



SAMVRIDH

Beyond The Halls Of Ivy

Vol-II No- II

SEP 2016 - DEC 2016

Start Zip & Stand Zip



*"We want that
education by which
character is formed,
strength of mind
is expanded, and by
which one can stand
on one's own feet."*



A decorative border with intricate floral and scrollwork patterns in white and black, framing the central text.

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*As a youth of my nation,
I will work with courage to
achieve success in all my tasks
and enjoy the success of others.*

Messages



I have perused the inaugural copy of SAMVRIDHI, Vol-I, No:1 brought out by BVC MBA Dept.

I congratulate Dr. N.S. Chakravarty Head of Dept and Mrs. K. Suvarchala Rani and her team of students who have conceived, compiled and edited a new effort with many interesting articles. I am sure that with this springboard, SAMVRIDHI will grow in the years to come as many more enthusiastic management students will actively participate, through their contributions to this magazine.

A handwritten signature in black ink, appearing to read 'M. Vijay Rao'.

Col.(Retd) M. Vijay Rao Hon. Director, BVC



It gives me immense pleasure to congratulate the faculty and students of Management Studies on their maiden effort in bringing out the quarterly magazine “**SAMVRIDHI – BEYOND HALLS OF IVY**”.

My appreciation to every member involved in making this initiative bear fruits. I am very confident that the magazine gives the faculty an opportunity to nurture and explore the inherent potential of the students.

Best wishes to all the faculty members and students.

A handwritten signature in blue ink, appearing to read 'Y. Ashok'.

Prof. Y. ASHOK
PRINCIPAL



I appreciate and congratulate the team members of the Abhyas Club in bringing out the maiden newsletter ‘**SAMVRIDHI**’.

I expect this useful newsletter on quarterly basis and wish each one of them all the best.

A handwritten signature in blue ink, appearing to read 'Dr. N.S. Chakravarty'.

Head, Department of Management Studies



Murtaza Raja
BBA 3rd yr

TEAM SAMVIRIDHI



Sunil Gummadi
MBA 3rd sem



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MBA 3rd sem



Aliss Anwar
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EDITOR'S NOTE



“Always delivering more than expected, and the purpose of business is to create a customer who creates more customers.”

Such worldly sayings struck a thought among all the members of the team to work upon a theme based magazine that could envelope the new business dimension.

The most talked, flooded with the technological or non technological ‘START-UP & STAND UP’ became the base to start our research. At present, India stands at 3rd position after USA & UK in terms of start-up companies coming up.

This edition features start-up companies at Global, Indian and State level.

In addition to these, a ‘what if!’ section that would compel your souls to a new perspective, Brexit current hot topic is discussed, mini research and opinion section an evaluation about start-up as a whole and a new ‘How To!’ addition that would gauge your logical reasoning.

Open up to a new perspective and widen up your reach to tap all the dynamic evolution.





DIALOGUE IN THE DARK(DID)

The concept of dialogue in the dark has attracted 8 million visitors worldwide, 130 centers, 30 countries and 300000 visitors in Hyderabad located in INORBIT mall.



It has a concept of exhibition tour that is DISE – Diversity Education for Social Illusion. DID is internationally acclaimed unique experience of everyday activities like crossing roads, shopping. But in pitch darkness awakening sense and deepening self-awareness, touch, hearing and smell while guided by visually impaired individual holding 8 members as a group.

A CONCEPT RESTAURANT WHICH IS COMPLETELY DARK AND GUIDED BY BLIND WAITER FOR A SURPRISE DINNER”

It was started to “sensitize” comparators on abilities of disabilities using DID experience Perception alterations to enable acceptance to hire Persons with disabilities (PWD) in workplace.



Appeal to corp.ind, MNC's and business organization to hire PWDs. Its aim is to create empowerment.

Siddharth Pratap
BBA 3rd YEAR



INDIA ZENITH



India is a country where every new day gets along a new change which never stays constant. The Startup India initiative taken by the Modi Government penetrates down to smallest regions. In the race of making through startup business "Swiggy" and "Inshorts" among many are featured here that stood the aplomb.

"SWIGGY" - Today where everyone is trying to set their mark in the books of the business world with their ideas, one such idea which came into the market 17th months back and is already developing like no other, is "SWIGGY" which made the experience of food and it's delivery most relish able.

"SWIGGY" is a food delivery application which was founded by Nandan Reddy, Rahul Jaimani and Sriharsha Majety. "SWIGGY" reaches the customer within 30 minutes from various restaurants from any area.



Swiggy is growing at 25 percent on monthly basis. Swiggy has over 5000 restaurants in its service area and 3,000 delivery drivers.

Swiggy makes its income by charging the restaurants they are working with. The Swiggy idea came to form when it was getting tough for all restaurants to provide home delivery services. This loophole became the game idea for Swiggy owners and changed the scenario of present food delivery system.

**Abhinay
Rathi**
BBA 3rd Year



Inshorts

"INSHORTS" - Lengthy stories, lengthy reports, and lengthy articles are kitsch. To solve this problem, three brainy IITian dropouts- Azhar Iqbal, Anunay Arunav and Deepit Purkhayasta laid the foundations to the solution to the lengthy problems - "Inshorts".

The start-up "INshorts", formerly known as 'News in Shorts', came up with an idea of developing an app that would provide information about the ongoing events in and around the globe in mere 60 words or even less. These three young minds aiming to take the activity of news reading to a whole new level have not only succeeded in getting large no. of people to use the app but also made reading news fun and interesting. To sum up, here are the few features of the app- "Inshorts".



- News in 60 words.
- States the facts and leaves an open room for opinion of readers.
- Besides news, it also provides videos, info graphics and blogs.
- The app has different categories of news for the people with different interests like, sports, business, national, technology.

The process of news reading has been made simpler, convenient and easy. Now, the world is just 60 words away.

Abhishek Tak
BBA 3rd YEAR





The Metropolitan city, where the crowd never comes down, the myriad opportunities and possibilities is to the sky height, ideas and social circle mingle in together to venture host to the most daring and courageous aspiring risk-takers under its roof "STARTUP".

One such Company growing from the root of this city "IRON THREADS" had the wisdom and insight to tap these opportunities at the right time. NABHAN MAHMOOD the CEO of IRON THREADS gladly welcomes to shares his take on startup, his own business career and the young needs of the country through this interview.

First the samvridhi team welcomes you for this interview (Smiles) Tell us about your company and what it caters to serve?

"IRON THREADS" is about fulfilling every customer's customized apparel requirements and beyond. It caters to the clothing and sporting requirements of corporate, colleges, and school in form of creating custom hoodies, t-shirts, jersey and playing fields for various sporting disciplines.

Why did you set up this form of business? What came along at that point which served to be as strength for your business?

It was a dream of mine to set up my own company instead of working at one. The market for custom merchandise is vast and scope for expansion was tremendous, when I set up this company I knew exactly what the youth were looking for and my social circle helped me acquiring orders from across the country.



What were the problems faced along side?

The initial problem was dealing with the growing demand and the transport of merchandise to different cities. As we'd began on a small scale of operations the sudden rise in orders was a healthy problem to have and required effective production and handling of the growing client based requirements.



What is the USP of the company that differentiates you with your competitors?

As we provide sporting equipment and infrastructure we are one stop for any clients sporting or corporate needs in this sphere. The USP of "IRON THREADS" would be that, a customer can choose his needs and requirements in any sporting field effortlessly over a message or call.

What is the market reach of your business at present?

I'm dealing with National Institute of Fashion Technology, Manipal Institute of Technology and the Hyderabad Cricket Association to name a few.

Your message to young entrepreneurs and your personal take on the journey till now which you have experienced!

The best way to live your dreams is by casting your hopes above your fears. Business is learnt by reading situations, opportunities and people. It is tough to start at first but it is scarier to regret not doing when the opportunity presented itself. The best time to start something was yesterday and second best is NOW. There is no such thing as entering the business early. You are never too young to be successful; you are never too old to want to be. (Smiles)

**Bhakti
Aggarwal**
BBA 2nd yr



HOW TO



Do you know anyone who has become a billionaire by investing in savings accounts ?

The rate at which the money multiplies in a savings account is always lesser than the rate at which the purchasing power of money decreases. In other words, inflation rate is always higher (by about 1%) than the bank interest rate. (Discounting principle of money)

Even though a savings account is a reliable place to allocate funds, it is not always the best place for cash assets. When it comes to market investing, nothing will pay off more than educating yourself. Do your home-work, i.e. necessary research, study and analysis - rather than adhering to famous opinions – before taking any investment decisions.

Investing is like watching paint dry. Investing in early stage dot-com companies is truly an art and there is no formula for success. At times, you will have to step out of the comfort zone to significant gains. Failure loses, risks, and rewards come complementary with investing. After all, you don't learn to walk by following rules, but by doing and falling over. However it is safer to step out in smaller doses.



Warren Buffet had suggested to be fearful when others are greedy, and to be greedy when others are fearful. Be prepared to invest in a down market and to get out in a soaring market. The proverb-“Patience is the key to success” follows here. One cannot get his returns multiplied overnight. It is at least a 5-10 years game. For most people, business is the priority, and investment in markets is a secondary expected source of income.

However, there are just two ways of investing- “Spray and pray strategy”, and “all-in” game. Yet, there may be one ‘golden-rule’ for investing- Assuming risk, do not invest more than you can afford to lose in any single investment.

While investing, intelligent diversification is very important. “Do not put all your eggs in one basket”. Diversify your funds across different industries like healthcare, real estate, etc.

Hence, play safe and be rational.



**Chirag
Rupani**
BBA 1st yr





WHAT IF GERMANY WON WORLD WAR II

World War 2 transformed the destiny of mankind, not only was it the most destructive conflict in human history, but it was the ultimate clash of ideologies which had slowly evolved for centuries.

In our timeline after years of war, the Third Reich was obliterated, Hitler committed suicide and a violent ideology died with him. In the aftermath, the victors, the Allies organised the entire world in a manner which would never allow such an occurrence to happen again. They were able to shape mankind's future in their image. Today we are globalised connected both economically and socially. The internet, American influence, all can be tied back to the victors that war. The reason I say this is because many don't think about the world today in any other way than the natural evolution of progress, yet it is not. If the War's outcome had been any different, Western civilization from every aspect of life would've been radically changed.

What if – the Allies did not defeat Nazi Germany. What if in an alternate timeline the Third Reich through military might and conquest conquered Europe and won WWII. We all know Nazi policies were anti-Semitic, racist, authoritarian, etc., but rarely is the ideology itself analysed.

Hitler's new order was to be a civilization that threw away centuries of Western teachings-including the ideas of the French Revolution, The Enlightenment and Christianity. A civilization that bases everything on the spread and domination of a specific group, the Aryan race. To understand a world where the Germans won WWII, we need to understand the concepts of Nazism and their horrific ideas of racial superiority and classification.



If Nazi Germany won the war they would reorganise Europe based on racial hierarchies on genetics. At the top was the Aryan race, just below them were the Western Europeans such as the British, northern French, Irish and Dutch. The Chinese and Japanese were also at this level, as Hitler declared them honorary Aryans. Below them was the Mediterranean race.

At the very bottom, were the Untermensch. These were the Slavs, such as the Poles, Russians, and Ukrainians. Jews, Roma, homosexuals, and communists were also considered to be in this level.

In this alternate timeline if Germany was successfully able to implement Lebensraum, after decades of German control, Poland, Russia and the Eastern Slavs would cease to exist.

Hitler was a fan of how the United States successfully depopulated and pushed back the American Indians, so he wanted to recreate this, against the Slavs. Following the German victory, Slavs begin to lose rights, resistance is met with entire towns being slaughtered and Jews are immediately sent into concentration camps, as they were to be automatically killed. The Slavic people were to become enslaved and used as a mass labour force to contribute to the German war machine and farm the land if need be.

WHAT IF GERMANY WON WORLD WAR II



In our timeline Hitler's plan was for over 50 million people to die, before colonisation could begin. Over a period of a few years, once the natives no longer exist as a nation, German colonists began moving and colonising former Slavic lands. Germany as a country is quadrupled in size expanding from France, to the centre of Russia. The few Slavs deemed acceptable for germanisation are forced to only have children with Germans, to eventually breed out the Slavic genes. The culture of these lands would be destroyed and torched. History of the people forgotten under Nazi genocide.

The German school systems would teach young Germans the inferiority of the Slavs, creating a new racial divide between German Aryans and enslaved Slavic people. Slavs would be banned from reproducing, except to create new slaves, in fact across Nazi Germany, abortion would not only be legal, but mandatory, for non-Aryans. Mass sterilizations would be enforced against parents who gave birth to unhealthy children or kids born with Down's syndrome or develop mental illnesses.

If successful Nazi Germany would redefine the demographics of Europe, and in a few decades most of the population in Eastern Europe would be of German descent.

To Hitler, any idea that took focus away from the state, was an enemy. Removing the Jewish question was the first phase of the new order. The Slavs were next, and after that, Catholicism itself.

Hitler was born a catholic but grew to hate the church as he became an adult. His views fell perfectly in line with the Nazi ideology. Nazism viewed Catholicism as not only an obstacle, but a threat to the progress of the German state. Across Germany and its occupied territories, catholic institutions would be closed and its clergymen arrested.

In Hitler's eyes, religion itself was fundamentally incompatible and dangerous to the progress of Europe. They believed that it was a foreign invention which made Europeans too weak-minded and merciful.

In this alternate timeline, the Third Reich would have used everything to slowly eradicate Christianity - propaganda to paint Catholics as enemies of Aryans, and even secret violence against Catholic leaders. The same tactics which divided Europeans just as they did between Slavs and Germans. Over the decades Catholicism would be stripped from Nazi Germany, most of the catholic Poles would've been killed in the hunger policies. In German-catholic regions, simple Nazi propaganda would be used to snuff out the church and laws banning Catholic education would be enacted.

After this, the Third Reich would actively discourage Christianity itself, and if decades of propaganda would work, they could create a generation of loyal, non-Christian Germans.

These are just a few things which could've happened in this alternate timeline, there are innumerable possibilities, only limited by the extent of our imagination.

To know more, you could refer these books:
The Man in the High Castle – Philip K. Dick
Fatherland – Robert Harris.

Aayush
Ramchander
BBA 2nd yr



MINI-RESEARCH



NEW INDIA ON STARTUPS

80% wish to start up but not even 50% can picturize them in that position 2 years down the lane. This indicates that today's youth is not going to operate in their intended role tomorrow.

The primary step and the most important parameter is an "IDEA".

Information is just a click away. As a result there is huge awareness about the current happenings, which makes it easier to analyze, interpret and fill the voids in the existing framework.

80% claimed that their families are highly supportive. This is a number which breaks the misconception that 'family duties' hold back interests and talent.

So neither is there a shortage of good ideas nor the family support. Don't forget that the government is giving a good competition to 'family' in providing support. (Giggles)

HYPOTHETICALLY "Idea", "Family Support" & "Government Aid" suffice a

successful startup. Then why is there still a gap?

Idea is intangible, to give it shape we need the 4M's- Men, Money, Material & Machinery which are interlinked.

Here comes in picture:

'PRACTICALITY' and 'FEASABILITY'. These are determined by numerous factors and only when each and every minute aspect is considered will you get any support. This financial support opens the door to various limited & abundant resources and it is challenging how efficiently and effectively these are mobilized to generate optimum returns.

This is not possible without Conceptual and Technical SKILL. 'Skills' can't be obtained through a virtual database, they have to be practiced. "We know 'What' everything is but we do not know 'How' to do it" is the conclusion for procedures for procurements of resources and executions of a plan. Is it not indicating that somewhere the system is falling short in providing adequate exposure and is not as approachable as it should be?

The fragmented education system or corrupted government may be blamed.

India is dynamic. Success-failure, growth-fall are all contingent. Confidence, Perseverance and Motivation is needed for an ordinary person to take and sustain an extraordinary effort.

Each and every one of us have to Standup, challenge every obstacle, change what is not right and start transforming the country into a place where there is no divergence between today's wish and tomorrow's reality.



ANILA VANGURI
MBA 3rd sem

OPINION SECTION



BBA and find a little cubicle. Do an MBA and find a bigger cubicle? Work is not the most satisfying and a bit boring, a bit too clerical, monotonous and tedious. But the pay is good and as long as the family is happy and we've got a safe future, it's what matters, isn't it? There's too many variables and uncertainties because hey, what'll happen if everything goes wrong? Got to have your priorities. This is pretty much any one you would have known about 15 years back.

Times change, people change and mindsets too.

Sometimes you feel like you were born at the wrong time. At time when all the business is already set up and born too early to be a part of the online, app and gadget boom. If your parents could just have given birth to you a few years later than they planned or much earlier than possible, it would have been a perfect time.

But that is so not true.

Being a part of a growing economy in a developing country with a population of over a billion, you still want a more ideal playing field? There's always too many people and the supply is always too less. We being Indians and living in India, I don't think anyone in the world could know that better. It's just an ocean of opportunities. this is where start-ups come into the frame. They are companies started by people exactly like you, just that they don't mind taking a little risk. This is pretty much what any entrepreneur is.

Fun fact number 1: most start-ups are done by people who don't have a relevant degree.

Fun fact number 2: start-ups are financed by venture capitalists, banks and so many more sources; Run by entrepreneurs who are people with ideas, not with qualifications.

There was a time when you had to desperately look for people to believe in your ideas and finance was just impossible to find. Even Apple started in a garage. These days it's more like you just need to generate an idea, finance and logistics will find its way to you. You just need to be willing to try. There has never been a more open market in the world, just take a moment and think about it.



Making it sound too easy? It's not, like everything else in life. It's not going to be easy to bleed to get into the best MBA college and work your way through paying the bills if it's expensive.

It's not going to be easy to listen to your boss and work your life from one deadline to another. It's not going to

be easy to work your way up the ladder.

Killing your creativity and intuition and possibly leading a depressing life by not truly ever following your aspiration? We're all just one in a few billion in a calendar spanning back to probably millions of years? Such a minute part of history and yet we want to play it safe? In all honesty, it's easier to take a leap of faith than to just stand and watch on the edge. You know you want to.

**Darshan
Kankaria**

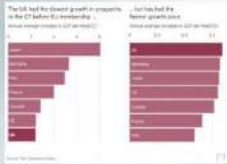
BBA 3rd year





Brexit is a term used for the withdrawal of the UK from the European Union (EU). In the June 2016 referendum on EU membership, 52% voted to leave the union, leading into a complex process of withdrawal and anticipated political and economic changes for the UK and other countries.

The question of how Brexit will affect the UK economy is one of the crucial issues now that Britain has voted to leave the EU. The fall in the value of the pound, the slide in stock markets and the freeze in investment are all indications that the short-term impact will be serious. But the bigger question is how it will affect the economy in the long term.



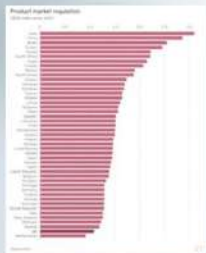
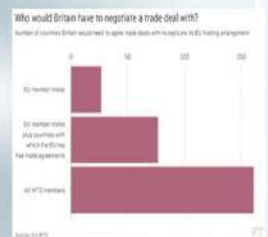
1. Economy

An alternate explanation for Britain's improved performance also could be Margaret Thatcher's reforms, not EU membership.

2. Trade

What will a new ministry of trade have to do after the country breaks off with the EU to replace current trading relationships? Sign a deal with the remaining 27 members of the EU, come to an arrangement with about 50 additional countries with which the EU has preferential deals, or all the remaining 161 members of the World Trade Organisation?

A bilateral deal with the bloc is likely to take years to negotiate, say experienced trade negotiators. Barack Obama, US president, has also cautioned that Britain would be "at the back of the queue" for a US-UK trade deal.

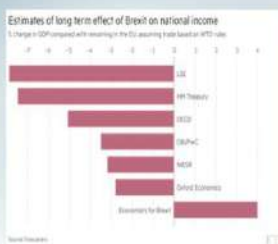
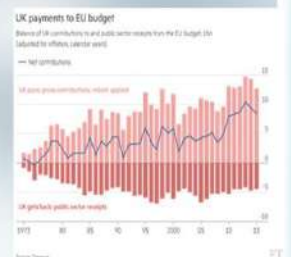


3. EU Regulation

Evidence that EU regulations stifled British creativity, innovation, competition and growth is thin on the ground. The OECD assesses that the UK has the second lowest level of product market regulation among its members, just below the Netherlands. The differences between EU member states in this measure and in assessments of labour market regulation suggests that, far from harmonising practices across member states, EU's rules allow countries to maintain their own rules to have highly or lightly regulated economies.

4. What about the £350 million a week sent to the EU?

This figure — widely promoted by the Leave campaign — is not correct, as several Brexiters acknowledged after the polls had closed. When pushed, the Leave campaign accepts that Britain's net contributions are much lower after the rebate secured by Margaret Thatcher and payments to farmers, poorer regions and science. Britain does, however, make net contributions to the EU budget of £8.5bn in 2015, about £163m a week. This will be saved once the UK had left the EU and Britain would get to choose how it spent the money currently allocated for farmers and others by common EU rules.



5. Overall

Brexit hurts. The main groups of economists who have published studies in the campaign use different models and different data but speak with more unanimity on this subject than on any other. Erecting trade barriers with the EU would hit prosperity, which is not easily replaced by greater free trade elsewhere. Leaving the bloc will afford the country little additional regulatory freedom and there could be long-term consequences from the short-term upheaval of Brexit. Economists overwhelmingly think leaving the EU is bad for the UK economy.



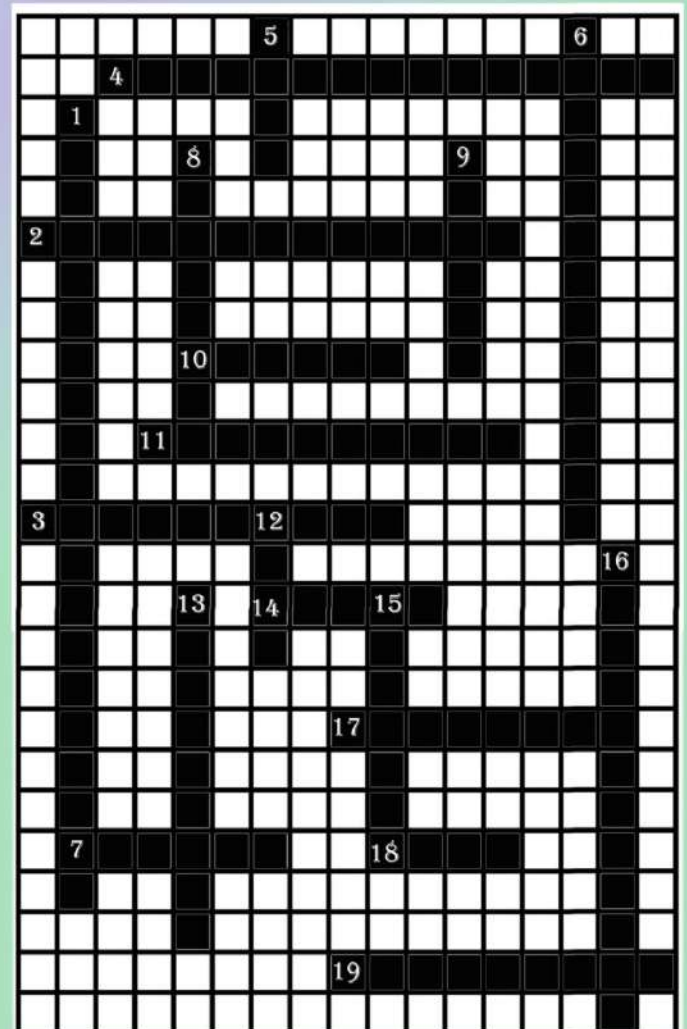
ACTIVITY BUZZ!



GUESS THE COMPANY NAMES:



Guess who?



FINANCE CROSSWORD ?

1. Money owed to a company by its debtors.
2. A formal accounting entry used to identify a business transaction.
3. A company's total earnings (or profit).
4. Other name of income statement.
5. Future uncertainty.
6. A business that functions without the threat of liquidation for the foreseeable future.
7. The value of the shares issued by a company.
8. Perceptible by touch.
9. A combination of two things, especially companies, into one.
10. Take and use with the intention of returning it.
11. A solvency ratio that compares the total liabilities and assets.
12. The most liquid asset a company can own.
13. An obligation that legally binds an individual or company to settle a debt.
14. A supply of goods kept on hand for sale to customers.
15. Initial investment made by owner.
16. Assets which are purchased for long-term use.
17. A payment made by a corporation to its shareholders, usually as a distribution of profits.
18. Money lent at interest.
19. Difference between the assets and liabilities.





Golla Sahithi
MBA 3rd sem



Gariga Suryakanth
BBA 3rd yr



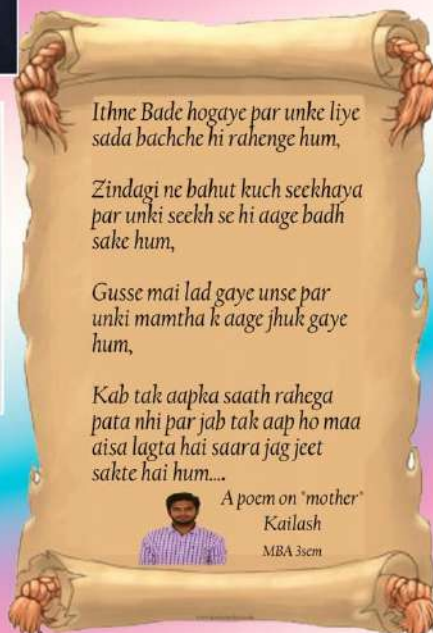
Madhur gupta
BBA 2nd yr



Vaishnavi Ghanathe
BBA 3rd yr



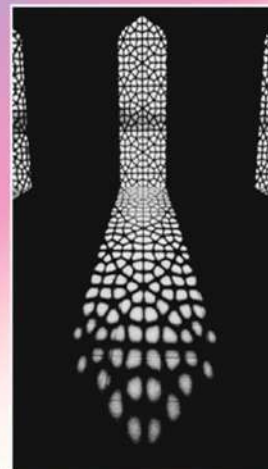
TALENT HUB



P Shivani Reddy
BBA 1st yr



Madhuri Shiva Keerthi
BBA 1st yr



Gaurav paul
BBA 3rd yr



Hiranaya Reddy
BB A 2nd yr

Pre-Event
Preparation



Team work
shown by
students
during the
event



Students
enjoying
the event



Student's
enthusiam
towards
the event



final
Results



Organizers
of the
events



Activity
instructions



student
activity



MUN
winners



MUN





SHILPA
(MBA 3RD SEM)



BHAKTI AGGARWAL
(BBA 2ND YR)



SUNIL GUMMADI
(MBA 3RD SEM)



SUNIL GUMMADI
(MBA 3RD SEM)



MADHUR GUPTA
(BBA 2ND YR)



HIMA BINDU
(MBA 3RD SEM)



SANJANA
(BBA 2ND YR)

Main cover page done by Pooja Kumari BBA 2nd yr

1. 'BREM GANAPATHY' OWNER OF DOSA PLAZA
GUESS WHO?

10. NET WORTH
11. FIXED ASSETS
12. LIABILITY
13. BORROW
14. EQUITY
15. PROFIT & LOSS
16. ACCOUNTS RECEIVABLES

17. DIVIDENDS
18. STOCK
19. DEBT RATIO
20. LIABILITIES
21. RISK
22. JOURNAL ENTRY

23. GOWN
24. CAPITAL
25. CASH
26. MERGER
27. GOING CONCERN
28. NET INCOME

CROSS WORD PUZZLE:-

29. SUN
30. MICRO
31. IBM
32. ORACLE
33. INFOSYS
34. TCS

35. CAPSULE
36. ACCENTURE
37. CLS (COGNIZANT TECHNOLOGY SOLUTIONS)

38. HCL

GUESS THE NAME OF COMPANIES

ANSWERS