JDBIMS E-NEWSLETTER

ILLUMINATI

August 2012

JANKIDEVI BAJAJ INSTITUTE OF MANAGEMENT STUDIES, SNDT WOMEN'S UNIVERSITY, JUHU

IN THIS ISSUE

JDBIMS Foundation!!!

by the Editorial Team

Nearly a hundred years ago, a wonderful man called, Dr. Dhondo Keshav Karve - now affectionately and devotedly revered – Bharat Ratna Maharshi Karve - had a great realization - a great vision –'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength) - that set the Indian society changing; the world changing.

Sanskrita Stree' is not defined merely by academic qualifications and degrees. She is a lot more than that. All those who read this would be able to identify at least one.

Jankidevi Bajaj Institute of Management Studies is named after one such woman. The fact that the tradition of upliftment of the downtrodden and philanthropy that was started by Jamnalal and Jankidevi Bajaj was carried on by Jankidevi after her husband passed away at a young age, and now by their children and grandchildren, is abundant and existential proof for 'Sanskrita Stree Parashakti'.

JDBIMS was created at the turn of the last Millennium and the beginning this Millennium, in 1997, with great hopes and aspirations to help women enter the citadels of decision making and management. The first batch graduated in 1999. We are happy to note that some of our alumnae have reached the zenith of their carriers and are truly beginning to justify 'Sanskrita Stree Parashakti'.

Our present team is committed to make the journey of a young lady through JDBIMS a worthwhile experience.

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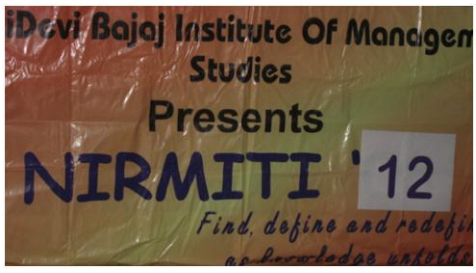

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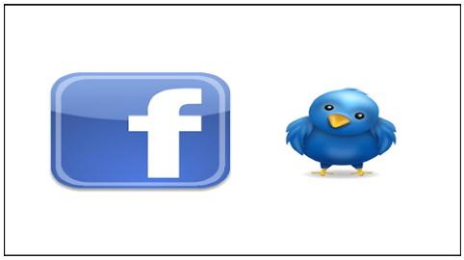

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Vice Chancellor's Message

Prof. Vasudha Kamat

Vice Chancellor
S.N.D.T Women's University

I am happy to know that JDBIMS is publishing its first e-Newsletter on the occasion of 15th Foundation Day! This institution was set up with an aim to develop a Class of Women Managers who are conscientious, empowered, awakened to the cause of Indian society. I welcome the new batch of students who have joined JDBIMS this year and I am sure they will soon get to know the ideals we cherish here at SNDT Women's University whose motto is "Sanskrita Stree Parashakti: An enlightened woman is a Source of infinite strength".

In the area of Management there are many new avenues opening up and this also reflects in the curriculum. Use of Information and Communication Technology, Research, Development and also extension (preparing students for giving back to society) become important aspects of curriculum. These two years will provide you with very valuable experiences if you are ready for the same, if you are motivated to embrace them. I wish you keep your mind and heart open and develop your potential to the fullest.

The whole Institute is willing to help you in this endeavor of yours.

I also wish a very bright future to those who have passed out from JDBIMS this year. They have now become our Alumni. I invite them and all Alumni to keep in touch with their Alma Mater and bring their rich experience from work place to the Institution. This will be of immense help to the present students. This newsletter will provide you this opportunity to contribute to the institution (and also to keep in touch with it).

I wish you all a great success in life!

Vasudha Kamat

Dr. Mathew T.J.

Director (I/C)

JDBIMS

FROM THE DIRECTOR'S DESK

Jankidevi Bajaj Institute of Management Studies (JDBIMS) *is one of the realizations of a great vision - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength). From Anadhashram to Kanyashala to GA to BA & B Com to Home Science to Nursing to Polytechnic and Pharmacy to Computer Science and Applications to Engineering to Management has been a long and strategic journey for the SNDT Women's University. 1997 to 2012, JDBIMS should by now have been the jewel in the crown of SNDT WU.*

After ten years of decadence, JDBIMS is changing – finding new energy, new aspirations and is building new hopes. JDBIMS e-newsletter (Illuminati) is an expression of it. In a world where there are several Yotto bytes of digital content already, why some more?

Do not forget the access, availability and even affordability issues.

The need to communicate is eternal in human. What? Why? How? Etc., would all be answered and find expressions. This is our way to reach out to our alumnae, our well-wishers, our partners of various kinds, and most of all to those who care about JDBIMS.

This is also our instrument to unite all our alumnae help. JDBIMS train extremely high quality women managers who can reach a pre-eminent position in the Industry both Indian and Global.

We welcome your suggestions to improve every aspect of this effort.

Happy Reading.

Dr. Mathew T.J.
Director (I/C)
JDBIMS

INTRODUCING ILLUMINATI

The academic year 2012 has begun on a high note with a lot of changes within our institution, changes that promise to deliver a better student experience.

With the many new ideas that have been given the space to be pursued, creating our very own Institute newsletter was one such idea. Every educational institution needs to have its own newsletter to share the different thoughts, ideas and opinions of the people that make the institution what it is. An Institute newsletter provides the platform for students, faculty and alumnae alike to contribute towards enlightening and awakening the knowledge that lies within.

It is with this very purpose that JDBIMS is proud to introduce its first newsletter titled '**ILLUMINATI**'.

The term comes from the word '*illuminate*' which means to brighten, to light up. Illuminati mean 'the enlightened one'. Illuminati aims to be the voice that resounds from within our Institute, the voice that is given the freedom to express, the voice that seeks to enlighten.

We encourage one and all to write on any topic of your interest, the sky is the limit. This is your space, your platform to be heard, to make known and to shine.

We hope you enjoy this issue and many more that will continue to come.

We look forward to any suggestions and feedback you might have. Happy reading!!!

- The Editorial Team

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For suggestions, comments and feedback, feel free to write in to us at

Email -id:

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You can also send in your contributions for the next newsletter to this id.

We would love to hear from you!!!

The Editorial Piece

By Prof. Anamika Singh

JANKIDEVI BAJAJ INSTITUTE OF MANAGEMENT STUDIES has more than a decade to its existence as a prestigious Management institute affiliated to SNDT Women's university, Mumbai. It is marked by the vibrancy of young and dynamic women who have dared to tread the challenging path aiming at becoming the source of enlightenment for the generations to come.

With courses like MMS, MPMIR, MBA RETAIL offered at the institute, it provides a rigorous training ground for the young budding managers of tomorrow to gear up for the future. JDBIMS sparkles with the exuberance and the commitment of its students and the staff members. Having a pool of immensely talented students, the idea was to offer them an organized platform in the form of students' newsletter for expression of their capabilities

I am delighted to announce the first issue of the students' e-newsletter, which is scheduled to come out by August 2012. This would be a quarterly issue having varied interesting sections for the students to explore. While students' research article section invites serious study on a particular area, creative writing section encourages free flow of creative and wild ideas. It also hosts sections mentioning the latest event in the past as well as the ones in pipeline and the new initiatives and ventures of the institute. The newsletter purports to connect JDBIMS with its invaluable alumnae who would now avail the chance to interchange their insights with the institute and their juniors through its alumnae section.

I congratulate my students' team members as well as all those of you who have contributed to make this effort a fruitful one.

Orientation 2012- Welcome Juniors!!!

By Devi Nair (GS)

The month is Sept 2011. The feeling is anticipatory and a bit scary. I am entering SNDT Campus for the second time (the first time being the time I had gone for admissions). Today is the Orientation Day. There are seniors in suit and blazers everywhere. The professors speak a bit on what is management all about. The seniors interact with us. There are a lot of speculations in the air. What is management? What is Management Institute? How are the seniors? How is the course? Will I be able to cope up with it? Am I taking the right decision? Is this how I want my life to be? I look around and see all new faces. Will I make friends here?

Cut to August 16th 2012, morning 8 am when I find myself practicing my speech for the orientation of the juniors later in the day. One year passed. I look around the class and see my best friends encouraging me about the speech. Where did all my fears and anticipation go?

Its 11.30 pm. The juniors have arrived. They are having the same look I had on my face when I came here last year. They are waiting for us to begin. So we begin around 11.45 am.

Ananya and Nayab host the event and start with Saraswati Vandana. Then Ananya gives a bit of history about JDBIMS and asks the Director, Dr. T.J. Mathew to speak. Mathew Sir gives a nice start to the Orientation by explaining what management is and what a Management Student is expected to do, on how a Management Course goes about etc.

Then Geetha Ma'am comes and adds up to the explanation, thus making the students feel a bit less apprehensive of the course. Then Anamika Ma'am, Yogesh Sir and Wani Sir came and spoke of their expectations to the students. Ashok Sir also gave in a valuable input about the administrative part and the Librarian Ma'am gave an introduction to the Central Library. I also went and spoke a few words to them.

Then we gave them some refreshments and had some ourselves. By this time, the professors had retired to the committee room for their refreshment. We took this opportunity to interact with the juniors on a one-to-one basis. We encouraged them to ask questions to anyone about anything so they feel comfortable interacting with us. Most of the juniors were eager to talk to us and get us to clear their doubts. They had various questions about the syllabus, the course, the professors, the assignments, the exams, placements, industrial visits, cultural festivals etc. We could solve most of their queries and for the others, we asked them to wait till they start their Institute and know for themselves.

Then we all shifted to our class rooms, entire MMS batch to Hall 2 and MPMIR batch to Hall 1. This gave rise to a nice opportunity for the seniors and juniors to interact on a more comfortable level with only their own batch to talk to and talk about. Then the question answer sessions became more specific. We also had a senior introduction round and a junior introduction round, where the seniors and juniors introduced themselves.

At the end of that, MMS and MPMIR batches came together and we watched a small video prepared by Veena Naik of MMS Batch as a welcome to the juniors. The video was wonderfully made and appreciated by one and all. Then we all shifted our bases to the Central Library for the Library Orientation and after that, we all called it a day and went home.

By the end of the day, I started wondering, we 2nd year students have come a long way from sitting for the orientation to organizing the same. We have learnt a lot in this journey of one year. Although, when you look at it in that way, it is just a year. But for us, it was a journey of 365+ days and we all learnt so much in every single one of those days.

Last year this time, we were very clueless and scared. Today we are much more confident than what we could have hoped. We owe so much of our success and grooming to our seniors who helped us so much in the past year. We owe so much to our professors for giving individual attention to every one of us and ensuring we could develop ourselves in ways we did not think possible.

Now we have a batch of juniors amongst us. It's our responsibility now, as seniors, to groom our juniors the way we were groomed, or maybe in a better way. We have a huge responsibility coming upon us. But if the previous few months are taken into account, it very well seems we are all ready to shoulder the responsibility and take the juniors under our wings.

Juniors, we are very happy to welcome you into our midst and hope to have a very fun filled and productive year ahead.

For Pics, visit the gallery on page 27.

PICTURES

Dr. Mathew lighting the lamp

Panel Discussion in session

Our distinguished speakers

Organizing NIRMITI –The HR Meet 2012

by Vijita Mistry, Jennifer Samson, Swati Kundu, Devi Nair & Sneha Ambekar

First year of MMS was a surprise and full of excitement. In the excitement of planning the farewell for the seniors we overlooked Nirmiti – The HR conference of our Institute. So we made a promise to organize one immediately on the heels of the farewell. A promise is a promise and it has to be fulfilled.

So we started planning the very next day after the farewell. We had eleven days to plan and twelfth day was the show - 16th March 2012. We had no clue how a conference is planned, what we are suppose to do, include, exclude etc. The very first thing we did was we sat and planned a theme. Planning the theme was the most time consuming of all. But we knew once the theme was set everything will fall in place. After much discussion with MMS and MPMIR students and taking ideas from faculty we decided on the theme 'The Role of Women in HR'.

Now after the theme came the plan for the day. How many speakers, what topics, the time allotted for each, the topic and speakers for the panel discussion etc. We decided to divide the work, as it was not possible to do everything. During the planning, MPMIR had very good ideas about the topics for the day and knew some speakers. So the task was cut - arranging for the events was to be done by MMS and speakers and topic finalization by MPMIR.

Arranging an event? Sounds simple? But it is very complicated. Taking care of minute details is not easy. We started working by visualizing how the day was going to pan out. Welcoming the guests, felicitating them, refreshments and mementos. Under these heads we started working.

For welcoming and felicitating the guests, bouquets are the common norm. We decided to give something that will always remind them about us, at the same time something eco-friendly as well. We zeroed in on bamboo shoots. After that, we thought about mementos. We decided to present them with something useful. We got the budget for both and we had friends scouting for the mementos.

Next came refreshments. We had no idea what refreshments were to be provided for a formal event. We were detailing right from the morning tea to lunch to evening snacks. The first and last items were easy because it was simple and a light order. Now the lunch - Should we give full course or make it light ? After an hour or so of discussion in the director's cabin, we decided on keeping a working lunch. It sounds very formal...its

nothing great, little biryani, raita and a sweet dish. Since this was right after the farewell, we had the contact of a reliable caterer who was ready at such a short notice.

Ok, now after much scouting and pricing we finalized on a very sophisticated stationery holder for the mementos. So now gifts checked and refreshments checked. The venue booked - it was in the mini auditorium in the campus. We went and checked the place and decided the layout for the event.

Two days prior we were all set – invitations were sent confirmations were there. We were relaxed and looking forward. But there is no fun without a twist in the climax! Just the very same evening we got the news that some speakers were unavailable as our event clashed with the release of the Financial Budget 2012. After everything was set we were again back to searching for speakers at 6pm on 14th March 2012. After lots of phone calls, known contacts, unknown contacts, and references of contacts we got our list of speakers. Now hoping nothing will disturb the schedule we went home.

On the day of the event – all of us the entire MMS and MPMIR were present in full strength at 8.00 am. Each one chipped in, ran around to fix some lose ends. After a few last minute surprises like the change of guests for the inauguration, we started. We worked in a team of twos. Two to compere, two for pictures, two for felicitation, two to receive the guests, two to arrange the refreshment room for the guest and two as spares. So the event started with little bumps here and there, overall it went smoothly.

We learnt a lot of things like real world application of all management jargons. First planning – it is a very crucial step for things to follow through. Agreed we planned a little. ...ok a little more at the end but still its important. Next is teamwork – we understood this big time. Without a team this would not have happened. If we have to mention anyone here, we will have to write down 84+ names. Our seniors were very cooperative and showed their support throughout. Teamwork was not only in number of people working, but it was in the way of working. Everyone was ready to do anything to make the event a success - right from running for a sugar free coffee to arranging extra plates and even washing the cutlery for the next round of refreshments.

This event was a success because the team was together with one focus. There were no ego hassles, no power struggle or the question why me? Everybody knew their job and responsibility and understood the importance of the promise we had made.

We did this event, but we also know that this would have been much better had we planned in advance. A corporate event requires lot of time to arrange - especially arranging guests, sending invitations and confirming their schedule. This time we were lucky that our speakers accepted the invitation at such short notice. Juniors, this happens once in a blue moon. You may not be as lucky. Also get something different for lunch – a good biryani and delicious sweet is sure shot recipe for a sleepy audience. Either you have a lighter lunch or a very engaging activity after the lunch. So please plan early, in detail and arrange a much better event than we did – any event that you do.

For Pics, visit the gallery on page 27.

NIRMITI

Nirmiti means to build up, to prepare.

NIRMITI is an HR Meet that is held annually.

The purpose of the event is to expose the students to highly learned and experienced people from academia and industries.

During the event, there are presentations by industry speakers on various topics.

Panel discussions also take place followed by an interactive Q & A session between the students and the speakers.

NIRMITI provides a platform where the students get to interact with the corporate world.

Social Media Marketing

by Swati Injapuram & Gayatri Kariya

"Social media marketing is the new viral"

Allan Jenkins stated - "*Your brand is no stronger than your reputation — and will increasingly depend on what comes up when you are Googled.*"

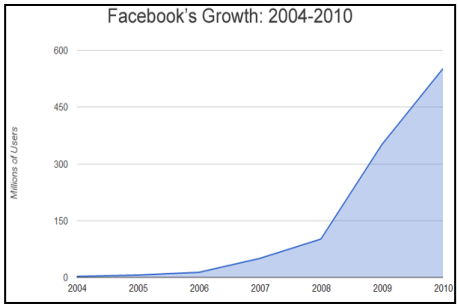
It implies attention through social networking/media sites. The idea behind marketing through social media is to create interest in the minds of the social network followers so that the chain is carried forward. Thus such form of marketing spreads through this chain and presumably resonates amongst resulting in earned media rather than paid media.

Everybody in the computer/internet industry has different preferences regarding what sites to visit, which search engine to use and what social network is the best for advertising business. Social media marketing involves the use of social networks COBRAs (Consumer's online brand related activities) and eWOM to successfully advertise online. The advantage that it owes is "Inexpensive Platform". Also personal interaction can instill a feeling of loyalty.

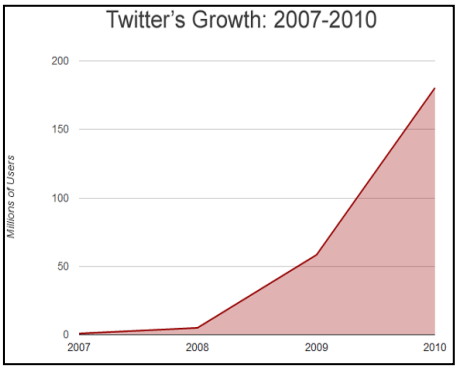
Businesses in financial sector pick up on social media marketing - Sometimes, it can be difficult for certain types of businesses to determine how they can make social media and other online marketing work for their business, particularly if they have a very conservative client base. For example, companies that work in the financial sector may have had trouble in the past developing a more social, informal voice that tends to go hand-in-hand with social media. But, as these business owners continue to realize that investing in social media marketing can spread knowledge of their products and services to an even larger consumer base, they have begun to take social media a little more seriously as a key marketing and small business branding tool. Over the past few years, the use of social media by financial services firms has increased exponentially. Social media is a critical way for companies to communicate with their clients, prospects and other targeted audiences on a personal level.

Few Recent Facts

- Social media spending is estimated to be 10% of marketing budgets in 2011 (source: CMO Survey by Duke University).
- LinkedIn has likely passed 100 million users; they were at 85 million in November 2011, adding ~1million/day (source: CNN Money).
- Facebook's had an incredible run for the last 6 years and has reached 62.68% of market share of visits.



- Twitter's had a remarkable 4 years under their belt and has reached 1.98% of market share of visits.



Pros and Cons

- Community/ Relationship building
- Much higher conversion ratios
- Word of mouth/ viral marketing
- Brand personality
- Gain feedback
- Low cost of entry
- Learn more about customers
- Customer service
- Crisis marketing – When something goes wrong, your customers want to know how you're going to put it right. Many aren't going to wait for a press release or newspaper article before they start forming a negative opinion about your lethargic response. Twitter can be used to get your apologies out fast, and enable you to answer concerned customers' questions
    - Social media marketing places high demands on your time
    - Social media marketing places high demands on your talent
    - Social marketing relies on customers being highly interactive on the internet

- Time consuming
- Long time before ROI
- Dilutes brand voice
- Risk of negative comments

Environment Revolution- Wake Up Before It's Too Late!!

By Disha Tiwari

Climate change's impact on physical and biological systems is irrefutable. Global warming is an alarm to remind us that we have to act now and here. For this sensitivity among people towards environment is very important. An individual should be conscious of saving the environment. We are technologically moving ahead creating comfort zone for us, but all this at the cost of depleting our environment. This is to keep in mind that only organizing campaigns and celebrating world environment day will not work in any ways. Obviously we need some tough solutions and strong awareness among people.

Today there are number of issues which has become great threat to our healthy ecosystem such as pollution, scarcity of water, depleting non renewable sources of energy and extinction of various species.

One of the most important steps to preserving the environment for future generations is to make the time and commitment to teaching our younger generation how we can stop pollution. For instance, incorporating lesson plans, research, field trips or projects that offer realistic answers for how we can stop pollution into primary school curriculums, will ensure that children develop the necessary respect and concern for the environment. And besides that our own compassion for the environment by adopting daily behaviors and choices can make a big difference. Here is a list of simple, effective tips to teach children how we can stop pollution.

- Practice what you preach. Teach children that many chemicals in products such as pesticides, cleaning products, lawn and garden products can be harmful to the environment. Demonstrate your commitment to the environment by purchasing and using only organic or chemical free products.
- Don't litter! This tip is possibly the simplest solution to how we can stop pollution. Avoid throwing trash such as, empty cans, bottle or wrappers onto the ground. If you see an outdoor area where there is litter, set a good example by cleaning it up, and recycling any recyclable litter.
- Recycle as much as you can – separate your trash into recyclables, paper, plastic, aluminum, cardboard, etc for recycling collection. Landfill space (where all our trash goes) is filling rapidly. To avoid the future need to allocate precious, open land and natural habitats for landfill capacity, teach your children that much of what we throw away can be easily recycled.

- And the very important step in preventing pollution is plantation of trees as the trees are brilliant cleansers in removing pollutants.

The tree locks up the co2 and cleans the air we breathe.

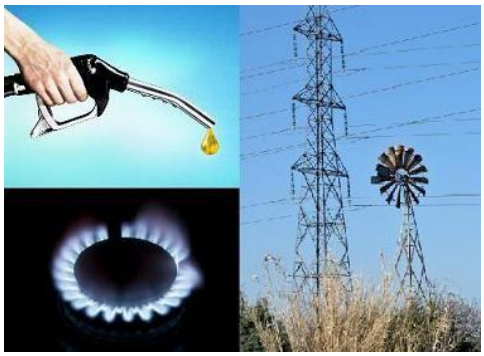
Again a major problem which cannot be ignored is the scarcity of water. There is water crisis today but the crisis is not about having too little water to fulfill our needs, it is a crisis of managing water so poorly that billions of people, animals, and the environment suffer badly. If we look at the availability of water, 97% of the water on earth is salty which is not suitable for drinking, 2% of the water is locked in ice gaps and glaciers and only 1% is available for drinking. Now it is a serious thought that if such a small amount of water is available, it is important to preserve and conserve our water so that it will remain available for future generations for years. Some small steps to save water can help us create big ocean for future. Here are some tips-

- Turn the tap off when brushing your teeth. A running tap uses about 16 litres of water per minute. Just wet your brush and fill a glass for rinsing.
- Use a bucket to collect water while waiting for the shower to get hot.
- If you are buying a new clothes washing machine, choose one with an economy setting or a four star water conservation rating.
- When you clean your fish tank, use the "old" water on your plants. It's rich in nitrogen and phosphorous.
- Sprinklers or drip works best to irrigate your garden without much waste of water.

We talked so much to save water but still we have an added advantage with it i.e. it's a renewable source of energy, which means if it rains, we will get the water again. But what about the non-renewable source of energy such as coal, petroleum, natural gas etc. on which our day-to-day life is highly dependent. It seems hard to believe that one day we would have to live without coal or oil. Yet, there are chances that oil and coal will get exhausted if we continue using them at the rate we do today.

Apart from the finite sources of non-renewable products, they have some harmful effects on the environment. Such as burning fossil fuels--like oil in cars and coal in power plants--releases carbon dioxide and other pollution that forms a heat-trapping blanket around the Earth. This pollution can remain in the atmosphere for centuries, thickening the blanket and further warming the planet. To avoid this whole scenario we can take some sensible steps towards saving these sources of energy for the future-

- Use public transport in place of individual vehicles in order to conserve valuable petrol.
- Use of solar cookers and biogas for cooking must be encouraged.
- In the summer, open your windows early in the morning and in the evening when it's cool, and shade them during the hottest part of the day to keep the cool air in and reduce your need for air conditioning.



Resource conservation help us to save money and in the same time, gives us trust on what the future can become and along with this it is important to save our biodiversity which includes the forests, the oceans, the coral reefs, the marine fish, the algae, the insects that make up the living world around us and which we couldn't do without. Human activity is causing rapid deterioration in biodiversity. Expanding human settlements, logging, mining, agriculture and pollution are destroying ecosystems, upsetting nature's balance and driving many species to extinction.

We have actually and gradually pushed them (animals) to the brink of extinction. It is time for us to stop our heartlessness and ensure the continued existence of their species. We can adopt the following measures to preserve these animals from extinction-

- Stop cutting the forest.
- More Breeding programs at conserved habitats or HABITAT PROTECTION.
- One of the best ways to save the environment is to say no to meat.
- Adaptation of animals.

Being aware of our environmental activities, at the same time taking responsibility for our actions, could have a far-reaching effect starting from our own backyard to our global system.

I am sure we would all agree that we want a cleaner and safer earth for our children and grandchildren and although we are not in a position to make the massive changes necessary to reverse the current situation overnight, we are in a position to play our part in changing the world one step at a time and collectively making changes that will help to **SAVE OUR PLANET EARTH** before it is too late. By Creating Environmental Awareness, we are taking the first step towards making these changes.

So when you are taking your first step??

Indian Ethos in a Global Corporate Environment- Role of B-Schools

By Priyanka Pantawane

INDIAN ETHOS MANAGMENT:

"It is cliché these days to say that we are in the age of globalization and that every forward looking organization will have to think globally and act locally. As Indians all of us are molded by our ethos, consciously or unconsciously. What does these Indian ethos mean? Is there anything in the Indian ethos which will be relevant in the global context? Besides addressing these questions there are three important elements which needs to be discussed that form the essence of Indian ethos-the eternal value of truth, good and beautiful; the quest for excellence; and the environment in performing one's job".

Oxford defines ethos as

"The characteristic Spirit and Beliefs of community/ people" which distinguishes one culture from the other. Ethos is derived from the Greek.

Indian ethos is drawn from the Vedas, the Ramayana, Mahabharata, the Bhagwadgita, and Upanishads.

Right from the Vedic age it has been discovered two basic universal truths of life.

1. The essential infinitude and divinity of all souls.

2. The essential oneness and solidarity of universe and all life.

The truths are about a holistic universe. Where at a level of pervading consciousness everything is interconnected at VYASTHI LEVEL (Individual level) my limbs, hands, legs, ears, eyes, heart, lungs…. Everything are me. I live in all of them. Their sorrows and joys are my sorrows and joys. Similarly at SAMASTHI level (the whole universe) I am not a single individual but I am a part of the whole universe just as my limbs are part of me.

Modern science has accepted that in this holistic universe all minds and matters are interconnected at a deeper level. The basic unity of life cannot be broken. Love, sacrifice therefore emerge as the only for a meaningful living. On the basis of this holistic vision, Indians have developed work ethos of life. They found that all work, physical or mental, managerial or administrative have to be directed towards single purpose. The manifestation of the divinity in man is by working for the good of others, for the happiness of others.

These Indian ethos are required all over the world in present scenario in managing business and industry effectively and efficiently.

Some of these ethos are as follows:

THE VEDANTIC VIEW OF KARMA

All work/Karma to manifest divinity, hence these must be pure, good, honest and sincere. Indian philosophy also teaches to perform every work without having any attachment to result, because results do not fall under the jurisdiction of a doer. Such thinking and understanding will change the whole attitude. Now the results will become a PRASAD-gratitude – coming from the God himself. You can now accept the result with open mind without apprehensions-just as you accept members into Karma Yoga.

THE SELF (ATMAN) AS THE SOURE OF ALL POWER:

Considering motivations as internal every human being has the same divine atman with immense potentialities within Vedanta brings infinite expansion of mind, breaks down all the barriers and brings out the God in man. Motivation is to be internal and not external. Such motivation involves the inner beauty and does not promote any greed in an individual to have more and more in return of his work.

WELFARE OF ALL (YAGNA SPIRIT)

Vedanta teaches to perform all activities.

"ATMANO MOKHARTH JAGAT HITAY CHA"

Serve your personal interest but do not forget others

Shankaracharya has given the concept to gain perfection in individual life as well as the welfare of the whole world.

UNIQUE WORK CULTURE

Work is considered as duty or SADHANA and there is no difference between KARMA (work) and DHARMA (religion). The term DHARMA does not indicate any particular religion. Dharma is a duty to be performed in a given situation. Thus Dharma is possible through Karma only.

SKILL IN ACTION AND EVENNESS OF MIND

" MEANS ARE EQUALLY IMPORTANT AS THE ENDS**".**

(YADRISI BHAVNAH YASYA SIDDHI BHAVANTI TADRUSI)

Thus society acceptable values are to be followed in determining the objectives as well as in the process of achieving these objectives.

Integrated human personality of self-developed manager can assure best and competent management of any enterprise, involving collective works and efforts. The refined or higher consciousness will adopt holistic attitude. It will bring out the divine in man. It will achieve perfection or excellence in whatsoever sector you work. We shall achieve peace, harmony and prosperity within and without i.e., in or internal world and in our external world simultaneously.

This is the ideal of Indian ethos:

"ATMANO MOKSHARTHAM JAGAT HITAYA CHA"

(For gaining perfection in individual life, as well as for the welfare of the world)

Human and ethical values or qualities such as courage, vision, social awareness, fearlessness, integrity, pure and clear mind, truth, etc, are subjective and intangible concepts. These represent divine wealth.

INSIGHTS INTO INDIAN ETHOS:

Business need not be regarded evil, trained and unethical. Business is scared. It is a matter of attitude, approach and level of management consciousness.

Indian ethos demands subjective management system.

1. Management attitude.

2. Humanizing the organization.

3. Interior sing management

4. Self introspection

5. Brain stilling (decision making in silence)

6. Self dynamizing meditation.

Indian Ethos is more vital to modern management than any other management theory for the simple reason that it takes into account a 'whole' man rather than approaching man in a partial fashion as the other theories do. Each and every situation can be met effectively if one takes time to reflect over it. Reflection with a tranquil mind helps in drawing out solutions from within. Such guidance from within helps a manager look at the perceived problem situation in a creative manner. It leads to a more coherent and complete understanding.

India belongs to feminine – collectivistic category. In feminine oriented culture co-operation and sharing are the basic ethics and human actions are governed by the giving orientations. Feminine collectivistic managers are softness oriented. For them "Caring and Sharing" comes first. Such managers tend to take a highly humanistic approach to management, and have a greater ability to inspire people. By taking care of subordinates, they are able to ensure achievement for them. Indian culture is predominantly a Spiritual and Inward looking culture. It has a socio-centric vision. The orientation of the spiritually dominated culture is that of welfare, the social good or the good of the greater members. Simple living and high thinking is the characteristic feature of our culture.

One of the dominant features of the Indian culture is the Joint Family System. The values that are particular to our society are extremely important in the context of management, where group effort rather than an individual endeavor is more important. Living in a joint family, an individual endeavor is more important Living in a joint family, an individual is brought up in a system of management, which may be termed the KARATA style of management. Karta in a joint family is a fatherly figure. Everyone in the family reposes confidence in him, he is respected and he is open to constructive and respectful criticism. There is the warmth of relationship, closeness, consideration for others and a feeling of sacrifice for the larger family interest.

Another characteristic of Indian culture is PURUSHARTHAS - The Mission of Life. Purushartha means and connotes the aims, mission or purpose of life. These four Purusharthas comprise man's aspiration. Purusharthas are four in number impact and significance will be lost to a significant extent.

THE CRITICLAL ASPECTS OF THE INDIAN ETHOS NEED TO BE IMBIBED BY AN INTERNATIONAL COMPANY SEEKING TO SET UP BSINESS IN INDIA:

Before we talk about the culture specific system of management suited to Indian psyche, we should first understand and appreciate the salient characteristics of Indian culture.

Such an understanding is essential before embarking on the task of building the indigenous system of management.

These are:

• Essential divinity of human soul

• Essential owners and solidarity of universe and all life.

• Philosophy of an integral experience.

• Family is the basic unit of social system.

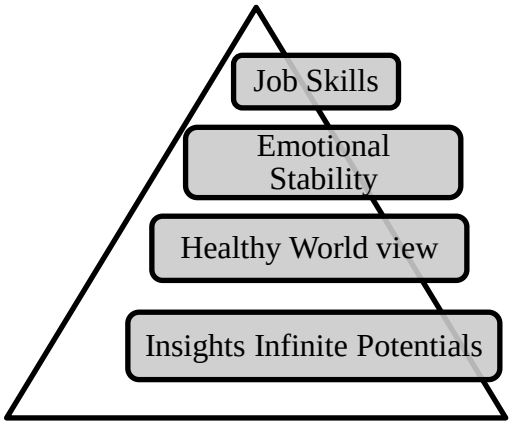
• Rishi and ashramiac culture.

• Purusharth the mission.

• Varna-Ashram system.

• Spirit is free enquiry, tolerance and selective assimilation.

The characteristics of Indian culture are that attends to be pervasive and enduring. When an international company is setting up business in India, it will have to look for the acceptability of their management in its present form in the Indian situation.



In the above diagram, the basic or the fundamental requirement for a manager is his 'VISION' and attitude towards the environment in its totality i.e. Cosmic view based on cultural values. Next comes the emotional stability of the manager. He must be a self-controlled and self-propelled man. This can come by the heavy input of sattvic gunas and the constant practice of niskam karm. Job skills is the last input. Which though important, is not the 'Core Requirement' as the westerners view it. Hence any international company should imbibe above mentioned features seeking the business in India.

Dimension of Ethos

Ethos, or credibility in contemporary language, received significant attention and examination in the fields of communication and psychology. Factors that appear as salient dimensions of ethos are trust, character, competence, and dynamism.

The dimension of trust appears in many communication relationships between friends, family members, doctors and patients, teachers and students, etc., that occur daily. Clearly, similar relations in business, such as those between a manager and a subordinate, rely heavily upon the dimension of trust. Verderber and Verderber defines trust as "placing confidence in the other". Managers face this prospect routinely when workers seek their counsel or assessment concerning any number of factors where they must "place confidence" in their managers' abilities to lead.

Character is a significant dimension of ethos. Both ancient and contemporary scholars recognized the importance of a person possessing good character when endeavoring

to display credibility. In the Rhetoric, Aristotle argues that the speaker's character may be "the most potent of all the means of persuasion. Thus, the character of people may influence their listeners to perceive them as people of good will. Listeners may believe that what is being said is not only truthful but for their benefit. Managers who fail to possess good character invite disaster with their workers. They may find it difficult, if not impossible, to have others perceive them as acting honorably, with wisdom and courage when making important decisions.

The next dimension of ethos discussed is competence. But competence involves more than simply being knowledgeable. It entails a perception that others have of us concerning our degree of knowledge on topics, our ability to command such knowledge, and our ability to communicate this knowledge clearly. Managers are frequently evaluated and tested by others, concerning, for instance, their knowledge on correct procedures, assignments, evaluations of subordinates, or goals and objectives of the organizations. Managers' responses to these and other topics help to influence subordinates 'perceptions of their managers' levels of competence.

A third dimension of ethos focuses on dynamism. Simply put, this "is the degree to which the audience admires and identifies with the source's attractiveness, power or forcefulness, and energy". This dimension correlates strongly to a person's level of charisma. Certain managers, for example, may exhibit a high level of energy in their communication styles; they may display "a flair for the dramatic" that moves and excites listeners. Dynamism, however, does not necessarily mean that one must always display a high level of energy. As Larson explains: "Dynamic speakers don't necessarily move about or wave their arms to give off dynamism cues. They just seem to take up a lot of psychological space. They enter a room and people expect them to be in charge. Others may view such people also as dynamic because they have high moral character—meaning others can trust their words and actions. Managers who are viewed as dynamic may possess a charismatic personality but this does not necessarily need to be the case. That is, others may perceive them as possessing strong character that is being a person who others can trust, and, as a result, having a sense of dynamism about them in their mode of leadership.

The last dimension of ethos in this analysis involves a manager's immediate behavior. Utilizing some of the traits of dynamism, such as physical movement, eye contact, etc., creates immediate behavior when a manager uses a more direct style of communicating. That is, a manager displays behavior, which can reduce physical distance or psychological distance or both between himself or herself. Richmond, Gorham, and McCroskey further suggest that such behavior may also include **ocal** expressiveness, smiling, and having a relaxed body position. Managers may find similar factors at work with others in their daily organizational communication patterns.

With all people, managers need to consider their ethos in their interaction with their listeners. Credibility, or ethos, can significantly affect the outcome of communication with their listeners. Educators constantly seek ways to enhance their credibility with their students. They realize the values of being perceived as highly credible in the classroom. Managers, too, know the values of being perceived by their listeners as credible communicators.

Swami Parthasarathy, one of India's best-selling authors on Vedanta, an ancient school of Hindu philosophy rightly said "You can't succeed in business unless you develop the intellect, which controls the mind and body. The swami's whirlwind East Coast tour was just one small manifestation of a significant but sometimes quirky new trend: Big Business is embracing Indian ethos. Suddenly, phrases from ancient Hindu texts such as the Bhagavad Gita are popping up in management tomes and on Web sites of consultants. Top business schools have introduced "self-mastery" classes that use Indian methods to help managers boost their leadership skills and find inner peace in lives dominated by work.

More important, Indian-born strategists also are helping transform corporations. Academics and consultants such as C. K. Prahalad, Ram Charan, and Vijay Govindrajan are among the world's hottest business gurus. About 10% of the professors at places such as Harvard Business School, Northwestern's Kellogg School of Business, and the University of Michigan's Ross School of Business are of Indian descent--a far higher percentage than other ethnic groups. "When senior executives come to Kellogg, Wharton, Harvard, or [Dartmouth's] Tuck, they are exposed to Indian ethos that are reflected in the way we think and articulate," says Dipak C. Jain, dean of the Kellogg School.

Indian theorists, of course, have a wide range of backgrounds and philosophies. But many of the most influential acknowledge that common themes pervade their work. One is the conviction that executives should be motivated by a broader purpose than money. Another is the belief that companies should take a more holistic approach to business--one that takes into account the needs of shareholders, employees, customers, society, and the environment. Some can even foresee the development of a management theory that replaces the shareholder-driven agenda with a more stakeholder-focused approach. "The best way to describe it is inclusive capitalism," says Prahalad, a consultant and University of Michigan professor who ranked third in a recent Times of London poll about the world's most influential business thinkers. "It's the idea that corporations can simultaneously create value and social justice."

You might also call it Karma Capitalism. For both organizations and individuals, it's a gentler, more empathetic ethos that resonates in the post-tech-bubble, post-Enron zeitgeist. These days, concepts such as "emotional intelligence" and "servant leadership" are in vogue. Where once corporate philanthropy was an obligation, these days it's fast becoming viewed as a competitive advantage for attracting and retaining top talent. Where the rallying cry in the 1980s and '90s may have been "greed is good," today it's becoming "green is good."

The ancient spiritual wisdom of the Bhagavad Gita seems at first like an odd choice for guiding today's numbers-driven managers. Also known as Song of the Divine One, the work relates a conversation between the supreme deity Krishna and Arjuna, a warrior prince struggling with a moral crisis before a crucial battle. One key message is that enlightened leaders should master any impulses or emotions that cloud sound judgment. Good leaders are selfless, take initiative, and focus on their duty rather than obsessing over outcomes or financial gain. "The key point," says Ram Charan, a coach to CEOs such as General Electric Co.'s Jeffrey R. Immelt, "is to put purpose before self. This is absolutely applicable to corporate leadership today". The seemingly ethereal world view that's reflected in Indian philosophy is surprisingly well attuned to the down-to-earth needs of companies trying to survive in an increasingly global, interconnected business ecosystem. While corporations used to do most of their manufacturing, product development, and administrative work in-house, the emphasis is now on using outsiders. Terms such as "extended enterprises", "innovation networks", and "co-creation" are the rage.

Indian-born thinkers didn't invent all these concepts, but they're playing a big role in pushing them much further. Prahalad, for example, has made a splash with books on how companies can co-create products with consumers and succeed by tailoring products and technologies to the poor. That idea has influenced companies from Nokia Corp. to Cargill. Harvard Business School associate professor Rakesh Khurana, who has achieved acclaim with a treatise on how corporations have gone wrong chasing charismatic CEOs, is writing a book on how U.S. business schools have gotten away from their original social charters. Vijay Govindarajan, a professor at Dartmouth College's Tuck School of Business whose books and consulting for the likes of Chevron and Deere & Co. have made him a sought-after innovation guru, links his theories directly to Hindu philosophy. He helps companies figure out how to stop reacting to the past and start creating their own futures through innovation. Govindarajan says his work is inspired by the concept of karma, which holds that future lives are partly determined by current actions. "Karma is a principle of action. Innovation is about creating change, not reacting to change," he says.

There are also parallels between Indian ethos and contemporary marketing theory, which has shifted away from manipulating consumers to collaborating with them. "Marketing has tended to use the language of conquest," says Kellogg professor Mohanbir S. Sawhney, a Sikh who discusses the relevance of the Bhagavad Gita to business on his Web site. Now the focus is on using customer input to dream up new products, Sawhney says, which "requires a symbiotic relationship with those around us."Kellogg's Jain, who is working on a book about the customer-centric business models of Indian companies, believes that many Indian thinkers are drawn to fields stressing interconnectedness for good reason. "We have picked areas that are consistent with our passion," he says.

Whatever the common themes, India, of course, is hardly a showcase of social consciousness. While companies such as Tata Group or Wipro Technologies have generous initiatives for India's poor, the country has its share of unethical business practices and social injustices. In addition, some Indian academics bristle at the suggestion that their background makes their approach to business any different. They're quick to point out the wide range of religions, influences, and specialties among them. Indian thinkers are affecting not only the way managers run companies. They are also furthering their search for personal fulfillment. North western's Kellogg even offers an executive education leadership course by Deepak Chopra, the controversial self-help guru and spiritual healer to the stars. Chopra also is on the board of clothing retailer Men's Wearhouse Inc. and has conducted programs for Deloitte, Harvard Business School, and the World Bank. In a stark, brightly lit classroom, Chopra, sporting glasses with heavy black frames studded with rhinestones, led a class through a 20-minute meditation in June. "Sit comfortably in your chair with your feet planted on the ground," Chopra instructed the 35 mostly midlevel executives from corporations that are as far afield as ABN Amro Bank and sporting goods retailer Cabela's Inc "Our mantra today is: I am.' "

Other B-schools are adding courses that combine ancient wisdom with the needs of modern managers. A popular class at both Columbia Business School and London Business School is "Creativity & Personal Mastery," taught by Columbia's Srikumar Rao. Many attendees are fast-track managers who are highly successful at work but still miserable, says Rao. His lectures, which include mental exercises and quotes from Indian swamis and other philosophers, win praise from managers such as Goldman Sachs Group Inc. (GS) Managing Director Mark R. Tercek. "Business schools ought to be championing this stuff," says Tercek, a yoga practitioner. "We can hire the smartest damn people in the world, but many of them ultimately don't succeed because they can't motivate and work with those around them. I think the Indians are on to something". They may be on to quite a lot. Some Indian theorists have said their ultimate goal is to promote an entirely different theory of management--one that would replace shareholder capitalism with stakeholder capitalism. The late Sumantra Ghoshal was attempting to do just that. At the time he died, the prolific London Business School professor was working on a book to be called A Good Theory of Management. As Ghoshal saw it, the corporate debacles of a few years ago were the inevitable outgrowth of theories developed by economists and absorbed at business schools. Corporations are not merely profit machines reacting to market forces; they are run by and for humans, and have a symbiotic relationship with the world around them. "There is no inherent conflict between the economic well-being of companies and their serving as a force for good in societies," wrote Ghoshal.In their own ways, other Indian thinkers are picking up the mantle. Khurana's forthcoming book, From Higher Aims to Hired Hands, looks at the professional responsibility to society that managers and the business schools who train them were initially designed to have.

The quest, says Prahalad, is to develop a capitalism that "puts the individual at the center of the universe," placing employees and customers first so that they can benefit shareholders. This is a lofty if improbable goal. But if it is attained, business leaders may find that India's biggest impact on the global economy may be on the way executives think.

Indian Ethos in B-schools

"If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions to some of them which well deserve the attention even of those who have studied Plato and Kant, I should point to India." – Friedrich Max Muller

In recent years, India has been receiving global attention. It has made rapid strides in achieving consistently high economic growth. Indian companies are expanding their reach globally while Indian financial markets have been attracting global investments. Latest technological gadgets and modern amenities are being easily made available to the average common man. Indians are aspiring higher materially, and also able to fulfill their aspirations to a greater extent. Unfortunately, with material progress and globalization, the rich Indian fabric of life that connected holistically with every aspect of human endeavor has undergone a major transformation with economic growth becoming the primary (and only) driver and measure of progress.

As a corollary to the economic growth, Education in India is also undergoing a tremendous change. The education "sector" is booming with a plethora of international B-schools and educational ventures opening up across the country including even in smaller towns and cities. We have continued to inculcate the great ideas and works conceptualized by various seers and thinkers that have their origins in India and are largely based on Indian scriptures or philosophy of life in B-schools. For example, in the words of Sri Aurobindo, "It is essential that society should refuse to give exclusive importance to success, career and money, and that it should insist instead on the paramount need of the full and real development of the student by contact with the spirit and the growth and manifestation of the Truth of the Being in the body, life and mind." As per him, what is

needed today in the field of education is not so much increased facilities or sophisticated equipment, but a new vision of education. The quality of one's life depends on the quality of one's aim. Therefore, it is necessary for education to respond to the highest aims of life.

The aims of human life are neatly summarized in Indian conception as the four 'Purusharthas', viz. Artha, Kama, Dharma and Moksha. Therefore, the whole idea of education must be aligned with the harmonious accomplishment of these purusharthas. Purusharthas represent human values as they are consciously sought by human beings. While Artha and Kama represent secular values and are accepted universally, the Indian conception of life goes on to suggest Dharma as a moral and social value, and Moksha as the Ultimate value. An integrated pursuit of these four-fold values of life results in the flowering of an integrated personality. Even Einstein maintained that the school should always have its aim that the young man will leave it as a harmonious personality, not as a specialist.

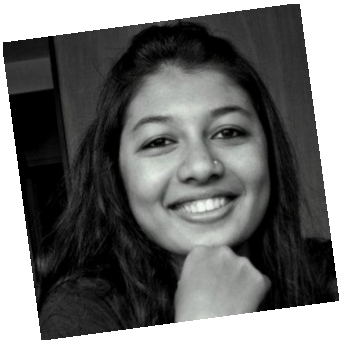
Swami Vivekananda emphasized on the concentration of mind, as with the power of concentration and detachment, facts could be collected at will. A concentrated mind is also the lamp that shows us every corner of the soul. Sri Aurobindo warned against the notion of hammering the child into shape, and suggested that the mind should be consulted in its own growth. The child must be induced to expand in accordance with his own nature. The system of education should be based on an approach that is natural, easy and effective for a child's mind. The objective should be to strengthen and sharpen the instrument by drawing out that which is best and make it perfect for a noble use. Mr. Covey explains that human growth follows the law of the harvest – you cannot harvest a crop before you sow and follow the process of growing it. He proposes that the process of human development should follow a Maturity Continuum in accordance with natural laws of growth in which the development of an individual happens inside-out from personal effectiveness to interpersonal effectiveness, from dependence to independence to interdependence. Interdependence according to him is the highest level of maturity where there is awareness of the relationships with others including the society and nature as a whole; where the tendency is to synergize or combine the strengths and not to compete. After working upon the inside, i.e. on developing the strength of mind and character in the individual, schools are working towards establishing the connections with the laws of life and nature. However, this must not be based on mere theoretical or information-oriented learning, but should rather involve an experiential understanding through creative and explorative learning, unveiling the hidden secrets of life and nature, and also the hidden potentialities of human consciousness. Rabindranath Tagore envisioned an education that was deeply rooted in one's immediate surroundings but connected to the cultures of the wider world, predicated upon pleasurable learning and individualized to the personality of the child. He felt that a curriculum should revolve organically around nature with classes held in the open air under the trees to provide for a spontaneous appreciation of the fluidity of the plant and animal kingdoms, and seasonal changes. For Sri Aurobindo, the major question was not merely what science we learn, but what we shall do with our science and how too, possibly even relating it to other powers of nature including those of the human mind. Or how we are to learn and make use of Sanskrit not merely to communicate but to get to the heart and intimate sense of our culture and establish a vivid continuity between the still living power of our past and the yet uncreated power of our future.

Another aspect of education always emphasized in the Indian context is to create a stimulating environment of learning, free from worldly distractions but filled with ideas. Dr. S. Radhakrishnan emphasizes that universities must be the seats of learning responsible for developing the higher mind of the nation, its conscience and its ideals. The ideal of the university is the promotion of liberty of mind or freedom of thought. The ancient Indian universities of Takshashila and Nalanda were such symbols of education, which helped produce a community of cultural ideas, a profound like-mindedness in basic aims and ideals. Moreover, the idea of education in India was never limited or confined to classroom or university education. Education was always in the broader context a living process infused into various aspects of life. Learning began at home, with the Indian family providing an ideal milieu for inculcating basic values through joint living, telling of moral-based stories, recital of various shlokas and observance of various cultural and religious values and festivals. Informal education of the masses also happened through various spiritual discourses and through the efforts of various saints and activists. The earliest form of mass education was probably in the form of yajnas, in which the sages and Brahmins would use Vedic rituals to reach out and spread the thoughts of the Vedas and provide a holistic perspective of life.

To summarize, it is imperative for modern education to undergo a complete paradigm shift by rethinking its aims and methods in line with the Indian ethos. Only with such an ethos can modern man turn around from being a self-centered individual guided by ego and desire to an integrated individual guided by the conscience and its relationship to the whole. An apt quote by Arnold Toynbee is very relevant in conclusion – "It is already becoming clear that a chapter which had a western beginning will have to have an Indian ending if it is not to end in the self-destruction of the human race."

Management – Are you ready to play???

by Jennifer Samson



Growing up, I was always a tomboy. I didn't like being a girl, loved climbing trees, jumping from the slides, racing on bikes, being out all day, couldn't care less for a beauty nap in the afternoon. I was always hyperactive, constantly trying to find an outlet for my bursts of energy. I was into sports, anything and everything. However, I was drawn towards athletics. I still vividly remember a time I was running, I fell down, got up again and ran towards the finish line and I still stood first. That day my scraped knee didn't feel so bad and after it was covered with a Donald duck band aid, I forgot all about the pain.

I thought my life was complete, studies, friends, and sports. My mom still thought I was too much to handle at home so she put me for basketball training in my school. I hated it and even more so since my mom knew the coach and I had no chance of escaping very soon. I felt out of place, couldn't hold the basketball properly, too big for my hands I thought, even the size 5 ball seemed big. Honestly I wasn't planning on staying long, made the occasional appearance at training since I had already paid the fees. But after some time, I didn't know when but the game grew on me. Practice didn't feel all that terrible. 30 minutes of running and sprinting, coupled with exercises including floor, German drills up and down the basketball court, and then the main practice - dribbling the ball, taking lay-ups and even shooting from a place near to the basket. It seemed fun. It seemed challenging.

I didn't realize as time was passing by, I wasn't just learning to love the game. There was so much more going on. I enjoyed practice, I understood why warm-ups before the game were necessary, I felt my stamina increasing. I bettered my performance with each game. I was becoming a disciplined athlete. Being punctual in timing, training honestly, working hard to become better, being a leader, helping juniors adjust to the new routine, coaching my team when my coach couldn't make it to practice, learning how to travel so I could take my team to basketball tournaments all over the city.

I realized I had a certain love and a certain passion for the game, which was giving me the drive I needed to excel, to become better. I figured out my role in the team. I was the 3-point shooter and I practiced long hours, shooting all across the 3 line although I did find my sweet spot. The sweet spot is the place on the basketball court from where all your baskets convert, meaning every shot attempted from that place results in a basket going in.

While playing sports you often don't realize what it gives you. It's only in hindsight that you see the true rewards of sports when they apply in your life. As a future manager, there are so many things I want to be and want to do. Basketball has taught me some things I wouldn't have learnt if I wasn't in the game: team spirit, organization, accountability in my work, loyalty to my team, trust in my coach, dedication to my work, confidence to lead, communication, ability to endure stress, giving 100 per cent till the very end, a good decision maker, ability to take on responsibilities, courage to take risks, strength to take a fall, value of time and so much more. I've imbibed all this subconsciously while enjoying a game I truly loved. I thought I was giving my time to basketball while the entire time the game was giving me so much more than I could have asked for.

Today as I look back and introspect, my life has been enriched beyond words. The way I work, think, my values all have their core in sports. It has made me the person I am. Sports can never be assumed to be just something to fill one's time with. It is one of life's greatest teachers. It teaches you all the skills you need to know about management in the most fun and relaxing way that you don't even realize, which makes it the world's best B-school without a doubt!!!

Tomorrow when I go out into the world, I will not be scared, because sports has given me all the skills I needed, but here at JDBIMS, I have been given the platform to really put those skills to test. At JDBIMS, at every step I am challenged, faced with obstacles but at every point I have the opportunity to not only achieve my potential but exceed it as well. It is here that I truly understand management and I am able to arm myself with the absolute experience of being a manager.

Book Review: The Immortals of Meluha

by Devi Nair

India is a religious country and Amish have used it well. He has taken one of the most powerful characters from the mythology and made a Rock star Hero out of it. This is the first part of trilogy, which was released in February 2010. The second book – The Secret of the Nagas – was released in 2011. The third book is expected by the end of this year.

The tremendous amount of research which Amish have done for this book shows by way of the intermingling of the characters and the way Shiva is portrayed in the book. It is very different and modern from the way the stories were told to us in our childhood days but still in a way, very similar too.

The story is based in Meluha on the Indus Valley and shows the legend of Shiva in a gripping fantasy in which Hindu myths are interpreted from a unique perspective and which explores philosophies such as the many versions of reality, karma, the character of societies, nature of evil and duality. Shiva is not portrayed as a Lord but as a common man who, even though he is portrayed as a great leader, is as worried and insecure about uncertainties and guilty of his past, as any one of us.

The story revolves around Suryavanshis and Chandravanshis and the terrorist attacks that result from tensions between these two communities. It also shows, in a subtle way, how modernization of civilization happens and explains the significance of regular cleanliness and hygiene.

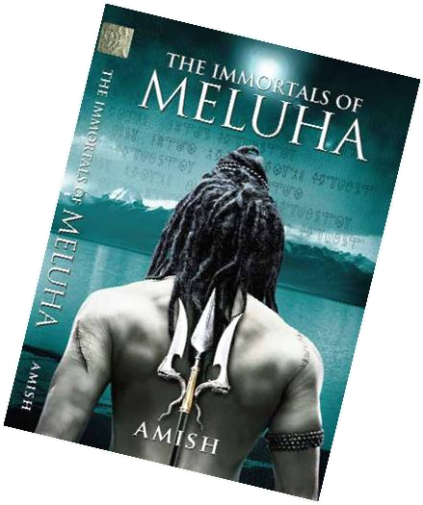
Lord Ram was the ruler of the land Ayodhya, of which Meluha is a part. The people of Meluha worships Lord Ram as God and Lord Ram's words and rules of the land as Gospel Rules. The story also gives the origin of Brahmins, the magical anti-ageing drink (Somras), the concept of Vikarmas or untouchables due to fate.

The book shows how Shiva becomes Neelkanth after consuming Somras and later turns out to be the Saviour who is supposed to save the Suryavanshis from the Chandravanshi terrorist attacks. As the story progresses, Shiva meets Sati, daughter of the ruler of The Suryavanshis, and falls in love. But Sati happens to be Vikarma. Shiva, then using the power bestowed upon him by the title of Neelkanth, tries to eliminate the ritual of Vikarma, thus succeeds in obtaining the Love of his Life.

Shiva, later, finds a good friend in Brihaspati, who is a scientist working on the Somras. But Chandravanshis attack on the Research Facility where Brihaspati works and Brihaspati is presumed dead. A highly enraged Shiva declares war on Chandravanshis. With the help of Parvateshwar, the Head of Meluhan Army, Shiva and the Meluhan Army overpower Chandravanshis and bring the Chandravanshi Ruler to Meluha.

During the course of the events, Shiva is highly confused with the concept of Neelkanth and the myth surrounding the Title. In search of answers, he comes across a group of saints residing in famous temples of Ram across Ayodhya. They guide him along the path and explain various concepts of karma, fate and his choices in life, which will help him fulfil the destiny that surrounds the title of The Neelkanth. The mystery behind the appearance of these saints prevails throughout the book.

Throughout the book, you will be able to identify with the character of Shiva as explained in the book. All the characters, taken straight out of the mythology, is presented in a way that makes learning mythology so much more fun. The way the history and geography of the land is explained makes you wonder why our history and geography were not so interesting.



By the time you come to the end of the book, you will die to lay your hands on the second part of the trilogy. It also makes you wish every part of mythology be expressed in this much interesting way so we learn more about the flourishing history of our land.

Some interesting facts about the book:

- As of April 2012, the sales of the book have crossed the print run of 500,000.
- It continues to top the bestsellers' list of Nielson Bookscan.
- The gross retail sales are at Rs. 13.75 within two years of publishing.
- The set of two books ordered via Flipkart will only cost you Rs. 215.
- If sources are to be believed, this book is now being adapted into a movie, which is going on to, be produced by Dharma Productions owned by Karan Johar.

Greetings to all our alumnae!!!

We hope you are doing well.

In our e-newsletter, we have dedicated a section entirely to you.

You can reminisce and write about the good old days at JDBIMS, your experiences while in college or even now. You may want to write about an issue or your field of interest or share some stories and pictures; we would love to hear about it.

This is a place where the current batch could get to know their alumnae much better, learn from their experiences and the alumnae in turn will always be connected to JDBIMS through the e-Newsletter.

We hope to receive more contributions from you all in our next issue.

We wish you the best.

A special thanks to Nidhi Kohli for making the alumnae section possible in the first issue of the newsletter!!

ALUMNAE SECTION

Right First Impression

by Nidhi Kohli

Everyone knows that First Impression is the Last Impression but how many of you know that it takes 30 seconds to make first impression. You never get second chance to make a first good impression. Whether you are about to go through an entry level Switch your cell phone off well before you enter the interview room.

- Be genuine and truthful in the interview.
- Go over your resume and prepare your answers before you go in to the interview
- Dress in formal attire that suits the industry, the company and the position.
- Make-up and accessories must be subtle.
- Avoid a casual approach in dressing and body language.
- Your body language and vocal communication must project your interest in the interview.
- Switch your cell phone off well before you enter the interview room.

CREATIVE BLEND SECTION

True Story

by Rucha Chavan

This is a true story of a young woman who went through the most gruesome fire. When you read her story, you'll realize that your trials are absolutely nothing compared to what this young girl went through.

It was September 25, 2000. Maricel Apatan was an 11-year old girl in Zamboanga. On that day, this little girl went with her uncle to drawwater. Along the way, four men met them. They were carrying long knives. They told her uncle to face down on the ground, and they hacked him on the neck and killed him.

Maricel was in total shock especially that the men were their neighbors. She tried to escape, but the men ran after her.

She cried, "Kuya, 'wag po, 'wag n'yoakongtagain! Maawapo kayo sa akin!" ("Don't kill me! Have mercy on me!"). But they weren't listening. With a long knife, a man slashed her on the neck too. Maricel fell to the ground and lost consciousness. When she woke up, she saw a lot of blood. She also saw the feet of the men around her, but she pretended to be dead.

When they walked away, Maricel ran back home. But along the way, she saw that both her hands were falling off because the men hacked them too. She cried but she kept running. Sometimes, she would faint and fall to the ground. But she'd regain consciousness and run again. When she was near her home, Maricel called her mother. Seeing her daughter, her mother screamed in terror. She wrapped her bloodied child in a blanket and carried her to the hospital.

Here was the problem: From her house to the highway, it was a 12-kilometer walk. It took them 4 hours just to reach the highway.

When they arrived in the hospital, the doctors thought Maricel was going to die. But for 5 hours, they operated on her. It took 25 stitches to stitch together the long knife wound in her neck and back. Maricel barely survived. And she lost both of her hands.

Ironically, the next day was Maricel's birthday. She was 12 years old. But tragedy didn't end there. When they went home, they saw their home was gone. It was ransacked and burned down by the goons.

Being very poor, Maricel's family also didn't have P 50,000 for their hospital bills.

But God sent many angels along the way to help them. *Archbishop Antonio Ledesma*, a distant relative, paid for hospital bills and helped them bring the criminals to court. They were sentenced to prison.

Today, she's staying with the nuns at *Regina Rosarii* with Sr. Eppie Brasil, O.P. But this is the incredible miracle. Instead of staying down, Maricel kept running.

Instead of cursing God why she had no hands, she now uses her wrists in incredible ways that will boggle your mind.

The Naked Tree

by Vijita Mistry

Barren and naked it stood there, among the luscious green

Its leaves at the edge of long gone by, leaving branches scaly and dry

Yet it stood firm and strong, though it looked ugly to a crow it belong

Who nested there, among the clutch of dried leaves

To the world the tree was a rotting piece, but to the crow it was her home, where she dwells in peace.

I Dream

by Vijita Mistry

I dream of a big ocean, I don't even have a puddle

I dream of touching this boundless sky, don't even know to fly

I dream of making an innovation, stumbling on imagination

One thing I don't need to dream,

Is being kind to all,

Help in all ways I can,

Share somebody's sorrow, make someone part of my joy...

For this,

I need neither sky nor a big sea

But a sweet human heart which is already been gifted to me.

God's Gift To Me: My Parents

by Ananya Mani

I'v always heard and believed, that god takes many forms to guide you.....

But I never thought I would be among those fortunate few.....

To have been blessed with such wonderful parents.....

Who care about me like I am this precious present.....

They are the ones who have helped me grow.....

Into a person whom today people recognize and know.....

They stand by me through the most frightening storm.....

And protect me from all possible harm.....

They have taught me the value of respecting all.....

And rising higher, every time I fall.....

They have taught me the value of honesty...

That will always strengthen my integrity.....

The values and morals they have instilled in me.....

Are the highest and noblest that can ever be.....

They have taught me the value of hard work.....

Which eventually leads to success in its wake.....

The trust they have in me I value the most.....

Which shows me the way when I am lost.....

They mean the world to me for sure.....

Coz they are individuals with souls so pure.....

Their happiness is my sole priority.....

Which I try to achieve with deep sincerity...

I hope to emulate them some day.....

Rational and loving in every way.....

The relationship I share with them is of friendship so close.....

That my deepest and darkest fears to them I can disclose.....

Every single moment I thank god for his blessings.....

In the form of my mom and dad so loving.....

I hope to make them proud one day.....

When "This is our kid", they will proudly say!!!!!

India Against Corruption

by Jennifer Samson

Armored guards you stay
Asleep on your watch
You took the oath to protect my people,
Now does it seem as too much?

As I wait to see
When will you wake?
I stand guard for you
It's your position I'm forced to take.

Mighty swords you carry
And wield them in my face
Not a drop of guilty royal blood
On your weapons I can trace.

Your armor is deceitful
To the eye of the honest lot
Defend yourselves well, I warn you
The storm is coming about.

The power of the shield
Has blinded you so great
Even the penetrating light that pierces
Your eyes refuse to take.

You were but one of us
Before we set you apart
To do this land a service
In which you took pride in at the start.

As you swore your promises
What a fool you made of me
I hoped in the depths of my heart
You'd be different, unlike the rest we've seen.

Men of honor, I bleed when I say that name,
You disrespected my land
You reign using your authority over my people
But somehow for you no law stands.

I see you lying there on your comfortable chair
Filled with the food and sweat of our men
Oh how my sharpened steel waits for the moment
When your eyes will open again.

We Are The People

by Jennifer Samson

We're terrified to leave the house today

Are these roads or battlefields should I say?

Earlier we had to watch our step

Now we have to watch our life

A little minefield is set, blowing up at every step

Heart pounds so hard, there's no way to calm it down

We're so abused right now; there isn't anything we haven't heard now

Blurry pictures occupy our stressed minds

Loved ones flash away in seconds in a little time

Beyond reason the nature of a certain people

Standing in the way of a progressing nation

Breaking down pillars, human barricades in our way

Stumbling steps will pick up and lead us everyday

Amidst the anger rising in all directions,

Hope of a security much stronger builds itself

What's taken is taken, but what remains will be protected

Long gone are the days when we stood by the sidelines

We walk today as a united front, exuding a much harder impenetrable exterior

Alert as we are, we shall make no mistakes

For a lot of lives are heavily at stake,

Our actions will be sterner, no amity in everything

We need to call a spade a spade; diplomacy also has its lines

Wars were never won just by communication

If we don't fight our own wars will we ever survive??

If we choose to be silent, the many deaths for us have sadly been in vain

We need to honor and respect.

To uphold and protect,

WE NEED TO WAKE UP!!

We are the future. We are the people.

ACHIEVEMENTS SECTION

1. **Event:** National Level Case Study Presentation at Khandelwal Case Study (KCS) 2012
   Participant(s): Priyanka Pantawane, Reshu Khandelwal, Deepika Gedam (Team Pride)
   Topic of presentation: Indian Ethos in Global Corporate Environment – Role of B Schools
   Location: Chetana Institute of Management and Research, Bandra
   Achievement: Reached among the top 6 teams on a national basis.

2. **Event:** Allana Premier League Cricket Championship for Women
   Participant(s): Priya Gaikwad, Varsha Agrawal, Shilpa Shelke, Neha Gavle, Krutika Solanki, Pooja Mishra, Reshu Khandelwal
   Location: Allana Institute of Management Studies, Churchgate
   Achievement: Won the Championship

3. **Event:** Leadership Sports Training Camp
   Participant(s): Swati Injapuram
   Topic: Programmes to improve Leadership Qualities
   Location: Leslie Sawhny Centre, Devlali
   Achievement: Best Speaker (Individual)

4. **Event:** Group Dance
   Participant(s): Swati Injapuram, Elizabeth George, Gayatri Kariya, Ritu Sen, Preity Dhote, Shilpa Shelke, Shilpa Bhosle, Prajakta Moon, Pradhnya Takalkhede, Priya Gaikwad
   Location: Pravin Gandhi College of Law, Vile Parle
   Achievement: Participation

5. **Event:** Ad-Mad Show
   Participant(s): Priya Gaikwad, Roopa Naidu, Krutika Solanki, Shilpa Shelke
   Location: KC College, Churchgate
   Achievement: Participation

6. **Event:** Ad-Mad Show in Chakravyuh-2011
   Participant(s): Pradhnya Takalkhede, Sneha Khaparde, Prajakta Moon and Priya Kulkarni.
   Location: Lala Lajpat Rai Institute of Management studies.
   Achievement: Stood 2nd in the Competition

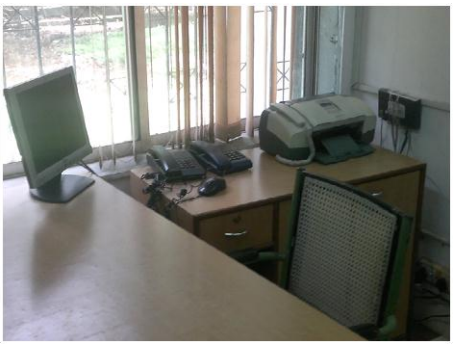
ANNOUNCEMENTS

1. THINK TANK..... JDBIMS INCUBATION CENTRE.

JDBIMS announces the launch of an incubation Centre at its premise. The incubation Centre shall have the basic infrastructural facilities required for a start-up business. Having a prime location, the facility will also provide easy access to the other resources.

We invite the young think tanks planning for an entrepreneurial activity and are searching for a place to take off. Since we have only one Centre to begin with, the allotment will be done on first come first served basis.

THERE IS NO FEE for the first few ventures, so gear up and grab it.....



2. MENTORING - THE NEW MANTRA FOR SURVIVAL

JDBIMS is now fifteen years old and has trained over a thousand women management graduates. Taken in itself, this is a remarkable contribution. However, if we look at our population, the composition, the need and even the representation of women in the high echelons of management, this contribution is dismal.

JDBIMS needs to become more imaginative to strengthen its offerings both in quality and quantity. We, in this Institute, have been looking at various alternatives. Mentoring by senior managers and working professionals from the Industry is a sure winner. Our alumnae from the earlier batches have reached very senior positions in the Industry and can truly be role models and mentors. We are reaching out to very senior professionals to become mentors at JDBIMS through professional bodies such as BMCA, IMC, etc. We call upon our alumnae, and professionals and senior managers at large, to join hands with us to train the next generation of women managers.

3. ASTITVA - THE MANAGEMENT MEET 2012

ASTITVA is a Management Meet hosted every year by JDBIMS. In this meet, eminent people from Management come to speak to our students on various topics. It is again an interactive platform where the students of JDBIMS get to interact with the corporate world. It is a one-day meet. The tentative slot scheduled for ASTITVA is the first week of Oct 2012.

GALLERY

ORIENTATION 2012(10)

NIRMITI 2012(14)

FAREWELL 2012(15)

JDBIMS
E-NEWSLETTER

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