



**POORNIMA**  
GROUP OF COLLEGES

**POORNIMA SCHOOL OF MANAGEMENT**

**PSOM MIRROR**  
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**“Successful People Don’t Fear Failure But Understand  
That It’s Necessary To Learn And Grow From.”**

**– Robert Kiyosaki**

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## ***MESSAGES***



It gives me immense pleasure to pen a few words as preamble to the Newsletter – ‘PSOM Mirror’. PSOM was established keeping some of the leading institutions as benchmarks and today, it is a matter of pride that it has established a benchmark for other institutions to follow. PSOM strives to achieve perfection in all spheres. I am glad to note that the faculty has been a trend setter with the excellent support and commitment of the students.

It is heartening to note that efforts in PSOM to develop teaching methodologies transform ideological thinking into practical learning. This enables the management students to explore ample opportunities and prepare them to face the industry challenges and meet corporate expectations. Overall development of the individual is the goal of education. I hope that the institution shall ensure that there is no stone left unturned to equip the student of today for the challenges of life.

I hope that Poornima Group focuses on unleashing the potential of students by providing them a platform to confront with new challenges every time. The placement cell is one such platform where students get opportunity to present themselves for placement in well established as well as upcoming companies in various sectors. I wish the publication all success.

**Dr. S. M. Seth**  
Chairman



The year 2015 has been another remarkable year of outstanding achievements and fulfillment. PSOM has passed several notable milestones and has consistently improved on many fronts that have bearing on achieving academic excellence. Its initiatives lay emphasis on creating an academic foundation for social, cultural, scientific, economic and technological development. PSOM focuses on attaining unparalleled excellence by optimizing students potential that will help in development of society and mankind.

Management education is ever-changing and ever-evolving. On these lines we focus and frequently interact with the exterior connoisseur in the forums like conferences and seminars, management development programs, summits, industrial visits, special lectures and many more. This has also enabled repeated visits of companies for campus recruitments year after year. I am happy that the feedback received from the industry is incorporated to update and upgrade academic deliverables which has made PSOM students more suitable for placement in available avenues.

I wish the students all the best for achieving success and scaling newer heights in their education and career ahead.

**Shashikhant Singhi**  
Director General

## **WHAT SHAPE “SKILL INDIA” WILL TAKE**

The ‘Skill India’ mission launched by Govt. can be a milestone towards achieving the objective of skilling with speed, scale and standards across the country. If China is known as world's manufacturing factory, India can be world's human resource capital, due to its demographic advantage of having the largest youngest population in the world. It has the potential to meet the skills need of other countries while catering to its own demand for skilled manpower.

The mission embraces all youth who are jobless, college and school dropouts, along with the educated ones, giving them a chance to be a part of the workforce. However, it can not be lost sight of that the rising educated or skilled population is sitting idle or doing odd jobs, which is defeating the very purpose of India’s initiative. In past years, only 6.8% were undergoing vocational training, many were unemployed despite the vocational skilled training; about 39% women did not take up jobs. The country’s employment data shows that 82 per cent students face employment crisis due to the gap between their acquired knowledge and the industry needs. In India, 65% population are below 35 years which poses a tough challenge of skill training of 500 million people by 2022. Ironically, we are struggling with scarcity of skilled trainers, infrastructure and other equipments.

The mind set of youngsters is such that they do not aspire to acquire skills because it is seen as less than education. Those who cannot go to college or get higher secondary education are major target of SKILL INDIA. First and foremost, are they a right target because skills are not for those who cannot complete education? The biggest challenge today is that those who work with their hands like a labour do not want their children to do the same. Somehow it has gone into our culture that working with hands is a poorer way to earn a living, satirically, they are right. There is a need of good quality manpower that can deliver at par with standards in other nations by providing reverent job to our youth as the issue is not just earnings but good earning and the respect associated therewith.

Accomplishment of similar mission has taken the US more than 100 years. The mission embarked upon by India envisages a period of 7 years. That be the case, India requires about 2 lakh teachers to skill about 25 million students every year to achieve this target of 500 million. There is also need to scientifically map the world's manpower requirement and prepare accordingly.

The mission claims that it is connected to reality of life. On the skill front, however, it has failed to understand the aspirations behind learning skills. Everyone in the corporate sector has at least one of his/her family members who is working out from home to get respectable earning job. The youth are also confused. There is pressure on them to go to college and get a job in a metropolitan city to satisfy their parents’ desire and to maintain their dignity back home. Most talented people migrate to other countries also for better payment and better lifestyle. Skills only without education will not build a quality human resource base and it will not ensure the desired skill-set. It’s tough for India to get the “growth kick” until the bulk of youths are going to be involved.

So, what shape Skill India will take, only time will tell. But this can make us feel that skilling, re-skilling, and up-skilling can become an integral part of the growth story of India, besides carving out a career trajectory for ourselves.

**– Sakshi Sharma**

## HIGHLIGHTS OF THE QUARTER

### *Certificate and Capsule Courses*

For students' value addition, a capsule course on 'Insurance' was organized during this quarter. The sessions on general insurance and life insurance were taken by Shri Sandeep Meghnani, former Branch Head, SBI Life and presently Director, Yashashvibhav, (Corporate Training). The sessions also covered career opportunities and growth of insurance sector in India in the current scenario along with the guidance for interview preparation.

A comprehensive inclusive certificate course on Financial and Securities Markets was also held during the period. Shri Gaurav Bagra, Faculty, Amity Business School, Amity University, Jaipur dealt with the topics like markets and financial instruments, primary market, secondary market, derivatives market, mutual funds, broking operations and financial statement analysis.

### *Special Lectures*

Two special lectures, as part of the program 'Learning Outdoors and Beyond Syllabus' were organized on the topics 'SWOT Analysis of Rajasthan' and 'Inclusive Development: Issues and Challenges' by Dr. C. S. Barla, former Professor, Dept. of Economics and Director, Planning Commission Chair, University of Rajasthan and Dr. Rashmi Jain, Professor, Dept. of Sociology, University of Rajasthan respectively.



### *Management Day at Poornima*

The 'Management Day' at Poornima is celebrated on 19th November every year, the birthday of Peter F. Drucker, the internationally acknowledged Management Guru. A number of management, sports and cultural activities were organized on this day. The management activities included product launch, business quiz, rangoli, face painting, best out of waste, ad-mad show, tattoo making and non-gas cooking. The cultural event includes solo and group dance, solo song, bollywood quiz and fashion show and sports competitions were held in chess, carrom, tug of war, badminton, table tennis, volley ball and kabbaddi. Sports competitions in some events were also organized for the faculty. A Hindi speech competition was also the part of the program.

Dr. R. L. Raina, Vice Chancellor, JK Lakshmipat University, Jaipur, the Chief Guest at the function delivered the celebration address and awarded prizes to the winners of sports and other competitions. Gold and Silver Medals were also awarded to Mr. Shubham Natani and Miss Priyanka Sharma of MBA batch 2013-15 for securing first and second ranks respectively in university examinations. The September, 2015 issue of PSOM MIRROR was also got released by the Chief Guest. Dr. S. M. Seth, Chairman, Poornima Group of Colleges and Chancellor, Poornima University presided over the celebration session.



An exhibition of creative arts by students and faculty was organized on the occasion and was appreciated by the Chief Guest and other dignitaries.

### ***Gestion – The Management Colosseum***

As an annual feature, a management fest was organized on December 11–12, 2015 to provide a platform to budding managers to showcase their professional talents and skills. This year, students of 24 B–schools and other Institutes of Jaipur participated in the fest with great enthusiasm and zeal. The message and words of blessings by Dr. S. M. Seth, the Chief Guest at the opening ceremony motivated the students and set the various events in motion.

There were 20 management and cultural events including business plan, business quiz, mock parliament, bollywood quiz, fashion show, solo song, solo dance, rangoli, face painting, poster making, make–up artist, ad making, nukkad natak, t–shirt making, antakshari , non gas cooking and model united nations etc



Shri Shashikant Singhi, Director General, Poornima Group of Colleges was the Chief Guest at the closing ceremony. Besides delivering the valedictory address, Shri Singhi gave away awards/prizes to the winners and runner–ups in the various events that added to the confidence and morale of the students. Trophy with cash prize was awarded to the winning college. Two cash prizes were also given to the second and third best performing colleges.

### ***Mini Convocation–cum–Alumni Meet***

A Mini Convocation–Cum–Alumni Meet was organized on 26 December, 2015. The meet was attended by almost 98 alumni. 71 alumni, among those who had not collected their degrees earlier, received their degrees from the Chief Guest. The Chief Guest Dr. Kanta Ahuja, former Vice Chancellor, University of Rajasthan delivered the convocation address which motivated the students to excel in their careers. Dr. R. P. Rajoria, Chief Mentor and Advisor (Engg.), Poornima Foundation presided over the function.



In the Alumni Meet held after the mini convocation program, Shri Abhayjeet Singh, OSD, Poornima Foundation enlightened the students about the significance of such meets and expectations of the Alma mater from them. Some cultural performances such as Group dance, Nukkad Natak, Solo Song were performed by MBA students along with the few management games for alumni. Some Alumni students shared their academic and working experience with other students. It was an atmosphere of great pleasure, enthusiasm and camaraderie among the participants, seeing and meeting their old friends after a long time.

### ***Examinations and Results***

The first and second midterm tests for odd semester (for both MBA–I and MBA–II) were held during the quarter. The second semester university result of batch 2014–16 was also declared on October 31, 2015. PSOM students fared well in the examination, as their overall result was much above the university’s average result. Combining the results of the two semesters, Priya Chokhani and Ramakant Gupta were the first two rankers with 77% and 75% marks respectively.



Priya Chokhani



Ramakant Gupta

A written test and viva–voce was also held to adjudge the level of understanding of MBA Part–II students during the certificate course of Financial and Securities Markets.

### ***Campus Placements***

Campus placement activity for batch 2014–16 also commenced during the quarter. To provide an impetus to placement activities, written aptitude tests and sessions of GDPI were conducted with the assistance of a professional agency. The following six companies have selected 29 students of PSOM.

<b>Company</b>	<b>No. of Selections</b>
Universal Hunt	1
Jaipur Rugs	1
AU Financeries Ltd.	6
Genpact	10
Activant Solutions	1
Alibaba.Com	5
Shree Ram General Insurance	6
HDFC Life Insurance	3

More companies are likely to hold campus drives during the next quarter.

## **EXTRACTS OF ADDRESS BY DR. KANTA AHUJA**

Some extracts of address delivered by Dr. Kanta Ahuja, Ex Vice Chancellor, University of Rajasthan, the Chief Guest at the Mini Convocation are given below :

“Let me explain – what have been the main issues on the forefront of dialogue and discussion on almost every forum – be it serious intellectual debates or frivolous social media comments or blogs and the likes in recent years particularly during 2015. Incidentally let me confess that I do not like the term ‘twitter’ – people seem to be twitting rather than talking or discussing. My generation used to have ‘addas’ which were daily or weekly get togethers for discussion about ideas and not about personalities. After all, my definition/description of an intellectual is of ‘a person whose concern is ideas that influence and determine our lives in its diverse dimensions.’ Therefore, freedom of speech and of thinking is so important.

This past year ended with a not very pleasant exchange among many personalities – some very famous and well known and others who responded to statements that were being made on both sides. One issue was ‘tolerance or the lack of it.’ The disagreements ceased to be differences of opinion but took a rather unpleasant character of political and often quite offensive comments. One must ask the question: is this what freedom of speech is about? Let me quote from a speech delivered in the IIT by the RBI Governor, Raghuram Rajan. He talked about academic institutions promoting what he called ‘competition for ideas’, promoting a spirit of enquiry and respect for ideas, questioning of alternative viewpoints and promoting TOLERANCE. Mahatma Gandhi said “The golden rule of conduct is mutual toleration, seeing that we will never all think alike and we shall always see truth in fragments and from different points of view”.

This would be my first message to the young graduates. Tolerance requires respect. Ideas are the starting point of all innovation but Ideology is contempt for dissent. Therefore think of your education not merely in terms of the specific subjects that you have studied or the skills that you have acquired but in terms of ideas that you have been exposed to and ideas that you may generate. Remember that all innovation or discovery begins with an idea that has the potential of growing into a grand theory or a grand invention. Think of Newton, or Einstein or Bell or Tesla or Steve Jobs.

The second issue that marked the end of the year 2015 was CLIMATE CHANGE. Linked it with the issue of ENVIRONMENT PROTECTION. This issue has been with us for a long time. The economist A. C. Pigou, writing in the twenties of the last century almost a hundred years ago, developed the concept of externalities. Some of you might remember a famous quote that learnt and taught – if a man marries his housekeeper, national income goes down. Feminist arguments for valuing house work came 50 years later. Economists brought in the issues of distribution of costs and benefits among people and of how to quantify the external effects of projects especially those for which there are no markets to value, non marketed ‘goods’ and services, air and water pollution, noise, wild life, vegetation, bio diversity and so on. Today what were called free gifts of nature have become scarce. In Beijing they are now buying clean air in bottles and we have accepted bottled water as a norm for safety rather than an exception. Green cover, land, wild life, rivers and lakes are now valued but only after struggles by groups that are often termed anti-growth. Climate change is not only about conflict between the rich west and the not so rich poor countries of the south or east; it is also not about conflict with China. It is about manufacturing and exporting that leads to more carbon emissions and life styles that are not only energy intensive but are wasteful and destructive.

Did you read about the event in China that was called an accident but was the result of a landslide caused by the indiscriminate dumping of industrial waste and resulted in the collapse of at least 22 industrial buildings and in many deaths. Bhopal, Chernobyl and other disasters may have been forgotten. Did you also know that there are more cell phones in the world than people – 7 billion and rising. Good but what about the radiation from cell towers in densely populated areas?

And did you know that names we are familiar with such as Munirka, Mehrauli, Raisina Hill and many more are names of villages that were acquired by the British to build New Delhi. They at least respected the names of the villages but did any one worry about the thousands of displaced persons that lost their livelihoods and were literally driven out. Is something similar happening today as a result of the urbanization drives? Let me not mention the destruction of forests and the endangered wild life.

The third issue that continues to be in the forefront is **CORRUPTION** in public life. But what about corporate life where most of you aspire to get jobs with good and sometimes hefty packages? To understand how successful corporations have become what they are you need to go back in history and understand the processes that were at work. History suggests that the corporation is one of mankind's most useful inventions just as the written word has been for ideas. But today it is being described as a psychopath – devoid of moral compass, relentless in the pursuit of power and profits. Others have taken issue with its focus on shareholder interest and exclusion of other stakeholders and with its tendency towards unethical conduct.

What is at issue is the presence or absence of ethical standards in the running of a business. One has listed four characteristics of the new corporations that need to change. These are **PURSUIT OF SIZE AND SCALE** to achieve market dominance; **Aggressive LOBBYING** for regulatory and competitive advantages; **Extensive use of ADVERTISING** unhindered by ethical considerations – turning wants into needs by playing on human insecurities and needs that can be satisfied by new products; and **aggressive use of borrowed funds to LEVERAGE** the investment of shareholders.

The world has changed during my life time, of course, but it has changed during the two decades or so of your life already. The speed of change is accelerating. Technology in every sphere – production, education, medicine, energy, education and learning and many other fields – is changing rapidly. So do not stop to learn. The skills of yester years are already obsolete and the skills you may have acquired will be obsolete before you recognize the changes taking place. So stay ahead and take advantage of the new technologies to learn. You must have been told about time management. My advise to you is to set aside some time to **READ AND LEARN**. There is so much around you.

Be sensitive to community needs and learn from others. Never consider yourself as a **KNOW ALL**.

I congratulate the students who get their degrees for their hard work and commitment and I am sure it will take them to greater success in their life. I wish them all success in their pursuits.

Be Proud of Your Institution and Let Poornima be Proud of You.”

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### **Will Delhi Odd – Even Car Formula Helps To Curb Pollution?**

Pollution has been with Delhi and other metros for a long time. But for the occasional medical warning, media report, or environmentalists calling for steps to reduce pollution, life continued as before only. Asthma and other allergies continually increased. The odd–even system for vehicles on road was implemented in Beijing in 2008. While the rule was initially said to be temporary, it turned out to be so effective that the government made it permanent. Similar road–rationing rules are imposed in many places around the world like Paris, Mexico and Bogota to curb road jams and pollution.

The WHO had conducted a study for 1600 cities across the world in 2014 including 124 cities from India. The study found out that Delhi, which is the fifth–most populated metropolis in the world, had the worst air quality. To stem the dangerously high levels of pollution in the national capital, the Delhi government last week decided that private vehicles with odd and even registration numbers will ply on odd and even dates, respectively, from January 1, for two weeks on experiential basis.

The road length in Delhi has increased at the rate of 4.53% per year, which, of course, is not in pace with the growing population. It is reported that the road density in Delhi is around 155 km per 100,000 population and about 80 vehicles per km. Carbon monoxide (CO), a dangerous gas emission, is around 6,000 microgram per cubic metre in Delhi, which is much above the safe level of 2,000 microgram per cubic metre. According to the Ministry of Earth Sciences, Delhi’s air quality index (AQI) is 121, which is described as “poor.”

The Delhi Government planned to procure about 1380 semi low floor buses, 500 mini buses under DTC and around 1000 more buses under cluster scheme will be deployed by the end of 2016. About 5500 new auto permits are being released for plying in the NCR. The six corridors in Phase–III Metro project have plans for expansion of 117.57 Km of Metro Rail network in Delhi. Two corridors of Phase–III in Delhi are likely to be completed in the current financial year. On odd/even announcement, Government said that 4,000 private contract CNG buses and 2,000 CNG school buses would be added to the existing fleet of 6,000 DTC and cluster buses. The odd–even rule would be tested for a two–week period starting January 1, Violators could end up shelling in up to Rs 2,000/– or more as penalty.

Delhi odd–even car formula has not succeeded contrary to claims by Government. Without determining the real source of pollution, Government took this hasty and badly researched initiative. It was arbitrary and smelt of a conflict of interest. Some countries have imposed a diesel or environmental tax. But in India, diesel is subsidised for vehicles, when the original justification was to subsidise farmers' tractors, diesel water pumps and so on. So the urban elite are doubly subsidised. The prices of diesel vehicles are quite low by international standards and its fuel is subsidised. That is why the number of diesel cars has increased rapidly, further increasing pollution. These need to be phased out. This applies to diesel generators as well. To overcome electricity failures or rationing, diesel generators are used by most shops, even the well–to–do ones and also in public offices. This should be banned. Either inverters or electrical backups could be used instead.

The biggest challenge for the government, of course, would be to ensure that restrictions are implemented without creating problems for people. If the use of private vehicles is to be discouraged, it should be simultaneously accompanied by a plan for ensuring last–mile connectivity via public transport, initiatives for car–pooling, use of non–polluting modes of commuting and safe tracks for walking and cycling.

There should also be a control on number of air conditioners which should be switched on at a time in offices and homes. Power plants that do not have efficient precipitators should be shut down. The scheme to cut down the number of cars on the road is a good one if implemented thoughtfully and due caution. The implementation will also require more traffic police and other personnel to carry it through.

– Neha Saxena

## **Social Networking Sites and the Human Life**

Social networking is a tool used by people all around the world. Its purpose is to promote and aid communication. However, this seems to be doing more harm than good. Social networking affects our lives in many ways, including our communication, self-expression, bullying, isolations, friendships, and even our very own sense of humanity.

Social networking sites, such as Facebook, were created for the purpose of helping individuals to communicate. Many people use these networking sites to talk to their friends in other cities, states, or even other countries. There are many situations that do not allow the use of telephones; that is why social networking is preferred by many. These networks not only allow communication between friends, but allow you to connect with new people. Which allows one's social circle to expand. If you ask around how people think social networking affects them, many will say that they have an expanded circle of social connections, and stay in touch more.

On these networking sites, users normally create pages that represent them in some way. They post pictures of themselves and their friends. This concept seems simple enough, but its use is very different depending on the age of the user. Adults are known to be more mature about what they post and how they interact online.

The good things about the social networking sites are:

- (1) Superb platform to communicate with friends, meet new people and even rediscover the friends we had lost touch with over the years.
- (2) Sharing of ideas. Communities, groups and pages are set up to invite like-minded people to join in. Ideas and opinions are shared, with a global perspective, which otherwise would not have been possible.
- (3) A great source of information. The likes of Facebook and Twitter are loaded with lots of information. Links are shared, news spreads like wildfire and ideas are exchanged.
- (4) It's a memory bank, as far as photographs are concerned. Photos can be stored, shared and even commented upon.
- (5) Instant access. Be it on the PC, or the smartphone, we are never away from putting up a new post, status or tweet.

Status updates are not always about what someone is eating or drinking. Sometimes, some people actually post relevant, important and knowledgeable stuff. News updates and even some interesting articles can find their way on such sites update page. But on same side some people really have no clue of what they are posting which are usually flooded with a lot of random thoughts and they get personal and abusive at times. Games like Farmville and Mafia Wars have become extremely popular and are considered as excellent stress-busters. But the fact that they are so addictive means that even though the stress may have

disappeared, people end up playing these games much longer than they have bargained for. Hours spent in office are wasted in huge quantities, and the bosses are not pleased.

Cyber bullying is a form of bullying that is only done through the web and other technologies. Social networks make it worse for the victims. Bullying is difficult in person and even harsher over the internet. When cruel comments are posted on an individual's page, anyone can see them. However, on the networks no one is there to witness the attack. This makes it harder for a victim to ask for help. The bully has an easier job insulting the other because there is no threat of getting caught by a close adult. These kinds of social attacks are harmful. All types of bullying are wrong, though cyber bullying might be the worst yet. The victims are vulnerable online and the insults made towards them deadlier because of computers mask faces and the majority of insults, threats, and taunting go on without consequence. There often is no make-up or apologies, because no one witnesses the harmful effect the words may carry.

Teenagers must understand the advantages and disadvantages of social networking. Social sites should be used to communicate with each other but not to distress in the comfort of one's own home.

– **Amit Kumar Thakore**

### **Blasts after Blasts: Terrorism in India**

The Indian Airlines Flight 814 was hijacked on 24th December, 1999 while flying from Kathmandu. The memories of the explosion of the Air India aircraft "Kanishka" in the mid air still haunt us. The attack on Parliament was also one which again checked our patience. We also witnessed the brutal attack on Taj. Hijacking of planes, blowing up of railways and bridges and buses full of passengers all are instances of terrorist activities that killed hundreds of innocent lives.

It is difficult to make statistics about terrorism, but some facts are there like around the world about 50% of terrorist actions are bombing, 20% are shootings and 30 % are kidnapping, hostage takings or hijackings. Around 20 % of terrorist actions result in someone being killed and the number of people killed by terrorist has risen dramatically over the last 20 years.

Terrorism in India is not new, but it has increased very rapidly in the last few years. India is 4th most terror affected country in the world. Every year at an average, of 500 people die due to terrorism. Such unwanted killings and destruction cause irreparable damage to the country. The aim is to create a chaos in the country. Its effects can deteriorate the country's economy and create insecurity among the peoples.

Terrorism has now become an international phenomenon. No words of sympathy are enough for those who are the victims of terrorism, civilians or security personnel. Since terrorism in India has become part of our lives, the only remedy to this evil appears to be the diagnosis of the root cause for each act of terrorism. We must find out the reasons for emergence of terrorism and in order to fight it and uproot it completely, a separate ministry for combating terrorism should be created. This ministry should continue until this deadly disease is rooted out, India must fight it right to the end. Terrorism in all forms and colours must be removed; must be dealt with undaunted courage and determination.

– **Jaya Pareek**

## **STUDENTS CONTRIBUTIONS**

### **Why Amazon's and Uber's Digital Strategies Excel?**

Amazon and Uber are great examples of winners in today's global marketplace; they've helped spearhead a digital revolution that requires businesses to reinvent themselves. Many firms try to assemble digital initiatives piecemeal—e.g., social media, e-commerce. But Amazon and Uber would tell you a piecemeal digital approach which is doomed—a successful strategy must be coordinated from the outset. Approx 70% of 18 to 64 years of age group people in the United States buy digitally, yet this revolution is just getting started. Consider these numbers: Every day 4.8 billion interactions take place on Facebook; 1.3 billion smartphone apps are downloaded; 16 billion texts are sent; 5.9 billion Google searches are made; 500 million tweets are posted; and 300 billion emails are sent. In addition, social media generates almost double the marketing leads of trade shows, telemarketing, or Web ads; 71 percent of consumers giving a quick brand response on social media and would recommend that brand; and 68 percent of online users check out companies on social media before buying.

Digital strategy is about leveraging your knowledge of each customer's preferences and using digital tools to customize one's experience. CRM relates to how you use customer information to optimize your sales, marketing, and service processes; customer experience management (CXM) involves how you use customer information for your external touch points to optimize your customers' experiences. The challenge is to integrate both into a coherent digital strategy.

Using the "hub and spoke" model, with CRM as the hub containing the customer profile, populated with timely, relevant information is recommended. CXM components make up the spokes and include social media, next-best-offer and customer journey models, and mobile apps. The spokes leverage customer data from CRM to enhance customer engagement. The spokes also send valuable data back into the profile (e.g., social insight from branded, private social media communities). In other words: a two-way exchange of valuable data aimed at enhancing the customer experience.

– Suraksha Khandelwal, MBA-II

### **Business Turnaround Strategies**

Turnaround strategy is applicable to the loss making business unit. It is the act of making a company profitable again. 'As rightly said "health is wealth", when the business firm is healthy, then only it can be wealthy'. An investigation of the root causes of failure, and long-term programs are essential to revitalize the organization. Turnaround strategy is a revival measure for overcoming the problem of industrial sickness. It is a strategy to convert a loss making industrial unit to a profitable one.

Turnaround is a restructuring process that converts the loss-making company into a profitable one. It brings the industrial unit into its original position and stabilize its performance. Implementation plays an important role in turnaround management. The success of the turnaround strategy depends on the commitment of the top level management. It is essential for the survival of a failing business and to sustain a positive change in the performance of a business to obtain desired results. A successful turnaround is a complex procedure that requires a strong management team and sound business core.

Turnaround strategy components can be in terms of leadership, stakeholder management and project management. Stabilizing the distressed company would involve re-introducing predictability, ensuring legal and fiduciary compliance, recapitalizing and fixing the company in strategic, organizational and operational terms.

– **Shubham Singh Bisht**, MBA–I

### **Budding Green IT**

Green IT is the study and practice of using computing resources in a way that helps to reduce energy and operating costs, enable sustainable business practices and reduce the environmental impact of IT practices in the larger community.

Green IT practices are drawing high interest among IT organizations as well as suppliers, manufacturers and service providers. With the rapid run up of energy costs and a broadening awareness of the impact of global climate change, with the growing body of evidence demonstrating the potential return on investment (ROI) resulting from adopting Green IT approaches, leading organizations are implementing innovative solutions that reduce their utility bills and “green” their procurement practices. They are also implementing technologies that take thousands of employees off the roads.

Today Green IT practices attract attention partly because of a broader interest and emphasis on corporate social responsibility (CSR) programs. With increasing public awareness of environmental issues, CSR efforts are tied to initiatives that build a positive environmental brand image. There is a growing body of evidence that IT organizations can also “green-up” their energy, procurement and recycling practices. Issues which appear to be fueling the Green IT movement are – rising energy demand with a more limited supply and increasing utility costs, management of hazardous waste and electronic equipment disposal (e-waste), increasing gasoline costs, which drive up employee commuting costs leading to retention issues, increasing real estate costs and a stronger regulatory climate at the federal, state and local levels.

Green IT practices are earning a place on the corporate agenda and implementation of these programs is clearly within the reach of most enterprises today. Because Green IT programs are demonstrating fundamental economic as well as environmental sense, it is understandable why organizations are exploring green computing options with such intense interest across the IT industry.

– **Lokesh Kundnani**, MBA–I

## **BUSINESS UPDATE**

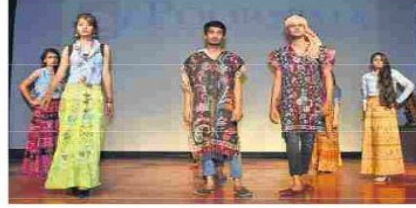
<ul style="list-style-type: none"> <li>• India ranks 97th on Forbes' best countries for business list</li> <li>• India's 10 biggest brands, TATA beats Reliance.</li> <li>• Gold monetization scheme attracts only 400 grams: Govt. to increase testing centres</li> <li>• Pakistan fourth largest source of remittances to India.</li> <li>• Dipping exports get 3% interest subsidy booster</li> <li>• Stan Chart appoints ICICI Bank's Zarin as CEO</li> <li>• Oyo rooms owner enters in the Forbs list of achievers under 30.</li> <li>• Eco-friendly personal transportation vehicles launched in India.</li> </ul>	<ul style="list-style-type: none"> <li>• Alibaba unlikely to be interested in Yahoo's core business</li> <li>• India's services trade surplus improves to US \$ 6.33 billion</li> <li>• Canadian firm buys 23% more stake in Birla Sun Life</li> <li>• GE, Alstom land \$5.6 billion deals to supply Indian railway</li> <li>• Tata Power to hive off green energy biz, may bring in PEs</li> <li>• Flipkart's U-turn on app strategy? Relaunches mobile website</li> </ul>
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# Melange of outfits

## on stage

**P**oornima School of Management (PSOM) organised a fashion show on Saturday during its inter-college annual management fest 'Gestion-2015'. Management students displayed their outfits on the ramp on themes like Black Beauties, Horror, Tapori, Nature, Indo-western and more. They also expressed vibrant and multi-coloured culture of the India through their outfits on the 'Incredible India' theme. Around 300 students participated in the fashion show from various B-schools of Rajasthan. Management and cultural activities were organised during this two days fest. Group-solo singing were major attractions in cultural activities. —AHC



DNA (13.12.2015)

## स्टूडेंट्स को मिली डिग्रियां, एलुमिनाई ने शेयर किए एक्सपीरियंस



**सिटी रिपोर्टर** • पूर्णिमा स्कूल ऑफ मैनेजमेंट में शनिवार को कन्वोकेशन सेरेमनी एवं एलुमिनाई मीट का आयोजन किया गया। कार्यक्रम में पासआउट 71 स्टूडेंट्स को डिग्रियां प्रदान की गईं। वहीं एलुमिनाई मीट में पुराने स्टूडेंट्स ने दोस्तों के साथ कॉलेज में बिताए पलों को याद किया।

साथ ही डॉक्यूमेंट्री मूवी के जरिए कॉलेज के पिछले 9 वर्षों के सफर को दिखाया गया। एलुमिनाई ने कल्चरल प्रोग्राम में रंगारंग प्रस्तुतियां दीं। पीजीसी के एडवाइजर आर.के. अग्रवाल एवं पूर्णिमा फाउंडेशन के चीफ मंटर डॉ.आर.पी. राजोरिया ने स्टूडेंट्स को आरटीयू की डिग्रियां प्रदान कीं।

Dainik Bhaskar (27.12.2015)

## राजस्थान में निवेश से संबंधित पहलुओं के बारे में जानकारी दी

**सिटी रिपोर्टर** • जयपुर पूर्णिमा स्कूल ऑफ मैनेजमेंट में 'लर्निंग आउटडोर एंड बियॉन्ड सिलेबस' प्रोग्राम आयोजित किया गया। दो दिन चले इस प्रोग्राम का बुधवार को समापन हुआ। इसमें मैनेजमेंट स्टूडेंट्स के लिए कई गतिविधियां आयोजित की गईं। 'एडवर्टाइजिंग इज एसेंशियल फॉर सक्सेस इन बिजनेस इन 21

सेंचुरी' विषय पर डिबेट आयोजित की गई। प्रोग्राम के गेस्ट डॉ.सी.एस. बारला ने स्टूडेंट्स को राजस्थान में निवेश से संबंधित विभिन्न पहलुओं के बारे में जानकारी दी। राजस्थान यूनिवर्सिटी में समाजशास्त्र विभाग की प्रोफेसर डॉ. रश्मि जैन ने 'इनक्लूसिव डवलपमेंट इश्यूज एंड चैलेंज' विषय पर विचार व्यक्त किए।

Dainik Bhaskar (29.10.2015)

## स्टूडेंट्स ने समझा इंडस्ट्रीज का मैनेजमेंट



**पूर्णिमा स्कूल ऑफ मैनेजमेंट के एमबीए स्टूडेंट्स ने इंडस्ट्रियल टूर के जरिए विभिन्न कंपनियों का मैनेजमेंट और कार्यप्रणाली को समझा। सैकंड ईयर के स्टूडेंट्स ने चंडीगढ़, शिमला, अहमदाबाद, चंडोदरा एवं भावनगर शहरों की कई प्रतिष्ठित कंपनियों का दौरा किया। विजिट के दौरान मैनेजमेंट स्टूडेंट्स ने 15 कंपनियों की विजिट की। स्टूडेंट्स ने इन कंपनियों के वर्क कल्चर का बारीकी से अवलोकन किया। कंपनियों के प्रतिनिधियों ने स्टूडेंट्स को इंडस्ट्री के वर्क कल्चर को समझाया।**

Rajasthan Patrika (28.10.2015)

## मैनेजमेंट डे पर स्टूडेंट्स का सम्मान



**जयपुर.** पूर्णिमा स्कूल ऑफ मैनेजमेंट और पूर्णिमा यूनिवर्सिटी में शुक्रवार को मैनेजमेंट डे आयोजित किया गया। इस अवसर पर डिपार्टमेंट के टैलेंटेड स्टूडेंट्स को गोल्ड, सिल्वर मेडल और केश प्राइज प्रदान कर सम्मानित किया गया। चीफ गेस्ट जेकेएलयू के वाइस चांसलर डॉ. आर. एल. रैना थे। गणेश वंदना के बाद डिपार्टमेंट का वार्षिक

न्यूजलेटर लॉन्च किया गया। रंगारंग प्रस्तुतियां भी दी गईं। सम्मोह के दौरान स्पॉट्स एक्टिविटीज के विनर्स को पुरस्कृत किया गया। पूर्णिमा यूनिवर्सिटी के प्रेसिडेंट डॉ. के.के. एस. भाटिया ने धन्यवाद ज्ञापित किया। इस दौरान मैनेजमेंट स्टूडेंट्स की ओर से एग्जीक्यूटिव भी लगाई गईं, जिसमें विभिन्न क्राफ्ट उत्पाद प्रदर्शित किए गए।

Rajasthan Patrika (21.11.2015)

(Designed by: Sunil Kr. Sharma, Asst. Registrar)