



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

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 • Dr. Jayesh J. Tanna  
 • Prof. Jyoti Nehra

## ENDEAVOUR TRANQUILITY. FEATS

### FACULTY ACUMEN

#### Dubai: Fossil Supplier to Apex Tourism

The proverb "Daba Dubai" (Arabic: دبي دبي) states, "They came with a lot of money" entitled the majestic land as Dubai, the prominent Emirate of UAE. Although Dubai's market is predominately oil industry driven, accounts for meager 7% of the emirate's revenues. Dubai emirate's share in UAE's gas revenues is about 2%, thinning drastically and has 20 years of life expectancy. Dubai Administration's strategic move to expand oil-trade geared economy to the hospitality giant marked Dubai as the most promising tourist destination on the world map. The whole range of megaprojects entailing off-shore Palm Islands and The World, the inland Dubai Marina, Burj Khalifa complex, Dubai Waterfront, Business Bay, Dubailand and Village. The Jumeirah Palm, the world's largest man-made island. Dubiotech, the new business park catering to biotechnology; pharmaceuticals, medical fields, genetic research and bio-defense. The Dubailand complex, world's first rotating skyscraper has astonished the architect intellect globally. Nevertheless, Dubai can bank upon other sectors that propel tourism but hospitality proved the cornerstone for its success. (DUBAI, UNITED ARAB EMIRATES, 2013)

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### EL CONTENIDO

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- BPCBA Entrepreneurs: A word
- BPCBA : Skills Factory
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### WEBSITE ALERTS

- E-Newsletter
- Blog
- News & Events
- Media Coverage: BPCBA

### FLASHBACK: October, 2K14

- **Garba Nite:** October 7, BPCBA hosted the grand Garba Nite in association with APCCC, SKPIMCS the constituent colleges of K.S.V University. The event observed the religious celebration with utmost devotion towards Goddess Durga sparked with Aarti Competition and Garba Dance performances.
- **Seminar:** October 9, Police department of Gujarat had organized a seminar "Hala Bol" enlightening our students of SEM-III & V on vigilance and self defense.
- **Seminar:** September 25, Women Development Cell, KSV University organized a seminar on "Saving Girl Child" acquainting constituent colleges with the misanthropic sacrilege needing immediate attention.
- **Workshop:** September 29, BPCBA organized workshop benefitting 300 higher secondary students on "Cracking the Board Exam: Techniques"
- **Workshop:** October 8, BPCBA organized workshops benefitting 280 higher secondary students on "Cracking the Board Exam: Techniques"
- **Workshop:** October 9, BPCBA organized workshop benefitting 120 higher secondary students on "Cracking the Board Exam: Techniques"
- **Workshop:** October 13-16, BPCBA organized four workshops for SEM-I students preparing for CAT and CMAT examination

### BPCBA ENTREPRENEUR: A WORD

#### Mr. Amar Chaudhary (2008-11)

Having graduated from BPCBA, Mr. Amar pursued MBA from S. K. Patel Institute of Management and Computer Studies. Right during his study here at BPCBA, he had shown his talent and skills in business plan. He then translated his ideas into business setup by sensing out the right opportunities. To expose himself to the corporate practice, he joined 'Fun com India Pvt. Ltd' as a Sales Executive, after his MBA, did extraordinarily well which took him to Axiom BPL as the regional head. But the fire inside him to be established as an entrepreneur was not extinguished, rather kept blowing up high. Finally he succeeded in giving shape to his dream by setting up Kutchi Kitchen at Gandhinagar which is gaining increasing reputation now across the state.

#### Mr. Dakshesh Dabhade (Current Batch)

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

### THE ECONOMIST VIEW

#### The Black Money Monster

**Dr. Ramakanta Prusty** - Director, BPCBA

Black money may be defined as the money that is generated by activities that are kept secret in the sense that these are not reported to the authorities. As such this money is also not accounted to the fiscal authorities i.e., taxes are not paid on this money. Black money or unaccounted money circulating in the parallel economy is a big menace to the economy. It is also a cause of big loss in the tax-revenues for the government. As such it needs to be curbed. Its elimination will benefit the economy in more than one way. It will also generate more revenues for the government. It has enormously worsened the income-distribution, and has thereby undermined the fabric of the fixed income salary class that finds itself ever be the lower rung of the income-ladder. Many high placed officials and honest employees earn much less than an average small shopkeeper in big cities like Bombay and Delhi. Black money results in transfer of funds from India to foreign countries through clandestine channels. When capital and more particularly foreign exchange resources are scarce the country becomes a de facto lender of aid and capital to economically advanced and wealthier nations with the concealed outflow of funds. So, the black money monster has to be killed by you, me and everyone.

### ALUMNI TALK

#### Hiren.B.Thakkar (1999-2002)

It was a precious time when I was doing my BBA from BPCBA. I have experienced exceptional and magnificent development of myself at BPCBA. It had provided me practical insights related to various business functions that I am applying in my professional life. The time spent at BPCBA has excelled me and given me continuous motivation not only in professional life but also in my personal life to do the best. Whenever I have extreme work pressure I recall my college days, my faculty members and their inspirational words which give me instant energy to wake up and move with confidence.

**Hiren.B.Thakkar,**

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## FACULTY EMINENCE

### The Achievements of the Honorable Faculty Members at BPCBA

- Dr. Jayesh J. Tanna , Guest of honor, Gandhinagar District 47th Yuva Mahotsav, organized at J. S. Patel Vidyamandir, Randheja.
- Dr. Jayesh J. Tanna , Honorable Judge in State-level Elocution Competition, organized by Akhil Gujarat Lohana Samaj.
- Prof. Nirav Joshi & Prof. Shekha Patel , Honorable Judges –Garba Festival organized by R.G. Patel Secondary & Higher Secondary school.
- Prof. Pragnesh Navalakha, Prof. Sheetal Patel & Mr. Dharmendra Rathod, Honorable Judges- Gandhinagar District 47th Yuva Mahotsav, organized at J. S. Patel Vidyamandir, Randheja.
- Prof. Margi Desai & Prof. Shekha Patel attended the seminar organized by Women Development Cell, KSV on “Save Girl Child”.
- Dr. Jayesh J. Tanna was conferred with the best performer & costume in Garba –Nite followed by Prof. Ashish Bhuvra (Male category) in the religious ostentation.
- Prof. Shekha Patel was conferred with the best performer in Garba –Nite followed by Prof. Sheetal Patel & Prof. Nivedita Raval (Female category) in the religious ostentation.

#### Research Articles Published in Weekly Business Newspaper- 'Market Insight' OCTOBER 5, 2014

##### OCTOBER 5, 2014

- 19 Dr. Ramakanta Prusty- “Progress of Solar Electricity”
- 20 Dr. Jayesh Tanna & Mr. Dharmendra Rathod- “ભારત-ચીન સંબંધો માં વર્ષો થી જામેલા બરફ પીગળવા ની શરૂઆત :ભારત-ચીન વિવાદો નો અંજાવાત મોદી- જિન પિંગ ની શીખરવાર્તા”
- 21 Dr. Ramakanta Prusty- “The Lackluster Indian Manufacturing”
- 22 Dr. Jayesh Tanna & Mr. Dharmendra Rathod- “The changing scenario of Banking sector in India”

##### OCTOBER 12, 2014

- 23 Dr. Ramakanta Prusty- “Why Subcontracting Practices are So Appreciated”
- 24 Dr. Jayesh Tanna & Mr. Dharmendra Rathod- “દુનિયા માં મહાસત્તા તરીકે ઉભરતો ભારત દેશ: પ્રધાનમંત્રી ની યાત્રા દ્વારા અંકલ સેમ(અમેરિકા) તથા ભારત નાં સંબંધો માં આવનારુ પરિવર્તન”

## HALL OF FAME

### Students' Achievement

National Level Sports Competition: Maithili Bhatt, student of BBA Sem-III has been selected for Swimming Competition at National Level, organized by National Zone AIU Sports Festival.

- **National Level Sports Competition:** Parmar Jyotsna and Panchal Deep , students of BBA Sem-V has been selected for chess Competition at National Level, organized by National Zone AIU Sports Festival.
- **Garba Nite:** October 7, three eminent performers of BPCBA bagged in top three titles in the religious ceremonial fest. Ms. Pinkal Patel, TY-D bagged in first rank in the inter-college event.

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

##### September 28, 2014

- 31. Kevin Vyas, FYBBA- “Emerging trends of growth in the Indian Asset Management Industry: The Recent Facts of Bullish on India, asset managers see billions of dollars flowing into India”
- 32. Patel Ripal D, SYBBA- ચીન ની વેપાર દ્રષ્ટી અને ભારત સાથે નાં મૈત્રિય સંબંધો ની વિષમતાઓ : વિકાસ અને વિડંબનાઓ
- 33. Mr. Shubham Gaur, FYBBA- Trades and Investments Aspirations: China's Eleventh visits to India

##### October 5, 2014

- 34. Manisha A. Prajapati, S.Y.BBA- સતત મોંઘુ રહેતુ પેટ્રોલ: દેશ માં પેટ્રોલ નો મર્યાદિત જથ્થો , મહત્તમ ઉપયોગ અને આ અડચણો માથી બહાર નીકળવાના ઉપાયો
- 35. Kevin Vyas- FYBBA- Prime Ministers' first radio address to the nation: An advanced dimension of exploring and enlarging the potential of Indians for achieving nation's growth

##### October 12, 2014

- 36. Solanki Santosh.G, S.Y.BBA- વૈશ્વિક સ્તરે ગુજરાત ની કંપનીઓ સક્ષમતા અને અસરકરકતા પૂરવાર કરી શકે છે.
- 37. Patel Ripal D, SYBBA- “ઇંડેકશનનાં જાદુ દ્વારા આવક વેરા બચત: બક્ષીસ તેમજ વસીયત માં મળેલ મિલકતો નાં વેચાણ સંબંધી ઇંડેકશન નો અનોખો લાભ “
- 38 Swami Vivekanand Batter, SYBBA, “Walmart comes to India”

## EVENTS SCENERIO

### University End Semester Exam Placement

#### QUIZ: BRAIN TEASER

Eritrea, which became the 182nd member of the UN in 1993, is in the continent of

- (A) Asia
- (B) Africa
- (C) Europe
- (D) Australia

The answer will be accepted at

[bpcafrescoes@gmail.com](mailto:bpcafrescoes@gmail.com).

\* The fastest finger first shall be awarded.

## BPCBA: SKILLS FACTORY

**General Knowledge and Aptitude Skills:** Four workshops benefitting Sem-I students in terms of improvising G.K and Intellect Quotient requisite for CMAT & CAT competitive Examination.

**Self Defense :** BPCBA students of SEM-III & V were deputed in the seminar organized by Police department of Gujarat , “Hala Bol” catering to vigilance and self defense tactics.

**News Paper Reading:** Newspaper club ensures the assimilation of news and current business dynamics in all BBA readers, regularly monitored by the class Mentors.

**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

**The Study of Psychology**

Comprehending multi-dimensional forces on business, human psychology covering reasoning, motivation, behavior and performance - has become a key pillar of organizational management. From employee management to customer satisfaction and social engagement, satisfaction of business objectives requires effective analysis of both individual and institutional psychology. A good amount of research is therefore likely to be focused on how psychological theory and research can be integrated into business academics.

**Business Ecosystems**

Professor Carlyss Y. Baldwin has marked that one of the most notable trends in management has been the rise of business ecosystems - defined as groups of firms which together provide complex products and related services to meet end-to-end requirements of users across the value chain. The integration between media, technology and telecommunication firms would be an apt contemporary example. (International Business Times, 2014)

**Let's grab career opportunities available in government sector****Prof. Pragnesh Navlakha**

Faculty, BPCBA

It is well discussed by different experts of our country that the public administration sector of the nation will require a lot of young blood in coming decade. It is therefore necessary for the youth of this generation to focus in this area and start preparing for the same. The students pursuing graduation, especially, have a golden chance due to the time available for preparation of various competitive examinations. They should understand the importance of the subject of "General Studies" which is included in all the competitive examinations under different titles and start planning for the preparation of the same in an integrated manner so that they have an edge over others in any examination they appear. In Banking sector, State Government, Central Government, Staff Selection examinations and other reputed competitive examination for higher studies also, this subject is very important. The candidates may find consolidated study material for other subjects covered in this examination, but "General Studies" becomes a bit difficult area due to depth and width of topics and sub topics covered in its purview. Hence, it requires a lot of systematic and consistent preparation for this subject. Many sources are available which can give an outline of the contents and guidelines for preparation. One should start preparation along with regular studies and keep an objective of being well prepared within the duration of graduation studies.

**A Brief on Global Financial Crisis****Jiten Lakhani**

BBA SEM-I, BPCBA

The global financial crisis emerged out of steep global economic recession, the contraction of market in business terms. It is a situation where macro indicators like Gross Domestic Product, employment, capital utilization, household incomes and business profit falls and bankruptcy and unemployment rates rise. Global Financial Crisis is among the greatest financial challenges to the world economy which originated in United States of America. The global economic slowdown is unprecedented in scale and has severe implications on policy formulation among emerging markets. Currently, India is one of the largest Developing countries in the world. Strong economic growth in the last decade combined with a population of over a billion makes it one of the potentially largest markets in the future.

**Demand & Stakes: Corporate Governance****Ashutosh Kumar**

BBA SEM-I, BPCBA

Demand in economic terms is defined as a conscious desire having monetary value of exchange. Individualistic approach states demand as an influenced aspiration. Personal goals encompass the want to attend college; second, I want to build a Support system, for hurting people, and leisure. Therefore, using education to help other people must be upheld. One of the most painful pictures in this human life is to see the effect of a life devastated by physical or emotional pain. Therefore, powerful entities must work towards building a Support Ministry to relieve hurt people everywhere & needy.

ગાંધીનગરમાં સૌપ્રથમ અને શીઅલ  
કચ્છના સ્વાદનો અનુભવ... એટલે...



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વારસા

સમોસા

વડાપાઉ

મોજ મસ્તી

પકુ

સેન્ડવીચ

મસાલા કોન

ભેળ

દાલ પકવાન

સરનામું- કચ્છી કીચન, ૨૪-ચોકડી, કોલવડ રોડ, સેક્ટર-૨૪,  
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