



Dr. D. Y. Patil Vidyapeeth, Pune
(deemed To Be University)

**Global Business School &
Research Centre**

PUNE INDIA

Presents
Students Magazine

REFLECTION

**MAY
2023**



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ABOUT THE INSTITUTE AND MAGAZINE

Global Business School & Research Centre (GBSRC) situated at Tathawade, Pune is the flagship institute of Dr. D Y Patil Vidyapeeth, Pune. It was established in 2006. In a span of 16 years, the Institute has carved a name for itself among the top business schools in the country.

The idea of setting up this Institute is to offer 'Management Education' to aspiring leaders of tomorrow. From this institute, students can pursue their graduate, undergraduate, and Ph.D. programs in management. GBSRC offers 2 years full-time MBA program which is approved by AICTE, Government of India, New Delhi. It also offers 3 years full-time BBA program and a Ph.D. program in management.

The main mission of DPU is to groom students who can turn into intelligent leaders. After they pass out of the Institute, they in turn will be able to source information from diverse resources and administer it for the benefit of business and society at large.

'Student life is golden life,' as the proverb goes, and one realizes the meaning of this phrase in later life while recalling happy memories of college days. But one thing is certain: the exposures and experiences gained during a student's study can be channeled towards a successful future. It all relies on how a student makes the most of his or her time as a student. Everyone is born with a talent, whether it be for athletics, art, writing, acting, singing, dancing, or any other activity. Appropriate platforms are critical for the development of skills during childhood and adolescence. It aids in the development of emotional intelligence/quotient (EQ), or a person's ability to recognize, use, and control his or her own emotions in constructive ways to reduce stress, communicate effectively, empathize with others, and overcome problems and conflict.

Many students have excellent writing talents but lack an appropriate platform on which to develop them. College publications, without a doubt, would be an excellent place for such students to begin their literary adventure, and explore their unique ideas. Poetry, short narratives, blogs, humor, fiction, puzzles, paintings, and photography are all options for presenting innovative ideas. College Magazine is the most comprehensive handbook depicting college life.

We have ambitious and talented student writers, bloggers, and photographers. While providing our team with publishing and journalistic growth opportunities, we're able to provide our readers with genuine advice to help them make the most of their college experience. Our goal is to inspire and guide students to achieve balanced success in both their academic careers and social life. Students from all walks of life find their voices heard in this environment that embraces and fosters a wide range of ideas and opinions.

Institute Vision, Mission and Objectives

Vision:

To be a globally recognized management institution that continually responds to changing business paradigms through research and academic excellence to nurture responsible business leaders.

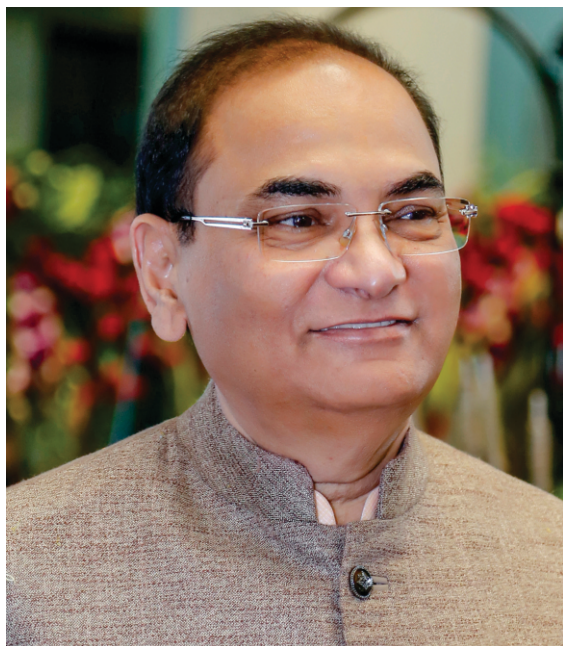
Mission:

1. To become a globally recognized management institution through knowledge creation, dissemination, and application.
2. To enhance academic excellence in consulting, training, research, and teaching through a holistic approach.
3. To develop leaders, Entrepreneurs, and policymakers through transformative education.

Goals & Objectives:

1. Raise Academic excellence through interdisciplinary and interpersonal approaches.
2. Establish GBSRC as a globally recognized institution for knowledge creation.
3. Establish a system for continuous capacity development for faculties.
4. Encourage both faculties and students to undertake research and consultancies.
5. Develop collaboration with Indian and Foreign universities and other academic institutions and Industries.
6. Develop personalities of students through identification of their talents, leadership training, and imbibing the right attitudes, interests, and values.
7. Undertake extension activities for the development of the community.

Chancellor's Message



It gives me immense pleasure to introduce Dr. D. Y. Patil Vidyapeeth, Pune (Deemed to be University) Global Business School & Research Centre, Tathawade, Pune which is a temple of learning, innovation, and research with a futuristic vision. Since its inception, the Vidyapeeth has garnered various recognitions and awards for its imprints in the education field. We believe in the holistic development of students, harnessing the young innovative minds and making them responsible citizens of the country.

Besides academic pursuits, the Vidyapeeth offers a wide range of social, cultural, and recreational activities, I hope you will take a little time from your studies to enjoy some of those benefits. It gives me great pleasure to note that GBSRC has entered into the noble academic traditions of bringing out the college magazine “REFLECTION 2023”.

A College magazine is an authentic record of the various activities that are undertaken by the college throughout the year. Even a cursory glance at the contents of the magazine is enough to show that GBSRC has been progressing by leaps and bounds in academics and extracurricular activities. I am sure, under the able leadership of the Director, Dr. Chetan Chaudhari, soon the college will reach the zenith of progress and achievements that will add a great luster to the college. GBSRC has grown in stature and strength and become one of the finest educational institutions dedicated to the pursuit of knowledge and excellence.

I heartily bless the Director, the staff, and the students of GBSRC and wish them all the best. It is rightly quoted by Edward De Bono, “There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.”

Hon. Dr. P. D. Patil

Chancellor

Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

Vice Chancellor's Message



I am indeed very happy to welcome you to this prestigious Institution, Dr. D. Y. Patil Vidyapeeth, Pune. I know that you all have chosen this Institution of learning with a lot of aspirations and hopes. I am sure that you will certainly make your dreams come true by acquiring the knowledge and skills and with a positive attitude and values. The Vidyapeeth provides unique learning opportunities to the students by combining pedagogically sound and comprehensive professional courses for a variety of subjects. It also incorporates innovative teaching and learning methodologies supported by state-of-the-art library resources, focusing on the 360-degree development of the student.

My heart brims with great joy and happiness on seeing that GBSRC has released the college magazine entitled “REFLECTION 2023”. In the true spirit of the term, it offers great inspiration to the students who have a great urge to express their views. It is a platform for students to explore their talents. The magazine is not only informative but also has great educational value. It contains rich literary articles which add a lot to its great quality.

I sincerely congratulate the Director, Dr. Chetan Chaudhari, Coordinator, student members, and the editorial board on their outstanding achievement.

Prof. (Dr.) N. J. Pawar,
Vice-Chancellor

Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

Message of Trustee



A magazine is an eloquent expression of an Institution's progress and outstanding achievements to its credit. Its manual highlights the quality of education and extracurricular activities that a college undertakes to develop the student's personality. I am sure that the students of GBSRC will be benefitted to a large extent from the contents of the magazine. The readers would be greatly benefitted as the contents are going to unfold for them new information on various literary and scientific topics.

Nurturing creativity and inspiring innovation are two of the key elements of a successful education, and a college magazine is the perfect amalgamation of both. It harnesses the creative energies of

the academic community and distills the essence of their inspired imagination in the most brilliant way possible. Hence, I am delighted to know that GBSRC's annual college magazine "REFLECTION 2023" is ready for publication.

I take this opportunity to congratulate the editorial board for bringing out this magazine as per schedule, which is an achievement considering the effort and time required. May all our students soar high in uncharted skies and bring glory to the world and their profession with the wings of education!

Dr. Mrs. Smita Jadhav,
Trustee and Executive Director
Dr. D. Y. Patil Vidyapeeth, Pune
(Deemed to be University)

From the Director's Desk



A college magazine is seen to be a reflection of the student's activities, accomplishments, and innovation. I believe you will discover an accurate representation of our college and its activities in our college magazine 'REFLECTION 2023'. Apart from serving as a record of the college's activities and accomplishments, I hope our magazine connects those who go forth and those who study in our college's classrooms.

In the future, a glance through the pages of this magazine will bring back fond memories of your time here. I'd like to take this occasion to wish individuals graduating from BBA and MBA programs a fond farewell. Dear students, there is a lot of competition outside of our campus. I wish you all the best in your endeavors in the real world. We'd be ecstatic to see you bringing our institution and university's names to prominence by successfully applying what you've learned here.

I also hope that “REFLECTION 2023” will serve as an excellent forum for discussing innovation and research in the disciplines of management. By integrating creative and scientific expressions, I implore students and faculty to make 'REFLECTION 2023' a model college magazine. I congratulate everyone involved in the creation of the student magazine. I'd also like to thank the editors and writers for successfully making 'REFLECTION 2023'.

Dr. Chetan Chaudhari

Director

Global Business School &
Research Centre, Pune

From the Editor's Desk

We are ecstatic to present the first issue of REFLECTION, the yearly magazine of the Global Business School and Research Centre. The naming of the journal was the first hurdle we had to overcome. We asked for suggestions from our students and professors, and we got many of them, making it more challenging for the editors.

REFLECTION's main goal is to encourage students' creativity by giving them a forum to communicate their ideas, opinions, thoughts, and observations. Students must be exposed to all aspects of human life to become responsible citizens of society. As a result, our magazine's mission is to give an artistic voice to the students' common experiences. 'REFLECTION 2023' seeks to provide a joyful reading experience in addition to exposing pupils to a wide spectrum of creative and scientific expressions.

With a sense of pride and satisfaction, I would like to say that with the active support of the management, faculty, and students, 'REFLECTION 2023' has come alive. With all of the student's hard work and contributions, I am confident that the pages that follow will be enjoyable to read. I applaud the editorial staff for keeping 'REFLECTION 2023' fresh and inspiring. Cheers!

Dr. Babasaheb Jadhav- Editor

Prof. Dhanashri Havale- Co-Editor

Dr. Prashant Kalshetti- Co-Editor

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Digital Marketing: Shaping the India Business Landscape

Digital marketing has revolutionized the way businesses operate in India. With over 700 million internet users, India is one of the largest digital markets in the world, making it an exciting space for businesses to expand their reach and attract new customers. In 2023, digital marketing is continuing to shape the Indian business landscape in exciting ways. The Indian digital marketing market reached a value of nearly USD 4.5 billion in 2022. The market is further expected to grow at a CAGR of 32.1% between 2023 and 2028 to reach a value of around USD 24.1 billion by 2028.

One of the most significant ways digital marketing is impacting Indian businesses is by democratizing access to markets. In the past, only large corporations could afford to reach a broad audience through traditional media like TV and print ads. Now, even small businesses can compete in the same space through online advertising channels like social media and search engines.

This has opened up new opportunities for entrepreneurs and small business owners to reach customers they would never have been able to access before. “My experience in the industry has taught me that in today's digitally-driven fast-paced world, it is essential to stay on top of emerging trends and technologies to remain competitive. We can put our knowledge and expertise to bring innovation to the table which will not only be good for the company, and industry but the country as a whole” says Ashish Satish Naik, senior business director IcubesWire. He was earlier director of businesses at OLX India and has also worked with Times Internet and Network 18.

Another way digital marketing is shaping Indian businesses is through the use of data-driven marketing strategies. With the rise of big data and analytics, businesses can now gain insights into customer behavior, preferences, and demographics. This allows them to create targeted campaigns that are tailored to specific audiences. Apart from this video has emerged as a powerful tool of digital marketing. “It is economical, effective, and can be employed across the platforms. I think now the revenue growth would come from providing clients with innovative and effective digital solutions. The video is an emerging vertical which holds a lot of promise in years to come and we are all geared up for it.” Says, Ankit Sethi, business director, iCubesWire, the company that was founded in 2010, is amongst the leading Digital Marketing Agencies in India, It has been consistently investing in R&D and business expansion. Moreover, to amplify the growth of digital startups it has earmarked \$3 million into its 'Digital Innovation Fund'.

One of the most exciting developments in digital marketing in India is the rise of social commerce. With over 400 million social media users in the country, social media platforms like Instagram and Facebook have become key channels for businesses to sell products directly to consumers. Social commerce has the potential to transform the way businesses operate in India. The growth of e-commerce in India is another area where digital marketing is playing a significant role. Digital marketing provides a range of tools and techniques that businesses can use to differentiate themselves and drive sales.

This includes everything from search engine optimization (SEO) to social media advertising to influencer marketing. With its ability to democratize access to markets, provide data-driven insights, enable social commerce, support e-commerce growth, and expand global reach, digital marketing is helping businesses of all sizes and types to succeed in today's digital age.

Source: <https://www.dailypioneer.com/2023/columnists/digital-marketing--shaping-the-india-business-landscape.html#>



Nilesh Bhoi
(MBA II)

Increased use of wearable devices for clinical trials

Wearable technologies are promising and have the potential to fundamentally change healthcare and drug development by changing the means of collecting, processing, and visualizing health data. Potential applications are diverse, have utility in multiple therapeutic areas, and are likely to evolve rapidly. The ultimate goal should be a better understanding of disease variability, treatment responses, reduced healthcare costs, and increased efficiency in conducting clinical trials. Additionally, adopting new ways of remote data collection can bring new treatments and care management to all patients in need. The challenges presented by the adoption of wearable technologies are not insignificant. The scientific community would benefit from frequent information exchange to share the results and learning experiences; this would facilitate the development and adoption of best practices for technology implementation, data collection, analysis, and interpretation. Currently, the field is full of enthusiasm, but more data are needed from rigorously designed studies to displace the hype and adopt scientific



Mansi Lakhe
MBA I

community would benefit from frequent information exchange to share the results and learning experiences; this would facilitate the development and adoption of best practices for technology implementation, data collection, analysis, and interpretation. Currently, the field is full of enthusiasm, but more data are needed from rigorously designed studies to displace the hype and adopt scientific methodologies to generate and test scientific hypotheses. Further dialog between the bio-pharmaceutical industry and device manufacturers to develop methodological approaches and a shared understanding of the experiments is required to fulfill the analytical and clinical validation requirements. This conversation would constitute a major step forward in facilitating the adoption of wearable technologies in clinical trials.

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6032822/>

New Presence of Artificial Intelligence In the Industry

The use of artificial intelligence (AI) is accelerating the drug discovery and development processes. Startups are exploring the use of these technologies to address the various challenges in the Pharma industry, such as automation and optimization of the manufacturing processes, as well as designing effective marketing and post-launch strategies. Patient identification is a crucial step in the drug discovery and development process, especially for conducting clinical trials. AI simplifies the identification of eligibility criteria and the inclusion of patients and also makes the cohort identification process faster and cheaper.

Pangaea Data – Patient Cohort Identification: Pangaea Data is a British startup that uses unsupervised AI algorithms to identify patient cohorts for drug discovery, clinical trials, and real-world evidence (RWE) studies. The machine learning-based software scans through electronic health records (EHR) and unstructured doctors' notes to find the right patients based on phenotypes.



Anuli Manoj Rokade
BBA- I

In Vivo AI – Drug Discovery: Canadian startup Invivo AI develop novel algorithms for drug discovery. The startup uses different machine learning approaches, such as few-shot learning, reinforcement learning, active learning, and representation learning, to aid the drug discovery process. The deep learning solution uses small and noisy datasets to predict and optimize potential drug candidates, further eliminating the need for large datasets.

Source: <https://www.status-insights.com/innovators-guide/top-10-pharma-industry-trends-innovations-in-2021/#>

Drone Technology

Agricultural drone technology is undoubtedly the future of the Indian agrarian community. It can transform traditional farming methods in uncountable ways. Even though this technology is more complex to be familiar with, it will yield its results in no time once learned.

Farmers must understand the entire process. Determination of goals, creating an equilibrium in the drone and software utilized, and being familiar with the principles of using such technology will stand as a challenge. The farmers will inevitably need comprehensive training or partnerships with third-party experts in the drone industry for the acquisition of reliable data. Drones have changed the course of obtaining data in almost every type of industry, and will only deem to become bigger and better in the coming years.

Source: <https://www.equinoxsdrones.com/blog/importance-of-drone-technology-in-indian-agriculture-farming>



Pragati Ingle
MBA I



Industry Scenario- Fintech

Fintech Funding & Valuation-

The Fintech sector in India has witnessed funding accounting for a 14% share of Global Funding. India ranks #2 on Deal Volume. The Fintech Market Opportunity is estimated to be USD 2.1 Tn by 2030. Indian fintechs were the 2nd most funded startup sector in India in 2022. Indian Fintech startups raised USD 5.65 Bn in 2022. The total number of unique institutional investors in Indian fintech almost doubled between 2021 and 2022, rising from 535 to 1019 respectively.

Acceptance of digital payments infrastructure has increased from 170 Mn touch points to 260 Mn touch points (an increase of 53%)

Digital Payments-

The volume of UPI transactions increased 200x from January 2017 (4.5 Mn) to January 2023 (10 Bn), and the Value increased 600x during the same period points to 260 Mn touch points (an increase of 53%)

UPI recorded the highest-ever volume of transactions in April 2023 – 8.8 Bn

Daily transactions on the UPI platform can touch 1 Bn by 2025

Digital Payments increased by 76% in transactions and 91% in value (2022)

A Pan-India digital payments survey (covering 90,000 respondents) revealed that 42% of respondents have used

Digital Payments-

India Stack: A set of APIs that allows governments, businesses, startups, and developers to utilize a unique digital infrastructure. One of the most important digital initiatives undertaken globally is aimed at putting up a public digital infrastructure based on open APIs to promote public and private digital initiatives. The 'Indiastack. global' website serves as a single repository of all major projects on India Stack.

JAM Trinity:

Jan Dhan Yojana: The world's largest financial inclusion initiative, “Jan Dhan Yojna”, has helped in new bank account enrolment of over 480 Mn beneficiaries

Aadhaar: The world's largest biometric identification system (1.3+ Bn Aadhaars generated so far)

Mobile connectivity: India has the 2nd highest number of smartphone users

Cross-border linkage of India's fast payment systems (UPI & RuPay network – QR code & P2M based payments) with other countries, is aiding in enhancing the global footprint.

Financial Inclusion:

: India's financial inclusion has improved significantly over the calendar years 2014 to 2021 as the adult population with bank accounts increased from 53% to 78%.

Financial Literacy: The RBI has set up the National Centre for Financial Education and plans to expand the reach of Centres for Financial Literacy (CFLs) to every block of them. These steps aim to promote financial education across India for all sections of the population.

Introduction of UPI123Pay and UPI Lite: Allows access to UPI to 400+ Mn feature phone subscribers and facilitates low-value transactions in offline mode through the on-device wallet.

RBI Payments Vision 2025:

The RBI plans to achieve certain outcomes such as a 3x increase in the number of digital payment transactions, an increase in the registered customer base for mobile-based transactions by 50% CAGR, an increase in PPI transactions by 150%, increase of card acceptance infrastructure to 25 Mn by 2025.

Account Aggregator Framework (AA):

AA is an advanced framework for sharing consent-based financial information between Financial Information Providers (FIPs) and Financial Information Users (FIUs). With 23 Banks onboarded to the AA framework, more than 1.1 Bn bank accounts are eligible to share data on AA. 3.3 Mn users have linked their accounts on the AA framework and shared data. RBI has also notified GSTN as FIP which will enable digital invoice financing and provide much-needed credit to the MSME sector.



Dipti Singh
MBA I

Source: <https://www.investindia.gov.in/sector/bfsi-FinTech-financial-services#>

Continued Shifts in Consumer Behavior & Attitudes

Consumer behavior and attitudes underwent major changes in response to the pandemic. And for the majority of healthcare providers (80%), these persona changes are considered the number one issue facing pharmaceutical companies in the future. While this can encompass a range of attitudes, Deloitte research points to several consumer trends that have only been accelerated by the pandemic, including:

Increased use of digital technology and willingness to share data – Consumers are more willing than ever to use digital tools to monitor their health, order prescriptions, and communicate with healthcare providers. By and large, medical consumers increasingly believe that these tools and trackers can help change behavior for the better.

Interest in and use of telehealth services – The pandemic increased medical consumer adoption of virtual visits. This grew from 15% to 19% between 2019-2020, then jumped to 28% by 2021.

Interest in tools to make decisions about their care or prescriptions – Out-of-pocket American consumers want the ability to price shop and see what other consumers have to say before deciding on care treatment.

Increased use of digital technology and willingness to share data – Consumers are more willing than ever to use digital tools to monitor their health, order prescriptions, and communicate with healthcare providers. By and large, medical consumers increasingly believe that these tools and trackers can help change behavior for the better.

In response to shifting consumer attitudes, big pharma companies are rapidly embracing a patient-centric ethos that champions better communication, collaboration, and openness. And this movement isn't limited to just the relationship between providers and patients but among the entire healthcare ecosystem, including:

Patient advocacy groups

- ◆ Physicians
- ◆ Health systems
- ◆ Health Plans
- ◆ Regulators
- ◆ Technology providers
- ◆ Wellness companies



Nidhi Chavan
MBA I

Source: <https://within3.com/guides/top-trends-in-the-pharmaceutical-industry>

Vertical Farming

Vertical farming is, essentially, farming modules, stacked one on top of the other, and not, as some would say, a farm system on a roof – that's putting a farm on a roof. By my definition, vertical farms are made up of multiple levels of growth, and, at AeroFarms, our levels measure typically between two-and-a-half and three feet, growing as high as 12 levels.

By utilizing state-of-the-art aeroponics and LED technology, we can create a controlled growing environment, without sun or soil, whilst minimizing harmful transportation miles. Ultimately, the technology represents a new way of transferring nutrients to the root structure by optimizing the productivity per square foot and making it economically viable to farm close to and even inside cities.



Akshada Gaikwad
MBA I





Swarangi Nitinrao Joshi - MBA I Report writing

Startup Innovative Idea:

Postnatal Care of Mother and Newborn Baby- Service Providing Company

Inspiration:

The Story starts with the problem suffered by shreya shah, who is an Indian mother. At the time of giving birth to the first child, she was having tremendous pain while breastfeeding her baby. So many doctors misguided her, and due to this problem, I want to start a business where all the mother and baby care must be taken properly and professionally.

Name of the Company: “WE CARE”

(USP- “Your Health Our Responsibility)

Business Idea and Product of the Company

Product: Postnatal care of Mother and newborn baby. We will provide all the facilities to mothers and newborn babies. This facility includes –

- 1)Care of mother and baby
- 2)Diet and Nutritional Management
- 3)Mother Depression Management
- 4)Bed Time Routine
- 5)Baby massage
- 6)Bathing Routine and medical checkup
- 7)Vaporizer
- 8)Housekeeping service.

Who are employees and members, Nurse:

The employee and all staff are specially trained and qualified for the education of Nutritionists and specialized in the area.

Need of this:

As, Increasing Nuclear family rate day by day. 10 out of 7 families live in a nuclear culture and women work.

ABVP'S IGNITE YOUTH SUMMIT – THE LARGEST YOUTH SUMMIT OF PCMC

ABVP – Akhil Bartiya Vidhyarti Parishad

The central point of ABVP's organizational endeavors is 'National Reconstruction'. The work of ABVP is to generate, in the education sector, a powerful national movement in the wider perspective of national reconstructions. The vision, bearings, and nature of the work of ABVP are based on these fundamental doctrines.

We held our first meeting for the youth summit on January 22nd. Before that, we were completely in the dark and had no clue what we would be doing at the summit. We wanted to deliver some professional, educational-based material, but we weren't sure what precisely we could do to make it possible for students from each field to attend and have an informative session.

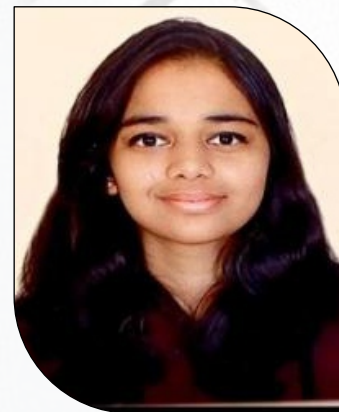
We knew exactly what information we needed to deliver until January 30th so that every student from every field could attend the summit. Topics including National Education Policy, Entrepreneurship, and the Role of Youth in Nation rebuilding were chosen. In addition, we spoke about the G20 when we toured the colleges.

We visited all the major universities informing them of our summit, which was scheduled to take place on March 10th. The summit's main attraction was a panel discussion in which eight well-known entrepreneurs would share their experiences and offer advice to young people interested in starting their businesses. Well for me working as a volunteer in this summit was a complete package of personality development, I gained a foundational understanding of cooperation, teamwork, and leadership qualities. I got practical knowledge of management studies that we learn in BBA

I was in charge of managing backstage tasks including scheduling the program, attending guests, setting up the stage for the program, and more. The most crucial lesson I learned was that while viewing a program as an audience member is straightforward, organizing with your team members and setting up the program is by no means simple. I finally had my most anticipated moment when I had the opportunity to do anchoring in front of a large crowd, proving that we can acquire expertise anytime and anywhere. I'll admit that ABVP had a significant significantly overcame my stage fright and transformed.

At the end of the youth summit, there were about 500 students from various institutions who had taken part and learned a lot of Skilled based knowledge. At the youth conference, dignitaries such as Mr. Yogesh Shinde- the creator of Bamboo India, and Mr. Pradeep Peshkar- a member of the National Board of MSME, Dr. Nitin kalmarkar – ex-vice chancellor of SPPU were present.

In conclusion, I just want to emphasize that everyone should take part in such events as they teach us how to act professionally when employed by a firm.



Riya Dilip Kacchawa

BBA I

Report writing



Think about It, Dude

This title explains many situations in the world, for which no one knows who initiated the scrimmage, let us understand it with a metaphorical explanation. Suppose in a jar there are two types of ants, one is black ants, while the other is fire or red ants. When the jar was at rest, the ants were in normal condition, but then, a human being came and shook the jar very hard. After this, the ants became aggressive and started to kill each other. In their fight, none of the ants knew who initiated the tussle, just that, they were fighting. In the same way, the tussle between different categories of people, like men vs women, rich vs poor, black vs white, the struggle which the LGBT community suffers from, is all the scrimmage, which no one knows, who created it, once the discrimination initiated, people are just fighting and killing each other like anything, no particular person has created such trouble, it's all humans who have brought up such difficulties.



Bhuvanyu Thakur
BBA I

Moreover, when people become aware of such harsh realities, they just ignore them, as if they weren't even a part of it. This LGBT community has suffered a lot and is still suffering, since the people who belong to such a community face difficulty in searching for jobs, education, living, housing, etc. The problem is not people suffering, the real problem is why people are struggling, how to end this? To answer such questions, we need to go to the deep reality, that it is just a social stigma or a superstition, to exclude the LGBT community from the rest of the world. But we don't need to follow such things, the only thing which can be done to overcome such issues, is to forget all about such discrimination.

In the same way, if we think a bit deeper then we'll get to know that nobody taught us to discriminate against anyone. If we change our perspective, we will get to know that many problems are not pre-existing, rather they are created by human beings. If such problems are created by humans, they can easily be eliminated, by a very simple solution i.e. stop creating such issues. The disasters which are not in the control of humans are understandable, and they cannot be prevented, but the problems like- discrimination based on gender, pollution, and corruption are such problems created by humans. Now, that discrimination problem especially with the LGBT community is also created by humans, if we all don't do such discrimination, this issue will easily vanish away. Now, a very simple question arises- "who taught us to discriminate?" This question is a very logical one since it tells us that no one, not even god, told us to discriminate. We humans ourselves initiated discriminating against others, and today, it has reached somewhere, where the consequences are catastrophic. Once we all stop all this kind of behavior, many problems will be solved easily. Hence, such kind of critical thinking is required in today's time, as the LGBT community has been facing huge difficulties due to the discrimination they face in daily life, which should come to an end now.



Chanchal Chandani - MBA I Poems

1. Never Give Up

A bucket list
We all should record
To give us goals.
To work towards.
Make a list
From one to twenty
You can have more
you want to have plenty.
Your bucket list
Will hold your dream
That one day
Won't be a dream.
Setting goals is a good to do
To make your dreams
Come true for you.

2. Be positive

I release all things from the past year
that has caused a negative attachment.
Prepare and welcome new changes,
new lessons, and new adventures.
I welcome new opportunities to grow
emotionally, mentally, and spiritually"
I think positively,
Therefore, I speak positively
Therefore I do positive
This is my mantra.
If you are depressed, you are living in
the past. If you are anxious, you are
living in the future if you are at peace,
you are living in the present.
To reach your goals, you need to live for
only three people, First, god second
yourself. And finally nobody.



**Abhilasha Kumari - BBA I
Poem**

I GIVE UP

I'm breaking and shaking and trying hard to make it.

To lose, I hate it

And yet can't face it.

It's a shame to keep breathing,

What's going on within me?

Guess I've lost the real me.

Knock knock,

The door is shut

Can't go on further with these ifs and buts.

trying not to fade

Be still, not shake.

But I find no luck.

So I look up at the sky and just...

Give up



Deepal Sharma - BBA I Poem

Go Where You Came From

Sheathed in my mother's blood I glided
Through an unknown fate which
Showed me a path toward a society that discarded me
Thrown me, saying "Go where you came from!"
Told them, I landed in a way they did. For them,
I am just someone who claps in the crowd on a running
train begging for a penny. A man who forcefully tries to
be a woman, just an impure soul who has been cursed
for my deeds. But, Who cares?
For me, I am someone who claps, begging for a smile
and some respect.
I am a human being, who likes to look
beautiful like you do. I am a pure soul who has been
built uniquely. Different from you
But have a soul which cries to sleep Walks with pride
Accepts her body and begs for respect. I have a heart that
pumps blood to keep me alive in this society which crosses
every line to strangle me to death.



Om Lambe - MBA I Poem

AGAR TU MILI NA HOTI

**Zindagi kitni haseen hoti agar tu sath hoti
Par zindagi aur haseen hoti agar tu mili na hoti
Yeh roz roz khud se sawaal na hote
Yeh hari bhari zindagi mein kisi cheez ki kami na hoti
Wahi awaara manchale wahi hum hote
Duniya kee dour bhaag se thake haare laute hum
Chain se maa ki godh mein sote hum
Kisi cheez ki parwaah ki na hoti
Shaamo ko Cigarette jali na hoti
Raaton ko nashe ki lath na hoti
Ujaalo se darta nahi dil mera
Bheed ko dekh ke bechaini machi na hoti
Saare sawaal ek taraf 23 ki umar ek taraf
Umar se pehle chehre pe ranjish ubhari na hoti
Hum bhi auro ki tarah dil se haste
//Agar tu mili na hoti //
//Agar tu mili na hoti //
//Agar tu mili na hoti //**



Shubham Suryawanshi Youtuber

On my youtube channel, I have uploaded all my performances done by me and my colleagues during the events at the Global Business School and Research Centre, Events like Shivjayan Mahotsavsav, Teachers Day Celebration, and Induction program performances, etc., you can check all the videos by clicking on the youtube channel link The name of my channel is: Shubham Suryawanshi <https://youtu.be/CdN4ThUCtu4>





Atharva Pansare - BBA II
Photography





Mushkan - BBA II Paintings



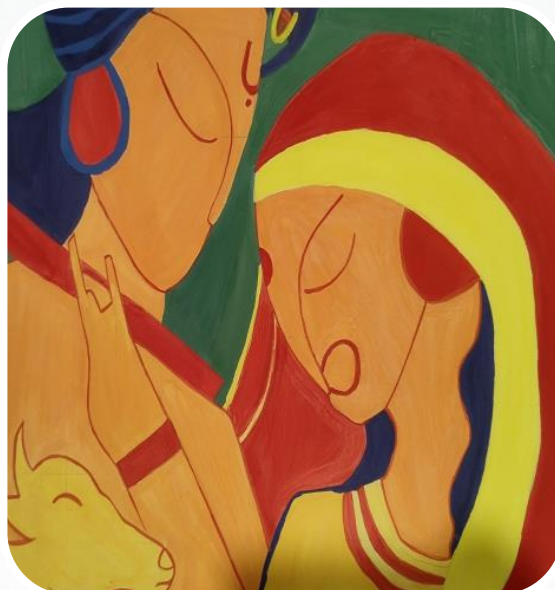


Michelle Shine Paul - BBA I
Paintings



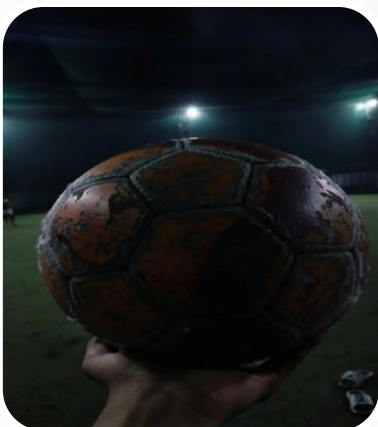
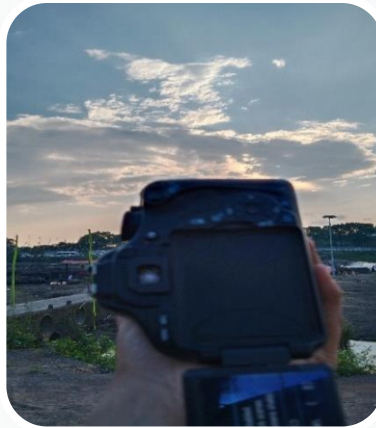


Neha Pawar- BBA I
Paintings





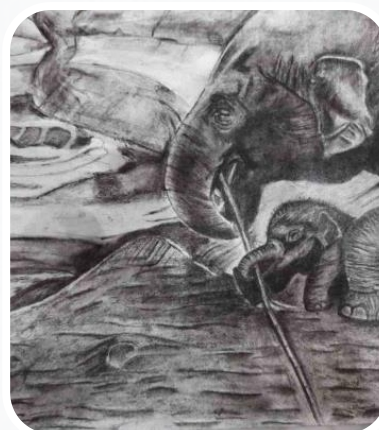
Shubhangam- BBA I Photography





Siddhi Agrawal- BBA I

Sketches





**DHAIRYASHEEL
PAWAR**
Vice President



**KEVIN
KOHNSON**
General Secretary
(PG)



**JIGISHA
SALUNKE**
General Secretary
(UG)



**DR. JUI
WAGMARE**
Joint GS
(PG)



**PRATHAMESH
DALIMBE**
Joint GS
(UG)



**CHAITANYA
AUTKAR**
Secretary Cultural &
Events



**YASH
SANDHIR**
Joint Secretary
Cultural & Events



**VISHAL
HAJARE**
Secretary
Sports



**ANUSHUMAN
KUMAR**
Joint Secretary
Sports



**SHRUTI
THAKUR**
Secretary
Alumni



**RIAA
YADAV**
Joint Secretary
Alumni



SWASTIKA
Secretary
Academics



**ANURADHA
JHA**
Joint Secretary
Academics



**GUNJAN
THOMBRE**
Secretary
Discipline



**ABHISHEK
SINGH**
Joint Secretary
Discipline (Boys)



**ISHA
KARIRA**
NSS
Girls Cordinator



**ABHILASHA
KUMARI**
NSS
Girls Cordinator



**ABHISHEKH
PATIL**
NSS
Boys Cordinator



SAIEN
NSS
Boys Cordinator



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