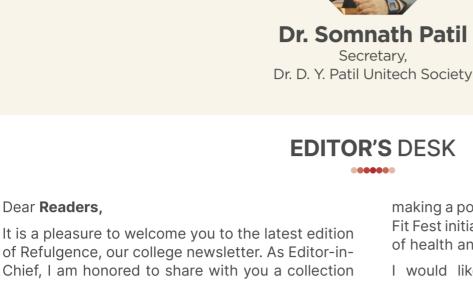


Guiding Light



showcase not only their intellectual curiosity but

of our students, especially our freshmen and sophomores, who continue to excel in both academics and extracurricular activities. This

of stories, achievements, and

reflections that capture the

In this issue, you'll discover

articles on a variety of topics,

all written with insight and

enthusiasm by our talented

within our community.

These

pieces

also the value of sharing diverse perspectives

We are also excited to celebrate the achievements

vibrant spirit of our campus.

Dear Readers,

students.

edition highlights inspiring stories of students

The Importance of Professionalism for Life

that cannot be overlooked is professionalism. It is often seen as a requirement solely for the

shapes every aspect of life.

As we advance in our academic journey, one aspect workplace, but professionalism is a mindset that the college of PGDM, we emphasize professionalism not just as a tool for career success, but as a lifelong skill. It encompasses reliability, respect, communication, and responsibility—traits

that extend beyond the confines of office walls.

From managing personal projects to handling

daily interactions, being professional equips us to navigate complex social and professional

Developing a professional attitude starts here,

within the halls of our institution. It's about more

than wearing the right attire or following a code

landscapes with grace.

The ABHIVYAKTI LitFest, organized by the Cultural Committee on 5th August 2024, was an exceptional event that seamlessly blended literature, art, and creativity. The festival attracted a diverse audience, immersing them in an atmosphere of intellectual and artistic exploration. Attendees had the opportunity to engage thought-provoking discussions and insightful author talks, which delved into various

timeless art form. The festival also featured a memorable Sufi Music Night, where soulful melodies filled the air, transporting the audience The 73rd General Budget Panel Discussion, held in August 2024, proved to be an outstanding

the future of fiscal policy. Experts

from various fields shared their

knowledge and perspectives on

the latest trends and emerging

directions in financial planning

and budgeting. Their insights set

the stage for a comprehensive

exploration of forward-thinking

strategies that could reshape

economic governance in the years

to come.

event, sparking engaging conversations about

Participants had the opportunity to delve into

innovative budgeting methods, with discussions

ranging from new policy approaches to more

efficient financial management tools. This deep dive

into fiscal management revealed several promising

aspects of literature. The beauty of

Mushaira was showcased, bringing

together eloquent poets who

mesmerized the crowd with their

On August 24, 2024, the star cast of A Wedding Story visited our college to promote their upcoming movie. The event was graced by the immensely talented actor Vaibhav Tatvawadi and the stunning Mukti Mohan, who added a special charm to the day. The duo engaged with the students, sharing

day was the aarti, where all participants offered their prayers with sincere devotion, adding to the sanctity of the occasion. The students' joyful participation was key to the vibrant energy that filled

also deepened the spiritual experience for all. The collective devotion and enthusiasm of everyone present ensured that the celebration was both meaningful and unforgettable. devotion, making it an event that will be cherished by all involved. The Dahi Handi celebration on August 24th was a lively and successful event, overflowing with tradition, unity, and excitement. The atmosphere was charged with energy as participants united to showcase a

remarkable display of teamwork and spirit. The event was a true tribute to our rich cultural heritage, combining vibrant traditions with moments of camaraderie and joy. The sense of unity among everyone involved created an unforgettable experience, as participants worked together in harmony to reach new heights.

On September 1st, 2024, we successfully installed

Teachers' Day at Dr. D. Y. Patil B-School was a joyous

teachers, expressing heartfelt respect and affection

the new leaders of our Rotaract Club, marking the

On September 17th, 2024, we joyfully celebrated the auspicious arrival of Lord Ganesha as Bappa's

On September 17th. 2024. we reached anticipated

As the event came to a close, there was a sense of spiritual fulfillment, leaving everyone uplifted and connected. The Krishna Janmashtami celebration proved to be a beautiful reflection of faith, unity, and **DAHI HANDI:** TRADITION AND TEAM SPIRIT

start of an exciting journey aimed at inspiring action success, filled with optimism and unity, setting and driving positive change within our community. the stage for the remarkable progress we aim to The ceremony symbolized the beginning of a new achieve. As we look to the future, we are excited chapter, filled with promise, enthusiasm, and a about the opportunities that lie ahead and are shared sense of purpose. confident that, with the leadership of our new team, Our newly appointed leaders are committed to **TEACHERS' DAY –** A TRIBUTE TO OUR MENTORS

footsteps graced our beloved premises. The air was filled with devotion as we warmly welcomed him, chanting "Ganpati Bappa Morya" in unison. This sacred moment reminded us of the promises **ANANT CHATURDASHI:** A HOPEFUL FAREWELL

the most emotional moment of this muchfestival - the farewell of Lord Ganesha. While the farewell brings sense of sadness, it is never truly a goodbye. As we bid Bappa farewell, our hearts are filled with gratitude and faith, knowing his blessings and love will continue to watch over us every step of the

way. Though his physical presence departs, we carry with us the assurance of Bappa's protection and guidance. As we look forward to embracing the

On October 10th, 2024, the DYPBS family came together for an unforgettable Garba night, celebrating with joy and enthusiasm as they danced to the lively rhythms of Garba. The evening was filled with laughter, energetic movements, and The student exchange program Dr. D. Y. Patil B-School, Pune, and Boston International College, Chitwan, Nepal, held from

September

а

collaboration provided

faculty

opportunity

students

with

experience Nepal's warm hospitality while engaging

The program encompassed a range of activities,

covering essential aspects of both academic

practices and cultural traditions. Students had

the chance to participate in insightful discussions,

in an immersive academic and cultural exchange.

October

success.

Indian

and

the

was

FOR AY 2024-25 We are thrilled to share that our faculty members actively participated in an enriching MIC-driven session led by Dr. Abhay Jere, Vice Chairman of AICTE and Chief Innovation Officer at the Ministry of Education's Innovation Cell. Dr. Jere's inspiring address highlighted the various MIC programs and schemes, providing valuable insights into the latest initiatives designed to promote innovation in higher education. His visionary approach and profound expertise have reignited our enthusiasm as we embark on an exciting journey of innovation for the academic year 2024-25.

THE PERFECTION"

Shruti Dhuriya

PGDM-Finance 2024-26

"The world may dazzle, but the light of their

wisdom forever illuminates our way"

Guiding Light In the quiet dawn, I walk alone,

Away from the warmth of the life I've known.

Left my home, a heart filled with dreams, To

tread new paths, where freedom gleams.

But in this world that dazzles and spins, I

hear the echoes of where life begins: Words

my parents, steady and wise, Planted in me

like stars in the skies.

They taught me strength, to stand my ground, When voices clash, and doubts

In the reckless bloom of my fleeting youth.

Now, as I grow, I feel the weight, Of choices shaped by love, not fate.

A cloak of courage, my guiding light.

In moments of fear, when paths divide, I hold to the ethics they left as my guide. The

world is vast, yet their voices stay,

A steady compass, lighting the way.

And here I stand, a woman strong, Grateful

for lessons that helped me belong.

every success, in all I gain.

Tanpreet Kaur Rayat PGDM-HR 2024-26 Could you ever show that affection to your parents? NO!! You couldn't... Actually didn't. You just thought them being never cool, But you were a fool.

> For sleeping beside, the whole night. Pamper them once a while,

> > try to make them smile.

Coz you never know what sacrifices they

went through for you !!!

Tech Trends Shaping the Future of Learning The rapid evolution of technology is transforming education, making it more interactive, personalized, and accessible. By integrating innovative tools, students can now learn, collaborate, and prepare for their futures in unprecedented ways. **Key Trends Revolutionizing Education** 1. AI-Powered Learning Artificial Intelligence (AI) delivers personalized education, with tools like ChatGPT acting as virtual tutors. These platforms simplify complex concepts and provide insights to

experiences for every student.

experience.

2. Immersive Technologies: VR and AR

3. Productivity Tools Apps like Notion and Trello help students stay organized and efficient. These tools simplify task management, streamline collaboration, and

interest rates, fueling yen carry trades. But in 2024, everything changed. • Rate Hikes: The BoJ raised rates twice. first to 0.1% in March and then to 0.25% in July—the first hikes since 2007. ◆ Stronger Yen: These hikes strengthened the yen, forcing traders to unwind carry trades, triggering global market volatility. **US Policies and Global Ripples** In contrast, the US Federal Reserve has been cutting interest rates, ending 2024 at 4.25%-

4.50%. This narrows the profit margin for yen carry

making waves in today's economic landscape.

costlier, turning potential profits into losses.

What is a Yen Carry Trade?

earned elsewhere.

Japan's Policy Shift

Sustainable marketing developments appeal to the eco-friendly consciousness and sense of social responsibility, which has made it a key focus for companies in India. India's consumer base is expanding rapidly and so is the demand for green

sustainability, some marketers employ global

sustainable marketing. In simple terms, marketing

strategies aimed at achieving long-term goals of

consumers, society and the planet, as opposed to

short-term profits, are referred to as sustainable

marketing. Today, Indian consumers are more

success both attainable and sustainable. Stay professional, stay ahead. **ABHIVYAKTI LITFEST: WHERE LITERATURE MEETS ART** to a realm of deep spiritual connection. Adding a touch of humor, talented satirist comedians took the stage, leaving the crowd in splits with their

it is essential to carry this mindset forward.

Professionalism is not a box to check off; it is a

way of life that enhances every endeavor, making

leaving expression, everyone eagerly anticipating the next edition. **BUDGET DISCUSSIONS 2024: INSIGHTS INTO FISCAL FUTURE** pathways for strengthening economic governance and achieving sustainable growth. The panel's exchange of ideas

foresight ensuring a meaningful and lasting impact on the future of economic policy **STARCROSSING MOMENTS: "A WEDDING STORY" VISIT** their personal experiences and behind-the-scenes stories from the making of the film. They captivated

the audience by delivering memorable dialogues

and even reciting Shayaris, creating a lively and

Their warm interaction and enthusiasm made

engaging atmosphere.

deep devotion. The event featured soulful bhajans and kirtans that created a serene spiritual atmosphere, touching the hearts of everyone present. The highlight of the the event. Their active involvement not only enhanced the celebration but

> The collective excitement and enthusiasm shared by all made this celebration an immense success. It not only honored our cultural roots but also brought people closer, creating memories that will be cherished for years to come. The day was filled with an infectious spirit of joy and unity, leaving everyone with lasting impressions of a remarkable and heartwarming celebration. **NEW BEGINNINGS:** ROTARACT CLUB INSTALLATION

> > reach new heights as we work together to create lasting change. The event was tremendous

we will accomplish great things together.

GANESH CHATURTHI: WELCOMING BAPPA of protection and blessings that Lord Ganesha bestows upon us, strengthening our faith and

> positivity that this cherished festival brings. new year, we do so with the confidence that his divine blessings will lead us toward a future filled with prosperity, good health, and happiness. This farewell is not just an end, but a hopeful promise of new beginnings. Lord Ganesha's blessings remain

with us, lighting our path providing us with the strength and courage to face whatever comes our way. The spirit of this festival will continue to inspire us as we move forward, confident that Bappa's love and protection are with us, now and always. **GARBA NIGHT:** A COLORFUL CELEBRATION endless fun, creating a vibrant atmosphere that perfectly captured the spirit of Navaratri. The colorful attire, lively music, and smiles all around

defined the night.

dance, and festive spirit.

STUDENT EXCHANGE: BRIDGING BORDERS workshops, and cultural experiences that deepened their understanding of Nepalese culture and educational methods. 23rd to This exchange proved 2024, 3rd, be а tremendous opportunity This everyone enriching international allowing

FACULTY EVENTS KICKOFF EVENT: FIRST MIC-DRIVEN ACTIVITY OF IIC 7.0 A heartfelt thank you to the organizers for facilitating such a valuable session, and special gratitude to Dr. Abhay Jere for delivering a thought-provoking kevnote address.

Priya Pandit PGDM-Finance 2024-26 "CREATIVITY FLOWS FROM THE HEART NOT FROM

> Shreya Bansal PGDM-Finance 2024-26 "Being an artist is about mastering the craft of patience" **Apoorva Kesari** PGDM-Finance 2024-26 "The aim of art is to represent not the outward appearance of things, but their inward significance."

PGDM-FINANCE 2024-26 शहर की भीड में भी घर की यादें और अपनों से You grew up instead, things went unsaid. एक गहरी तन्हाई का एहसास बन जाती हैं। But it's still time, before a crime, Say them अपनों से दूर, ये कैसी मजबूरी है, thank you, For the soft toys and that हर साँस में बसी एक अजीब सी दरी है। johnsons baby shampoo. For once changing your smelly diapers, And ये शहर की रौनक, ये भीड़ का मेला, keeping away all the nighters. दिल के किसी कोने में अब भी बैठा है अकेला।

Virtual Reality (VR) and Augmented Reality (AR) bring learning to life. Students can explore historical landmarks or conduct virtual world. experiments, bridging theory with practical **Embrace the Future** application for an engaging educational

RATNESHWAR MANI TRIPATHI PGDM-FINANCE 2024-26

their goals.

Sustainable Marketing Practices in India: A Journey Towards Responsible Development

awakened to the issue of climate change, plastic waste, and depletion of resources. This awareness is helping create a market for green products and ethical brands. The Swachh Bharat Abhiyan, the ban on single-use plastics, and the renewables energy targets set by the indian government models.



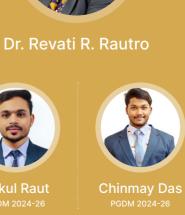
FACULTY CORNER











The Krishna Janmashtami celebration on August 24th was a grand success, marked by immense enthusiasm and

> making a meaningful difference through their dedicated service and impactful leadership. With their passion and vision, they will quide us toward building a brighter future, turning our collective goals into reality one step at a time. Their leadership will inspire us

> This day served as a meaningful reminder of the character-building was deeply acknowledged, their hard work and dedication.

> devotion. As we gathered in reverence, we reaffirmed our deep love for Bappa and the spiritual significance of his presence in our lives. The atmosphere was vibrant, brimming with joy, faith, and a sense of community. The occasion marked a beautiful and meaningful beginning to the celebrations in honor of Lord Ganesha. It was a time to reflect on the divine blessings that guide us and to embrace the joy and

> made for a memorable celebration, showcasing our rich traditions and the unity of our community. Each participant, immersed in the festive energy,

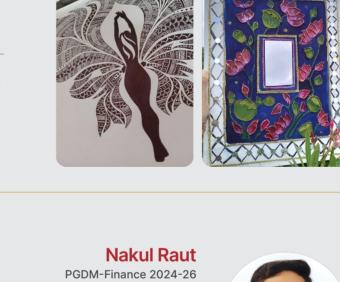
> The event was a tremendous success, leaving everyone with cherished memories of togetherness, cultural pride, and the joy of celebrating this special

> occasion as a family. It was a night that not only

celebrated Navaratri but also reinforced the bond

we share as a community, filled with laughter,

connections. lasting It truly embodied the theme of "Bridging Borders, Enriching Minds!" by fostering mutual respect and learning between the two institutions. The program not only broadened academic horizons but also promoted crosscultural understanding, making it an unforgettable experience for all.



With renewed vigor and a shared commitment, we are confident in fostering

WITH A DIFFERENT KIND

OF HAPPINESS"

a dynamic culture of innovation within our institution.

CREATIVE MINDS

ART WORKS



Ravi Patidar

बिछड़ने का ग़म,

यादों का चराग़ रातभर जलता है.

पर दिल को सुकून कहाँ मंज़ूर है।

सोचता हूँ फिर से घर की गलियों में लौट चलूँ, माँ के हाथों का खाना फिर से छू लूँ।

पर वक़्त की ज़ंजीरों में जकड़ा हुआ हूँ,

घर से दूर, अपने ही शहर में कहीं खोया हुआ हूँ।

Bhavika Jain PGDM- 2024-26

"Building futures, breaking through, where

dreams come alive and wisdom guides us true."

Rising Beyond

In the halls of dreams, we dare,

With knowledge blooming everywhere.

Steps we take, so bold, so true,

Building futures, breaking through.



enhance focus, empowering students to achieve

Conclusion The yen carry trade reflects the delicate balance of global finance. Japan's rate hikes mark a turning point, shaking a strategy long considered stable. For carry traders, the days of easy profits are over, replaced by heightened risks. As future finance leaders, understanding these dynamics helps us navigate an increasingly interconnected global economy-where one country's policy shift can ripple across the world.

Project Shakti by Hindustan Unilever aids rural women's social empowerment while enhancing brand image at the same time. Additionally, Coca-Cola India has management with their "World Without Waste" advertising campaign. Digital and Paperless Marketing Advertising through online helps connect with people

Dr. Lokesh Arora Shreya Bansal **Nakul Raut**

Dr. Amol Gawande Director, Dr. D. Y. Patil B-School, Pune for your growth as an individual. constant

DIRECTOR'S DESK of conduct—it's about cultivating a sense of accountability, mastering time management, and learning how to present oneself with confidence.

These attributes help you stand out as a student, but more importantly, they serve as the foundation In today's world, where technology enables connection, professionalism extends to our online presence. Whether we are crafting an email, sharing ideas on social media, or collaborating with peers, maintaining a respectful and thoughtful approach reflects our character and builds lasting relationships. As future leaders, professionals, and entrepreneurs,

> witty performances. The night was filled with laughter and jov. complementing the festival's celebration of creativity. From literary discussions to musical performances and comedy acts, the ABHIVYAKTI LitFest provided a platform for diverse forms of artistic expression. It was a truly unforgettable experience that celebrated the richness of culture and the power of creative

was not only informative but also thought- provoking, as it hiahliahted changing the landscape of global finance and the importance of adaptable policies. The provided valuable takeaways for policymakers, economists, and industry leaders, equipping them with the knowledge to navigate the evolving economic challenges. Overall, the 73rd General Budget Panel Discussion was a resounding success, with its focus on progressive budgeting techniques and financial

on a personal level. The event was a delightful mix of entertainment and inspiration, with both actors showcasing their charisma and talent. KRISHNA JANMASHTAMI: DEVOTION AND CELEBRATION

the event truly memorable, leaving everyone excited about the movie's release. Vaibhav and Mukti's presence not only promoted the film but also offered a rare opportunity for the students to connect with the stars

contributed to the excitement and cheer that

remarkable

participants

to gain valuable global

perspectives and create

involved,

"ART IS SOMETHING THAT MAKES YOU BREATHE

> I fell in love with her courage Her sincerity and her flaming Self-respect and its these things I'd believe that even if the whole world indulged in wild suspicions. That she wasn't all that she should be. but of course the real reason is that I love her and that's the beginning and end of everthing.

in textiles,

globally well as decreases the need for paper. Brands utilize the power of social media to eco-awareness through raise such as #PlasticFreeJuly and Sustainable Supply Chains ITC and other companies are now focusing on sustainability by using eco- friendly raw materials with a lower carbon footprint

ways, businesses with these initiatives will help

B-School

Shruti Dhuriya PGDM-FINANCE 2024-26 **How Yen Carry Trades Shape Global Markets** trades as borrowing yen and earning in dollars Imagine borrowing money at low interest rates in Japan and investing it in countries with higher becomes less lucrative. Such changes often lead to rapid shifts. When returns. This simple yet powerful concept, known carry trades unravel, demand for yen surges, as yen carry trade, has long been a cornerstone further strengthening its value and causing global of global finance. Here's how it works and why it's market disruptions, as seen during the 2007 financial crisis. Yen carry trades involve borrowing in yen—thanks Impact on India to Japan's ultra-low interest rates—and investing India, a key destination for foreign investors, faces in higher-yielding assets abroad, like US stocks or mixed outcomes: bonds. The profit lies in the difference between the ◆ Risks : Unwinding yen carry trades could low cost of borrowing yen and the higher returns lead to capital outflows, pressuring the rupee and sectors reliant on foreign funds. However, this strategy hinges on a weak yen. If ◆ Resilience : With \$640 billion in the yen strengthens, repaying the loan becomes forex reserves and growing domestic investments, India is better equipped to handle shocks. ◆ Opportunities: A stronger yen makes For decades, Japan's central bank, the Bank of Japanese goods pricier, giving Indian Japan (BoJ), maintained near-zero or negative exporters, especially competitive edge.

> to foster clean mobility. Cause-Driven Campaigns

more focus on the 'Make in India' campaign by many companies to reduce carbon emissions by transport and provide work to rural artisans. Companies like Fabindia and Jaypore use Indian

4. Access to Digital Resources E-libraries and online repositories offer unlimited access to books, journals, and research, breaking barriers to knowledge and fostering a culture of continuous learning. 5. Online Learning Platforms Platforms such as Coursera and edX provide indemand skills through certifications, preparing students for future careers in tech-driven industries. improve performance, ensuring tailored learning Why Embrace the Change? advantage. These technologies not only enhance academic success but also equip students with the skills to excel in an ever- evolving digital The digital age offers limitless opportunities for learning and growth. By adopting these innovations, students can unlock their full potential and thrive in the modern world. Are you ready to shape the future of education

organic products free of toxic chemicals aimed

in the supply chain. With companies like ITC, sustainability is incorporated into the supply chain through responsible sourcing of raw materials and minimization of carbon emissions. Sustainable marketing is much more than a concept; it is a must for businesses operating in India. Companies that focus on environmental, social, and economic factors are able to generate value while caring for the world. There is a lot

at the FMCG market. Moreover, Tata Motors and Mahindra are investing in EV's (electric vehicles) promoted

platforms

campaigns

#EarthDay.

U Dr. D. Y. Patil

Sr. No. 87-88, Bengaluru-Mumbai Express Bypass Tathawade, Pune - 411033 Maharashtra, India. +91-20-67919470 | +91-8806652555 | info.bschool@dpu.edu.in

have also steered firms in the direction of sustainable business Sustainable marketing also allows brands to stand out in an overcrowded market and gain the attention of eco- friendly target markets especially younger millennial and Jain consumers. The year 2070 has been marked as a Net Zero target by India which emphasizes the importance of sustainable marketing practices across all sectors like advertising. **Key Sustainable Marketing Practices** in India: Eco-Friendly Packaging Biodegradable and recyclable packaging is being employed by firms like Amul and Nestlé India to cut down on plastic waste. A startup called Beco specializes in providing 100% plastic-free, compostable packaging. Green Products and Services Patanjali and Forest Essentials have launched

Dr. Atul kumar Priya Pandit Shruti Dhuriya

Dr. D. Y. Patil B-School is committed to being an institution of excellence imparting management education that creates professionals for contributing towards innovation, business, and society.

making a positive impact, such as the Fitness Club's Fit Fest initiative, which emphasizes the importance of health and well-being. I would like to extend my heartfelt thanks to dedicated Our contributing writers. team. photographers, and everyone involved in bringing publication to dedication and hard work are what truly make Refulgence special. As you read through this edition, I hope you find inspiration, encouragement, and a sense of connection with the stories and accomplishments shared. Thank you for your continued support, and I hope you enjoy this edition as much as we enjoyed creating it. Warm regards, **Editors:** Shreya Dhuriya, Shruti Bansal

editorial

this

Your

life.