



Sarva Vidyalaya Kelavani Mandal (Kadi) Sanchalit - Gandhinagar Branch
B. P. College of Business Administration (BBA)
 (A Constituent College of Kadi Sarva Vishavidyalaya)
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B.P.C.B.A NEWS LETTER

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Editors: • Dr. Ramakanta Prusty
 • Dr. Jayesh J. Tanna
 • Prof. Jyoti Nehra

ENDEAVOUR TRANQUILITY. FEATS

FACULTY ACUMEN

Dynamics of Gold Market: A Dead Asset

India is the world's second biggest consumer of gold flanking with one-third of the total volume across international gold market. The pressing issues ranging from rising Current Account Deficit (CAD) to falling rupee have been dissuading the blind investment in the yellow metal since 2013. The former finance minister P. Chidambaram urged India to get over the gold investment bug given to its restricted utility. Gold is primarily used in jewellery followed by dentistry & space instruments, falling in the same bracket of any other metal. It is an overrated metal affecting our balance of payments adversely as it's not produced domestically. This year Reserve Bank of India (RBI) announced a set of measures to curb gold imports by attacking the supply of the metal and reducing the use of gold for investment purposes. Import of gold coins and medallions are prohibited and the domestic use of gold is now restricted to jewellery, bullion dealers and banks authorized to administer the gold deposit scheme. Despite the steps taken by RBI to check currency depreciation, our country fails to comprehend the market conditions. The global prices of gold had fallen by 14.8% whereas India sightlessly upholds gold, trading around Rs.31,000 per 10g, up by 2.25% in a year's time. In a striking contrast the powerful economy UK has no gold jewellery demand to be rated on global front and its Private investment demand is also tiny compared to Asia's big buyers. It's an appalling indication for Indian investors to park their money into safe packets.

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FLASHBACK: SEPTEMBER, 2K14

Stock Mind Competition Workshop: 1, 2 and 4 September, the College in association with ICICI Direct had organized Workshops for SEM-I, III & V. The training sessions covered the elementary techniques to crack the competition. Financial literacy was an add-on, imparted through the programme

Teachers' Day Celebration: 5 September, Our College celebrated teachers day Celebration with 72 participants in the role-play of professors and 3 best students were declared. The participants had also attended the teachers' day ceremony organized by our Trust.

Seminar: 10 September, 300 BBA students participated in the Seminar on "Thinking out of Box" organized by S.K. Patel Institute of Management. Mr. Devendra Khuman (Innovative Entrepreneur-Chai Wai) and Mr. Shailendra Vaghela (Deputy Chief Editor of Divya Bhaskar) were the keynote speakers.

Placement: 12 September, 19 students from SEM-I, III & V were interviewed and 6 were shortlisted by Phoenix IT Park company based in Ahmadabad.

Essay writing: 13 September, Our 538 students participated in the Mega Essay Writing competition on the theme "Cleanliness" organized by KSV University. Our college has shortlisted the best Ten to qualify for the next round.

Mid Semester: 16-22 September, SEM-I, III & V Mid-Semester examination was conducted for internal assessment

Convention: 23 September, Convention on Industry- Academia Connect organized by TCS, Gandhinagar, was attended by 3 faculty members to enhance industry networking and placement capitalization.

KSV Sports: September, 30 BPCBA students participated in sports tournament organized by KSV in sports viz: Chess, Table Tennis and Volleyball.

NICM –Sports day: 25 September, 43 BPCBA students participated across athletic meet covering; 100 Mt. Race, Three Leg Race, Sack Race, Lemon Spoon Race, Kabbadi, Chess, Carom & Tug Of War

THE ECONOMIST VIEW

Economics of 'Make in India' and 'Made in India' Dr. Ramakanta Prusty - Director, BPCBA

The two havoc creating slogans of India's Prime Minister 'Make in India' and 'Made in India' are now widely debated across the country and its termer has also started being felt abroad. The common man is still in confusion when differentiating the two from each other. Let's understand what they simply mean and how they can help the India economy. 'Make in India' means inviting the foreign companies to invest in India, make goods and services by using the local resources with of course the fund and technology they bring from their home country. Put differently, it is the same as inviting foreign direct investment (FDI). On the other hand, 'Made in India' refers to selling goods with the label 'Made in India' both domestically and internationally like Japanese goods being sold with the label 'Made in Japan', Chinese goods with 'Made in China' and so on. The question is how these moves shall help the Indian economy. 'Make in India', encouraging FDI, shall help fight capital deficiency problem which still stands as a stumbling block against the country's growth. Also carrying with them the high end technology and high rated professionalism, such global companies shall help India become technologically efficient and professionally world class. With foreign investment poured in, employment of domestic resources, both material and human, shall increase ultimately enhancing national income and denting on poverty. On the other side, 'Made in India' gives a boost to international recognition of India products. This gives a fillip to demand for Indian products in the global market eventually leading to increasing influx of foreign income into the country. Hence, if both the slogans are put to serious practice with the right policy mix and caution, undoubtedly the Indian economy will gain immensely.

EL CONTENIDO

- Faculty Acumen
- Flashback' September
- Website Alerts
- The Economist View
- Alumni Talk
- BPCBA Entrepreneurs: A word
- BPCBA : Skills Factory
- Hall of Fame
- Events Scenario
- Biz. Insight
- Quiz : Brain Teaser

WEBSITE ALERTS

- Research Articles (Faculty Members): <http://bpcba.org/faculty-publications/>
- Research Articles (Students): <http://bpcba.org/students-publications/>
- Blog
- News & Events
- Media Coverage: BPCBA

BPCBA ENTREPRENEUR: A WORD

Mr. Bhavesh Chaudhary (2011-14)

Being professionally channelized at BPCBA, Mr. Bhavesh Chaudhary emerged as a renowned entrepreneur through business strategic planning, found his moorings in Gandhinagar. He proclaimed that the Entrepreneurial aura at BPCBA conferred an inventive outlook to develop promising Business plans. His phenomenal success- chart entails the ownership of Printing Press-Network News-Gandhinagar, Kumar Chatralaya and stakes in the THANGANAT (NGO).

Mr. Dakshesh Dabhade (Current Batch)

Groomed at BPCBA, Mr. Dakshesh Dabhade of Current Batch has got a head start in Business with his venture 7 Valley 3D Fashion at Gandhinagar. In a very short span of learning at BPCBA, he has started practicing the Business theory gained at BPCBA.

ALUMNI TALK

Academic excellence, access to the state of art learning facilities, dynamic environment and experienced faculty members with a zeal to teach is how I can describe BPCBA in once sentence. The years spent at BPCBA was a life transforming experience for me. While the course work broadened my understanding & management skills, highly frequent seminars, workshops & industrial visits provided the much needed practical exposure. Major academic and cultural events of state and national level organized by BPCBA provided the opportunity to identify my hidden potential & creativity. My ability to perform in high pressure situations, complex problem solving and work-life balancing is nothing but a result of the lessons learnt at BPCBA. At BPCBA students don't get only degrees. They are transformed into a better person for society, a better citizen for India. My message to all prospective students- If you want to invest the best years of your life – BPCBA is the answer.

Mr. John Himani,

Senior Finance Controller, GSPC Group. (2006-09)
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FACULTY EMINENCE

The Achievements of the Honorable Faculty Members at BPCBA

Research Articles Published in Weekly Business Newspaper- 'Market Insight'

August 31, 2014

12. Prof. Ashish P. Bhuvra- "Benefits and Pitfalls of E-learning and Distance Education in current education system".
13. Dr. Jayesh Tanna & Mr. Dharmendra Rathod- "Dynamics of Currency Exchange Rates in India".
14. Dr. Ramakanta Prusty- "India's Growth Story Since 2008"

September 07, 2014

15. Dr. Jayesh Tanna & Mr. Dharmendra Rathod- "ભારત વેપાર વાણિજ્ય ક્ષેત્રે મહાસત્તા બનવા કટીબદ્ધ"
16. Dr. Ramakanta Prusty- "Human Resource Outsourcing: A Winning Strategy of Business"

September 14, 2014

17. Dr. Jayesh Tanna & Mr. Dharmendra Rathod- "જાપાન નું દેશના ઔદ્યોગિક ક્ષેત્રે રોકાણ અને વ્યાપાર સંબંધોનું વિશ્લેષણ: ભારતની અર્થવ્યવસ્થામાં વિદેશ રોકાણ થી થતો આર્થિક વૃદ્ધિનાં યુગનો પ્રારંભ"
18. Dr. Ramakanta Prusty- "Why Do Countries Enter Into International Trade?"

EVENTS SCENERIO

1. Industrial Visit

In charge- BPCBA Faculty Squad

2. Internship

In charge- Dr. Jayesh J. Tanna,
Prof. Margi Desai

3. Sports: Kabbadi, Kho –Kho , Athletics, Hand ball, Basket Ball

In charge – Prof. John Mathew

4. Placement

In charge- Dr. Jayesh J. Tanna,
Prof. Margi Desai

QUIZ: BRAIN TEASER

A group of entrepreneurs have decided to launch a new restaurant. Which of the following must they accomplish to establish strong brand ownership within the marketplace?

- A. Create clear and persuasive messaging for its target audience.
- B. Grant other companies the right to use their brand name or patents in exchange for a fee.
- C. Task management and employees with promoting the brand.
- D. None of these answers

The answer will be accepted at
bpcafrescoes@gmail.com.

* The fastest finger first shall be awarded.

HALL OF FAME

Students' Achievement

Mubaraka Barodawala-SemV, Nag Pruthvi-Sem-III and Purvi Barot –Sem-I were declared as the Best performing teaches on the Teachers day

Research Articles Published in Weekly Business Newspaper- 'Market Insight':

August 31, 2014

15. Nayak Vishvash A., SYBBA-- "ગ્રાહક સુરક્ષા અને આજના યુગનો માનવી"
16. Purvi Barot, FYBBA-- "વિકસતા ટેકનોલોજીના યુગમાં સતત બદલાતી અને નિરંતર વિકસતી ભારતીય બજાર પદ્ધતિ"
17. Mr. Raj Bhalodia, FYBBA – "India lives in Cities and Bharat lives in Villages"
18. Vishal M. Pandya, FYBBA- "Dynamics of Investment in Real estate: Have a Prolific Future ahead"

September 07, 2014

19. Vijay Choudhary, FYBBA- "E-Commerce: A Typhoon in India"
20. Mira B. Upadyay, FYBBA- "Pradhan Mantri Jan Dhan Yojana (PMJDY) all set to give an impetus to financial development in India"

September 14, 2014

21. Patel Rupal D., SYBBA-- "ભારતનું દૂરદેશી પાણું, ઔદ્યોગિક ક્ષેત્રે એક નવતર અભિગમ"
22. Solanki Santosh J., SYBBA- "નાના અને મોટા રોકાણકારો માટે મ્યુચ્યુલ ફંડ રોકાણ માટેનો ઉત્તમ વિકલ્પ"
23. Senma Nikul J., TYBBA- "ભારતીય બજાર અને મોસમી વરસાદની વધઘટ"
24. Rajai Khushi, SYBBA- "ભારતમાં ATMની મોઢી બનતી સગવડો: PSU બેન્કો દ્વારા અંકુશિત ATM"
25. Sapana Gurung, FYBBA- "Prime Minister's visit to Japan from August 30 to September 3 heralds an alignment of two powers"
26. Mira B. Upadyay, FYBBA- "India is marching ahead in the race of cotton producers' countries"
27. Manisha A. Prajapati, TYBBA- "Risk and Return Two Sides of the Investment Coin"
28. Sandip Saran, FYBBA- "Automobile Industry has given new dimensions to livelihood"
29. Shubham Gaur, FYBBA- "SMEs the Backbone of Economic Growth"

September 21, 2014

30. Rathod Siddharthsinh J., SYBBA- "ભર્જર અને એકવીઝિસન્સનાં ક્ષેત્રે ભારત દેશની સકારાત્મક ગતિ"

BPCBA: SKILLS FACTORY

Leadership Skills: As a part of Mentorship, SEM-I students were trained for leadership to manage various routine tasks effectively.

News Paper reading: Newspaper club ensures the assimilation of news and current business dynamics in all BBA readers, regularly monitored by the class Mentors. The overseers track the assignments covering preparation of the list of CEO, GDP Growth, & article review etc.

Research Skills: As a part of Research Methodology subject, All Students of Sem-V were given the exercise to list out Research Journals in the area of Humanities and social science, subscribed by our Library with the prime focus on "determining Problem" for investigations to be undertaken as a step of research.

Presentations skills: As a part of Grooming sessions, SEM-I students made power point presentations on Business topics.

Writing skills: All BBA students were assigned the topics on contemporary issues pertaining to Business, trade and services in India. They were asked to contribute their Research articles for Market Insight-Weekly News paper.

BIZ. INSIGHT**Management Novelties****Prof. Nirav Joshi**- Faculty, BPCBA

Management Quotient: IQ, EQ extend to MQ in Management. It is the amount of the effectiveness of management talent. A person may succeed in the work but not necessarily possessing MQ. Thus, we have to stop thinking that managers with a good IQ and EQ are good hires and good employees. More essentially organisations have to assess and enlarge how effective their managers are using their MQ. Many have tried and failed to calculate MQ, some have attempted and had a degree of achievement but most MQ measurement methods are inundated by prejudice and a bias measurement of subjectively selected management skills.

Nudging: It says "I change your behaviour predictably, without forbidding any options or considerably shifting your financial incentives." Appealing? Let's demonstrate. Consider two food outlets that want to help teenagers eat less junk food. One food outlet decides to molest the issue by increasing high price on junk foods. The other outlet decides to alter the way of their food display so that junk foods may less likely be opted. The first outlet is forcing behaviour by either financially motivating teenagers to choose healthier food or restricting their options and thus, their freedom of choice overall. The second option does neither but uses a nudging approach.

Vision India**Ashutosh Kumar**

BBA SEM-I, BPCBA

Close your eyes. Keep them closed for a minute. Dare a dream. Think of a wonderful future in which India is a beautiful place. We are a compassionate and caring society. We are the beacon of courage and integrity. We have eradicated the scourge of poverty. Power cuts and poor governmental services are unheard of. We lead the world in many areas of business and technology. The air is unpolluted and our sleep, undisturbed. We command respect across the world. We are a society, free from crime. People from all nations adhere to the example set by our nation and want to live in India. We have all the ingredients to create a recipe for success – talented people, natural resources, a functioning democracy and an appetite for growth and development. A great management consultant once said "Any behavior that gets rewarded gets respected." Positive values, such as integrity, fairness and empathy, result in positive behavior and build a positive society. This in turn is conducive to honest living growth and development. Negative values such as cheating, dishonesty, greed and inferiority complex result in negative behavior, generating a negative society, which becomes conducive to dishonest living. The message is very clear. If as a citizen, I am not concerned and willing to stand up for my country, then who will? Each one of us, by virtue of being born in this country, took an unwritten oath to build and uphold the integrity of the nation. Youth is the symbol of dynamism, growth and development. Our objective is to bring them up with a positive attitude. The real agents of change are not political or corporate leaders, but the youth. Whenever the word youth and dynamism are mentioned, our minds are drawn to SAVAMI VIVEKANANDA.

What's Better Android or I Phones**Ms. Mubarak Barodawala**

BBA SEM-V, BPCBA

This is a compilation of facts sourced through authentic websites. The mobile phone wars have become a lot like politics with battling democrats. By comparison, some 11% of respondents said that android had lost some sheen in the same timeframe in a similar poll a year ago, 14.3% of 1379 people surveyed thought apple had its cool image between 2011 and 2012. More Americans feel that Apple has lost its coolness Quotients than has the Android Brands according to the poll. Now, the question ends on their perception of five popular technology brands. Apple, Android, Microsoft, Dell and Hewlett-Packard Respondents gave the highest coolness factor relating to the android brands, which includes devices such as Samsung and others that run on Google's mobile operating software.

Time Management: Business Protocol**Ms. Kevin Vyas**

BBA SEM-I, BPCBA

Lost time is lost money; following the trite saying, the great significance of 'Time management' must be considered. Many successful entrepreneurs have incorporated Time Management as their daily habit. It helps the entrepreneur to focus on business when he/she knows what is to be achieved and how to achieve. Organized and well plan time schedule develops efficiency level in accomplishing every work. The tips for better 'Time management' in every individual's life are: Work on Your Business Every Day, Have a Clear Vision, Use a System for Time Management, Schedule Key Tasks, Take Breaks, Commit to Yourself, Combine Tasks Intelligently, Set & Honor Priorities, Outsource Weaknesses, Keep Moving Forward

ભવ્ય અને દિવ્ય નવરાત્રિ મહોત્સવ
ગાંધીનગરના હૃદયસમા ઘ-૪, ટાઉન હોલ વિસ્તારમાં



રાસ ગરબા

મહોત્સવ-૨૦૧૪
25 Sep. to 3 Oct.

| ન ભૂલો ન ભવિષ્યતી |
મુજરાતના ઇતિહાસમાં
સૌ પ્રથમ ગગનચૂંબી પ્રવેશદ્વાર



ખેલૈયાઓ માટે
ઇલામોલી વણખાર



ચાર સિઝન પારા ખરીદનારને
યજ્ઞગાટનું વાર્ષિક સભ્યપદ

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Dakshesh Dabhade : 9558606184