We the magazine committee would like to welcome you all to the Volume - 2 of Newsletter of MIT College of Management. Nice to be back again, after a hearty response to the Volume - 1 of MBA - PGP Newsletters. We are pleased to present this newsletter in an effort to strengthen the communications and relationships between all members of our educational and professional community. We have been looking forward to come back again with all the happening at the campus. The quarter has been full of activities with the Annual Social Gathering - Pratibimb10, HR Meet, Sports Meet, Bharat Asmita Awards, Seminars, Workshops, Visits of Eminent Personalities like Ms. Rashmi Bansal writer of ‘Stay Hungry Stay Foolish’, Mrs Pratima Kirloskar, Promoter, Kirloskar Group, Dr. Santosh Bhave, Head HR, Bharat Forge, the never ending list.

2nd Batch passed out and placed in the corporate world with satisfactory placement, where in max. Package of Rs. 5.5 lakhs received on campus. Placement cell is still active with the companies coming in. Almost 176 Companies have already visited the college for summer as well as final placements.

3rd Batch with the PTU, midterm exams going on, YCMOU and the Final Term Exams coming up is always seen full of energies and looking in for more and more. It's a great experience growing with them many of our faculty and student took the step ahead by presenting International and National level papers and Book reviews and participating in quiz and business plans presentations and were applauded for their efforts. As the term is ending, the staffs are busy with ISO 9001-2008 process and auditing of the documents and the students are looking forward to their summer internships. On the Admission’s side the heat is on. This newsletter will evolve over time, as we have every expectation that as the programs of our institute continue to grow and develop so too will these publications. We look forward to your thoughtful responses and continued support.

All the best to you and happy reading!

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Event: HR MEET  
Date: 16th January 2010  
Venue: Dnyaneshwara Hall  

Guest of Honour  
1. Mr. Vivek Gowilkar, Head - HR & Training, Oracle Financial Ltd., Mumbai  
2. Dr. Santosh Bhave, VP HR, Bharat Forge.  

Speakers  
1. Mr. James Pal, Deputy GM - HR, Suguna Group.  
3. Dr. Sonia Yadwadkar, Business Head, Strategy & HR, Anakin Management Consultants Pvt. Ltd.  
4. Mr. Sandeep Chaugule, HR Manager, John Deere India Pvt. Ltd.  
5. Mr. K. Vijaykumar, Head-Academic, Cognizant, Pune

The HR meet was organized to throw light on the human aspect of an organization. The students of MITCOM were honoured to have guests like Ms. Rashmi Bansal, a writer and youth entrepreneur expert. Prof. Dr. Sayalee Gankar delivered the opening speech and the guests of honor jointly discussed about how human resource management most valuable asset - people- how they individually and collectively contribute to the achievement and the objective of the business and also explain the new dimension of human technology and opportunity to the new HR manager. The first session was regarding the Corporate expectations from management graduates & challenges at T&D in today's changing organization were speakers explained how beginner make an impact and what qualities count like professionals skills and interview skilled and also explained the important of training, new aspects, methods of successful training program. The second session was on importance of HR processes SME's in that speaker explained about SME's in India, present status & the basic HR processes in that vision, mission, value, recruitment process, performance management system, and focused on competency framework and opportunities in SME's. Third session was on Employee Engagement & Emotional Intelligence, where speakers stressed on the importance of the above concept in today's business world. Employee Engagement means the emotional connection or commitment that employees feel for their work or their employer. In emotional intelligence they spoke about components of EI, IQ Vs EQ, self awareness strategies, self control, motivation, optimism, social awareness strategies, Role management strategies and most importantly how to increase EQ.
Event: Job Fair for Final & Summer Placement  
**Date:** 20th & 21st January 2010  
**Venue:**  
Change leads to development. But how to bring in the changes & be innovative is the big question. MIT College of Management had arranged for the first time in the campus on 20th & 21st January 2010, ‘The Job Fair’. In total 18 companies, where students had applied for Summer/Final Placement in Marketing, Finance, HR & Operations were part of the fair. The total number of students who got selected was 17. Students had the option to apply for several companies under one roof and got exposure to appear for the selection processes of these companies. It gave them good experience and also created awareness about job situations in the market. The highest package received during Job fair was 5.5 lacks per annum from AC Nielsen where Mr. Aniket Shrivastava got placed. It was a great experience for all the students where systematic arrangements were made under the guidance of the faculty members.

Event: E Meet “Let’s Meet Entrepreneur”  
**Date:** 23rd January 2010  
**Venue:** N2 Building Seminar Hall  
The E-meet for MITCOM batch 3 students of PGP MBA course was held on 23rd January 2010, the guest of honor for the event were Mr. Anant Sardeshmukh Dir Gen MCCIA and Mr. Anand Chordia from Pravin Masalewale. Mr. Sardeshmukh spoke on the keeping the individual spirit alive and following the goals with passion. He encouraged the students to become successful entrepreneurs with passion, zeal and hard work. The students were highly motivated by his speech. Mr. Anand Chordia addressed the students, not to lose focus and be determine in what they want to achieve.  
In the second session, the students had an interactive session with the members of BYST Mr. Pradeep Bhalvankar, who is an entrepreneur and also a mentor with BYST, he spoke about BYST and how it helps young people realize their dreams and help them with developing the business right from scratch. He answered the questions by students about how to set the business. Ms. Biwas, who is member of BYST and Mr. Siddharth Salunke who with the help of BYST set up his own business. Mr. Salunke, spoke about his journey in the business world. The event ended by a vote of thanks by the Mr. Viraj Devdikar President of E-Cell batch 2.

Event: Sports Day  
**Date:** 23rd & 24th January 2010  
**Venue:** MITCOM  
Sports was a fabulous event of PRATIBIMB 2010 held in MITCOM. The celebration of sports day had a bang opening on 23rd & 24th of January at MIT ground. It gave faculties & students a chance to refresh & rejoice themselves apart from their regular meddling busy life. The event was organized by G.S Saurabh Patwardhan & Sports committee Head Piyush Sachdev followed by sports committee.  
**Events of Sports Day**  
On 23rd January Football is highly enthusiastic game which was enjoyed by all players & audience. There were six teams namely Sr. Retail, Sr. Agri, Jr. Retail, Jr. Agri, Jr. General MBA, PCIBM. The competition was really tough & by tackling this tough competition Jr Agri came up with a winning trophy.  
On 24th January Volleyball is a skillful game & here the players were given a chance to show their skills. There were 6 teams & 5 players from each team were playing the game. The game was played on point basis. By defeating the rival team, Sr. Agri came up with a winning trophy.  
Cricket Everyone loves cricket. It is highly cheerful game & audience at large number on the ground were encouraging & motivating the players. Judges Prof. Dr. Bhupendra Chahal & Prof. Durvesh Moghe were invited. By cracking all the tough teams Batch III. Retail came up with a winning trophy.
Event: Pratibimb 2010
Date: 27th January to 2nd February
Venue: MIT College of Management

From 27th January to 2nd February, MIT College of Management (MITCOM) celebrated its Annual Social Gathering which was full of basking events. It gave faculties & students a chance to refresh & rejoice themselves apart from their regular meddling busy life. The event witnessed eminent personalities from various industries to judge the competitions held.

Event: Sports Icon Day
Date: 27th January 2010
Venue: MIT College of Management Lawn

The celebration of pratibimb had a bang opening on 27th January by celebrating “Sports Icon Day”. The day was celebrated with the purpose of inculcating the importance of sporty behaviour while dealing with management issues. Various students participated in sports icon day & were beautifully dressed in attire of their favourite sport icon.

Event: Corporate Icon Day
Date: 28th January 2010
Venue: MIT College of Management Lawn

Sports icon day was followed up by “Corporate Icon Day” on 28th January, where the students were dressed in attire of their favorite corporate icon, which was held with the intention of infusing ideas about corporates, whom they admire, which helped them portray their future aspirations.

Event: Bollywood Icon Day
Date: 29th January 2010
Venue: MIT College of Management Lawn

Subsequently, the event progressed with “Bollywood Icon Day” along with “Chocolate Day” held on 29th January. The students exchanged chocolates in order to share their feeling with each other. Various chocolates carry different meaning. Dairy milk was for love, Perk was for friendship etc. Chocolate & Bollywood day was a great fun for all the students.
30th January was “Competition day” whereby students were given chance to show their extra talent. Various competitions like Rangoli, Mehendi, Collage Making, Best Out of Waste, Flower Decoration, Face Painting etc. were organized. The same was celebrated as “Green day” wherein students dressed themselves in the attire of green color.

Event: Competition Day  
Date: 30th January 2010  
Venue: N-2 Building

Event: Cultural Day / Awards Ceremony / Inauguration of First Annual Magazine of the College - PRATIBIMB  
Date: 1st February 2010  
Venue: MIT Ground

The enjoyment was at its peak on 1st of February when prize distribution and various cultural events was held. Mrs. Pratima Kirloskar, Promoter, KIRLOSKAR GROUP & Prof. (Dr.) V. D. Karad, Founder, Executive President & Director General MAEER, Pune, India distributed the prizes. The list of prizes included winners of various events, sports, best Volunteer prize to name a few. Certificate to honour valuable contributions by students towards various committees were also distributed. The day witnessed beautiful performances via dances, mimicry & many more events.

Event: PRATIBIMB Rajbhog  
Date: 2nd February 2010  
Venue: MIT Ground

Hereinafter, the day full of fun and frolic came, the Rajbhog. The day started with procession from MITCOM building to the MIT ground. The students & staff dressed in their best traditional finery came together and shared some valuable time over lunch. To sum it all up, the week was full of merriment & many sweet memories as the college came together to celebrate the cultural week.

Event: International Paper Presentation “Student Participation”  
Place: ICMOC, Kristu Jayanti College, MBA Department, Bangalore  
Date: 2nd & 3rd Feb 2010.

After the global angle from the Chief Guests, and the various research papers, the Chief Guest for the Valedictory Function, Prof. K V Kodandaramaiah (Dir, Directorate of Collegiate Education, Govt. Of Karnataka), gave an in depth local and national level changes which need to be brought in and its implementation value for the future generations to come in. It was an apt deliverance of valedictory speech. A fast-changing environment is increasingly the situation in which most organizations find themselves and hence it requires a dynamic process, people, system and culture, especially for managing the change successfully, notably effectively optimising organizational response to market opportunities and threats.
The E-Workshop for MITCOM batch 3 students of PGP MBA course was held on 12\textsuperscript{th} Feb 2010. The guest of honor for the event were Mrs. Suneeta Shende Entrepreneur, Mr. Atula Dahe and Dr. Nitin Bhore. The students were asked to find out about the hidden opportunities within the state and the place where they belonged. This gave us a new avenue of discovering business prospects which can be made successful. The events conducted during this were Rs. 50 business activity, a day with first generation entrepreneur, a film show on “Rocket Singh-the sales man of the year”, and a seminar was mainly focusing on the theme: INDIA OPPORTUNITIES WITHIN. There were eminent speakers who gave their views of how to entrap the right opportunity. If the opportunity is lost a business is lost. Many students across the country will come together to take part in the week-long awareness campaign to focus public attention on opportunities in today’s India.

Event: E Week  
Date: 6\textsuperscript{th} to 13\textsuperscript{th} February 2010  
Topic: INDIA: OPPORTUNITIES WITHIN.

Entrepreneurship Week India, the country’s largest campaign to celebrate entrepreneurship, is back, and this year it focuses attention on India’s most critical challenges – and greatest opportunities. The week-long awareness campaign, from February 6 to 13, to focus public attention on opportunities in today’s India. Today, India faces daunting challenges across many sectors: water, health care, waste management, energy, education. And as the pressure mounts, and the cost of technology drops, these challenges are beginning to provide enormous economic opportunities to those who solve them. Of the growing number of new and future entrepreneurs in India, how many are targeting these opportunities?

The celebration of E Week took place at MITCOM campus under the guidance of our Director Prof. Dr. Sayalee Gankar. The E week celebration commenced on Feb. 6\textsuperscript{th} - 13\textsuperscript{th}, 2010. A long week celebration mainly focused on the theme of INDIA: OPPORTUNITIES WITHIN.

The E-Workshop for MITCOM batch 3 students of PGP MBA course

Event: Water Management Workshop  
Date: 20\textsuperscript{th} February 2010  
Venue: N-1 1st floor  
Time: 10.30-12.30

Guest Speaker: Dr. Sunil Gorantiwar

On 20\textsuperscript{th} February 2010 there was a workshop of Water Management in MIT-College of Management. Dr. Sunil Gorantiwar, a scientist with great experience in the field of Water management, is currently doing his research work in MPKV (Rahuri) University. Sir shared his valuable knowledge of water management with the students. Water management is the activity of planning, developing, distributing & optimum use of water resources under defined water policies & regulations. There are different types of water management such as Management of the water resources, Management of development of water resources, Management of water treatment of industrial, domestic & agricultural waste water, Management of allocation & distribution of water & Management of utilization of water. Sir explained in detail about all the above types of water management. He also gave information about National Water Policy (NWP) and State Water Policy (SWP). The basic requirement for any farming is Soil & Water. As the industries are increasing in India therefore the water demand for industry is tremendously increasing. Irrigation can be defined as the artificial supply of water to plants. As the water is a limited source for increasing human population therefore it is responsibility of everyone to use the water carefully. We should adopt different water management techniques which are useful to save water.

Event: Farewell  
Date: 28\textsuperscript{th} February 2010  
Venue: Saint Dyaneshwar hall  
Time: 6 pm onwards

Farewell is not just a good bye. Farewell goes with the wishes of a glorious future experiencing success all the time. The batch II students were given a wonderful farewell. The evening started with a warm welcome of the guests and specially the batch II students. Later experience sharing session was conducted which recalled past memories. The program continued with two song performances by juniors along with the videos. Then our director Prof. Dr. Sayalee Gankar madam delivered a small speech which focused on Values, Parents, Carrier. Sunita Karad madam’s presence & interaction gave a sense of completion of the evening. The program was concluded with a song where all the students held the candles and the entire hall was in the aura of emotions spreading peace and positivity. The evening ended with the dinner in lawn.

Event: INCON-V 2010 International Conference  
Date: 13\textsuperscript{rd} & 14\textsuperscript{th} March 2010

Audyogik Shikshan Mandal (ASM) has organized INTERNATIONAL CONFERENCE (INCON) V 2010, on “Ongoing Researches and Emerging Perspectives in the spheres of Management and Information Technology Sector” in collaboration with CETYS Universidad, Mexico and Business Standard. The venue of the conference was Sr. No29/1+2A,”C” wing, Near Empire Estate, Pune-Mumbai Highway, Pimpri, Pune-411018 on the dates of 13\textsuperscript{rd} & 14\textsuperscript{th} March 2010. This conference was an eye opener where we had a research papers presented on various topics of management across the five broad categories of Marketing, Human Resource...
Management, Finance, Supply Chain Management and Information Technology. This conference was a channel for interaction where long term solutions may be arrived upon issues related to business and management. The response from MIT-COM (College of Management) professors & students was great. Professor Prathiba L. presented research paper on 'Need of Business Intelligence in ERP'. There is a need & the requirement of the industries made the ERP players to create applications according to the business need of the industry rather than just fulfilling the operational needs to become more competitive in markets.

Senior faculty Mrs. Vaishali Nisargand presented research paper related to HR responsibilities to understand how cross-cultural factors interact with HRM. She suggested the ways to manage the human resource in a multicultural organization, giving various common choices but leaving options open for alternatives.

Professor Nidhi Arora & Ankur Sinha, the student of MIT-COM presented research paper on 'Indiscipline to Discipline Role of HRM'. The main objective of their study was to address the current issues related to discipline faced by the HRM in today's rapidly changing business environment. Also they had provided the corporate world and integrate their goals with those of the organisation.

Swapnil Desale & Yugant Baghel, the students of MIT-COM presented the research paper on 'Advertising Ethics & Marketing'. Ethics are important for an apparent balanced world & there should be apparent control over it. But marketers do the unethical advertisements because of competition. Their slogan is 'Love it. Or hate it. Or think it is offensive. But you have to notice it'. That is exactly what Marketers do to conquer potential customers mind spaces and makes money. They presented the different types & ways of unethical advertisement & marketing, its impact on sales & reputation in the society & also the impact on society.

Event: Paper Presentation For
"A National Conference on: Globalization & Challenges" 2010
Date: 8th April 2010
Organised by SIMS, Ahmednagar

A National level conference was organised by Sai Krupa Institute of Management Science, Ahmednagar on "Globalization and Challenges" 2010.

Prof. Nidhi Arora & Mohd. Zeeshan Khan presented her paper on 'IMPACT OF RECESSION AND ITS EFFECT ON HRM'.

Prof. Prathiba L. on 'Technology & Global Education'. Papers were accepted and the cert. were awarded.

Event: Academic Council Meeting
PGP in Retail Business Management 2010-12.
Date: 10th April 2010 at 6.00 pm
Venue: MAEER'S MIT College of Management

Horrible Prof. Dr. Mangesh T. Karad presided over the meeting as a Chairman of the Academic Council.

The members discussed about the syllabus for the academic year 2010-2011 and gave inputs for the same. The suggestions given by the council were accepted and incorporated in the new syllabus. Council approved the new syllabus and assessment pattern for the coming academic year i.e. 2010-2011.

Event: Academic Council Meeting
PGP in Agri & Food Business Management 2010-12.
Date: 24th April 2010 at 6.00 pm
Venue: MAEER'S MIT College of Management

Horrible Prof. Dr. Mangesh T. Karad presided over the meeting as a Chairman of the Academic Council.

The members discussed about the syllabus for the academic year 2010-2011 and gave inputs for the same. Council approved the new syllabus and assessment pattern for the coming academic year i.e. 2010-2011.