



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re- accredited with 'A' Grade (III Cycle)
ISO 21001: 2018 Certified
University of Mumbai Recognized Research Centre in Accountancy, Commerce & Business
Economics A Government Approved Hindu Linguistic Minority Institute
53 Years of Sterling Performance in Education.

Date: - 30th March, 2026

BMS PROGRAM
In Association with
AASTHA Cell
Presents

BMS Leadership Week: Values meet Vision

The Bachelor of Management Studies, in association with the AASTHA Cell, is thrilled to present "**Leadership Week: Values meet Vision.**" This digital event is designed for students ready to explore new horizons by connecting ancient philosophical values with modern corporate success.

Activity Details:

Theme 1: The Ahimsa CEO (Mahavir Jayanti - March 31): Create a post/reel on a brand (e.g., Patagonia, Tata) practicing Ahimsa (Non-harm) or Aparigraha (Sustainability).

Theme 2: The Modern Intrapreneur (Hanuman Jayanti - April 2): Create a post/reel identifying a famous Intrapreneur (e.g., creators of Gmail or PlayStation) who acted with ownership.

Guidelines for Submission:

- **No of Participants:** Minimum 1 & Maximum 2 students
- **Date of Activities:** March 31st to 3rd April, 2026
- **Platform:** Instagram (Personal Handles)
- **Format:** Instagram Reel or Carousel post on your personal account.
- **Instagram (Personal Handles):** Students must post the content through their personal Instagram accounts
- **Official Tagging:** It is mandatory to tag the official college BMS program account @pdlc.bms and the relevant brand or intrapreneur in every post.
- **Mandatory Tags:** Students must tag the official college BMS account and the brand/intrapreneur being discussed.
- **Account Visibility:** Ensure your personal profile is "Public" during the event dates (March 31st to April 3rd) so the department can view and repost your entries.
- **Selection Criteria:** Entries will be judged on research depth, creativity, and innovative presentation.
- **Rewards:** The top 5 "Leadership Spotlights" will be featured on the official department page and rewarded with a Certificate of Appreciation.

For any queries, feel free to contact:

Teacher In charge- Ms. Poonam Sharma- 9833087219 & Dr. Sailee Shringarpure- 9920020662

Ms.Sailee Shringarpure
BMS Co-ordinator

Ms. Subhashini Naikar
Vice Principal, SFC

Prof. (Dr.) D. N. Ganjewar
Principal

DI/N-STD/GEN/00