



# SUNSHINE CAMPUS CONNECT

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Sunshine Educational & Development Society

The society promotes:

1. Business School of Delhi – the flagship brand,
2. International Business School of Delhi, and
3. Business School for Women

## FROM THE CHIEF EDITOR'S DESK



It gives me immense pleasure to bring out the first issue of 'Sunshine Campus Connect.' The issue contains not only a quick round up of activities happened during the last six months but also few snapshots on current issues of national and international interest.

The institute left no stone unturned to provide students, best of both academic and infrastructural support for their all round development. Recently the institute has got an honor to invite his Excellency the President of the Republic of Mauritius, Sir Anerood Jugnauth in a Seminar on "Promoting the culture of world peace in youth".

The institute has full commitment to provide best placement to its students. Even during the past recessionary phase our students of PGDM (2007-09) batch have got 100% placement and are associated with good national and multinational companies.

I would like to express special thanks to our Chairman Mr. Vipin Sahni and Chairperson Ms. Kiran Sahani for having faith in me and to Director General Dr. B.N. Roy and Prof. Narinder Verma, Honorary Editor for extending their valuable support and guidance.

**Prof. Dr. Md. Athar Ali, Director**

## WOMEN'S HOSTEL INAUGURATED BY RT. HON SIR ANEROOD JUGNAUTH, HIS EXCELLENCY, THE PRESIDENT OF REPUBLIC OF MAURITIUS

On 30<sup>th</sup> November, 2009, the Women Hostel of Business School of Delhi was inaugurated by the auspicious hands of the President of the Republic of Mauritius, Rt Hon Sir Anerood Jugnauth in the presence of the first lady of Mauritius.



A cultural programme was presented by the students of Sunshine Education comprising of songs and dance performances depicting the diverse cultures of India with a theme of National Integration. Several eminent personalities from the corporate world as well as academic institutions were present on the occasion. The ceremony was concluded with the vote of thanks proposed by the respected chairperson, Mrs Sahni followed by the presentation of Memento to the Chief Guest by the respected Chairman and Chairperson.



### FDP BY SHEFFIELD HALLAM UNIVERSITY, UK

Sunshine Education organized a workshop for the Faculty Members by very eminent trainers, Dr. Mike Bramhall, Professor of Engineering Education and Dr. Richard Hill, from Sheffield Hallam University, UK. The workshop was conducted on Inspirational Teaching and the various techniques that can be used by the teachers to encourage and keep the students motivated in the process of learning.



### INTERNATIONAL MBA AT BSD

Business School of Delhi has recently signed a Letter of Intent (LOI) with ENPC School of International Management, Paris (France) to launch much coveted global Executive MBA program in India.



It was a very interactive workshop involving lot of activities like group discussions etc involving all the participants. The trainers appreciated the response of the faculty members and said that we can enhance the quality of learning by devising better means and creative techniques to impart learning to these young management aspirants.

### BSD ORGANISES INDUSTRY TOUR FOR STUDENTS TO HCL, RUDRAPUR

ENPC, Paris has the distinction of having the AACSB and AMBA international accreditations, two internationally recognized quality labels in business education in the world.

In the last week of Feb 2010, Business School of Delhi has organized industry visits for its students to HCL Plant situated in Rudrapur, Uttarakhand, India.



### FOR THE CAUSE OF PRACTICAL LEARNING

BSD has introduced the concept of **continuous evaluation** as an integral part of management curriculum. It promotes the spirit of competition amongst the students and “keep them on their toes”. With a view to bridge the gap between the class room teaching and the practical application of a concept, a **multi-disciplinary integrated assignment** encompassing various functional areas of management is required to be submitted by all students. This is followed by group presentation and viva-voce. It helps the students in “getting a feel of the corporate working” before embarking on their corporate experience.

Each student team was accompanied by two faculty members. These visits give a taste of the real life working in modern day organizations and how B-school grads can connect optimally.

**BSD STUDENT SHINES AT THE NATIONAL HUNT**



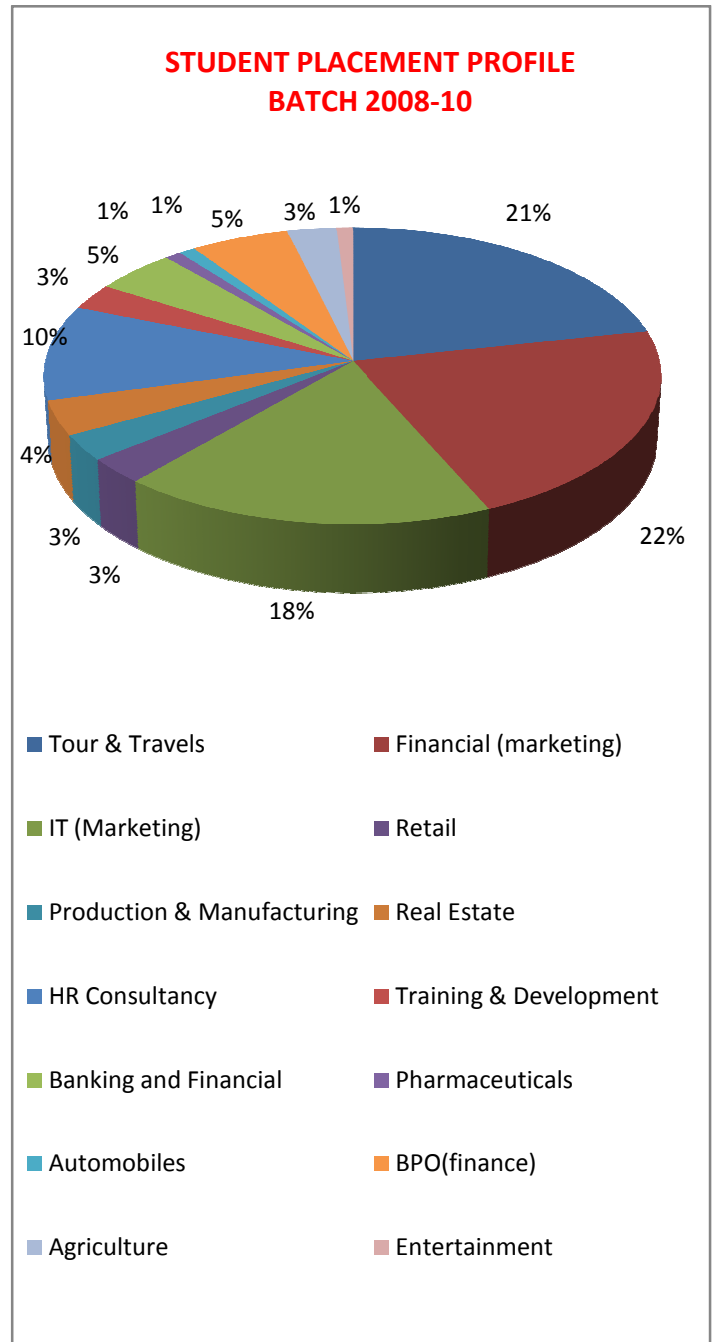
Ms. Tanushree Dutta a student from Business School of Delhi (BSD) achieved the trophy and certificate for meritorious performance in the “Spice SURTARANG: National Singing Talent Hunt” organized at GSBA, Gr. Noida on 2<sup>nd</sup> Feb 2010

**PLACEMENTS SOARING AT SUNSHINE**

With a zeal and passion to excel along with sincere efforts, one can win the toughest of battles. In this fierce competitive environment, the efforts of our Placement Team have produced sparkling results.

The placement session for the current batch has started with the campus visit of Reckitt Benckiser, Vighneshwara developers, Matrix Cellular, Kribhco, Bank of America etc. With various initiatives being undertaken we have ensured nearly 100% placement, and have been able to realize the dreams of all our very bright and enthusiastic management graduates. Some companies that visited our campus are:

**HDFC, ITC, Bank of America, Reckitt Benckiser, India-Mart, India Bulls, Ranbaxy, Eperium, Invest Care, Club Mahindra, Neo Logic, Genpact, HDFC standard Life, Amdocs, Niamo, Wipro, Matrix Cellular, Unicon Securities, Aircel, T-series, Rank 1 Infotech, Glen Mark, Elements Akademia, Just Dial, Religare, DLF Prameria, ALP Consulting, India Infoline, Intelnet, Efy, Country Club, Finwizz, Bharti Axa, Smc Global, Marcer, Trade India, Unicon Real Estate, Arrow Tech, E-Lixer, Elevate Marketing, Ed-Life, Emperyeen Partners, HCL Info Systems, Promo works Media Pvt. Ltd., Man Machine, Best Info Systems, Helios Developers, Cpm India, Aura Consultants, A-One Consultants, Deneva Marketing Pvt. Ltd. and many more.**



**BSD INVITED MR. V. B. LAL, GM-HR, MOSER BAER LTD. FOR INDUSTRY-ACADEMIA INTERACTION**

On 20<sup>th</sup> March 2010, Sunshine Education society under its “Industry-Academia Interaction Program” invited Mr. V.B. Lal General Manager-HR at Moser Baer Limited. to its campus to deliver a guest lecture on “Current Scenario and Job Opportunities Available in the Industry: An Indian Perspective”. Students felt really enthralled by his thoughts.



### VISIT BY UNIVERSITY OF WALES (UOW)

Sunshine Educational society invited on date 15/01/10 **Mr. Mike** from UOW, to seek an opportunity for educational tie ups for development of global perception in learning.



### TEACHER'S DAY CELEBRATIONS AT BSD

Teacher's day was celebrated with lot of enthusiasm by the students who paid tributes to their mentors.



### VISIT BY KINGSTON UNIVERSITY, UK

Sunshine Educational Society on date 13/02/10 had invited a representative from Kingston University, UK for widening the opportunity to establish multilateral international trade in knowledge services and provides an intellectually stimulating environment for academic advancement which is global in approach and acceptance.



### VISIT BY SHEFFIELD HALLAM UNIVERSITY

Sunshine Education had invited on date 11/02/10 **Ms. Fiona Drew, Head of International Academic Development** to seek an opportunity for educational tie ups for development of global perception in learning.

The event was filled with fun, a cake cutting ceremony followed by a cultural program organized by the students. The Director appreciated the role of the teachers and mentioned that the task of the teachers has become more challenging in these turbulent times, as the responsibility of showing the right direction to these young leaders lies with them.



**Chairman Mr. Vipin Sahni flanked by Chairperson Ms. Kiran Sahni, delivering a word of wisdom**

### **SUNSHINE EDUCATION ORGANISED DEBATE COMETITION FOR ITS STUDENTS**

Sunshine Education Debate Competition on the topic “Advertisement does more harm than good” with Indian perspective was held in the campus on 25<sup>th</sup> March 2010, Chief guests for occasion were hon’ble Chairman Mr Vipin Sahni & hon’ble Chairperson Ms. Kiran Sahni, other dignified guests included Respected Director General Dr. B.N. Roy, Director Prof. Narinder. Verma & Dr. Athar. Ali.



Team comprising Ms. Solonika Dhaundiya and Ms. Roshni Kumari was the winning team, first runners up team comprised Mr. Anurag Sharma and Mr. Karam Veer Singh and second runners up was team with Mr. Rohit Srivastava and Mr. Ranjeet Singh Sirohi. Ms. Solonika Dhaundiya was declared the Best Speaker of the day.

Panel of judges comprised Prof. N. Verma, Dr. A. Ali & Prof. V. A. Dubey. The event was organized by Prof. Yogendra Kumar, Prof. Yashpal Kaur Rooprai and Prof. Shourya

Sangam as faculty in-charge. Prof. Puneet Kumar along with Dr. B.N. Roy conducted the audience quiz. Anchoring by Ms. Pooja Tutlani and Mr. Sanjeev Chaudhary was fantastic and noteworthy. Chairman Mr Vipin Sahni & Chairperson Ms. Kiran Sahni distributed awards and appreciated both students and faculty for such a good event. They motivated the Sunshine family to organize more and more events like this in near future.

### **BSD STUDENTS PROVE THEIR METTLE**

Mr. Dheeraj Kumar Pandey and Mr. Piyush Bhadani both students of Business School of Delhi have brought laurels to their alma mater BSD as they stood first runners up in the strategy game called “Make My Product” conducted under “KSHITIZ - 10”, annual management fest organized by Ishan Institute of Manamegent & Technology, Greater Noida.



Mr. Rohit Srivastava, a student of Sunshine Education won a trophy and certificate for participating in “SUR AUR SANGAM” under “SANKALP’10”, an event organized by G. L. Bajaj Institute of Management and Research, Greater Noida.



Participating and winning trophies, certificates and accolades is a regular feature of Sunshine students. The management and faculty not only motivate but also support students for such a cause while rendering all kinds of guidance, counseling and help to them.

## **MICROFINANCE: MAKING POOR DREAM BIG**

**An article by Mr. Rohit Srivastav, student, PGDM 2009-11**

Microfinance refers to the provision of financial services to low-income clients, including consumers and the self-employed persons.

Most of the world's poor lack access to basic financial services that would help them manage their assets and generate income. This is especially true for the 900 million extremely poor people who live in rural areas of developing countries. Good management of even the smallest assets, such as livestock, can be crucial to very poor people who are constantly threatened by lack of income, shelter & food. To meet their needs they borrow, and sometimes save & invest to protect their family against adversity. With little income, poor people are seldom able to obtain loans from banks & other formal financial institutions.

Microfinance is one way of fighting poverty in rural areas. It puts credit, savings, insurance & other basic financial services within the reach of poor people. Through Microfinance institution such as credit unions, financial non governmental organization & even commercial banks, poor people can obtain small loans, receive money from relatives working abroad & safeguard their savings.

Microfinance can be categorized into Formal, Semi formal and Informal sectors. The formal sector comprises of the banks such as NABARD, SIDBI and other regional rural banks. They primarily provide credit for assistance in agriculture and micro-enterprise development and target the poor. Their

deposits at around Rs. 350 billion and of that, around Rs. 250 billion has been given as advances. They charge an interest of 12-13.5%.

The majority of institutional microfinance providers in India are semi-formal organizations broadly referred to as MFIs. There are over 500 non-government organizations (NGOs) registered as societies, public trusts, or non-profit companies.

In addition to friends and family, moneylenders, landlords, and traders constitute the informal sector. While their importance vary significantly, it is undeniable that they continue to play a significant role in the lives of the poor.

## **Steps taken by India to promote micro-financing**

Development banks, such as SIDBI, NABARD which focused on rural credit and micro-financing were set up. NGOs were encouraged to extend micro-credit to the poor. They were provided supplementary credit needed to fund the credit, paper work was reduced between them and the banks. Also, the government assisted in mobilizing funds from formal financial institutions to meet the larger credit needs of these organizations.

## **FULL THROTTLE ON IMPROVING STUDENTS' PERSONALITY AND EMPLOYABILITY SKILLS: SUNSHINE SIGNS PACT WITH ELEMENTS AKADEMIYA- AN IIM ALUMNI VENTURE**

National award winner *Elements Akademia* is an innovative national chain of finishing schools aimed at bridging the gap between academic teaching and industry requirements, thereby making youth employable. It was started by a group of 15 IIM Alumni/Faculty including CXOs of companies like Procter & Gamble, Reckitt Benckiser, Cadbury, Sara Lee, Bharti Airtel, Mtv etc.



**Mr. Nishant Saxena, PGDM (IIM Lucknow), CEO of Elements Akademia** has 8 years of experience in Corporate Finance/Planning with Procter & Gamble. Worked across various geographies in Asia (Japan, Philippines, India and Singapore), also taught in IIM Bangalore, IIM-Lucknow, National University of Singapore and SP Jain as Guest/Adjunct Faculty.

Elements is emerging as a "thought leader" in employability space, consulting prestigious apex bodies like ICAI (Chartered

Accountants), ICSI (Company Secretaries), State Governments (Uttar Pradesh, Madhya Pradesh) and Corporate India (Cadbury, Genpact, J&J, Bank of America, Aditya Birla Group etc.). It has won various awards like TATA-NEN (One of India's Hottest Startups), Sankalp (Social Entrepreneurship) etc.

Sunshine Education in its quest to offer the quality education to its students has partnered with Elements Akademia to impart an intensive training to make its student's more employable. After months of research with top companies on what are the key skills companies look for in a candidate, Elements has identified '9 Key Missing Employability Skills in a Management Graduate' and has designed a niche program to cover all these missing skills.

Sunshine Education & Elements together will put in their best efforts to shape up the careers of the young minds and to give them an excellent learning environment to become a successful professional in their lives.

### **IN SEARCH OF HAPPINESS - An article by Mr. Karam Veer Singh, student, PGDM 2009-11**



As we know that the path of human race has been very difficult from the beginning of human existence. Our ancestors faced so many problems during growth and development. But they never gave up the situation and they fought not only for their survival but also for the growth and development. And they tasted success by ultimately fulfilling their expectations and thereby achieved happiness.

Moreover, as we all know that whatever we are doing & whatever we will do in further future it would pivot only on happiness in our lives. But most of the time we feel sorrow in our life and never try to find out why we are unhappy. What are the obstacles in the path of happiness?

As I realize that there is only one reason behind unhappiness and that is unfulfilled expectation.

We expect a lot but we act very less. If our level of expectation and action get equal then definitely everywhere would be happiness. Fulfillment of expectation needs lot of hard work & determination. And that is what we don't realize in our lives.

We are searching the joy in outer world but it is in ourselves. And one thing is that we are never fair with ourselves and we always try to create a fake image in our mind & society and often we work against the wishes of our soul.

Diamond and Gold both the stone and metal pass through a very difficult cycle of getting cut and burnt respectively to get their real identity & image.

If one wants happiness then one has to understand the pain & sorrow, the difficulties, the challenges that are involved in the journey to achieve what one aspires for. All of us are precious and valuable for our family, our college and our society so people that belong to us, and they have lot of expectation from us. We have to build up the path of expectation fulfillment otherwise we are going to break the chain of happiness.

So be determined for undertaking the hard work and continued efforts with great perseverance for the fulfillment of expectation to achieve happiness and also make others happy and thereby feel the joy of life.

**“Happiness comes when your work and words are of benefit to yourself and others”.**

**- Buddha**



**SUNSHINE EDUCATIONAL & DEVELOPMENT SOCIETY** has established three institutions approved by all India council for Technical Education, (AICTE), New Delhi.

**Business School of Delhi (BSD)** got approval for offering the PGDM program in August, 2007. In a span of two years, Business School of Delhi established itself as one of the reputed institutions of Delhi/NCR.

**Business School for women (BSW)** got approval from AICTE to become the first women institution in the country to offer PGDM program.

**International Business school of Delhi (IBSD)** got approval to offer PGDM program from AICTE.

**IBSD** has been specifically designed to cater to programs of various reputed foreign universities and institutions.



**Add-on Courses:** Following are eight different add on courses, which would add value to students' skills, giving them that edge thereby enhancing their employability in the corporate world.

**SAP:** Systems Applications and Products in Data Processing. It is well known for its Enterprise Resource Management (ERM) and data management programs.

**HCL K2 Academy:** At HCL K2 Academy the students will be offered training on contemporary technologies, projects and industry exposure through principal workshops by Microsoft, oracle and an opportunity of internship at HCL & other associate companies.

**IAM-Institute of Administrative Management:** This is a UK government recognized awarding body offering qualifications in Administrative Management.

**Cambridge ESOL:** The Cambridge ESOL General English suite of exams has a wide choice of certificates reflecting the very different needs and abilities of people. Our certificates cover basic exams for those beginning to learn English, through advanced certificates and for those who have attained a high level of fluency.

**Certified Technical Analyst:** This certificate course aims to create professionals who can predict the movement of the stock markets and who can make money even when market goes down.

**AIMA- Advanced Certificate programs:** Offered in all vital areas of management like Marketing, Finance, HRM, Operations, Enterprise and Research Methodology

**SIX SIGMA:** Six Sigma is a business management strategy, originally developed by Motorola that today enjoys wide-spread application in many sectors of industry.

**Open Learning Diploma in Business Entrepreneurship:** This course is sponsored by Friedrich-Naumann-Stiftung (FNSt), a foundation of international repute from Germany and supported by the National Science and Technology Entrepreneurship Development Board(NSTEDB), Department of Science & Technology, Govt. of India.

In PGDM each student has a choice to have Dual Specialization in two among Marketing, HRM, Finance, IT, International Business and Operations Management

PGDM is a two year full time program, approved by AICTE, Ministry of HRD, Government of India. The program is built

upon a trimester system, which provides students a sound understanding of management theory and practice across the range of business management disciplines.

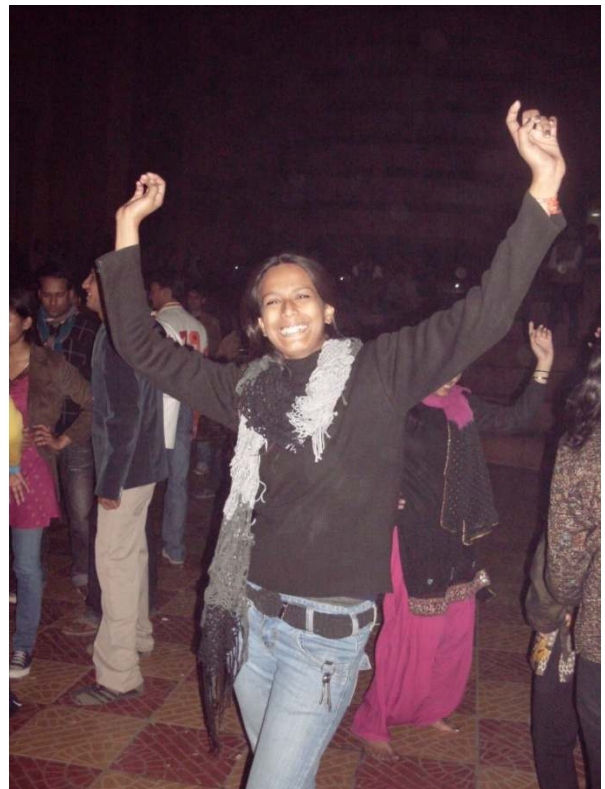
### **ANTHEM ACADEMY CONDUCTS SOFT SKILLS ORIENTED WORKSHOP FOR STUDENTS**

Sunshine education in its pursuit and commitment to provide regular opportunity for learning & improving the skill matrix of its students, has invited Anthem Academy, New Delhi to conduct 4-day long workshop on skill building and professional communication.

Anthem believes in providing student-centric learning. The teaching methodology emphasizes the importance of learning through direct experience. A combination of teacher supervised and teacher-independent learning is highly beneficial to students. Activities are done at both the individual and the group levels, which provide an integrated system of learning. This also helps our students to get optimally involved in assessment of their own progress through faculty feedback. Our teaching system develops skills, competencies and strong values among the students.

### **LOHRI AND HOLI CELEBRATED WITH GREAT FUN & FROLIC AT BSD CAMPUS**

At BSD, it is a great feeling that all the students, who come from all parts of India, and hail from various religions, regions, race and culture, celebrate all festivals with equal zeal. This month students celebrated the festival of Holi with lot of zeal and happiness.



## STUDENTS SPEAK GREAT!



AJAY

Life at Sunshine Education campus has been a wonderful experience for me. I came here with the hope of learning management lessons, to become a good manager and to be exposed to a plethora of activities. I must say that Sunshine Education Campus has been a hectic experience coupled with a lot of activities, fun and friendship.



PRIYANKA

My stay at Sunshine campus has been a great learning experience and I have tried to learn from everything here. This has helped me set goals and plan a strategy to achieve them. I learnt here that everyone learns from her/his own experience but that the super successful people have the capability to learn from other people's experience too.



RAJAT

At Sunshine Campus it is about team work. The presentation method followed here provides for group evaluation where the hardest and most committed of workers do not get any extra credit as compared to others in the group. The Mantra is to let everybody come up to the threshold level and then let the real competition begin.



SHALINI

My time at Sunshine Education Campus enabled me to imbibe and inculcate in me many management skills. Its my dream to become a charismatic leader and to learn and follow the habits of great business tycoons. I got the inspiration to dream big and think big while in the campus.



SUMIT

I am happy to share with you that Sunshine Education has got the best faculty amongst management colleges in Delhi-NCR. Because of them I know the key concepts of business management and how they can be utilized in decision-making even in uncertain business and social situations. Because of

excellent guidance and support I scored 79% and after the completion of my course I will be largely employable.

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