



ST FRANCIS COLLEGE FOR WOMEN
(AUTONOMOUS AND AFFILIATED TO OSMANIA UNIVERSITY)

B-HIVE

ACADEMICS & BEYOND

अस्ती

VOLUME 10
2020-21

CRESCENTIA

THE ANNUAL FLAGSHIP
EVENT
BROUGHT TO YOU BY

अरुणा

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Editorial Team Message

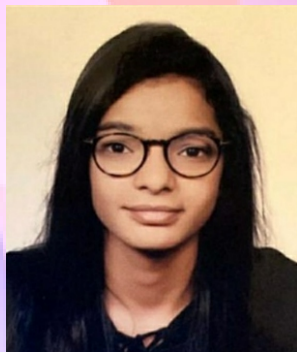
We are extremely delighted to bring to you the 10th volume of the BMS department's annual newsletter, B-Hive. The B-Hive magazine made its first appearance in the year 2011. This edition of the newsletter will give you a glimpse of the numerous activities, webinars and online events conducted by the department of BMS, despite all the constraints faced due to the pandemic hit. This issue will also give the readers a peek into the various achievements of the BMS students and their contributions.

We would like to thank the faculty of BMS for giving us the opportunity to design this magazine, while giving us the creative freedom and for guiding us throughout the process. We are also grateful to all the members of Arista for assisting us through this journey of creating this issue of B-Hive.

We hope that our 10th edition will help the readers perceive the way the BMS department prioritizes practical learning with real-life examples. We truly hope that the achievements and contributions of the BMS students will inspire the juniors to unlock their hidden potential, encourage them to do better and make us proud.



GABRIELLA ANGELINA
STAFF EDITOR



PREETHI REDDY
BMS III



VEEBHA KESAVAN
BMS III



RIA AGARWAL
BMS II



MIHIKA CHADHA
BMS I



T.B. DHWANI
BMS I



SIRIVANI
BMS III



ANUSHA GOLLAKOTA
BMS I



TEJASWI GADDAM
BMS I

Principal's Message

Crescentia, the much awaited event of the year goes online this year and I truly appreciate your move to keep it going, Dear students, you have invested so much, much more than you the regular times and I am sure you will reap in abundance the fruits of all that you have sown during your preparatory days and of course on the two days of Crescentia. God be praised and bless all of your efforts to make your learning an experience for yourself and for those who are a part of the fest. May these days be a celebration of intellectual expertise and experiential learning that enable you to color the pandemic world ours with lovely fabric of life in its fullest. Hugely appreciate the efforts of the editorial team of the B-Hive magazine and the dynamism of Team ARISTA to keep it going. God bless you in all your endeavors. This is my sincere prayer and wish for you today and always. All the best!



Sr. SANDRA HORTA
PRINCIPAL

Dean's Message



Glad that team ARISTA has not let the pandemic dent its energy! As you get ready to engage management students across the country in a series of mind-bending challenges online, I wish each one of you, my dear students, the very best! Make it count! My appreciation to the B-Hive team as you've put together stories of activities that kept the BMS spirit kicking well! This edition will be testimony to how we approached disruption creatively!

Cheers!

DR. MALLIKA SHETTY
DEAN ACADEMICS & HoD BMS

Message from Faculty

A DIGIDEMIC DRIVE

*"Yesterday I was clever, so I wanted to change the world.
Today I am wise, so I am changing myself."*

-Rumi

As we continue to come to grasps with the 'new normal' we have found ourselves plunged into, I am proud to be part of an endeavour that serves as a reminder that our reaction to change is where real strength lies.

In the 10th edition of B-Hive, I commend the editorial team that has chronicled the events of our department that serve as a reminder that it is in changing ourselves, are we able to affect real, positive change. For us as a department, we have found strength and reassurance in working together and have been wholeheartedly supported by our students. A true team effort that has enabled us to provide our students opportunities to keep learning and exploring.

As we gear up for our annual National Fest, Crescentia, a special thanks and big hug to the entire Crescentia team for believing in the power of the possible. May we continue to find it in us to keep believing in ourselves no matter how seemingly insurmountable the odds stack up against us and no matter how incomprehensible the world around us may become.

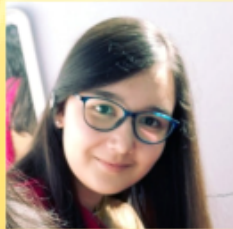


-Ms. MAHNOOR SAHRASH
Faculty,
Department of BMS

CRESCENTIA TEAM 2021



Sirivani.P
Fest & Promotions Head



Tania Joyce Tropy
Fest & Promotions Co-ordinator



Shloka Shrikanth
Network Administrator



Rama Ravi
Fest & Marketing Co-ordinator



Khushi.B
Treasurer & Finance co-ordinator



Sakshi Marda
Finance Head



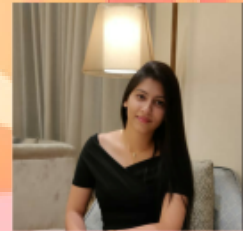
Pooja Agarwal
HR Head



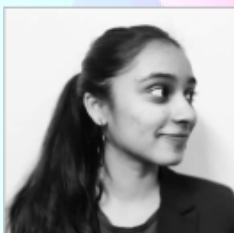
Pragnya Khed
Marketing Head



Tanya Patodi
BM Head



Divyanshi Singh
Group Task Head



Minisha Reddy
Marketing Head



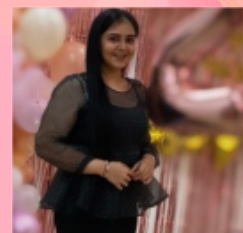
Aarushi Gupta
Asst. Network Administrator



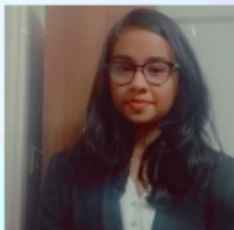
Kashish Jain
HR Co-ordinator



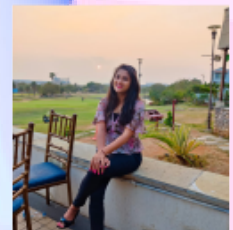
Himanshi Agarwal
Finance Co-ordinator



Jasveen Kaur
Fest Co-ordinator



Priya Maheshwari
Group Task Co-ordinator



Khushi Jain
Group Task Co-ordinator



Prarthana Agarwal
Group Task Co-ordinator



Jahnvi Mudunuri
HR Co-ordinator



Riya.V
BM Co-ordinator



Hrithika Rao
BM Co-ordinator



Santoshini.R
HR Co-ordinator



Ria Agarwal
BM Co-ordinator



Varshini.V
HR Co-ordinator



Anushka Reddy
Fest Co-ordinator



Vidhi Rathi
Design Head



Ayesha Simi
Sponsorship Co-ordinator



Ishika Pareek
Sponsorship Head



Nivedita Gupta
Design Head



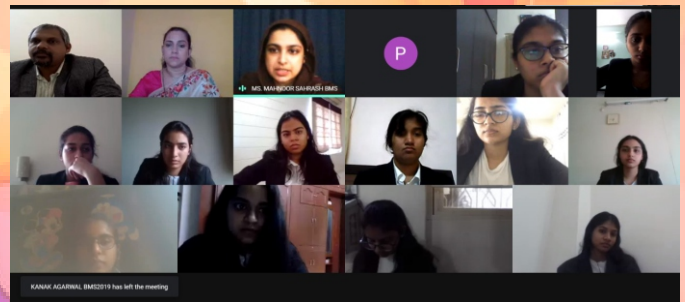
Shreya Sharma
Promotions Co-ordinator

ALL EVENTS

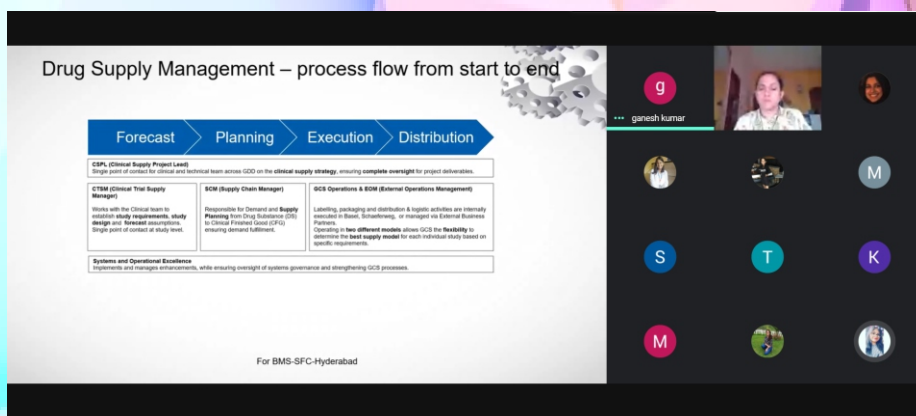
The COVID-19 pandemic did not stop us from conducting events, in spite of all of us being confined to our homes due to the lockdown. The department of BMS conducted a number of engaging events in the form of webinars, online guest lectures and workshops. These sessions were very interactive and a great opportunity for our students to learn to analyze current business scenarios and develop new skills.

July 31, 2020: The department of BMS conducted their first Guest lecture, for the academic year 2020-21 in the form of a webinar with 98 participants from across the country. The resource person, Professor Nijumon K John, affiliated with the Department of Business and Management, Christ University, led the audience through an engaging and insightful session on the topic titled 'The Impact of COVID19 on the Hospitality Sector.'

Professor John listed out the reasons for this sector taking the strongest hit and also proposed measures for a Post-Covid world. The session saw enthusiastic participation from faculty and students alike with an equally engaging Question-and-Answer session at the end of Professor John's presentation.



August 12, 2020: The department of BMS hosted its second webinar for the students of BMS in the domain of Supply Chain Management. The resource person for the session, Mr. Ganesh Kumar, Drug Supply manager, Novartis, shared his knowledge with regard to supply chain in the pharmaceutical sector.

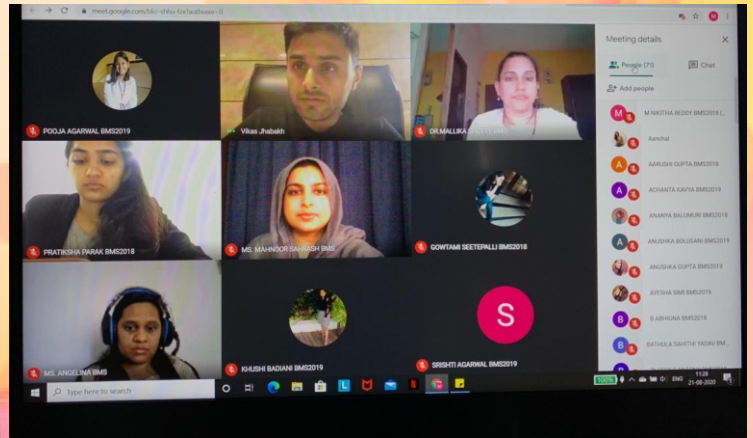


He threw light on crucial aspects of the pharma sector, noticeably, the relevance and the inherent challenges of clinical trials and also brought out the two most important aspects for pharma as a business- cutting costs and maximizing customer satisfaction. The session saw active participation from students with discussions ranging from animal rights in clinical trials to the expectations for a vaccine for COVID-19. A vibrant discussion, with Mr. Ganesh doing justice to each questioner, closed on a positive note

GO ONLINE!

August 21, 2020: The students of BMS were treated to an interesting and extremely informative session on Dynamics of Marketing with special reference to the Automobile Industry by Mr. Vikas Jhabak, Managing Director, Benelli India. Bringing 10 years of rich experience in the industry, Mr. Jhabak brought out the differences in marketing approaches over the past decade and through an extremely engaging and interactive session led the students through various examples to drive the point home.

With Mr. Jhabak, students were able to connect to various concepts in marketing that they had been taught and were able to understand their application.



February 18, 2021: The students of BMS III had a highly informative and engaging session on the creation of hypotheses and questionnaire and the use of the free software, Jamovi for data analysis. The expert for the session, Mr. Vinay, took the students through the research process while sharing valuable inputs on how to search, access and read material relevant for research, the underlying logic of drafting hypotheses, connecting the hypothesis with the objectives,

and the steps to be taken while preparing a questionnaire. Further, Mr. Vinay went on to introduce the free data analysis software, Jamovi, that enables students to create powerful visuals using statistics. A highly informative session, the workshop helped students understand the nuances of the research project that they were to undertake as part of their final year workload.

World Consumer Rights Day

All of us operate on the analogy that the customer is king. Unfortunately, more often than not, this is not incorporated into the real-world scenario, especially in India. Consumer Rights Day is celebrated to spread awareness regarding laws and rights which shield the consumers from malpractices and exploitation by businesses which misuse their power.

The departments of BMS and B.Voc celebrated World Consumer Right's Day on the 15th of March, 2021. This was done by the participation of the students and faculty in a webinar. The day marked the 38th anniversary of Consumer Rights being celebrated with the theme of the year being "Tackling Plastic Pollution".

The webinar started with the reading of an excerpt from the Bible followed by a divine prayer. This was then succeeded by Rama Ravi, from BMS 2, introducing the Guest Speaker. The Speaker for the webinar was Mr. Manav Gecil Thomas. He is an advocate and a partner at the firm Thomas George & Associates. His current area of work includes litigation in the area of civil, criminal, labor, administration, banking, personal and business law. He also assists in handling non-litigation matters of the firm. Apart from his passion towards advocacy, Mr. Manav is also dedicated towards serving the society. He has volunteered at Make A Difference - An NGO dedicated to empower children from the economically backward society by providing them quality education.

Mr. Manav had addressed the gathering about when, where and how to file complaints using various Fora. He also gave the girls tips and examples about which type on instances would make someone eligible to seek redressal. A few of them were:

- Restaurants cannot impose services charges and it is at the consumer's discretion that it is added to the bill.
- Plastic bags which have company logos on them cannot be charged for the Rs.3 plastic fee as it acts as a free advertisement to that company.
- Keep the receipts for anything being bought.
- Claims can be filed for insurance policies even if the pre-existing conditions were not disclosed as the company has made use of the premium.

These tips were very useful with then led to an active and zealous Q&A session. The webinar helped the girls understand their rights and also identify for themselves instances when they might be duped. It was an overall productive and eye-opening session.



Contribution Towards The RED Cell

Mandy Hale once said, “There is nothing more beautiful than someone who goes out of their way to make life beautiful for others.”

Inspired by the notion of giving back to the community, St. Francis College for Women is fostering young minds to do this in an unconventional way. On the 12th of March, 2021, a webinar was hosted by the Mahatma Gandhi National Council of Rural Education with its speaker as Dr. Devi Bhavani Nair. This was in accordance with a competition which they are holding to gather the best developmental plans for rural and local target basis.

The aim of the competition is for undergraduate students across India to invent business plans for the betterment and upkeep of physical, social and environmental conditions. The beneficiaries of these business plans would be members of the local and rural communities, given their dire conditions during the Pandemic. The students of Business Management had shown exceptional interest as they were geared up to put their learnings into practical application.

The students have 30 days to come up with a suitable plan to help solve problems such as having electricity, clean drinking water etc. The best three business plans would then be selected and awarded by the MGNCRE.

The webinar was lively with buzzing excitement at the prospect of showcasing the students' talents to help the society. There were over 200 participants and many more who signed up to take part. The address was given by the Project Research group.

Overall, it was a productive, informative and inductive session which was filled with hope and enthusiasm for a brighter tomorrow.

Sirivani.P,
B.M.S 3.

Life after BMS



The department of BMS proudly welcomed back Ms. Ritika Chopra, batch of 2014, for the annual Life After BMS lecture series. A BMS alumna, from the batch of 2020, Ritika was placed at Ernst & Young through campus placement, after fighting off intense competition. Currently in the role of a consultant for advisory services, Ritika is presently working across different verticals that adds to her vast experience in the fields of governance, risk and control space. Given her natural leadership abilities, Ritika also actively coordinated learning and development activities for risk practices, at the Hyderabad office for EY.

With an Executive degree in General Management from the Indian School of Business, Ritika has ensured that she continues to hone her skill set. Currently working as an Audit Consultant at EY, Ritika shared her six year journey since graduating from St. Francis College. She was able to give a comprehensive understanding of what to expect from the workplace and how to hone skills necessary for staying relevant in the job market. She also stressed on the need to develop a holistic personality by taking advantage of opportunities that a college like St. Francis provides. An extremely relevant session for the students, Ritika fielded a variety of questions on career development and upskilling.

meet.google.com/bwj-vkme-ozm

Ritika Chopra is presenting

M NIKITHA REDDY BMS... and 56 more

11:33 AM

A Day at a Big4

- Everyday is a new day!
- Variety of clients, loads of new experience!
- Internal Testing
- Team Review meetings
- Client Meetings
- Working Lunches: Usually our method of networking
- Weekly Trainings
- Upskilling

Planning Ahead

- Usually checklists, hourly trackers anything can be used to keep in mind the importance of time and a measure of efficiency

Think like your senior would

- Firms appreciate employees who are capable of working without their immediate Seniors.
- It is likely that you would be promoted if you can easily replace your immediate senior

No not miss chances of Networking!

- Coffee breaks, lunches and evening snacks break are used for socializing with colleagues and seniors. The talk could be anything ranging from their personal lives, entertainment or work that they are doing.
- These breaks enhance the bonding within teams and breaks ice in case new members join in.

Upskilling

- It is employees personal responsibility, not the firm or their employer's, to keep their skills updated.

Page 4 Training Document - St. Francis College for Women

Participants: T, K, I, S, P, S, V, P

Moment of Pride



“ There is no limit to what we, as women, can accomplish ” ~ Michelle Obama

A BMS alumna, Keerthi Reddy is among the 13 women featured in Forbes India 30 Under-30 list this year. Keerthi Reddy completed her masters in Global Masters in Management from London School of Economics and joined StaTwig, a Hyderabad-based cloud solutions provider for cold chain management. Keerthi, who owns 5 per cent share in StaTwig, is a founder member and Chief Operating Officer (COO) of StaTwig, which won the World Economic Forum's Global Innovator Award for their work. StaTwig, which built a supply Blockchain Technology to manage the supply chain management of various products, is also managing the Covid-19 vaccine supply across the world. The StaTwig Supply Chain management ensures all the stakeholders a complete visibility of the vaccines at different stages through blockchain technology.

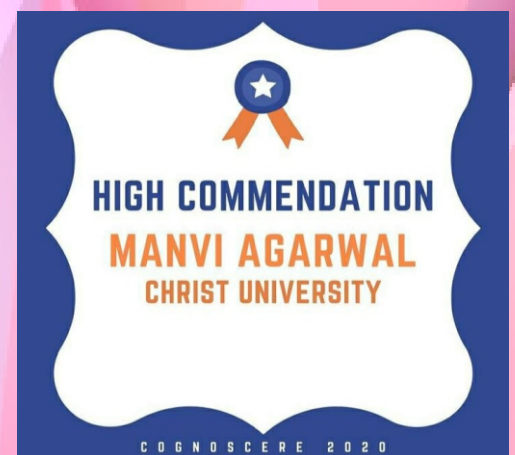
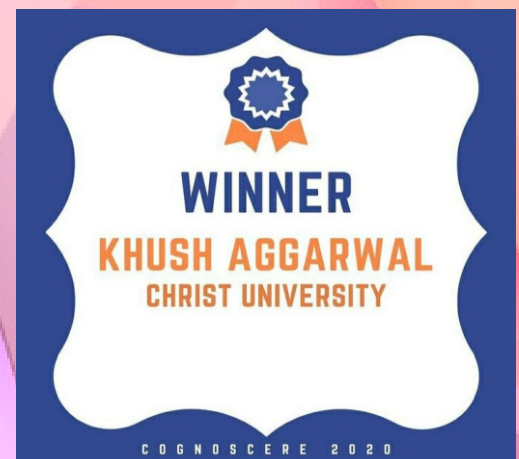
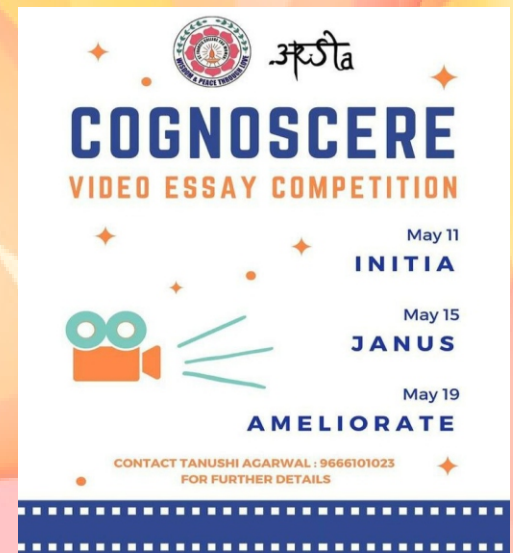


STATWIG

They will predict and prevent the failures in the supply chain. Blockchain Technology is initially developed to monitor the delivery of the Public Distribution System in Telangana. Keerthi has said that they have initially tested it in Jordan and Kazakhstan. Saying that her father MP Prabhakar Reddy is a source of inspiration for her, Keerthi revealed that she had a brief stint with Singapore-based supply chain company Qunicus after completing her masters in London. Since Medak MP's family has been into a Logistic Business, Keerthi has said that she always had a liking to Logistics business. Reddy's family owns Hyderabad based logistics company Soni Transportations, which owns hundreds of buses and trucks. Prabhakar Reddy has said that his daughter made him proud by her work.

COGNOSCERE

The student body club of BMS, Arista conducted an online national level fest during the lockdown. It opened up opportunities for our students to curate content and stimulate their insight into current business patterns and experimental writing abilities that helps to build up a comprehension of complex business issues in the present situations and future to come. The chosen case studies curated by our students were used for Cognoscere, a national level video essay competition. This fest consisted of three events with unique, real world scenarios created to challenge the cognitive abilities of the participants. The theme of this fest was Corporate Social Responsibility and Business Ethics. The case studies for the same were posted on Arista's instagram page on regular intervals and the participants were notified regarding the same. The case studies had questions that the participants had to answer in the form of a video essay. The kick starter event was *Quandariya* which tested the abilities of the participants to brainstorm and navigate through tricky scenarios. This event was very well received with great enthusiasm from participants from various colleges. The first round of the event, *Initia*, was held on 11th May 2020. The second round of the fest was *Janus* which was held on 15th May 2020 and the final event, *Ameliorate* was held on 19th May 2020. Participants were judged on the basis of the quality of answers and presentation. Khush Agarwal from Christ University won first place. Manvi Agarwal from Christ University was awarded high commendation.



Life during the PANDEMIC

2020 was not what we expected it to be. However, everyone of us have utilised our time differently and hence have had different experiences. From discovering hidden talents to productively taking advantage of the time available, most of us did something unique.

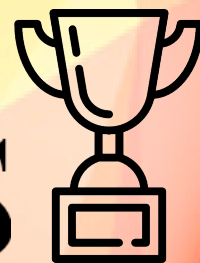
One such product of this quarantine is the exposure gained by one of our peers, Nikitha Jampani from BMS 1st year who volunteered for a 14- day online internship in an organization named Bindu Org. She started her internship in the month of August in the year 2020.



Bindu Org is a non profit, student - led organization. The organization mainly aims at de-stigmatizing mensuration and aims to end period poverty in India. This organization makes sanitary kits available to women who cannot afford or do not have access to the sanitary products. They try to reach out to the maximum number of people in need of such products. Each kit costs around 300 Rs. Nikitha as a volunteer had to spread awareness as much as possible through any means. She reached out to her classmates and tried to gain as many followers as she could for Bindu Org's instagram page. During the course of 14 days, meetings were held by the core committee in which they briefed the interns about their roles and tasks in the organization. She also had to help them raise funds for the cause. Interns and volunteers were also required to design some merchandise for the organization. The organization also initiated a challenge called #WearYourPeriod challenge, showcasing how women and girls like to do what makes them comfortable during their periods.

Projects initiated by Bindu Org: Their latest project was to help migrant workers receive access to menstrual products. Due to the lockdown, these workers had lost their livelihood and shelters and were also not able to return to their hometowns. Bindu Org partnered with Akshaya Patra Foundation to feed and help the ones who were left out of the government schemes. They supplied menstrual packs along with the food packages. The sanitary napkins were supplied by Maheswari industries in the name of "Go Five" at 18 rs. Per pack. Bindu org is out there helping people with period poverty by spreading awareness about menstrual hygiene and our country could benefit with such organizations.

STUDENT ACHIEVERS



- Ms. Pragnya Khed, Ms. Minisha Reddy - BMS II won Marketing - First Place at National Level Management Fest - RECROI 2020, St. Francis College for Women, Department of B.Voc (RM&IT), Hyderabad.
- Ms. P. Sirivani, Ms. Veebha Kesavan - BMS II won Human Resources - Second Place at National Level Management Fest - RECROI 2020, St. Francis College for Women, Department of B.Voc (RM&IT), Hyderabad.
- Ms. Riya Verma - BMS I won Best Manager - First Place at National Level Management Fest - RECROI 2020, St. Francis College for Women, Department of B.Voc (RM&IT), Hyderabad.
- Priya Maheshwari - BMS I won Visual Merchandising - First Place at National Level Management Fest - RECROI, St. Francis College for Women, Department of B.Voc (RM&IT), Hyderabad.
- Ms. Sirivani, Ms. Chandana - BMS II won Second Place in Business Plan Competition at Plan D'Affaires - Business Plan Competition- Hosted by The Entrepreneurship Development Cell St. Joseph's Degree College and PG College, King Koti, Hyderabad.
- Ms. Riya Verma - BMS won Best Manager at National Level Commerce Fest - Primicerius 2020 at Bhavan's Vivekananda College, Sainikpuri, Hyderabad on Feb. 18 & 19, 2020.
- Ms. Minisha Reddy - BMS II, won 1st place in Entrepreneurship Development at National Level Commerce Fest - Primicerius 2020 at Bhavan's Vivekananda College, Sainikpuri, Hyderabad on Feb. 18 & 19, 2020.
- Ms. Tania Joyce Torpy & Ms. Ria Agarwal - BMS I, won 2nd place in Human Resource Management at National Level Commerce Fest - Primicerius 2020 at Bhavan's Vivekananda College, Sainikpuri, Hyderabad on Feb. 18 & 19, 2020.
- Ms. Riya Verma, Ms. Krishna Varshini, Ms Himanshi Agarwal, Ms. Khushi Badiani, Ms. Rama Ravi, Ms. Kashish Jain & Ms. Anushka Kamashani - BMS 2 as Team Zenith won a cash prize of Rs. 10,000 as part of the Best Contingent Award at National Level Online Management Fest - Primicerius 2021 at Bhavan's Vivekananda College on January 23 & 24, 2021.
- Recroi 2021 Winners : Marketing: Ria Agarwal, BMS-II, Visual Merchandising: Priya Maheshwari, BMS-II
- Ria Agarwal - BMS II won Marketing - First Place National Level Management Fest - RECROI 2020, St. Francis College for Women, Department of B.Voc (RM&IT), Hyderabad.
- Priya Maheshwari - BMS II won Visual Merchandising - First Place National Level Management Fest - RECROI 2020, St. Francis College for Women, Department of B.Voc (RM&IT), Hyderabad.

STUDENT RESEARCHERS



Amidst the pandemic, students of BMS wrote articles on a wide array of topics under the guidance of Ms. Mahnoor Sahrash. These articles were published in the book titled “Emerging Trends in Business and Management: Issues and Challenges (Volume-2)” bearing the ISBN: 978-93-5407-270-3

- Pandemonium in the stock market due to Covid-19: Divyanshi Singh
- Where's the Credit? A perspective on the Microfinance World post Covid-19: Priyanka M
- Impact of Covid-19 on the Global Value Chains: Minisha Reddy & Pragnya Khed
- Transformation of the Legal Industry: Harshita Vadlamudi
- Data privacy in the Post Pandemic World: Soumya Emani
- Shoring up the Economy Post pandemic: Veebha Kesavan
- Make In India: Opportunity or Adversity?: Samhitha.M, Abhigna.B & Pratyusha.A
- Marketing Strategies to Tackle the FMCG Crisis during Covid-19: Sirivani.P
- Key Focus Areas for Businesses to Adapt to the Post-Covid19 Markets: Shloka Srikanth
- Learning from Covid-19: Tanushi Agarwal
- Emerging markets in the world post pandemic: the BRICS: Gowtami Seetapalli
- Food Service Industry Adjusting to a new normal: Roshni Goel
- Impact of Covid-19 on Travel and Tourism Industry: Aarushi Gupta & Disha Mundhra
- The Revolution of Education: Tanishka Jain



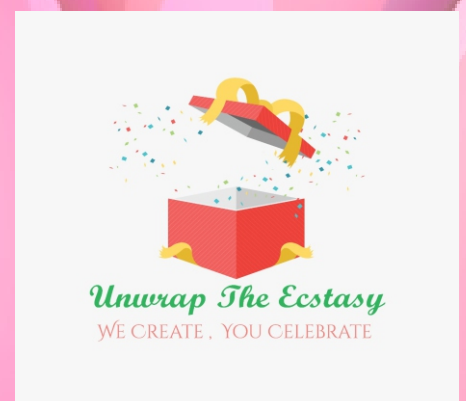
- E-Commerce: Harnessing the Advantages of Digitalisation: Pratima Deshmukh & Nitya Thadakamalla
- Indian Education System Post Pandemic: Supriya Saladi, Srujana Kolukula & Preethi Reddy
- How Corporates Can Go from Surviving to Thriving in the Middle of A Crisis: Pavani Mehra
- Recovery of Supply Chain from Covid-19 Crisis: Ria Agarwal
- The Fate of Globalisation in the Post Pandemic World: Tania Joyce Torpy
- The Economics of Rising NPA's in the present times: A Perspective: Riya Verma
- Luxury Retail World- Will it Grow or Go?: Yashika Agarwal
- Expediency of Government Bailout: Nimrah Sultana

Collegepreneurs

Meet our department's very own *collegepreneurs* who are pursuing their passions and vocations through their very own ventures!

MOR BITES & UNWRAP THE ECSTASY By Aditi Mor

Aditi Mor, a student from BMS 1st year successfully runs her own ventures. "Unwrap the ecstasy" which started in the year 2018 is an online handmade customised gift store and an event management startup. Initially, started with paper crafting items like cards and personalised scrapbooks, she now offers a huge range of products like curated gift hampers, photo frames, phone cases and many more novelties. In the year 2019, Aditi started offering her event decor services. Mor specialises in birthday party decor and other small events decor. Her business grew exponentially through the years with the help of her social media marketing. Huge number of customers reach her through the Instagram page. She had also presented and sold her craft products in many cultural exhibitions. Her target customers are mostly teenagers and youngsters. Despite facing huge competition from hundreds of craft pages on Instagram who run a similar business, Aditi constantly strives hard and adapts to Instagram's frequent algorithm changes. Later in the year 2020, Aditi started with Mor Bites, a delicacy startup serving homemade ice creams, cake jars, photo cakes and personalised cakes. Mor Bites offers a huge variety of flavours and also provides home deliveries for the customers. Due to the pandemic, Mor Bites has been a huge hit as people preferred homemade food instead of processed food. Ice creams by Mor Bites can be customised for diabetics. Delicacies by Mor bites are free of preservatives and are totally natural.





CRIIO By Vedika Bagdi

A small business started by one of our very own students from BMS1 is a product of quarantine and is really starting to pick up now molding her into a young and upcoming successful entrepreneur. Her grave interest in Art and Craft gave birth to her business and she continues to work hard each day to hand craft exclusive jewellery for each customer. As quoted by Vedika Bagdi, "During the lockdown I tried experimenting and playing around with different types of arts and crafts. That's when I came across two beautiful mediums Polymer Clay and Resin. I took inspiration from Pinterest to create some pretty jewellery. On 22nd August 2020, I decided to start my small business named Criio By Vedika. I design, make and sell jewellery, key-chains and bookmarks. All my products are handmade, due to which mass production is not possible so every piece is unique and available in limited quantity. As my business is mainly based on Instagram, which is a very crowded platform, it becomes difficult for me to reach out to my target audience. From being in my own bubble to starting a business at the age of 18, I've come a long way and I truly enjoy putting in my best while creating beautiful, handcrafted accessories for my customers." Here's to looking forward to watching our peer flourishing and thriving and sending major luck and support her way.



"The true entrepreneur is a doer, not a dreamer" ~ Nolan Bushnell

PACK ATTACK by Aakansha Jain

Aakansha Jain of BMS-II is a student entrepreneur who deals in gifting, hampers, trousseau packing, customised gifts and bouquets through her business "Pack Attack". She started this business with her aunt in 2019, with a very small area and limited raw material. Over time, she has been able to attain impressive growth and now has a vast place with a remarkable variety of products to offer to her customers. Pack Attack has an active social media presence as well, with interactive posts and creative packaging ideas. She is also a self-taught baker, and manages another business called 'Aisling Cakery'. She promotes and sells her products for this purpose through WhatsApp. She says, "I have always been interested in baking but never had the time or the courage to start something new. This pandemic has provided me with an excellent opportunity to test my creativity in baking. I hail from a joint family of dessert-lovers, which has always made me try baking new desserts." She has now started taking orders for cakes and desserts, after gaining expertise in the same over time, while simultaneously working for her packaging business. She is also extremely pleased with the opportunities that the past year has provided her with and is keen to see what this year has in store for her.



FLIGHT OF HAPPINESS by Priya Maheshwari

"Adding wings of happiness to your day"

Priya Maheshwari of BMS-II has started a Handicrafts business dealing in wedding, events and wall decoration products along with making gift hampers, trousseau packing and printing invitations, called Flight Of Happiness during the lockdown. She says, "The nationwide lockdown helped me start exploring and learning new things in the field of art and craft, something I have always been passionate about." She started out by making small decor products for the festival of Diwali and then starting expanding by making centrepieces and decor products for various events and festivals. She undertakes the sales and promotions of her creations through social media. She engages with her customers on WhatsApp, and the brand has an active Instagram and Facebook presence as well. She is currently working towards creating an official website for the business, which will be up and running very soon.

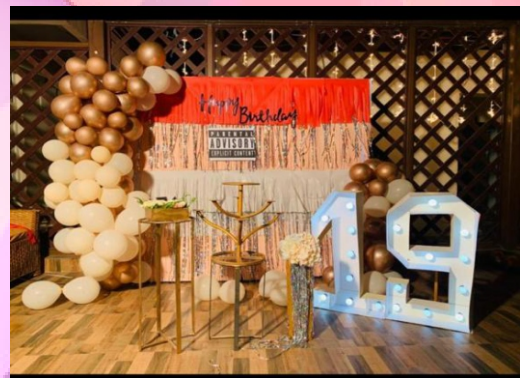




PARTYSMART by V Madhunisha

“Beautiful events come together with PartySmart”

V Madhunisha of BMS-II runs an event management business called PartySmart with four other founding members as her partners. The lockdown during the pandemic has made them explore various aspects of planning an event, which actually led them to curate a business that meets the party needs of all kinds of people. They started by doing a few small-scale events at home which made them realise that they could put their talent and skills to use by forming an event management business. She says, “PartySmart has made me realise my self-worth and skillset. Today, I am a strong, independent woman working towards obtaining my goals while working with my friends and doing what I love the most. This may seem like a small step for now, but it is the first one towards making a difference and growing, both personally and professionally.” PartySmart also has an active social media presence, and it uses Instagram and Facebook frequently to promote its services and engage with customers.



Mon âme Patisserie by Taarini Tainwala

Taarini Tainwala of BMS-II is the founder of Mon âme Patisserie, a cloud kitchen serving eggless French style desserts. She took a gap year after 12th grade with an intention to bring luxurious French desserts to Hyderabad and to learn every intricate detail of this enticing subject. During this period, she also graduated with a diploma de patisserie from Le cordon bleu, London. The logo of her business is a representation of her journey - the Eiffel Tower at the bottom represents her passion for French pastry and the Big Ben at the top represents the time spent by her in London to master the skill. Mon âme, meaning 'my soul' was founded by her upon her return to Hyderabad. She says, "Quality and flavour are two aspects which are my priorities while developing any recipe for my clients. My motto is to provide something for everyone on every occasion."





FRESCA by Pratiksha Parak

Fresca is a home-based baking venture curated by Pratiksha Parak in an attempt to create an end to end experience of fresh, eggless, home-made confectionaries.

Established in August 2020, Fresca has been involved in curating desserts for personalised celebrations and corporate parties specialising in six simple yet remarkable menu items that have been very well received.

Parak thrives to maintain a 'Fresca' (Italian for Fresh) approach to home-baking and catering to unique events, with new additions to the menu in due time!



FETTL HEALTH AND SUPPORT by Minisha Reddy

Every 1 in 4 Indians suffer from at least one chronic disease in their lifetime. Most of them tend to look for people who have experienced the same health issue. They are prone to becoming vulnerable and end up using unreliable sources of information or believe the first thing that they find on Google.

Fettle Health and Support is a venture, founded by Minisha Reddy and Nikhil Rayaprolu, that aims to connect people with similar health conditions. They strongly believe that exchanging personal experience through a community is the strongest source of support.

Through their community building activities, they have not only advocated for normalising talking about personal health issues but they have also helped grow a wide network of professionals and doctors who can provide them with support. They help create safe spaces that allow for conversations that help create an impact.



SOCIAL OUTREACH

"The smallest act of kindness is worth more than the grandest intention."
-Oscar Wilde



During the COVID-19 pandemic hit, many have suffered a major financial blow. Many have lost their lives and some have lost their businesses. Hospital funds are skyrocketing and the poor are unable to meet the minimum necessity for survival. All living beings have been subjected to severe conditions of life and are forced to fight tooth and nail to make it up to the mark.

As the year 2020 drew to a close, the staff and students of BMS were able to contribute to the social outreach initiative of the college. Despite the prevailing situation status, many stood up to volunteer as a participant for this social outreach program. The social outreach program of 2020 was focused on providing the underprivileged with bare minimum funds adequate to help improve their quality of life during this pandemic. The students of BMS were eager to contribute and donate for the cause. The students all gathered at short notice accompanied by some of the staff members, and a total fund of Rs. 12,000 was raised.

Keeping in mind the tough winters that the needy sections of the society endure each year, the students of BMS collected money and provided for blankets for the non-teaching staff of our college, on the 23rd of December, 2020. Sister Sandra, Sister Shirley accompanied by Dr. Mallika Shetty, Ms. Mahnoor Sahrash and Ms. Sushmita Priyadarshini joined the students in this gesture.

The students of BMS also pooled in money to help a fellow student facing challenging times in her personal life. As suggested by Sister Sandra, the student was provided monetary help.

As a department, we feel proud of our students and some measure of satisfaction for having been able to contribute to a worthy issue.



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