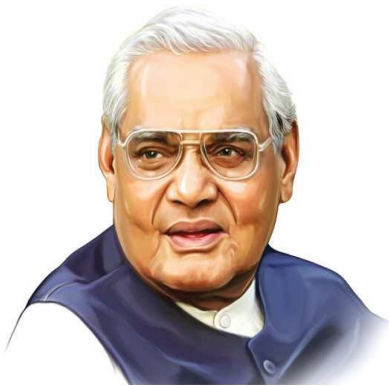


ABV-SME DARPAN

ABV-SME, JNU NEWSLETTER MONSOON SEMESTER 2019-20



“Our aim may be as high as the endless sky, but we should have a resolve in our minds to walk ahead, hand-in-hand, for victory will be ours.”

**Bharat Ratna
Shri Atal Bihari Vajpayee**



We are very glad to present the first volume of "ABVSME DARPAN". I extend a warm welcome to you as a reader of first issue of ABVSME DARPAN. I would like to place in record the patronage and support provided by our beloved Dean Prof. Heeraman Tiwari in bringing out the Newsletter. I am also thankful to my colleague for their encouragement in publishing this Newsletter. Last but not least I am thankful to all Students of ABVSME who are backbone of this Newsletter. Looking forward for your response!

- Dr. Brajesh Kumar Tiwari
Editor - ABVSME Darpan

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Core Faculty Members

Dean

**Atal Bihari
Vajpayee School of
Management and
Entrepreneurship
Jawaharlal Nehru
University, New
Delhi**



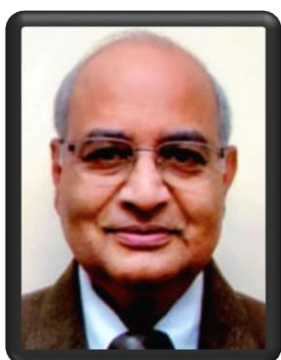
**Prof. Heeraman
Tiwari**



**Dr. Vaniki Joshi
Lohani**

Associate Dean

**Atal Bihari
Vajpayee School of
Management and
Entrepreneurship
Jawaharlal Nehru
University, New
Delhi**



**Prof. Sudhir Kumar Jain
Professor**



**Dr. Brajesh Kumar Tiwari
Associate Professor**



**Dr. Priya Gupta
Associate Professor**



**Dr. Sakshi Sharma
Assistant Professor**



**Dr. Shachi Yadav
Assistant Professor**



**Dr. Vikram Bansal
Assistant Professor**

ORIENTATION WEEK

The orientation programme was inaugurated by Honorable Vice-Chancellor, Prof. M. Jagadesh Kumar. Prof. S.C. Garkoti, Rector II and Prof. R.P Singh, Rector III, also attended the program. In the very first week of the course, from 15th July 2019 to 20th July 2019, a conducive atmosphere was offered by the faculty to not just to mingle with the students of the new batch. This process also gave us an understanding of what we will get to learn during the two-years span of time and how we will be applying our learnings in the ever-dynamic world through fun tasks and activities.



GUEST LECTURE SERIES

TOPIC: Happiness & Positivity at the workplace

- Mr. Mukesh Jain

The first lecture of the guest lecture series was focused on happiness at the workplace. Mr. Jain emphasized on happiness & positivity at the workplace, and rightly pointed out that happiness comes from within, and that was the base of the whole argument he put forward. There are barriers to happiness, as per Dr. Jain, and these barriers are a result of materialistic notion of happiness. But, it doesn't imply that money and wealth is not important, as it would be too impractical to imagine a world without it. Wealth however shouldn't be the fundamental reason to be happy. Therefore, there is a thin demarcation between the happiness we perceive and actual happiness.



IPS Officer,
Batch 1989,
Madhya Pradesh cadre

TOPIC: Leadership prospects for India

- Prof. Bhimaraya Metri

It was yet another great opportunity for the students to learn through the experience of an academic virtuoso. Dr. Metri spoke about the importance of speed in learning and updating knowledge and skill. He mentioned the developments that took place in the last industrial revolution, and its effects that are still relevant, such as the ever-changing dimensions and trends which were followed by insights on Ancient Indian values and traditions, which were based on efficient leadership and sustainability.



Director,
IIM Tiruchirappalli

TOPIC: 3Cs OF Communication in the VUCA World

- Mr. Siddharth Singh

Mr. Singh talked about the ever-changing landscape of corporate communications and the impact of social media on the field. He talked about the concept of VUCA (Volatility, Uncertainty, Conflict and Ambiguity), a combination of qualities that, taken together, characterize the nature of some difficult conditions and situations. He elaborated on his personal experiences of dealing with the difficulties of working in an environment like power generation and distribution, which included dealing with stakeholders (citizens using the electricity) and decision makers (politicians in the Delhi government). He also expanded on the 3C's (Concept, Course, Critique) concept.



Head (Corporate Affairs
& Administration)
Tata Power DDL

TOPIC: Changing Role of HR

- Ms. Kashish Daya Kapoor

Ms. Kashish Daya Kapoor, a visionary by perspective and a paragon for all the believers who bets on the changing role of the human resource managers and their increasing significance in the functioning of an organization. Ms. Kapoor, who is undisputedly a veteran in her respective field of HRM, simply emanates an aura of a refined and sorted manager which not just an imperative for a person to succeed in his career but also in life. Ms. Kapoor's visit at ABVSME brought enlightenment among the students about the dynamism in the industry and the changing roles of manager and the demand of the industry for its human capital.



Associate Vice President-
Head of HR,
NEC Technologies, India

TOPIC: Role of Entrepreneurship in India's Growth

- Dr. Sunil Shukla

Dr. Shukla in the form of a short talk described what Entrepreneurship is, what it takes to be an entrepreneur and how one can become a successful Entrepreneur. He also took a leap into the topic of how Entrepreneurs are an integral part of the development and betterment of society in developing countries like ours and how essential it is to support budding Entrepreneurs to ensure the country's continued economic progress.

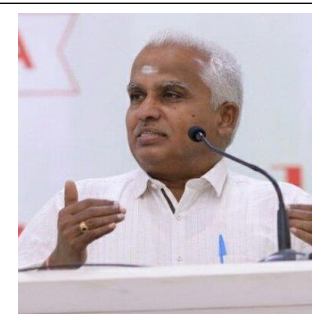


Director,
Entrepreneurship
Development Institute of
India

TOPIC: Indian Models of Business & Entrepreneurship

- Prof. P. Kanagsabhapathi

Professor Kanagsabhapathi elaborated in detail about the industrial composition of India. He discussed the big role that culture has in economics and the function of business, and the personal relationship-based economy that India is based upon. He supplemented this with examples of successful entrepreneurship cultures of Sivakasi (Firecrackers and Matchbox industries) and Rajkot (Engineering Industry). He also pointed out India's saving culture and its role in the relatively soft impact of the 2008 financial crisis on India's overall economic shape.



Member, ICSSR-New Delhi
Former Director,
Tamil Nadu Institute of
Urban Studies, Coimbatore

TOPIC: Transformation of Communication Tools with Technological Advancement

- Mr. Gaurav S. Karrir

Mr. Karrir talked about the transformation of media channels with technological advancement with respect to Radio. He focussed particularly on the current dynamic environment due to the big steps being taken in technological advancement. He also told us about the brief history of radio with the current, as well as future scenario of Radio against its competitors. He also explained how Radio has its unique position in the market and the importance of media channels in the modern world.



National Programming
Head, FM Tadka

TOPIC: Financial Prudence

- Dr. Manoj Sharma

Dr. Manoj Sharma put forth the concept of financial prudence before the students. Mr. Sharma pitched upon the importance and relevance of financial prudence to an organization and the individual. He also explained how a simple but mostly ignored concept can cost the organization to evaporate out of the market. Dr. Sharma's pragmatic and analytical approaches for his financial investigation evoked consciousness among the students for financial prudence and a realistic application of financial concepts.



Sr. Assistant Director
SPIO, Ministry of
Corporate Affairs
Government of India

TOPIC: Economic Scenario and Governance in India

- Mr. Shyam Sunder Agrawal

Mr. Shyam Sunder Agrawal, an embodiment of scintillating thoughts, humorous attitude and wisely wisdom, gave his precious presence to the student of Atal Bihari Vajpayee School of Management and Entrepreneurship. Mr. Agrawal, ret'd. IAS, who had served the country through various government departments and institutions in his entire career, enriched the students through his worldly-wise knowledge and his vast and versatile experience.



IAS (Retd.)
Former Director, IITM
Delhi

TOPIC: Korea-India Relationship from Business & Trade Perspective

- Dr. Lee Sang Man

Dr. Lee Sang Man introduced us to the work culture, traditions and current situations of South Korea and the relationship between India and South Korea. He described to us how their work is especially influenced by their culture and about their power distance in the organisations. He also talked about how Indians can create businesses and achieve success through the Indian culture in



Expert on Korean Business
& Trade

TOPIC: Being Global to Become a Global Leader or Just to Survive

- Prof. Yoon Hi-Won

Prof. Yoon hi-won discussed the concept of globalisation through examples taken from both the Korean and the Indian perspective. She focussed on the term global to give us a deep understanding of how the world has changed, how it is changing and how it is going to change in the coming time. This lecture enlightened us to think beyond some country's



Seoul National University

TOPIC: BIRLA Model for Public Funded Research to Build Sustainable Innovation

- Dr. Unnat P. Pandit

This eminent personality imparted a deep impression on how to understand whether a business idea which may work in the future or ideas which are currently being worked upon by others can check for its development and scalability with an important aspect, which is sustainability. He with his deep understanding and knowledge shared his tripod model, Bhartiya Innovation Readiness Level & Assessment to check whether the fundamental of a new idea has a future scope or not. Dr. Pandit also shared his views on the importance of innovation in the current business and economic scenario of the country.



Atal Innovation Mission,
National Institution for
Transforming India (NITI),
NITI Aayog, Sansad Marg
New Delhi



Ms. Kashish Daya Kapoor



Mr. Shyam Sunder Agrawal



Mr. Gaurav S. Karrir



Dr. Lee Sang Man



Dr. Unnat P. Pandit

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Mr. Siddharth Singh



Dr. P. Kanagsabhapathi



Dr. Manoj Sharma



Prof. Yoon Hi-Won

COMPETITIONS



@IMT Ghaziabad

We know that with being good in academia, sometimes it becomes necessary to show how good we are actually at it & what better way to do that than to compete with teams and individuals of top B-Schools in the country. Students of ABVSME took part & won in a number of National level competitions and events organised by top B-Schools like NITIE Mumbai, JBIMS Mumbai, IIT Kanpur, MDI Gurgaon, IIM Kashipur, IIM Lucknow, IIM Bangalore, IMT Ghaziabad, NMIMS Hyderabad and more.



@IIM Kashipur



@IIT Kanpur



@ISB Mohali



@IIM Lucknow



@IIM Kashipur

SUMMITS/CONFERENCES



@India-Netherlands Technology Summit



@Amazon India, Gurugram

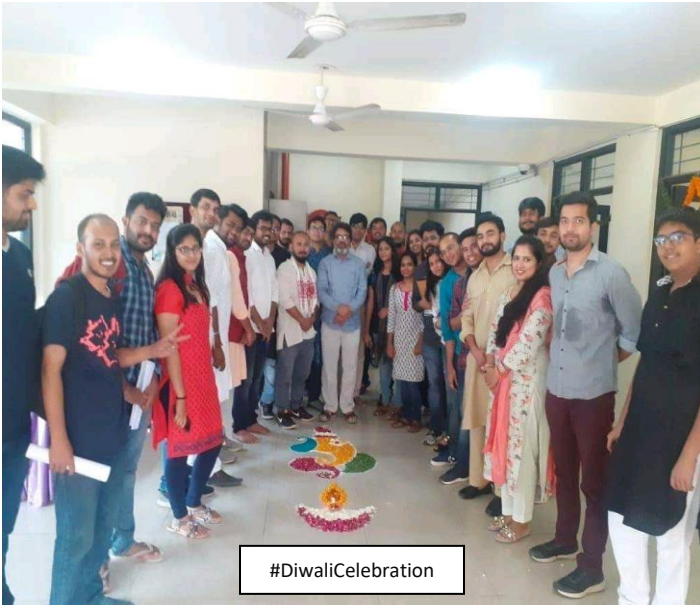


@India Economic Forum



@ISTD, Training House (Delhi Chapter)

CO-CURRICULAR ACTIVITIES



For 360° development of a management student, we believe in theory as well as its application part with real industrial and social problems. To help students gain more real-life experience creatively and in a more fun but disciplined manner, the various clubs at our school are organizing events and activities while believing in the true essence of “Esprit De Corps”.

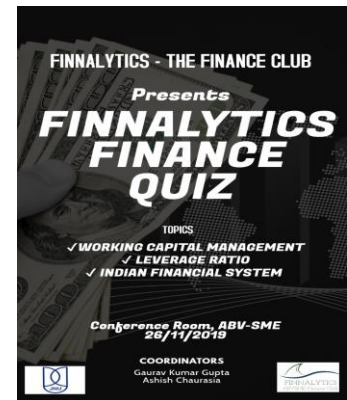


CLUB EVENTS

THE FINANCE QUIZ

BY: FINNALYTICS- THE FINANCE CLUB OF ABV-SME.

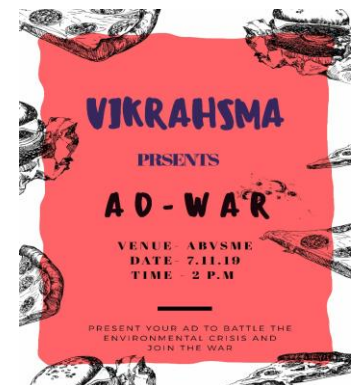
Finnalytics - 'The Finance Club' conducted the Quiz on 26th November 2019. It was the first event conducted by Finnalytics and was on topics that included Working Capital Management, Leverage Ratios and the Indian Financial System. This Quiz not only tested the participants' basic concepts on given topics but also judged the participants on their practical (Numerical) competence.



AD-WAR

BY: VIKRAHSMA- THE MARKETING CLUB OF ABV-SME.

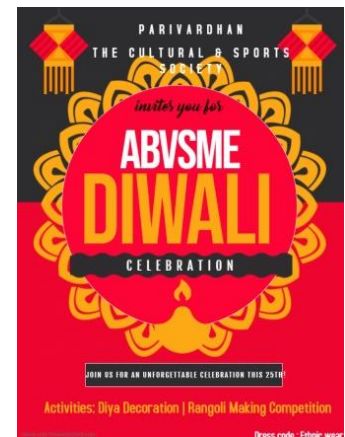
This was an ad-making competition held on 7th November 2019 organized by Vikrahsma- 'The Marketing Club'. The ad could be in the form of a skit, poster or a video. The topic for this event was "The environmental hazards and awareness on pollution in national capital".



ABVSME DIWALI

BY: PARIVARDHAN- THE CULTURAL & SPORTS CLUB OF ABV-SME.

Diwali is the celebration of lights, and accordingly ABVSME, JNU too was lit up before the actual celebrations began. Parivardhan – 'The Cultural & Sports Club' arranged for the celebration of Diwali in the School Campus with some routine and graceful rituals like rangoli making & flower arrangements with diya decorations conducted at the School where the first diya was lit by our Dean Prof. Heeraman Tiwari. Our residence, namely, Mahanadi Hostel too was lit with efforts put in by all the hostel mates driving away all the grief of not being with one's family on the auspicious day.



BY: PRATILABH- THE SOCIAL RESPONSIBILITY CLUB OF ABV-SME.

Pratilabh- 'The Social Responsibility Club' organized "Diwali Games" which was introduced to raise funds for distributing sweets to the children of the local unprivileged slums bringing a smile on their faces through fun games, which is the primary goal of every Indian festival.



ABV-SME PREMIER LEAGUE

BY: PARIVARDHAN- THE CULTURAL & SPORTS CLUB OF ABV-SME.

The ABV-SME Premier League, ABV-SME's annual cricket tournament was a fun-filled and engaging event which brought out raw emotions in its very first installment. The event was organized by Parivardhan – 'The Cultural & Sports Club' on 8th November, 2019. There were three teams with 9 members each and the starting 7 constituting of 5 or 6 men and 1 or 2 women on the team's discretion. This year, teams were selected randomly by the team captains on basis, while next year a player auction will take place to make this event much more engaging.



It started off as a round robin with three teams participating and the top two teams clashing in the final where regardless of the eventual winners, everybody went home with a fond memory. Everyone awaits the next installment to be played out on a larger scale.

THE BIG SHORT

BY: FILMSOC- THE FILM SOCIETY CLUB OF ABV-SME.

The Film Society of ABVSME held the screening of the film – "The Big Short" by Adam McKay on 18th October 2019. It was the first film screening initiative taken by school students in order to learn through film and breaking the shackles of the monotonous classroom environment.

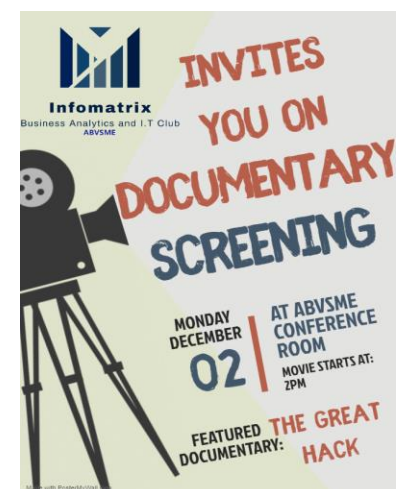
The Big Short offers a highly engaging exploration into the years preceding the collapse of Lehman Brothers and the housing market, which led to the Great Recession. The Big Short, however, is a character-driven piece that focuses not just on the events leading up to the financial crisis but also the conflicted morality of several men who foresaw the crisis well in advance. The film adaptation stars Christian Bale, Steve Carell, Ryan Gosling, and Brad Pitt.



THE GREAT HACK

BY: INFOMATRIX- THE BUSINESS ANALYTICS AND I.T. CLUB OF ABV-SME.

Infomatrix- 'The Business Analytics and I.T. Club' held the screening of the film – "The Great Hack" by Karim Amer & Jehane Noujaim on 2nd December 2019. The documentary helped the students in understanding the importance of data and how it can be used to manipulate things. This was shown through an example of how a data company named Cambridge Analytica came to symbolize the dark side of social media in the wake of the 2016 U.S. presidential election, as uncovered by journalist Carole Cadwalladr. The final remark of the movie can be rightly described as- It is totally on us, how we can change the modern data driven world for the better or for the worse.




BUSINESS ANALYTICS

BY: INFOMATRIX- THE BUSINESS ANALYTICS AND I.T. CLUB OF ABV-SME.


Infomatrix- 'The Business Analytics and I.T. Club' organized a practical competition between various teams in ABVSME to inculcate the practical in hand experience with data for efficient and speedy business process. INFOMATRIX society organizes such activities so that the student of ABVSME gets the practical exposure of various tools for data retrieval and manipulation.

Infomatrix-Business Analytics and I.T Club of ABVSME
Presents Competition on

BUSINESS ANALYTICS 

ON
December 5, 2019
Time-4:00 PM
Conference Room

COORDINATORS
Abhishek Rawat
Shudhakar Misra


Infomatrix
Business Analytics and I.T Club

INDUSTRIAL VISIT

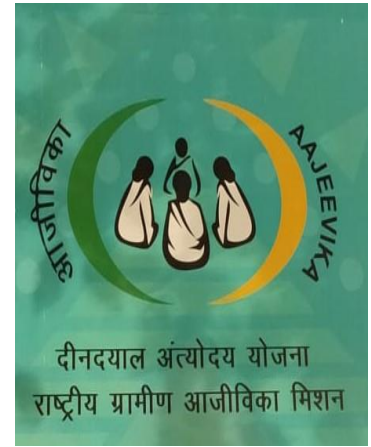
The first batch of ABVSME, JNU got a fine opportunity to have an Industrial visit to India's oldest and leading ceramics-based company, **Somany Ceramics** at their **Bahadurgarh base**. In presence of our faculty Dr. Priya Gupta, the company's Corporate HR head Mrs. Archana Phogat, her team member Mr. Abhinav and Er. Yogesh from the manufacturing department of the company gave us more insight into the whole Tile manufacturing process and their HR offerings. After a short brief about what's going on in their company regarding the manufacturing part, we visited the plant where the actual manufacturing process takes place.

This Industrial visit helped us gain more information about the Ceramics sector of India and what current industrial sector needs from us, as the next generation of leaders. In short, it was an enjoyable and nice learning experience for us.



SARAS AAJEEVIKA MELA 2019

Students of ABVSME, JNU visited SARAS Aajeevika Mela (October 10-23, 2019) organized by Ministry of Rural Development, GOI at Pragati Maidan. Under guidance of faculty member Dr. Brajesh Kumar Tiwari, the students used this special opportunity to interact with exhibitors from different states and inquired about their businesses as well as cultures and traditions of their respective states. As the students interacted with participants, they realized that how this initiative by the Government is making it easier for the exhibitors involved with the Self-Help Groups to scale their business and reach out to a broader audience at national level. During this engagement, students also appraised exhibitors on various government schemes related to SHGs and entrepreneurs so that they can avail maximum benefit of government schemes.



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