

Bunts Sangha's  
S.M. Shetty College of Science, Commerce and Management Studies  
*Permanently Affiliated to University of Mumbai*  
*NAAC Accredited 'A' Grade*  
*ISO 21001: 2018 Certified Institute*  
*IMC RBNQ Certificate of Merit 2019*

---

The  
**Magnates 2022**

---

Creating Power to Influence



*Creating New Definition for Success*  
*Finding Career in Passion*  
*Creativity & Innovation*

VOLUME – SEVEN (2021-22)

## CONTENTS

S.NO	ARTICLE
1	Message from Principal
2	Message from Vice Principal - Dr. Liji Santosh
3	Message from Vice Principal - Mr. Sandesha Shetty
4	Message from Head of Department - Prof. Nidhi Chandorkar
5	Annual Report by Head of Department
6	Annual Report of Management Association
7	Articles from Mentors: I. Prof. Nidhi Chandorkar II. Prof CA Zainab Rangwala III. Prof. Ashwini Devadiga
8	From Magnates Heart - Poems in Impressions 2022 - Articles from Magnates pens - Sketches with caption (name & class of students)
9	Glimpses of the year 2021-22
10	Achievers of the Year 2021-22

# EDITORIAL TEAM

## TEACHER MEMBERS



**Nidhi Chandorkar**  
*HOD, Assistant Professor*



**Ashwini Devadiga**  
*Assistant Professor*

## STUDENT MEMBERS



**Nandita Mishra**



**Kirti Singh**



### **From Principal's Desk**

Dear Students and Teachers of BMS Department,

To improve is to change; to be perfect is to change often -Winston Churchill. Change is a, but also the Teach-Learning process has been affected. There has also been a silver lining, as the pandemic has brought several changes in the form of innovations in the methodology of Teaching-Learning. Dear students' constant phenomenon in different walks of life; for students, teachers, organizations or society.

The pandemic has been unfortunate for the globe. Not only the Economy and Businesses of a country, this year, with the dwindling effect of coronavirus, we are able to function with hybrid i.e. online as well as classroom lectures in the College. This approach has made it possible for us to achieve the vision of the college which is 'Personality Development for Nation Building'. Further, the department has taken various initiatives to enrich academics and industrial knowledge; and enhance interpersonal skills of the students.

With these provisions, you must grab all opportunities to strengthen your skills for a bright future.

All the Best!



**From the Vice Principal - Dr. Liji Santosh**

Dear Students,

Life is full of happiness, learning and growing. It is all upto us what we just see and what we observe and absorb. Many times we are in a situation where we find that we do not find relevance of a subject or topic and we study it half-heartedly.

Dear Students, out of my experience of life, I can say all we learn and put efforts on today will come back to us in return for our effort. Knowledge is never a waste. It simply expands the horizon of your thinking potential and scope. It makes you a better decision maker and more agile.

So use these lovely golden years of your life in learning many new skills, gaining more knowledge and exploring and discovering new philosophies.

Wishing you success!

**Dr. Liji Santosh**

*Vice Principal*



**From the Vice Principal - Prof. Sandesha Shetty**

Dear Students,

The year 2021-2022 has shown us a new normal age of online living. The pandemic has shown a new spectrum of avenues and challenges. The college has thrived to impart quality education on online platforms for overall and holistic development of students. This has enriched students' performance despite adversities posed by lockdown. The Department of Management studies of our college has extended numerous opportunities for students' development with a variety of academic, co-curricular and extra-curricular activities. The academic performance of the BMS students has been overwhelming with 100% results at University Examinations. The participation of the students on intra-college, inter-college, University level, State level and National level platforms has been remarkable. The department teachers have played a vital role in the achievements of the students. "The Magnates" – the annual magazine of the BMS department is a portrayal of the department's success story. I wish everyone a bright and safe future ahead.

**Asst. Prof. Sandesha Shetty**  
*Vice- Principal*

## **THE DEPARTMENT OF MANAGEMENT STUDIES**

### **ANNUAL REPORT 2021-22**

The Department of Management Studies was established in 2008. Since then it has been active to ensure all-round development of its students.

In the academic year the department had a strength of 428 students. The department is proud to share that it has a demand ratio of 1: 6.25 for admission.

The department has been working to reduce industry-academia gap by making internship, research and field visits a part of academics. This year 131 students did internships, more than 50 students did research from second and third year, 1 student made entrepreneurship based project and the department took third and second year students on field trips. Teachers and students had published 20 research papers in national and international conferences. 7 groups participated in Avishkar, a university level research conclave and 1 paper got selected for finals.

The department has won many laureates for the institution and department. Akshat Aggarwal (TYBMS) got selected for final round of Avishkar, Advith Poonja (TYBMS) got recognized for outstanding performance in throw ball at national level, Rohanbahadur (TYBMS) got third position at zonal round of Youth Fest in Cartooning, Anuj Gharat (SYBMS) go selected in University football team, Swasthik Shetty (SYBMS) won Mr. Bunts at Akanksha 2022. The department won OVERALL SPORTS CHAMPIONSHIP TROPHY for the fifth time.

For skill development, the department conducted four certificate courses. HRM Basics for Working Professionals was introduced this year. Under PERSONA, the department conducted activities like lecture series on Company Accounts, Session on Canva by Kunjal Pal (alumnus) Session on Creative Commons, How to Write a Research Paper, How to Make a Blog, How to Write a Press Release. For experiential learning, apart from field Trips, the department conducted nearly 28 CAPSULE ACTIVITIES. The department provides various knowledge sharing platforms to the students like THE KNOW SHOW in which we conducted three online and offline events, THE MANAGEMENT ASSOCIATION which is the club of management students also provides many such opportunities. This year the department introduced a new initiative BMS WEEKLY for weekly business news analysis.

For career guidance, the department organized sessions by higher education institutions like Alliance, Bangalore, Ideal Academy, MAAC, IBS etc. The department organized sessions on career guidance under CROSSROADS. This year we organized two sessions on Scholarships for Education in Foreign Universities (Inter-Collegiate), Session on Strategic Networking and Interviews by Industry expert and Alumnus Ms. Karishma Thakur, sessions on specialization, library, counseling center. Session on stock broking was organized by Dashrath Prajapati (Alumnus).

For implementation based learning, the department organized AMALGAM – Event Management and IMC activity and ENRICH ECOLUTION for making FYBMS students environmentally conscious.

**Nidhi Chandorkar**

**Program Coordinator**

## **THE MANAGEMENT ASSOCIATION**

### **ANNUAL REPORT 2021-22**

The Management Association is a club for the department of Management Studies students. The association provides a platform to implement their management skills and creativity. This association has been conducting activities and competition and taking the students' development arena beyond the curriculum.

This year the association was active both on online and offline platforms. After formation on the core committee, the association activities were undertaken by the students under the guidance of department faculty members.

This year apart from conducting the annual events, many new activities and events were introduced. The association provided virtual knowledge sharing platforms. WEDNESDAY WISDOM was introduced this year to share interesting information related to the field of management and business. It was posted on the Instagram handle of the department every Wednesday. Another initiative BIZ REELS were introduced where students created interesting videos on business related topics.

The association conducted inter-collegiate and intra-departmental competitions. To find hidden cultural talent of the department, the association organized TALENT-FIESTA where students virtually competed for dancing, singing, rangoli, poster-making etc. For unearthing the literary talent, IMPRESSIONS 2022 were students competed for poetries, painting and sketching, start-up stories, personalities and places. The selected articles will be printed in the departmental magazine THE MAGNATES. The association conducts ADVERTAINMENT for the last five years, where the students exhibit their advertising skills and creativity.

PERSONA is a skill development initiative by the association. Under PERSONA, the association conducted activities like lecture series on Company Accounts, Session on Canva by Kunjal Pal (alumnus) Session on Creative Commons, How to Write a Research Paper, How to Make a Blog, How to Write a Press Release.

The association conducted inter-collegiate competitions. BIZ-QUIZ was introduced their year, where the faculty members conducted inter-collegiate quiz on every month end. There was overwhelming response from colleges across the country. BIZ-FIESTA is the annual inter-collegiate departmental fest organized by the association. This year it was organized in the month of April.

**Preeti Matharu**

**Incharge – The Management Association**

**Nidhi Chandorkar**

**Program Coordinator**



# **From The Mentors**

*Demystifying*

## **THE TWELVE LAWS OF KARMA**

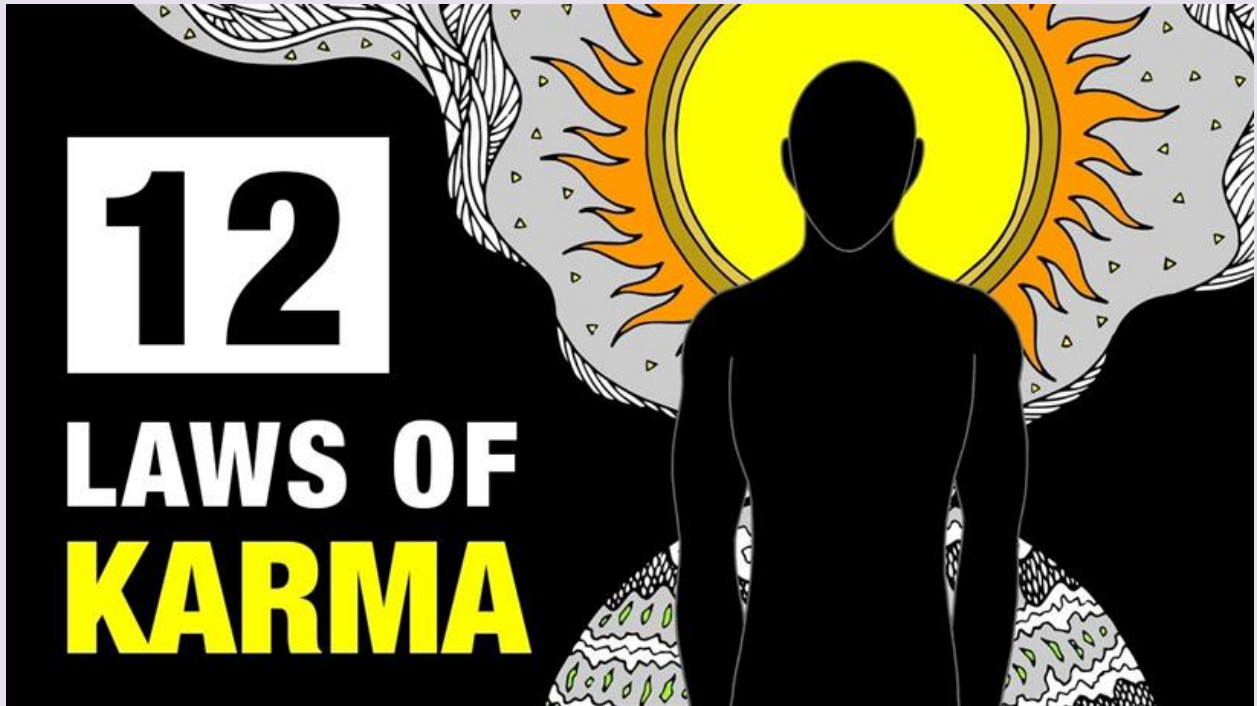
*For Generation Z*

*Asst. Prof. Nidhi Chandorkar*

*Coordinator – BMS Program*

The word Karma is a Sanskrit word which means Action combined with its consequences. The word karma has been interpreted in thousands of ways and has most of the time been misunderstood. The Laws of Karma written in ancient scriptures can be great guiding Guru for all of us, especially during the formative years. Hence, this article is an attempt to demystify the laws, their meaning and their relevance for generation Z.

Before we examine these laws, let us first understand that all Karmas, either in form of action, thoughts or emotions, are forms of energy which will result in another form of energy which can be either positive or negative. These laws of Karmas, hence, guide an individual to understand how to choose right Karma and which consequences into the right outcome for our present and future.



1. THE GREAT LAW: It is also called the law of cause and effect. The action or thought one put out results will come back to you. So, create energy which is positive, that is do things with positive or good intentions.
  
2. THE LAW OF CREATION: We have been given this life to do something worthwhile. Things will not happen to you, you have to make it happen. Use your skills, talent and intellect for creating good things for yourself and others.
  
3. THE LAW OF HUMILITY: Be humble to accept realities which may be due to your past mistakes. You should have humility to accept that you have not performed that well because you could have put in more effort or right action in the past.
  
4. THE LAW OF GROWTH: The growth starts from within you because that is the only thing you can control.
  
5. THE LAW OF RESPONSIBILITY: This means that whatever happens to you is because of yourself so don't waste time searching for push blame to others. You are only responsible for your problem, without understanding this you will not be able to correct it and stop it from happening again to you.
  
6. THE LAW OF CONNECTION: Who you are today is the result of your previous action and who you will be tomorrow will be the result of your today's action. Everything is interconnected.
  
7. THE LAW OF FOCUS: Focusing on too many things at one time can slow you down and lead to frustration and negativity. That's why the law of focus encourages you to concentrate on one thing at a time.
  
8. THE LAW OF GIVING & HOSPITALITY: You should give to this world what you seek from it. If you are seeking peace, give a peaceful environment to others.
  
9. THE LAW OF HERE & NOW: Let go of negative thoughts and behaviour from your past, stop reliving your past. Get rooted in your senses and feel what is around you and live in the moment. Practice Mindfulness. See and feel things and thoughts at present.
  
10. THE LAW OF CHANGE: Change gives you a new path so that you can create a new future and a better version of yourself. If you don't learn from your past and correct it today, it will keep on repeating.

11. THE LAW OF PATIENCE & REWARD: Doing good and rewarding things once in not sufficient. One has to be persistent and consistent to get suitably rewarded.

12. THE LAW OF SIGNIFICANCE & INSPIRATION: Contribute something to this world and make some difference, however small. It also gives purpose to your life. Become unique for the world.

These laws are not based on any religion or preaching of any deity. These laws will set guidelines in your life and can incentivize you to be more mindful of your thoughts, actions, and deeds before you make a decision.





**“Wake up.... Wake up”**

**Wake up Wake up for its now the time to shine bright  
Let's leave behind the darkness and march towards light.**

**Wake up Wake up for the fog is been lifted now  
Let's hop over the bumps that sorely slowed us down.**

**Wake up Wake up for now the goals are quite clear  
Let's trod on and gallop ahead speedily without fear.**

**Wake up Wake up to feel the adrenaline of success  
Let's gear up with all we've got to be our best.**

**Wake up Wake up as it's going to be now or never  
Let's mold our tomorrow in the most apt way ever.**

**By:- CA ZAINAB RANGWALA**

# Covid-19

## An Eye Opener

Covid-19 outbreak devastated lives  
Every single moment it took away lives

Disease started to spread everywhere  
And we were left nowhere

They said it is the Act of God  
Punishments to all our wrongdoings by the Lord

It was the test of our patience  
And a victory of our perseverance

Begging for this beast to leave as it should  
And all the grief be gone for good

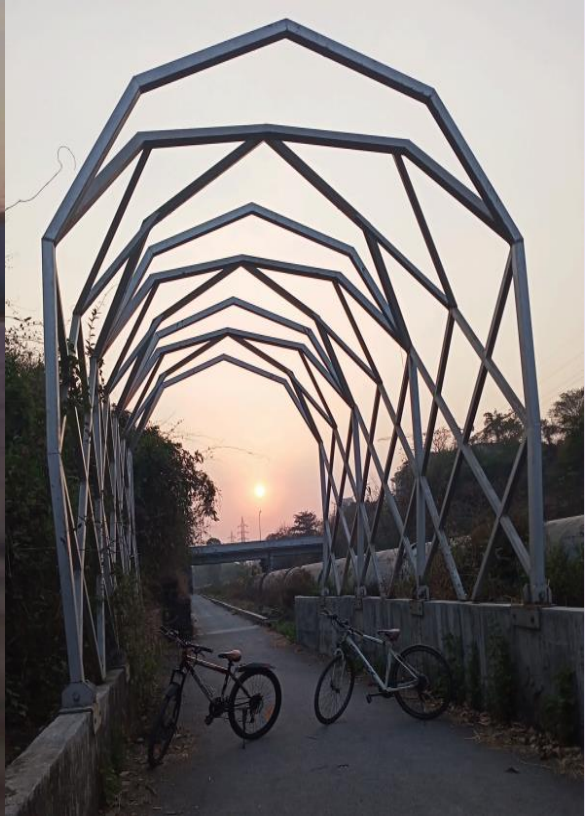
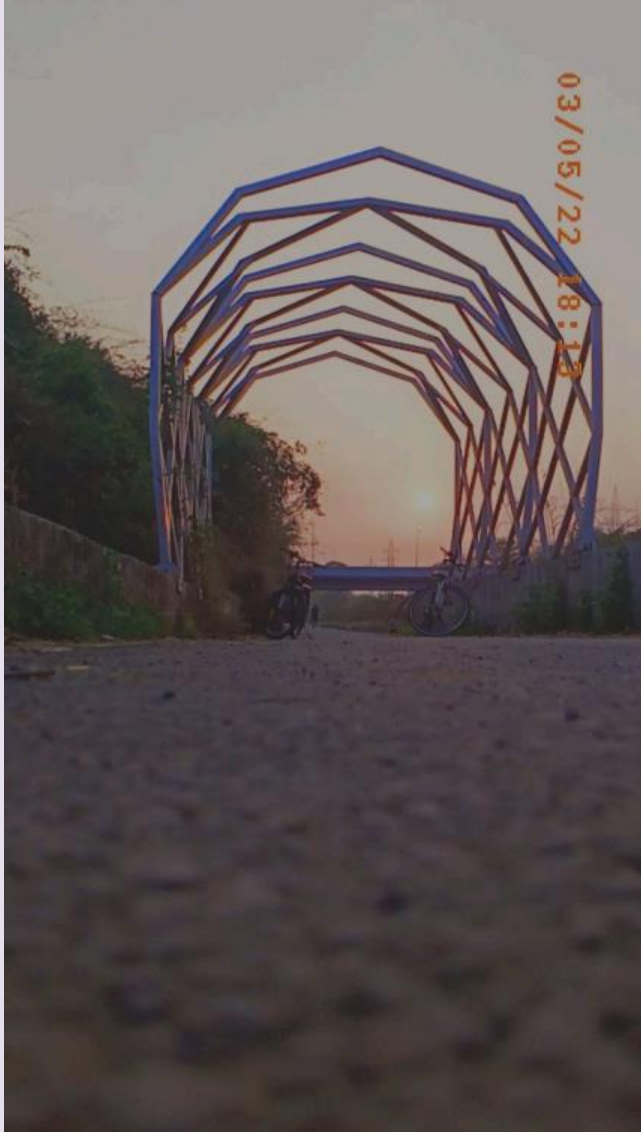
People mourned, people croaked to survive  
But they are not gonna come back alive.

But one thing they confess is sure.  
People will learn as they find the cure.

By: **Ashwini Devadiga**



# **From Magnate Hearts**



- BY KIRAN DESAI



## **HOW I GOT LEH'D.....**

I have visited many places in India, each place being different from the other with respect to food, culture, lifestyle, etc. Each place I visited gave me a different experience. But one of my favourite places is “LADAKH”.

Ladakh is also Said to be “the land of highest passes”. I visited this place with my family a few years ago. It was a tour of 8 days. We boarded the flight at 4 am in the morning and reached our destination at 8 am as it was a cut journey via Jammu. Ladakh is located at a higher altitude of 7742 m above sea level, hence when we reached there we felt the drastic change in the climate straight from 27 degree to 3 degree it also went upto -4 degree during the night.

On the first day of the tour we stayed at the hotel to get ourselves acclimatized to the climate so as



to not face breathing problems or any other health issues. On the second day, we visited the Shey Palace which is located on a hillock in shey, which is 15 km to the south of Leh. Shey was also known as the summer capital of Ladakh in the past.

The view from the palace was mesmerizing and full of greenery around. After this we visited the “Druk Padma Karpo” school also known as Rancho school after the famous bollywood movie “3 idiots” was

shot there. We saw the famous idiotic wall at the school. The school also has an outlet which sells customized (related to the movie like its characters, dialogues, etc) articles like t-shirts, mugs, caps, bottles, bags, etc. The third place we visited after this was the “Hemis Monastery” (Buddhist monastery). The monastery is structured in a rectangular shape. It has a museum which has antique articles used by the kings and their families in the past like Swords, jewellery, cloths, etc. Hemis Festival is celebrated every year in the early june in honour of padmasambhava. On the third day we left for Nubra valley which is 120 km to the north of leh. Nubra is also called “Dumra” meaning valley of flowers. On the way we visited the famous “Khardungla Pass” - The highest motorable road in the world. Here I experienced my first snowfall, it was the best experience ever. It is also recommended to not be out at khardungla pass for more than 30 mins to avoid breathing problems. After that we headed ahead to Nubra valley where we had a tent stay for a night that again was a different experience for me. We later went to a place called cold desert in nubra. It is just a desert like other deserts but since it is located in the Great Himalayas it is called the Cold Desert. The temperature here goes from zero degrees to -30 degrees. One can experience freezing winds the entire day. The surrounding area was full of greenery and surrounded by mountains. The next morning there was a complete change in the surroundings as the trees and mountains were all covered with snow and it was a completely different scenery. We had our breakfast and left back for Ladakh. On the way we visited the “Diskit monastery” also known as Diskit Gompa which is the oldest and the largest Buddhist monastery in the Nubra Valley of Ladakh and was founded in

the 14th century. On the way we were stuck at khardungla pass for 2-3 hrs due bad weather conditions and heavy snowfall the roads were blocked. We finally left from there and reached the hotel safely. After that we had our dinner and slept.

On the fifth day we visited the famous Pangong Tso or Pangong Lake which is at a height of almost 4350m and is also the world's highest saltwater lake which is seen in shades of blue. It is 134 km long of which one third is in India and two third is in china. The lake water is too cold and is said to be holy to the local people. On the way back we visited the Changla pass which means northern pass. It is also said to be the highest pass in ladakh. We waited there for some and then left back for our hotel. On the sixth day we left for kargil on the way we visited the Pathar Sahib



Gurudwara followed by Magnetic Hill, it is a cyclops hill located in Leh. The layout of the area and surroundings create an illusion. After that we visited the sangam point that is where the river indus and zanskar meet. The view of the river's meeting was so good and pure. Then we went to our next destination which was the Alchi monastery which is again a Buddhist monastery located in the Alchi village in Leh district. The monastery is almost one thousand years old hence it has a Tibetan architecture; this Tibetan influence can also be seen in the local culture. We then had our lunch and headed to our next destination “Lamayuru”. It is known for its monasteries and lunar landscape prominently known to the tourists as the “Moonscape” because it is claimed to have land similar to that on the moon. It is also one of the oldest and largest monasteries in Ladakh and



all surrounded with moonland which makes this place more beautiful. We then finally reached “Kargil” and checked into our hotel after which we visited the local market there and then came back and rested. The next morning we left to visit one of the most famous places in kargil that is “ the Kargil War Memorial” this war memorial is built by the Indian Army in the town of Drass hence it is also known as Drass War memorial, commemorating the 1999 kargil war between

India and Pakistan. Before visiting the entire war memorial we were first shown a small AV of the life of the soldiers and how they executed the mission and how people lost their lives in the war. 26 July is observed as Kargil Vijay Divas every year. After that we left back for ladakh. On the eighth day we had our local sightseeing like the “Shanti Stupa”



which was built by the Japanese buddhist in 1991. This place is not only a tourist attraction because of its religious significance but also because of the panoramic view of the surrounding landscape. The second palace we visited was the “Hall of Fame”. It is a museum run by the Indian army, this museum houses weapons, and all the other instruments used by the Indian soldiers. After that we visited the local leh market for shopping and had our lunch there itself. The next morning we left for Mumbai at 5 am. And that is how my trip to Ladakh came to an end.

This place was more of a different experience for me. I enjoyed this place very much and would definitely love to relive those moments again. I even got to learn one ladakhi word that is “Julley” which means hello, thank you, goodbye. Every place had something different to offer. Being in the mountains gives a different peace within. And that is why this was one of my favorite places ever.

Miss Danica Monterio  
(SYBMS - A)



## INSPIRATIONAL PERSONALITIES

### MAHATMA GANDHI

MAHATMA GANDHI WAS BORN ON 2<sup>nd</sup> OF OCTOBER IN GUJARAT PORBANDAR. HIS FATHER NAME WAS KARAMGHAND GANDHI AND MOHER'S NAME WAS PUTLI BAI. HE IS ALSO KNOWN AS OUR FATHER OF NATION. SOME OF GANDHI'S FAMOUS MOVEMENTS ARE: CIVIL DISOBEDIENCE MOVEMENT, HINDI SWARAJ, DANDI MARCH, SWADESHI MOVEMENT, SATYAGRAHA ETC. HE SHOWED THE PATH OF TRUTH AND GOODWILL TO HIS COUNTRYMEN.

IN HIS ADULT LIFE GANDHIJI GOT MARRIED TO KASTURBA BAI AND WENT TO ENGLAND FOR FURTHER STUDIES. HE STARTED LIVING IN SOUTH AFRICA ONCE HE BECAME A BARRISTER. THROUGHOUT HISTORY WE HAVE READ ABOUT GREAT WARRIORS WHO FOUGHT WITH WEAPONS AND AMMUNITION TO SAVE THE GLORY OF THEIR COUNTRY. BUT AMONG ALL THERE IS ONE GREAT LEADER WHO CHOOSE TO FIGHT WITHOUT ANY WEAPON AND TO FOLLOW THE PATH OF NON-VIOLENCE. AND HE IS MY INSPIRATIONAL PERSONALITY

# HUMANITY

Date \_\_\_\_\_  
Page \_\_\_\_\_

'Humanity' means mankind,  
That you can hardly find.



Try to accept humans as  
they are,  
By not assessing them  
every hour.

Stop to exhibit your humanity  
in the way of charity,  
Instead listen to them  
and show some liberality.

You have lost trust in humanity,  
While clinging into insanity.  
This is a twisted reality!



Animals flaunt their best,  
But humans fall-off at  
this test.



Can we make this world a  
better place,  
In which humanism willingly  
be a phase to chase.

- Rakshita Achary  
SYBMS - B

2022.03.09 16:40

## A Piece of my Heart

Ethan Aditya Fernandes  
TYBMS



Lost and lonely was I like a typical boy.  
Until I met a popular girl who brought me joy.  
She refused to believe that she was the one,  
Since it took efforts for her heart to be won.  
And the day that she looked right into my eyes,  
She realised that it wasn't lies.

She finally said yes to go out on a date.  
It made me believe we were meant to be together by fate.  
Getting worked up and excited wondering what would she expect,  
All I had to do was hold her hands and that made it perfect.  
Seeing her smile for the first time made me blush,  
My cheeks started to look like a strawberry slush.  
Later that night we didn't realise the time,  
Until she got a call from her mom asking her "Where are you, it's past nine".  
But seeing the happiness in my eyes when she was by my side,  
"I'm on way home mom", she lied

The day had finally come when I went down on my knee,  
To tell her that she was the one for me.  
She was confused with what was going on.  
Suddenly, she walked away leaving me all alone.  
I was angry, sad, confused and furious.  
But what made her do that made me curious.  
Finally, I realised what made her run away from here.  
All she ever asked me was to wait for her another year.  
Thought telling her how I felt would be bold.  
All that happened is it made my heart cold.

Like a fool then I kept pushing her away,  
Until my life turned back to grey.  
I wish I could do something to hold onto her.  
She's the best thing that happened to me this whole year.  
For whenever I would stress out she would calm me down,  
But without her, now all I ever do is breakdown  
I wish I had the power to turn back time,  
Cause I would like to again call her mine.  
I'll never forget I sat up the whole night crying,  
Cursing myself for leaving without trying.

It's been a month and I still dream about her,  
Because I know we would have been great together.  
Everytime I see the rain pouring down,  
All I can imagine is her wearing that white gown.  
Though friends tell me I'm just going through a phase,  
They will never understand how much I miss her pretty face.  
I wish she just gives me one more chance,  
To prove her I'm not the kind of man she knew once.  
I wish I could hold her hands one last time, so tight  
So that I can tell her that this time, it's gonna be alright.

\*\*\*

## Ghost Writer

It's was stormy night and was lighting with thin showers of Rain.

I was on my bed when I saw something strange under the lighting and shouted.

"Who is that?" but there was no response

I was frightened and tried to go near

Suddenly I saw someone behind and

as soon as I saw it vanished.

I was totally frightened and wanted to run

out but suddenly door gets closed and pen

started to write itself on my book.

Dear Love

You showed me the colours of Love

Grave memories filled with happiness

Taken all my sadness with a hug

But one day you were not there

I was beaten, my clothes were torn, was

forced and finally got killed.

I was totally shocked and I fallen off and

tears rolled from my eyes and I said

"Nikki.... Nikki" you came for me.

"Yes" I heard the sound and saw her and

wanted to hug her but before I do she

vanished leaving her writing as her last

conversation to me and the ~~last~~ line was

"Dear Jay when you miss me see this letter

and close your eyes I will be there for you

Your love

Nikki"



## **THE SKY**

Want To Fly High, Till I touch the sky  
Never learn to give up...  
and never will I

Acknowledging my thoughts for,  
A new fly  
Appreciating the whole way,  
From where I start.

The Clouds says, Whipped the tears  
When you fall off, If you want to fly high...  
In the sunshine sky  
Start your journey and one day you  
Will touch the sky.

Want to fly high, till I touch the sky.

Be rang sa ho gaya hu kuch rango ki talash me  
akela sa hogaya hu kuch dilo ki talash me  
Pata nahi u lagane laga he ki  
Musibatoh me fas gaya hu bas ek zindagi ki talash  
me.

## **Real Coconuts of Our Lives !**

My Mind stroke that,

Why are the father's said as A man with anger , arrogance and what not!

Have you ever tried to know what actually they are?

Does anyone of us have appreciated their presence, scarifices?

They hold on to all the burdens alone ,

Ain't letting us know even the pinch of it.

Spreading Smiles & Happiness everywhere ,

Here are , The Real Coconuts of Our Lives !

Sandya .S. Shetty

(FYBMS – B )

## OYO- ROOMS

Nitish Jha SYBMS

### **OYO Rooms - What is it ?**

When OYO was first launched, it mainly consisted of budget hotels. Since then, OYO has grown to be one of the leading hospitality chains across the globe. As the company grew, it added thousands of hotels, vacation spaces, and millions of rooms around the world in countries like India, China, Brazil, Japan, and the U.S.

### **OYO Rooms - Who founded it ?**

In his capacity as a founder and CEO of OYO Rooms, Ritesh Agarwal traveled across India from the age of 17 and spent time in more than 100 hotels. He realized that there is a shortage of quality hotels within the reach of common people. Forbes and Business Insider did not list him as a billionaire yet, even though he is known as the second youngest billionaire in the world after Kylie Jenner.

### **What inspired Ritesh Agarwal to start OYO Rooms?**

While in California, Ritesh Agarwal founded a company. This company will help manage a hotel owned by an Indian, who had previously worked with Oravel Stays. New Delhi, which was later renamed OYO, is the location of this hotel. The hotel improved the rooms and targeted budget-minded travelers who were looking for hotel reservations online. In the first month alone, the hotel's occupancy rates went from 19% to 90%.

### **Startup Story of OYO Rooms?**

When Ritesh Agarwal returned to India, he was eager to apply his new knowledge and experience. Through Oravel Stays, he began reaching out to small hotel owners. All over the world, there are so many small-scale hotels with fewer than 150 rooms. There weren't many entrepreneurs who wanted to turn small properties into "quality experiences for the common man." He realized that OYO could grow from a single property to a handful of hotels. OYO stood for "one property, one brand, one dream." A smart update of the hotel's interior, efficient service, and setting of dynamic pricing made the customer and the hotel owner happy. By looking at what details guests cared most about at each price level, Agarwal put his own experiences to use. It is not uncommon for asset owners to spend

a lot of money on a chandelier, but they forego a good breakfast. Many hotels lack the white light that consumers like, which is the warm white. He went on to observe, "Only a few hotels perform well in terms of serving customers right. Customers are more likely to post positive online reviews and hotels prove profitable when they focus on these elements."

### **How did OYO become successful?**

Agarwal was able to reach a broader audience with his knowledge of technology. OYO's pricing model was also improved by Ritesh Agarwal for budget-friendly customers. By his estimate, OYO adjusted room rates for 1 million guests every day more than 50 million times. OYO has connected all assets' staff at the back end. For example, there is an app that lets hotel staff know which rooms need to be serviced. To make sure the management knew how clean the guest rooms were, they tracked how much time the housekeeper spent cleaning the rooms.

### **How does OYO's business model work?**

In its early days, Oyo was a hotel aggregator that leased hotel rooms and then rented them under the brand. Eventually, it shifted to a franchise model from the aggregator model. In this process, the company partners with hotels, allowing them to work as franchises and rent out their rooms at reasonable

rates.

### **Where did Oyo get its funding from?**

Ritesh Agarwal's startup Oyo needed funding after some hotels partnered with him. Oyo was seed-funded by Lightspeed Ventures, a Silicon Valley-based venture capital firm. Hedge funds and venture capital firms slowly followed. Included in this fund are Sequoia Capital, SoftBank Vision Fund, and Greenoaks Capital. Oyo began expanding its wings to include all directions with the help of new funds. Major home sharing company Airbnb became interested in Oyo Homes. An estimated \$150 million has been invested in the company over the last few years.

### **Conclusion**

The success story of This Startup Oyo is an inspiration for many small startups in India despite its many challenges. In addition to hotels, Oyo has expanded beyond its boundaries in India. One of the most promising startups in India at the moment is Oyo. Oyo Rooms' profits belong to Ritesh Agarwal to the tune of 30%.

\*\*\*

## STARTUP STORY OF PAYTM

**Kirti Singh**

**FYBMS**

Imagine that you are already running late and the rickshawala is waiting for you to pay but all you have is a 500 rs note and no change, but it's not an issue anymore because we have Paytm. Paytm changed the way India makes its payments, it helped India to go cashless.

Paytm was founded by Vijay Shekhar Sharma who neither had the money or the resources to even start his journey but where there is a will there is a way, since childhood he lived in utter poverty in a small village of Aligarh city, he had done his schooling from a Hindi – medium school near his village, he wanted to become an engineer so he wanted to learn English but he couldn't join any classes because his family was impoverished. Despite these difficulties he managed to get into the esteemed Delhi Institute of Technology but his struggle got even worse as he couldn't understand English, he was not able to understand anything taught by his teachers, he even failed his first year of engineering due to this language barrier, but he never gave up, he started going to the library to translate his subject books to Hindi and gradually taught himself to read, write and speak in English.

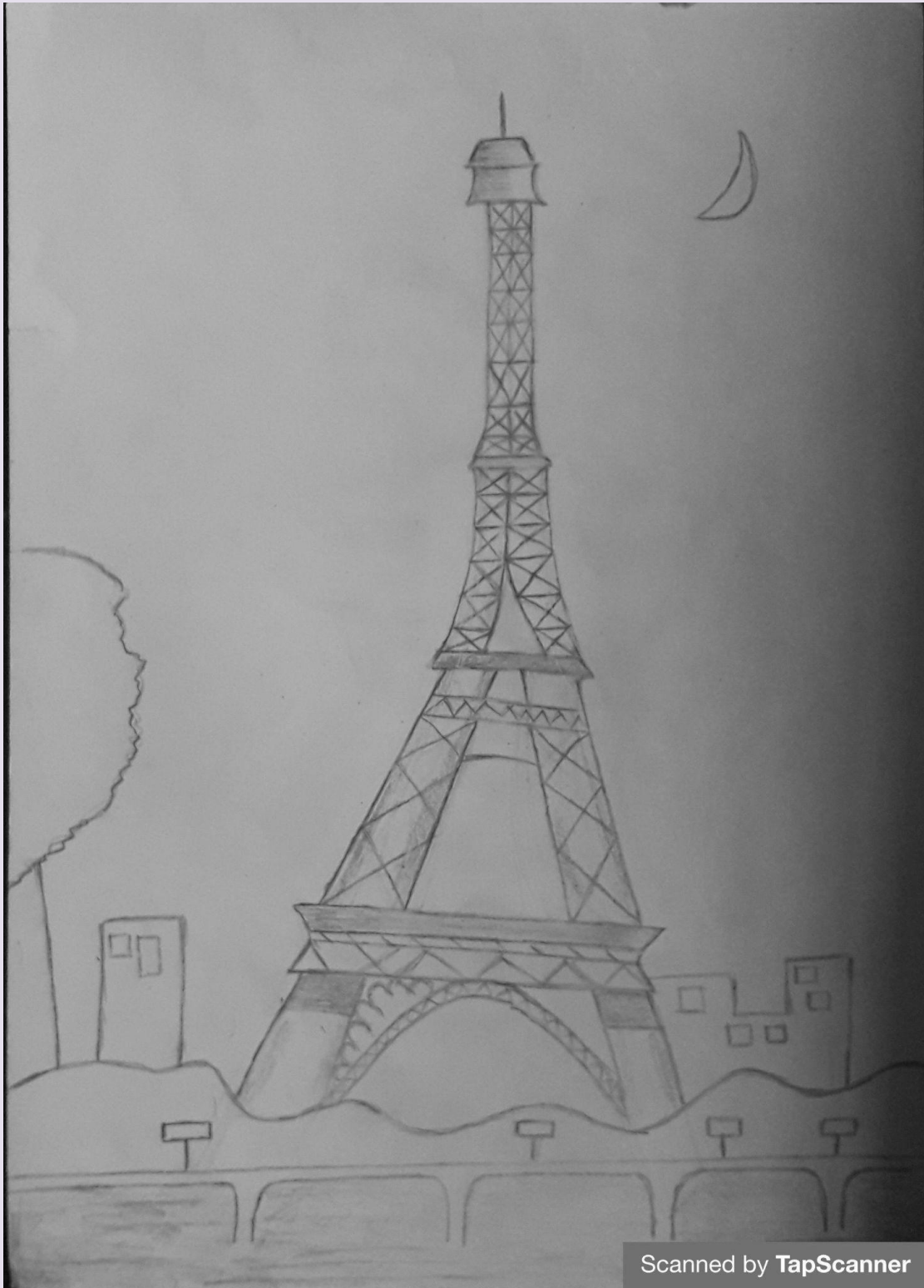
One day Vijay read a Forbes magazine where stories of Steve Jobs, Bill Gates, and Ratan Tata were mentioned after he felt highly inspired and wanted to achieve something big in his life. In his college days he created a website indiasite.net but 2 years later he sold it. He started his company One97 Communications, he took various loans to expand his company but soon started going bankrupt, to put an end to the bankruptcy he developed software for Piyush Aggarwal's company which doubled their profit, but his loan growth grew up to a hefty amount when Vijay told Piyush, about this he purchased 40% shares of One97 Communications thereby resolving the loan situation. The Board of Directors said that the profit of One97 Communications needed to be invested in somewhere as they cannot keep the dividends for a long time, he thought how could he use this money he noticed that China was growing fast in terms of technology why can't India grow too and that's when the idea of creating a payment platform came to his mind, he was given 5 crores for six months to decide on whether Paytm will be built or not.

On 8th July 2010, a website called Paytm.com was launched, it soon popularized due to the facility of paying bills, the Indian railways and Uber accepted the concept of wallet for payment and others followed along. In 2 years two lakh fifty thousand people were using Paytm.

In 2016, when demonetization had made using cash difficult Paytm became a platform for cashless transactions. More people started using Paytm and 200 million people were using Paytm by November 2017. Paytm is not only popular in cities but also in small towns and villages. It helped India to go cashless and became a revolution, previously it was only used to make payments for limited things like mobile and DTH recharge and shopping bills but today people can make all kinds of payments like maintenance bills, rent, bank to a bank transfer, loans etc.

As of 2020 Paytm is valued at US\$16 billion, making it one of the highest valued fintech companies in the world.

.....



Scanned by TapScanner

-by Tahir Khatri



- By karthik ganesh

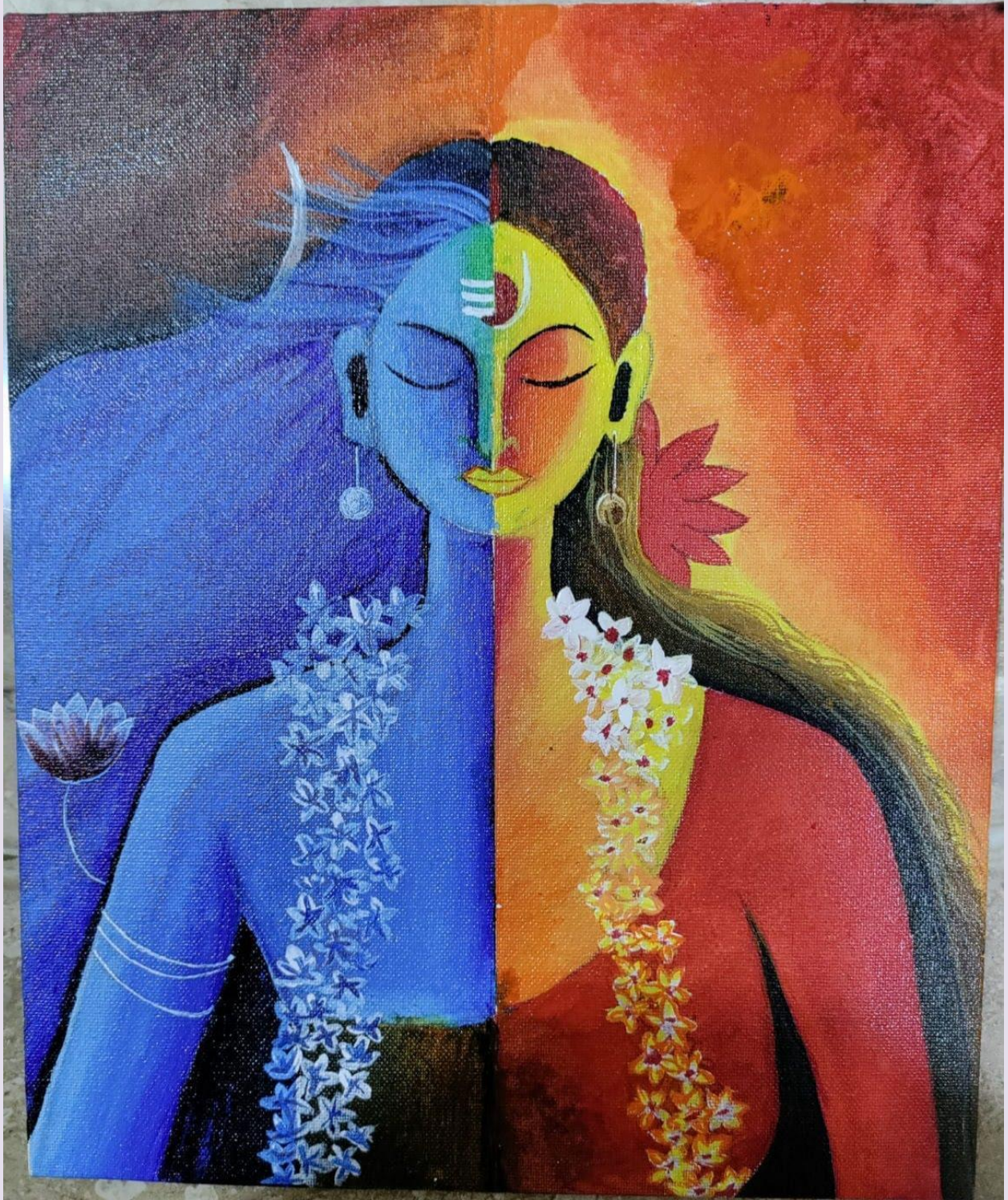


By Arya kaur singh

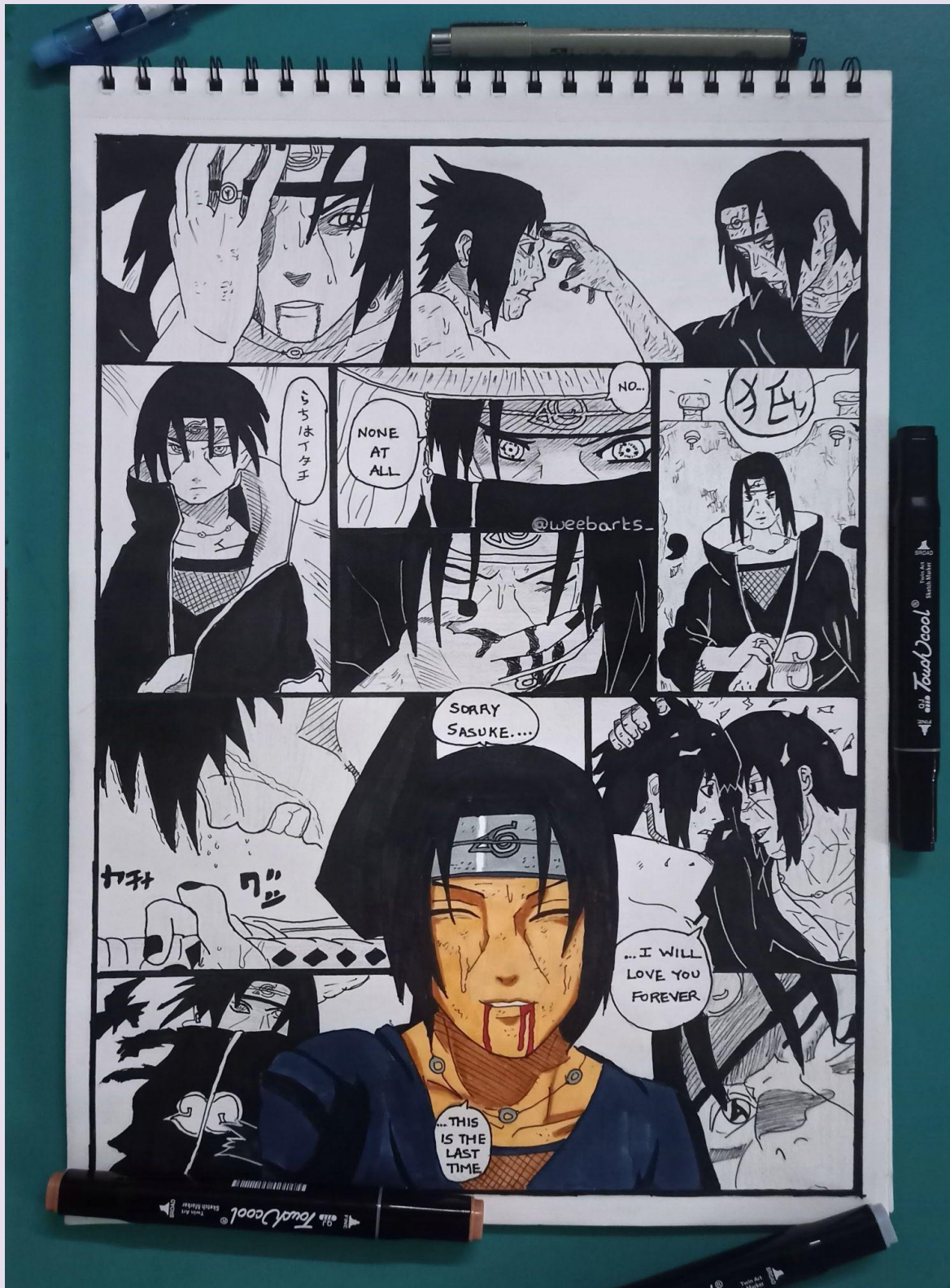




By Arya kaur singh



By Sneha amal



By Amogh Pandit



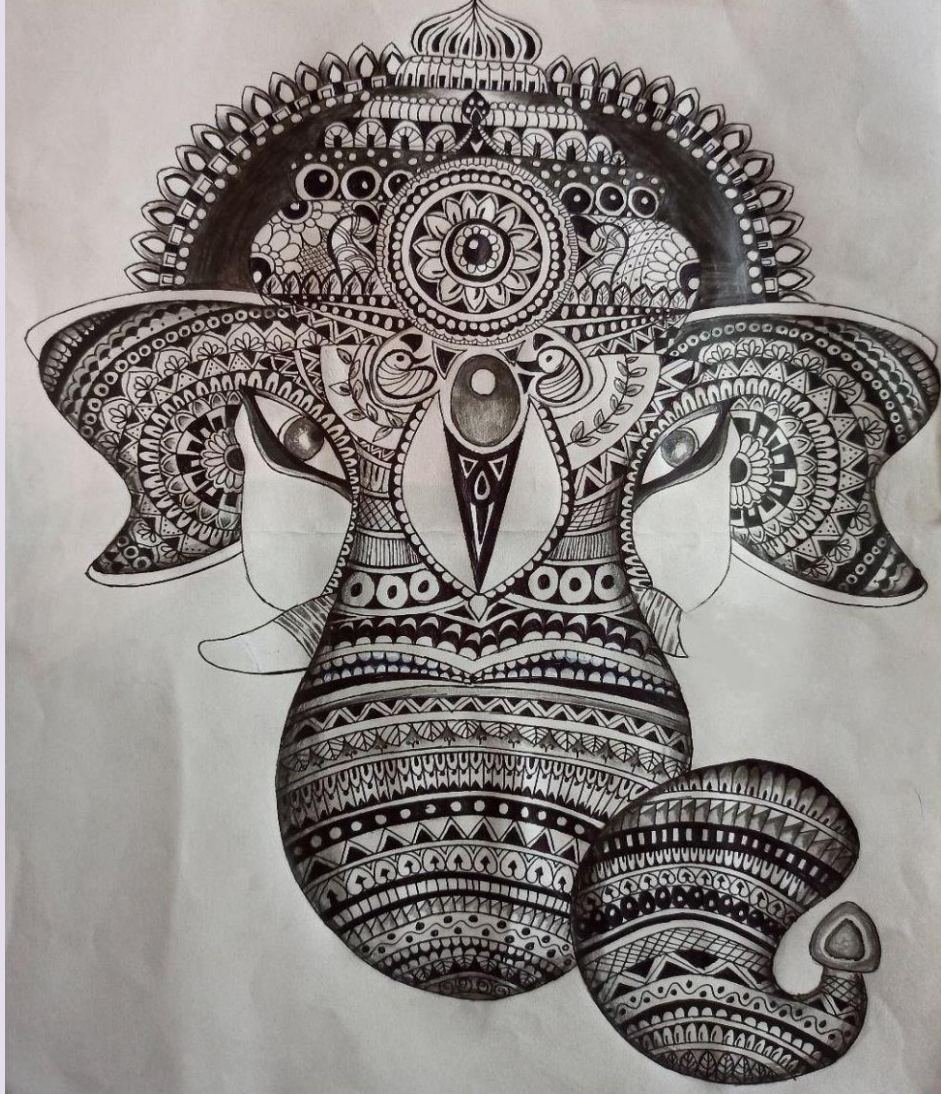
By Shraddha Rajesh



By Pallavi Vishwanath



By Pawana Shetty



by Sneha Amal

**GLIMPSES  
OF  
THE YEAR  
(2021 - 22 )**



## DEPARTMENT'S ACHIEVEMENTS



**Swasthik Shetty (SYBMS)**

Selected as Mr. Bunts at Akanksha 2022

## DEPARTMENT'S ACHIEVEMENTS



### **Anuj Gharat (SYBMS)**

Selected in football team of University  
of Mumbai

# DEPARTMENT'S ACHIEVEMENTS



**Shoaib Shaikh (TYBMS)**

**Best Sports Representative Award**


# DEPARTMENT'S ACHIEVEMENTS



## **Overall Championship in Sports**

BMS Department has won this trophy for the fifth time in a row

# DEPARTMENT'S ACHIEVEMENTS

	<p>ರಾಷ್ಟ್ರೀಯ ಥ್ರೋಬಾಲ್ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಮುಂಬಯಿ ತಂಡದ ಪರವಾಗಿ ಅತ್ಯುತ್ತಮ ಪ್ರದರ್ಶನ ನೀಡಿದ ಕನ್ನಡಿಗ ಅದ್ವಿತ್ ಕೆ. ಪೂಂಜ</p> <p>ಮುಂಬಯಿ, ನೆ. 2 - ಮಹಾರಾಷ್ಟ್ರದ ಯಶವಂತ ವೆಂಕಟರಾಜು ಮೈದಾನದಲ್ಲಿ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಪರ್ಯಾಯ ತಂಡ ಪ್ರಥಮ ಬಾರಿಗೆ ಮಹಾರಾಷ್ಟ್ರ ತಂಡ ವ್ಯಕ್ತಿಯನ್ನು ಸ್ಥಾನವನ್ನು ಗಳಿಸಿತು.</p> <p>ರಾಷ್ಟ್ರೀಯ ಮಟ್ಟದಲ್ಲಿ ಇಡೀ ಥ್ರೋಬಾಲ್ ಸ್ಪರ್ಧೆಯು ಫೈನಲ್‌ನಲ್ಲಿ ಮಹಾರಾಷ್ಟ್ರ ಹಾಗೂ ಪರ್ಯಾಯ ತಂಡದ ನಡುವೆ ನಡೆದ ಸ್ಪರ್ಧೆಯಲ್ಲಿ, ಎರಡೂ ತಂಡಗಳ ನಡುವೆ ಧೂಳಿ ಪ್ರಭೇದಿಸಿ ನಡುವೆ ಪರ್ಯಾಯ ತಂಡ ಬೇರೂರಿಗೆ ಸಾಧಿಸಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ಪಡೆದಿದೆ, ಮಹಾರಾಷ್ಟ್ರ ತಂಡ ಪ್ರತ್ಯಕ್ಷವು ಬಾರಿಗೆ ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿಕೊಂಡಿದೆ. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಮಹಾರಾಷ್ಟ್ರ ತಂಡದ ಪರವಾಗಿ ಅದ್ವಿತ್ ಕನ್ನಡಿಗ ಅದ್ವಿತ್ ಕೆ. ಪೂಂಜ ಅತ್ಯುತ್ತಮ ಪ್ರದರ್ಶನ ನೀಡಿದ್ದರು. ಇವರು ಕಾರ್ಯವು ದುರಿ ಕೃಷ್ಣ ಪೂಂಜ ಹಾಗೂ ಲುಲಬ ಸಂಘದ ಅಂದೇರಿ - ಬಾಂಬಾಯ್ ಪ್ರಾದೇಶಿಕ ಸಮಿತಿಯ ಮಿಸ್ಟರ್ ಮೈಸೂರು ಕಾರ್ಯದರ್ಶಿ ಮತ್ತು ಕೃಷ್ಣ ಪೂಂಜ ಅಂದೇರಿ ಸಂಸ್ಥೆಯಿಂದಲೇ ಹಾಗೂ ಅಂದೇರಿ ಮಿಸ್ಟರ್. ಎಂ. ಶೈಲ್ಯ ಪೂಂಜಿಯು ಕಾರಣವೆಂದೆ ಮುಂಬಯಿಗ ಅಂಕವು ಮಾರದ ಮನ್ನಾಳಿ.</p> 	
<p><b>Akshat Aggarwal (TYBMS)</b></p> <p>Selected in the final round of Avishkar</p>	<p><b>Advith Punja (TYBMS)</b></p> <p>Recognized for his outstanding performance in throw ball at National Level</p>	<p><b>Rohanbahadur Singh (TYBMS)</b></p> <p>Third Position at Youth Fest Zonal Round (Cartooning)</p>




# ACHIEVERS OF THE YEAR: 2021-22

DEPARTMENT OF MANAGEMENT STUDIES  
TOPPERS 2020-21

## FYBMS

		
RAWAT ANGAD SINGH MANOHAR SINGH (FIRST)	MISHRA NANDITA KUMARI BINAY (SECOND)	DESAI KIRAN LADU (THIRD)

## SYBMS (MARKETING)

		
MOHANTY ABHISHEK AVINASH MOUSUMI (FIRST)	AJIT AARYAN HIMMAT CHITRA (SECOND)	SURANA AMAN VIKASH VANITA (THIRD)

### SYBMS (FINANCE)

			
<p>BHANDARI KONIKA SAMPATLAL MANJULA  (FIRST)</p>	<p>JIVIN CHACKO  (FIRST)</p>	<p>YADAV VISHWAJEET DINESH KUMAR  (SECOND)</p>	<p>SATRA KHUSH VINOD  (THIRD)</p>

### TYBMS (MARKETING)

		
<p>RUSHABH RAJESH DIXIT  (FIRST)</p>	<p>AMOLAK SINGH JITENDER SINGH VIRIDI  (SECOND)</p>	<p>SAISHAA KAUR BIMB  (THIRD)</p>

**TYBMS (FINANCE)**

		
<p><b>RAI PRIYA UMESH</b> <b>(FIRST)</b></p>	<p><b>SINGH ASITA VIJAY</b> <b>(SECOND)</b></p>	<p><b>SONI SANDHYA</b> <b>SURAJLAL</b> <b>(THIRD)</b></p>