

SYNERGY

2011-12

Annual Magazine



POORNIMA
GROUP OF COLLEGES

Department of Management Studies



Poornima College of Engineering (PCE)



Poornima Institute of Engg. & Tech. (PIET)



Poornima School of Management (PSOM)



PGI (SES) Group of Institutions



Poornima School of Business Mgmt. (PSBM)



Poornima University

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MESSAGE



I am happy to learn that the Department of Management Studies, Poornima Group of Colleges, is coming out, as an annual feature, with its Magazine SYNERGY for the year 2011-12.

The management education is not knowledge-centric but skill-centric. The focus has, therefore, to be more on 'doing' and not on mere 'knowing'. The prestigious B-schools are today attempting to respond to global requirements and offering value added and cross-cultural programs. To be progressive and sustainable, they are concerned about the bonding that takes place while students take these programs.

From what I have been seeing during my little association with the Poornima Group, I am glad to say that its Department of Management Studies is taking due notice of the growing trends and teachers interact with the students not only for teaching but also for involving them in various activities and programs that go into overall shaping of their personality. I would advise both teachers and students of management to be co-learners in a synergistic manner.

I wish that the Department continues to grow in stature with the passage of time and contribute in making Poornima an enviable name in the list of reputed business schools in the country.

Jaipur, May 1, 2012

(D. R. Mehta)

Padmabhushan Shri D. R. Mehta, Ex-Chairman, SEBI was earlier Dy. Governor, RBI, Additional Secretary, Ministry of Finance, GOI and Director General, Foreign Trade, GOI. Still earlier, he held various key level positions in Government of Rajasthan. Shri Mehta is the Founder and Chief Patron of Bhagwan Mahaveer Viklang Sahayata Samiti, the world's largest organization for the handicapped. He is also on the Advisory Board, MIT for Europe, Asia and Africa set up by the Alfred Sloan School of Management, MIT, Boston (USA).

MESSAGE



The management professionals today face several challenges and a host of opportunities. The environment is more competitive and the responsibilities of managers go beyond profit maximization or cost reduction. They have to take decisions in the context of prevailing circumstances as well as emerging scenarios. It necessitates not only a deep knowledge of the disciplines relevant for the carrying out one's duties at the firm's level, also requires awareness of one's surroundings and prevailing ethos.

I am happy to learn that Department of Management Studies of the Poornima Colleges is training the students to cope with their managerial responsibilities in a comprehensive way. In this context, Department's publication SYNERGY provides an excellent platform for the students and the faculty to express creatively in the recognized fields of management, and at the same time offers an opportunity to contribute to enhancing awareness and knowledge in a variety of other areas.

I convey my best wishes with the hope that the purpose of bringing out this excellent publication will be fully served.

Jaipur, May 8, 2012

(Prof. V. S. Vyas)

Padambhushan Prof. Vijay Shanker Vyas, an eminent economist and educationalist of international repute, is the Chairman and Member of several Boards/Committees at national and international level. Prof. Vyas, Ex-Director of Indian Institute of Management, Ahmedabad and Consultant with United Nations and various bi-lateral and multi-lateral aid agencies, is serving as a Member of the Economic Advisory Council to the Prime Minister and the Deputy Chairman of the State Planning Board, Rajasthan. He is Professor Emeritus at the Institute of Development Studies, Jaipur.

MESSAGE



The standing of an educational institute is adjudged by how its students thrive, develop and grow. Commitment to innovative teaching techniques, openness, collaborative culture, the quality of courses and faculty and above all dedication of its students go a long way in making of a successful professional institute. Management is a social science and essentially involves management of ideas, things and people, a synchronization of individual aspirations with organizational goals. The managers have, however, always to have a humanistic and ethical approach and a larger view of their objective.

The Poornima Group is relentlessly charting its destiny as a center of excellence for higher professional education to cater to the needs of the society over last 12 years. I have had the privilege of playing an active role, along with the promoters, in the building of the group and witnessed the success of Department of Management Studies in imparting quality management education that provides enlightened young managers to various sectors of our economy.

While conveying my compliments and best wishes for the growth of the Department on the occasion of issue of its Annual Magazine SYNERGY, I would like to quote what Leo Tolstoy said 'Man gives himself to the illusion of egoism, lives for himself – and he suffers. It suffices that he begin to live for others and the suffering become lighter and there is obtained the highest good in the world, the love of people'.

I congratulate all those who are involved in bringing out this magazine and wish the department all success.

Jaipur, May 4, 2012

(Dr. S. M. Seth)

Dr. S. M. Seth, who did his Ph. D. in Hydrology from Victoria University of Manchester, UK in 1972, has taught at University of Jodhpur and University of Roorkee (now IIT Roorkee) and has been Director of National Institute of Hydrology. Dr. Seth possesses administrative, academic and research experience of more than 49 years. Besides guiding a number of M.E. and Ph. D. theses, he has contributed more than 200 technical papers in national/international journals/seminars. He has also coordinated a number of consultancy/research projects including those sponsored by UNDP, World Bank, European Economic Community, WAPCOS and Govt. of India. He is presently the Chairman of Poornima Group of Colleges and Poornima JIET Education Foundation.

From Director General's Desk



I am glad to convey my views for the Annual Magazine SYNERGY of the Department of Management Studies, PGC with a sense of fulfillment and pride. The year 2011-12 has been the most eventful, colorful and rewarding. The fifth MBA batch (batch 2010-12) has been placed, while still on campus, almost 100 per cent, not a mean achievement. The batch strength is 273. It speaks volumes for the dynamic and committed contributions of both faculty and students.

A significant factor that I would like to make mention of is the pragmatic approach with which the Department and its faculty members function, feeling never satisfied and always attempting to do more and more for its students. It is their concern for the students and providing knowledge and skills for their betterment, which has led to excellent success.

Hands-on training is a part of the DMS curriculum. The Department duly recognizes the fact that imparting subject knowledge is only the base. It lays due stress on development of soft skills and other personality traits to make students employable.

The passed out MBA students of the institution have left a legacy of performance on all fronts that, I trust, will be carried forward by their successor batches in greater measure. I am confident that in the times to come, DMS, PGC will be reckoned among the top B-Schools of the country.

I would, however, advise the faculty and students to appreciate what some anonymous had said some time ago and I quote 'you have to be very clear to do small things. We come across small-small problems in our working and we feel the need to find solutions. Most problems are really the absence of ideas. And the moment a problem is clearly defined and stated ninety percent of the solution is identified'.

My heartiest congratulations to DMS for the achievements so far and best wishes for the future.

Jaipur, May 3, 2012

(Shashikant Singhi)

Shri Shashikant Singhi, an Architect and Educationalist, is the Secretary of Shanti Education Society, the Promoter of the Poornima Group.

EDITORIAL

Technological Advancement and Wisdom

Man has an innate desire to explore nature to his maximum benefit. This desire nurtures the creative power present deep down the core which ultimately leads to inventions and discoveries. During the last few decades there has been tremendous development of science and technology. The leeway of ages can perhaps be made good in a decade or two by determined efforts on the part of scientists and technologists. This can happen only if fundamental research in science and growing knowledge is applied with wisdom for new improvements and changes in our techniques.

It is most regrettable that today the nations of the world think in terms of armaments and do not bother about likelihood of a global catastrophe. Nuclear energy is being harnessed for making nuclear weapons. Work on the artificial creation of life and reproduction is getting applause. Genes are being manipulated. Like this, many important discoveries made by man are being used in different ways. Technological advancements are used for innovations in industry, increase in productivity and the bottom lines of enterprises, not realizing enough the adverse impacts on environment and health of the people. We have reached a stage when the sanctity of life as we recognize it might be questioned. The advancement of 'science' has led to dilemmas and paradoxes of various kinds – like style improving techniques, more universe tentacles like satellites etc., on the one hand, and on the other, an acute shortage of alternative sources of energy and colossal misbalances in nature.

Here is some food for thought. Should a little wisdom not applied while using the technological advancements and scientific researches. They need to realize that some scientific advancement's have led to the brutalization of human beings. It is true that technological advances further economic growth because they contribute to the creation of new goods, new services, new jobs, and new capital. The application of technology improves productivity and the quality of products. It expands the range of services. In several areas of scientific and technological activity, the managers should have clear goals to get best out of resources with wisdom seeing that the use of technology results in the short as well as long term to doing good to the common man. The new knowledge and technological know-how increases our capacity to act which, without wisdom, may cause suffering along with the benefits. Global warming, the lethal character of modern war and terrorism, vast inequalities of wealth and power round the globe, rapid increase in population and extinction of many species are obvious consequences. The dissociation of science and technology from the rational pursuit of wisdom appears to be the main reason behind such problems. If we are to avoid poverty, environmental damage and other problems, we need to learn applying more wisdom. Our institutions of learning should give due weightage to wisdom and society besides knowledge and skills. Academic world ought to amend its focus from the acquisition of knowledge to seeking and promoting wisdom by rational means, since wisdom enables us to realize what is of real value in life. Proper balanced synergy of science, technology and wisdom can best serve the interests of humanity.

With these thoughts, we feel immense pleasure to put in the hands of readers the fifth issue of the Annual Magazine 'SYNERGY' of the Department of Management Studies, Poornima Group of Colleges for the year 2011-12.

Dr. Mohd. Rizwanullah
Ms. Swati Jain

DMS : GROWTH AND PERSPECTIVE

The Department of Management Studies (DMS), Poornima Group of Colleges (PGC) came into existence in year 2006.

The Poornima Group includes five colleges devoted to engineering and management disciplines, all located at Jaipur and affiliated to Rajasthan Technical University. While MBA program is offered simultaneously with engineering programs in two of the three engineering colleges, the two management schools devote exclusively to management education. DMS, PGC coordinates the two-year full time MBA and other related programs for the group institutions under a common philosophy for all academic as well as extra and co-curricular activities for mutual benefit and optimal utilization of facilities.

Growth

Since its establishment, DMS, PGC has grown impressively and achieved wide spread recognition from business and industries, academic circles and professional bodies. The growth of the Department during the short span of about six years has been phenomenal. The strength of MBA students has increased steadily from an intake of 60 students in session 2006-07 to more than 500 in session 2011-12. This is indicative of the prestige and admiration that DMS has earned as one of the premier institutions engaged in management education.

The Shanti Education Society, the Promoter set up five institutions during the period from 2000-01 to 2009-10. The growth of DMS, PGC has been in tune with the Poornima Group.

The Society is now venturing into next logical status for establishing a University, namely, Poornima University. The university is being established by the State Government of Rajasthan under Act No. 16/2012, as notified vide Notification No. FIL2 (26) Vidhi/2/2012 dated 16.05.2012. The land (32.67 acres) for the university campus has been allotted by Rajasthan State Industrial Development and Investment Corporation Ltd. in Ramchandrapura, Sitapura Extension, Jaipur. A major part of building works including hostels and other usual facilities has been almost completed and regular courses under different schools including 'School of Management and Business Studies' are starting from session 2012-13.

The release of the Annual Magazine of DMS, PGC for the year 2011-12 coincides with the completion of the MBA two academic sessions of the fifth batch (batch 2010-12). The number of students in this batch is 273. The Department is fully aware of its onerous responsibility to run the MBA program efficiently for a large number of students without compromising on the quality of education.

Philosophy & Pedagogy

The DMS philosophy aims at providing the students with conceptual foundations and practical skills necessary to adapt to changes in societal needs and keep pace with the evolving fields of management. The primary focus is on how well the institute has been able to prepare its students for the global opportunities and challenges of today's business and industry. This level of preparation can not be limited to knowledge, courses or placements. Its aim and purpose is to instill in students a unified vision which streamlines their capabilities and equips them with the requisite management skills and competences

that will one day elevate them as captains of industry. At Poornima, it is also realized that ethics and values and integrity and concern are equally important in the making of a manager.

The DMS pedagogy stems from its belief in multi-disciplinary approach and so it uses diverse teaching methods. It attempts to discourage rote learning and maintenance of sharp boundaries between different subject areas. The Department recognizes that for students, awareness of personal development and growing independence begins at the post graduation stage. It is during this period that they seek to understand themselves and the society in which they live.

With industry interface and interaction with eminent personalities, students gain more insights into the real life situations and prevailing environment. Organizing in-house certificate and capsule courses on specific thrust areas is a unique feature developed over the period for value addition. These measures take the DMS significantly further in the direction of a student – centered system of education. Experimental learning and practical insights are recognized as essentials supplements. Presentations are an integral part of any MBA program to break the ice in an otherwise theoretical setup. It is with this objective in view that soft skills and personality development is part of the Department's teaching culture. The department also attaches great significance to ensure that its students have adequate computer skills.

International Exposure

In an effort to bring in a better quality in management education, Indian B-Schools are joining hands with the top global B-Schools to provide more exposure to students via exchange programs and other programs.

Well realizing the fact that the management education should not be confined to the campus, like other B-Schools, DMS, PGC has taken steps to internationalize its curriculum/program by entering into collaboration with Asian Institute of Technology, Bangkok (Thailand) an international institute of high repute for student/faculty exchange, study abroad opportunities, holding joint international conference and seminars and many more things. The benefits will be available to incoming MBA batches and such of the students as can afford, will have opportunity for international exposure for limited period(s) and specified subjects within their university prescribed syllabus. This will be a value addition by gaining cross-cultural experiences.

Direction and Guidance

DMS, PGC functions under the direction and supervision of Chairman, PGC and Advisor, PGC who are supported by qualified core faculty and administrative set up.

The functioning of the Department is guided, on broad policies and strategies, by suggestions made by the Advisory Board of Poornima JIET Education Foundation (an umbrella body of Poornima Group Institutions at Jaipur and JIET Group Institutions at Jodhpur, set up by common promoters).

The PJF Advisory Board, under the chairmanship of Padmabhushan Shri D. R. Mehta, Ex Chairman SEBI and Dy. Governor, RBI includes Dr. (Mrs.) Kanta Ahuja, former Vice Chancellor, University of Rajasthan, Prof. V. P. Singh, Texas A & M University, USA, Shri Inderjit Khanna, Ex Chief Secretary, Rajasthan, Prof. V. N. Sinha of IIT Kanpur, presently with LNMIIT, Jaipur, Shri V. K. Ladia, an eminent Industrialist

(Chairman, Shri Rajasthan Syntex Ltd. and the Synthetic and Rayon Textiles Export Promotion Council) and Dr. S. S. Acharya, former Director, Institute of Development Studies, Jaipur. Dr. S. M. Seth, Chairman, Poornima Group of Colleges is the Member Secretary of the Advisory Board.



Deliberations at one of the PJF Advisory Board Meeting

The Advisory Board has met 12 times so far and has made important suggestions and guidelines for in matters of common concern to the working of the group institutions.

Faculty – the Lifeline

For a B-school, which is charting its destiny as a growing center of management education, the need for a qualified talent pool can not be stressed enough. DMS, PGC had on its rolls, during session 2011-12, a dedicated team of 32 qualified professionals (including two librarians) as its whole time core faculty.

The department is fortunate to have as its greatest strength a young, energetic and vibrant faculty. The success of the department and the accomplishment of its various activities and events is the result of their high level dedication and inexhaustible energy.



DMS Faculty at the beginning of the session

The capabilities of the faculty are enhanced by (a) a well structured faculty orientation program, (b) participation in various faculty development programs organized by prestigious B-schools, (c) sponsoring faculty to attend national/international conferences and present research papers thereat and (d) providing encouragement for pursuing further education to acquire higher degrees/diplomas, Ph. D. in particular.

INFRASTRUCTURE AND FACILITIES

An educational institution's strength lies, besides other things, in its physical infrastructure and other facilities provided to run its academic programs.

DMS, PGC is part of Poornima Group of Colleges and is located on plots ISI-2 and ISI-6 of RIICO Institutional/Industrial Areas, Sitapura, Jaipur. It shares excellent common infrastructure in terms of lecture theatres, auditorium, administrative blocks, hostels, other buildings and open space.

The two management schools have well equipped lecture halls, library with separate reading rooms, computer labs, sophisticated soft skill lab with facilities like LCD/OHP projectors, collar mikes, writing boards etc. and other requirements for running the management programs.



Lecture Hall

Computer Lab

Language Lab

Single and shared faculty rooms with computer/internet facility, secrecy rooms and common facilities are provided to facilitate academic preparation as well as discharge of examination, administrative and other responsibilities as well as organizing various co and extra curricular activities.



Faculty Rooms

A well equipped library-cum-reading room is available exclusively for management students. Digital library facility was added during session 2009-10 which provides access to large number of books, journals and magazines as reference material for learning and doing research/project work.



Library

The facility of library is provided even beyond the college working hours. The number and quality of books and journals including international journals are reviewed and necessary additions are made from time to time. The librarians and their assistants provide due help and guidance to the students in the selection of books and taking notes/copies of important portions/articles.

Arbuda Convention Centre, the Auditorium with sitting capacity of 480 persons is an added feature of DMS, PGC. The auditorium facility is used for holding cultural programs, student presentations and events like orientation day, fresher party, management day, national conference, management fest, farewell function and other programs. All special lectures by eminent personalities and sharing of industry interface experience are also arranged in the auditorium.



Auditorium

Besides language and computer labs, DMS has three activity rooms for holding personality development sessions and facilitating group/project assignments. A multi-purpose hall with GD/PI rooms is part of the infrastructure which is mainly used for holding examinations and campus placement activities.

Well equipped hostels and faculty residences are available on the campus.



Gayatri Girls Hostel



Gurushikhar Boys Hostel

The hostel facility at PGC is not just the place for accommodation but plays a vital role in overall grooming of the students' personality. 12 hostels (7 boys and 5 girls) provide facility for accommodating engineering and management students studying in the five Poornima Group Colleges. The hostels also provide facility for indoor games, gyms and playgrounds for basketball, volleyball and badminton. The campuses, along with constituent colleges, hostels and other buildings, have WI-FI facility. For day scholar students, transport facility (33 owned buses, connecting all parts of Jaipur, is provided by the college.

SUMMER TRAINING AND INDUSTRIAL TOURS


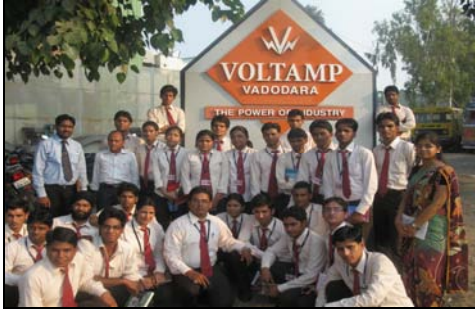

The MBA degree essentially demands a short duration corporate training to expose students to the culture and the professional working of corporates and other organizations.

In DMS, the students, after their second semester examination, are required to undergo 45 days summer training to varied sectors pan India. For batch 2010-12 students, the training was held from 1 June, 2011 to 15 July, 2011. Students names were sponsored to various institutions/organizations keeping in view the options given by them for major subjects (marketing/finance/HR) in MBA part-II (third and fourth semesters. The students were sponsored for training to industrial, commercial and financial organizations of repute such as ABB, Ambuja Cements, AMUL, BHEL, Rural Electrification Corporation, Godrej, Havells India, IFFCO, Kriloskar, Lupin Ltd., MICO Bosch, National Engineering Industries, RIICO, Rajasthan Financial Corporation, Genus Power Infrastructure Ltd., Dainik Bhaskar, RCDF, Shree Cements, Commercial Banks, Insurance Companies and various other prestigious organizations. The summer training attachments were 100%.

For batch 2011-13 also, training placements have been arranged. The duration of training will be from June 1, 2012 to July 16, 2012. The students have been attached for training with more than 90 prestigious organizations.

As in the past, considerable emphasis was given, in session 2011-12, on industrial tours of MBA students for industry interface. For MBA-II students, six industrial tours were organized, outside the State. The following industrial organizations were visited:

1.	Bharat Heavy Elect. Ltd. (BHEL), Haridwar	
2.	Alps Industries Ltd., Haridwar	
3.	Cavinkare Pvt. Ltd., Haridwar	
4.	Genus Power Infrastructure Ltd., Haridwar	
5.	THDC Ltd., Tehri, Uttrakhand	
6.	The Himalaya Drug Company, Dehradun	
7.	NOV Sara India Pvt. Ltd., Dehradun	
8.	Suraj Stainless Ltd., Ahmedabad	
9.	ONGC, Ahmedabad	
10.	GVK EMRI Group, Ahmedabad	
11.	Arvind Ltd., Gandhinagar	
12.	Lincoln Pharmaceuticals Ltd., Ahmedabad	
13.	GMB (Alang Ship Breaking Yard), Bhavnagar	
14.	Indian Rayons, Veraval	
15.	Gujarat Heavy Chemicals Ltd., Veraval	
16.	Ludhiana Beverages Ltd., Ludhiana	
17.	Hero Cycles Limited, Ludhiana	
18.	Arora Knit Feb Pvt. Ltd., Ludhiana	
19.	Bhagwan Sons, Ludhiana	
20.	JJ Jonex Sports Equipments Ltd., Jalandhar	
21.	Universal Sports Industries, Jalandhar	
22.	Bhakhra Dam and Hydel Project (BBMB)	
23.	Federal-Mogul Bearings India Ltd., Parwanoo	
24.	Gabrial India Ltd., Parwanoo	


25.	S. Kumars Ltd. (Unitex Designs Ltd.) , Dewas	  
26.	Grasim Industries, Nagda	
27.	Chemical Division (Grasim), Nagda	
28.	AVTEC Limited, Dhar (Near Indore)	
29.	Anik Indu. Ltd. (Ruchi Soya Group), Dewas	
30.	Daulatram Engg. Ser. P. Ltd., Bhopal	
31.	HEG Ltd., Bhopal	
32.	Bharat Heavy Electricals Ltd. (BHEL), Bhopal	
33.	Mahindra Steel Service Centre, Bhopal	
34.	Larsen & Toubro Ltd., Mumbai	
35.	Gem & Jewellery Complex, Mumbai	
36.	Dicitec Furnishing, Mumbai	
37.	National Stock Exchange, Mumbai	
38.	Colorband Dyestuff Pvt. Ltd., Navi Mumbai	
39.	Syngenta India Ltd. (Pesticides), Goa	
40.	Sesa Industries (Pig Iron and Met Coke), Goa	
41.	Mormugao Port Trust, Goa	
42.	Reliance Power, Goa	
43.	Sumeet Industries Ltd., Surat	
44.	Gujarat Industries Power Co. Ltd., Surat	
45.	Essar Steel Ltd., Hazira	
46.	Larsen & Toubro Ltd., Hazira	
47.	Durga Processors Ltd., Palsana	
48.	GNFC Ltd., Bharuch	
49.	Bharuch Environ. India Ltd., Ankleshwar	
50.	Kivi Labs Ltd., Vadodara	
51.	Voltamp Transformers Ltd., Vadodara	
52.	ABB Ltd., Vadodara	
53.	Rishi FIBC Solutions Pvt. Ltd., Vadodara	

Industrial tours were also organized in February, 2012 for all MBA-I students in five groups. The duration of the visits was three days in each case. 37 units within Rajasthan and at Gurgaon were visited during these tours as per details given below:

1.	Ambuja Cement, Merta Road, Pali	
2.	Shri Ummed Mills Ltd., Pali	
3.	Varun Breweries Pvt. Ltd., Jodhpur	
4.	Kansara Bearings Limited, Jodhpur	
5.	Ramgarh Gas Thermal Project, Jaisalmer	
6.	Suzlon Energy Ltd. Jaisalmer	
7.	Giral Lignite Power Project, Barmer	
8.	Parle Biscuits Pvt. Ltd, Neemrana	
9.	Ginni International Ltd. , Neemrana	
10.	Daikin Air Conditioning, Neemarana	
11.	Sona Koyo, Steering Syst.Ltd, Gurgaon	
12.	Maruti Udyog Ltd, Gurgaon	

13.	Havells India Ltd. Alwar	  
14.	EID Parry Ltd., Alwar	
15.	Metso Corporation, Alwar	
16.	Ashok Leyland Ltd., Alwar	
17.	Dabur India Ltd., Alwar	
18.	Carlsberg India Pvt. Ltd., Alwar	
19.	Jaquar Auto Ltd., Bhiwadi	
20.	Orient Syntex, Bhiwari	
21.	Amtek India Ltd., Bhiwadi	
22.	Honda Motorcycle Ltd.,Gurgaon	
23.	Minda Group, Manesar, Gurgaon	
24.	Wolkem India Ltd. , Pindwada, Sirohi	
25.	Modern Insulators Ltd., Abu Road	
26.	Marudhar yarns Pvt Ltd., Abu Road	
27.	Zinc Smelter, HZL, Denbari	
28.	Secure Meters Ltd. Udaipur	
29.	R.K.Marbels, Rajsamand	
30.	J.K.Tyres Industries, Kankroli	
31.	Birla Cement Works, Chittorgarh	
32.	Lead Zinc Smelter, HZL, Chittorgarh	
33.	RSMM Ltd, Udaipur	
34.	Tempsens, Udaipur	
35.	Pyrotech Electronics Pvt. Ltd. Udaipur	
36.	RSWM Ltd. Banswara	
37.	Mahi Hydrel Project, Banswara	

The following professional and management institutes were also visited during the tours :

1.	LBS National Academy of Admn., Mussorie	
2.	Forest Research Institute, Dehradun	
3.	IIM – Ahmedabad, Vastrapur, Ahmedabad	
4.	Nirma Institute of Management, Ahmedabad	
5.	Institute of Management Studies, Shimla	
6.	University of Horticulture and Forestry, Solan	
7.	Indian Institute of Management Indore, Indore	
8.	IRMA, Anand	
9.	IBS, Gurgaon	

These visits gave useful insight and exposure to our stuents. It was, in fact, a great opportunity for industry interface and academic learning along with some sightseeing and fulfilling activities. The tour experience was shared with all MBA students and faculty in the college auditorium. Power point presentations were made by the students in groups, covering the introduction of the unit visited, its products lines and processes, financials, management practices expansion plans and suggestions/impressions. The students and accompanying faculty also presented slides on experiences of travel, places and spots of tourist interest.

SPECIAL LECTURES

The program 'Learning Outdoor and Beyond Syllabus' has been a regular feature in DMS. Such programs are held primarily to share the industrial tour experiences of students on two occasions during the year, one after industrial tours of MBA Part-II students and second after the industrial tours of MBA Part-I students. Since it is a broad based activity, it also includes other items such as video film presentations, presentations by faculty and special lectures delivered by eminent personalities.

Details of six special lectures delivered on the above occasions are :

Topic	Speaker
Tourism in Rajasthan : Growth and Perspectives	Smt. Usha Sharma , IAS, Principal Secretary Tourism, Government of Rajasthan
Innovations in Administration : Sharing of Experiences	Shri P. N. Bhandari , IAS. (Retd.), Former Additional Chief Secretary and Development Commissioner, Government of Rajasthan
Issues of Environment and Development : Implications for Developing Countries	Dr. M. S. Rathore , Director, Centre for Environment and Development Studies, Jaipur
Personality Development based on the teachings of Bhagvad Gita	Shri Dharmesh Sharma , President, Hare Krishna Community
Gender Equality : An End In Itself	Dr. Rashmi Jain , Professor, University of Rajasthan
How to Face Real Life after Education	Shri K. C. Jani , Executive Director, IDBI, Mumbai



Smt. Usha Sharma, IAS



Dr. M. S. Rathore



Shri Dharmesh Sharma



Dr. Rashmi Jain

The beyond syllabus program also included video film presentations by faculty and student-related activities such as Learning Management by Example, Business Quiz, Management Games and Management in Movies.

A special video film presentation was given in on the life and success story of Steve Jobs who passed away on October 5, 2011.

CERTIFICATE/CAPSULE COURSES AND MDPs

Along with the regular academic sessions on the prescribed RTU sallybi, additional contemporary courses are also provided with a view to providing opportunity of value addition to MBA Part-II students.

In the current session three certificate courses, on 'Retail Management', 'Banking' and 'MS Office' and three capsule courses on 'Insurance', 'Capital Markets' and 'Essentials of Engineering for Future Managers', were organized. The exposure given to the students would help them in widening their knowledge and understanding of related areas and also enhance their employability in banking and retail sector organizations.

The areas covered by the three certificate courses were :

'Banking' - The 'Banking' certificate course included all key areas of banking operations such as mobile banking, internet banking and ATM services, payment products, traders and project loans, universal banking, marketing of bank and third party products, customer services and foreign exchange management.

'Retail Management' - The 'Retail Management' course covered fundamentals of retail management, trends in global retailing, types of retail outlets, retail distribution and supply chain management, promotion mix, advertising and sales promotion, event management, stores design and lay out (visual merchandising), stores operation management, retail branding and communication, customer relationship management, retail shopper behavior, HRD in retail and Retail economics.

'MS Office' - MS Word, MS Power Point, MS Excel, Front Page, Outlook and MS Access

The faculty for taking various sessions of the certificate courses comprised of, besides the Department's core faculty, eminent persons having rich industry and academic experience in related areas.

For the banking course, the inaugural lecture was delivered by Shri Umesh Kumar, IAS, Joint Secretary (Banking), Government of India. The faculty for other sessions included Shri D. P. Sarda, former Executive Director, RBI, Shri B. L. Bewal, former Regional Head, Indusind Bank and Shri M. K. Sharma, Dy. General Manager, State Bank of Bikaner and Jaipur.



Shri Umesh Kumar, IAS



Shri B. L. Bewal

Retail management course sessions were mainly taken by Dr. Makrand Upadhayay and Dr. Tanjul Saxena of Institute of Health Management and Research, Jaipur, Dr. R. Raghunathan of BITS, Pilani, Dr. Ashu Sharma of JK Lakshmi Pat University and Dr. Esha Sharma, former Director, Deepshikha. Institute of Management.



Dr. Makrand Upadhyay



Dr. Ashu Sharma

The capsule courses covered key areas related to the subjects as briefly mentioned below :

Capital Markets – Overview and Structure of Financial Markets including Regulatory Framework, Financial Intermediaries/Participants – Functioning, IPO – Procedures and Process, IPO – Book Building, IPO/FPO – Grading, Returns and Issues, Derivatives Instruments – Concepts and Applications and Case Studies

Essentials of Engineering for Future Managers – Introduction to management and engineering, EEFM introduction and objectives, Introduction to core disciplines of engineering (Chemical, Civil, Electrical and Mechanical), Introduction to computer based disciplines of engineering (Computer Science, Information Technology, Electronics and Communication, Electronics and Instrumentation)

Insurance – The basics of general insurance, general insurance products and their marketing, the basics of and general awareness about life insurance, life insurance products, marketing of life insurance and insurance documents.

Basics of Entrepreneurship – Introduction and Warm-up Exercise, Self evaluation as a Prospective Entrepreneur, Idea Generation, Opportunity Evaluation, Developing a Business Plan, Analyzing Potential of the Business Plan, Analysis of Business Plan (Technical Feasibility, Financial Viability and Risk Analysis, Economic Analysis, Organizational Soundness), Options for Raising Funds, Challenges faced by Student Start-ups (Examples and Cases).

For capsule courses, the faculty comprised of eminent professors and industry experts having rich knowledge and experience to their credit.

The faculty for the courses on capital markets and insurance were drawn from the industry (Dr. Rachna Baid and Ms. Arvind Mittal for sessions on ‘capital markets’ and Ms. Pooja Purohit and Mrs. Veena Sharma for ‘insurance’ course sessions). The EEFM course was inaugurated by Dr. S. M. Seth, Chairman, Poornima Group of Colleges and faculty was drawn from IET, JK Lakshmipat University. Mr. Manoj Gupta, Director (Acad.), PGC associated with Dr. B. V. Babu, Director, IET, JKLU took the concluding session.



Dr. Rachna Baid



Dr. V. V. Babu



Mrs. Veena Sharma



Shri Siddhartha Sharma

The teaching/delivering strategy included broad explanations of topics, power point presentations, audio-visual aids, discussions and case studies.

The Department of Management Studies, PGC organizes, along with the MBA program, short term management development, training programs and workshops to meet specific needs of the sponsoring organizations. Such programs are tailor-made. The MBA students, along with the faculty, were associated with conduct of such programs which gave them exposure to managerial functions in different industrial disciplines.

Four management development programs were organized during the year.

The management programs included two programs held on 21-22 October, 2011 and 25 November, 2011 for enhancement of managerial skills of senior and middle level officers of RIICO and RFC respectively.



MDP for RFC Officers at Jaipur



MDP on Exports at Bhilwara

Two MDPs were held on 'Export Promotion, Procedures and Documentation' at Udaipur and Bhilwara on 8-9 December, 2011 and 5-6 January, 2012 respectively. These programs, held at Conference Halls of Udaipur Chamber of Commerce, Udaipur and Mewar Chamber of Commerce and Industry, Bhilwara were sponsored by District Industries Centres, Udaipur and Bhilwara for the benefit of exporters and executives of export-oriented units. The Mewar Chamber of Commerce and Industry were the co-sponsors for the Bhilwara program.

Eminent experts having rich knowledge and experiences of the subjects were invited to take the technical sessions of these programs.

DMS faculty was also involved, as in the past, in preparing reading/reference material for the above MDPs and also for conducting the programs.

With these four programs held during the year, the total number of Management Development Programs organized by Department of Management Studies, Poornima Group of Colleges during the last five years has become 30. More than 1000 executives and managers have been benefited by participation in these programs.

NATIONAL CONFERENCE

Considering that business is becoming more and more competitive with the passage of time and as a global imperative, the business houses have to devise and adopt innovative strategies for their sustainable growth and economic development, DMS, PGC organized a two-day conference on ‘**Business Strategies and Economic Growth : the Way Forward**’ on 17-18 February, 2012. The Conference, organized in collaboration with JK Lakshmipat University focused on issues of concern to business organizations in the changing scenario.

The conference was inaugurated by Padmabhushan **Prof. V. S. Vyas**, Member of Prime Ministers Economic Council and Dy. Chairman of the Planning Board of Rajasthan. **Dr. I. M. Pandey**, Vice President, Asian Institute of Technology, Bangkok delivered the keynote address.



Prof. V. S. Vyas



Dr. I. M. Pandey

Besides the inaugural session, two plenary sessions and four technical sessions were held. The two plenary sessions, in which experts expressed their views on the theme/sub-theme of the Conference, were presided over by Padmabhushan **Shri D. R. Mehta**, former Chairman, SEBI and Dy. Governor, RBI and **Shri M. L. Mehta**, former Chief Secretary, Rajasthan.



Shri D. R. Mehta



Shri M. L. Mehta



Shri Inderjit Khanna

The panelists in the above sessions included, besides the technical session chairs, **Shri Inderjit Khanna**, former Chief Secretary, Rajasthan, **Prof. Kanta Ahuja**, former VC, University of Rajasthan, **Dr. Upinder Dhar**, VC, JKLU, , **Shri V. K. Ladia**, Chairman, SRSR and Chairman, the Syntatic and Rayon Textile Export Promotion Council and **Shri Yaduvendra Mathur**, IAS, CMD, RFC.



Dr. Kanta Ahuja



Shri V. K. Ladia



Shri Yaduvendra Mathur

The plenary sessions were followed by four technical session, as under :

Sub theme of the session	Session chaired by
Emerging Strategies in Finance	Prof. O. P. Gupta , Campus Head, ICFAI Business School, Gurgaon
Emerging Strategies in HR	Dr. D. K. Srivastava , Professor, NITIE Mumbai
Emerging Strategies in Marketing	Prof. Bharat C. Dalal , Management Consultant (formerly Professor at IIM-A)
Emerging Strategies in IT	Prof. V. V. Nath , Nirma Management Institute, Ahmedabad.

65 research papers on conference themes had been short-listed, after blind review by experts, for presentation in the technical sessions. 41 papers were presented in person. The remaining papers were treated as presented in absentia.



Prof. O. P. Gupta



Dr. D. K. Srivastava



Prof. Bharat C. Dalal



Prof. V. V. Nath

The technical session chairs express their views after the presentation.

The valedictory address was given by Justice V.S. Dave, former Judge of Rajasthan High Court and presently as Member of Empowered Committee of Supreme Court of India to oversee the development of Jaipur as a world class heritage city. Justice Dave gave awards and prizes to paper presenters.



Justice V. S. Dave



Dr. Upinder Dhar

Dr. Upinder Dhar was the Conference Chair. He presided over the inaugural and valedictory sessions and was also associated in the award of certificates along with the Chief Guest.

Some reflections of the Conference are given through the following pics :



Glimpse of Paper Presentations



Glimpse of Awards and Prizes



Preeti Tak briefing in the inaugural session and Swati Jain presenting report in the valedictory session



Conference Participants and Audience

The success of the Conference owes to association of eminent personalities, strenuous ground work done by the organizing team and enthusiastic participation by researchers and academicians.

PLACEMENTS

The placement activities in Poornima Group Colleges are well structured and are coordinated by the placement teams comprising of faculty and students. The placement assistance groups act not only in liaising between the college and the recruiting company but also help the students understand the job profiles and coordinate the various tasks associated with the placement exercise including assistance to the recruiting teams.

PGC is successfully building the managerial intellect in classrooms, enriching students with theoretical as well as practical knowledge of business world, which has helped them get placed in best of the brands in varied sectors. The two year endeavor and dedication of students paid well with more than 85% on and off campus-placement in session 2011-12.

Session 2011-12, is the second and the final year of MBA fifth batch, which has participated in the campus selection process for recruitment. The placement activity was carried out by the following organizations :

- | | |
|---------------------------|----------------------------------|
| 1. Genpact | 10. SBI Life Insurance |
| 2. HDFC Bank Ltd. | 11. Metlife Insurance |
| 3. ITC | 12. All India Reporter Pvt. Ltd. |
| 4. India Infoline | 13. Live Path Software |
| 5. Metacube | 14. Eureka Forbes |
| 6. ICICI Bank | 15. Future Capital Holdings Ltd. |
| 7. Gati Ltd. | 16. Kotak Mahindra Bank |
| 8. Peoplezone Consultants | 17. Sriram General Insurance |
| 9. IDBI Bank Ltd. | 18. Jaideep Group of Industries |



Students waiting for their turn for GD/PI



Hiring team watching GD presentations

In some of the above companies, the short listed students were required to appear at their respective offices for the recruitment exercise. The short listing was done on the basis of students' profiles provided to them by DMS. Some of the students have been placed off campus at their own initiative. In their respect, such information as desired by the companies concerned was provided by DMS, PGC to facilitate the selections.

The campus placement activity by some more companies, namely, Axis Bank, Deutsche Bank, Infosys and Edelweiss was still in process at the time of release of the Annual Magazine.

It is a matter of great satisfaction that the highest ever number of management students of the Poornima Group have been adjudged fit for employment by the recruiting companies in session 2011-12.

IMPORTANT EVENTS

Orientation Program

A two-day orientation program was organized on 19-20 August, 2011 for batch 2011-2013. The program commenced with a brief introduction about the Poornima group, its growth, culture, traditions, ideology, philosophy and vision. Besides addresses by Chairman, PGC and Director General, PGC, guest orientation addresses were also held by two eminent personalities, namely, **Dr. Upinder Dhar**, Vice Chancellor, JK Lakshmipat University, Jaipur and **Prof. P. D. Sharma**, Former Professor and HOD, University of Rajasthan, which gave the students the feel of management profession and helped them to understand the kind of approach and responsibilities and skills they were supposed to inculcate in them while pursuing the MBA program.



Dr. Upinder Dhar



Prof. P. D. Sharma

Several other activities were organized during the program which helped the freshers to get the foretaste of culture and tradition of DMS, PGC. The new entrants were warmly welcomed by second year students. Senior faculty members introduced their respective areas (disciplines) covered in MBA program through presentations, followed by briefing for rules/regulations to be followed during their stay in PGC. A picture documentary was also shown to them. Some light activities such as video films presentation on management, business quizzes, role plays, extempore etc. were part of the program. Various performing arts/cultural events were presented on the occasion by senior students.



The new batch students were quite involved and excited with the various events. Seemingly, a sort of belongingness developed with the senior students and faculty as also the Poornima Group.

Freshers' Party

As a tradition, the new batch is welcomed by MBA-II year students by organizing a freshers' party as a warm gesture of companionship during the upcoming year. The **Freshers' Party 'NAVYAAM'** was held on 10 September, 2011. The party was planned on the theme of traditional Rajasthani Bandhej. The occasion provided a platform where seniors and freshers were closely acquainted and mixed well with each other. The function included felicitation addresses by Director General, PGC and Campus Director, PCE, followed by a number of cultural and performing art events.



In NAVYAAM' 2011, introduction and talent rounds were also held for selection of Mr. and Ms. Freshers. The awards were won by **Ajay Singh** and **Paridhi Goswami** respectively. Also, **Vivek Mishra** and **Anuja Sharma** were selected as Mr. and Ms. Eve respectively. Crowning was done by Dr. Vandana Sharma, the Chairperson of the team of judges.

The 'Day' ended with a dance party and a scrumptious dinner. It was an event of real jubilation and joyousness.

Management Day

DMS, PGC celebrates the 'Management Day at Poornima' every year on 19 November which happens to be the birthday of Peter F. Drucker the internationally acknowledged management guru. Before the celebration, three days, from 16 to 18 November, 2011, were devoted to sports events and other extra/co-curricular activities in competitive mode.



For the formal celebration of the 'Day', **Dr. P. C. Jain**, Principal, Shri Ram College of Commerce, New Delhi was the Chief Guest and **Mr. Rohit Arora**, Executive Director, JHHBL was the Guest Speaker. The inspirational talk by Mr. Rohit Arora on 'Self Leadership' was an eye-opener, an awakening session for the burgeoning MBAs. The message given by the Chief Guest Dr. P. C. Jain, sharing his practical experience, also provided guidance for their future careers.

The winners of sports and other competitions and performers in mid-term tests were awarded prizes by the Chief Guest. Academic excellence was recognized on this auspicious

occasion by award of **Gold** and **Silver Medals** to **Miss Megha Jain** and **Miss Krishna Nama** for securing first and second ranks respectively in MBA university examinations, 2011. The other activities of the 'Day' included release of DMS Digest and some cultural performances.



An exhibition of creative arts of students and faculty was an added attraction of the day. Managerial skills of students were reflected by way of display of management models prepared by them in the three disciplines of Finance, Marketing and Human Resources and other art creations. These were well appreciated and applauded.



The cultural events were based on horror-theme.

Gestion – the Management Collosum

Gestion – the Management Collisium is an annual event to provide a platform to budding managers to showcase their professional talents and whet their skills to meet the challenges of the real world. Gestion upholds the nuances of ethnicity and modernity keeping in view the cultural, traditional and the global perspective.

The two-day management fest was organized on 16-17 March, 2012. The fest was lively and inter-active with 19 MBA institutions making enthusiastic participation. Several management and cultural competitions earmarked the success of the program. The program covered events like Business Quiz, Roll the Reel, Cross Talk, Extempore, Shringdhar, Idea Generation, Stock Market, Senate, Business Plan, Treasure Hunt, Face Painting, Rangoli, Solo and Group Songs, Group Dance and Fashion Show.



Dr. Rajiv R. Thakur, Director, Jaipuria Institute of Management was the Chief Guest at the closing ceremony. Besides a motivational valedictory address, Dr. Thakur gave away awards/prizes to the winners.

Farewell Function

‘AKSHAYKIRTI’, the farewell day celebration, was organized on 04 May, 2012. The second year students were paid adieu by the first year students with heavy heart wishing them a great future. The celebration provided an opportunity to recall the days spent by the senior MBA students over two academic sessions of their management education at DMS, PGC and moments of joy and experiences shared by them with their colleagues in MBA first year, the faculty and staff. It was also an occasion for bonding of relations and ties and developing mutual love, affection and trust for the rest of their lives.

Shri T. Srinivasan, IAS, Chief Information Commissioner, Rajasthan (formerly Chief Secretary, Government of Rajasthan) was the Chief Guest at the Farewell Function. The celebration address given by Shri Srinivasan was highly motivational and inspiring. MBA final semester students excelling in performance were awarded prizes for academic excellence and other achievements. A special prize in the form of a **Gold Medal** was also

awarded to the most talented student of the batch, namely, **Miss Monika Jhanjri**. The students also exhibited their performing arts skills to celebrate the event.

On the Social Awareness Side

As a social and humanity service activity, the students of the outgoing group of MBA students along with their next batch colleagues participated, with enthusiasm, in blood donation camps organized at the campus. Two groups of students visited Bhagwan Mahaveer Viklang Samiti to acquire first hand knowledge of the services being rendered by the Society for the handicapped. Similarly, two groups visited Mother Teresa Home in a spirit of voluntary service.



The visits to these institutions engaged in serving the cause of the less-privileged and suffering humanity will inculcate nobler values in the students.

Interviews with Eminent Personalities

DMS had taken a new initiative in session 2009-10 of interviewing eminent personalities with whom the DMS students, faculty and management had the privilege of interaction during special lectures or on other occasions. The first issue of the book titled *'Reflections and Reminiscences'* containing verbatim account of interviews with 27 persons who dared to stretch for their dreams and shared their life experiences, professional achievements and impression on environment related to their respective areas was released in year 2010-11. Interviews were held by DMS faculty members who attempted to look into lives of the personalities through their memories.

The objective of publishing the book is to provide to the readers, the management faculty and students in particular, an insight into the real life experiences of some of the eminent persons from which they may get inspiration and motivation to excel in life. Copies of the book are sent to other management institutions across the country for their libraries.

The above effort was continued and more personalities who visited DMS, PGC since the release of the first issue of the above book have been interviewed. 19 persons have already been interviewed. Some more interactions are envisaged to be held in the coming weeks.



Interview with Shri Rajiv Bhatia



Interview with Justice V. S. Dave

The conversations with these eminent personalities will be compiled and shared by release of a second volume of the book in coming months.

Students Clubs

Four students' clubs for '**placement**', '**social service**', '**sports**' and '**entrepreneurship development**' have been formed.

The 'placement club' which includes both faculty and students coordinate the placement activities organized at the campus for MBA Part-II students.

The only way to show our gratitude to the Almighty is to help others through various means, and the values that get developed in the process have great significance in the making of managers/leaders. Keeping this in view, the students of DMS, PGC undertake activities of service to the society/humanity in whatever limited way they can possibly do while pursuing their MBA program.

The sports activities in DMS, PGC are not a regular feature and such activities, in competitive mode, are organized only during the Management Day week. The sports club undertakes sports activities periodically from time to time during the year.

Appreciating the fact that the MBA education is not only meant for seeking managerial jobs but is also equally, rather more, important for development of entrepreneurship skills to help the students to set up their own ventures and make successful entrepreneurs in their life, the 'entrepreneurship cell (E-Wings)' is run by a group of dedicated faculty of DMS, PGC. E-Wings periodically organizes e-week celebrations aiming at generating awareness about entrepreneurship which included activities such as presentation of movie clippings and interactive sessions on idea generation, essay writing, JAM session, ideal entrepreneur (Thela management) and Ad-mad show. To pass on the responsibility of carrying this flair in future, a Torch Passing Ceremony is held between senior and junior E-Leaders.

Inter-College Competitions

DMS, PGC students participated, in large numbers, in inter-college competitions organized by three institutions other than DMS, PGC.

Names of some students who came out as winners in various events are given below:

Event	Student Winners
AD-MAD	Amit Pareek, Neha Chaudhary, Bakul Sharma, Komal CHaudhary, Reena Chaudhary and Gaurav Yadav,
Role Play	Neha Chaudhary, Kritika Singh, Reena Chaudhary and Priyanka Nama
Case Study	Naeha Joshi, Bakul Sharma, Komal Sharma, Manish Shukla, Priyanka Nama and Reena Chaudhary
	Akansha Harit, Richa Vashishtha, Neha Chaudhary and Divya Tanwar and Kritika Singh
Dance Competition	Akansha Harit, Richa Vashishta, Neha Chaudhary and Divya Tanwar
Extempore	Manish Shukla
Press Conference	Manish Shukla
Photography	Rohit kumar Agarwal, Vikram Shekhawat, Rahul Solanki

In some events, students did not win prizes but reached upto the final rounds.

FACULTY CONTRIBUTIONS

From No Limbs To No Limits

After a hectic schedule, I just lay on my couch with no energy to even take a glass of water. A typical feeling arose that I did loads of tasks today running and rushing through office corridors. I thought to pass time by watching some videos on YouTube.

As the page opened, I surfed through the list of featured videos and found a video named "From No Limbs to No Limits". I started watching it. To my surprise, I saw a man limbless, missing both arms at shoulder level, as well as legless. His feet were toeless except for two toes on one foot and he was taking a session of senior management professionals of some company. Running and rushing, talking to people. Suddenly some vibrations just went through my mind and heart and I was left all chilled and thrilled.



This man was Nick Vujicic and when I googled him I got to know he is a famous motivational speaker, a preacher and Director of an organization named 'Life Without Limbs'. A graduate with double major in accountancy and financial planning, Nick started delivering talks at his prayer group in Church.

During his childhood, Nick suffered from depression and didn't know what the purpose of his life was. He says he has a strong faith in God and that probably helped him become strong and has been the mode of encouragement always and that has paid him, as today Nick is more proficient than most people even twice his age. He is author to many motivational books which are a must read, like Life Without Limits: Inspiration for a Ridiculously Good Life, No Arms No Legs No Worries and Attitude is Altitude. He is a superb speaker and the way he moves on stage with confidence, I doubt I would be able to develop that pose even with full limbs.

God is great and he poses such examples in front of us so that we may act and move in life with all positive energy and wisdom. The lesson I learnt from this great man is that one should look beyond circumstances, dream big and carry a positive attitude in life. Nick shows through his life that the most important input in fulfilling our biggest dreams is determination and one must accept failure as a learning experience, rather than having guilt. The trepidation of failure or disappointment must not bring us to a standstill.

- Abhayjeet Singh

*'Life at any time can become difficult: life at any time can become easy.
It all depends upon how one adjusts oneself to life'*

'I believe in preventing equality to all leaving beings in any form'

- Morarji Desai

Resolve Today To Be Always Happy

Here are 7 golden rules to be happy today :-

Decide to be happy

Let's take a simple activity. Choose any number starting from zero to ten and tell how much happy you have decided to be? Is your score 5 or 2 or 8 out of 10? Had you decided at the dawn, how good your day would be today, or happily you would lead this year or your whole life. Until you decide to be happy, you will not be happy by anything or for that matter anybody. Decision for being happy can only make one happy.

Situations are pretence

One has to firmly believe that it is not the situations but your psyche which makes one happy. Research proves that those people are also happy whose situations were not so good. This was because; they know how to derive happiness out of life. So leave aside pre conceived notions, prejudices, ego and excessive consciousness regarding one's image.

Happiness lies in you

Happiness in a way is your *psychic DNA*. The extent of how much you know yourself will define how much happy you'll be. Surprisingly, one searches for happiness outside oneself because one doesn't know oneself. Individual experiences true happiness when one reconciles with oneself. Nothing else can make you happy.

Nurture your relationships

Relationships are the heart of happiness. You commit the same mistake by being so busy. You forget to give your best time, energy and attention to your relations. Remind yourself every day that happiness lies in relationships, friendships and in love.

Love your work

Sometimes, people do not choose a career which makes them happy. So choose a career which makes you happy. Love your work and the more you love your work the more it'll make you happy.

Forgiveness and forbearance, a new beginning

It is generally opined that deriving happiness is very easy until one receives one's 'first' wound. Individual cannot remain happy if one carries pain and hurt in one's heart. Painful memories fix you in the past and never let you to be happy. Here is a golden 'formula' that works. It is forgiving and forbearance which relieves you and gives you a new life full of happiness.

Today and now

Some things never change. Every moment has the power to make you happy. Not "Living in the present" is the biggest pressure in one's life and this makes an individual unhappy. The moment one accepts the present, the moment one becomes happy. So, live in the present to be happy.

- Himanshu Shekhawat

Professionals in Health Information Technology

Health information management (HIM) professionals are responsible for improving “the quality of healthcare by insuring that the best information is available for making any healthcare decision” by managing healthcare data and information resources. The professionals can be in-charge of the services in “planning, collecting, aggregating, analyzing, and discharging individual patient and aggregate clinical data.” HIM professionals are actually the business managers and custodians of data and information in healthcare.

An information system consists of four interrelated components—data, information technology, process, and users. With the digitizing of information systems in healthcare organizations, the roles of HIM professionals have expanded into information technology (IT) and user support, which usually are the functions of IT supporting services. HIM professionals’ training and experience in the intersection of clinical and management sciences as well as their knowledge about data quality equip them with the capability to maintain the integrity and accessibility of health information, although they may not necessarily have the particular skills to support technical operations of a health information system.

The healthcare industry is undertaking a structural change by aligning HIT with the delivery of care to improve quality, control costs, and enhance the efficiency of the system. The strategy is to build a national health information infrastructure that allows health information to be shared between providers, consumers, and payers in a patient-centric manner. The infrastructure change is taking place on three frontiers. First, providers are incentivized to use electronic health records in both inpatient and ambulatory medical practices. Second, local and nationwide health information exchange (HIE) systems are being built for providers, payers, and other health information users to access real-time health information of patients. Third, consumers are being encouraged to adopt personal health records (PHRs) as a tool to manage their longitudinal personal health information and easily share it with their providers and/or others involved in their care.

Because HIM professionals are accountable for the quality, availability, and timeliness of health information, they have natural roles in the current policy and practice changes on these three frontiers.

HIM professionals must strengthen their roles in facilitating electronic exchange for access and use of health information while protecting the privacy and security of patients’ health information. At the population level, HIM professionals need to advance privacy and security policies, principles, procedures, and protections for information access and use in population health. For example, a patient’s privacy can be breached when data are “mined” from several distinct databases containing deidentified patient data.

The success of the information infrastructure at the individual and population levels will enable information flow between different stakeholders in healthcare to maximize the utility of the information. However, such established infrastructure will need a large amount of trust from the users of the infrastructure (e.g., doctors, patients).

HIM professionals should act as educators to consumers by showing them the proper way to access their health information while also maintaining the confidentiality of their records. Consumers need to recognize the advantages of information security from the perspectives of authentication, authorization, and auditing in a digitized environment as

compared to a paper environment. They need to understand there is always a tradeoff between confidentiality and accessibility.

Resource :

http://perspectives.ahima.org/index.php?option=com_content&view=article&id=147:redefining-the-roles-of-health-information-management-professionals-in-health-information-technology&catid=38:education-a-careers&Itemid=84

- Amit Kumar Thakore

Three Magical Words

The three magical words, that has the power to heal, make someone happy and getting almost every kind of work done.

In this professional world, we are constantly losing on the front of basic mannerism, cutting life short...Sms style. Professionalism comes with a professional attitude. Why is India lagging behind in the way of the development and takes a back seat in the corporate mannerism; the reason being that authority comes with an ego in India, negating the usual combination of authority and pride. A person feels shy to say sorry, thanks and please to his subordinates and colleagues. Why do we forget that honour, respect and modesty go hand in hand.

Courtesy and modesty are two basic qualities that can push forward one's personality easily to many lifts and bounces. Keeping life simple detangles all the complexities and this can be done only with a down to earth attitude. You may be still under a doubt that how can simply saying sorry, thank you and please can do wonders...Let's see...

Sorry - saying sorry means you are aware that you made a mistake and you want to rectify it. You are under guilt and giving a silent promise that you would definitely try not to repeat it. When you say sorry it makes the person realise that you want to improve on your mistake and then how big may be the mistake you are pardoned for it, just because of your modesty.

Thank you - saying thank you means you are grateful for the favour done and want to honour the person who did something for you. Saying thank you by all the way projects you as a nice human being who reckons it when something is done for you. How so ever small may be the favour but saying thank you will add on to your image and persona.

Please - saying please is a requesting gesture, when you say please it means you are asking for a favour. When you want something to be done for you must show an appealing gesture. Please is the word that will definitely make you more of a pleasing person to be with.

On the professional front, when you have to ask and do favours to people every now and then, using these words make you more and more respectable and acceptable person. So why not keep life simple and use the charismatic verses

At last, **sorry** for any mistakes, **thank you** for reading and **please** incorporate it in your life to feel the magic...☺

- Swati Jha

The 7 Deadly Marketing Sins

Once upon a time, in a land far away, a marketing manager, dressed in a stylish, elegant suit came across the 'tree of sinful delight'. This tree was no ordinary tree. Even the smartest men had fallen prey to its viciously luring ways. The ethical businessman, charmed by the tree's sinful magnetism, plucked and bit into seven of its sinfully delightful apples cursed with business debauchery. And just like that, the 'people manager' found himself under the spell of the seven deadly Marketing sins. Now, although this 'urban legend' may seem implausible, the existence of corporate sins is a bonafide declaration.

Today, the corporate world is up and alive with devils that walk around. CEOs, employees and Marketing professionals, all at some point, have taken a bite of the forbidden fruit. Speaking specifically of the Marketing province, today, a lot of allegations are hurled at the Marketing manager. I would characterize the sinful fruit as :

1. **Apple of defiance** : Good Marketing leaders have a strong backbone of marketing fundamentals. Today we find these fundamentals missing in the Marketing fraternity. This apple of defiance (to follow the basics of the fundamental of Marketing) is a dangerous sin that leads to ineffectual Marketing credibility, thereby a weak backbone in the organization.
2. **Apple of mistrustfulness** : In order to function effectively, a marketing manager needs to show some trust in his/her staff so that in turn, they too develop a sense of loyalty towards him/her, thereby encouraging them to bring justice to the trust he/she in them. On a more psychological level, the absence of trust has stressed many Marketing professionals into perpetually sleepless nights.
3. **Apple of ignorance** : Today, we find ourselves in the midst of marketing practitioners who have no clue of current business challenges, goals, employee needs and wants. As a result of this ignorance, marketing professionals fail to get the desired alignment between business goals, employee needs and marketing programmes/system.
4. **Apple of worship** : Most Marketing managers agree to everything their superiors say or think because they put them on a pedestal and strive to please them. This gives rise to the 'yes boss' syndrome, which impinges on risk taking and quality decision-making.
5. **Apple of greed** : If a manager sees a good performer and his/her potential to grow, he/she ends up overburdening the person with extra work masking it behind the 'high expectations' he has from him. This greed to squeeze more work from a high-potential employee is a grave sin.
6. **Apple of compromise** : Compromising when it comes to quantity v/s quality is a widespread Marketing sin. Many Marketing people end up recruiting in numbers instead of recruiting the right fit that can double up when needed for additional responsibilities, thus leading to mediocre work being produced.
7. **Apple of arrogance** : Arrogance makes managers feel overconfident and brings a sense of belief that they are always right. This leads to building conflict between employees; thereby creating politics and groupism in the team.

An apple a day may be what the doctor ordered, but I suggest you stay as far away from the sinful ones as possible as one bite into them can upset the applecart. How successful you are depends on how you conquer these transgressions. After all, to succumb to sin is foolishness, and there is no sin greater than foolishness.

- Ranu Sharma

Don't Fear Failure

“Everyone gets a chance. No one lives a failure proof life forever”

So here you are, mired in mud of a stalled career, wondering why success keeps dancing beyond your finger tips. Many career gurus taught that failure is the engine oil of success. Failure is easy to recognize, “It usually involves loss of money, self esteem and status”. Life's real failure is when you do not realize how close you were to success when you gave up.

Here are some suggestions which help in overcoming failures:

1. **Consider the cost of missed opportunities** – The biggest risk that people fail to consider is the benefit they lose by avoiding high risk/high reward opportunities.
2. **Search the alternatives** – The unknown is a major source of fear. When you don't know what you're dealing with, potential consequences seem far worse than they actually are. Take the power out of fear by understanding it. Search all the potential outcomes (both good and bad) so you genuinely understand the risks of failure and benefits of success. Analyzing these outcomes will help you see through the fear of failure and make a logical decision.
3. **Put the worst-case scenario in perspective** – One of the most powerful questions posed by Tim Ferris in the 4-Hour Workweek is: If you chase your dreams and fall flat on your face, worst-case scenario, how long will it take you to recover? The answer is probably less than you expect. How hard would it really be to find another job? Chances are you could recover completely in a few months. Is the fear of a few rough months strong enough to keep you in a mediocre situation indefinitely?
4. **Understand the benefits of failure** –Each failure is a trial in an experiment and an opportunity for growth. Even if a failure costs you financially, the educational benefits can far outweigh the loss. Working for a startup instead of a big company is considered risky, but according to Paul Graham, “Managers at big companies prefer to hire someone who'd tried to start a startup and failed over someone who'd spent the same time working at a big company.” Maybe that experience at a big company isn't as safe or as valuable as you think?
5. **Make a contingency plan** – Another way to overcome the fear of failure is to reduce the downside. Hedge your risk by creating a contingency plan. Even if your first option fails, you can maintain the status quo with a solid backup plan. Daring to fail doesn't mean you have to risk losing it all. If you manage risk intelligently, you can capture the benefits of high risk opportunities while leaving yourself a safety net.
6. **Take action** – The best way to reduce fear and build confidence is taking action. As soon as you do, you'll begin accumulating experience and knowledge. Everything is hardest for the first time. It's like jumping off a cliff into a lake — after you does it once, you see that the water is safe and each time afterwards is easy. Start off with small steps and build up your confidence until the fear of failure is manageable.
7. **Burn the boats** – When ancient Greek armies traveled across the sea to do battle, the first thing they would do after landing was to burn the boats, leaving them stranded. With no way to make it home besides victory, the resolve of the soldiers was strengthened.

8. **Study your mistakes** – "Mistakes are priceless," "Study them, learn and profit from them."

When success and failure are the only options, you have no choice but to follow through.

Set a deadline to move to a new city without signing a lease. This is how you can turn bad luck into good luck. Remember, making mistakes and becoming smarter is the job of an entrepreneur; not making mistakes is the job of an employee.

- Divya Makkar

Disease to Please (Why We Find It Hard To Say "NO"?)

"Half of the troubles of the life can be traced to saying yes too quickly and not saying no soon enough."

Your boss just assigned a new project to you and you can't imagine how you'll get it done. Can you say no to your boss, think? No you will say YES only. As the pace of society quickens, there is an epidemic of yes-people, people who try to please everyone. It often seems easier to say yes or slide along with the status quo, but in the long run, it isn't." It might be the easiest word to say, and most overused in our culture. "Yes" might be the automatic, simplest or least painful response -even when we truly want to say no. But there is eventually a price for saying Yes: stress, anger, passive-aggressive behavior, exhaustion and illness.

Some people seem to have difficulty in saying no to bosses, parents, friend, children, relationships that aren't working, and neighbour who wants to borrow your brand-new car. Well such behavior is not unusual. Most of us have been programmed to think and say –Yes! Sure, no problem, without considering the consequences of what we agree to do. People often try to accommodate others, saying yes when they really mean no, even if it's to their own disadvantage.

Most people hate confrontation - and that includes the rudeness and discomfort that comes from saying no to somebody and because of their fear of that short-term unpleasantness, they're willing to subject themselves to years of an unhappy relationship. People don't think about your negative response as much as you worry about what they think. The inability of some people to say 'No' when it really matters can often lead them to serious problems or embarrassments. Some complications in life can best be avoided by saying an outright 'No' in the beginning before it becomes a problem. When someone makes a request to you or ask you for a favour that is difficult or dangerous, your first word of defense should be a 'No'. This is because once you commit yourself; it will be difficult to backtrack.

At the end of the day, it's about *how* you say "no", rather than the fact you're saying no, that affects the outcome. After all, you have your own priorities and needs, just like everyone has his/her own needs. Saying no is about respecting and valuing your time and space. Say no is your prerogative. Rather than avoid it altogether, it's all about learning the right way to say no. After we began to say no to others, we will realize it's really not as bad as we are thinking.

If you are not sure how to do so, here are some simple ways for you to say no.

- “I can’t commit to this as I have other priorities at the moment.”
- “Now’s not a good time as I’m in the middle of something. How about we reconnect at X time?”
- “I’d love to do this, but ...”
- “Let me think about it first and I’ll get back to you.”
- “I’m not the best person to help on this. Why don’t you try X person?”
- “No, I can’t.”

Learn to say no to requests that don’t meet your needs, and once you do that you’ll find how easy it actually is. You’ll get more time for yourself, your work and things that are most important for you. Saying ‘No’ when it matters is about self-assertion. Only the truly confident or assertive person can promptly say ‘No’ when it is not in his their best interest to say ‘Yes’. Contrary to your fear, you will discover that others will respect and value you for your stands even though it might not be always favorable to them.

“Be who you are and say what you feel because those who mind don’t matter and those who matter don’t mind.”

- Sakshi Sharma

Viral Marketing : An Innovative Tool for Marketing

“Information technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without the talking about the other.” – Bill Gates

Today companies are confronted with a number of new communication channels. Internet-based social media tools like blogs, podcasts, online videos and social networks are giving voice to the opinions of millions of consumers all around the world. With consumers showing increasing resistance to traditional forms of advertising such as TV or newspaper ads, marketers have turned to alternate strategies, including viral marketing.



Viral marketing exploits existing social networks by encouraging customers to share product information with their friends. It is a balanced blend of traditional and social marketing which emerged as Viral Marketing. This is a best combination which when marked well can become lucky mascot for the business. As the name suggests it’s a marketing strategy that is supposed to spread like a virus. Though the term “viral” infers that the campaign is organic and self-replicating, marketers and big-name brands have begun to attempt manufacturing viral content in the hope of increasing their brand awareness or product sales. The best place to start it all is; social networking website which is the best platform to launch or to re-launch the products as millions and trillions of people are connected to web and the number is still growing. Thousand of successful stories can be seen, for example Face book itself from a small site has grown up into a multimillion dollar business.

Through the Internet, viral marketing reaches a large number of people fast. Viral marketing has the ability to execute a low-cost marketing campaign, and obtain response from a large number of interested people.

Viral marketing reduces marketing expenditure, helps in targeting correct target audience, and boosts speed of product or service adoption. As per one study, in 2011, 75% of products in US are effected by viral marketing.

Viral marketing may take the form of Video clips, Interactive Flash games, EBooks, Brand able software, Images, Text messages etc. There are so many examples of viral marketing which have been written as stories of success and innovation.

1. In 1996, Hotmail was a particularly unique email service in that it was free, could be accessed anywhere, and would allow the user to have multiple accounts. One of the interesting things Hotmail did was it would attach the message “Get your free email at Hotmail” at the bottom of every email sent by a Hotmail user. The plan, original at the time, worked. By 1998, Hotmail had accumulated 12 million subscribers. Hotmail eventually sold to Microsoft for a cool \$400 million.
2. In Samsung’s clip of LED-illuminated sheep running around the Welsh countryside continues to generate interest throughout the Internet. The clip has attracted nearly 8.5 million views on YouTube and continues to be the topic of discussion on blogs across the web. The “is it real or not” quality proves once again to be YouTube gold.
3. Vodafone’s ad campaigns featuring the Zoozoo creatures have become an international sensation. Developed in India, the playful commercials have made their way to the internet and become viral hits. The campaign, “Make the Most of Now,” has become truly global as a result. The videos have collected millions of online views worldwide and firmly positioned the Zoozoo creatures as loveable global icons.
4. In Recent Period A Perfect Example of Viral Marketing is marketing campaign of a Tamil song from the soundtrack of a tamil film, Why This Kolaveri Di? The song was officially released on 16 November 2011, and it instantly became viral on social networking sites for its language "Tanglish" (a combined word of Tamil and English) lyrics. Soon, the song became the most searched YouTube video in India and an internet phenomenon across Asia. Within first week of release, it received 1.3 million views on YouTube, more than 1 million shares on facebook. This is the first Tamil song to be premiered on MTV India. On 30th November, Song had crossed 10 crore hits on YouTube. Within a few weeks, YouTube honored the video with a Recently Most Popular Gold Medal Award for receiving a large number of hits in a short time. Then it spread like a fire through different social networking sites.

Thus viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands. At the same time, consumers are more excited about the two-way communication and have different reasons for wanting to be a part of campaigns.

- Sunny Dawar

Career or Family

A person had acquired a degree in Software Engineering and joined a company based in USA-the land of braves and opportunity. When he arrived in the USA, it was as if a dream had come true. Here, at last, he was in the place where he wanted to be. He decided he would be staying in this country for about five years, as he would have earned enough money to settle down in India. His father was a government employee and after the retirement of his father, the only asset his father could acquire was a decent one bedroom flat.

He wanted to do something more. But he started feeling homesick and lonely as the time passed. He used to call home and speak to his parents every week using cheap international phone cards. Two years passed – two years of Burgers at McDonald's and Pizzas and Discos; and another two years for watching the foreign exchange rate, getting happy when the Rupee value went down.

Finally he decided to get married. He told his parents that he has only 10 days of holidays and everything must be done within these 10 days. He got his tickets booked in the cheapest flight. After reaching home he spent one week going through all the photographs of girls and as the time was getting over he was forced to select one.

After giving some money to his parents and telling the neighbours to look after them, he returned to USA with his wife. His wife enjoyed this country for about two months and then she started feeling lonely. The frequency of calling India increased to twice in a week to sometimes three times a week. Their savings started diminishing. After two more years they had two lovely kids- a boy and a girl. Every time he spoke to his parents, they asked him to come to India so that they can see their grand children. Every year he decided to go to India, but part work and part monetary conditions prevented it. Years went by and visiting India was a distant dream. Then one day he got a message that his parents were seriously sick. He tried but he couldn't get any holidays and thus could not go to India. The next message he got was his parents had passed away and as there was no one to do the last rites, the society members had done whatever they could. He was depressed. His parents had passed away without seeing their grand children.

After couple more years passed away, much to his children's dislike and his wife's joy they returned to India to settle down. He started to look for a suitable property, but to his dismay his savings were short and the property prices had gone up during all these years. He had to return to the USA. His wife refused to come back with him and his children refused to stay in India. He returned to USA with his two children after promising his wife to be back for good after two years. Time passed by, his daughter decided to get married to an American and his son was happy living in USA. He decided to wind up everything and returned to India. He had just enough money to buy a decent two bedroom flat in a well developed locality. Now he is 60 years old and the only time he goes out of the flat is for the routine visit to the nearby temple. His faithful wife has also left him and gone to the holy abode.

Sometimes he wonders was it worth all this?

His father, even after staying in India, had a house to his name and he too had the same, nothing more. He lost his parents and children just for a better career.

Looking out from the window he sees a lot of children dancing. This damned cable TV has spoiled our new generation and these children are losing their values and culture

because of it. He gets occasional cards from his children asking if he is alright. Well, at least, they remember him. Now perhaps after he dies, it will be the neighbours again who will be performing his last rites.

But the question still remains ‘was all this worth it?’

- Swati Godha

Smile Wide To Travel Miles... ☺

We all are presented with so many gifts in our lives. Some have the talent to write, to dance, to sing, to create artistic pieces and many others. But there is one gift that is common amongst all of us i.e. Smile. Yes!! That is the most beautiful of all talents and gifts that God has gifted us. It eases our problems, smoothens the rocky paths and also has the power to convert the teary cheeks into cherry one’s.

I remember when we had Yoga classes, there was a yoga trainer from Germany, her every instruction started with a simple sentence, “Take your right hand up, keep a smile on your face”, “keep a warm smile, move your left leg apart and so on”. I realized that even our own body does not respond to a dull and gloomy face than how can we expect a positive response from others. It is rather charged up by the NOKIA power battery called as smile and you will definitely see the freshness that you gain after it.

Some people start their day by holding their tooth brush in one hand and staring themselves in the mirror, as if they are asking from themselves, “Why do I have to get up early and do this exercise for you 32, everyday?”. I hope this act does not apply to one of yours and if it does, stay calm man. Next time when you get up and look at your adorable face in the mirror, start your day by wishing yourself with a warm smile. You will definitely observe a better routine for yourself throughout the day.

These days we have classified our gestures and emblems according to different roles that we bear. And often there is an absence of smile when we interact with our bosses or colleagues or subordinates. The million dollar question is “why”? Why can’t we do things the same way if we present it with a smile. Rather research says that a happy employee is more productive than a very sincere employee. He brings colours of joy and makes work fun to do not only for himself but for others too. Moreover, it is observed that even in times of crisis such people tend to reach to a better solution than those who are always ragged.

Even it is true as per our mythology. Try to remember the face of any of the sculptures of God that you have seen in your visit to a temple. You would always remember a charismatic face with a pleasant smile. It is really difficult to get your eyes off from that aura. This is the power of smile. You can attract people towards you and help in increasing positive energy to the environment nearby.

Once I happened to meet an HR trainer. The conversation with her was quite energising and I still remember one quote of hers. It said “There are two sets of people in this world. One who bring smiles *wherever* they go and the other who bring smile *whenever* they go.”

So think again, which category of people you belong to. You might be thinking what is new that I get out of reading this whole page article, this is all what I already know. Rather it is just an attempt to make you familiar with your very precious possession. A possession increases as much as you use it. Thus from now on, whenever you meet a person, or visit a place or start a work or a day, imagine yourself as you are being clicked for a photo shoot, and somebody calls out loud, “SMILE PLEASE ☺”.

- Samriddhi Jain

मार्केटिंग वार : जूडो रणनीति

कुछ वर्ष पहले रूस के राष्ट्रपति पुतिन जापान गए। अपने सारे राजकाज के कार्य समाप्त कर वे जापान के जूडो के विख्यात इंस्टीट्यूट भी गए। वह स्वयं जूडो की कला के सिद्धहस्त रहे हुए हैं। वहाँ जाकर वे अपने आपको रोक नहीं पाए और वहाँ विद्यार्थियों से दो-दो हाथ करने की इच्छा जाहिर की। उनका मुकाबला वहाँ एक नौ वर्षीय बालिका से हुआ, जिसने देखते ही देखते पुतिन को धूल चटा दी। इस मुकाबले के फोटोग्राफ संसार भर के मीडिया में छपे।

जूडो अपने से शक्तिशाली प्रतिद्वंद्वी को पछाड़ने की एक जर्बदस्त कला है। इसमें प्रतिद्वंद्वी की शक्ति को ही कमजोरी में तब्दील किया जाता है और उसे पछाड़ा जाता है। उदाहरणार्थ, यदि आपका शक्तिशाली प्रतिद्वंद्वी आपको जोर से धक्का देने की कोशिश करें, तो उलट के धक्का देने की बजाय उसे आप अपनी ओर खींचो। उसकी स्वयं की धक्का देने शक्ति और आपके खींचने की शक्ति मिलकर उसके पैर उखाड़ सकती है और आप उसको अपनी तरफ जमीन पर गिरा सकते हैं। इसके विपरीत यदि वह आपको अपनी ओर खींचे तो आप उसके ऊपर झपट पड़ो। उसके खींचने की शक्ति और आपके झपटने का वेग उस पर दोगुना असर करेगा और वह जमीन पर आ गिरेगा।

मार्केटिंग विशेषज्ञों ने जूडो की कला के सिद्धांतों को कॉरपोरेट वार में उतारने की कोशिश की है। उनके अनुसार शक्तिशाली प्रतिद्वंद्वी की शक्तियों को कमजोरी में बदला जा सकता है। उदाहरण के लिए अमेरिका में एक बहुत ही छोटी कार रेन्टल कम्पनी 'एविस' को अपने से कहीं बड़े प्रतिस्पर्द्धी 'हर्टज' से कड़ा मुकाबला करना पड़ रहा था। 'हर्टज' की ताकत 'एविस' को कहीं अडने नहीं दे रही थी। उसके पास एविस के मुकाबले बहुत अधिक कारें थी और उनकी रनिंग कंडीशन भी बहुत अच्छी थी। एविस के सामने समस्या थी कि वह विज्ञापन के माध्यम से ग्राहकों को कैसे बताए कि वह हर्टज के मुकाबले बेहतर सर्विस दे सकती है। उसने अपनी कमजोरी को अपनी ताकत बनाने का निर्णय लिया। दूसरे शब्दों में प्रतिद्वंद्वी की ताकत को उसकी कमजोरी बनाने का प्रयास किया।

एविस ने अपने विज्ञापन में खुले तौर पर यह स्वीकार किया कि वह नम्बर दो कम्पनी हैं। हर्टज के मुकाबले छोटी है और यही एक कारण है कि इस बड़ी कम्पनी की गलाकाट प्रतिस्पर्द्धा से बचने के लिए उसे (एविस) रात-दिन कमर तोड़ मेहनत करके ग्राहक को संतुष्ट करना पड़ता है। छोटे होने के कारण वह अधिक विख्यात भी नहीं है। जिससे उसके सर्विस काउंटर पर लाईन भी अधिक लंबी नहीं लगती है। जिससे ग्राहकों को अधिक इंतजार नहीं करना पड़ता है।

उक्त विज्ञापन का ग्राहकों पर अत्यधिक प्रभाव पड़ा। एविस की बिक्री बढ़ी और हर्टज काफी समय तक एविस के विज्ञापन का संतुष्ट उत्तर ग्राहकों को नहीं दे पाया, क्योंकि एविस ने जो नम्बर दो होने के फायदे बताए, उसका नम्बर वन होने की हैसियत से कोई जवाब नहीं बनता था।

सारांश यह है कि यदि आप प्रतिद्वंद्वी के मुकाबले कमजोर हैं तो जूडो के सिद्धांतों का अनुसरण करते हुए उसकी शक्ति को उसकी कमजोरी में बदलो और कॉरपोरेट में विजय प्राप्त करो।

— गरिमा शर्मा

'If you are attacking your market from multiple positions and your competition isn't, you have all the advantage and it will show up in your increased success and income.'

- Jay Abraham

Personality Overshadows Character

There is a constant tug of war between personality and character. There are always people who strongly prop up for personality and consider it the essence of an individual. On the other hand, there are people who do not tire of extolling the virtues of character. Character makes the individual. Without character, an individual is an empty shell.

Well, personality and character are two facets of an individual, and it is not true to say that an individual, gifted with a dynamic personality is devoid of moral values or character, likewise it is erroneous and assumes that only poor, shabby and dowdy people can boast of high moral values and character.

Let us see – what do you really understand by personality? Well, it is the external tapping of a man – the way he walks, talks, holds himself, dresses up and conducts himself in the presence of others. It is the personality of the individual that gives the onlooker the fresh impression about the individual. A dynamic personality reflects confidence and sends positive signals to the onlooker.

On the other side, character is something that is more subtle, and takes time to reveal. It is within a person and becomes perceptible only through one's actions and behavior. It has nothing to do with one's physical beauty, social status or position, nationality, caste, colour or creed. It manifests itself when the man shows the courage to speak the truth in the face of a hundred and speak the truth in the face of a hundred lies when a man roots for justice and fair play without weighing his personal interests and consideration. Your real character is tested when you are poor, humble or powerless, it is revealed when you have the power & means and yet have strength and character to overcome the temptation and the greed to misuse your power to line your own pockets and favour your friends.

Hence on analysis, we find that both personality and character have their positive features and; blessed is the man who is endowed with ample proportions. However, in modern times, we find that greater emphasis is laid on personality than on character. That is why we have personality building shops and coaching institutes mushrooming in every nook and corner of the country. Even in jobs, the employers go for a dynamic personality, a go getter, a person who is smart in looks, smart in fielding the questions and smart in delivering the goods often clinches the job. Few employer bothers to find out the honesty or the truthfulness of the potential candidates. In fact, in the modern technology and money driven environment, personality and efficiency play the dominant role. Nobody talks about ethics, morality & character these days. These virtues are remembered only when there are major scams and even though if today, the world is in the grip of recession, it is because character is at a discount. The powers to be are more rich and relishing the fruit of recession. It is the common man who suffers. But who cares!

Personality, after all, has overshadowed character.

- Priyanka Khandelwal

Control the Mind and Discover Yourself

It is undoubtedly difficult to curb the restless mind, but it is possible to control it by suitable practice and by detachment. Bhagvad Gita as well as other Shastra guide us how to achieve this.

The purer the mind, the easier is to control. A mind firmly established in Sattvaguna is completely under control. As long as rajas (passion and activity) and tams (inertia and ignorance) predominate the mind, it is not possible to bring it under control.

Envy, jealousy and animosity only agitate the mind. The mind can be calmed by cultivating four attitudes- “Friendliness towards the happy, compassion for the unhappy, delight in the good; indifference to all evils, and forgiveness frees the mind from tension”

Another pre-requisite to control the mind is will power. But will power cannot be developed unless worldly pleasures are renounced or at least reduced. Seeking sensual pleasures is natural but shashtras urge humans to seek them within the frame of dharma.

Dwelling on sensual objects, particularly sensual television programs enticing advertisements of luxury and exciting consumer goods conjour up desires that are false because they are generally unattainable and this agitates the mind

One should also not succumb to promises by modern science and technology to eliminate all problems and sorrows. Only God can do that and therefore, the mind should be made to focus on the God and to understand the science of Spirituality, Dhyana and Chanting the holy names of the Lord are set to be the most powerful and effective ways of purifying the mind, and specially recommended by shashtras for this evil age of KALYUGA.

Once the mind has developed the higher taste of spirituality, it stops hankering after mundane earthly pleasures. True Anand comes from within where God resides in each one of us.

- Meenakshi Sharma

Freedom of Speech



***Rahiman Jeewaha Bawari Kar Gayi Sarag –Patal,
Aapahoon Toh Bheetar Gyai, Jutti Khaat Kapal!***

(Rahim says, the foolish tongue has done all the mess, it spoke wrong and got inside mouth but the poor head got all the beating!)

Hari Kunzru, a writer, had a similar experience when he outrageously and deliberately read the few lines of ‘prohibited’ book, Satanic Verses in the Jaipur Literature Festival recently! The results were horrifying for him as he had to pack his bags and to leave India in the late night before anything drastic happened.

Salman Rushdie’s Satanic Verses is banned in India on grounds of blasphemy to certain religious beliefs. Critics have lambasted his work saying it had hurt the religious sentiments of a community, and Gods and Goddesses have been portrayed in very wrong ways.

I am afraid if God would mind this more than the wrong deeds his creatures (read humans) are doing. Burning young widows in the name of God, killing girl child in the name of legacy, honor killing in the name of reputation, killing million of innocents in the name of Jihad, forcing kids to beg in the name of God and dividing people in the name of caste and creed are few of the heinous and atrocious acts of humankind which are far more dreadful than writing and reciting something against the almighty. Man should stop fighting

among themselves and teaching how God should be portrayed because he is capable enough and can take care of him.

Time and again, man strangulates in the vicious circle of religious sentiments and political drama which mar the real development of his mind and compel him to ponder over his aspiration of 'freedom'! Today we need a society who could raise fatwa, and create warrants against the greedy man who burnt his newly wed wife for dowry, a son who threw his old parents out of his house because the expenses were increasing, parents who killed their daughter because she fell in love with different community's boy, headmaster who did not admit a child in school because he could not pay hefty fees and the doctor who was bribed to save life of a dying man.

Even after 64 years of independence, the real meaning of independence and freedom is ambiguous in the minds and the human race is deprived of the open sky to raise head to and fresh air to breathe in, without any fear of being criticized for what he thinks and believes. The languishing human race has to rise high, unleashing the shackles and clearing the cobwebs of conservatism and dogmas and building a society where, a man has right to think and speak his heart in the fresh air of freedom.

- Nidhi Tak

“व्यक्तित्व का सर्वांगीण विकास”

जितात्मनः प्रशान्तस्य परमात्मा समाहितः ।
शीतोष्णसुख दुःखेषु तथा मानापमानयोः ॥

— भगवद्गीता VI 7

“सुख दुःख, मान अपमान, सांसारिक शीतलता उष्णता में इन्द्रिय निग्रह करने वाला शान्तचित्त प्रवृत्ति से युक्त व्यक्तित्व ही परमात्मा स्वरूप है।”

अधिकरिणमाशास्ते, फलसिद्धिर्विशेषतः ।
उपाया देश कलाद्याः संनत्यस्मिन्सहकरिणः ॥

— विवेक चूडामणि — 14

“सफलता कुशल व्यक्तित्व की आश्रिता है। समय स्थान को ध्यान में रखकर किये गये अधिकारिक उपाय ही सम्पूर्ण फल व सिद्धियों के उर्पाजक है।”

चाहे भगवद्गीता हो या विवेकचूडामणि सभी मन्तव्यों का निष्कर्ष है कि सफलता प्राप्ति के लिये व्यक्तित्व का सम्पूर्ण विकास आधार स्तम्भ है।

हिन्दू विचारकों के अनुसार व्यक्ति का मस्तिष्क तीन प्रमुख अवस्थाओं पर आधारित है। वे हैं — जागृत, स्वप्न व सुषुप्ति (Deep Sleep)। इनका अनुभव हर साधारण व्यक्ति कर सकता है, परन्तु असाधारण व्यक्तियों के मस्तिष्क की एक और अवस्था है। जिसे तुर्य (Turiya) अवस्था कहते हैं अर्थात् 'Super Conscious State of Mind'. पाश्चात्य संस्कृति उसे ही 'Sixth Sense' का नाम देती है और यही छठी इन्द्रि व्यक्तित्व को अन्य से भिन्न कर व्यक्तित्व का आभूषण बन जाती है।

सारतः वे विचार व्यक्ति के सर्वांगीण विकास में सहायक हैं। प्रमुखतः सारे क्रियाकलाप (Action), सही-गलत की पहचान, आत्मिक शक्ति (Will Power) मिलकर ही आकर्षक व्यक्तित्व का निर्माण करते हैं, जिसे हमारे द्वारा –

1. जीवन के लक्ष्य के निर्धारण द्वारा,
2. आत्म संयम के निरन्तर अभ्यास के द्वारा,
3. आत्म शक्ति (Will Power) के विस्तार द्वारा

सरलता पूर्वक प्राप्त किया जा सकता है।

अब यदि व्यवहार की बात की जाये तो कुछ इस प्रकार के स्वर्ण प्रयास हैं जो इन विचारों और सिद्धान्तों को व्यवहारिक परिवेश प्रदान कर सकते हैं, जो मुख्यतः हैं –

1. समय का आदर करना सीखें, समय सारणी (Table) बनाये व उस पर कठोरता पूर्वक चलने का अभ्यास करें।,
2. वर्तमान में जीना सीखें – रामकृष्ण मिशन के उपाध्यक्ष श्री यतिस्वरानन्द जी के अनुसार (1899–1966) “वर्तमान में जीने से इच्छा शक्ति का विकास होता है।”.
3. एक समय पर एक कार्य को प्रधानता दें अर्थात् यदि किसी कार्य को प्रभावपूर्ण व सफलतम गन्तव्य तक पहुंचाने के लिये पूर्ण समर्पण आवश्यक है जो एक समय में 2 या अधिक स्थान पर सम्भव ही नहीं। स्वामी विवेकानन्द के शब्दों में :- “Live for one ideal and that one ideal alone, let it be so great so strong that there may be nothing else in the mind”.
4. सम्पूर्ण होने तक कार्य करें – कार्य के एक हिस्से को कर के आगे बढ़ जाना पुनः समय की गम्भीर क्षति करता है। हमें वह कार्य स्वीकार नहीं करना चाहिये जो निश्चित समयावधि में सम्पूर्ण न हो पाये। हमारा सिद्धान्त होना चाहिये – Do it to finish”.

ये हमें याद रखना है कि व्यक्तित्व विकास का अर्थ है अपनी अन्तरात्मा का विकास, अतः हमें अपनी प्रवृत्तियों, आवेशों, विचारों, आवश्यकताओं और कल्पनाओं पर कड़ी निगाह रखनी होगी। संयम का अभ्यास इस तरफ जाने का उत्कृष्ट मार्ग है।

हमें यह भी याद रखना है –

वृतं यत्नेन संरक्षेत वित्तमेति य यति च।
अक्षीणो वित्ततः क्षीणो वृततत्स्तु हतो हनः।।

“प्रवृत्तियों व वित्त का यत्नपूर्वक संरक्षण कीजिये, क्योंकि सम्भव है वित्त का क्षीण होना आपके लिये इतना हानिकारक न हो पर वृत्तियों का छिन जाना सबसे बड़ी क्षति है।”

– पवनेश्वरी वर्मा

STUDENTS PAGES

Invest in Yourself

Introduction

Are you busy looking for success everywhere except the one place you can truly find it? Does life seem like a futile chasing after the rainbow? One possible reason for this could be that you are not looking for success in the right place. It is not in the environment around us or the circumstances we face that we find success, but in ourselves.

The simple fact is that if you are successful within, in your mind, you will be successful on the outside as well. It may seem too simple a thing, but it is something we often forget when the pressures of life surround and overwhelm us. When it comes to making everyday choices it usually does not occur to us.

Knowledge is a huge asset

Knowledge is a powerful asset. It makes the difference between living in abundance and living in lack. The only difference between the managing director in a company and the maid in the same company is their knowledge. The MD knows something the maid doesn't. That is why he earns a hundred times more than she does.

It is what you know that will bring you success. It's what you don't know that will cause you to fail. Why then, do some get it so wrong? For example many people look for promotions without acquiring the necessary skills and knowledge they need to be promoted. Many business people are struggling because they just won't take the time to learn about accounting, marketing and all that goes with doing business. That's like trying to drive a car without first putting in the fuel.

The three percent rule

"Here is a rule that will guarantee your success – and possibly make you rich: Invest 3 percent of your income back into yourself." That's great advice from Brian Tracy. Investing in yourself can double or triple your income. It will work for you whether you are employed or in business. James Attucher of the Financial Times agrees with this advice when he says "The only real way I know to triple your money is to invest in yourself." He goes on to say that you should invest in your own ideas and your own business. But apart from that you should also invest in your mind.

Ways to invest in you

There are many ways to invest in yourself. One way is to make it a habit to buy books regularly. Not just any books, of course, but books that will challenge you and from which you can learn something. Biographies of other successful people, "how-to" books, self-improvement books and professional books such as accounting or public speaking books are examples.

Investing your time and money in learning things such as goal-setting, how to manage your time, how to be more confident and less doubtful, how to be a better speaker, how to adjust your thinking, create new habits and squash bad ones, how to take care of your health, how to focus can greatly improve your results in life.

These days books are not the only way to get knowledge, though. We have video, the internet, seminars and workshops on various subjects and even mentoring and coaching programmes. Even watching the right movies can sometimes teach you a thing or two. My favorite business programme, for example, is *The Apprentice*. It teaches a lot about entrepreneurship in an entertaining manner. Who would have thought that reality T.V could be so educational?

The value of self-education

The point is that you determine how and what you learn as well as how fast you learn. Self-education is important beyond the classroom. In the real world self-education matters a whole lot more than formal education. There are plenty of people with a formal education that are still struggling. Isaac Asimov fully supported this saying that “Self-education is, I firmly believe, the only kind of education there is”. A formal education is good, but only as a foundation. The sad part is that many are stuck at the foundation level. They don’t realise that in order to complete the building they need to invest in some self-education.

Therefore, do not be like them, who were referred to by James Allen as being “anxious to improve their own lives, but are unwilling to improve themselves. They therefore remain bound.” Dreamers realise that there is no better way to improve your life than to improve your mind. It is the biggest room in the world for improvement.

Knowledge, then, is a powerful asset, and one which you should always be seeking to improve and build upon in the pursuit of your dreams. The Proverbs declare that “through wisdom is an house builded; and by understanding it is established: And by knowledge shall the chambers be filled with all precious and pleasant riches.”

Conclusion

Become addicted to continuous improvement and increase your knowledge consistently and constantly. With time, you will inevitably become the person that you desire to be. Then you will no longer have to chase after success. Success will follow you. Your mind will become magnetized to attract success.

You are all you can be. Go on and be it.

- Rekha, MBA-II

Time is Invaluable



The most popular saying that “*Time and Tide wait for none*” is absolutely right. Lost time can never found again. YESTERDAY is history, TOMORROW is mystery, and TODAY is a day that will never come back. Life is too short to spend your precious time, trying to convince a person who wants to live in gloom and doom. If time be of all things the most precious, wasting time must be the greatest prodigality. Time is precious and you should use it wisely and widely. Time is free but it is priceless.

“You can’t own it, but you can use it, You can’t keep it, but you can spend it, Once you have lost it, you can never get it back”

- Pooja Agarwal, MBA-I

Life is Beautiful All the Time

There are moments in life, moments that make you set the course of what you are truly going to be. Those moments you never see them coming but they always end up coming. From a big wide grin to a bitter clear tear, or from a bitter clear tear to a big wide grin. You never know what happens in your life, good times, bad times, and moments of pure silence.

To many, the good life is a financially prosperous life, and happiness lies in the possession of wealth. Worldly success is what counts, and anyone who is not 'successful' in the usual sense is counted a 'failure.' Others strive for a life based on honor and public recognition. A good life is made up of hobnobbing with the right people in the right settings, and happiness is a matter of gaining respect. Along with these, there are lives that show by their living a desire for glory or power that inspires great efforts. Others, who are not drawn to wealth, power or glory because of the difficulties involved in attaining them, may choose the pursuit of pleasure.



A good and happy life is one in which pleasures outweigh the pains overall. Many questions have been asked about the good life and happiness. With God, Life is beautiful all the time. He loves us and therefore He tests us with obstacles, trials, ordeals. And if somehow a person lives without any ordeals in life, he ought to be asking "Where have I gone wrong"?!!?

Do not grieve over the hurt that is inflicted upon you by other people, forgive instead. I believe the price one pays for jealousy and rancour is enormous; it is the price that the revengeful person pays in exchange for his malice towards others. He pays with one heart, one soul, and one mind. He forsakes his happiness, his inner peace just because he resents others. Therefore, we shouldn't grieve over that which has passed us by in life, for indeed we have been blessed with much.

Open your heart and your mind now and ask God of the Universe to guide you now to His True Way. And then be ready to accept your true purpose in life.

Life is beautiful and we are lucky who are blessed with it!!

- Shruti Raj Kumavat, MBA-II

Personality - A Necessary Ornament

Someone is watching you. In your room or in college, always someone is watching you! This was the intelligence which is used by an Indian apparel industry giant (Raymond) to motivate people to wear their suits. But if we consider this thought in our practical life that someone is watching us then ultimately we try to do all our habitual and normal things in a perfect manner, which eventually develop our personality.

Personality the internal ornament of a person which describes how he or she is supposed to look, behave and react. Today everyone wants success but the success is one of the rarest things or you can say there is a hyper inflation in this segment of market. So it cannot be in the hand of every person as it requires hard work, smart work, patience and passion to earn success and with all of these, success has its own terms and conditions. It only wants to be with one who has unique personality. Personality is something which is your own asset developed by yourself, nurture by yourself but still many of us can't build it in the way which can make the difference. And after the long lectures of our teachers or the rejection of some HR managers or having long debate with our self, one night we decide to change all things, instantly we develop some ideas with some principles and start making doing some promises to our self but on the very next morning most of us dump it, and if some of us are still able to take on these ideas then after some weeks when they do not seem worth, they too drop them and give up.

But we all forget one thing that for growing a tree of sweet fruits, we have to nurture it from the primary stage when it has no physical appearance over the ground till the strengthening of its stems, then only we will be able to render its sweet fruit. Similarly when we are working on our personality we need passion with some hard work, fry it on the spark of patience and when it is ready then it is unmistakable. Its taste comes up with some additional behavioural benefits like your confidence is on peak, people start respecting you, an additional digit adds up in your salary and your life witnesses historical changes!

- Rahul Saini, MBA-II

Mistakes and Success

A man must be big enough to admit his mistakes, smart enough to gain from them and strong enough to correct them, so there is an outcome which is called SUCCESS.

Success is an outcome of mistakes, because by doing mistakes we gain lessons for the entire life, which helps us in overcoming our mistakes in future. And a life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing. Therefore it is well said, *“Doing something is better than doing nothing in life.”*

Mistakes are nothing but Experiences. Every successful person has a story behind his success, which is full of experiences gained from mistakes. Hence, experience is simply the name we give to our mistakes. According to John Wooden, “If you are not making mistakes, then you are not doing anything.”

In finance, it is said, that risk and return both are directly proportionate to each other, higher risk results in higher returns. People who don't take risks generally make mistakes, so it's better to take risk because taking risk results in earning returns and taking risks or doing mistakes becomes experience and ultimately the experience results in achieving success.

- Sunita Verma, MBA-II

*‘You only have to do a very few things right in your life so long
as you don't do too many things wrong.’*

– Warren Buffett

The Parable of Prodigal Son



There was a man who had two sons. The younger one said to his father, 'Father, give me my share of the estate. So he divided his property between them.

Not long after that, the younger son got together all he had, set off for a distant country and there squandered his wealth in wild living. After he had spent everything, there was a severe famine in that country, and he began to be in need. So he went and hired himself out to a citizen of that country, who sent him to his fields to feed pigs. He longed to fill his stomach with the pods that the pigs were eating, but no one gave him anything.

When he came to his senses, he said, 'How many of my father's hired men have food to spare, and here I am starving to death! I will set out and go back to my father and say to him: Father, I have sinned against heaven and against you. I am no longer worthy to be called your son; make me like one of your hired men.' So he got up and went to his father.

But while he was still a long way off, his father saw him and was filled with compassion for him; he ran to his son, threw his arms around him and kissed him. The son said to him, 'Father, I have sinned against heaven and against you. I am no longer worthy to be called your son.'

But the father said to his servants, 'Quick! Bring the best robe and put it on him. Put a ring on his finger and sandals on his feet. Bring the fattened calf and kill it. Let's have a feast and celebrate. For this son of mine was dead and is alive again; he was lost and is found.' So they began to celebrate.

Meanwhile, the older son was in the field. When he came near the house, he heard music and dancing. So he called one of the servants and asked him what was going on. 'Your brother has come,' he replied, 'and your father has killed the fattened calf because he has him back safe and sound.' The older brother became angry and refused to go in. So his father went out and pleaded with him. But he answered his father, 'Look! All these years I've been slaving for you and never disobeyed your orders. Yet you never gave me even a young goat so I could celebrate with my friends but when this son of yours who has squandered your property with prostitutes comes home, you kill the fattened calf for him!' 'My son,' the father said, 'you are always with me, and everything I have is yours. But we had to celebrate and be glad, because this brother of yours was dead and is alive again; he was lost and is found'

The parable of the prodigal son indicates, however, that we do have the opportunity to make a change; we do not have to stay in our hopeless state; we can come to ourselves. The lost son realized that in his father's house there was sustenance for him; he humbled himself, willing, if necessary, to be his father's servant, and started back home. The parable

of the prodigal son also shows the attitude of the self-righteous sinner, pictured by the older son. This son complained that he had “slaved all these years.” He had no more love for the father than the younger son; nor did he avail himself of all the good things the father freely provided for him at all times. Both sin and self-righteousness separate us from God. We all require God’s grace, His unearned, unmerited love for us. The father went out to the disgruntled older son. God is He who always continues to seek after us, regardless of the state we are in.

- Jinu Thomas Mathew, MBA-I

Love Your Irritants

Anything and everything that makes you angry, annoys you and brings discomfort is an ‘irritant’.

The need is, to think and view such irritants as positive signposts. The issues that annoy you are your biggest gifts. You need to like them and be grateful to them. The people or circumstances that bring strain and stress have extra ordinary value in life. It is upto us how we look at them. The person, who is doing so, may be doing it for the sake of sadistic pleasure or for the sake of asserting his/her pseudo superiority.

Think positive and give him due credit. On your part never ever nurture any ill-will. Everything that irritates you about others can lead you to an understanding of yourself. Irritants are precious gift for one’s personal growth. Instead of playing the blame game, it is wise to look deeply into yourself to discover the reasons for your negative reactions.

Take it as a challenge. Moreover, it sheds some light on your personal weakness. The following words should clean the darkness of your perception; “I have learned silence from the talkative, tolerance from the intolerant and kindness from the unkind”. So when somebody gives you a stressful memory, just walk over to him and thank him for the gift of personal growth he has given you.

- Puneet Sharma, MBA-I

An Enigmatic Journey Called “POORNIMA”

Life is an endless journey we embark upon wherein we gather a plethora of experiences. How bitter, sweet they might be, they all teach us a lesson and leave us a changed person. One such experience began the moment I stepped in PIET to pursue my postgraduate studies, the journey which changed my life forever.

Well, to put it straight I came from a Girls College. It was pretty difficult for me to leave my college which had been like a second home to me for 3 years, to take a call to leave my friends who had been more to me than my sisters. To leave the comfort of my cocoon and hit the road seemed to be pretty daunting a task at that moment. But as they say “fortune favor’s the brave”, I came out and from then life has been a joyous ride of wonderful moments.

From that moment when I put my first feet here nervous, anxious as to what lay in store for me but at the same time enthusiastic to experience something novel to the day I stood on the podium being felicitated by the Director for being the outstanding performer of the year I have always yearned for more.

I can never forget those sleepless nights for those innumerable assignments, getting reprimanded for being late to the class, those panicky presentations, last night studies for the exams (though everybody thinks I study 365 days a year), to those get-together's at the nearby food joint (we needed to keep our energy up) where everyone tried to con other into giving everyone a treat, everything was special.

And above all the unbeatable experiences at Gayatri Girls hostel, that part of my life which had given me invaluable memories, the best buddies, and taught me how to become versatile, how to manage time and relations. The influence of hostel life was so strong that it tended to bring out best in every one of us.

On a more formal note, the academic lessons I learnt from my lectures, helped me not only to get a good grasp of my subjects both theoretically and practically but also to implement the same in my life and helped me to come out as a confident communicator, team worker and manager. Moreover all the lessons I learnt both in and out of the realm of academics helped me to have a better understanding of the goals of my life and at the same time have a matured outlook and vision of life.

However, I am not averse to the acceptance of the fact that journey was not all so rosy at all time. There were moments when a part of me felt cheated, betrayed, let down, alone and cold and all I wanted was to run away from here but under those trying circumstances my fellow mates who gave me strength to march on and live for what was destined for me.

So all I want to say to my fellow Poornimites and to my future juniors, don't be intimidated or nervous as to what lie ahead, I can assure you this would be a journey to remember and Poornima would be your one way ticket to zenith of success.

In the end I express my heartfelt gratitude to all - THANK YOU for giving me an invaluable treasure of memories for life.

- Divya Arora, MBA-II

Boss Or Leader?

The boss drives his men,
the leader inspires them;
The boss depends on authority,
the leader depends on goodwill;
The boss evokes fear,
the leader radiates love;
The boss says "I",
the leader says "We"
The boss shows who is wrong,
the leader shows what is wrong;
The boss know it done,
the leader knows how to do it
The boss demand respect,
the leader commands respect;

SO BE A LEADER, NOT A BOSS.

- Neetu Sharma, MBA-II

'A genuine leader is not a searcher for consensus but a molder of consensus.' – Martin Luther King, Jr.

One Voice!

I've tried to find the words today
to tell what's in my heart,
a way to vent ... a way to share
but how is one to start?

How do we write the horror
of the thousands who were lost?
How do we pen the terror felt
as lives became the cost?

How do we say "Good will prevail -
we shall not be defeated."
How do we shout with confidence
"Such acts won't be repeated!"

How do we quell the anger
reaching far beyond the brink?
How do we spill the endless tears
that flow in crimson ink?

How do we rise up full of pride
in silent rage no longer?
Together, my friends ... we must be heard
one voice ... united ... stronger!

- Samiksha Maheshwari, MBA-I

No One Is Perfect

I don't know where it will lead you
I don't know how it will treat you...
Because,, its life my dear,
at any point of time it may cheat you...

In the all wise ways
and happy sunny days..
It may crush you,
perhaps,, it defeat you...

Option is always yours
that how will you react..
How will you stand and walk,,
knowing all the facts...

There will be many offers
many may reject..
But my friend keep in mind,
That no one is perfect...

Set your mind and look forward
as nothing left at the back..
Once you'll reach your destination,
you only will be the JACK....

- Pooja Toonwal, MBA-II

Quiet Life

...Reveals fight

Chirping sound of bird,
Promising and so pure,
Quietness of wind,
Reveals the future lures....

Morning till the twilight,
Haphazard and so light,
Happy are some hours,
With love and some flowers....

Career and fatigued,
Longing for some league,
Softness of the soul,
Cries for its role....

- Megha Sharma, MBA-II

'A man who dares to waste one hour of time has not discovered the value of life.' - Charles Darwin

EXCERPTS FROM :**Farewell Address (on behalf of MBA-I)**

....Who says that this is the end? No, this is the fresh beginning; a very very beautiful beginning; a beginning with loads and loads of dreams in your mesmerizing and shimmering eyes; a little mystified beginning as almost 80% of the things that will turn out would be mysterious to you. Yet a beginning to begin, to march on the path that will escort you to your golden destination, where you will be shaking hands with the pioneering personalities, and where you will be busy in devising world's biggest business plan, but where very regrettably we might not be there with you....

....Some people come into our lives and move quickly. But some people like you stay for while and leave imprints on hearts for eternity. As the holy bible says, "There is surely a future hope for you, and your hope will not be cut off." It is inevitable that structures, processes, and relationships will change in day-to-day lives and It is inevitable too that they will face new challenges....

....The things may seem a little different in the year ahead. But still, life is definitely going to become a little "shaken up and stirred". So, as you face and tackle the changes, hold true to yourself. Remember to hold onto your value system, your work ethic and most importantly, your humanity. It is these qualities that will guide you further on your journey...

- Jinu Thomas Methew, MBA-I

Reply to Farewell Address (on behalf of MBA-II)

....With the starting of our session, many of us had some illusions and confusions in our mind regarding the strictness, assignments and above all, the criteria of the attendance. But as the time passed, all the anticipation soon started shedding out and then we knew that whatever will come our way, will be certainly more than what we expected. But now it's the time to pay gratitude to our mentors and to depart from our beloved ones, our batch mates and our juniors. We might be harsh during the starting days when you were fresher's, but we love you all...

....I would like to thank you all for being with us in all our endeavors and hope that you will make this burning flame of Poornima Group of Colleges more stronger and brighter...

...."So don't be afraid to make mistakes, to stumble and fall, because most of the times the greatest rewards come from doing the things that scare you the most. Maybe you'll get everything you wish for. Maybe you'll get more than you ever could have imagined. Who knows where life will take you. The road is long and in the end, the journey is the destination."....

....And this is the promise from us seniors, jot this in your mind that we will always be available in all your paths. From now onwards, we're going to miss all this. As I m standing here for the final time before dispersing from this college n college life, I just have two clichéd words for my batch, my juniors, faculty members...

Thank you....

- Abhilasha Singh, MBA-II



Synergizing Technology & Wisdom

Department of Management Studies
(POORNIMA GROUP OF COLLEGES)

(ISI-2, RIICO Institutional Area & BT-1, Biotechnology Park, Sitapura, Jaipur)