

**N.E.S RATNAM COLLEGE OF ARTS,  
SCIENCE AND COMMERCE.**



**DOSIER**  
*Information Unleashed*

**B.M.S DEPARTMENTAL ANNUAL MAGAZINE**

**14<sup>TH</sup> EDITION**

**ACADEMIC YEAR 2022-2023**

# MANAGEO PEDIA



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# ***About us***

A visionary, Dr. R. Varadarajan founded the National Education Society [NES] on April 14th, 1963 with the mission of providing school and college education to children of middle and lower-middle class families in the relatively underdeveloped suburb of Bhandup in Mumbai. Today, National Education Society along with the sister trust, Saraswati Vidyabhavan [SVB], founded in 1983 is a prominent landmark in Bhandup, Mulund, and Dombivli, the suburbs of Mumbai. The group has 69 constituent institutions imparting quality education to over 45,000 students.

The Ratnam College of Arts, Science and Commerce, one of the 69 institutes under the umbrella of NES/SVB group was founded on 11th July, 1983. Affiliated to the University of Mumbai, the College has grown rapidly in a short span, creating a niche for itself in the field of education in Mumbai. The College has been the recipient of ISO 9001 : 2000 certification in 2002 and has also been accredited with 'A' grade by NAAC in February, 2004. In the year 2011, the College has been re-accredited with an 'A' grade by NAAC. In the year 2015, the College has been certified the Best College Award by the Mumbai University for the academic year 2013-2014. Our College with continuous self-improvement has received the great fillip with the 'A' grade reaccreditation third cycle from NAAC, UGC in July, 2017.

Recognizing the contribution made by the college in improving the standard of the community surrounding its complex, Municipal Corporation of the Greater Mumbai has renamed the Bhattipada Road as NES Ratnam College Marg. The College offers besides the main streams, degree courses in Management course was to meet the demand of capable professionals in the market and also to enhance professional abilities of today's generation and stretch their mission and horizon.

# **Editor's Desk**

**It's time for run, not for walk**

**In the Marathon of this competitive world.**

**It gives us immense joy & satisfaction to finally reintroduce our very own BMS Departmental Magazine 'DOSSIER'**

**Management refers to the ability to judge different aspects of life, make sound decisions & take positive actions that improve happiness & productivity. It's about exercising your mind to improve mental fitness, master emotions & take charge of your life.**

**Management allows you to be more productive, do more with less time & accomplish your goals.**

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# ***INDEX***

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<b>Sr. No.</b>	<b>Contents</b>	<b>Page no</b>
<b>1.</b>	<b>Real Life Examples</b>	<b>1</b>
<b>2.</b>	<b>Management Stories</b>	<b>2</b>
<b>3.</b>	<b>Book Review</b>	<b>3</b>
<b>4.</b>	<b>Poem</b>	<b>4</b>
<b>5.</b>	<b>Career Options</b>	<b>5</b>
<b>6.</b>	<b>Cloud Businesses</b>	<b>6</b>
<b>7.</b>	<b>BMS Got Talent</b>	<b>7</b>
<b>8.</b>	<b>Did you Know?</b>	<b>9</b>
<b>9.</b>	<b>Guess the Brand Emoji</b>	<b>10</b>
<b>10.</b>	<b>Overlapping</b>	<b>11</b>
<b>11.</b>	<b>Rendezvous Club</b>	<b>12</b>
<b>12.</b>	<b>Manzil</b>	<b>13</b>
<b>13.</b>	<b>Glimpses</b>	

# Real Life Examples

## **1. Shashank Paranjape's Rs 1,500 crore Paranjape Schemes Construction**

Shashank Paranjape's Paranjape Chemicals started operations with nine people on board. However, six months into the business his luck ran out and he was duped by his friend. In 1987, Paranjape came to know of someone who owned a vacant plot in Pune measuring 10,000 sq ft. He expressed his wish to construct a multi-storey building and the person readily agreed. Paranjape paid him Rs 1 lakh and got into an agreement to give him two flats on completion of the project. Paranjape the new company Paranjape Schemes. Paranjape's approach was simple. He would reinvest every bit of the profit back into the business to expand operations. Last financial year his company registered a turnover of Rs 1,500 crore and made Rs 225 crore in net profit. This year he has a target of Rs 2,000 crore.

## **2. Dinesh Agarwal's India Mart**

Seed Capital: Rs 40,000 After pursuing a B.Tech degree in Computer Science from the Harcourt Butler Technological Institute, Kanpur, Dinesh Agarwal took up a job as systems analyst at HCL Technologies. Finally, he settled on building a platform for businesses to display products via dedicated Web pages. He named the venture, India Mart InterMesh Ltd. The idea was to help the small and medium enterprises in the country market their products and services. Convincing customers to first buy computers, which, in turn, would help in the promotion of their business was quite a task. As business started growing, he had to deal with several issues and the most irksome among these was looking for bigger office space. In 2007, he invested Rs 7 crore to purchase a two acre plot in Noida and build a new office. He has around 1 crore products and almost 15 lakhs suppliers. In 2013-14, the company generated a turnover of around Rs 200 crore.

## **3. Dheeraj Gupta's Vada Pav chain Jumbo King**

Seed Capital: Rs 2 lakh After Dheeraj Gupta completed his MBA in Hotel Management in 1998, he decided to start his own venture. The idea was to establish a sweets manufacturing and distribution business. Within two years, he lost around Rs 50 lakhs. What caught his attention, in particular, was how successful food chains such as McDonalds, Dominos and Subway primarily focused on one product Burger, Pizza, Sandwiches and, yet, had a huge customer base. Vada pav is a spicy Maharashtrian snack. He found that there were hundreds of vendors selling the snacks on the city streets. The market was huge but unorganised. he decided to get into the vada pav snacks business. Gupta somehow managed to raise around Rs 2 lakhs to start the business. He leased space for an outlet just outside Malad railway station. The idea was to outsource the manufacturing of the patties to a vendor for a small fee. We would fry them in the store and concentrate on sales. Last year, Jumbo King crossed a turnover of Rs 25 crore and Gupta is hopeful of revenue of Rs 45 crore in 2014-15.



# MANAGEMENT STORIES

## Lesson 1

A sales representative, an assistant and their manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out. The Genie says, "I'll give each of you just one wish."

"Me first!" says the assistant. "I want to be in the Bahamas, driving a speedboat, without a care in the world." Poof! She's gone.

"Me next!" says the sales representative. "I want to be in Hawaii, relaxing on the beach with my personal masseuse, an endless supply of piña colodas and the love of my life." Proof! He's gone

"OK, you're up," the Genie says to the manager. The manager says, "I want those two back in the office after lunch."

*Moral: Always let your boss have the first say.*

## Lesson 2

An old man, a boy and a donkey were going to town. The boy rode on the donkey and the old man walked. As they went along they passed some people who remarked it was a shame the old man was walking and the boy was riding. The man and boy thought maybe the critics were right, so they changed positions. Later, they passed some people who remarked, "What a shame; he makes that little boy walk." They then decided they both would walk! Soon they passed some more people who thought they were stupid to walk when they had a decent donkey to ride. So they both rode the donkey. Now they passed people who shamed them by saying how awful to put such a load on a poor donkey. The boy and man said they were probably right, so they decided to carry the donkey. As they crossed the bridge, they lost their grip on the animal, and he fell into the river and drowned.

*Moral: You can't please everyone, so don't try.*

## Lesson 3

A frog asked two geese to take him south with them. At first they resisted; they didn't see how it could be done. Finally, the frog suggested that the two geese hold a stick in their beaks and that he would hold on to it with his mouth. So off the unlikely threesome went, flying south over the countryside. It was quite a sight. People looked up and expressed great admiration at this demonstration of creative teamwork.

Someone said, "It's wonderful! Who was so clever to discover such a fine way to travel?" Where upon the frog opened his mouth and said, "It was I," as he plummeted to the earth.

*Moral: There is no "I" in team.*



# Book Review

**BOOK: Management is how it works & why its everyone's business.**

**AUTHOR:** Joan Magretta.

Joan Magretta starts to describe what management is by describing what it is not. A good place to start because we have so many notions about what a manager is & usually associate them with our boss, more often than not. The introduction help us to understand that management is a discipline just like Science & Medicines, which can be studied & put into practice to achieve.

“Management’s real genius is turning complexity & specialisation into performance.” The book is divided into two parts - Basics & Execution.

Part I - Is a wonderful exposition on the core principle of management that may an organisation competitive & is basically an answer to the question- Why do people work together & how? The author cut out all the jargons & illustrated through various example the meaning of the words like values, business model, strategy of organisational structure.

Part II - Focuses on the execution of these strategies. It traces the evolution of the various performance measure like Six sigma while also stressing on the face that these tools are only aids in judgement. If we happen to focus only on the bottom line & numbers, we would become short-sighted. It's importance to know what is the core function of the organisation & then decide what performance measure to use. And a key strategy in the now Ubiquitous Pareto Rule which forces organisations to see which 20 percent is producing the 80 percent results & how to maximize that 20 percent.

“The greatest obstacle the innovation in organizations is the unwillingness to let go of yesterday’s success & to free up resources that no longer contribute to results.

In conclusion, this is one of the best “Self - Help” books for any organisation or a manager or an Entrepreneur. It is a bird’s eye view of how a business runs & is a perfect way to look back on what is working & what’s not for any organisation or for anyone working to accomplish a goal.



# POEM

## THE SECRET INGREDIENT

*Today I will tell you all a secret,  
It will give you the ability, nay, a power, to be accurate.  
You'll realise how, with just the right amount of it,  
You can sort whatever life throws at you, bit by bit.*

*When you get to know of an upcoming task,  
Be it an exam, a deadline, or any difficult ask.  
What you ought to do in the lead up is,  
Manage your time, make a schedule and don't let it fizz.*

*When you have to fit a hundred different things in a bag,  
Don't throw them all in at once, trust me, you will hit a snag.  
Instead, take some time to understand what all is necessary.  
Arrange them neatly, it's a bag not a commissary.*

*When there's more people working for you,  
Or if you have many friends and are constantly adding some new,  
You have to set some boundaries, some rules.  
You have to recognize the jewels from the fools.*

*Basically, my dear, the secret to an easy life is managing seamlessly.  
Whether it's time, space, people or anything that you add ambitiously,  
You have to strike the right balance of what requires more of your energy,  
And then you will soar and achieve great heights, everything will come together  
like a synergy.*

- Ms. Mahek Sayed  
(FYBMS)

# CAREER OPTIONS



## HR

1. Chief Human Resources Officer
2. Human Resources Manager or Director
3. International Human Resources Manager
4. Training and Development Manager
5. Human Resources Consultant
6. Executive Recruiter
7. Labor Relations Manager
8. Human Resources Analytics Specialist
9. Employment Manager
10. Compensation and Benefits Manager

## Marketing

1. Data Analysis
2. Product Development manager
3. SEO Special
4. Sales Manager
5. Marketing Manager
6. Content Marketing
7. Media Manager
8. User Experience Designing
9. Retail Manager
10. Brand Manager

# Cloud Businesses

10 Cloud Based Business Ideas to Earn Millions in 2023.

Cloud computing is still an emerging industry. Cloud computing services include a wide range of categories right from storage and networking to the use of AI. It has significantly transformed the way businesses operate, and the growth of cloud computing over the past few years. Here are 10 cloud computing-based business ideas to earn millions in 2023 Start a Cloud Consulting business

1. **Cloud computing consulting:** A growing number of individuals and businesses are discovering the benefits of cloud computing.
2. **Start a cloud-based telecommunication service:** Traditional telecom carriers simply can't deliver the instantaneous communication expected by consumers today because they are bogged down by legacy networks and organizational issues.
3. **Start a Cloud Security Firm:** Cloud Security or Cloud Computing Security means nothing but protecting the cloud data or inform
4. **Develop cloud-based presentation software:** An online presentation software platform is a cloud-based platform where you can create presentations online.
5. **Start an email hosting business in the cloud:** Cloud hosting is the latest technology and it is used for a wide variety of business and personal services .
6. **Start a Cloud Monitoring Service and Build Tools:** Cloud monitoring is the process of monitoring, observing and managing various cloud-based applications and services.
7. **Start a cloud photography service:** Cloud photography is one profitable cloud-based business an entrepreneur can set up.
8. **Create a Cloud Printing Technology:** Cloud printing can be described as the use of cloud computing technology to print a document.
9. **Start a Cloud Software Engineering Service:** Cloud software is the solution that comes to mind for organizations to fulfill their interest driven by the desire to significantly improve their businesses.
10. **Start a Cloud Consulting Business:** A cloud consultant provides advice, solutions, services and guidance to businesses that need to move their data to cloud storage.

# BMS

got **Talent**

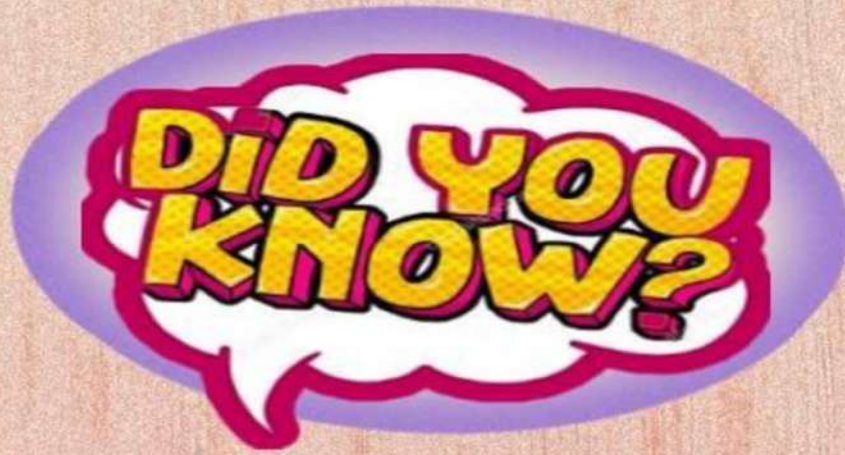




- Ms. Dhanashree (FYBMS)

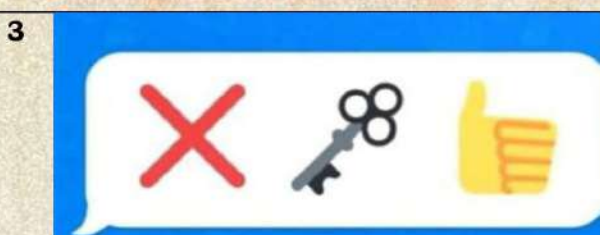
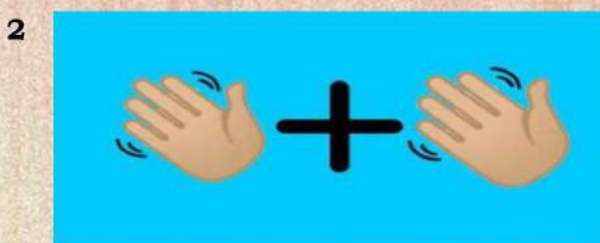


- Mr. Anand Sharma (FYBMS)



1. 10-12 minutes invested in planning your day will save at least 2 hours of wasted time and effort throughout the day.
2. 80% of the ocean is still unexplored.
3. Mosquitoes are attracted to certain colours? A person who works with a messy or cluttered desk spends, on average, 1½ hour per day (7½ hours per workweek) looking for things or being distracted by things.
4. There are 420 trees for every person on the planet.
5. Eat before bed leads to nightmare.
6. Formula to measure your campaign success = objectives to achieve + how long will the marketing campaign run.
7. Phone are dirtier than toilet seat.
8. The field of project management worldwide is expected to grow by \$6600 billion.
9. Gravity makes our nose and ears grow bigger with time.
10. Leaders who are good listeners and are able to respond with empathy perform more than 40 percent higher in all performance and leadership metrics.
11. The pink corner in the eye is our third eyelid.
12. Trees are connected with each other by an underground network.
13. 33% of people use a to do list to manage their time and tasks.
14. Saying "NO" to unwanted or unproductive activities increases the likelihood of effective time management.
15. Mosquitoes are attracted to certain colours.

# Guess the Brand Emoji



## Answers

- 5. Darkfantasy
- 6. Paperboat
- 7. Paytm
- 8. Spicejet

- 1. Redbull
- 2. Tata
- 3. Nokia
- 4. Bugatti

# Overlapping

## GUESS THE BRAND

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



- 9) NETFLIX
- FACEBOOK
- MICROSOFT
- STARBUCKS
- TWITTER

10) DISNEY

- CHEVROLET
- SUZUKI
- DOMINOS
- PRINGLES

- 7) VOLKSWAGEN
- PHONE PE
- ADDAS
- RENAULTS
- INSTAGRAM

8) L'G

- SNAPCHAT
- SWIGGY
- DOVE
- GEMINI
- MONSTER

- 5) SPOTIFY
- PARLE
- SPACEX
- GERENA
- YAMAHA

6) LENS KART

- ASIAN PAINTS
- CHOKSI
- AMAZON
- MC DONALD'S
- VODAFONE

- 3) PAYPAL
- NESTLE
- REDBULL
- BMW
- MASTERCARD

4) YOUTUBE

- LIPTON
- MI
- LACOSTE
- REEBOK

- 1) PESPI
- APPLE
- MERCEDES
- TESLA
- TATA

2) FERRARI

- JAGUAR
- AIRTEL
- TOYOTA
- HYUNDAI

## ANSWERS

- Mr. Rishi Yadav  
- Mr. Ansh Verma  
(FYBMS)



# RENDEZVOUS CLUB

THE BMS MANAGEMENT CLUB " RENDEZVOUS "ORGANIZED  
INTRA- COLLEGIATE ACTIVITY ON 23th JANUARY 2023

TWO EVENTS WERE CONDUCTED IN WHICH STUDENTS FROM  
EVERY STREAM ARTS, SCIENCE, COMMERCE & SELF - FINANCING COURSES  
THE NAME OF EVENTS ARE AS FOLLOWS

## IT'S HUNAR TIME.

STUDENT EVENT IN-CHARGES.

1. GARIN ALAHAT(SYBMS)
  2. HARISH SONARA(SYBMS)
- ROUNDS: 4
  - NO. OF TEAMS: 16
  - NO.OF PARTICIPATE : 80

## SQUID GAME

STUDENT EVENT IN-CHARGES.

1. ARUN KUMAR PULVAR(TYBMS)
  2. SHREYA DIXIT(FYBMS)
- ROUNDS: 4
  - NO. OF TEAMS: INDIVIDUAL GAME
  - NO.OF PARTICIPATE : 49

## WINNERS

Prize	Names	Class
1 <sup>st</sup> Prize	1. Awasthi Akshata	TYBMS
	2. Masurkar Esha	TYBMS
	3. Gala Vishal	TYBMS
	4. Shaikh Muskan	TYBMS
	5. Mudaliyar Arunprasath	TYBMS
2 <sup>nd</sup> Prize	1. Nadar Mahibanibisha	FYBMS
	2. Sayyed Mahek	FYBMS
	3. Shetty Jesica	FYBMS
	4. Javalkar Sanjana	FYBMS
	5. Kharat Sneha	FYBMS
3 <sup>rd</sup> Prize	1. Nadar Grace Esther Selvin	FYBA
	2. Naidu Mansi	FYBA
	3. Nair Roshni	FYBA
	4. Mudaliyar Bhagyashree	FYBA
	5. Shaikh Sufina	FYBA

## WINNERS

Prize	Names	Class
1 <sup>st</sup> Prize	Hal Pooja	SYBA
2 <sup>nd</sup> Prize	Benzil Moses	FYBSC
3 <sup>rd</sup> Prize	Jadhav Mayur	FYBSC

# MANZIL

A one day inter collegiate management fest Manzil- The Ultimate Destination organized by B.M.S & B.Com( Banking & Insurance) Departments was inaugurated at the college premises on 27th February 2023. The B.M.S & B.Com( Banking & Insurance) Departments for organizing such a mega event with a theme “Co-operate Fiesta”, which involved participants from almost 38 colleges. International participants also participated in this event. Ratnam College firmly believes success of any institute depends on how students perform and interact at portal of corporate world. So to groom their personality, to cope up with the challenges various exciting management events namely Research Paper Presentation, Webinar on ‘ Emotional Intelligence’ & Dekho aur Pehchano (Brand Hunt) were held at different venues simultaneously. There were more than 250 participants making it’s a spectacular extravaganza.

Veteran experts in their respective fields had obliged our request for judging the above events as external referees- Dr.Shaukat Ali for Research Paper Presentation & Mr. Arun Chitlangia as a resource person for Webinar on emotional intelligence. The college witnessed colours of participation, enthusiasm & potential. All the participants did phenomenal job. Manzil has truly lived up to its reputation of being the best & bringing out the best. Finally the fest emerged as true reflection of spectacular teamwork.

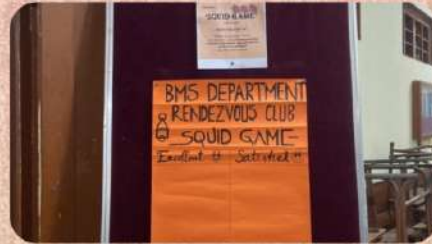
**National Education Society's**  
**Ratnam College of Arts, Science and Commerce**  
Bhandup (W), Mumbai- 78  
**BMS & B.Com (Banking & Insurance) Department's**  
Proudly presents

**MANZIL**  
THE ULTIMATE DESTINATION...

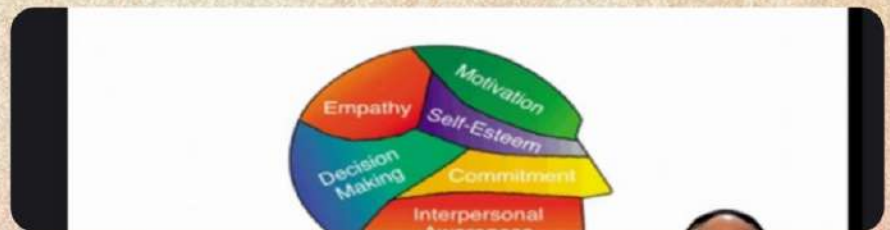
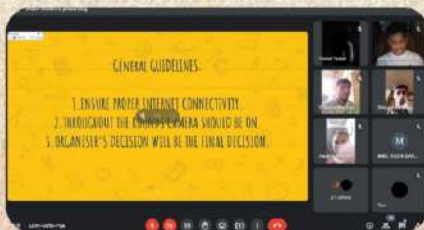
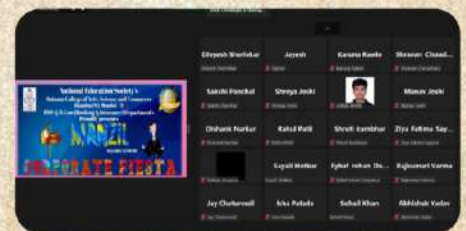
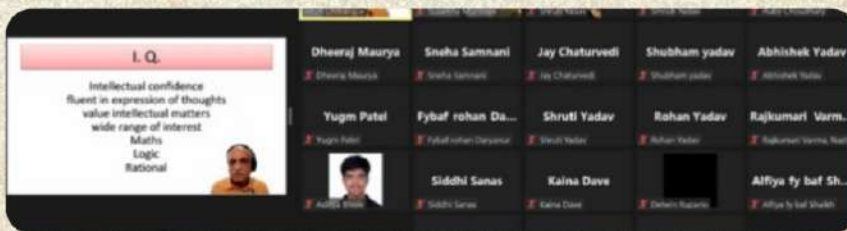
**CORPORATE FIESTA**

# GLIMPSES

## RENDEZVOUS CLUB



## MANZIL



**Better three hours too soon, than a minute too late.**  
**-- William Shakespeare**

