION

Two days workshop on ‘Leadership in organization’ was conducted by Prof. Zakaria Elkhwesky, Teaching Assistant of Hotel Management Faculty of Tourism & Hotels, to boon the leadership qualities of the budding managers. During the course of the program the students were taught about the theories of leadership, the importance of planning, organizational leadership, refelection and learning, etc.



DPU Dr. D. Y. Patil B-School
(Course Approved by AICTE, Ministry of HRD Govt. of India)

Workshop on **LEADERSHIP IN ORGANISATIONS**

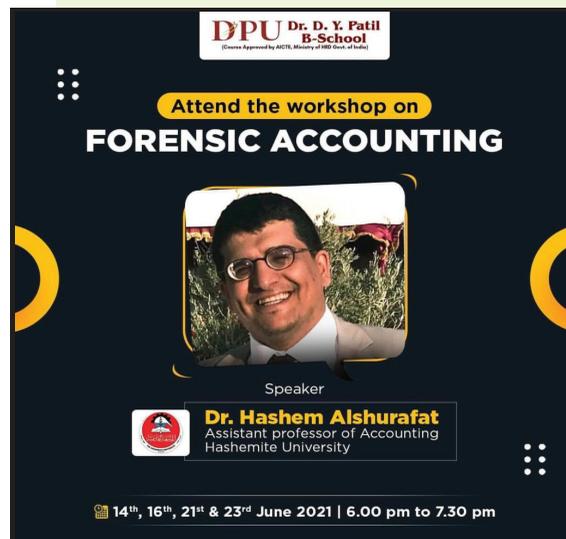
SPEAKER

Zakaria Elkhwesky
Teaching Assistant of
Hotel Management
Faculty of Tourism & Hotels

13th & 14th May 2021
6:00 pm – 7:30 pm

ALEXANDRIA UNIVERSITY

WORKSHOP ON FORENSIC ACCOUNTING



Dr. Hashem Alshurafat, Assistant Professor of Accounting Hashemite University, Jordan, drop-shipped a workshop on Forensic Accounting to all the specialization students of batch 2020-22. Forensic Accounting is gravitating as a new trend and understanding its significance suits obtaining an overview; To suit the same, the module of the workshop was designed in such a way, that the students were able to understand its need, magnitude, application and identification.

PARTICIPATION @ INTERNATIONAL CONFERENCE

On 18th and 19th of May, 2021, An International Conference on "Future and trends in the distance and online education" was organized by Bestow Edutrex (International LLP and sponsor of the conference), International Association of commerce and management (Founder Member), International Association of Educators and corporate trainers (Professional Member), International association of scientists and technocrats (Professional Member), International Association of environmentalists and eco-socialists (Executive Member), International Association of Distance and online education (Professional Member), International Association of Business Researcher, Economist and Statistician (Professional Member). The conference was organized virtually on the zoom platform, and more than 200 people were present in the conference, and many participants were there from different colleges. Our professors and students could present research papers to international delegates and experienced faculty from other colleges. This conference gave me a chance to strengthen my skills, build more confidence and also helped in learning how to represent the college. Following Professors and students have participated in this conference.



Dr. Amol Gawande
Ms. Himani Sharma
Ms. Aparajita Guha

Dr. Atul Kumar
Ms. Palak Dinesh Vaishnav

Ms. Arya Komal
Ms. Anjali Barkur

Team b-School congratulates all the participants.

PARTICIPATION IN INTERCOLLEGIATE STUDENT LEVEL PAPER PRESENTATION



We are euphoric to announce that our students Arya Komal and Himani Sharma have participated in Intercollegiate Student Level Paper Presentation on "Modern Issues in Management" held on 04th & 05th June 2021, organized by the Department of Management, St. Claret College, Bengaluru.

Team b-School congratulates both participants.

Participant speaks

We got an opportunity to present our research paper in front of delegates and experienced faculty from different colleges. This presentation allowed us to strengthen our skills, build more confidence and also helped us in learning how to represent your college, your district, and your Nation. It also gave us the exposure of learning different insights that other participants were representing. All the delegates and guests present were highly experienced and experts in their fields, so we got the opportunity to learn directly from them. It was a chance where the lion itself was training you how to hunt, survive and grow. In the end, we both want to thank

Dr. D.Y. Patil B-SCHOOL for believing in us and giving us this precious opportunity of representing the college, and many things that we learnt will always be cherished in our life lessons forever. We want to provide a message to the upcoming students in our college, if you have the willpower and are ready to sacrifice your today for a better tomorrow, then the college will believe you, support you and stand by your side.

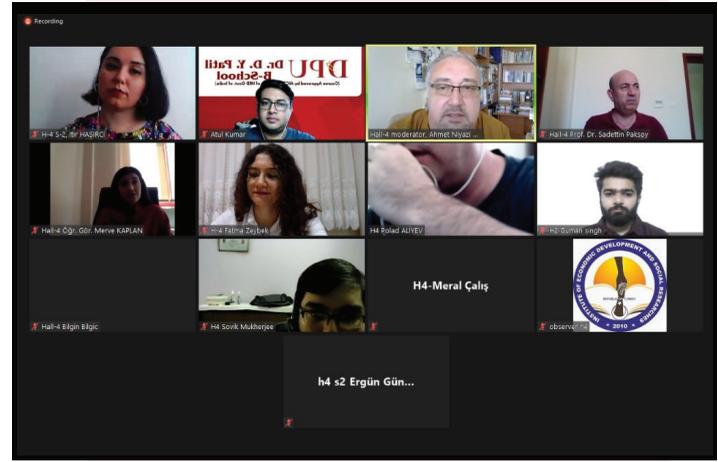
Arya and Himani (HR Batch 2020-22)



EXPERIENCE OF INTERNATIONAL ASIAN CONGRESS ON CONTEMPORARY SCIENCE HELD AT TURKEY

“It was a great pleasure for me to attend such an extraordinary event. It was an amazing experience of attending **an international conference on contemporary science held in Turkey on 01/06/2021** on behalf of **Dr. DY PATIL B-SCHOOL**. It was a great opportunity to gain a sense of gratification from society's contributions and improve services for future generations. The eminent speakers presented their research papers on different problems that are there all over the globe, and they have out of box solutions for the problems the major countries are facing. I presented a research paper on “Study of Impact of the Covid-19 outbreak on digital payment in India” under Dr. Atul Kumar sir and Dr. Amol Gawande Sir. The purpose of research is to enhance society by advancing knowledge through the comparative data analysis of the surge in digital payments in the retail sector between the Pre-Covid and Post- Covid periods.

It was a great exposure to meet different speakers, which helped me learn a new concept of working together to find a solution to complex problems. The conference helps me in fostering critical thinking and analytical skills through hands-on learning. It also enhances my communication skills, expands my knowledge and understanding of a chosen field outside of the classroom, and helps develop one-on-one connections with distinguished faculty in their area. It helps in building solid relationships in the community with peers, faculty and organizations on and off-campus.



ALUMNI SPEAKS



The roller-coaster ride started with the admission in Dr. DY Patil B-School. I had opted for the Marketing domain to excel my qualities & skills. Capturing all the opportunities, It was a fantastic experience to serve as a Vice-president of Start-Up Club DPU. Our whole club worked on activities coming with Blockbuster online fun - XTASY. Reluctantly working to make it the best and come up with edutainment for juniors is one of the cherishing memories. Being a member of the placement committee, I could connect myself with various companies' HRs and uplift my personality with the needs. Bagging the first placement was the most significant achievement with the support of everyone.

Living all the enjoyment and learning team member skills while working with the batchmates increased my patience and opened my mind to better creative ideas by working with them. All the memories that evocate the tales and scale up one's confidence.

Shubham Yadav

PGDM (Marketing), Batch 2019-2021

I'm Vinay Dadlani, PGDM graduate of batch 2017-19. Currently, I'm working as a Customer Success Manager in the North American region, and my clientele includes Middle Market/Enterprise clients. First, I'm highly indebted to the entire DPU family for helping me achieve great career heights in these two years. At the very outset, I would like to express my heartiest thanks to all the college faculty members for their continuous efforts and support. Finding the right path to success at the right time is significant, and for that way, I had selected DPU. The professors at DPU focus on students' career goals with proper guidance in selecting the most suitable specialization based on one's strengths and passion. The pre-placement activities were highly effective for us to have a clear idea of facing interviews - the various co-curricular activities built our confidence and leadership skills. Attending the guest lectures by industry experts was a significant experience, which helped me understand my potential and overcome my insecurities. The ambience of the college has always been so cheerful and encourages me to learn.



A short message to students of upcoming batches:

The road to success largely depends on how flexible you are while choosing your career. As a personal experience, my specialization was Finance, but now my main interest is sales & I honestly feel I'm made for this kind of Job. From experience, DPU will give you ample opportunities to select a career path from several different domains, so be flexible & enter the world of corporate as and when you get the chance. DPU has helped me realize my dreams and achieve my goals. I am proud to be a part of this fantastic family!

Vinay Dadlani
PGDM, Batch 2017-19



FACULTY CORNER

DISCOVER YOURSELF EVERY DAY - PROF. GEETIKA

As you walk through the different phases of life, face a multitude experiences that this world throws at you, you tend to forget yourself in totality. Running towards the material mire, you fail to turn towards your inner - 'self'. You fail to ponder what you want and are craving for. So, it's essential to steal at least five minutes from your day, every day - to talk to yourself and be with you, just YOU. This will help you discover THE REAL YOU day after day. No matter how ruthless this world has been to you, there is always room within you to make yourself a better person and inspire people to do the same with your words and your actions.

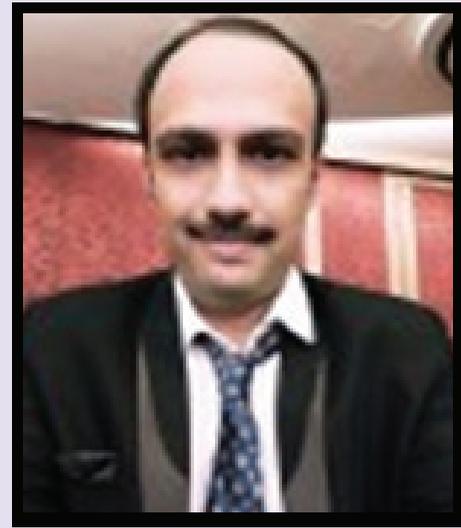
Life lessons are the very means to shape your personality, unfold who you are meant to be and make you stronger by giving you chances to overcome the hardships in your life. Once you are through it and look back, you will realize how far you have traversed and how this has transformed you and made you a better version of yourself. Being a better version of yourself is not an action; it is a journey that everyone needs to tread upon every day, and the best part of it is that one can start this journey the moment they decide to do so. The road for self-discovery is, of course, not going to be smooth; there will be trials and tribulations, moments to rejoice and to mourn. No matter what comes upon us and how many times we flounder or retrace, there is always room to get up and be steadfast in our resolution. Just like that meandering river who irrespective of what comes upon, reaches the ocean - its destination.

“Everyone can rise above their circumstances and achieve success if they are dedicated and passionate about what they do.” – Nelson Mandela

There might come certain instances where you might get imprisoned by negativities, and you might end up doing something that is not better for you, but that’s okay. To error is humane. There is nothing to be guilty of. But what’s more important is to stop, retrace and introspect. Observe the situation and look for the probable aspect that would bring out a better version of YOU.

**PANDEMIC AND PLACEMENTS:
BY PRASANNA NILEKAR
(PLACEMENTS EXECUTIVE)**

The eminent philanthropist around the globe had kept their views on how the Covid-19 pandemic disinterred the lives of several students, working professionals and ground duty staff members of various sectors. The pandemic had directly impacted the students from KG to PG in the view of academics and placements. The teaching and learning process design is based upon Preparation, Presentation, Application and Test, as most academicians follow this model from the ancient period. Nowadays, due to this unpredictable pandemic situation, the academies are unable to prepare and present well due to a number of barriers of source availability, psychological aspects and so many factors. The application and test of data that have been transferred have also been somehow tedious.



Though the situations are not well around the globe, students and teachers put their best efforts to grab more. The use of technology and its several applications are now familiar among every stakeholder of scholarly society. According to the APESO 2020 report of the World Labour Organization, 81 million jobs were lost due to the Covid-19 pandemic. This situation leads to a massive reduction in working hours, reverse job growth, and push millions into working poverty.

On the other hand, the would-be graduate or postgraduate students from all the universities ready for their final placements face enormous issues like starting from network connectivity to registration processes of various companies and government sector entities.

The institutes like Dr. D.Y.Patil B-School, Pune had taken multiple initiatives to beat the pandemic’s heat in the placement process under Ho’s noble guidance. Secretary and Hon. Director. Hon coined several new efforts and tactics. Placement head for multidimensional placement hiring programs. Social media is used to build a solid network among institute and students with the help of some advanced tools for company-wise registration. The mentor/mentee program for the individual development of students are also being executed in the institute.

Students of management education should not lose their hopes and always show their readiness towards any hurdle in their placement path. In my opinion, as being a placement team member, I would like to suggest a three P’s model for every student during this pandemic like P-Prepare well, P-Practice well and the third most important is P- Patience. While ending my words, I would like to say all the best to the aspirants with one quote...

Find the wave of change...

Unless you will find yourself beneath it....

DR. D. Y. PATIL B-SCHOOL

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🌐 <https://bschool.dpu.edu.in>