



# POORNIMA GROUP OF COLLEGES

DEPARTMENT OF MANAGEMENT STUDIES

## DMS DIGEST – the Quarterly News Letter

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### *Editorial Board*

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### *Editorial*

#### **PARADIGM SHIFT IN APPROACH TO MANAGEMENT EDUCATION**

Management education is witnessing a paradigm shift from the last decade or so. The stimulants for this transition are many; the stagnant or slow growth in world economies, dynamic work environment, increasingly complex nature of organizations and businesses, to name a few. Management courses are no more considered as a typical academic program. They are seen as a tool to polish the skills of students so that they have greater self confidence and out of the box thinking. The curriculum designing has become more interdisciplinary in nature where different subjects like marketing, strategy, operations are taught jointly. The pedagogy of management teaching like case studies, management games, simulation exercises are focusing on finding multiple dimensional solutions to real life situations.

The internationalization of management education is a way forward with increased focus on international partnerships, international internships, student exchange programs, joint degrees etc. Even the stalwarts of management education like Harvard, Stanford have firmed up their global expansion plans by opening centers at different locations and setting up of regional centers. The use of new technologies like cloud computing, e-lectures, use of various applications and softwares during teaching is a trend that is catching up fast. Many renowned B-schools of world have launched free online programs in business education. There is greater emphasis on network building and use of the social media to establish connections. Alumni network is being expanded and best utilized for suggestions, areas of improvement and big selling point for prospective students. For entry, good B-schools prefer a student having some work experience in addition to academic excellence. Management education is shifting its focus from traditional areas of marketing, finance, HR etc. to new areas like leadership development, programs in innovation and entrepreneurship etc. B-schools are also offering programs that are designed for individuals who intend to manage their own business or work in family business. Further, to boost the management education with industry linkage, programs like short term or part time courses for working executives and certificate courses in specific industry disciplines are gaining in demand. The management education is thus moving ahead in a dynamic, adaptive mode.

– **Jitendra Singh Rathore**

## Messages



This issue of DMS Digest is important. From new session 2014–15, the activities of DMS will be continued under Poornima School of Management and it will run the MBA program as one of the constituents of the group. The Department over the last about seven years has achieved remarkable growth with a wide spectrum of activities and excellent programs. The quarterly news letters have been reflecting the developments by giving an account of various events and articles of escalating quality and variety to satiate the needs of every one, the management students in particular.

I am glad to learn that the editorial of this issue of DMS Digest highlights, the paradigm shift in approach to management education. This is essential that we fully understand and appreciate the change in mindset of students regarding management education in India and particularly in Rajasthan and adapt to changing scenario. The articles and contributions by the faculty and students contained in the Digest are praiseworthy. I look forward to their active role in future as well with an influx of fresh and innovative ideas to take the DMS and this Digest to newer heights.

**Dr. S. M. Seth**  
Chairman, PGC



In the competitive world, it is not just what one knows, but what one does with what he knows, that separates success from failure. Turning knowledge into wisdom and information into workable ideas is the profound philosophy that the educational institutions need to follow. I am aware that DMS PGC is fully aware of this reality and has been making all efforts to give the students the cutting edge of holistic learning and develop them into leaders of tomorrow with globally relevant, future ready and actionable intelligence. The focus has to be on a proper mix of knowledge imparted and a strong thrust on activities for building managers of tomorrow.

An important aspect of modern education is the realization that education is for life, i.e., to make persons more understanding and humble. The endeavour has to be to encourage a values based innovative learning environment and adopt mentoring based education system in letter and spirit. To my mind, educational competence is the manifestation of perfection already existing in a human being. Apart from intellectual training, education must lay emphasis on moral foundation which helps the students to become good citizens. I trust that management faculty at Poornima will continue to play an active role in the development and growth of our students.

**Shashikant Singhi**  
Director General, PGC

## Highlights of the Quarter

April–June is the last quarter of the academic session. It is during this quarter when mid–term and university examinations for even semester are held. Also, it is the period in which the junior batch students bid farewell to their seniors.

### Award Ceremony –

As a custom, the second year students are bid farewell by the first year students at the close of every academic session. This year, considering that the occasion is primarily meant for recognizing the academic and other achievements of the outgoing batch, the event was termed as ‘award ceremony’. The function was held on 26.04.2014. The significance of this celebration lay in remembering the days spent by the seventh batch students (batch 2012–14) over two academic sessions of their management education at DMS PGC, and the moments of joy and experiences shared by them with their juniors as well as the faculty and staff. The celebration also provided an opportunity to the students of bonding of relations and ties and developing mutual friendship, affection and trust for the rest of their lives.

Shri Vinod K. Ladia, Chairman and Managing Director, Shri Rajasthan Syntex Ltd., also Head, Spinners Association of India and Vice Chairman, Synthetic and Rayon Export Promotion Council, was the Chief Guest at the function. The felicitation address on behalf of MBA first year students was given by Geetanjali Singh and words of gratitude on behalf of second year students by Pooja Gupta. These were full of sentiments and expressed mixed fillings on parting of the two closely–knit groups of students sailing together over a period of one year. The celebration address by the Chief Guest was highly motivational, inspiring and interactive.



Shri V. K. Ladia addressing the students



Pooja Gupta expressing words of gratitude

MBA second year students were awarded prizes by the Chief Guest for academic excellence and other achievements. The prizes were given to the first three toppers in the semester university examinations and for five certificate courses organized in–house on Banking, Retail Management, Financial and Securities Markets, MS Office and French Language. The other recipient of award was **Kunal Bhaskar** whose attendance was more than 90% during the two sessions.



Students receiving prizes from the Chief Guest

One special award in the form of a **Gold Medal** was given to **Sneha Singh**, the student adjudged as the most talented of the outgoing batch. Two awards for overall outstanding performance went to **Astha Singh** and **Anjana Patel**. Also, prizes were given for performances in Poornima Model United Nations Conference organized by the DMS, PGC for the first time and some other events like debate competition, Best Self Help Group, Poem Recitation, Hindi Speech and Best Students Club.



Gold Medal to Sneha Singh



Group photograph of some awardees

Some selected performing arts events were also exhibited by students on the occasion. These were moments of great joy and entertainment for the audience.



The award ceremony was conducted by MBA Part-I (Semester-II) students.

### **Summer Training –**

As per RTU calendar, the second semester students were required to have 6-week summer training before appearing for the university examination.

The summer training attachments for the period from May 20 to July 1, 2014 were made with 21 organizations like Bangur Cements, Bank of India, Export Import Bank of India, Fingrowth Cooperative Bank, Hindustan Zinc Ltd., Hotel Marriot, Kotak Mahindra Bank, Power Finance Corporation, Punjab National Bank, RIICO, Rural Electrification Corp. of India, SBI Life Insurance, Varun Breweries, Rajasthan Rajya Vidyut Utpadan Nigam Ltd. etc. While sponsoring the names, the options given by the students for major subjects (Marketing / Finance / HR) were kept in view.

### **Project Study and Seminar on Contemporary Issues –**

The subjects 'Project Study' in fourth semester and 'Seminar on Contemporary Management Issues' in second semester were dealt with by the department's core faculty with relatively greater supervision and guidance. The reports submitted by the students on 'Project Study' have been evaluated by external examiners appointed by the University. The evaluation of the reports on 'Seminar on Contemporary Issues' is likely to be done after the second semester university examinations scheduled from July 14, 2014.

## **Examinations –**

The second mid-term tests for MBA fourth and second semesters were held from 09.05.2014 to 12.05.2014 and 14.05.2014 to 17.05.2014 respectively. The university examinations for MBA fourth semester (Batch 2012–14) were held from 19.05.2014 to 30.05.2014. The RTU second semester examinations are scheduled in July, 2014 after the summer training.

The RTU results for first semester (2013–15 batch) and third semester (2012–14 batch) were also declared in this quarter. The result of DMS, PGC students have been satisfactory, better than the university average.

## **Placements –**

While some recruiting companies had held the campus placement activity in the previous two quarters, some more companies visited the campus during this quarter. In all, the following 18 companies conducted tests and interviews for hiring of the second year students (batch 2012–14).

- |  |                            |
|--|----------------------------|
| 1. Raas Capital                            | 10. Entrance Prime.Com     |
| 2. Reliance Retail                         | 11. I-Process (ICICI Bank) |
| 3. Genpact                                 | 12. Muthoot Fincorp Ltd.   |
| 4. UAE Exchange and Financial Service Ltd. | 13. Kotak Mahindra Bank    |
| 5. N. J. India Invest Private Ltd.         | 14. HDFC Life Insurance    |
| 6. A TO Z Infotech                         | 15. Medipulse Hospital     |
| 7. Berger Paints                           | 16. Vitromed Healthcare    |
| 8. SBI Life Insurance Co. Ltd.             | 17. Sundaram Finance       |
| 9. Axis Bank                               | 18. HDFC Bank              |

Some students have also been placed off-campus at their own initiative. The total number of students placed was more than 70% of the strength in second year, excluding the number of students who opted not to participate in any campus drive.

## **Faculty Enrichment –**

During the quarter, Mrs. Ranu Sharma, Asst. Professor and HOD (Marketing) have been awarded Ph.D. Degree by the University of Rajasthan.



**Congratulations Dr. Ranu Sharma**

The Ph.D. viva of Mrs. Swati Jain, Asst. Prof. and HOD (Finance) is likely to be held shortly.

# ***Faculty Articles***

## **WORDS ARE MEANT TO HEAL AND NOT HURT**

What we say, why we say and how we say are of paramount importance, for it can stir up varying shades of emotions in human minds. While words are virtually an index of our thought process, they can be used to articulate our innermost feelings with all sincerity or manipulated to camouflage them adroitly.

Words, in whatever form they emerge, have such dominant influence that they have started and stopped wars. They have built and destroyed fortunes. They have also saved and taken lives. Buddha has pointed out that “whatever words we utter should be chosen with care, for people will hear them and be influenced by them for good or ill.”

A wound inflicted on the body will heal in time and the scar will also fade away eventually. On the other hand, a wound dealt out to one’s mind by a cruel and scathing word can cause a scar that will last a life time. What is more, the hurt experienced when the insensitive word was first spoken will surface every time the bitter experience is recalled. Words possess awesome impact and once they are rooted in our psyche it is difficult to escape them. Words can shape the future of a child and at the same time set in motion a devastating self-doubt in the mind of a grown-up and destroy him.

Everyone who has a social responsibility must exercise the utmost restraint in his speech which should be succinct and purposeful, always befitting the time, place and occasion to be meaningful. Above all, his utterances must exude goodness, sobriety and in no manner cause anxiety or hurt the sentiments of others.

Words laced with decorum, compassion and understanding only possess the power of healing and ensure harmonious inter personal relationships, full of warmth and trust, empathy and caring. The world indeed can be a single large cohesive family.

**– Arpita Mehta**

## **BRAIN-STILLING: ENERGY MANAGEMENT**

Brain stilling or meditative silence is the most reliable method to discover solutions to problems and difficulties which seem to be difficult to be tackled by reason and intellect because through this one comes into contact with the inner mind or higher consciousness called CHETANA.

All to show that if we do not organize our thoughts they run us. They are often out of our awareness, they are chaotic, and there are far too many of them to make us effective or focused thinkers. We have about 60,000 thoughts per day. Many of them are recycled. Most thoughts involve remembering the past or planning for the future. They clutter our minds and take us out of the present moment. We are distracted. Many of us have “*racing minds*” which means we are always thinking ahead towards outcome and solution, even when we are in dialogue with others and should be listening, considering input, and working with it in the moment. Racing mind creates reaction, not response, and impatience.

Brain-stilling can be used when you need to arrive silently and peacefully, preferably in a 'Room of Silence', to a rational and enduring decision. Silence here "does

not mean only absence of speech, but a perfect calm in body, mind and heart. Let the decision-maker retire from life-problems, sit in silence, invoke peace, concentrate on the problem, meditate over the situation and wait for the 'inner guidance' to reach the solution,”

Stilling the mind is an art and a science. It produces calmness, clarity and increased capacity, and, like all forms of resilience, is a product of energy management. It has a positive effect on brain chemistry and enhances our ability to focus the mind. **Sri Aurobindo**, the leading philosopher of modern India asserts: “In yoga, the whole principle is to open oneself to the divine influence.

One of the basic principle of Indian ethos talks of the equal importance of both the subtle, intangible subjectivity and gross tangible objectivity. Both these go hand in hand and enable a manager to become as effective decision maker. Developing one's inner *eye-jaana chakshu*, the eye of wisdom along with vision, insight and foresight enable decisions to be made in a more enlightened manner leading to holistic and value driven management.

While the west talks brain storming-loud thinking by managers, as the means to solve management problems, the Indian insight advocates brain stilling – silent thinking by managers. It is advocated that the latter is a better option for making rational and enduring decision because a silent mind which is more calm and tranquil is better energized to find sound and lasting solution to all problems encountered in day-to-day management.

Resilience by definition means agile response in the immediate present. So the practice of exercising awareness and choice in regard to our thoughts allows us to relax, rest the mind, and improve its agility. Now add in the pressures of an ever-changing environment, uncertain circumstances or an at-risk relationship and a habit of not focusing our thinking on assessment and creating a well-considered plan, puts us at risk. And take into account the reality that we all default to a habit of judging people and situations through the filters formed in the past. Such beliefs prevent us from doing our best thinking in the present moment.

Any worker, irrespective of the category he belongs to is first a MAN and then a worker. He is in fact, a mental creature in a physical frame; he is an awakened entity with consciousness. His consciousness speaks, his soul guides. All system of Indian *Sadhana* which talk about increasing the powers of the mind and brain stress the fact that mind cannot be brought to a state of concentration only through a strong will power. In fact its power can be increase by calming or stilling it through all the mental disturbance and agitations. If mind-the software of the hardware-body, is inflicted with viruses and other faults, the hardware will be of no use.

Indian ethos propounds that each mind is illuminated with an ability to make decisions with the guidance of higher consciousness. Even in science several discoveries and inventions were made through intuition when the mind was calm and tranquil. Meditative silence to invite guidance from within is an eastern insight, becoming more, relevant in today's times. Management being a *sadhana* requires managers to retire from busy life to meditate in silence over the burning problems in case of need. Even employee may be provided this facility in silence and seek solutions to problems. Silence, here does not mean only absence of speech, but a perfect calm in body, mind and soul. Through brain stilling the manager and his employees come into contact with the inner mind or higher consciousness for arriving at proper solutions.

– Sakshi Sharma

## WORK SMART AND ALWAYS LEAVE YOUR OFFICE ON TIME

Employees who leave the office on time are more productive, communicate more effectively, plan ahead and streamline their workloads better. Work is a never ending process. The interest of a client is important, so is your family. Life is not only about work, office and client, there is more to life. You need time to socialize, entertain, relax and exercise. Don't let life be meaningless.

A person who stays late at the office is not a hardworking person, instead he/she is under a misapprehension who does not know how to manage work within the stipulated time. He/she is either inefficient or incompetent. People work 12 hours a day, six days a week, or more. Some people do so because of work exigencies where the long hours are only temporary. Other people I know have put in those hours for years. I don't know if they are working all the time, but I do know they are in the office that long. Others put in long office hours because they are addicted to the workplace. Whatever the reason for putting in overtime, working long hours over the long term is harmful to the person and to the organization.

There are things a manager can do to change this for everyone's benefit. Being in the office long hours, over long period of time, makes way for potential errors. My colleagues who are in the office long hours frequently make mistakes caused by fatigue. Correcting these requires time as well as energy of others. I have seen people work Tuesday through Friday to correct mistakes made after 5 pm on Monday.

Another problem is that people who are in the office long hours are not pleasant company. They often complain about other people (who aren't working as hard); they are irritable, or cranky or even angry. Other people avoid them. Such behavior poses problems, where work goes much better when people work together instead of avoiding one another.

As managers, there are things we can do to help people leave the office on time. First and foremost is to set the example and go home ourselves. Second is to encourage people to put some balance in their lives. For instance, wake up early, eat a good breakfast, and go to work, work hard and smart for, eight or nine hours. Go home on time, read books/comics, watch a funny movie, play with your kids, etc. and eat well and sleep well that to on time. This is called *recreating*. Doing such things will help you in working smart. Working regular hours and recreating daily are simple concepts. They are hard for some of us because that requires 'personal change'. They are possible since we all have the power to choose to do them.

In considering the issue of overtime, I am reminded of my younger brother. When he was a toddler, if people were visiting the apartment, he would not fall asleep no matter how long the visit, and no matter what time of day it was. He would fight off sleep until the visitors left; it was as if he was afraid that he would miss something. Once our visitors left, he would go to sleep. By this time, however, he was over tired and would scream half the night with nightmares. My family and he, all paid the price for his fear of missing out. Perhaps, some people put in such long hours because they don't want to miss anything when they leave the office. The trouble with this is that events will never stop happening. That is life. Things happen 24 hours a day.

Allowing for little rest is not ultimately practical. So, take a nap. Things will happen while you're asleep, but you will have the energy to catch up when you awake. Follow these office tricks so you'll always leave work on time. First is Divide Your Day



Into Four Grids i.e. first is important and urgent tasks , then urgent but not important ones, next is important but not urgent duties and last one is to give time to non-urgent and unimportant jobs, secondly Set Aside An Hour For Emails, thirdly Schedule a Weekly Review.

Blocking out time to go through your calendar and a to-do list ensures you leave on time the following week. Make a to-do list for next week, look at new projects and make decisions about forthcoming issues. And try to Tighten Your Deadlines.

If you give yourself only a certain number of hours to do the work, you're automatically more strategic in completing it.

***Love Your Job, But Never Fall In Love With Your Company Because You Never Know When Company Stops Loving You. – Narayana Murthy***

**– Priyanka Khandelwal**

### **LIFE IS A JOURNEY, NOT A DESTINATION**

***“On life’s journey faith is nourishment, virtuous deeds are a shelter, wisdom is the light by day and right mindfulness is the protection by night. If a man lives a pure life, nothing can destroy him” – Budha***

Life can't be described in words. It is the mixture of happiness and sadness, success and failure, comfort and pain, encouragement and frustration, opportunities and challenges, love and hatred, relief and sorrow, and struggle and giving up. Life is not perfect, but it's beautiful.



Life is a journey, not a destination. Everyone takes every step in life in a very unique way. The journey of life may take us down by great storms and bumpy road but it does not matter, what matters the most is how many times you stand-up to continue. Each moment in life brings an opportunity and we have the power to change things rather than walking around in a constant circle.

Life is a game and the only rule is there is no mistake only lessons to learn. We cannot be winner always; therefore we must struggle to survive and should not be greedy to succeed at the expense of others.

Life is not all about lying down in a bed of roses. There are points in life, where we will be wounded by the thorns of life. The feeling of pain of loss, loneliness, failure and rejection will be surrounded for a while and soon there will be peace as there is rainbow after the rain.

Life is a beautiful journey without any destination. Give every opportunity a chance, leave no room for regrets, and don't forget the power of self at the time of struggle. In life, it's important to be happy, and sometimes the only way to find happiness is by letting go of what we have been clinging on to for so long. In short, life is a world to discover, dreams to chase, goals to reach and people to meet.

**– Swati Jain**

# ***Students Contributions***

(compiled, adapted and contributed)

## **GIVE AND YOU WILL RECEIVE**

There is a sad, unfortunate, and all-too-common scenario that happens on the street corners of the majority of large cities across the world. The situation is familiar to us all because we each have faced it several times. And while the locations and people may be different, the circumstances are often similar. Usually the setting includes a man or woman who is extremely unkept, smells and looks as though they have not showered for weeks, is often sitting next to the entirety of what they own, and their eyes and hands are outstretched pleading for assistance.

But I have often wondered what is more unfortunate – the awful situation of the sad and desperate beggar, whose situation was brought on by poor choices or unavoidable life circumstances; or is it actually found in the judgmental, scared, or selfish throngs of people who carelessly pass by these beggars (who also are human beings)?

Do we find ourselves using some of these excuses to justify our actions (or inactions): they brought this upon themselves, they'll use my money for alcohol or drugs, why don't they just get a job, someone else will help them, I don't have any money with me, etc. Perhaps we feel scared, threatened, or have small children with us that we want to protect – and understandably so. Or, perhaps our heart aches for them, we empathize, we wish we could help but are not in a position ourselves to help, or we literally don't have any money on us but would otherwise help them, etc.

Regardless of how we act or think in these situations, the reality is that we each could probably do a little more to help those who have a lot less. And the reality is that the 'beggars' in our lives are not limited to those on street corners. They are the neighbor or friend struggling, the person in the checkout stand who is a few dimes short or having a bad day, the sick child at the hospital, the impoverished mother in a developing country, to even a family member in need. In fact, the person that stares at us in the mirror each morning is often a 'beggar' at times in life. And the definition of a 'beggar' is not limited to one in need of financial assistance – there is just as much physical, emotional, spiritual, and social 'begging' that goes on every day – by all of us.

There is a principle that every successful person who has ever walked this earth has applied. It is: give and you will receive! This reality is unexplainable, yet undeniably true. The person who gives of his acquired knowledge, free time and generously gives of the money he has earned—somehow success, happiness, and more abundance always seem to follow!

– **Mayank Mandrelia, MBA-I**

## **CORRELATION BETWEEN MISTAKES AND SUCCESS**

A man must be big enough to admit his mistakes, smart enough to profit from them and strong enough to correct them so there is an outcome which we called SUCCESS. This is derived from mistakes because doing mistakes many times becomes the success of full entire life. And a life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing. Therefore doing something is better than doing nothing in life.

These mistakes are called Experience. Every one tells about the history behind his success and this history is his experience and with the help of such experience today he has achieved success. And this experience is nothing but mistakes committed, because doing hundred time mistakes results into one time success. 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 generally we say that risk and return both are directly proportionate to each other “Higher the Risk, Higher is the Return”. “People who don’t take risks generally make about two big mistakes a year, People who do take risks generally makes about two big mistakes a year.” So its better to take risk because taking risk results earning return and those taking risks or doing mistakes becomes experience and ultimately these experience results in achieving success.

And the relationship between mistake and success explains that there are no mistakes, no coincidence. All events are blessings given to us to learn from.

– Rohit Khandelwal, MBA–II

## **YOUR PERCEPTION IS YOUR REALITY**

The way people view you and the way you present yourself is the impression you will leave behind. As you go about the business of carrying on your life people will make judgments about your appearance, personality and capabilities.

If you don’t like the way your life is playing out you can always take charge of your own perception of reality. You are in control of your story. Not everyone in life is a top performer but they all have the ability to give off that impression.

Things are not always what they seem, and marketers and artists rely on this to make you see things the way they want you to see them. You can meet someone and they can tell you everything you want to hear without any hint of truth. Anyone can give off any perception they want. The world we see is a reflection of who we are and what we believe.

The self-fulfilling prophecy lays at the foundation of this concept; a statement that alters actions and therefore becomes true. Someone who thinks their night is going to play out terribly will subconsciously change their actions so that this prediction is fulfilled by their actions. Often the way we perceive reality is colored by how we want it rather than simply the way it is.

Perception drives people’s behaviors every day, and a person is always judged by his dressing sense and what he has if someone shows up in an expensive car dressed in business suit, equipped with cell phone, and may be the person is different in reality but through his life style, the perception about him changes from person to person and this is called dark side of life.

*“When truth is blurred by lies and misinformation, perception becomes reality and all is lost.”*

What people perceive is usually what they believe, and this is based on what they hear, see and think. Most of the time we cannot control what happens but we can always control our reactions.

You can go to a new town and give off a completely different perception of yourself while still retaining the same person on the inside. People do this all the time when trying to forge a new beginning.

*“Change the way you look at things and the things you look at change.”*

The entertainment industry is full of false realities. DJ promo videos are all shot at angles that make them look as if they sold out every venue they performed at. The actuality of the situation could be the room was half empty but the perception is that it was jam-packed. A ton of artists in the business pay for Facebook likes and Twitter followers on websites such as Fiverr.com. My friend who is an aspiring DJ has admitted he has done this on multiple occasions and has no shame. He knows the way the game works and is doing all he can to gain publicity and clout.

The bigger the artists the more followers they will have. This gives the perception of immense popularity, which these artists thrive on. This applies to athletes like LeBron James who has over 8 million followers.

People lie about things everyday in order to evoke a better persona. It's important to be conscious of your perception, because if you're not, someone else will create it for you. It's your life you need to decide how you're going to live it.

– **Nikhil Pareek, MBA-I**

## **LIFE IS A GIFT**

This is how human brain changes when the status changed. Only few remember what life was before, and who's always been there even in the most painful situations. Today before you think of saying an unkind word – think of someone who can't speak. Before you complain about the taste of your food– think of someone who has nothing to eat. Before you complain about your husband or wife – think of someone who is crying out to God for a companion. Today before you complain about life – think of someone who went too early to heaven. Before you complain about your children– think of someone who desires children but they're barren. Before you argue about your dirty house, someone didn't clean or sweep – think of the people who are living in the streets. Before whining about the distance you drive – think of someone who walks the same distance with their feet. And when you are tired and complain about your job – think of the unemployed, the disabled and those who wished they had your job. So, before you think of pointing the finger or condemning another – remember that not one of us is without sin and we all answer to one maker. And when depressing thoughts seem to get you down – put a smile on your face and thank God that you're alive and still around.

*Life is a gift – Live it, Enjoy it, Celebrate it, and Fulfill it.*

– **Ankita Agarwal, MBA-II**

## **WHERE IS HAPPINESS**

A group of 50 people was once attending a seminar. Suddenly the speaker stopped and started giving each person a balloon. Each one was asked to write his/her name on it using a marker pen. Then all the balloons were collected and put in another room. Now

these delegates were let in that room and asked to find the balloon which had their name written, within 5 minutes.

Everyone was frantically searching for their name, pushing, colliding with each other, and there was utter chaos. At the end of 5 minutes, no one could find their own balloon. Now each one was asked to randomly collect a balloon and give it to the person whose name was written on it. Within minutes everyone had their own balloon. The speaker began: This is exactly happening in our lives. Everyone is frantically looking for happiness all around, not knowing where it is. Our happiness lies in the happiness of other people. Give them their happiness, you will get your own happiness. And this is the purpose of human life.

– Swati Soni, MBA–I

## **7 GOOD HABITS TO BECOME BETTER PROFESSIONAL**

- by Stephen Covey

### ***Habit 1: Be Proactive***

- Take initiative
- Manage change
- Respond proactively
- Keep commitments
- Take responsibility and have accountability

### ***Habit 2: Begin with the End in Mind***

- Define vision and values
- Create a mission statement
- Set measurable team and personal goals
- Align goals to priorities

### ***Habit 3: Put First Things First***

- Execute strategy
- Apply effective delegation skills
- Focus on important activities
- Apply effective planning and prioritization skills
- Eliminate low priorities and time wasters

### ***Habit 4: Think Win–Win***

- Build high–trust relationships
- Build effective teams
- Apply successful negotiation skills
- Use effective collaboration
- Build productive business relationships

### ***Habit 5: Seek First to Understand, Then to Be Understood***

- Overcome communication pitfalls
- Apply effective listening skills
- Reach mutual understanding
- Communicate viewpoints effectively
- Apply effective persuasion techniques

### **Habit 6: Synergize**

- Apply effective problem solving
- Apply collaborative decision making
- Value differences
- Build on divergent strengths
- Embrace and leverage innovation

### **Habit 7: Sharpen the Saw**

- Achieve life balance
- Apply continuous improvement
- Seek continuous learning

– Dushyant Sharma, MBA–II

## **DMS in News**

 <p><b>टैलेटेड स्टूडेंट्स को मेडल और अवॉर्ड</b> सिटी रिपोर्टर ► जयपुर पूर्णिमा ग्रुप ऑफ कॉलेजेज में एमबीए 2012-14 बैच के स्टूडेंट्स के लिए अवॉर्ड सेरेमनी का आयोजन किया गया। इसमें एमबीए के प्रतिभावान स्टूडेंट्स को उनकी उपलब्धियों के लिए मेडल, अवॉर्ड व सर्टिफिकेट प्रदान कर सम्मानित किया गया। इस मौके पर एसआरएसएल ग्रुप के चेयरमैन व सिंथेटिक एंड रियॉन टेक्सटाइल्स एक्सपोर्ट प्रमोशन कार्डसिल के वाइस चेयरमैन वी.के. लड़िया चीफ गेस्ट थे।</p> <p><b>Dainik Bhaskar (28.04.2014)</b></p>	 <p><b>टैलेंट को मेडल और अवॉर्ड्स</b> एमबीए के प्रतिभावान स्टूडेंट्स को उनके अचीवमेंट्स के लिए मेडल, अवॉर्ड और सर्टिफिकेट प्रदान कर सम्मानित किया गया। मौका था सीतापुर स्थित पूर्णिमा ग्रुप ऑफ कॉलेजेज में एमबीए 2012-14 बैच के स्टूडेंट्स के लिए आयोजित 'अवॉर्ड सेरेमनी' का। सेरेमनी के मुख्य अतिथि एसआरएसएल ग्रुप के चेयरमैन और सिंथेटिक एंड रियॉन टेक्सटाइल्स एक्सपोर्ट प्रमोशन कार्डसिल के वाइस चेयरमैन वी.के. लड़िया थे।</p> <p><b>Rajasthan Patrika (28.04.2014)</b></p>
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## **New Arrivals in Library**

### **Books**

1. Ess. of Entrepreneurship & Small Business, Zimmer
2. Trusted Partners, Lewis
3. It Takes a Prophet a Make a Profit, Beemer

### **Periodicals**

1. The Journey Of Human Values, IIM Calcutta
2. Arthshashtra, Indian Council of Finance
3. Prabhandan, Associate Mgt.

Designed by : Sunil Kr. Sharma, Asst. Registrar