

An Unforgettable  
Summer Internship  
Experience!

...pg 2

The ABCs of Studying  
Abroad

...pg 3

Awed by nature's  
beauty

...pg 4

*Not just magnitude but also the direction!*

# VECTOR

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YOUR CODE OF THOUGHT

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## Prof C. S. Deshpande Memorial Lecture series inaugurated

Great minds leave behind great thought for others to relive them, emulate them, and imbibe from them. Prof. CS Deshpande, founder of the Vidyalankar Group, was one such great mind, the pages of whose life could stand as life-time examples for others to follow... It was thus decided that 19 May: his birthday would be earmarked for a Memorial Lecture Day to motivate souls to contribute to our society in their own capacity and live his philosophy of 'learn, earn and return'.

For Prof. Deshpande's passion was students, the chalk, the blackboard, pen and paper and he breathed life into the pedagogy that he used to impart knowledge. His diktat of life was simple: he wanted to see students adorn themselves with knowledge and ennoble themselves. He believed that every teacher was capable of being a strong positive influence on the minds of students. All the members of his family have also been absolutely in tune with the same ideology: that is the way the extended "Vidyalankar family" started... all contributing towards but one cause: the betterment of students and Vidyalankar.

The Chief Guest of the Inaugural Memorial Lecture Series was a speaker par excellence, Dr. Narendra Jadhav, Educationist, Ex-Chairman of the Advisory Committee of R.B.I., V.C. Pune University, Member of Rajya Sabha & Planning Commission. Dr. Jadhav's compassion for education came from a very



modest beginning and he followed his passion with a missionary zeal. This is almost sharing Prof. Deshpande's life itself. Dr. Jadhav addressed the issue of the importance of skill-development in an eloquent manner. He believes that it helps to improve the analytical aspect of the brain and thereby improves its functional aspect. It would also provide greater access to employment, generate new knowledge and help one to perform better: eventually it would lead to more happiness...

According to Dr. Jadhav, flexibility in education is the need of the hour. He further emphasised on the research related activities to reach

'a greater high' than it is today. He opined that research activities must be funded by larger bodies like the Universities. He enlightened the audience by underlining the fact that India is blessed with young population. Youth, he said, must be educated to make progress speedily.

Dr. Jadhav professed that by 2022, there would be an acute shortage of man power in this world and India will be a major provider of trained man power then. This is a window of opportunity that must be harnessed. To further augment this, Dr. Jadhav spoke of foreign collaborations with Indian Universities and institutes which can fulfil the shortcomings of the Indian Education system.

Prof. C.S Deshpande was an eternal teacher, with a passion for Math. What could be more befitting than the fact that 19 May 2016, his birthday, is celebrated as the International Math Day!

— Jayanti Das, Faculty, VSIT and Marketing Manager, VDT



## Conversation with the GATE - 2016 Vidyalankar Topper Sanket Purandare (Computer Science) – All India Rank 25, IISc- Bangalore

### 1 Why did you decide to appear for GATE?

Primarily I wanted to be fundamentally very strong and GATE clears the fundamentals and secondly I wanted to pursue my Masters in Computer Science at one of the top universities in India. GATE is the entrance exam for getting you in one of the top colleges in India, so I decided to pursue GATE.

### 2 Did it help you to prepare for University exams?

GATE essentially has all the subjects which we learn in the regular Mumbai University curriculum. GATE checks how well you have understood the concepts taught in your curriculum.

Yes, many of the subjects do overlap from 5th to 7th semester of engineering and since I prepared for them from the GATE perspective, it further helped me prepare for university exams and it aided me in developing my analytical skills further.

### 3 When did you start your preparation?

I started my preparation more than a year before the actual GATE. Giving oneself sufficient time is most important as it improves chances to crack GATE.

### 4 What was your strategy to prepare for GATE?

We were taught thoroughly in Vidyalankar. After the classroom session, reading the chapters which were taught at Vidyalankar from reference books, solving some important reference book problems, reading related theorems and corollaries and solving GATE related questions accordingly used to be my regular exercise.

### 5 What was your strategy in the last month to prepare for GATE?

Last month was all about giving Full Length Tests, analyzing the mistakes you did in those papers, taking feedback and improving on your weaker zones either by solving more of the problems which you got wrong in tests or by getting the weaker concepts revised or clarified.

### 6 Whom do you attribute your success to?

There is no substitute to hardwork and you need to keep yourself motivated till the last moment. I am really grateful to the faculty members at Vidyalankar who provided me the in-depth guidance and kept me going till the last day... Thanks Vidyalankar!

— Shweta Apte, Academic Advisor,  
Vidyalankar Group of Educational  
Institutes

## Felicitiation Function of IIT JEE 2016 Rankers at ITC Grand Central, Lower Parel



Sahil Shah (AIR 21) receiving the sponsorship cheque for his education at IIT Bombay, from Mr. Vishwas Deshpande, (M.D., Vidyalankar)



Pranav Rao (AIR 26) receiving the sponsorship cheque for his education at IIT Bombay, from Mr. Vishwas Deshpande, (M.D., Vidyalankar)

# An Unforgettable Summer Internship Experience!

A fledgling financial services firm that prides on its entrepreneurial culture, Edelweiss believes in giving their employees the space to find clarity in ambiguity. In hindsight therefore it comes as no surprise that after a brief introduction between me and my mentor, wherein she highlighted my objectives and deliverables, she asked me to get cracking and I did so with testing an application & almost found many bugs in the application which impressed her.



The starting three days of my internship were spent interacting with the company leaders and getting a foray into the various businesses of Edelweiss. A combined session with all the co-interns provided good networking opportunities. On the second day soon after the introductory session all the interns were introduced to their respective mentors. The ice breaker session with my own mentor revolved mostly around the fundamentals of derivative markets and structured products that the Global Wealth Management division was dealing with. Soon afterwards I was introduced to the rest of the team working in the division. Next morning I received a general briefing about my project. My biggest learning from this experience has been to find humour and fun in even the most challenging and daunting of tasks. Overall getting a glimpse into the workings of a diversified financial services organization with strong emphasis on value driven growth was the biggest takeaway during my summer internship saga.

—Manisha Artula, Second Year MMS Student

One year of learnings and guidance imparted by the faculty at VIT MMS helped me to get to work with one of the renowned brands in India, Gujarat Co-operative Milk Marketing Federation Ltd., which is famously known as "AMUL". The project assigned to me was, "To study the market share and do competitive analysis for AMUL Fresh Division at Navi Mumbai."

I could learn many things in these two months of training, such as:

Availability of the product at every retailer is the first step of product success which is possible with a strong distribution channel.

Creating awareness of the brand through various media which is possible with strong market research.

Increasing shelf visibility plays an important role in the sale of a brand which correlates with our learnings, "Jo Dikhta Hai Woh Bikta Hai."

Take continuous feedback from the customers which will help to modify, or even introduce new products.

Strategies and plan should be modified as per the market needs for new customer acquisition.

I am sure, these two months of practical knowledge at AMUL in the field of marketing along with one more year of fruitful learnings at VIT will help me to use and apply my experience



in future when I will join some corporate organization.  
—Shashank Mandal, Second Year MMS Student

The internship course is an excellent opportunity to learn and connect. I learned that there is no such thing as a typical day at the office when it comes to being an intern at Bharat Petroleum Corporation Ltd (BPCL). At BPCL I was able to learn about Logistics & Supply chain management and all the communication, coordination, and triple-checking that comes with it. My internship involved presentation of reports & its analysis, data purification, enormous interaction with various people at different hierarchies within & outside the organization and plenty of responsibility. It was tough, but so worthwhile. My perspective on myself and the business world has changed dramatically. I learned more than I ever thought possible. My biggest takeaway for the summer was the value of networking. Every meaningful conversation, interaction or knowledge sharing is an opportunity to learn more and can help narrow down a career path for the future. I hope to apply what I learned to increase the quality of the Operations performed at BPCL to a greater level.

—Nikhil Hulwan, Second Year MMS Student



I have done my two-month long MBA summer internship in the brand marketing department of Hindustan Times - Mint, the luxury newspaper brand, at their Mumbai regional headquarters. It was my first experience, to work with colleagues from many other B-schools across the city, get the feel of the corporate environment, and to work with professionals in that field.

My job profile in HT-Mint was a Sales and Marketing professional where I worked on branding, promoting and doing corporate selling of Mint. As a part of corporate promotions, I have done promotional activities in corporate head offices of major companies like SBI Capital, BSNL, Capgemini, Mahindra Finance, etc. Also being a part of the campaign - "Mint Readers Are Leaders", which was a maxim of these promotions; I met with many corporate professionals for enlightening them on the benefits of reading a financial daily.

I worked on several aspects of how successful this brand will be, by gathering reviews from old customers, getting insight of readers of other financial dailies and creating brand awareness. My project report was on the topic- "How Branding Can Help in Increasing Sales of Newspapers". Field visits, questionnaires and conversational feedback has helped me to design a commendation plan on branding for Mint. Overall my experience of this two-month long internship has taught me a lot about the field work of sales and marketing and how to create brand equity. I have realized how inspired I am by marketing and how it is the right career path for me to pursue.

—Sneha Singh, Second Year MMS Student



## CURRENT AFFAIRS AT A GLANCE



### APPOINTMENT

- Navin Agarwal Appointed as the DG of National Anti-Doping Agency
- Former Adobe Executive Umang Bedi takes over charge as the Facebook India MD
- IATA reappoints Jet Airways Chairman Naresh Goyal to its Board of Governors
- Ranu Langthasa Unanimously Appointed as the first woman Chairperson of NCHAC
- Sunil Mittal takes charge as the Chairman of the International Chamber of Commerce
- Doordarshan Appointed IAS Officer Supriya Sahu as its Director General
- UN Women declared Anne Hathaway as its Global Goodwill Ambassador
- Suresh Chandra takes over charge as the Union Law Secretary
- Yasmin Sooka, an Indian-origin lawyer, to chair panel on human rights in South Sudan
- Sanjay Malik is appointed as the India head of Nokia
- Sujoy Bose appointed as the CEO of NIIF

### AWARDS

- Raghavan Seetharaman awarded the Green Economy Visionary Award
- V.O. Chidambaranar Port Bags National Award for Excellence in Cost Management
- PM Narendra Modi conferred with the Highest Civilian Honor of Afghanistan
- IOA Chief Conferred with the Olympic Order Award
- UN Chief Ban Ki-moon awarded with Russia's Order of Friendship
- Queen Elizabeth II Awards Regius Professorship to Indian-origin Professor Lord Kumar Bhattacharyya
- Ridley Scott to be honoured with the 30th American Cinematheque Award
- AAI received the National Award for best performing Central PSU for Green Energy Initiatives
- 'Sansad Ratna' awards given to 5 MPs
- Singer Rod Stewart Knighted in Queen's Birthday Honor
- Bhubaneswar Municipal Corporation gets award for Smart City strategy

### ECONOMICS

- BSE gets RBI approval for online bidding platform for Sovereign Gold Bond
- HDFC Ergo acquired L&T Insurance for Rs 551 crores
- World Bank Slashes Global Growth Forecast to 2.4%
- Forex reserves at all-time high of \$363.46 Billion
- Tata Power Acquires Welspun's renewable energy assets
- Inflation climbs to 5.76% in May on costly food items
- SEBI issues stricter KYC, disclosure norms for P-Notes
- Cabinet approves Disinvestment of 10% paid up equity of Housing and Urban Development Corporation Ltd. (HUDCO)
- The Union Cabinet approves recommendations of the 7th Pay Commission

Amit Kabra, Faculty, VSIT

# The ABCs of Studying Abroad

## (Admission, Budgeting and Culture)

When it comes to career options post engineering, there is no dearth of options. Students may choose either a technical or management education. Further, students may either choose to study in India or abroad. Given that most students take the GRE or the GMAT between June and August, whether to invest the time, energy and money to prepare for such exams is a pertinent question on many students' minds. Often, the glamour of studying abroad and peer pressure can steer one towards the GRE and the GMAT. At such times, it is useful to actually take a step back and analyze whether an education abroad is the right choice for you. While this is by no means a trivial decision to make, this article aims to provide clarity on how students can start thinking about their options. Specifically, there are three things that you need to be aware of before making a decision: (1) The cost involved in an education abroad, (2) The quality of life abroad and (3) What it takes to get into a great school.

First, you need to understand that there is substantial cost involved when you study abroad. Of course, the cost depends from country to country and university to university, but assuming that you wish to go to a decent university at the very least, the tuition fee for an MS abroad would cost approximately INR 20 –



25 lakhs. The same for an MBA abroad would be between INR 40 – 50 lakhs. Of course, if you are a star student, universities will provide scholarships. Further, you could be allowed to work on campus and earn some money. Lastly, reputed universities also have partnerships with banks abroad that help financing the education. On average, it takes 5-7 years to pay back

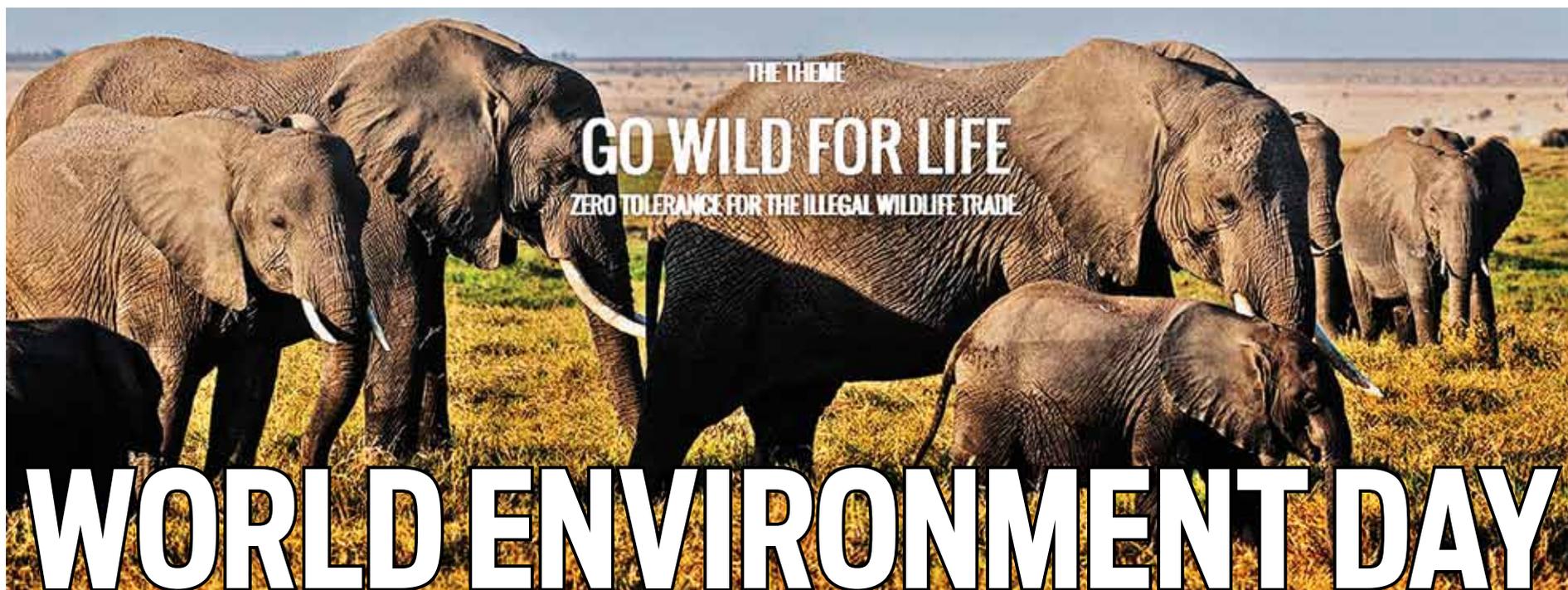
the student loan.

Next, you also need to know the reality of life abroad. Most people believe that life is much more comfortable abroad than in India. While this could be true, remember that all cities and towns abroad are not created equal. If a person used to the hustle and bustle of Mumbai gets into a university in a small town, they may be

in for a rude shock. Small towns abroad lack the employment opportunities, entertainment options and transportation infrastructure that large cities are blessed with. Another aspect to consider is that even though you may earn more abroad, you will also end up spending more as products and services tend to be more expensive on an average. The savings percentage abroad is probably the same as in India if you were to buy your own house and car.

Lastly, you also need to know that of the multitude of universities abroad, only a few can actually provide the necessary platform to launch you into a stellar career. Often, students are happy with an admit from a mediocre university only to realise later on that it was probably not the best use of their money. Thus getting into an institute of repute is of prime importance. To this end, one needs to prepare a holistic profile. By this, I mean that students need to get a great GRE / GMAT score, a high GPA at the undergraduate level, reference letters from accomplished professors, have a career story (also known as statement of purpose) that fits the culture of the university and preferably some work experience from a reputed company with quantified accomplishments at work. If you hit all these check boxes, chances are high that you would do well abroad.

—Ameya Ghpure, Vidyalankar



World Environment Day: 5th June 2016 is also known as the Environment Day, Eco Day or WED. Run by the United Nations Environment Programme, WED is the United Nations' most important day for encouraging worldwide awareness and action for the protection of our environment. Since it began in 1974, it has grown to become a global platform for public outreach that is widely celebrated in over 100 countries. The Theme for 2016 is "Go Wild for Life" (zero tolerance for the illegal



wildlife trade). The objective is to focus on saving the lives of wild animals like elephants, rhinos, gorillas, whales, sea turtles, orangutans, pangolins, rosewoods, helmeted hornbills, tigers and other endangered species. Angola is the host country this year.

The booming illegal trade in wildlife prod-

ucts is eroding Earth's precious biodiversity, robbing us of our natural heritage and driving whole species to the brink of extinction. The killing and smuggling is also undermining economies and ecosystems, fuelling organized crime, and feeding corruption and insecurity across the globe. In 2011, a subspecies of Javan rhino went extinct in Vietnam, while the last western black rhinos vanished from Cameroon the same year. Great apes have disappeared from Gambia, Burkina Faso, Benin and Togo, and other countries could quickly follow.

Lesser-known victims include helmeted hornbills and pangolins as well as wild orchids and timbers like Rosewood – flowers and timber are also considered wildlife.

Huge efforts to counter the illicit trade - including stronger policies, awareness campaigns and investments in community conservation and law enforcement - have scored some great successes. However, many species remain at risk and it will take a dedicated and sustained effort by each and every one of us to turn the tide.

— Dr. Siddhesh Ramesh Patil, Faculty, VSIT

# AWED BY NATURE'S BEAUTY

Three brothers on a road trip, we started from the heart of Bengaluru, the silicon valley of India. We began early so that we could be spared from one of the most famous aspects of this city — traffic. Once we crossed city limits and hit the highway, the ride was incredibly smooth. And one must admit that there is nothing like letting the speeding air caress your face. Along the ride, we shared everything right from laughs to fights and

giggles to frowns. The view all along was simply refreshing and soothing. And when the scenic beauty got simply irresistible, we turned off our engines and took off on our feet. I couldn't believe the beauty was real; the winds, the river, the hills and the sky-I felt like a new-born all over again, as if I were seeing all of this for the first time. It makes me wonder what humans have achieved by colonizing nature. Fortunately, there is still a lot of natural beauty left outside the cities we

are proud of. This photo was taken at Shivanasamudra, Mandya district, Karnataka, just a few kilometres away from the famous Shivanasamudra falls. A click which depicts that nobody owns the land, air or water. It belongs to everybody and we belong to it, and trying to tame it simply symbolizes our immaturity. Such beauty never fails to strike a chord, goes to prove that we all are children of this beautiful nature.

—Jainth Kumar, TE ETRX, VIT



# Witch

The night came and sang along,  
Took me to the place where you came from.  
Darkest stories I heard about you;  
A witch in disguise, were you?  
But then happened something unimaginable,  
You came along and turned the tables.  
The world watched in shock what you did.  
All they could see was a witch!  
I was afraid and taken aback,  
But then you finally held my hand.  
The witch was a mirage people created;  
An angel you were my life stated.  
Now everyone finds me possessed,  
Of a witch they created!

—Shubham Hedau, BE EXTCL, VIT

# VP student shares his empowering Industrial Training experience at L&T

Vidyalankar Polytechnic in collaboration with Larsen & Toubro took an initiative to provide industrial training for the students of Second Year Electronics and Telecommunication so that they could experience the core of industrial skills and management techniques. The training was held at the L&T office at Powai, Mumbai from 16 May to 11 June. The primary topics addressed during the training included hands-on training sessions for students, importance of safety, industrial project work, industrial visits, expert lectures, communication skills, group discussion analogy, and techniques to face interviews among others.

The importance of industrial skills and management is being increasingly realized in industrial and non-industrial organizations both in India and abroad. The realization has come about because of increasing complexity of tasks for managers and administrators. Therefore, throughout our training we were exposed to a range of engineering activities including, designing, analyzing, experiments and other on-site activities enabling us to learn more about the subject.

Practical knowledge was gained mainly by observing all the activities taking place in various departments. This industrial training has helped us to know the practical implemen-

tations, its necessity, implications and benefits. It has also taught us to build work-related skills for the business environment through constructive feedback and supervision.

We made use of this training period as a chance to assess ourselves for our future employment and career enhancement. We have learned to demonstrate the ability to take responsibility, make sound decisions and apply technical skills – to stand out as an asset for any organization we step into future. We are profoundly indebted to our college for providing us the opportunity to work directly with inspiring and experienced professionals of L&T.

—Param Chaugule – EJ5C, VP

## VSIT players who represented University of Mumbai at All India level sports in 2015-16

### FENCING

