Refulgence
THE NEWSLETTER

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

# Refulgence
# VOICE OF ASCENDANCY

VOLUME 2 | ISSUE 3 | AUGUST 2022

## EDITOR'S DESK

**Mr. Aditya Dey**

**Ms. Ankita Mall**

Welcome to the July 2022 edition of Refulgence, the official newsletter of Dr. D.Y. Patil B-School. We wish all the readers a cheerful and thriving year ahead.

This edition speaks all about a new academic year, resuscitation and embracing change; a change which takes this year to uplift and establish a platform to work on and so extol by all.

This month is an insignia that stands for fortune, soundness, and sentiment of general well-being and showcases the evolution that took place throughout the quarter. As you go through the porters; you will come across all sorts of occasions and accomplishments borne by our institution. It highlights the embodiment of the institute, the pupils, the faculties, and all the constituents associated with it. The issue focuses on how Dr. D. Y. Patil B-School burns the candle at both ends to upskill the students and invigorate them to perform to their best ability.

We exhibit our high regards and profound gratitude to all those who have pitched in to make this endeavour a victory. We are fortunate to get the support and encouragement in being the editors of this issue. Last but not least, we thank all the writers who have contributed their articles to the newsletter.

Dear readers, we hope you relish reading this newsletter as glimpsed through the journalistic eyes of our writers and photographers.

**Dr. Amol Gawande**

## DIRECTOR'S DESK

Dr. D.Y. Patil B-School aspires to illuminate our dear students to redesign their personality by acquiring knowledge on the new world leading-edge. We foresee an encouraging future for our ambitious and responsible students by attaining our mission "to impart high quality education and build a strong cadre of professional managers to participate in nation growth."

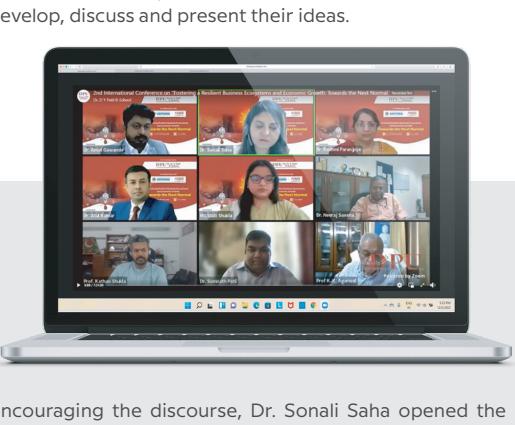
We as a foundation not only aim to direct the students towards their textbooks, but we believe in providing knowledge by understanding and listening to our students' needs. We value their thought process and also in growing together and fulfilling their goals and dreams. We are escalating in the fields of academics as well as extra curricular with determination for calibre. The institution soulfully prepares the students how to be unique in the competitive world of placement and get ready for the revitalization.

Dr. D.Y. Patil B-School vision is to empower the students to foster their academics with the key development in the professional world so as to attain career growth through developing their personality, learning adaptability to the new era of innovation and nurture the creativity. The organization's perception is to distill the essence of genius and artistic imagination in the most blazing way possible.

With this continuity I want my students and the institution to walk on the path of success and prosperity.

## THREE DAYS INTERNATIONAL CONFERENCE ON "FOSTERING A RESILIENT BUSINESS ECOSYSTEMS AND ECONOMIC GROWTH: TOWARDS THE NEXT NORMAL"

Dr. D.Y. Patil B-School fruitfully administered the 2nd International Conference in alliance with Soetomo University, Indonesia and AIMS India. The International Conference was constructed for three-days which ran from 27th April to 29th April, 2022 and it was notably organized by the IQAC & Research and Publication Cell. The conference was web based and the purpose was to unleash the methods that a business must adapt or could adopt to have a resilient business ecosystem in the next normal. The three-day affair which was organized by Dr. D. Y. Patil B-School, gave an imperial platform for the researchers, academicians, professors, industrialists, corporates, consultants, tech-savvies, and students. It was structured phenomenally so as to have a good hand over the ideation presented for research orientation to develop, discuss and present their ideas.



Encouraging the discourse, Dr. Sonali Saha opened the Inaugural ceremony of the conference. Soon after that a brief description about the symposium was given by Dr. Atul Kumar (the conference convener). Followed by Hon. Dr. Somnath Patil (Secretary, Dr. D.Y. Patil Unitech Society) honoured the chief dignitaries and Dr. Amol Gawande (Director) graciously welcomed the guests, adhering to that, the session's foremost guest Dr. K. K. Agrawal shared his valuable thoughts with the audience.

Going along with the inaugural ceremony, keynote speeches from specific luminaries across the globe had taken place. Some of the significant contributing countries and dignitaries belonged to esteemed Universities of the world and they were College of Communication studies AWS, Indonesia; UNCTAD, Switzerland; International Management, Germany; National University of Singapore; University of Soetomo, Indonesia; Institute of Technology, Fukuoka, Japan; Hoa Sen University, Vietnam. The Inaugural Ceremony of the conference had around 300 participants from different hearts of the country.

As the session progressed further the pre-conference workshop on Advance mechanisms for mediation and moderation in SEM using process MACRO developed and for this Dr. Vikas Arya (Asst. Prof. Marketing) Rabat Business School, Morocco was the keynote speaker. He gave a brief description about "what was moderation and mediation analysis in Structural Equation Modelling and how it is used via process MACRO". Further he explained that it uses the conceptual model, path diagram and system of linked regression-style equations to capture complex and dynamic relationships within a web of observed and unobserved variables. Adding to that he told the advantages of using SEM to all the 200 active participants.

Over the next two days 28th & 29th April 2022, the research paper presentations were divided into five tracks per day and each track had three sessions in which the conference had representations from 29 countries. Also, the best three papers were given accolades for their remarkable presentation.

Just in the nick of time on 29th April 2022, the valedictory session was conducted in which great leaders and dignitaries across the globe were present. Some of them were Lt. Col Kailash Bansal, Director, AICTE, New Delhi; Col. B. Venkat, Director, AICTE, New Delhi; Prof.(Dr.) D. K. Patnaik, Vice-Chancellor, Medicaps University; Prof. Ajay Rana, Vice- Chancellor, Shobhit University, Prof. M. M. Goel, Vice-Chancellor, Starex University; Prof. (Dr.) C. V. Reddy, Vice Chancellor, K. K. University; Prof. Dr. Dileep Kumar M., Pro- Vice Chancellor, GNS University, India; Prof. Vidyanand Jha, IIM Calcutta, Omar Monzeglio, senior expert witness/Technical financial advisor, Italy which successfully concluded the 3 days International Conference.

## THEMATIC PRESENTATION COMPETITION ON NATIONAL TECHNOLOGY DAY

The Thematic Presentation Competition on the occasion of National Technology Day was organised under the prominent leadership of Director & Chief Advisor of the DYPBS Start-Up & Innovation Cell Dr. Amol Gawande and President Prof. Dr. Sonali Saha.

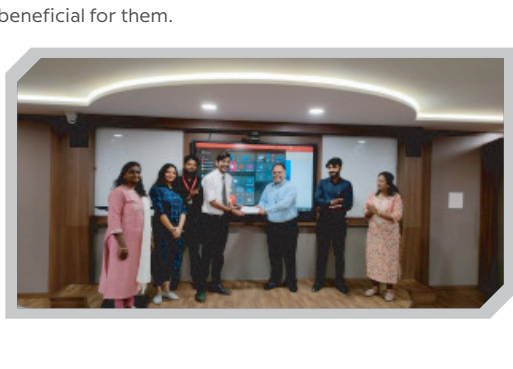
The event was hosted by Dr. Asha Kiran and more than 50 people including students, faculty and club members attended the event on 10th May, 2022 from 10:30 A.M. The Judges for the Event were Mr. Arpit Trivedi and Mr. Sankalp Dandawate.

The theme for the event was "Disruptive Technology for Business". The students participating were either in teams of 4 or single presenters. The participants gave their viewpoint on the disruptive technology they have chosen like Bitcoin, Public Block chain, Fintech Services, Electrical Vehicles and Batteries, Biometric QR Scan, etc.

They presented their topics with some innovative ppts, interactive discussions and question & answer rounds. They were cross questioned by the audience as well as by the judges. Based on the performances and the answers of the participants they were evaluated by respected judges.

Afterwards, Mr. Arpit shared some of his insights about technologies prevailing in the industry and guided students about the ways and measures to present an idea before the audience in a very effective and interactive manner.

There were 3 winners announced by Ms. Stuti Shukla who were awarded with cash prizes. The host of the event Dr. Asha concluded the event by summarising the need to organise such events in the institute to help students learn to present their ideas in front of a large number of audience and inculcate the right use of technology beneficial for them.



## INAUGURAL SESSION OF STUDENT INDUCTION CEREMONY FOR BATCH 2022-24

The era of transition is usually arduous. Likewise, students' transition from pre-university to professional studies is difficult. Students deserve time to unwind after completing the tough training and planning required to enrol in a professional college. This allows them to form new relationships with their peers and become acquainted with their new surroundings. The induction programme assists first-year students in becoming more comfortable by providing opportunities to demonstrate their talents and interests while also helping to form their character. An induction programme is a precursor to various on-campus and off-campus events that are specifically geared to help newcomers bridge the gap. Literary activities, cultural activities, personality development activities, universal human values sessions, sports, and other activities make up the Induction Program.

The first day of the induction program started with the inaugural session. The registration for the incoming students started at 2:30pm. Students along with their parents were welcomed with a welcome kit. The inaugural ceremony began at 3pm. The guests of honour for the ceremony were – Mr. Narayan Ramaswami, National Head for Education and Skill Development, KPMG; Ms. Pragyasmita Sarkhel – Head Talent Management and Talent Development Volkswagen Group Technology, India; Mr. Avneesh Mishra- Company Secretary and Senior Legal Counsel at Tata Cummins Pvt. Ltd. Keynote address to the students was given by Mr. Joel Paul – Mr Joel Paul, Managing Director - APA- & MEA, Randstad RiseSmart.

Ms. Stuti Shukla and Ms. Suman Deokota opened the inaugural ceremony by requesting the gathered audience to rise for the national anthem followed by Saraswati Vandana and lighting of the lamp. A welcome dance was performed by Chitranshi Ukhale & Aishwarya Singh, students of batch 2021-23. Dr. Amol Gawande – Director, Dr. D. Y. Patil B-School felicitated the dignitaries on the dais and addressed the students.

While addressing the students, Mr. Narayan Ramaswami lauded them for being lucky students of this special year, which emerged successfully after battling with the Covid pandemic, which lasted for over 2 years. He focused his speech by emphasizing "change" – a change that has happened in the recent past and the change that will occur. Digital technology has immensely brought a change in the way businesses and society works. It has proven to be an incredibly disruptive technology, and the companies and people who manage to keep pace with it will survive. He outlined his speech broadly in three areas: -

ESG- environment consciousness, climate change, and sustainability will be the major drivers for the companies. Climate change and the overlay they have is how businesses will operate.

He emphasized on the points covering the significant shift in the way businesses work. Globalisation in Post Pandemic is going to be ruled by India. Hence, we need to be prepared to be a global organisation that we work.

He added three fundamentals that don't change, which are; Content – No substitute for knowledge, Intent – The intent with us should work, Ability – Ability to communicate and deliver, ability to contextualize our aspirations.

He concluded by quoting Dr. Rabindranath Tagore, "Future is waiting for those who are prepared for it." Mr. Avaneesh Mishra – started his speech sharing his own story of B-School days. He added, commitment & dedication: are two keys with which the students should start their journey. He said that the main reason for the success of B-School is the code with which the curriculum is designed and delivered to the students that is committed to making students the future managers and shaping them with the changing environment.

Ms. Pragyasmita Sarkhe began her address by asking the participants to pat themselves and believe in themselves. She advised the students to take full advantage of the curriculum which is designed on contemporary requirements to bring out a niche in them. She advised the students to develop a habit of reading as it is a good source of breaking the ice of any conversation and is instrumental in personality development. Take each day as it comes and ask them to be present as they are precisely where they were destined to be. Observe learning as it is a primary source of knowledge. She concluded that these two years are not going to come back and hence enjoy it to the fullest.

The speech which followed next was that of the chief guest of the inaugural session – Mr. Joel Paul. He began speaking that education is essential, but more important is its journey. He asked the audience to keep an open mind as the things change & to do that education is essential. One should read, read and read. Open your mind and ask questions – however silly that is, asking questions is the shortest way of gaining knowledge and the simplest way to build relationships.

Crisis management is a good attribute. Don't let crisis drive you instead you drive the crisis by looking at how you can do better with it. Emphasised on the uniqueness and individuality he added- "You matter." Acknowledge yourself that "you are important." He gave importance to meditation to strengthen mental agility and taking care of mental health as depression and mental disease is what the modern youth is battling the most. To be compassionate to oneself. In case of victory – celebrate and in losses- one should learn from it. He also stressed upon the importance of networking which is a very important attribute to become a future leader of tomorrow.

He concluded his speech with his last thought. He asked the students to ponder upon "Shadow of a leader." To be mindful of the shadow we are casting upon to our fellow beings. We need to be kind, fair & supportive. This is the way to shape one's brand by building a culture of inclusivity.

Dr. Sonali Saha gave the vote of thanks, and the inaugural ceremony came to an end with the Pasaydan.

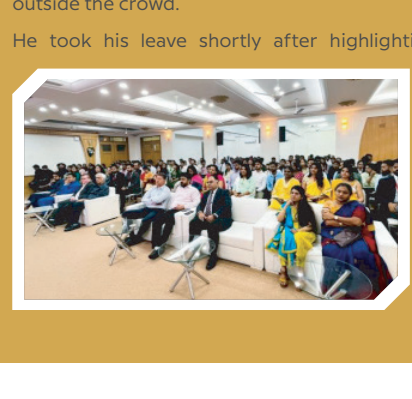
## INTERACTION WITH DIRECTOR AND FACULTY INTERACTION

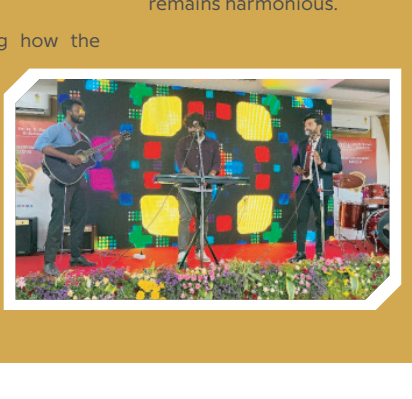
Day 2 of the induction ceremony started with an interaction with Dr. Amol Gawande, Director of Dr. D.Y. Patil B-School, which was organized for the students of batch 2022-24 on 2nd June 2022.

Dr. Amol Gawande enlightened the batch of aspiring managers with his words of wisdom. He shed light on how fostering persistence, self-discipline and a commitment to learning will help you succeed in life. He explained how dynamic the coming 2 years are going to be and the kind of growth the students will get to experience. He also shared all about the curricular, extra-curricular and certification programs that the institute is going to provide to the students. He kept the entire session very interactive by engaging the students in various exercises. His ultimate goal was to make the students understand that it is very important to think out of the box which will make us stand outside the crowd.

He took his leave shortly after highlighting how the learning experience at Dr. D.Y. Patil B-School will go beyond the classroom and teach the students how to live life to the fullest and excel in every aspect of life.

The session then proceeded with the introduction of the faculties to the students. This initiative allowed the students and faculty to keep everything aside and bond together as mentor and pupil. The esteemed faculties got an opportunity to introduce themselves to the students and put forward their thoughts. They imparted their wisdom as much as they can in the short span of time which also let the students understand the teachers on a personal level. Both the communities were encouraged to know each other and build long-lasting relationships so that their stay in the institution remains harmonious.





## FULL DAY WORKSHOP ON GOAL SETTING WITH MR. SHARAD GUPTA

For Day 3 of the induction ceremony, a full day workshop on Goal setting-'Your First Step' was organized in the college campus of Dr. D.Y. Patil B-School for the students of batch 2022-24 on 3rd June 2022. The keynote speaker for the session was Mr. Sharad Gupta, CEO and Founder of Ten Passion Ecom Pvt. Ltd. He is a Serial Entrepreneur along with being a motivational speaker and mentor. The keynote speaker was then felicitated by Mr. Arpit Trivedi after their brief introduction.

During the full day workshop students showed a lot of enthusiasm as they've moved out of their comfort zones for the very first time to pursue their dreams. The keynote speaker, Mr. Sharad Gupta, in his ice breaking session, emphasized how discerning between school education and management education for the students is important. He also mentioned how critical it is to make the most of these two years in the institution. He informed the students that it is very crucial to come out of their shells and form strong allies, find the best mentors, make friends, develop strong alumni bonds and highlighted the importance of networking. He then went on to make the students understand how they are leaving a life of privileges and moving into a life of equality wherein he stressed upon the two of the dogmas "Dog Eat Dog World" and "Survival of the Fittest."

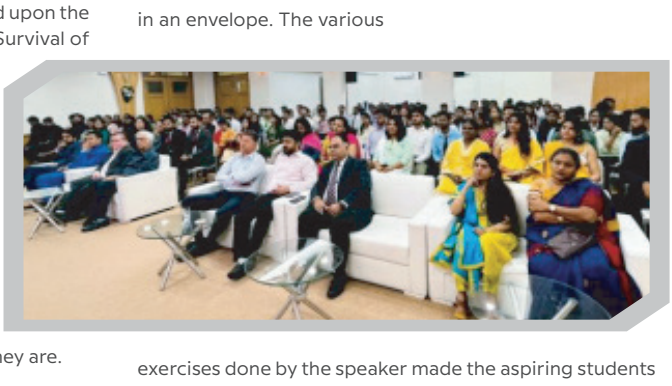
The speaker further made the session interesting and interactive with the help of diverse exercises in which he engaged the students and made them write the answers of a few questions. He then asked the students to change their seats and sit with people they are unfamiliar with in the class and explain the answers of the question to them. With this exercise he made the students learn the value and importance of their names which make them unique in their own way and define who they are.

Continuing the session, he made the students write about their inventory like- creativity, ability to research, entrepreneurship, ability to take risk, family support, their savings and property, their interest indifferent sports and music, their network of friends, their mentors, their education, their hobbies, creativity, etc. and there on he made them realize how they can prioritize these aspects of their personality to achieve their goals and move forward in their lives.

Additionally, Mr. Gupta put focus on certain points like being grateful for what you have, knowing everyone who serves you, believing in oneself and doing well for others, removing all negativity from the mind and making positive affirmations, which will help the students to be focused and grounded. These are the key factors of setting a goal and achieving it.

The session was immensely interactive as the speaker was able to connect with the students. Mr. Gupta kept the session interesting by making the students write about three specific goals of theirs. He proceeded by asking the students how much it will cost them in terms of time and money and how they will achieve it, will it be by their own efforts or with the help of their friends, family and mentors and lastly till when will they be able to achieve it , till what age.

The session concluded with the students writing their goals in the form of positive affirmations and sealing it in an envelope. The various



exercises done by the speaker made the aspiring students acknowledge that they have potential and that if they keep honing their skills, they can grow exponentially. It was really an enriching session which enhanced the students' understanding in building a strong foundation and shaping their career.

## CORPORATE INTERACTION WITH 'GROUPE LACTALIS, INDIA' TEAM

Day 4 of the Induction Programme saw great enthusiasm in the students due to the presence of a renowned business icon Mr. Rajiv Mitra, CEO and Director Prabhat Dairy, Lactalis India who walked in with his dynamic team Mr. Gulfam Ansari, Mr. Abhijeet Kulkarni and Mr. A.K. Singh.

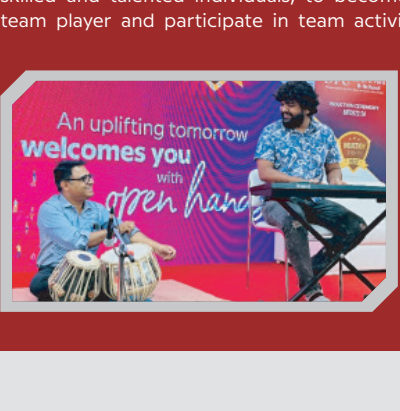
The session started with a jugalbandi on tabla by Mr. Abhijeet Kulkarni and the in-house band that filled the students with admiration. Mr. Kulkarni exhibited how one should pursue his passion despite a busy corporate life.

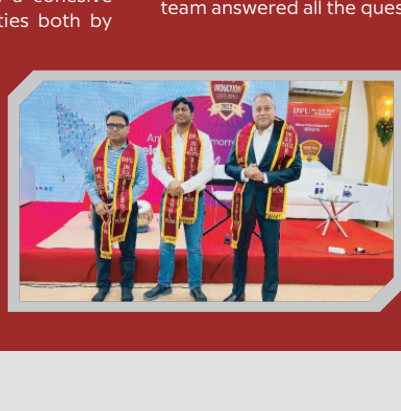
Mr. Mitra captivated the audience with his pearls of wisdom and his deep insights on the future of businesses. He enlightened the aspiring minds with 5 steps in leadership which will lead the students to the path of greatness: to become a capable individual wherein he suggested not to waste talent if the students are capable, skilled and talented individuals, to become a cohesive team player and participate in team activities both by being competitive and cooperative, to become a capable manager and chase goals, to become a good leader and by setting goals

to work with humility and determination and become an executive.

To walk through the above 5 stages of leadership he also emphasised the importance of developing values (build "who" you are and not "what" you are); walking the path of success one step at a time; being disciplined; thinking big, and finally not to forget having fun along the way.

It was an intuitive discourse by Mr. Rajiv Mitra and his team about the challenges that modern businesses are facing and overcoming in the current times. The session was followed up by a Q & A session wherein the students quenched their curiosity by raising a lot of questions related to the industry and the resource person and his team answered all the questions very diligently.





## SEMINAR ON "STRESS MANAGEMENT FOR A BETTER LIFE"

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## CORPORATE INTERACTION WITH THE SENIOR VICE PRESIDENT OF ONWARD TECHNOLOGIES

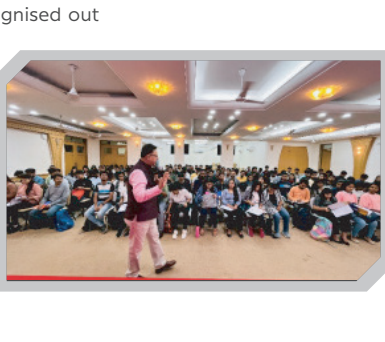
Corporate Interaction on selection of right career trajectory that translates your vision into reality with deep technical capabilities and flawless execution across the Digital Transformation suite of services was organised in the college campus of Dr.D.Y.Patil B-School for the students of Batch 2022-24 on 11th June 2022 from 11:00 a.m to 02:00 p.m. The Guest of Honor for the session was Mr. Sandeep Bhattacharya, Senior Vice President of Onwards Technologies.

The session started with the inspiring life story by Mr. Sandeep Bhattacharya himself about his rich experience in the growth of technology and the problems he has witnessed in India to encourage the students with admiration. He exhibited how one should pursue his passion in spite of a busy Corporate Life. Mr. Bhattacharya fascinated the audience with his Pearls of Wisdom and his deep insights on the future of corporate life, he enlightened the aspiring mind through his knowledge of opting specialisation, how team work recognised out and enhances one to be the head of his own and to grab opportunities for yourself and be the best to be excellent manager recognised out of the world.

Mr. Sandeep Bhattacharya quoted that "Failure is not the stoppage but a learning journey", where he explained how failure gives a new way of thinking and the ability to understand a situation differently with a positive mind-set.

Adding to this he also stated that people have "Great expectations". He explained it with example based on how people expect you to be an army Knife and act well and good in all the phases, if we are good & focused then money will chase us and another point is Teamwork which is more important in current scenario, there he explained that we should have the ability to work in a team with a wide variety of people which will enhance your ability to solve complicated situations and "Become a Differentiator."

The Session concluded with Mr. Battacharya's words; that students should take with them how exactly Digital Transformation suite of services, Embedded Systems, Engineering Services, Data Analytics, Artificial Intelligence and Machine Learning will help them to become Corporate Professionals and achieve new set targets with more ease and accuracy. Thus, this Session gave an insight to students on "How beneficial Software offers for carrying out your career smoothly and efficiently."

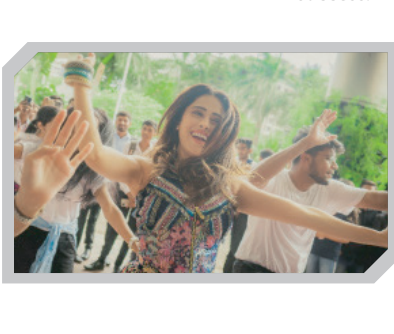


## NUSHRAT BHARUCHA AT DR. D.Y PATIL B-SCHOOL

On 11th June, 2022, Indian actress and model Nushrat Bharucha who is known for playing the role of Neha in the film 'Pyaar Ka Punchnama' visited Dr. D.Y. Patil B-School, Pune for the promotion of comedy-drama film 'Janhit Mein Jaari'. Director Dr. Amol Gawande along with the staff members welcomed her and the students performed a flash mob. She was so excited to see the performance by the students and also joined them for a splendid appearance.

She then interacted with everyone at the seminar hall of the campus. It began with showing the trailer of the film after which she inspired everyone about the story of a young girl in that film, a crusader who takes up a challenging job of selling condoms in a small town and the journey of challenges she faces amidst social taboo and how she takes on the resistance from her family and the entire town.

She was so overwhelmed by the love she got from everyone at the campus and talked about her journey of ups and downs she faced. At the end, the students asked some questions to which she gave wonderful responses & also enlightened them about what all things worked for her in achieving the success. Overall, the event was a great success.



## PRINCIPLES OF BHAGAVAD-GITA &ITS PRACTICABILITY IN DAILY LIFE

The Session on "Principles of Bhagavad-Gita and its Practicability in Daily Life" was organised in Dr.D.Y.Patil B-School for the students of Batch 2022-24 on 17th June 2022 from 11:00 a.m to 04:00 p.m. The Guest of Honor for the session was Sri. Chakravarti Das (Monk, Director-HR of ISKON India & Motivational Speaker).

Session mainly aimed at delivering management skills as well as life lessons by utilizing the timeless wisdom of Bhagavad Gita. The session kicked off with the resource person showing a video to the audience and then the discussion continued on with the students as to what were their observations /learnings from it. The video dealt with how the mind is a cheater and the more we get troubled by the situations around us, the more it is going to trouble us. The session continued with Prabhu who gave an explanation about what is meant by happiness and what is its real nature. Then he explained that to get happiness – there needs to be peace of mind and stability of mind, which is possible only when one has proper knowledge. The knowledge is just not connected to the body but to the soul. He then delved into asking what the basic problems of life are and how to deal with them. The session also covered the ways of leading a peaceful life within the family and in the society by having a common goal. He gave many examples to validate his proposal.

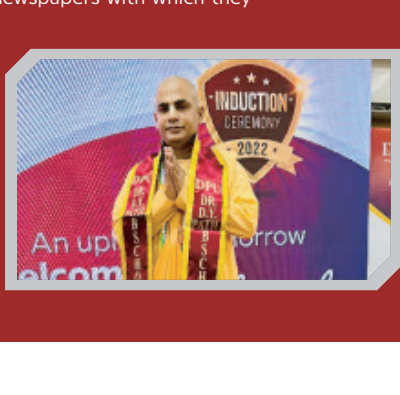
Guru Ji enlightened students on many effective ways for team building and leadership. He organized a task for the students where they were divided into 6 groups and were given a bundle of newspapers with which they were asked to erect a building in 10 minutes. After the activity, each group was asked to share their experience – "What worked and what did not work and how to build a robust team". After the event he shifted focus on explaining the evolution of personality quotient. It was earlier based on physical quotient and later evolved to intelligence quotient and now emotional quotient. However, they were all found to be insufficient in indexing the major personality traits. Henceforth, a need for indexing was felt such as Spiritual quotient.

The session also explained the ultimate goal of life. The food that is required to nourish the senses of different body parts along with the mind that is nourished by engaging it into a fruitful activity. Mind is in turn governed by intelligence and to nourish it one needs to develop a proper transcendental knowledge that will fulfil the need of the soul i.e. to engage the soul with the super soul.

Sri. Chakravarti Das Ji being a Monk taught how to understand the real nature of happiness and answered the question "What are the basic problems of life and how to deal with it". He also stated "Searching for common goals and avoiding conflicts along with effective ways for building teamwork and leadership and controlling the mind smoothly

Afterwards, he asked students one more question, "What is the ultimate goal of life that we should aspire to look at?"

The session was extremely enlightening where the students were taught about the deceiving nature of mind and using Bhagavad-Gita as a tool for mind control and leading a stress free life.



## CONTEMPORARY ERA OF AUTOMATION

### Day 13th Seminar on Corporate Interaction with Mr. Anand Munshi & dominate the next Gen opportunities through Personal & Professional Competencies

A seminar on "Corporate Interaction and how the next Gen opportunities dominate it through Personal & Professional Competencies" was organized by Dr. D.Y. Patil B-School for the students of batch 2022-2024 on June 13th, 2022. The orator for the session was Mr. Anand Munshi. And after a brief introduction of the keynote speaker, he was then felicitated by Dr. Arrpiet Trivedi.

The speaker, Mr. Anand Munshi who is an Author, Entrepreneur, a Futurist, TEDx Speaker, and who adds many more teeth to his career expertise started the session by quoting "You are the creator of your own destiny" by Swami Vivekanand. He said that Gratitude plays a vital role as it is the mother of all qualities that we possess in life. He further added, by giving vivid examples of great budding entrepreneurs who made significant differences to the world. Mr. Munshi made students aware about the surfeit opportunities in the industry and different sectors. He then mentioned that, in the corporate environment too, different competencies are required irrespective of which industry or sector position one belongs to.

Going along with, Mr. Anand Munshi put in a picture about the techniques to develop personal & professional competencies. He told how the corporate sustainability as an individual highly depends on the opportunities to be capitalized and how personality development helps them to have multi-perspective; which acts as a game changer in the development of their professional and personal lives. He then specified that having a winning attitude is one of the key personality traits that need to be acquired by the management students for their personality development and to sustain in the corporates, which comprehends the importance of change management as the foundation layer.

After an erudite interaction with Mr. Anand Munshi, the students took back numerous learnings with them in Orbit Shifting, Influential Index, Reachability factor, How Rate of Learning is bigger than Rate of Change and with this they also get to know the learning aspect on Environmental & Induced awareness.

The session gave an insight on life-long learning to the students with the "Fish Market" activity that was held. In the activity, Sir divided the students into group A & group B and assigned partners from opposite groups. He designed the activity in such a way that partners from opposite groups had different sets of words and eventually they needed to communicate with each other without approaching each other directly, instead they needed to convey the message by standing away from each other. Through this it was ceased that students got more clarity on developing their "Communication Skills" and they realised the emphasis of effective communication in all spheres of life.

## CINE STAR ADITYA ROY KAPOOR IN CAMPUS

On 24th June 2022, "Aditya Roy Kapoor" visited Dr. D Y Patil B-School for gearing up his new release "Rashtra Kavach OM", which is an Indian thrill, revenge drama & action film, directed by Kapil Verma. It is a story that is padded with multiple layers where Aditya Roy Kapoor's action is the saving grace of the character's doomed mission.

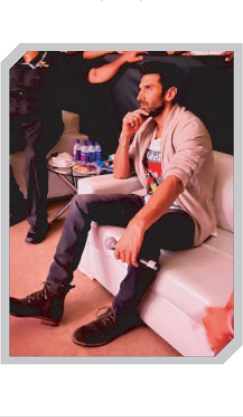
He has a charming personality. Students prepared a small mesmerizing flash mob that included all his blockbuster songs and he joined them in a flash mob that wooed the students with his performance.

He was felicitated by our Hon. Director Dr. Amol Gawande. After that the trailer of his movie was played which was exciting and outlandish as its name. He then shared a very famous dialogue from his upcoming movie i.e., "Jay Bhavani" by which every student got thrilled and amused.

Then, he shared some esteemed memories of his family & friends who lived in Pune at some point of time and it was his second home where he often used to come and spend half of the time with his cousins.

Then some of the students asked questions regarding the journey of his acting career, his experience in this movie while shooting, why he chose this script, and what all things excite him every day to work and motivate him to be a part of Bollywood. He answered each question rigorously and very precisely that his journey in the entertainment business started as a video jockey on Channel V and he made his debut in the film industry with a very small role in London Dreams in 2009, & after many fluctuations, he got a romantic drama "Aashiqui2" from where his career took a turn. He then concluded his last answer with a note that you need to prioritize your task and by understanding your work in a broader sense that your work influences different aspects so the passion of a person keeps him or her engaged & motivated.

The interaction with the budding managers about different opportunities enlightened the students on how you can shape up the future and learn self-confidence.



## A TREK TO SINHAGAD FORT

It is rightly said that "To walk in nature is to witness a thousand miracles". Dr. D.Y. Patil B-School with the same thought arranged a fascinating trek to one of the most beautiful historical places in Maharashtra for their students.

On the beautiful morning of 27th June, all the students were asked to gather in the college premises by 7a.m. in the morning to start the journey by the college authority. The students were asked to carry their own necessary stuff for the trek. The enthusiastic faces of the pupils reflected the excitement of their first ever trip in this new land with new companions and professors. There were five buses allotted for the trek to a maximum strength of 270 students. As per the timing, the students boarded the bus and they began their journey to the hill fortress of Pune.

After an hour and thirty minutes of travel, first by bus then by jeep they finally reached the destination. With fog covering all around, the natural scenic beauty of the place mesmerized the viewers' vision. Everyone was so overwhelmed with the scenic beauty of the place that all of them started capturing memories through their cameras and cell phones to relive these memories in future. Then the students and the faculties were served breakfast.

After having breakfast, they started their trek to the fort. It was approximately two hours of walking towards the fort. All of them enjoyed the sudden downpours after every ten minutes and everyone was enjoying the chilled weather of the place. The pleasing weather amused the students and they had a fun filled hike to the fort. The authority made a plan for a visit to the original memorial of legendary warrior TANAJI MALUSARE which is located in Sinhagad Fort itself. They paid homage to the legendary warrior. There were various beautiful scenic spots of the place that attracted the pupils towards the place. The students explored the entire fort experiencing the downpours and appreciating the beauty of the landscape of the area.

The students were then instructed to gather in an eatery for lunch at around 1p.m. An authentic Maharashtrian platter was ready to be served to the students for lunch which made them sense the real essence of the state. After having a platter full of delicious food, they were again asked to explore the fort and meet at the starting point by 3p.m. from where they would leave for the college. Accordingly, the students boarded the jeep till a certain point and then travelled by their respective buses to college remembering all the best memories with the new companions they made within a short span.

Hence, a trek to one of the most beautiful historical places in Pune was executed. The students enjoyed to the fullest and had a great time with seniors, faculties and their batch mates.

## ORIENTATION CEREMONY OF DYPBS STARTUP AND INNOVATION CELL

The Orientation Ceremony of DYPBS Start-Up and Innovation Cell was conducted on 28th June, 2022 for PGDM batch 2022-24. The Orientation was hosted by Mr. Ujjwal Sarathe and Ms. Garima Joshi. They told us that before the Start-Up and Innovation cell was established in 2019, entrepreneurship development activities were undertaken since the year 2014.

The host gave us plenty of information about the Start-up and innovation cell at D. Y. Patil B-School i.e., it is a platform for young aspiring entrepreneurs, where ideas can be nurtured into viable and growing business with some expert mentoring, which will guide, help and assist us throughout the process to co-ordinate and synergize various strands of excellence, innovation, entrepreneurship and will also help us to find initial funding and networking while turning our ideas into action.

Startup and Innovation has created an entrepreneurial ecosystem in the campus and will help in betterment of the society by producing more job creators and social reformists.

Also, they informed us about the following: Dr. Amol Gawande, The Director of DYPBS and the Chief Advisor of DYPBS – Startup and Innovation Cell. He is an excellent leader – always striving for perfection and Mr. Avinash Thakur, the Chief Advisor. He is the CEO of AIC Pinnacle and has 9+ years of experience in the areas of startup, innovation and incubation. DYPBS Startup and Innovation cell has composition of 11 designations for faculties, starting with President Dr. Sonali Saha, Vice President Ms. Parminder Kaur, Convener Ms. Stuti Shukla, IPR Co-ordinator Dr. Aditi Aljapurkar, Startup Co-ordinator Dr. Chetna Narendra Mehta, Internship Coordinator Ms. Meenal Soni, Innovation Co-ordinator Dr. Asha Kiran Sikhakolli and Ms. Manjiri Joshi, Innovative Ambassador Dr. Shraddha Purandhare and Ms. Ishita Sil, Social Media head Dr. Arpit Trivedi, Social Media Coordinator Ms. Yamini Bisht, Members Ms. Suman Deokota and Mr. Devrath Pancholi.

Ms. Ishita Sil while sharing her words; she questioned what is a startup? And added it is a "jugaad" that can be commercialised into any form of business to generate revenue.

And 5 designations of students i.e., President Mr. Ujjwal Sarathe, Vice-President Ms. Garima Joshi, Secretary Mr. Ripusudan Maroo and 10 Innovational-Leaders and Entrepreneurial-Leaders each.

The team encouraged the students if they have any innovative idea, they will be there to guide, support and mentor the individuals or groups. Interested students who wanted to be a part of this ecosystem were to go through a 2nd level selection process ; first interview being conducted by the student panel and then by the faculties.

## "OUT OF THE BOX THINKING FOR PROBLEM SOLVING"

A Seminar on MOE-INNOVATION Cell -MIC DRIVEN ACTIVITY "OUT OF THE BOX THINKING FOR PROBLEM SOLVING" Activity was conducted at D Y PATIL B SCHOOL During Induction Programme on 28 June from 2:00 pm -3:00pm on Webex platform for batch 2022-2024. The keynote speaker was Professor Kamakoti who is an Expert speaker and the director of the Indian Institute Of Technology,Madras(from January 2022 till date)and his doctorate in Computer Science from IIT-Madras.

The MIC driven ACTIVITY on "OUT OF THE BOX THINKING FOR PROBLEM SOLVING".The main concept of the course is to think OOTB(Out of the box) which will be used for inspiring NEW INSPIRING CHALLENGES AND ENGAGING (NICE) to all and finding various approaches to learn the concepts in an innovative and creative manner. this initiative technique was taken by IIT Madras Pravartak technologies foundation to nurture young minds and bring awareness about their skill sets by function various Mathematics tools and techniques.

In this particular segment of presentation Prof explains about thinking differently by taking few examples from Arithmetic expression, operations, Puzzles, Geometry related or WHO AM I ? type of questions which does have different answers for different approaches .It can be attained by thinking out of the box .Thus, different trainings are based on this concept.

Followed by slides the example of Apple knife stone theory is explained where it has been introduced by stating apple as a societal problem, the knife being our brain and the stone is the foundation of knowledge. The example concludes that if we don't sharpen our brain through foundation knowledge it would be very difficult to cut the apple. Thus, OOTB (out of the box) course will help to sharpen our brain which is the objective of our OOTB course.

The course will shift the force of a student /budding entrepreneur from Rote learning to critical thinking, creativity and problem solving which is a must for Next generation entrepreneurs who are going to solve multiple social and economic challenges for our country. So, to become an entrepreneur it is very important to think differently.

## NEWSLETTER ORIENTATION

On June 29, the students of batch 2022-2024 of PGDM were introduced to the newsletter of the college "refulgence" by the senior editors of the college Mr Ujjwal Sarathe, Ms Athira Panicker, Ms Garima Joshi, Mr Akshat Kanojiya and Ms Harshita Kesharwani. They guided their juniors the selection criteria of the newsletter and the roles and responsibilities they will be handling in the near future and how to be a part of it. It was founded by our honourable director Dr. Amol Gawande, Prof. (Dr) Atul Kumar, Ms Suman Deokota. The newsletter is offered on a quarterly basis which is a great source of information about the events happening in college. The newsletter includes information on expert sessions, workshops and cultural programs. It also includes articles /poem from faculties, alumni and students.it is a tool used to share relevant and valuable information with their network

Newsletter is mandatory under AICTE is electronic report containing report on activities/activities held in college and helps in building corporate relationships which later helps the students during their placement time and gives them upper edge, adds value in their resume and upskills their writing and research work.

The college senior encouraged their junior to be the part of "refulgence "by explaining its importance in their career. They explained how it helped them during their internship and how they have written articles/poems on a quarterly basis and how they managed it diligently.

## WORKSHOP ON UNLEASING ENTREPRENEURIAL SKILLS

The Incubation Cell nurtures technology ventures through their start-up phase by providing all the necessary support to help entrepreneurs establish themselves before they scale up their ventures.

A workshop on Unleashing Entrepreneurial skills was organized in the college campus of Dr. D.Y. Patil B-School for the students of batch 2021-2023 and 2022-2024 on 7th July, 2022 from 12:30p.m. Via zoom platform. The keynote speakers for the sessions were Mr. Rishi Kapal and sub speaker Mr. Harshit Gupta. Both the speakers were introduced by Ms. Vani Jyoshi (Student of PGDM batch 2022-24).

The speaker, Mr. Rishi Kapal defined the various innovative ideas about leading disruptive innovations. The various future ventures were discussed out of which, importance was given to the 6 ventures which are growing strong among other new ventures. Some are Essentials (BFSI, Agriculture. IT, Defence), E-Commerce: (Almost every e-Commerce company (O2O- Online to offline), Entertainment (Gaming and OTT), Energy (EV and Sustainable power), Ed-Tech (Digital, Physical and blended), E-Health (Aggregators and service providers).

The students got a detailed concept of what an idea is and the know-how. The speaker then briefed us about the "Concept" of idea. He mentioned that an idea is something which solves large problems, needed to enter into StartUps or any other work, it is initially exploratory, should be achievable in letter and spirit, matches passion and profession.

We were also introduced with various examples who have started with their innovations at a very tender age. Some of the mentioned examples from the speaker were Amber Yang (18 years), Hannah Herbert (17 years), Elvis Zhang (19 years), Yara Shahidi (17 years).

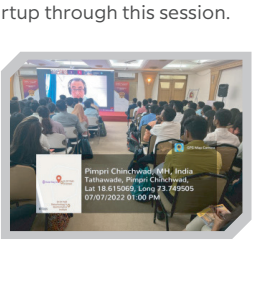
Harshit Gupta Sir has a personal experience in digital marketing and has worked with various e-commerce companies.

We were also introduced with the various Foundations of an Unleashing Entrepreneur. Some of these foundations are purpose, passion, sustainable development, mental and emotional well-being, gender diversity, community plays an important role to develop entrepreneurial skills. Being a part of a community, gives us a place to be ourselves, find like-minded people, and fit in, distribution channel: The stronger the distribution channel the more revenue we get.

The various NEEDS to start a startup as mentioned by the speaker is that Global economy lacks a college level innovation thought leader, there is a need for a unique perspective on young age, Strategy, Growth, Fund Raise should be needed, there is a need for an effective communication skill is necessary, liaison for grants, IP, trademarks.

The session was concluded by the speaker giving the crucks of the entire session regarding innovation and unleashing our entrepreneurial skills. Henceforth, it was a complete productive package for all the students and the students were able to learn a lot more things from the session.

Hence, the future managers have busted their knowledge regarding innovation and startup through this session.



## IMPACT LECTURE SERIES – I (2022-23) UNDER IIC 4.0, MOE'S INNOVATION CELL, AICTE

A Webinar on the topic "Unleashing Entrepreneurial Skills and Product / Process Innovation" was organized by Dr. D.Y. Patil B-School for the students of batch 2022-24 on 7th July 2022 from 12:30 a.m. and invited speakers Mr. Rishi Kapal, Director at Teenzclap Futurework and Mr. Nilesh Puntambekar, Senior Manager at Innovation and Intellectual Property.

Mr. Rishi Kapal began with the beautiful term "YouNovators" and focused on the 6 sectors which are growing faster. He told the students about the seeding of an idea for a start-up and also told why ideas fail. He suggested students to be the torchbearers who will lead or inspire others in working towards a valued goal. The foundations of unleashing entrepreneurship according to him were; Purpose, Passion, Sustainable development, Mental & emotional wellbeing, Gender diversity, Deeptech, Liberal arts. The students came to know about the sectors which are flourishing, growing and booming rapidly such as, Essentials, E-Commerce, Entertainment, Energy, Ed-tech, E-Health. Sir made the students understand with a clear conception of What is an idea? Can an idea be a start-up? Why do ideas fail? What is giving up? and many more. Answers to these questions by Mr. Rishi Kapal definitely gave the students a clearance to their queries along with the knowledge of Start-up and innovation cell.

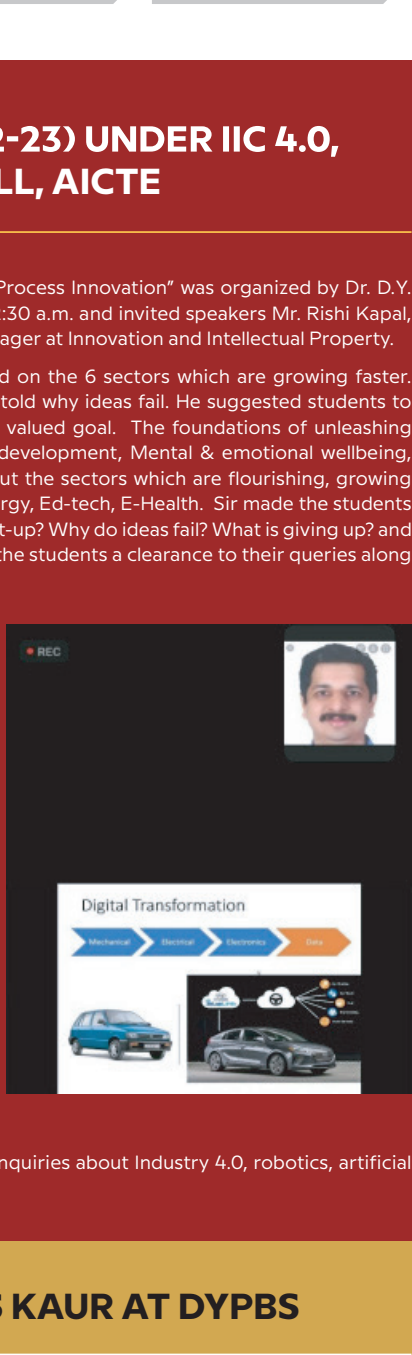
Sir told about the Global need for Innovation, Entrepreneurial spirit and Effective Communication skills which are crucial for any company.

Mr. Nilesh Puntambekar enlightened the students on Product & Process innovation for academics and showed the way to be an Innovator. Sir also explained why to be an innovator and who can be an innovator. Creativity and Innovation is needed to solve one question with multiple answers rather than a single answer. Digital Transformation is the key to success for creativity.

He discussed with the students the 10 different types of innovation which mainly focused on Project Model, Network, Structure, Process, Product Performance, Product System, Service, Channel, Brand and Customer Engagement.

After this, the students came to know about Intellectual Property for START UPs and the basis for its protection like patents, copyrights, trademarks, trade secrets, design registration and domain name. Sir also explained the difference between plagiarism and inspiration.

IP is required for Start Ups because it Improves valuation, it acts as an entry barrier for competitors, Defending business, Licensing Revenue Opportunity.



The session concluded with the Q&A wherein students posed a range of inquiries about Industry 4.0, robotics, artificial intelligence, and modern technology.

## VIDYUT JAMMWAL AND ASEES KAUR AT DYPBS

After the success of Khuda Hafiz: Chapter 2 Agni Pariksha, Overwhelming visit of Vidyut Jammwal and the whole team along with sensational singer Asees Kaur was organised in the college campus of Dr. D.Y.Patil B-School for the students of Batch 2022-24 on 12th July 2022 at 01:00 p.m followed by Flash Mob for welcoming him at DYPBS Dorm.

These renowned personalities were felicitated by Dr. Yashraj Patil, Trustee, Dr. D. Y. Patil Vidyapeeth. They interacted with the budding managers about the number of opportunities and enlightened them about women's self-sureness and how they can shape up the future and learn self-defence. Apart from his profession as an Actor, he had also spoken about Importance of Martial Arts and Judo karate as he has been featured in the prestigious list curated by Looper. He also talked about forcible intercourse and gender equality. He gave a message especially for women "give respect; love everyone, show a positive attitude towards the people you love". The event imbibed the fun element in the journey of students at DYPBS.

Singer Asees Kaur sung a song from Khuda Hafiz: Chapter 2 "jaan ban gaye" and she insisted on watching the movie in the theater and they also distributed newly designed T-shirts of their upcoming movie "Khuda Hafiz" among students of DYPBS. The presence of Asees Kaur gave a melodious twist to the event with her symphony.

## SESSION ON COFFEE WITH CORPORATE

A Session was conducted at Dr. D. Y. Patil B-School for the students of Finance batch 2021-23 & 2022-24 on 16th July 2022 at 3:00 p.m. The articulate speaker for this session was Mr. Abhishek Shinde (Senior Vice President, Business unit Head-BFS, Insurance and Fintech) who was felicitated by Dr. Ajeet Sane.

To foster managerial leadership and entrepreneurship for the development of human potential through quality research, teaching, residential learning and professional management services, the Coffee with Corporate series was initiated. The main objective was to find out the purpose of pursuing the PGDM degree and why placements are important and how to build a career.

The speaker Mr. Abhishek Shinde said that the basic purpose of doing PGDM is to make a network to start something new, to get good placements and to build one's career. He then quoted about the importance of placement by saying that it gives students the opportunity for improvement of skills explicit to their subject or industry of choice as well as the employability skills required for real work and lastly he said that placement is required to build a good standard of living and to achieve the materialistic desires.

Thereafter, Mr. Abhishek Shinde emphasizes on some points towards success i.e. Theory of Puppets & Puppeteers, Empathy, Building a network relationship, Learn to move on, Being authentic, Perspective matters, Reading financial statements, Understanding & Embracing Technology and, Understanding & learn of Microeconomics.

The positive outcome that came out of this session was understanding the main purpose of doing PGDM and taking best benefit out of it and second was to understand why placements should be the principal objective and how one should move forward in building the career in the future.

## INTERVIEW PROCESS OF INNOVATION & INCUBATION CELL

"Innovation comes out of great human ingenuity and very personal passions". Dr. D.Y. Patil B-School is proud of its rapidly growing Innovation Cell with nurturing new aspirants to bring change into the world of transformation. With the very much same thought an interview process was conducted by the senior fraternity of the college. And the process went for almost a week as there were an enormous number of registrations.

The entire activity took place in two different rounds out of which first was conducted by the ridiculously talented and existing members of the Innovation & Incubation Cell followed by the chief mentors (faculties) of Dr. D.Y. Patil B-School. As the students were huge in numbers, they were divided into clusters and had given different dates for the interview. Thereafter, the first round started on a positive note with a bundle of nerves in the heart and mind of the students before they gave the interview.

Succeeded further with the first round of interview, seniors were very kind and generous to the students in terms of asking questions in which they mainly asked to introduce themselves and later they gave few situations just to check how one would communicate, handle the pressure and promote any events related to Innovation & Incubation Cell. Also, most importantly they asked about the contribution one would make being a part of the IIC team. After the entire process of round 1 completed, few remarkable students were shortlisted for the ultimate round which was supposed to be conducted by the "Faculties".

As the days passed on, the advanced level took place for the shortlisted students in which the intellectuals of the team IIC had taken the final interview. In this round, students were grouped into 3 or 4 and were allocated with different interviewers for the process. Few listed questions were asked to the entire students from the group; which included "student introduction, innovative ideas that can be implemented, followed by the understanding of the role one would have in the Institution & Innovation Council, and the purpose of joining it." After final brainstorming of the intellectuals, names of the selected proficient students were posted through the broadcasting group.

Thus, it had been concluded that students were given the position of E-Executives, I-Executives and few were listed in the group of Members. The cognizance of the entire process made students enlightened of the Start-up and Innovation Cell.

## SEMINAR ON "LEAN START-UP AND INNOVATION"

A seminar on "Lean Start-Up and Innovation Cell" was organized in Dr. DY Patil B-School for the students of batch 2021-23 and 2022-24 on 19th July 2022, from 12pm. The keynote speaker for the session was Mr. Chaitanya Sthalekar. He was then felicitated followed by his brief introduction.

The speaker, Mr. Chaitanya Sthalekar shared his knowledge about start-ups and innovations. He highlighted the points for making smarter decisions by considering: Time, Money, Idea, and Energy as the pillars to introduce a venture and implementing entrepreneurial skills in ourselves.

He gave his view by stating the example of 'PHONES', that how the founder started the company. There was a time where there were no cell-phones and during the time people used to use letters and PCOs for communication. But then the phone was introduced to the world and in today's era it is one of the basic necessities.

LEAN STARTU
Lesson Pla

He then stated the ways to find out the mistake we make while planning a start-up relating to it with general life decisions. Going along with the session, Mr. Sthalekar said that learning from our mistakes gives us better understanding, that helps to make healthy and right decisions in terms of future perspective which reflects in taking a strong action based on our experience. Also, he gave advice; to not repeat mistakes in future.

He also introduced the "TOYOTA MANAGEMENT COURSE" which had been a part of the management courses and is highly trending in today's world. Through this, students gained information on the Lean Start-Up Methodology.

The session concluded with the note "if the customer doesn't like the products of a company, the company takes back its products – innovates and improves it – brings the innovative product in the market again according to the preferences as demanded by the customer/consumer and sells respectively.

## STUDENT'S CORNER

FEW WORDS FOR YOU DADU

### FEW WORDS FOR YOU DADU

It's a story of you which is never told,
A person with purity and a heart of gold.
Cent percent of us love you;
Suddenly you left us behind and flew.

We know your soul was in cavernous pain;
Nothing left on earth for you to gain.
None of us know how we feel to explain,
But still we wish to see you again.

We are blessed to know a soul like you,
Which is shining vivid in the sky of blue.
Your heart beat stopped which is true,
Still you are breathing in our heart and
will always do.

Yours Grandson Aditya
-Aditya Dey

## MENTAL HEALTH IMPACTS DUE TO COVI-19 PANDEMIC

People across the world have been affected by COVID – 19 and the measures that have been taken to limit its spread. The situation remains full of unknowns, but it is clear that we have faced a number of personal, societal and economic consequences.

The UN has warned that the world is facing a pandemic of mental health problems either caused or exacerbated by the coronavirus situation'. These relate to fear and anxiety caused by, for e.g. worry, stress, confusion, frustration and isolation, often caused by new realities such as teleworking, fear of unemployment, home schooling and a lack of interpersonal contact. This may be aggravated by unclear or inconsistent messages, measures and miscommunication.

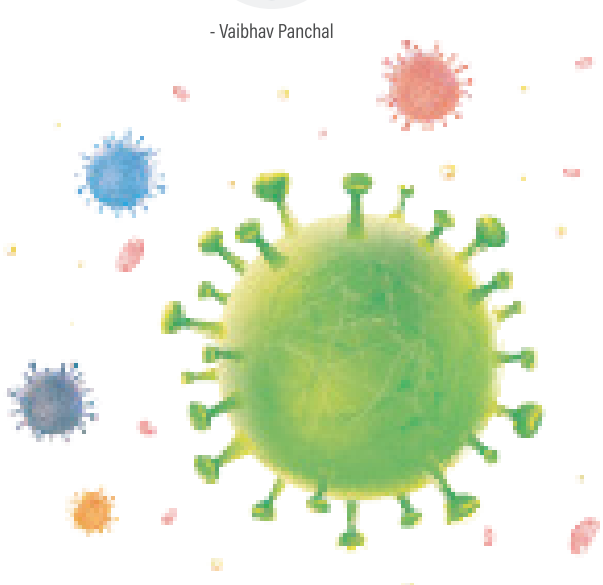
Inadequate or lack of access to mental health care or early intervention services may also cause problems. Indeed, the full mental health impact of the coronavirus pandemic may only be fully understood at a later stage, possibly several years later.

According to the various studies it is clearly identified the mental health impact of the crisis for various societal groups and learnt lessons from the COVID-19 crisis. It became clear that the situation has affected and changed the daily lives of families considerably. Being separated from friends and loved ones and having less access to hobbies and pastimes causes high levels of anxiety in both children and parents. Furthermore, there are serious concerns over rising levels of domestic violence.

Those living with pre-existing mental health conditions are more vulnerable to the impact of isolation, loneliness and uncertainty or fear for the future. In addition, many social support and rehabilitation services have been interrupted or reduced. For patients, this crisis has been a trigger for exacerbation and relapses of many different psychiatric disorders. For carers of relatives, neighbours and friends, it has also increased their sense of isolation, loneliness and the pressures of caring as well as increasing financial pressures, etc.

So here are some of the ways that can lead to staying positive and cheerful again i.e., "Be busy", have a regular schedule and help in doing some of the work at home. Distract yourself from negative emotions by listening to music, reading, watching some entertaining programmes or television. If you have old hobbies like painting, gardening or travelling, go back to them. Rediscover your hobbies. BE HAPPY and make others HAPPY.

- Vaibhav Panchal



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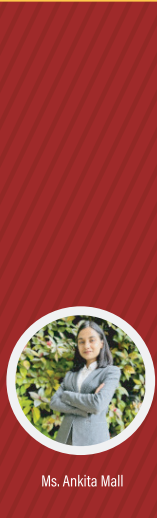
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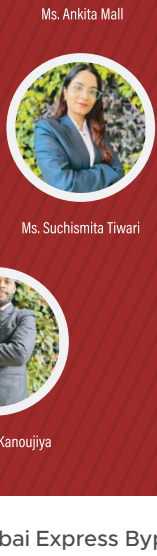
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DPU Dr. D. Y. Patil B-School
(Program Approved by AICTE, Ministry of Education, Govt. of India)

Sr. No. 87-88, Bengaluru-Mumbai Express Bypass
Tathawade, Pune – 411033 Maharashtra, India.
+91-20-67919470 | +91- 8806652555
info.bschool@dpu.edu.in