REFULGENCE VOICE OF ASCENDANCY

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Editors-in-charge

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FROM THE **EDITOR'S DESK**

Welcome to the October edition of REFULGENCE – The official newsletter of Dr. D. Y. Patil B-School. We feel grateful to take this opportunity of being the editors in charge of this newsletter. Swami Vivekanand said, “Buddha had a message to the east, and I have a message to the West.” We have a message for the country, i.e., Dr. D. Y. Patil B-School is determined in adding achievements and excellence like arrows in its quiver. The institute has always been a guiding shadow to its students.

We are glad to bring out this newsletter since it is a complete blend of achievements and learnings. It covers all precious moments of every part of the institution. It is an incomparable feeling to showcase the efforts put in by our Director, Dr. Amol Gawande, the management and the teaching and non-teaching staff with students to bring the name and fame of Dr. D.Y. Patil B-School to a completely different horizon.

As you flip through the pages, you will witness some significant workpieces by faculties and students, which are recognised in the institute and other similar institutes and some recognised professional associations.

Lastly, we apologise if we missed any precious moment or achievement. We also thank our director, Dr. Amol Gawande, the editorial board, each teaching and non-teaching staff and dear collegemates for their support and untiring efforts.

Director

Dr. Amol Gawande

FROM THE **DIRECTOR’S DESK**

As I walk down the hallways of the B-School every day, I can hear the chatter of eager minds, the shouts of excitement from the victorious athletes, the thump of dancing feet and the sound of melodious voices in harmony. The perpetual energy, movement and enthusiasm permeate the atmosphere at Dr. D.Y. Patil B-School as the students are back to the campus and the offline activities start in full swing.

I am incredibly delighted to inform you that the institute has sewn up ‘Induction Programme’ for the Batch 2021-23 exclusively with SIBM on a comprehensive platform into the bargain wherein the students got exposure to interact with SIBM faculty along with other International faculties who were part and parcel of the programme. The college added another feather to its cap by collaborating with CareSource, the US-based Ed-tech Company, to make experiential learning more accessible and scalable for the B-school through Capstone projects. The project kicked off in July and was consummated successfully in September. The students are prepared for their professional lives upon graduation. They also received valuable on-the-job exposure and training in exciting, fast-growing US-based industries.

Besides this, the institute also organised STTP for professors and academicians in collaboration with Politeknik Negeri Tanah Laut, Indonesia and the Association of Indian Management Schools. It garnered audiences from various states in India and Indonesia. In August, the institute also celebrated AIMS Management week, wherein an interactive webinar session was organised.

Finally, yet importantly, much has been done, and more needs to be done in the months to come. Let us pledge to work hard and open new vistas in the arena of education. I extend my sincere thanks to all the ones who have contributed to this issue and enhanced its perfection and beautification through their piece of writings.

INDUCTION PROGRAMME FOR BATCH 2021-2023

On June 16 2021, Dr. D.Y PATIL B-school conducted an induction program in collaboration with Symbiosis Institute of Business Management (SIBM), Pune.

The Chief Guest for the program was Dr. Neetu Bhagat (Director of Skill Development Centre, AICTE) and the Guests of Honour Dr. Ramkrishnan Raman (Director, SIBM), Dr. Mohd. Shakhawat Hossain (The University of New South Wales, Sydney, Australia), Mr. Mahendra Inge (Head – Human Resources, Serum Institute of India Pvt. Ltd.) and Dr. Amol Gawande (Director, Dr. D. Y. Patil B -School) shared their views on the new teaching pedagogy which is to be aligned with the New Education Policy 2020 and the challenges which an institution and its students are facing due to the Covid-19 Pandemic which has drastically changed the learning pattern and shifted it from classroom learning to online learning.

The program was concerned about how to make new learning style more adaptable and what can be the different ways in which the institution can work for the holistic development of each student by adding more and more core and multidisciplinary subjects.

The speakers were of the view that the education system should be designed in such a manner so that it caters the industry needs keeping in mind the individual development. More emphasis should be put on live projects, experiential real time projects and internships.

SUMMER SCHOOL ON **"WEALTH MANAGEMENT"**

Dr. D. Y. Patil B-School conducted a Summer School on Wealth Management for Five (5) Days with a holistic approach that brings together various services to meet their specific financial goals. The course had the objective of introducing the participants with fundamentals of wealth management and intends to take them to a stage where they can apply this knowledge in everyday decision making. The key learning objectives of this programme were, to learn the process of financial planning and wealth management, to understand the financial risks and how to deal with them, to know the asset classes and the risk and return associated with them, to know the different modes of deposits, to know the different investors and investment processes, tax aspects of investment products and the elements of tax planning.

financial situations. To have a proper understanding of managing wealth is extremely important. Hence the need was felt to hold 5 days Summer School on wealth management to introduce the participants on the nitty gritty of the current economic scenario and know how to do financial planning and increase its value accordingly.

Dr. Sachin Napate was the course instructor who took the sessions on various topics ranging from defining wealth, wealth management process, understanding

Target Audience	:	30
Program Date	:	June 29, 2021 – July 3, 2021
Program Duration	:	15 hrs.
Resource Person	:	**Dr. Sachin Napate,** *Professor,* Dr. D. Y. Patil B-School.

Brief

Wealth Management is considered as one of the most important form of investment techniques specially tailored with investment strategy and plan. It helps in estate planning, protecting the current asset, minimising the fees and taxes. It also helps in tailoring one's financial objectives in line with the changes in risk and returns, asset allocation, bank deposits, tax planning etc. apart from regular sessions. **The school also invited four guest speakers from 12:30pm – 1:30pm for four consecutive days. Dr. Rashmi Paranjpye,** Professor, Dr. D. Y. Patil B-School spoke on Bullion market on June 30, 2021. **Mr. Ashish Ramesh Bhave-** Wealth Management and Life Coach- spoke on Wealth Management practices on July 1, 2021. Dr. **Ankit Goel** finance and tax planning faculty spoke on "Old tax regime vs New tax regime." Summer School concluded on July 3, 2021 with a valedictory session at 12:30pm to 1:30pm. **Dr. Audil Rashid Khaki** was the Chief Guest for and he spoke on the topic **"Emerging Landscape in Global Portfolio Diversification".**

Participants were given assignment after the end of the session every day and followed with the discussion of those questions in the next day's session. This helped the participants to not only assess their understanding but also clear their doubts.

The Summer School was convened by Dr. Amol Gawande- the Director of Dr. D. Y. Patil B – School and coordinated by Dr. Atul Kumar and Ms. Geetika Jha.

After attending this program, the participants enriched their knowledge regarding various investment avenues and different techniques to manage wealth effectively. The participants also got to learn the process of investment planning and know the risks associated with different asset classes.

FINTECH JUNCTION 2021

In fin tech meet, some of the finest industry experts were invited to discuss and share their opinions, views on the topic Paradigm Shift in the world of Fintech.

Mr. Abhijit Singh moderated the overall session. New opportunities trend, scope etc. were the key points which was discussed over the panel. It was an open forum, where the topics were churned by Mr. Abhijit Singh and knowledge was gathered from the industry experts.

DR. D. Y. B-SCHOOL LAUNCHES ITS IN-HOUSE JOURNAL

PRAYUKTI JOURNAL OF MANAGEMENT APPLICATIONS

Dr. D. Y. Patil B-School launches Prayukti Journal of Management Applications (PJMA). It is a biannual journal and publishes research articles that are written in the field of management and Social Sciences. PJMA aims at contributing to the existing body of knowledge in the different areas of Management and Social Sciences by providing a platform and bringing forth the Academia for the new and innovative ideas and research papers that are either qualitative, quantitative, empirical, review articles or case studies that are purely original and is contributing towards the existing body of knowledge. The main purpose of PJMA is to serve as a repertory for researchers, academicians, and scholars for their intellectual and professional development.

Dr. Amol Gawande	-	Editor-in-Chief
Dr. Atul Kumar	-	Managing editor
Ms. Geetika Jha	-	Associate editor

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AIMS PUNE CHAPTER **MANAGEMENT WEEK**

Webinar on "A Paradigm Shift- Aligning Psychological Concepts to Cognitive Educational Framework"

Date : August 6, 2021

Time : 10:30 am onwards

Venue : Interactive Webinar Session

Resource Person :

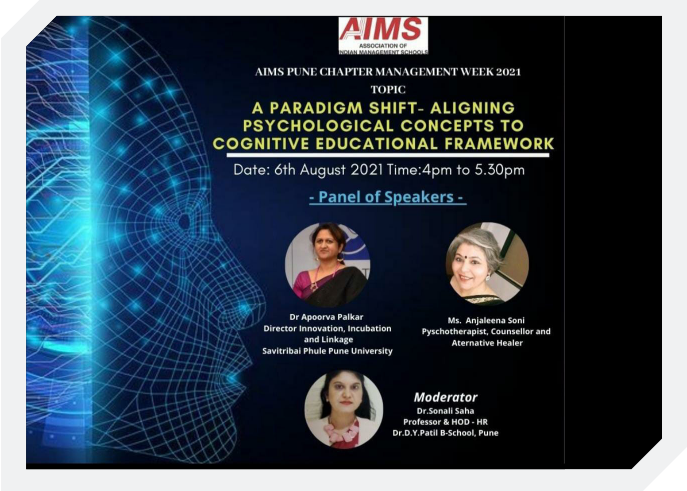
Dr. Apoorva Palkar
(Director Innovation, Incubation and linkage-SPPU)

Ms. Anjeelina Soni
(Psychotherapist, counsellor and alternative healer)

Dr. Sonali Saha
(Professor and HOD-HR, Dr. D. Y. Patil B-School)

Dr. D.Y. Patil B-School believes in imparting multi-disciplinary, adaptable, holistic and lifelong learning to students by world class faculty. We believe in Value creation in Personal, Social as well as Business Excellence. Keeping that in mind Dr. D.Y. Patil B-School, Pune, is always continuing its inexorable development activities in all fonts, in a bid to create a World Class Institute.

Association of Indian Management Schools (AIMS) is a professional, non-profit networking body of Indian B-Schools and, with many top institutions as its members, it is one of the largest networking organisations. Under the umbrella of "Association of Indian Management Schools-AIMS" Dr. .D. Y. Patil B-School, hosted an interactive webinar session on "A Paradigm Shift- Aligning Psychological Concepts



to Cognitive Educational Framework" on August 6, 2021. The Webinar was supported by Management Stalwarts from various Management Institutes from Pune. The objective of this webinar was to adapt to "The New Normal of Education: A psychological perspective - Educating the Developing Mind: Towards an Overarching Paradigm". Transformational Pedagogy-Bridging learning and emotionally well rounded and reforming education system according to NEP 2020.

Participants: (Academicians and Members of AIIMS)

1. Directors of various Institutes and Members of AIIMS
2. Faculty and Staff from B-Schools.

HR MEET

Conclave on **"Hiring management Grads: Industry Expectations and Commitment to become the ideal match."**

Human resource management is the strategic approach to the effective and efficient management of people in a company or organisation such that they help their business gain a competitive advantage. It is designed to maximise employee performance in service of an employer's strategic objectives. Human resource management (HRM) is the process of employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them. As a field, HRM has undergone many changes over the last twenty years, giving it an even more important role in today's organisations. In the past, HRM meant processing payroll, sending birthday gifts to employees, arranging company outings, and making sure forms were filled out correctly—in other words, more of an administrative role rather than a strategic role crucial to the success of the organisation

Giving further boost to the HRM sector in the state, Dr. D.Y. Patil B-School is organising HR Conclave in Pune, on July 10, 2021. Through this HR conclave, Dr. D. Y. Patil B-School, plans to start the initiative towards sensitising the importance and scope of the Careers in HR to the top industry leaders by actively inviting them to be part of this event. This conclave will focus on leveraging growth opportunities through knowledge and network sharing initiatives with the stakeholders. how the management graduates should get more opportunities.

Mr. Anurag Sahay, HR Head, Nestle India (Goa Unit) thrown some light new hiring techniques by which the management graduates can work on their betterments.

Ravi Mishra, Global HR Head (Advanced material

The USP of the event would be the exclusive focus on capitalising on opportunities for furthering the growth in the Sector, over interaction with the fraternity and leaders in HR sector. The aim will be to ensure participation of the top corporate leaders, across country and leading national personalities in this sector as panelist and speakers. The novel feature of the conclave will be to address the youth and job opportunities in the HR segment, along with other pertinent deliberations in the domain.

Due to the pandemic situation the HR Conclave has been taken on virtual platform and the reposting time was 11.00 AM. The participants and eminent speakers were gathered on virtual platform and the meeting started with felicitation of guests by Hon. Dr. Amol Gawande (Director, Dr. D. Y. Patil B-School, Pune)

We are pleased to inform that **Mr. Khalid Raza,** the Associate Director HR of Ernst and Young India has confirmed his participation in the Conclave as Chief Guest, Dr. D. Y.Patil B-School has invited **Ms. Manjiri Patel-Shinde,** General Manager,Global HR and Operations,Cloud Moyo Pvt Ltd.(Microsoft Partner), **Mr. Anurag Sahay,** HR Head, Nestle India(Goa Unit), **Mr. Ravi Mishra,** Global HR Head (Advanced material Business) Aditya Birla Group.

Mr. Khalid Raza, the Associate Director HR of Ernst and Young India explains that how the experiential learning and mentor-mentee program is helpful for the overall academic point of view.

Ms. Manjiri Patel-Shinde, General Manager,Global HR and Operations,Cloud Moyo Pvt Ltd.(Microsoft Partner) focused on the several aspects like domain knowledge, technical abilities, attitude, through which the employability can be enhanced and

Business) Aditya Birla Group. Aim to discuss the ways to boost capacity for churning out skilled professionals who can add value across the entire chain including regulatory, quality and compliance areas.

The moderator for the Panel Discussion was **Dr. Sonali Saha** (Professor and HOD-HR at Dr. D. Y. Patil B-School).

The last leg of the program Vote of thanks by **Prof. Dr. Sheetal Darekar** Head (Corporate Relations), Dr. D. Y. Patil B School. The program was a fruitful and resounding success, with over 341 management participants, among which 228 were from Batch 2021-23 and 113 students from 2020-22 batch.

CORPORATE **COMMANDO TRAINING CAMP**

A 2 days Corporate Commando Training Camp for PGDM students of Dr. D. Y. Patil University was organised under the guidance of Dr. Amol Gawande to give an exposure and an idea of how corporate world functions. The camp was organised on July 22 2021 from 08:00 A.M. to 11:00 P.M. and July 29 2021 from 06:00 A.M. to 07:00 P.M.

The camp focused on developing corporate world like qualities and discipline in the budding manager's personality. The students were briefed about the skills required to run a professional life and personal life in a sync. They were taught how to keep a balance between both. The students also worked as a team in various activities like **presentation on written to visual communication, management role plays, corporate cases role plays and team entertainment competitions.**

The camp focused on developing a vision among

qualification and his/her income per month, and the number of children desired.

The camp gave an opportunity to the students to remove their fear of public speaking and also some positive self-talk to boost the enthusiasm. Also, there were learning based outdoor games and individual performances were analysed in the classroom.

the students that where do they see themselves in 2025. It comprised of areas like in which department they want to make their career, the expected city of placement, the desired bank balance, the size and value of dream house, year of marriage, spouse's

The camp concluded with a lot of learning about the corporate culture, much effective personality development activities and sharing of individual experiences and feedback about the programme.

TRIP TO **MAHABALESHWAR**

Life of every student got affected due to the pandemic. Since there were no physical classes conducted sunce past one and a half years and everyone was just experiencing a global lockdown due to covid. So things got back to normal and colleges got permission to reopen. Our college Dr. DY Patil B-School decided to do something fun for its students continuing their regular practice of being a student-friendly campus. So our college planned a trip to Mahabaleshwar for the batch of 2020-2022.

The motive of this trip was to fulfill multiple aspects, first to give a freshers party, then to take students for an adventure trek and lastly to conduct an industrial trip to Mapro Foods Pvt. Ltd.

As planned the students left on August 2 2021 and reached the destination by evening. Students along with the faculty members stayed over at a wonderful resort named "CLOUD MIST".

Everyone rested for a while after an enjoyable road trip and then by the evening the fresher's party started. The moment that everyone was waiting for , with some loud music, dance floor, appetisers, and tempting food, everyone dressed their best and were ready to party. Everyone enjoyed and next day morning they went for trekking. An adventurous experience visiting Cate's Point, Venna's Lake, Lingmala Waterfall point, Elephant Stone Point and Echo Point. It was a day full of adventure, fun and enthusiasm. But this was not the end as the students were about to visit Mapro Foods Pvt. Ltd. for their industrial visit. After the visit the students left for the campus after 2 days of amazing experience.

Everyone enjoyed the trip and was happy to be a part of Dr. DY Patil B-School.

VISIT TO **MUMBAI PORT**

On the Morning of September 22, spirits were high and the hearts were full of joy as the students of PGDM, 2021-23 batch from Dr.D.Y.Patil B SCHOOL (DYPBS) Going to Mumbai, along with faculty members Dr. Sonali Saha, Mr. Devrath Pancholi, Mr. Shivendra Bhadauria, Mr. Tanmay Tyagi for port visit! In order to promote experiential learning, PGDM Program curriculum encompasses National & International port and industrial visits for its students.

We proceeded to Alexandra Dock, Mumbai. (The Alexandra Dock renamed Indira Dock in January 1972, the most modern of Mumbai's docks, was constructed in 1904-1914. To handle petroleum products and liquid chemicals, a jetty was constructed at Pir Pau in 1923 and a new modern jetty capable of handling tankers of 47,000 Displacement tons was commissioned in December 1996. A modern oil terminal at Jawahar Dweep with three berths was constructed between 1952-1956, and the fourth oil berth capable of receiving tankers up to 1,25,000 Displacement tons was constructed between 1980-1984.)

We were greeted at the gate by Mr. Nisar A Yunus, Mumbai Port, who after security check took us inside the premises. We learnt the intricacies of Export-Import, gained first-hand knowledge of the customs procedures and formalities, the details of export/ import documentation, the procedures for cargo handling, warehousing, loading and shipment etc. It was great to see all our text book learning come to life in front of us. Students asked plethora of questions and the authorities were kind enough to quench our curiosity. We were taken around the warehouses

which stored goods. We were shown the draft and loading and unloading of containers from the huge quay cranes It was indeed a rich learning experience.

It was fascinating to travel between history-present-future of commodity Exchange and the other intricacies pertaining to that.

This was an experience of a lifetime for the students. We are grateful to PGDM Program and DYPBS for organising this experiential learning trip for us. We will carry the learning from the trip with us for the lifetime.

ALL WORK AND NO PLAY MAKES JACK A **DULL BOY**

Whether it's an early Saturday morning or into the wee hours of a weeknight, you can always count on sports. Those sports, that competition, is what drives our love for games. Dr. D. Y. Patil B-School is proud to announce that it embarked upon a new tradition of "Yuva Sports Meet" this year onwards for its students to revitalise their energies and inculcate in them the skill of stress-management. The sports competition "Yuva 2021" was organised on 17th, 18th and 19th September in Reboot Arena, Hinjewadi Phase 2, Pune. The three days were a blend of fun and mass participation, with fun events as well as fierce competition among the students.

Day 1 of the sports event started on a glorious note as

our hosts Ms. Anshu Kamalapuri and Mr. Mohit Gaud addressed the gathering and we welcomed our chief guests Honourable Dr. Somnath Patil Sir – Trustee and Secretary Dr. D Y Patil Unitech and Vidyapeeth societies, and Honourable Dr. Rohini Somnath Patil Ma'am – Founder at Nutracy Lifestyle.

The Director of Dr. D. Y. B-School Honourable Dr. Amol Gawande Sir felicitated the chief guests. Together we extended a warm welcome to Director Sir, all teaching and non-teaching staff members, sports committee Faculty Heads Prof Dr. Sonali Saha Ma'am, Ravindra Bavaskar Sir, Faculty Coordinator Parminder Kaur Ma'am, Devvrath Pancholi Sir, Tanmay Tyagi Sir, Shivendra Vikram sir, Faculty Members Suman Deokota Ma'am, Ishita Sill Ma'am, Chandni Khan ma'am, Navneet Jain Sir, Sports Committee Head Mr. Viswas Kothari, and Mr. Manthan Ghadole.

Rightly said by the hosts:

Y-U-V-A

Symbolises

Y as in **Youth**
U as in **Unity**
V as in **Vigour**
A as in **Agile**

The games that have been incorporated for participation included Box Cricket, Football, Badminton, Basketball, Volleyball, Table Tennis, Chess and Tug of war.

All the students participated in one or more games and faculty coordinators guided them well throughout in organising various events. Sports coordinator for different games were selected among the students a month before the sports day started. The event kick-started with a fabulous dance performance done by the students of D. Y. Patil B-School. Free refreshment coupons and energy drinks were given to the students all three days during the course of sports.

Day 1 had the greatest number of matches in all of the games as the winners were selected for semi-finals which were held on Day 2.

Day 3 had the finals of all the matches and the winners were felicitated in college function.

The winners and runners-up were given gold and silver medals respectively.

Well done to all students for creating such a positive and enthusiastic sports spirit in the entire event. Also, thanks to the faculties who put in many hours of work to make our first ever Yuva event a very successful one.

AN **OCEAN** OF OPPORTUNITIES

Dr. DY Patil B-School, is an ocean of opportunities, with some of the best faculty coordinators, it helps a student to find its talent potential in the field of choice.

Whether, in academics or co-curricular activities like public speaking, poetry, craft and decoration, event management, dance, and sports.

Starting with our batch's session on July 26, we had our very first event "Show Your Talent" which had to be planned, organised, conducted, performed and hosted by students only. Our coordinators were always there to help us in every step. This event or this move helped many students to showcase their hidden talents and skills in diverse areas and was just the beginning.

In the coming months, we had series of events lined up one after the other, Firstly Independence day celebration where students showed colors of patriotism then celebration of janamashtmi with the blessings of Lord Krishna.

We conducted TEACHER'S DAY CELEBRATION program as a gesture of appreciation for our amazing faculty members, which was completely organised by the students of my batch i.e. 2021-2023.

Month of October started with kickoff ceremony of startup and innovation cell inaugurated by our respected chief guest Prof. Avinash Thakur (CEO of AIC - PINNACLE) that stands for Atal Incubation Cell which was followed by a marvellous garba night on occasion of navrati.

We feel blessed to be a part of Dr. D Y Patil b-school as we got opportunity to host all the above mentioned events and improve my public speaking and comparing skills.

AN EXPERT SESSION ON IDENTIFYING INTELLECTUAL PROPERTY COMPONENT AT THE **EARLY STAGE OF INNOVATION BY DR. ATUL KUMAR**

Dr. Atul Kumar delivered an expert session on Identifying IPR component at an early stage of Innovation at the webinar organised by Dr. D. Y Patil Institute of Management and Research, Pimpri.

The session began with explanation about what is property and what is the right and how is intellectual property right to be clearly understood.

Intellectual property rights cover the Creation of the human mind, which results from human creativity and innovation. It enables people to earn recognition and earn financial benefits and encourage inventiveness. He also discussed the difference between invention and innovation. The invention refers to the occurrence

of an idea for a product or a process that has never been made before, innovation applies the implementation of an idea a for product or process for the very first time. The smartphone, the car, the desktop computer are inventions. While Innovation is the continual upgrade of inventions. The types of IPR are Patent, Trademark, Trade secret, Geographical indication, Copyright, Plant varieties, Design.

Importance of IPR in startup: Every startup has IP rights, which it needs to understand and protect for excellence in its business. Every startup uses a trading name, brand, logo, advertisement, inventions, design products, or a website in which posses' valuable IP rights. While starting any venture, the startup also needs to confirm that it is not in violation of the IP rights of any other person to save itself from any unwarranted litigation or legal action which can thwart its business activities.

Trademarks: Trademarks means any words, symbols, slogans, product packaging or design that identify the goods or services, particular source.

Trade secrets: Any confidential business information which provides an enterprise or competing edge maybe considered a trade secret.

Industrial Design: These are the features of shape, configuration, pattern, ornament or composition of lines or colors applied to the product, which makes it look different from other articles in the market.

Copyright: It is a right given by the law to creator of literary, dramatic, musical and artistic works and producers of cinematographic films and sound recordings.

Patent: Patent law is that branch of intellectual property law that deals with new inventions such as circuit boards car engines, heating coils or zippers.

The session ended with explained how to obtain IPRs, the methods of managing IP and information about various funding opportunities.

DR. ATUL KUMAR DELIVERS AN EXPERT SESSION ON **QUALITY ASSURANCE AND MANAGEMENT SYSTEM**

Dr. Atul Kumar was invited by IQAC, Dr. D. Y. Patil Institute of Management and Research, Pimpri, Pune to share his expertise on Quality Assurance and Management System (QAMS) at their campus on August 17, 2021.

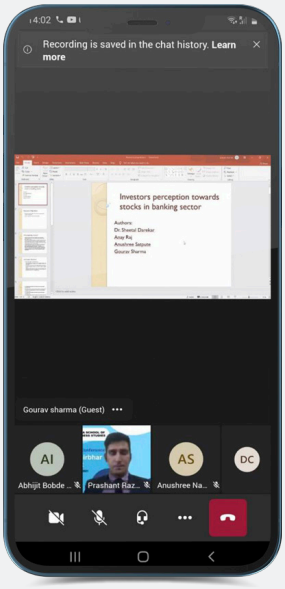
He began the session with explaining the importance of maintaining quality in the documents processes, procedures, and responsibilities for achieving quality policies and objectives. He stressed upon how maintaining quality assurance and management helps to coordinate and direct an organisation's activities to regulatory requirements and improve its effectiveness and efficiency on a continuous basis. The audience got enriched with his exemplary way of elucidating the elements, requirements and the benefits the advantages of QAMS.

OUR STUDENTS SHINE AT THE NATIONAL CONFERENCE ORGANISED BY **INDIRA SCHOOL OF BUSINESS STUDIES**

Students along with faculty members and presented their research paper in Bharat: A Gateway to Future Growth and Council for Technical Education on

Dr. Sheetal Darekar, Ms. Anushree Sharma presented their paper on Sector in Stock market". Ms. Geetika Sakshi Raghuvanshi had their research E-Vehicle?" to be presented amongst the 25 papers that were presented at the were made by our grabbed the attention members.

Paper titled "Investor's Perception by the Dr. Sheetal Darekar, Ms. Anushree Sharma received a cash award of 5000 E-Vehicle?" Ms. Geetika Jha, Mr. Mathan received a cash award of 3000 (INR)



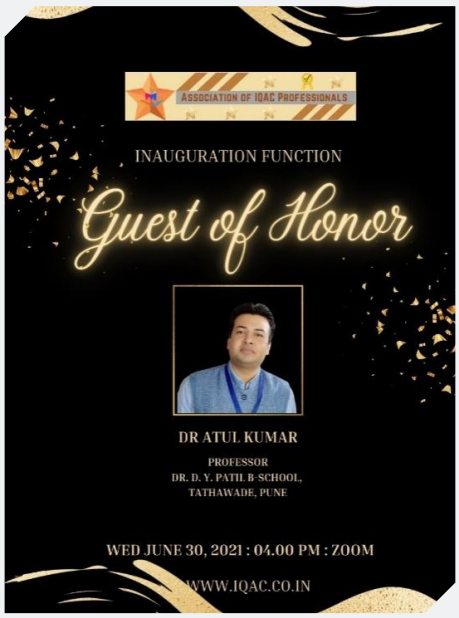
from Dr. D. Y. Patil B-School participated the National Conference on Atmanirbhar Development, Sponsored by All India September 18 via Online mode.

Satpute, Mr. Anay Raj and Mr. Gaurav "Investor's Perception towards Banking Jha, Mr. Mathan Ghadole and Ms. paper titled "Is India ready to embrace panelists and the audience. Amongst conference, both the presentations that of the audience as well as the jury

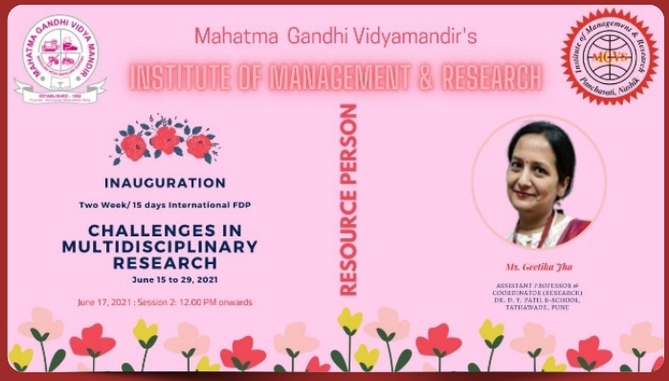
towards Banking Sector in Stock market" Satpute, Mr. Anay Raj and Mr. Gaurav (INR) and "Is India ready to embrace Ghadole and Ms. Sakshi Raghuvanshi

DR. ATUL KUMAR INVITED AS GUEST OF HONOUR AT **THE INAUGURATION OF IQAC PROFESSIONALS**

Dr. Atul Kumar graces the occasion of Inauguration function Association of IQAC Professionals. Amongst the swarm of highly qualified dignitaries from different Institutes who supervise and head IQAC, Dr. Atul Kumar spoke about how imperative it is to change the outlook towards how the Universities and Institute are ranked. He threw light how shallow is the ranking system in India where Institutes are blindly following the rat race to get their visibility. For proper assessment of the quality of Institutes, students' opinion and their active involvement is highly desirable because they are the real mirror of the institute.



DR. ATUL KUMAR AND MS GEETIKA JHA GETS INVITED AS RESOURCE PERSON AT FACULTY DEVELOPMENT PROGRAM AT **MAHATMA GANDHI VIDYAMANDIR'S INSTITUTE OF MANAGEMENT AND RESEARCH, NASIK**

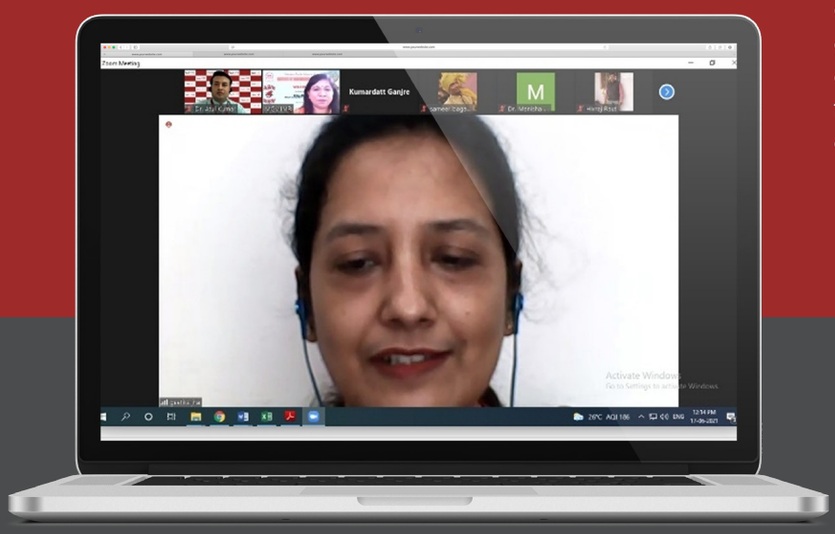


Dr. Atul Kumar, Professor and Head (Research) and Ms. Geetika Jha, Asst. Professor and coordinator (Research) from Dr. D. Y. Patil B-School were invited as a resource person on June 17, 2021 from 11am – 1pm for two weeks international workshop on Challenges in Multidisciplinary Research organised by Mahatma Gandhi Vidyamanhdir's Institute of Management & Research, Nasik.

Dr. Atul Kumar acquainted the participants with the challenges that research fraternity is thrown upon due to the mushrooming predatory and cloned journals and how one must develop the skills to not only to identify these journals but also to stay away from such journals. He also stressed upon the necessity of understanding the importance of research ethics and also the perils associated with it if one doesn't abide by them.

Ms. Geetika spoke about the importance of doing literature review and what are the current trends of conducting it. She also demonstrated practically how to identify a right journal for one's area of interest from various databases and how to arrange and store them with the help of software available. The coordinators 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 good work and for their contribution in research field and within and outside the organisation.



STUDENT'S **ACHIVEMENT**

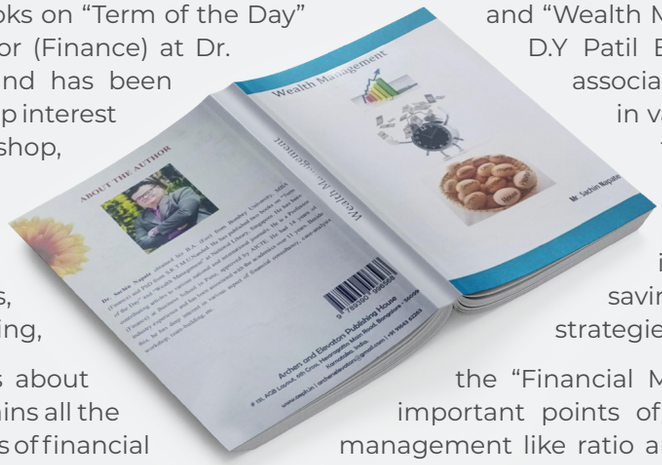
We are delighted to share that Ujjwal Sarathe of finance specialisation, batch 2021-23, was a part of an anthology of various poets across India. The anthology was published by Spot write Publications. He contributed 4 poems in the anthology. The book is published on Kindle, Kobo and Google Play.

Another achievement is recorded by Ayushman Gupta of marketing specialisation by introducing a new department in the Rotract Club named UTTHAN. It focusses on teaching under privileged children, providing food in hospitals, visiting old age homes and many more social activities.

FACULTY CORNER

BOOKS PUBLISHED

Dr. Sachin Napate obtained his B.A (Eco) from Bombay University, MBA (Finance), and PhD from SRTMU. Nanded. He has published two books on "Term of the Day" and "Wealth Management" at national Library, Singapore. He is a professor (Finance) at Dr. D.Y Patil Business school. He has 14 years of industry experience and has been associated with the academics over 11 years. Besides this, he has deep interest in various aspect of financial consultancy, case analysis workshop, team building, etc.



One of his books is Wealth Management where he has written about different aspects of wealth and its management in 10 different chapters including the facts about the risks, saving schemes, operational planning, financial planning, strategies, etc.

One of his another good books is about the "Financial Management". This book includes 10 chapters where he explains all the important points of financial management from basics. He covers all the aspects of financial management like ratio analysis, capital structure, working capital management, etc.

Patent Filed

Dr Madhura Pimplapure

Associate Professor,
Dr. D.Y. Patil B-School

one of our honored faculty published a patent on Advanced branding in the marketing of Uni-liver Products using ML. She has published another patent on operationalising brand advance marketing management and cultural heritage.

A Cup of Smile with The Taste of Resilience.

Prof. Geetika Jha

(Assistant Professor)

Life is full of uncertainties packed with roller coaster rides. It may gift you with bundles of happiness that would take you to great spirits. However, there may be times where you will find yourself drowned in the pool of disappointment, loneliness, unappreciated, unattended, and this list can go on and on). At times of adversity, very emotionally vulnerable people find it very difficult to cope with the situation or the hardship. Some may consider it to be a flaw or even battle with oneself for being so. However, accepting the way you are in is the first step that you take towards rebuilding yourself. It is natural to feel sad, stressed, or disappointed over any unwelcomed situation. More important is your outlook towards facing the crisis with a positive attitude to help you grope your way even through the darkest days.

The two essential ingredients during tough times are to SMILE and to build RESILIENT attitude.

Constantly wearing a smile on your face defines your personality. A tinge of smile is infectious and can do wonders. It can make people appear more attractive than others. It not only helps lift our mood but also of others around us. Battered and tattered with life's offerings, one may forget to smile. In happiness, it all faced difficulties in our lives, and to be in harmony with the situation and to believe that you are much bigger than your situation comes with time and practice. Smiling in such difficult times helps you look at the opportunity to see the light even in the darkest hours, rejuvenates your spirits which you radiate to your surroundings. Smiling enables you to develop a sense of gratitude to the Almighty, regardless of the situation you are put in. So, when struck with hopelessness, a "Shift in 2mm of Spinal chord with a tinge of Smile" can change 55% of what you are feeling and can work wonders!!

The ability to look at the situation differs from person to person. One thing that remains common is what good lessons we take away from it. This is known as the art of building resilience. To acknowledge the problematic situation and shift from denial to acceptance is the first towards it. State of denial can aggravate the problem, but when you have accepted it, you know the reality then you get the energy to gather and to act accordingly.

It is customary to panic and makes rash decisions when things go wrong. However, managing your emotions helps you think clearly, keep calm and act rationally. One of the best survivor attitudes is not wasting time grieving over what is lost or feeling distressed about things going wrong but springing back in action after carefully analysing the situation. Being delusional is another sign of resilience. Sounds strange, but YES!! When faced with difficult times, you don't know the best way out; all you know is that you have a problem to deal with—being delusional increases your effectiveness. Your actions might not be accurate and you might fail many a time. All successful people have one thing in common: they have failed a lot and have not given up and moved from one idea to the other until any one idea works.

So, the basis of all the above discussion is to acknowledge the problem, keep calm, manage your emotions, and have faith that you are above your situation and capable of handling this. You can overcome any challenges that life brings forth you with "A cup of smile with taste of Resilience" and then you will experience a limitless grace falling upon you – A grace of LOVE and GRATITUDE.

comes naturally to us all, but one may fail to smile in a grave situation. It's necessary to remind ourselves of our earlier hardships and how we managed to sail through them. It requires a great deal of positive attitude and maturity to accept the moment. We have

"Once the storm is over you won't remember how you made it through ...But one thing is certain. When you come out of the storm you won't be the same person who walked in." (Murakami, 2005, p. 5)

STUDENT CORNER

Women empowerment

An Article by

Ms. Heena Ludhria

(Student – Batch 2021-23)

Women empowerment refers to making our women more strong to make them efficient of deciding for themselves. Women have gone through a lot through the past years at the hands of men. In past centuries, the women's were treated as almost non-fictional. As all the rights were owned to men even something as basic as voting. As the time passed, women realised their power. There on they started the revolution for women empowerment. As women's were not participated in making decisions for themselves, women empowerment came in like a breath of new fresh air. It has created awareness in women's to know their rights and how they should become an independent in society rather than depending on a man for anything. It admitted the fact that many things can not directly work in courtesy because of their gender. Nevertheless, we quiet have a deep process to go when we say about the cause why we require it.

Practically each and every country, never mind how gradually has a past of misbehaving with women. Specifically, women from high and low countries have been defiant to outstretch the status in surrounding women have today. As the time passes, the western countries are continued in building progress, third world countries like India quiet lack absent in Women Empowerment. Women empowerment is more required in India than in any other country. India is calculated in between all those countries which are not good for women's. There are so many reasons for this. Firstly, in India women's are in danger of crime killings. Their family members thinks it's their right to take their lives if they bringing shame for any reason to the standing of their heritage. In inclusion, aggression is a major problem in India. In today's world men harm their wife and hurt them as they think that women's are their belongings. More so, because women's are scared to open up. Similarly, the women who are actually working get paid less than their male equivalent. It is completely not fair and embarrassing to pay someone less for the similar work because of their gender. Thus, we see how women empowerment is the important need of the hour. We need to make our women's strong and independent to speak up for themselves and could never be a victim of violation. Kendra, Sukanya Samriddhi Yojana, Working Women Hostel etc. to make strong women's of our society. Separately from these schemes, we as individuals can also make women strong by terminating social evils like the child marriage, dowry system. These small steps will swap the situation of women in society and make them feel strongest and educated.

In conclusion, I want to highlight the importance of the stronger women in society. Productive policies sponsor by steps to grant them their authorities and equal opportunities will be important to strengthen the whole work on preventing abusive violence against women and any other citizens in any conflict. Women empowerment not lies in drinking, smoking or reaching to Mars alone, but, it lies in taking over the right to select a life of our own choice, without getting judged by anyone and strike for surpass our limits as a women and not continuing the anticipated decency of the society. Women empowerment manifest in serving us as humans, not describing us as women. We constitute us, not the family from where we came from, not our husband and children, not the society. A woman represents themselves, not the entire nation. "The freedom to choose her life, be it an engineer, actor, house wife, a prostitute or a NASA scientist, or anything else and not be frowned upon by the society just because she is a woman, is what I call women empowerment." Thank you :)

India: A considerate friend to every being

An article by

Prachi Yadav

(Student 2021-23)

India, a name that everyone recalls while talking about a genuine friend. For ages, we have been known for our warm gestures, golden heart, and alluring nature. No matter to what community we belong, everyone knows when to come forward and help others in their tough times. We believe in exercising peace and harmony not just within the country but also with other countries. As of late, India has been recognised as an aiding country and acquired fair regard and position from countries around the world. While talking about our generous nature, it becomes mandatory to quote some instances where we outshined others. Post India's independence and partition, India, and Afghanistan have shared exceptionally close affinities. For

In addition, the freedom and education framework is very rigid here. Women are not allowed to pursue their desire education, they are forcefully get married off early. The men's are quiet controlling women's in some places like it's the woman's duty to work for them endlessly. They don't give them freedom or let them have enjoyment of any kind. How to Empower Women? There are many ways in how can one make strong women. The government and individual both must come together to get it started. Education for every girl and women's must be made necessary, so that women can become literate to restart a fresh life for themselves. Women should be given equal chance in each and every field, ignoring the gender. In addition, they must also be given equal pay for equal work. We can make our women's strong by get rid of child's marriage. Many programs must be held where they can be educate women's skills to make use for themselves in situation where they face any money/financial crisis. Most of all scenarios, the shame of crime and divorce must be chase out of the window. Various women live in insulting relationships because of the social phobia. Parents must educate their daughters it is okay to take divorced rather than living in an abusive relationship. Parents must educate their daughters that if they are living in an abusive relationship, they should not be ashamed. Although, the women should feel like they always have the support and trust of their parents and can easily get out of the domestic violence. Women should be always free to pursue things of their choice to achieve goals which they wanted and become aspirations. Women should be given the same odds that their equivalent get. Pay is additional area that should be given equal opportunity for women and men both. Women should be paid and experience equally for the work that they do. At the micro level, we should start giving equal opportunity and respecting women like men's gets in society. We should further encourage and promote them to take up higher education, jobs, business activities, etc. The Government has come up with many popular schemes such as Mahila-E-Haat, Beti Bachao Beti Padhao Yojana, Mahila Shakti

instance, India helping Afghanistan with its current crisis shows how concerned we are, and India's active involvement is quite realistic. In the hour of the ruin of the Taliban, India's connection with Afghanistan improved consistently, in contrast to now. India has pursued a multifarious approach in Afghanistan helping them with development assistance as we singlehandedly are the largest donor to them. India has invested a substantial amount in Afghanistan for infrastructure, medical, and agriculture development. And this ain't just about the current scenario, but India and Afghanistan have been friends since time immemorial. People of both countries are friendly enough and hold immense respect for one another. Even the governmental partnership between both nations is the first of its kind. Ordinarily, not just the government but Afghans appear to have welcomed Indian involvement in development projects in their country. Talking about helping nations, India's association with Sri Lanka cannot be omitted. The relations are recorded for more than 2,500 years of history, and both sides have built upon a legacy of cognitive, cultural, religious, and linguistic intercourse. Moreover, India has played a notable role in Sri Lanka's post-independent political life. However, these links are profoundly affected and held captive by the question of the legitimate rights and welfare of the Tamil minority and fishing dispute. India's interests in Sri Lanka are utilitarian security considerations to keep up peace and security to control the externalities of the conflict threatening India. Yet, India has maintained a healthy relationship and helps the government of Sri Lanka in every way possible. The above-mentioned instances demonstrate our unselfish culture and an open mindset towards others. It was passed down to us from our forefathers and will undoubtedly be passed down to future generations. But what's important to note here is how we manage to gather resources and assist others, regardless of how difficult the situation or the relationship is.

Rhyming With My Heart

Neither I'm too happy nor I had a fight,
my heart is filled with words so I just wanted to write.
Even a moment spent with you makes my eyes shine bright,
but as I get too happy, you disappear from my sight.

now I'm just left with your distinct smell and soon it also gets light,
as if it is going seven seas away & hurrying up for the flight.
Now that you are gone, I'm again left in disguise,
I know it's a bitter truth and hard to realise.

I wish I could hug you bit more close and tight
but now it can't happen and that's also right.
I remember feeling your slow breath as it matches mine,
it felt like my stars fell for you in a line.

As I spoke my heart I even tried to rhyme,
whether it's love or hatred, everything fades with time.
Even when the person goes, memories in the mind play,
I tried to keep your Fragrance & even it didn't stay.

- AKSHAT KANOJIYA

थपकियाँ

आज फिर उस गोद को याद करता हूँ मैं..!!
फिर वही हठ, वही उनमाद करता हूँ मैं..!!
याद आती हैं माँ की वो थपकियाँ...
उन थपकियों की फ़रियाद करता हूँ मैं..!!

कर्ज है मुझपर, तेरा उन रातों को जगना..!!
बिन पलकें झपकाये, वो मेरी ओर तंकना..!!
आज उन रातों को याद करता हूँ मैं...
उन थपकियों की फ़रियाद करता हूँ मैं..!!

इल्म नहीं मुझे, ख़ुद जागकर वो मुझे सुलाना..!!
अपनी बांहों के झूले में, मुझे झुलाना..!!
आज उन झूलों की दरकार करता हूँ मैं...
उन थपकियों की फ़रियाद करता हूँ मैं..!!

मेरी एक सिसकी पर, तू तड़पती थी जब..!!
तेरे सहलाने से, मुझे चैन आया था तब..!!
आज फिर उस छुअन का एहसास करता हूँ मैं...
उन थपकियों की फ़रियाद करता हूँ मैं..!!

- Ujjwal Sarathe 'Dhairya'

ALUMINI CORNER

Green IT seeks to minimise the adverse effect of IT operations on the environment through environmentally friendly design, manufacture, operate and disposal of computers and products related to computers. The reasons behind green IT practices include decreasing the use of hazardous materials, maximising power efficiency over the

It's excellent PR to invest in green IT and tell individuals about it. Polls show that individuals think that global warming is actual danger and that more needs to be achieved in the fight against climate change. Companies demonstrating initiative in this area show they are responsive to investors, customers, and consumers alike.

lifetime of the product, and encouraging the biodegradability of unused and obsolete products. Computer systems and computing consume a lot of natural resources, the raw materials required to make them, the power used to run them, and the end-of-life disposes of them. Green IT begins with generating eco- friendly products by producers and promoting IT departments to consider more friendly alternatives such as virtualisation, energy management, and adequate recycling practices.

The concept of green IT emerged in 1992 when the US Environmental Protection Agency launched Energy Star, a voluntary labeling program that helps organisations save cash and decrease greenhouse gas emissions by recognising goods that provide superior energy efficiency. Other green IT elements include data center redesign and the increasing popularity of virtualisation, green networking, and cloud computing. All companies are increasingly reliant on technology nowadays, and relatively small companies are no exception. Throughout the day, we operate on our PCs, notebooks, and smartphones linked to 24/7 servers. Because the refresh cycle of technology is quick, these systems are rapidly becoming outdated, and at some point earlier than later we dispose of ancient instruments and replace them with fresh ones. For printing records, we use vast amounts of paper and ink, many of which we send quickly to the circular file.

The issue now is why we need to worry about green IT. Green IT is environmentally and ultimately useful. Reducing energy consumption saves costs, and a suitable IT asset management plan means you get the most out of your networking and speech hardware. Cost savings are a significant reason for the momentum of green IT. Reduced expenditure on machinery and power, paper and ink, tax breaks, and other economic incentives make green IT a practical way to save cash for businesses. Environmental regulations created to address climate change force businesses to be environmentally friendly. Consequently, new economic opportunities exist. Supplying and servicing energy-efficient machinery and developing green technology are just some of the ways that companies in a low-carbon economy can generate income and fuel work development.

Here are some best practices for green IT:

Enhance product life-cycles: It is not always the right move to buy the newest and largest devices- it often implies forklift upgrades and additional expenses. If your network is still functioning correctly and meets your organisation's needs, you don't need to upgrade on a massive scale. CXtec offers both legacy and state-of-the-art voice and networking equipment so you can only substitute what you need to maintain your networks running smoothly.

Decrease energy utilisation: For power consumption, data centers often receive the most attention. However, by putting PCs in hibernate mode after periods of inactivity and modifying CRT for LCD monitors, you can also decrease power consumption.

Dumping of e-waste in a safe, eco-friendly manner: Due to possibly damaging metals used in electronics manufacturing, such as lead and mercury, electronic waste is a major environmental problem. Proper disposal of e-waste implies that these materials do not end up in landfills or abroad.

Trends within green IT:

Companies tweak their supply chains and decline to engage in company with firms that do not make every effort to minimise their greenhouse gas emissions. Some packages of ECEM software feature instruments for the supply chain management. Data centers use vast amounts of electricity, and the adverse effect of data centers on the environment is substantial because most of that electricity is produced using fossil fuels. Data center executives recognise this, and attempts are being made to use more sustainable energy and maximise effectiveness. The Green Grid is a resource for businesses seeking methods to increase energy efficiency in their data centers.

IT services are an essential component of any effective sustainability program due to the quantity of energy IT consumption, the number of electronic appliances that need to be correctly disposed of or reused, and the software applications that need to obtain and evaluate information to help decision-making on green IT projects. While there are obstacles that need to be overcome, IT pros acknowledge green IT's business value and actively seek methods to assist decrease greenhouse gas emissions.

Go Green with Green IT by
Vivek Shrotriya
(Alumni – Dr. D.Y.Patil B-School)

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